




**Building Africa's Digital Future**

#1MillionDevs4Africa

# Impact Report

2024-2025



A photograph of a man and a woman sitting at a desk, looking at a laptop. The man is wearing a black cap and a white t-shirt. The woman is wearing a white shirt and a red and orange patterned bag. They are in a classroom or office setting with other people in the background.

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# Who We Are

**Power Learn Project (PLP) is a Pan-African movement committed to democratizing technology and transforming lives through access to digital skills, jobs, and entrepreneurship opportunities.** We believe that Africa's greatest resource is its young people—and with the right skills, they can build solutions for the continent and the world. Across Africa, millions of young people are out of work or underemployed, despite the rising demand for digital talent. Without urgent action, the digital divide will continue to leave too many behind. By 2030, over half of Africa's youth risk being locked out of the future of work if they lack digital and entrepreneurial skills. In response, PLP delivers life-changing learning opportunities, talent pathways, and innovation programs that equip young people with the in-demand skills they need. From software development scholarships to advanced courses in AI and blockchain, hackathons, and startup incubation, we empower learners to thrive in the digital economy.

We don't work alone. Our impact is built on collaboration with governments, development partners, and communities. Together, we've trained over 20,000 learners across 12 African countries, launched the PLP Talent Hub to connect graduates to jobs, and created inclusive spaces such as CODEHER, Africa's leading women-only hackathon. Founded in 2021, PLP is now present across multiple African countries, with teams and partners in Kenya, South Africa, Nigeria, Rwanda, Tanzania, and beyond. Our community includes alumni, innovators, educators, industry leaders, and changemakers, united by the belief that Africa's youth can code the future. At PLP, we envision 1 Million Developers for Africa, a bold commitment to equip the next generation with the skills, confidence, and opportunities to lead Africa's digital transformation.



## Message from the Chair of the Governing Council

**Sasaki Kenji** Chair of the Governing Council

Africa stands at the threshold of a new chapter. The digital revolution is no longer a distant wave; it is here, reshaping economies and societies. However, to unlock its full potential, we must ensure that Africa's young people are not just spectators, but leaders.

Power Learn Project is cultivating problem-solvers, entrepreneurs, and visionaries who will define the continent's place in the global digital economy. My conviction is that Africa's youth are the most transformative resource of our time. The world cannot afford to overlook them, and PLP exists to ensure they are seen, supported, and empowered to lead.

**Our ambition is bold, but our vision is clear: to make Africa synonymous with innovation, resilience, and inclusive growth.**



## Message from the Chair of the Board Chairperson

**Nadia Abdalla** Board Chair - Power Learn Project Africa

As Board Chair, I see our responsibility as larger than oversight. It is about mobilizing ecosystems, rallying partners, and ensuring that Africa's youth are not left behind in the digital future. To every partner and ally reading this report: your collaboration is an investment in the continent's brightest asset, its people. Together, let us continue to turn vision into action, and action into transformation.

The future of Africa is written in the hands of its young people, hands that are eager to learn, to build, and to transform. At Power Learn Project Africa, we believe that when we open the door for one young woman in Kilifi, or one young man in Lagos, we are opening the door for entire communities. CODEHER, AI Safari, and the Talent Hub are not just programs; they are movements that reimagine what youth empowerment can achieve when it is rooted in equity and opportunity.



## Message from our Board of Trustees



The world stands at a defining moment. Technology is reshaping how we live, work, and connect, while Africa's youth, the youngest population on the planet, holds the key to the continent's transformation. Yet, many young people remain locked out of opportunity. Without urgent action, millions risk being left behind in a future driven by digital skills, innovation, and entrepreneurship.

At Power Learn Project Africa (PLP), we believe Africa's greatest resource is its people. Since 2021, we have been working to democratize access to digital skills, build pathways to jobs, and create spaces for innovation and entrepreneurship. Our bold ambition, 1 Million Developers for Africa, is not just a number, but a movement to unlock Africa's potential in the global digital economy.

In the past year, we have demonstrated the power of this vision. Through the Safaricom Hook partnership, 251 learners graduated in a branded cohort, showcasing the strength of collaboration in opening doors for youth. Our Talent Hub was launched to connect PLP graduates with employers and paid opportunities.

Equally transformative was our partnership with Kilifi County Government, where 350 learners graduated under the county's first branded cohort with PLP. This collaboration not only marked a milestone in localized digital empowerment but also led to 50 graduates being directly employed within county government departments, a powerful example of how skills-to-jobs pipelines can unlock opportunities at scale.

With initiatives like CODEHER, Africa's women-only hackathon, we continued creating spaces where young women innovate, code, and prove that they belong at the heart of Africa's tech future. Together, these milestones underline how partnerships, innovation, and community-driven solutions can reimagine the continent's digital transformation.

Our impact is not only in numbers but in stories: learners who start with little more than curiosity and leave as software developers, entrepreneurs, and changemakers. Alumni like Benaiah Wepundi, who built Payd - a platform now moving millions in transactions, and Moses Ochieng, who founded Investa Farm, employing 11 people and raising capital, show us what is possible when youth are given a chance.

We are proud of the coalitions we've built, governments, NGOs, and communities coming together to create systemic change. This is how we turn vision into action and ideas into lasting opportunities.

But this is only the beginning. As we look ahead, we are calling on partners, funders, and ecosystem players to walk with us. You can support by opening doors for internships, offering mentorship, funding scholarships, or co-creating solutions with us. Together, we can ensure that Africa's youth not only participate in the digital revolution but also lead it.

The journey is exciting, urgent, and deeply rewarding. We invite you to join us.

**PLP Board of Trustees**  
**Power Learn Project Africa**

**Mumbi Ndung'u**  
Executive Director,  
Power Learn Project Africa



## Message from PLP Executive Director

*"Knowledge is power. Information is liberating. Education is the premise of progress, in every society, in every family."*  
— Kofi Annan

Today, PLP is evolving into a Talent First Organization. This means:

- We train for employability, not just completion.
- We design programs with industry, not in isolation.
- We measure success by livelihood outcomes, not enrollment numbers.
- We are building a pipeline not just of coders, but of creators, problem-solvers, founders, and innovators.

Our long-term vision is not just 1 Million Devs Trained. It is 1 Million Devs Hired, Paid, and Thriving across Africa's digital economy. Because women still represent only 20–30% of Africa's ICT workforce, and this gap is more than a statistic, it is a lost engine of innovation and prosperity.

Through PLP's #1MillionDevs4Africa movement, we are committed to closing this opportunity divide by ensuring that training leads to tangible livelihoods, dignity, and economic mobility, especially for young women.

To our Board of Trustees, thank you for your steadfast leadership.

