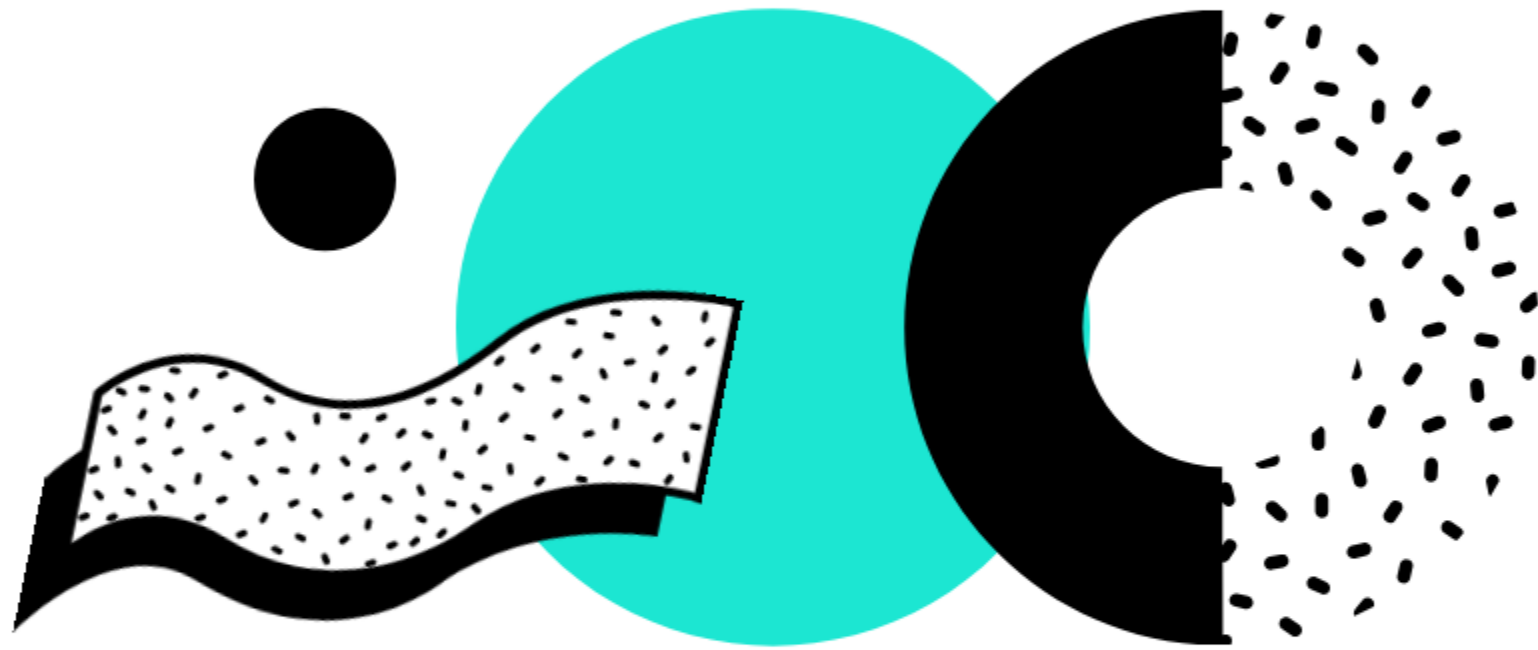# LEARNIT APP

Rethinking the promise of Education in Africa where no one is left behind

# PROBLEM

1. Access to Teaching/ Learning Materials by Learners.
2. Audience/Market Ready to Consume Learning courses from Top Creators/ Institutions

