



By Chinelo Okafor
Founder, Daisy Tech Limited



**Playn
Learn Tech**

**...accessible practical digital
skills and career
mentorship for secondary
schoolers.**

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PROBLEM: Digital Skills Gap

230m

jobs across the African
continent will require some
level of digital skills by 2030

57m

jobs will require digital skills
by 2030 in **Nigeria**.

230 million jobs across the African continent will require some level of digital skills by 2030. While 57 million jobs will require digital skills by 2030 in Cote d'Ivoire, Kenya, Mozambique, Nigeria, and Rwanda.

(Source: World Economic Forum (WEF) report, October 28, 2020)

Our Solution



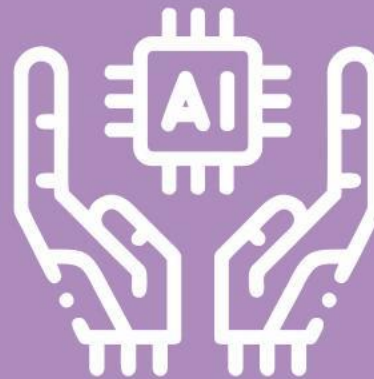
Closing the Digital Skills Gap

A web-based platform where secondary school students can learn **practical digital skills, soft skills and career mentorship.**



Gamified Learning

Earn points and unlock new levels as you progress



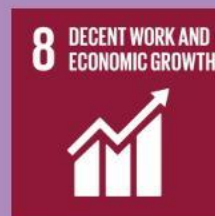
AI-powered platform

Delivering enhanced, personalized learning experiences (in progress)



Competitions & Rewards

Learn more, earn more



7 MONTHS TRACTION / BUSINESS MODEL



2+ Course Content.
Live & Expanding curriculum

150 subscribers (B2c)
Revenue: £ 590



1 school: 300 students in
pipeline (B2B)

1 White labelling content
(CSR) completed



1 partnership secured in
cybersecurity learning

Gamified Learning Subscription (B2C)
£5.5 per student/Month

School Access (B2B & CSR Sponsorship)
From £7.5 per student/Year

Corporate training
£100/staff

White content labelling
From £250/Module



OUR TEAM



Chinelo Okafor
CEO/Founder
MSc. COREN R. Electronics/
Telecommunication Engineer, 10
years experience in Data Analysis
Duration: 5 years



Tayo Adesanya
Head of Technology
Certified Back end/Front End
developer
Duration: 3 years



Ikechukwu Okafor
Co-founder
Head of Operations & Impact
Former First Bank Head of
Operations Manager
Duration: 5 years



Esther Lanipekun
Head of Marketing and
Communication
Certified Digital Marketer
Duration: 3 years



Kenechukwu Ejim
Head of Edtech Research & Content
Development
Bsc. Education
Duration: 1 years



Azubuike Obi
Account Manager/Tax consultant
Certified Accountant and Tax Expert,
CPA(Ireland) Qualified, ACTI, CNA
Duration: 4 years

BOARD OF ADVISORS



Dr. Adetola Salau
Education Advisor
Special Advisor, Kwara State
Ministry of Education
PhD Curriculum Instruction and the
Science of Learning



Betty Egbuna
Media Advisor
Former Producer/ Presenter,
EDC Radio
Programs



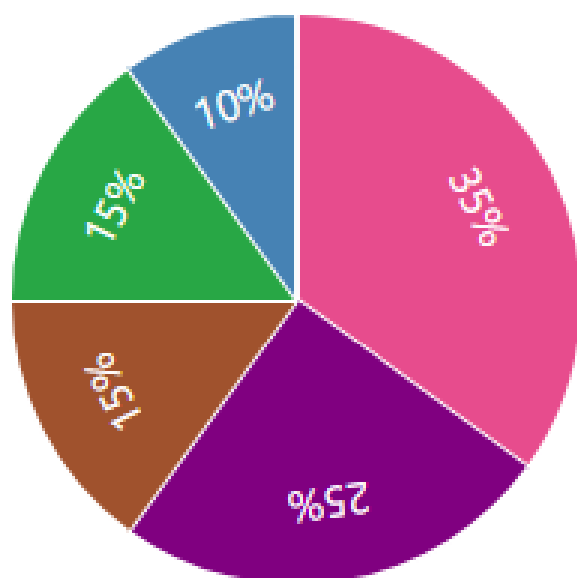
Francis Okoye
Financial Advisor
Chartered Accountant/Faculty
Lagos Business School



Ziad Maloouf
Mentor
MD, SevenUp

Our Strategic Ask & 3-Year Vision

Funding Ask: £44,051.40 GBP



- Technology & Platform Development (35%)
- Curriculum & Content Expansion (25%)
- Teacher Ambassador Network (15%)
- Marketing & Student/Parent Acquisition (15%)
- Core Team & Operations (10%)

Strategic Partnerships: Our Non-Funding Asks

We are seeking partnerships to help us achieve our 3-year vision:

- **Platform Development Partnership:** Co-build a robust and scalable platform.
- **Content Development Partnership:** Co-develop 10 new courses to expand our curriculum.
- **Secondary School Access:** Partner with us to gain access to 5,000+ students.
- **Parents Community Access:** Gain access to a community with 1,000+ paying customers.