To our partners, thank you for building pathways alongside us, not just programs.

To our learners and alumni, thank you for your courage, your ambition, and your belief in this mission.

Africa's future is being written today, in classrooms, in code, in communities, and in the dreams of young people who are ready to build something extraordinary.

At PLP, we are committed to ensuring they don't walk that journey alone.

**Mumbi Ndung'u**  
**Executive Director, Power Learn Project Africa**

Africa stands at a defining moment. With nearly 22% of young people in Sub-Saharan Africa not in employment, education, or training, and three in five of them women, the future of our continent sits at a fragile crossroads. And while youth unemployment is reported at 9%, the deeper reality is far more urgent: millions of young Africans are navigating job insecurity, underemployment, and narrowing opportunity in a world where work is rapidly digitizing.

At Power Learn Project (PLP) Africa, we choose empowerment over despair. We exist to shift the narrative from limited opportunity to limitless possibility.

Last year alone, across six African countries, 7,859 learners graduated through PLP programs that prioritize impact, not just credentials. Through CODEHER 2025, we amplified women-driven innovation. Through AI Safari, over 5,000 youth gained foundational AI skills. Our Safaricom Hook Cohort, which reached 4,000 applicants and graduated 251 learners, reaffirmed a simple truth: when youth are given access, guidance, and community, they unlock their potential.

And through our growing Talent Hub, PLP alumni continue to transition into real jobs, real incomes, and real opportunities, from internships and apprenticeships to freelance work and startup creation.

But this is just the beginning. Because Africa's digital future demands more than skills. It requires outcomes.



# Our Story

For the last three years, Power Learn Project Africa (PLP) has been at the forefront of a movement to democratize access to digital skills across the continent. Our mission is simple but bold: to equip Africa's youth with the tools, training, and opportunities they need to thrive in the digital economy. PLP was founded with the belief that Africa's future depends on its young people, a generation full of creativity, grit, and ambition, but too often locked out of opportunities by systemic barriers such as unemployment, inequality, and lack of access to education.



In Kenya, we partnered with the County Government of Kilifi to train and graduate 350 learners, with 50 directly employed in county government roles, our first branded cohort, showing the power of public-private partnerships to deliver dignified work.

Across Africa, thousands of learners have gone through hackathons, bootcamps, and mentorships that bridge the gap between learning and earning.

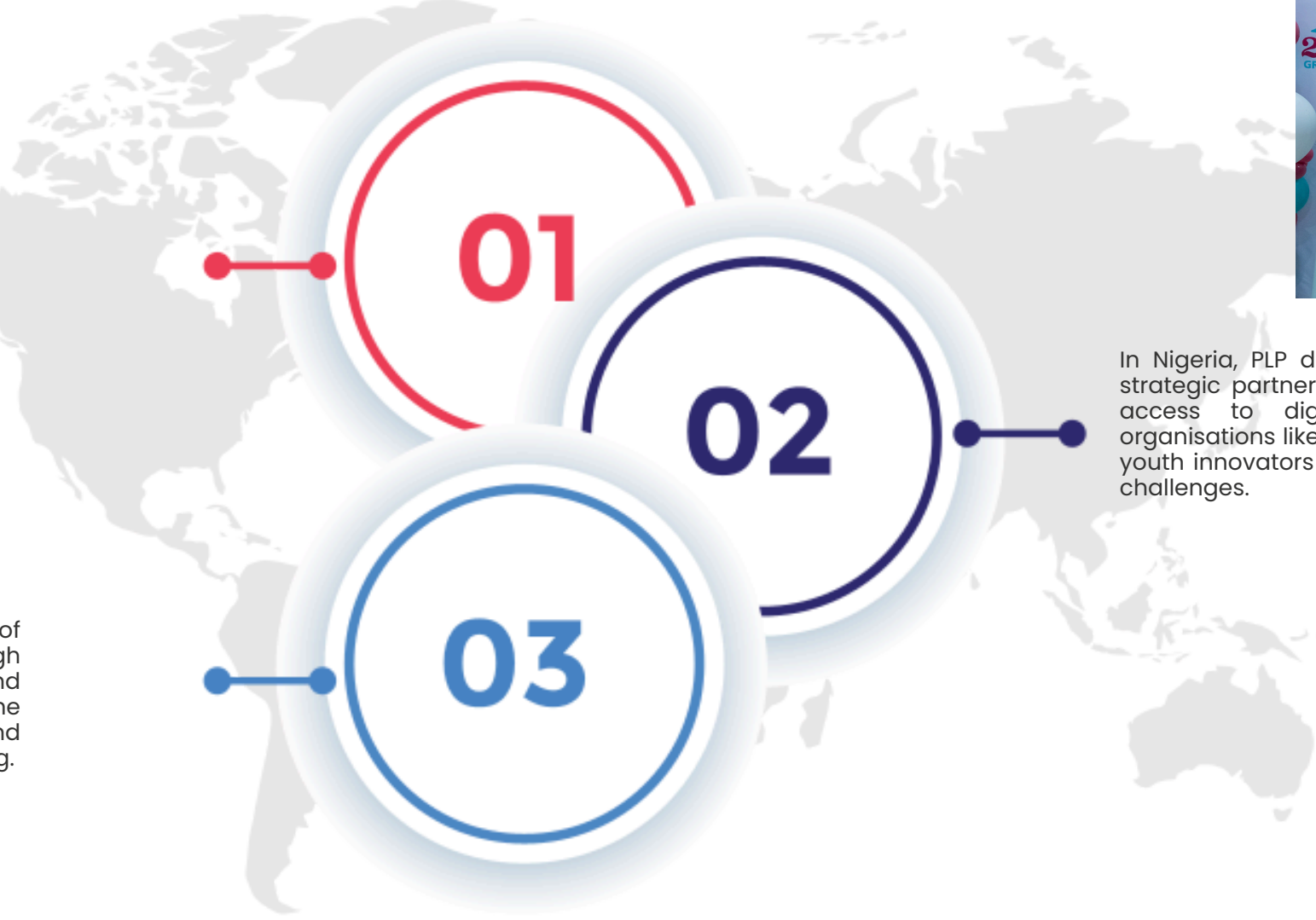
What started as a scholarship program to provide free software development training underserved youth quickly grew into a Pan-African movement: #1MillionDevs4Africa. In just a few years, PLP has enrolled over 30,000 learners, giving them access to fully funded digital training, mentorship, and pathways to careers and entrepreneurship. Our work has always been about more than training; it's about impact. Through partnerships with governments, corporations, and development organisations, we've launched country-specific programs and cohorts:

Recognising that skills alone are not enough, we developed the PLP Talent Hub, a platform connecting graduates with job opportunities, internships, and entrepreneurship support. We also launched AI Safari, positioning Africa's youth at the forefront of emerging technologies. In 2025, we introduced CodeHer, a flagship women-only hackathon in partnership with UN Women and HEVA Fund, creating a space for young women to lead, innovate, and solve pressing challenges in the platform economy. Over 54 women participated in the inaugural edition, with the top three teams securing internships to scale their solutions. PLP is not just training coders; we are cultivating leaders, innovators, and changemakers.