# Problem 1

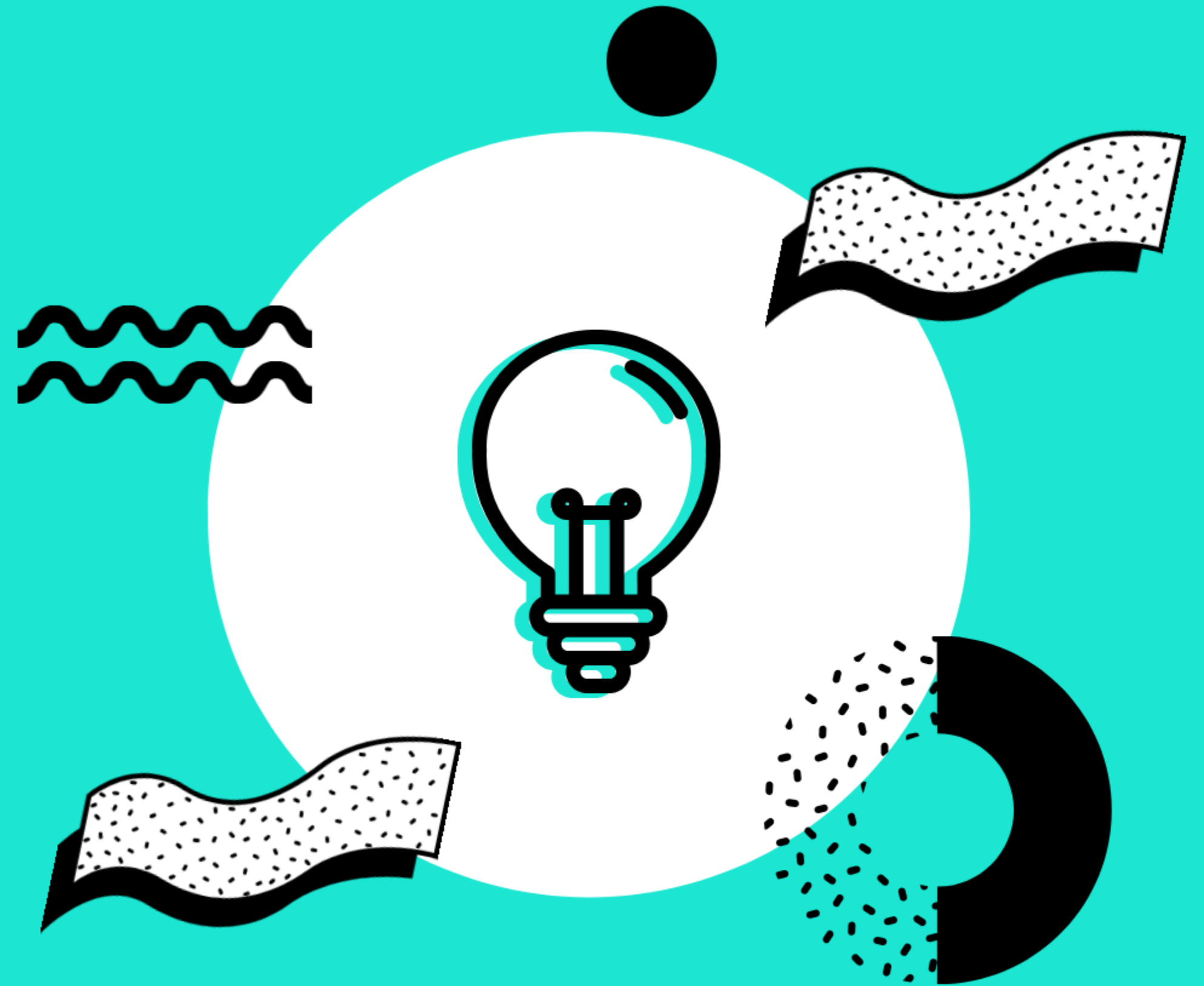Poor infrastructure for Digital Learning in Africa

# Problem 2

Geographical limitations for Educators/Institutuons to Reach Larger Audience

# Problem 3

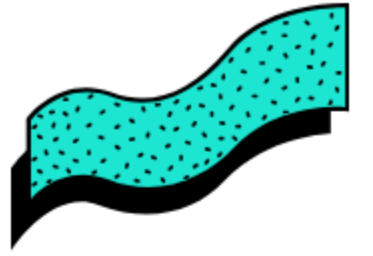Learning Content Relevancy and Reliability

# LEARNIT APP

An ELearning and Teaching Marketplace For Africans By Africans for Africa.

## Solution 1

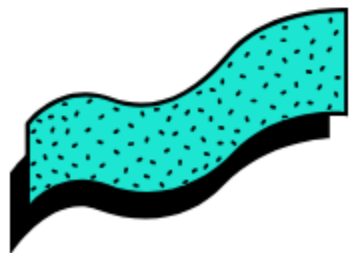ELearning Mobile App for Learning Purpose by Anyone anytime anywhere even offline.

## Solution 2

Teaching Marketplace for Educators/ instractors and Students to meet.

## Solution 3

Digitalize Education delivery in Aftica through Cutting edge Emerging Technology
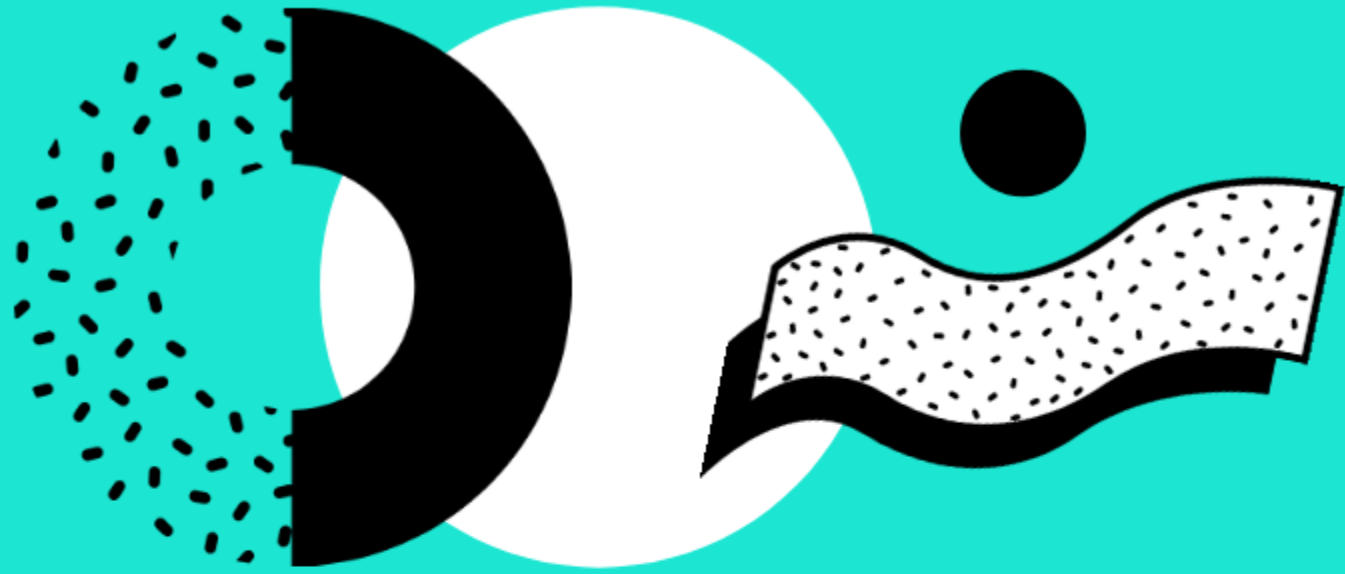
# Learnit App
# (OUR PRODUCT)