Every learner represents a ripple effect, inspiring siblings, strengthening communities, and fueling Africa's growth from the ground up. We are proud of the journey so far, but we know the work is just beginning. Africa needs 10 million software developers by 2030. At PLP, we are determined to help meet that need by continuing to expand access, foster partnerships, and drive systemic change. Our story is one of collaboration, resilience, and vision. And we invite you to be part of it by mentoring, funding, offering internships, or simply standing with Africa's youth as they code their way to a brighter, more inclusive digital future.



In Nigeria, PLP deepened its presence in 2025 through strategic partnerships to provide over 10,000 youth with access to digital skilling and hackathons with organisations like LSETF, Jobred, and Opolo Global, uniting youth innovators to co-create solutions tailored for local challenges.





# Our Theory of Change

At Power Learn Project (PLP), we believe in unlocking Africa's vast youth potential by bridging the digital divide and creating pathways to dignified, future-ready work. Our theory of change rests on a simple but powerful flow: Train → Support → Connect → Empower.

## 1. Train – Building Foundational & Advanced Tech Skills

We start by equipping learners with practical, industry-relevant digital skills. Through scholarship-based, cohort-driven training and specialized role-based programs (such as software development, AI, and blockchain), we give young people a technical foundation to thrive.



Africa needs an estimated 10 million developers by 2030 to power its digital transformation. Without access to affordable, high-quality training, millions of youth risk exclusion from the future of work.



Our approach – Cohort learning, role-based specialization, and continuous curriculum alignment with industry demands.

## 2. Support – Nurturing Growth Beyond Skills

Skills alone are not enough. We create wrap-around support systems that help learners grow holistically.



Mentorship – Alumni and industry leaders guide learners in career, entrepreneurship, and innovation.



Community – A vibrant pan-African peer network fosters collaboration, accountability, and shared learning.



Personal Development – Soft skills, mental health support, and leadership training build resilience and confidence.



Many young people in Africa lack role models or networks to open doors. Support bridges that gap.

## 3. Connect – Linking Talent to Opportunity

We actively bridge the gap between skills and livelihoods by connecting learners to pathways that allow them to apply their skills and earn.



Employment – Through the PLP Talent Hub, we link learners with employers seeking vetted tech talent.



Entrepreneurship – We provide incubation, startup toolkits, and pitch opportunities for learners building ventures.



Upskilling – We enable continuous growth through advanced learning programs.



The true measure of training is not in certificates, but in how it translates into jobs, startups, and sustainable income.

## 4. Empower – Sustaining Change & Driving Impact

Ultimately, we empower learners not just with skills but with agency and opportunity. This means turning learning into livelihoods, and livelihoods into lasting change.



Dignified Work – Youth transition into freelancing, startups, or jobs that provide income and dignity.



Community Impact – Learners share knowledge, mentor others, and uplift peers in their local ecosystems.



Systems Change – By scaling our model, we contribute to a digitally skilled African workforce that drives inclusive economic transformation. When a young person gains digital skills and dignified work, they don't just change their own future, they uplift families, communities, and economies.

When you change what a young person can learn, you change what they can earn and ultimately, who they can become.

Our theory of change reflects this belief: training creates capability, support builds confidence, connections unlock opportunity, and empowerment sustains transformation.



# 2024/2025 Program Highlights

## AI Safari – Africa’s AI Learning Movement

Artificial Intelligence is redefining the global economy, yet millions of young Africans remain excluded from its opportunities. To address this, PLP launched AI Safari, a continental movement to democratize AI learning. Through masterclasses, Coffee & Code sessions, and campus activations, more than 5,000 youth from Kenya, Nigeria, and across Africa have already participated. AI Safari offers practical toolkits, access to AI-powered platforms, and direct mentorship from industry leaders. Already, three in ten participants have reported actively applying AI tools in freelance work, startups, and research projects. The initiative is not just teaching youth about AI, it is positioning Africa as a hub of creators and innovators in the AI-driven future.



## PLP Talent Hub – Bridging Learning to Earning

In November 2024, during PLP’s graduation in Nigeria, PLP officially launched the Talent Hub, a first-of-its-kind platform designed to close the gap between training and employment. The Talent Hub is not just a placement board; it is a living ecosystem that nurtures graduates and connects them to real-world opportunities. Within its first phase, the Hub engaged more than 3,000 learners and established strategic partnerships with over 20 employers and startups across sectors such as fintech, health tech, and creative industries. The results have been transformative. 120 graduates have secured confirmed job placements and internships, moving directly from training into roles that are shaping their futures and sustaining their livelihoods. The Talent Hub demonstrates the strength of PLP’s Skills-to-Jobs model, proving that digital training, when connected to employers and mentors, can create dignified work and meaningful income for Africa’s youth.