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An Artificial based eLearning and Teaching Marketplace designed for Africans by Africans with core mission to digitalize & Democratize Continuing Education in Africa.
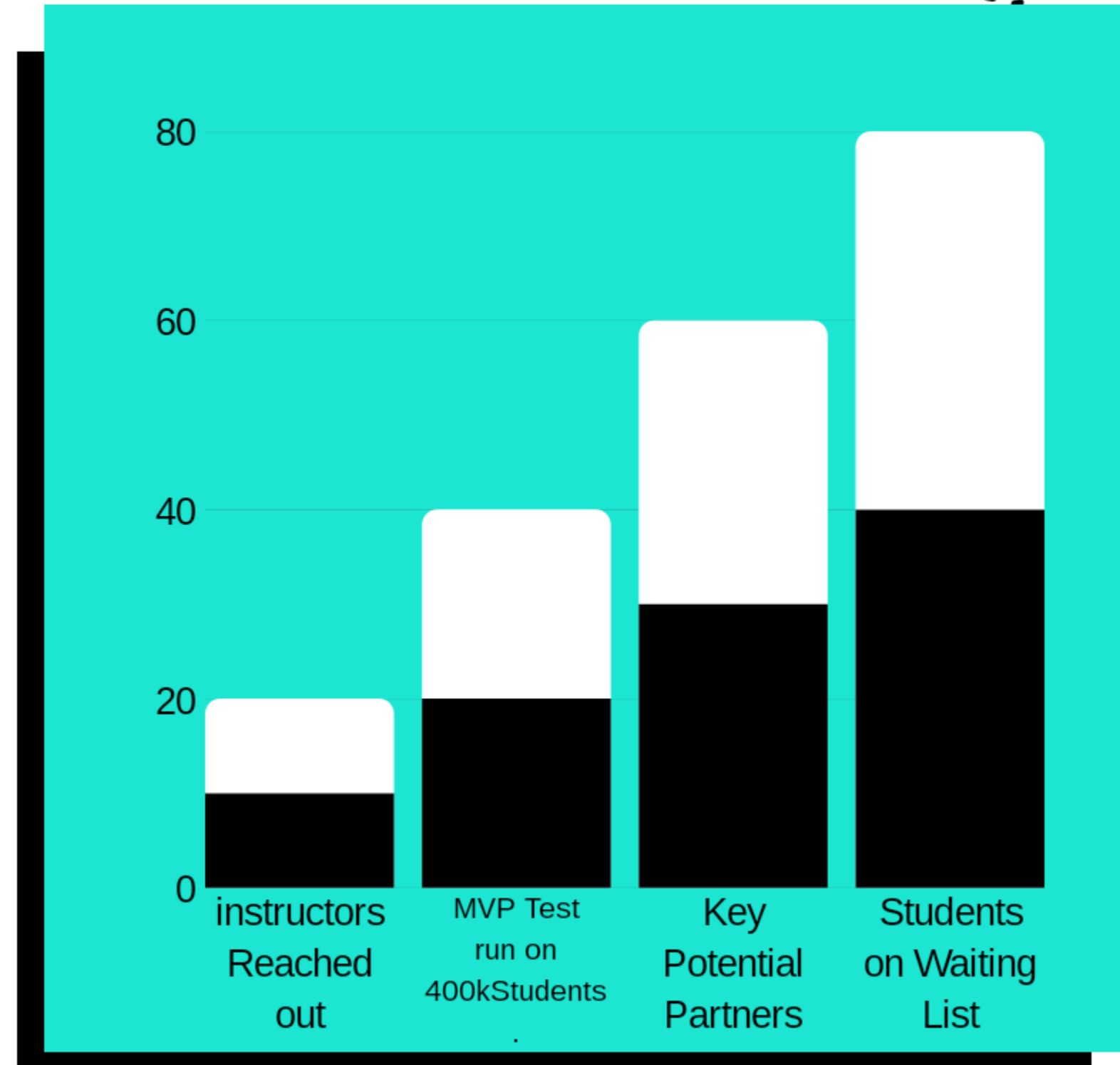
# Reason 1

Skills gap and Unemployment Rate is increasing among Youth in Africa.