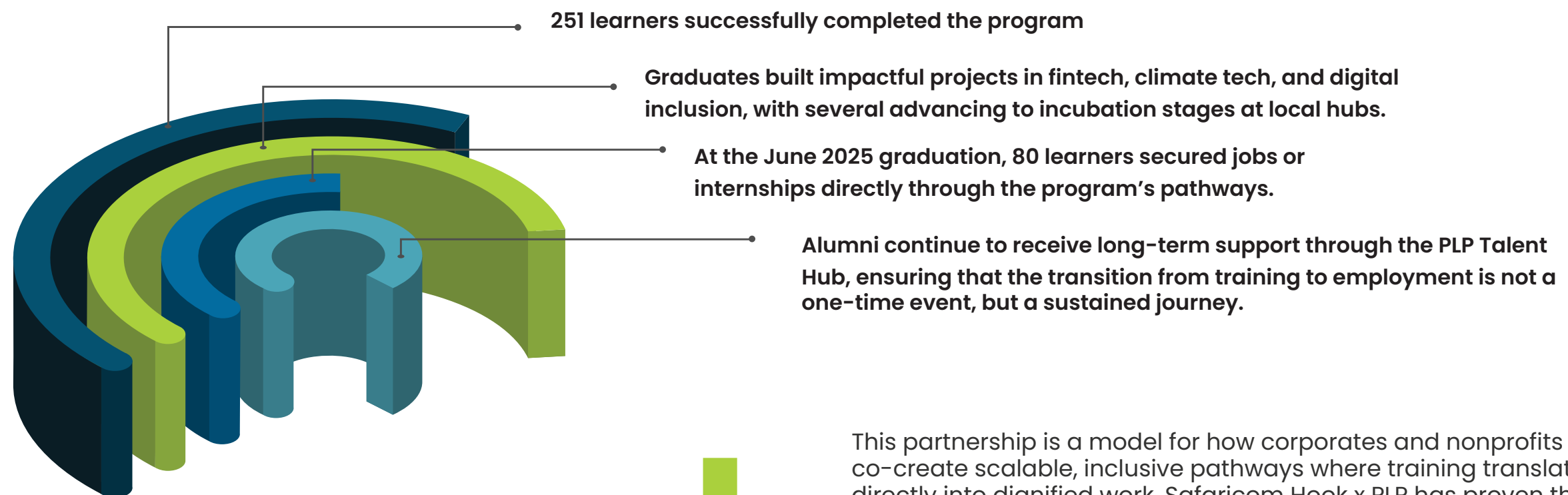


# 2024/2025 Program Highlights

## Safaricom Hook Partnership

In September 2024, PLP signed a groundbreaking partnership with Safaricom Hook to invest in digital skills at scale and provide opportunities for young people across Kenya. The vision was clear: to democratize access to tech training and create a national pipeline of job-ready talent. The response was overwhelming. Within just one week of opening applications, PLP received over 4,000 applications from learners across all 47 counties in Kenya, a powerful signal of the urgency and appetite for digital skilling opportunities.

From this pool, 400 learners were absorbed into the program, with deliberate inclusivity ensuring that 40% of participants were women. The 16-week program combined bootcamps, mentorship with Safaricom experts, and hackathons that challenged participants to design real-world solutions. By mid-2025, this collaboration had transformed lives:

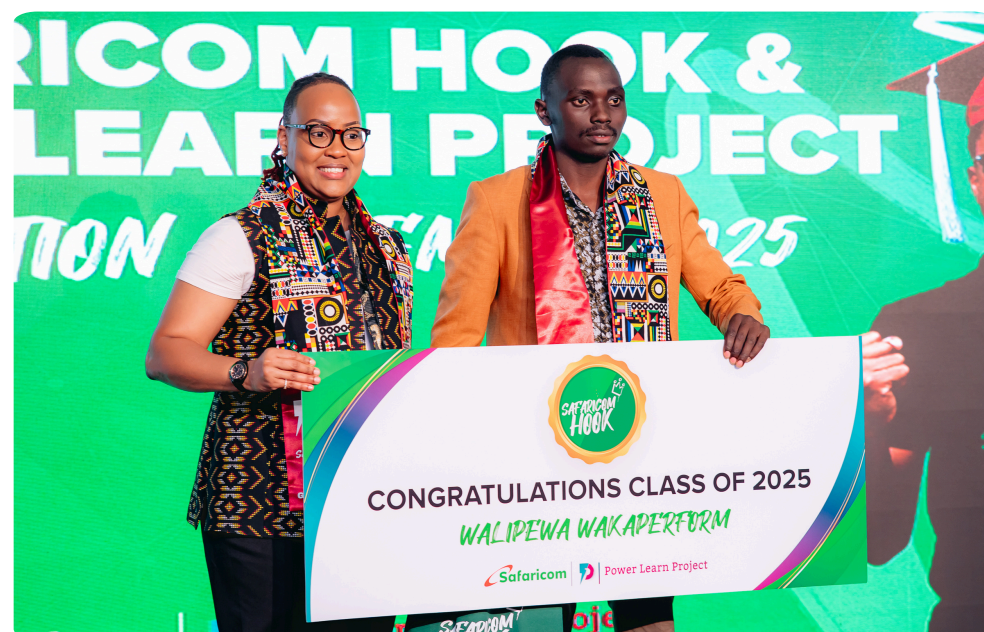


This partnership is a model for how corporates and nonprofits can co-create scalable, inclusive pathways where training translates directly into dignified work. Safaricom Hook x PLP has proven that when opportunities are expanded equitably, Kenya's youth rise to meet them, shaping a future-ready digital economy.





# PLP X Safaricom Hook Cohort Graduation Highlights





# 2024/2025 Program Highlights

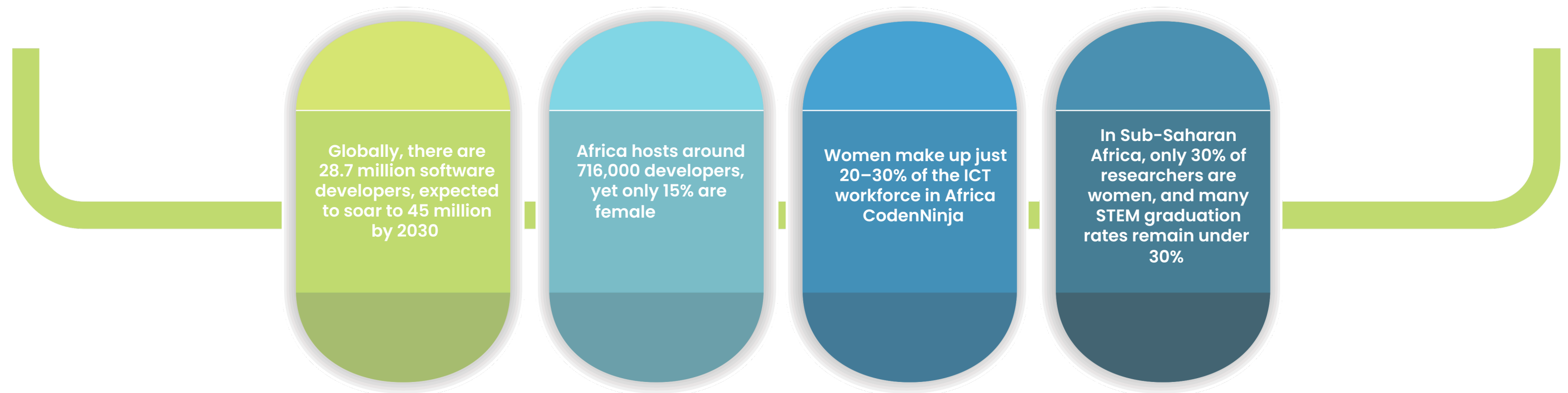
## CODEHER – Empowering Women Through Tech

Women currently occupy fewer than 30 percent of technology roles in Africa, a stark indicator of the gender divide in the digital economy. PLP launched CODEHER to rewrite that story. The initiative brought together 54 young women, PLP alumni, women-in-tech community members, and participants from UN Women’s African Girls Can Code Initiative (AGCCI) — for a 24-hour hackathon. Working in 18 diverse teams, the participants tackled

pressing challenges in the creative and platform economy. They developed innovative solutions including HomeBot, a digital assistant to simplify access to creative financing; HEVA Tracker, a data aggregation and visualization tool; and Credit AI, a credit scoring solution leveraging MPESA transactions to expand access to financial services for creatives.

The top three teams received internships with HEVA Fund, allowing them to refine, test, and scale their innovations. One standout participant, an AGCCI alumna, led her team to second place, showcasing the synergy between global programs and local opportunities. CODEHER was more than a hackathon. It was a statement that when women are given tools, mentorship, and opportunity, they not only code but also lead, innovate, and shape economies.

## The Bigger Picture



The global developer gap means tech talent is in high demand yet African youth, especially women, are often sidelined. Through train, support, connect, empower, PLP is shifting that, turning learners into earners, and earners into economy builders. Our programs are scalable models showing that inclusion, access, and partnerships unlock both impact and innovation.



# CodeHer Highlights





# 2024/2025 Program Highlights

## Global AI Summit on Africa — Kigali



At the Global AI Summit on Africa in Kigali, Power Learn Project Africa (PLP) emphasized a clear message: Africa's AI opportunity will only be realized if skills translate into livelihoods, particularly for young women and underserved communities.

Representing PLP, Executive Director Mumbi Ndung'u shared lessons from initiatives like AI Safari, Safaricom Hook, and CODEHER, demonstrating how practical pathways can bridge training to earning. She underscored the need for locally relevant AI adoption, from low-bandwidth tools to vernacular content, and called for an Africa AI Skills Compact that unites governments, employers, and development partners around placement outcomes, not just training numbers.

The Summit reinforced PLP's position as a bridge between AI's global promise and Africa's grassroots realities, showcasing how digital skills can unlock opportunity when anchored in equity, inclusion, and measurable job outcomes.





# 2024/2025 Program Highlights



## Africa CEO Forum — Disruptors Club Selection

At the Africa CEO Forum 2025, PLP was honored to be selected as part of the Disruptors Club, a platform spotlighting innovators shaping Africa's future. Here, PLP advanced the case for outcome-driven partnerships that reduce youth unemployment by connecting training directly to dignified work. We shared the progress of 251 graduates from Safaricom Hook, the 7,859 learners who graduated across Africa in 2024, and the gender-focused impact of CODEHER, positioning PLP as a continental pipeline for vetted junior tech talent. Our message was simple but powerful: Africa's economic transformation requires employers, investors, and governments to co-create pathways that place young people into jobs, internships, and entrepreneurial ventures at scale. The conversations validated PLP's work as infrastructure for opportunity, not just training, and underscored our role in building Africa's resilient, ready generation. .



## Nigeria Strategic Visit

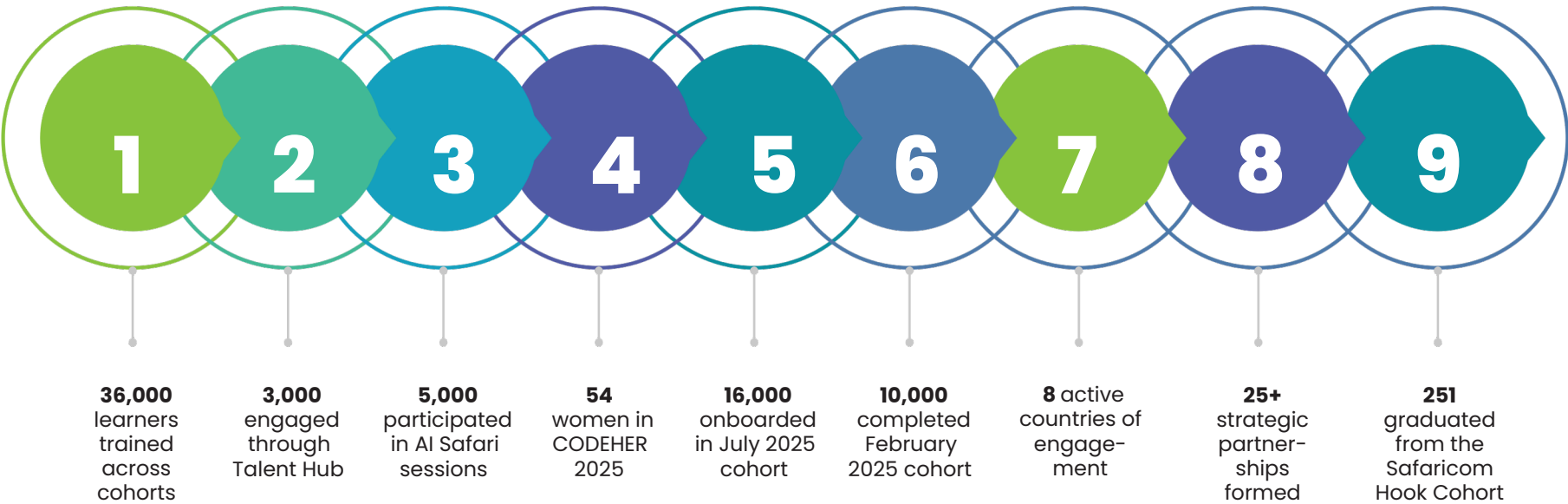
In June 2025, the PLP Leadership team visited Nigeria on a strategic mission to strengthen partnerships and explore opportunities to scale PLP's impact. Through engagements with universities, innovation hubs, and ecosystem partners, we saw firsthand both the incredible talent and the pressing challenges facing young people in Nigeria's digital economy. While Nigeria's tech ecosystem is vibrant and innovative, over 30% of youth remain unemployed, and more than 60% of tech professionals report burnout. At PLP, we are committed to changing this narrative by decentralizing digital skills, connecting learners to global opportunities, and building supportive communities where youth can thrive. From Coffee & Code sessions in Ibadan to Power Hoops at the University of Ibadan, which blends tech and mental wellness, to ecosystem convenings that brought together stakeholders across tech, education, and entrepreneurship, it is clear that partnerships are the bridge to the future of work. Our visit underscored the importance of collaboration. By working with hubs like Sail Innovation Lab, recruitment platforms like Propel, and global employers, we are co-creating solutions that bring access closer to marginalized communities and prepare youth for the demands of a global workforce.