# Reason 2

higher usage of Mobile internet among African Youth
(e.i Mobile apps)

# TIMING

# TRACTION

Since 2019 august,These are some of Milestone we've reached so far.

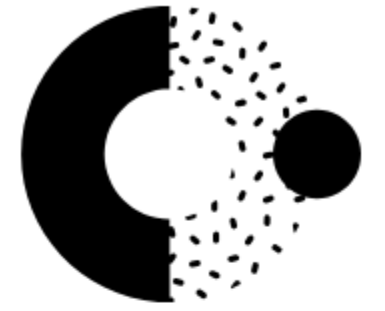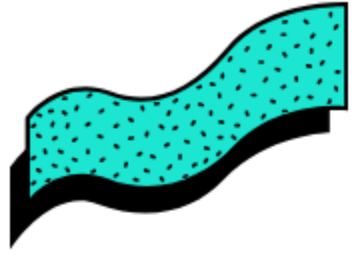| | |
|---|---|
| 80 | |
| 60 | |
| 40 | |
| 20 | |
| 0 | instructors Reached out | MVP Test run on 400kStudents | Key Potential Partners | Students on Waiting List |

# TARGET MARKET

*African Youth of age 17-29 Years old.

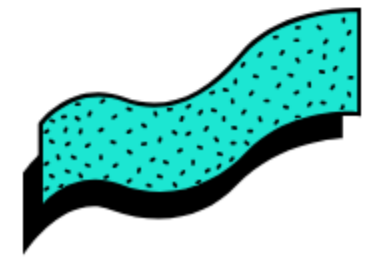*African Instructors,Experts and Educational Institutions

## Target Market 1

Youth Of age 17-29 Years old who has

Access to mobile internet and has atleast

Completed Secondary school

## Target Market 2

Educators,Experts and Educational

Institutions in Africa

# Size the Market

With 1.3Billion Africa Population where 60% are Youth below 29 Years old.
with 43% of Youth access Mobile Internet

**360+ Million**

Total Available Market (TAM)

**180 Million**

Serviceable Available Market (SAM)

**58.2 M**

Serviceable Obtainable Market (SOM)
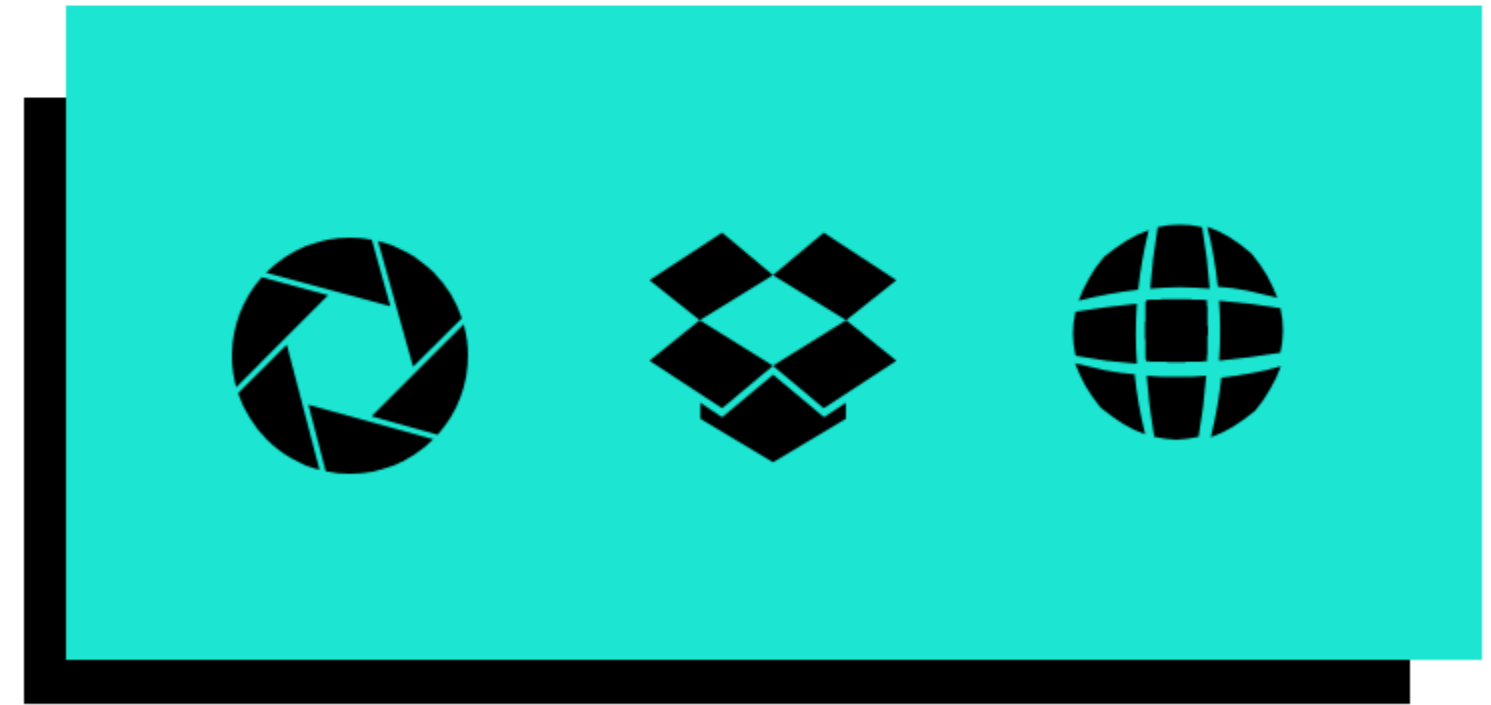
# Direct Competitors

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-Udemy & Coursera
-Traditional education Institutions

# Indirect Competitors

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-Experts & Instructors
-Blogs & eLearning websutes.

# Competitive Advantages

## Advantage 1

Leverage use of Mobile technology

## Advantage 2

Use of Micro Learning in Content Creation & Delivery for More Relevancy & Reliabilty of Courses

## Advantage 3

Use of Case Study,Storytelling and Podcast like style for Content Delivery

## Advantage 4

Focus on Creating Learning courses that can easily be adopted in African Landscape by African Experts

# Competitor Approach

## Approach 1

Personalized digital Learning Experience for our Learners

## Approach 2

Digital Marketing and Top notch Courses from Top Experts in Africa

## Approach 3

Partnership with Education Institutions for Business,Entrepreneurship & Computing studies

# Business or Revenue Model

We'll Monetize the Learning Service,Platform as Service and
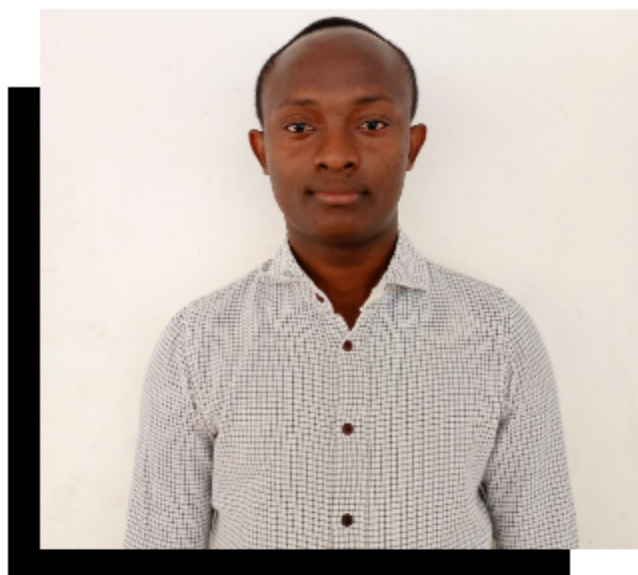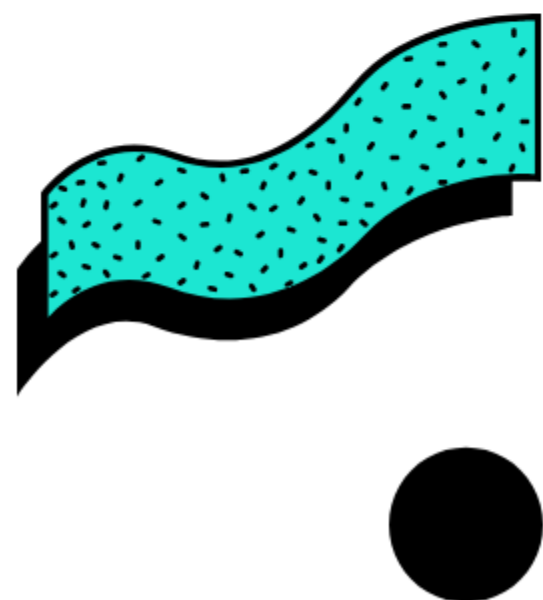
Course Fee