# Our 2025 Commitments

At the start of 2025, we committed to scaling digital skills access across Africa. By mid-year, the numbers tell a powerful story of demand, momentum, and impact. This year alone, PLP has seen overwhelming demand for its Software Development ScholarshiP program. In January 2025, we recruited 16,592 learners for the February cohort. By July 2025, that number had surged to 19,687 learners for the mid-year cohort. Together, this represents more than 36,000 young people choosing to embark on a digital skill- ing journey with PLP in just six months. These figures do more than demonstrate reach; they show the urgency and hunger for digital opportunities across the continent. In every county, community, and country where we work, the message is clear: youth want the chance to learn, earn, and lead in Africa’s digital future. Our target for the year is to graduate 60% of enrolled learn- ers, approximately 12,000 developers. Retention mechanisms such as mentorship, peer-to-peer support, and alumni engagement are helping us stay on track toward this goal. Already, over 117 graduates have secured jobs or internships by April 2025. As the year continues, we are focused on connecting 3,000 learners to employment opportunities and supporting 1,200 new ventures, ensuring skills translate into livelihoods and impact. Our graduates are proving market-ready. By mid-year, 1,532 learners were assessed for competency, with 722 passing external benchmarks, underscoring the quality and industry relevance of PLP training.

## Impact by the Numbers



### i) Graduation by Gender

- Number of women versus men who graduated.
- The percentage of women (especially where it reflects progress on inclusion and equity).
- Comparative visuals to spotlight balance and representation.

### ii) Projects Produced

- Projects into themes such as fintech, health tech, climate tech, digital inclusion, and creative economy.
- Selected standout projects to humanize the data.

### iii) Category Contributions

- Cohort contributions: hackathon outputs, AI-focused projects, entrepreneurship pathways.
- Highlight women-led projects distinctly to emphasize leadership and innovation

### iv) Demand for the Program

- Application numbers versus accepted participants to demonstrate scale and demand



# Impact by the Numbers

## Power Learn Project Impact at a Glance

This section highlights how PLP graduates are entering the workforce across employment, internships, freelancing, and entrepreneurship, while comparing trends in Kenya and Nigeria across both tech and non-tech roles.

80%

Economically Enaged

73%

Working in Tech Roles

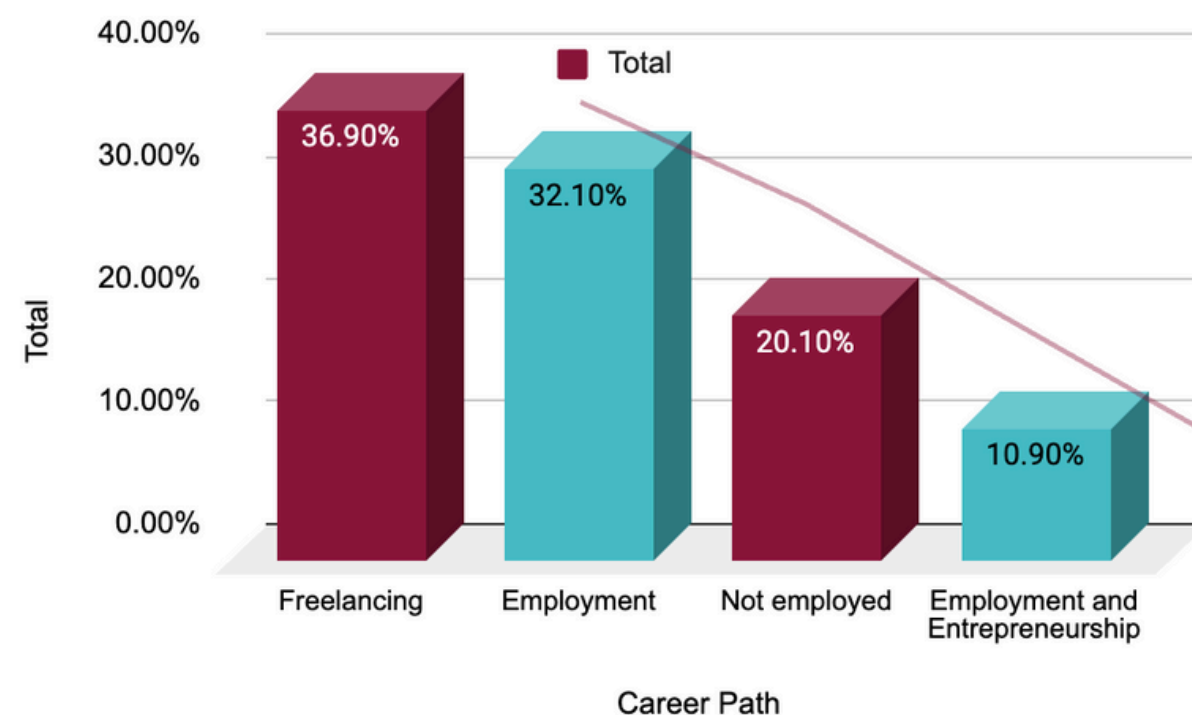
34%

Women in Tech

## Employment Outcomes

80% of graduates are working, earning or building their own startups.