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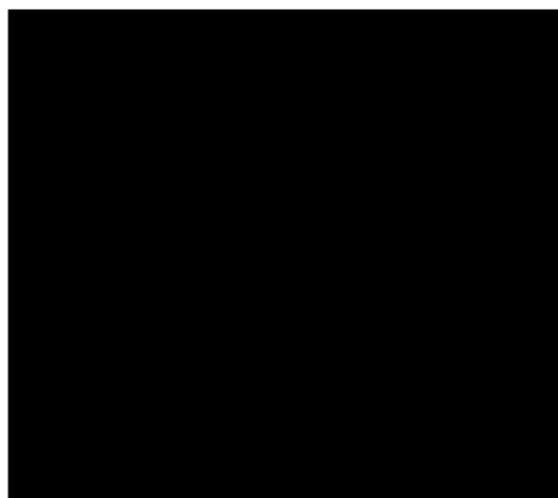Comission 10% from other Educators Course Sales

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-Life time Value Subscription for Upskilling or Lifelong Learning
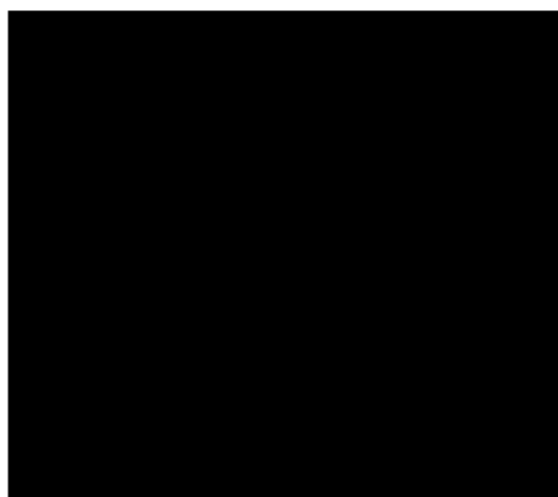-Will Leverage Partnership to reduce Customer acquistion cost.

# The Team

**Innocent B Oneka**

Founder & CEO

**Rehema Bashiri**

Head of Content

**Paul Manoni**

CTO

# Future Roadmap

We are Planning foe Launching & Operates on Tanzania
We are seeking 100,000$ In exchange of 15% And also

**Launching**

Q2 2020

**Office Setting**

Q3 2020

**Partnership with Education Institutions**

Q3 2020

**Expansion To Rwanda & Uganda**

Q4 2020

# CONTACT US

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Www.learnit.co.tz

**TOGETHER WE CAN HELP BUILD BRIGHT FUTURE FOR 10MILLION AFRICAN YOUTH BY 2035 WHERE NO ONE IS LEFT BEHIND FROM ACCESSING EDUCATION TO GETING MEANINGFUL JOBS.**