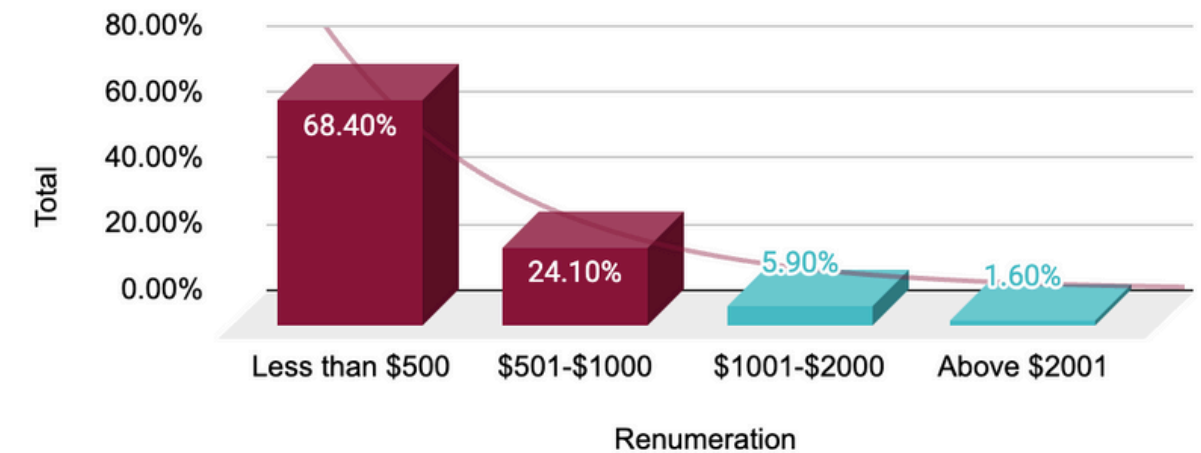
### Post Graduation Status



## Employment Income Range

~1 in every 4 earn more than \$500 per month

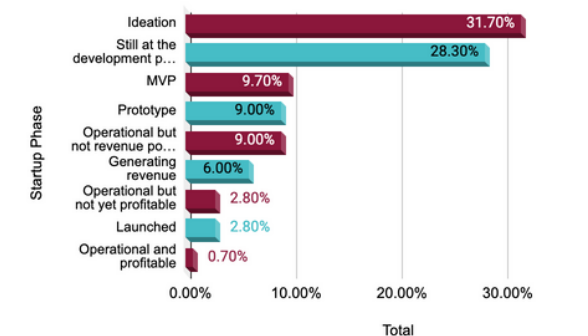
### EMPLOYED INCOME RANGE



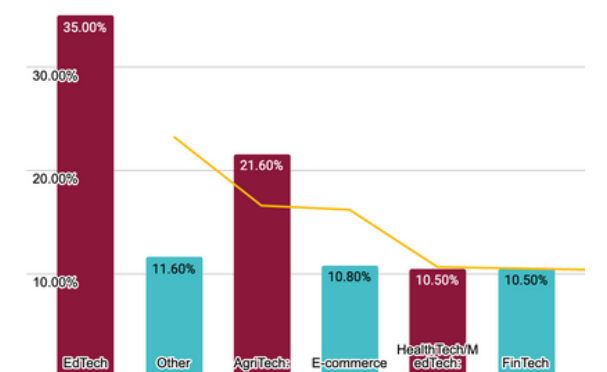
## Startup & Innovation Impact

31% of graduates are building startups.

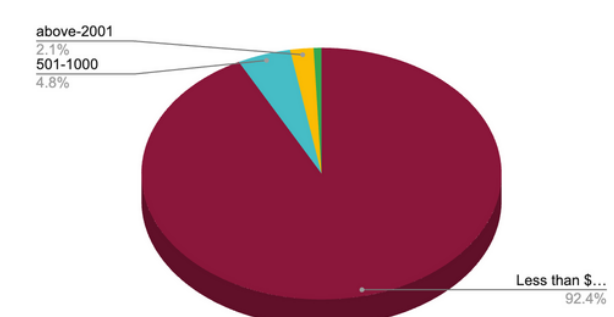
### STARTUP DEVELOPMENT PHASE



### STARTUP SECTORS



### STARTUP INCOME RANGE



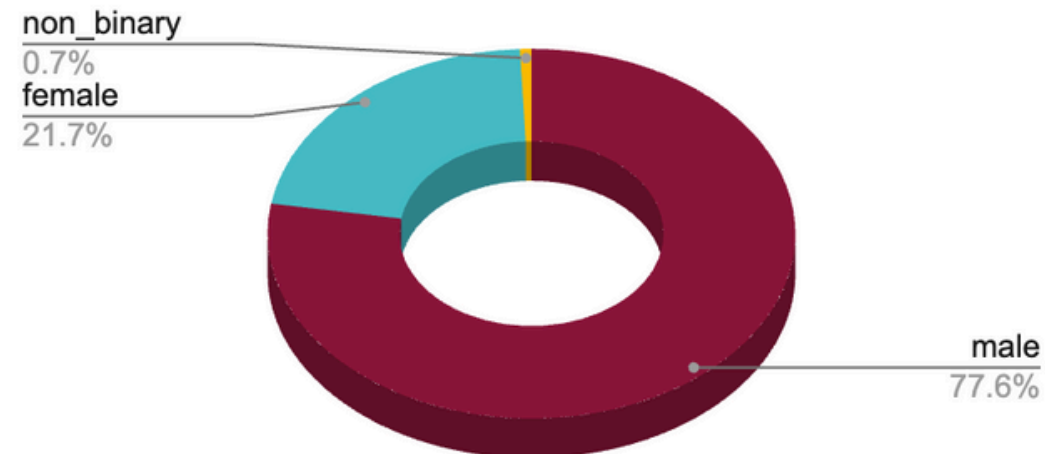


# Impact by the Numbers

## Gender & Diversity

PLP continues to advance gender inclusion with 21.7% female participation.

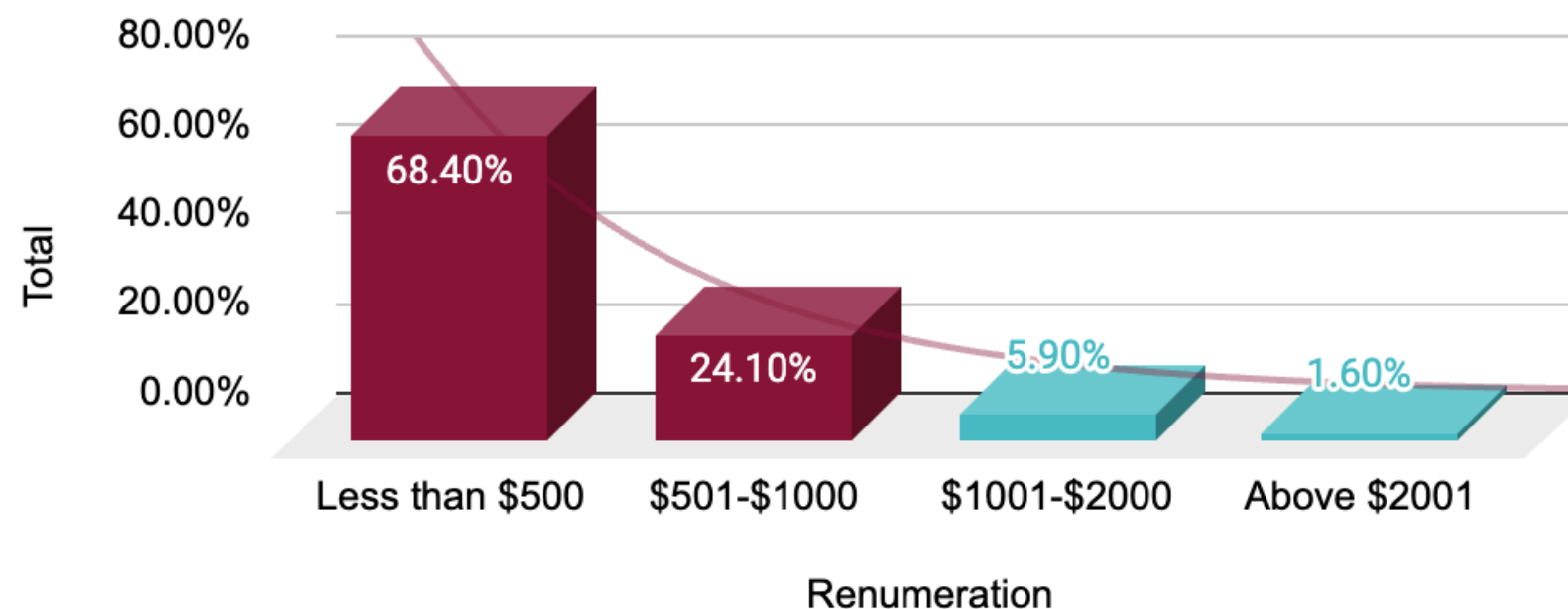
### GENERAL GENDER DISTRIBUTION



## Income and Earning Power

~1 in every 4 earn more than \$500 per month

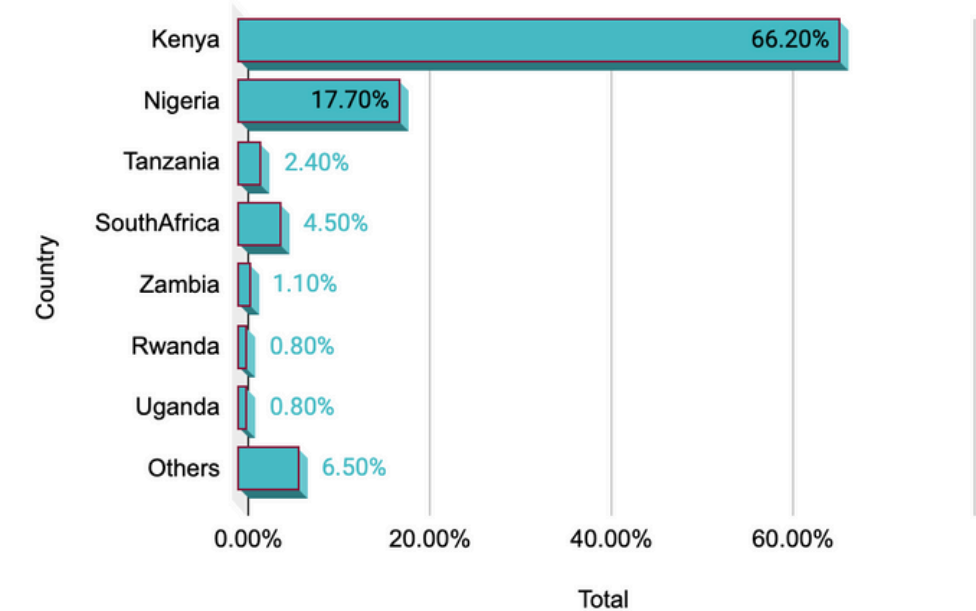
### EMPLOYED INCOME RANGE



## Country Breakdown

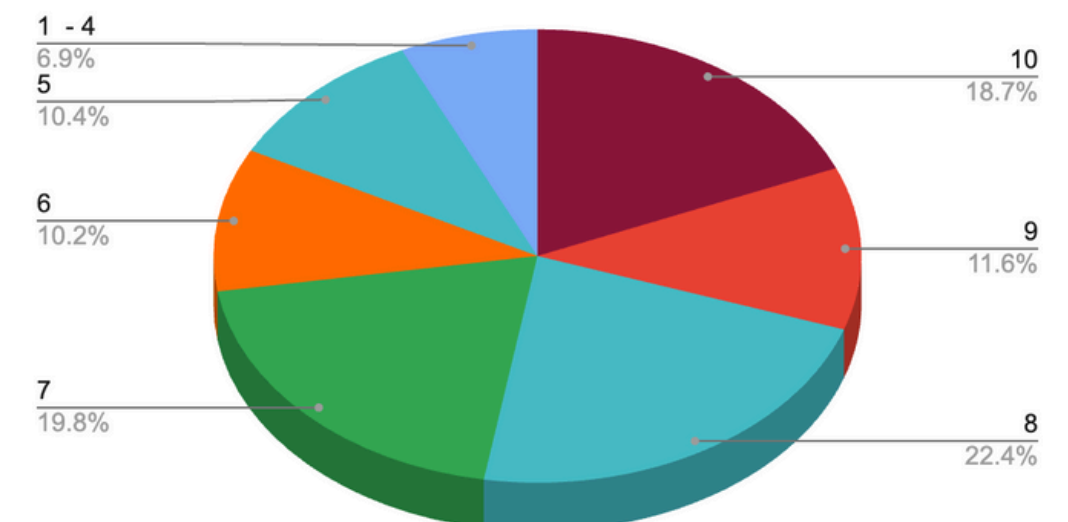
Where our learners come from.

### COUNTRY OF RESIDENCE



## Skills & Confidence Growth

### LEARNER SKILL CONFIDENCE LEVEL





# Strategic Partnerships

In 2024/2025, PLP's mission to equip Africa's youth with transformative digital skills was strengthened by collaborations with organizations committed to education, equity, and innovation. These partnerships not only enabled us to scale but also to create meaningful, measurable impact for learners across the continent.

## Opolo Global

In Nigeria, Opolo Global partnered with PLP to support alumni who were transforming their hackathon ideas into startups. By offering incubation resources, seed funding linkages, and workspace opportunities, Opolo helped PLP alumni build ventures that could scale. This partnership was especially critical in strengthening Nigeria's innovation ecosystem with youth-led tech solutions.

## Theirworld

With Theirworld's support, PLP expanded into marginalized communities where access to digital skills is almost nonexistent. This partnership allowed us to reach more underserved youth including girls in rural Kenya and displaced learners in urban settlements with coding and AI training. Theirworld's global advocacy for inclusive education amplified our work, ensuring that these learners are not just trained but also recognized as part of a larger movement to close the global skills gap.

## Propel

PLP partnered with Propel to strengthen the critical bridge between learning and the future of work. Together, we designed pathways that prepare learners for emerging industries by offering mentorship, employability resources, and peer-to-peer support networks. Propel's expertise helped our graduates navigate transitions into work with greater confidence and alignment to global job markets.

## Safaricom Hook

Through Safaricom Hook, PLP created Kenya's second branded digital skills cohort after our collaboration with the County Government of Kilifi. This program began with a nationwide outreach effort that engaged all 47 counties, resulting in over 4,000 applications in just one week, a resounding signal of the demand for digital skills. From these, 400 learners were admitted into the 16-week training program, with women making up 40% of the cohort.

Learners participated in bootcamps, mentorship with Safaricom experts, and hackathons designed to build real-world solutions. By graduation, 251 learners successfully completed the program, with 80 securing jobs and internships, while others transitioned into entrepreneurial ventures.

The program proved the value of corporate-nonprofit collaboration in creating accessible pathways to dignified work, ensuring that digital skills become a true bridge to opportunity for Kenya's youth.





## HEVA Fund

HEVA Fund brought its deep roots in Africa's creative economy to PLP's women-only hackathon, CODEHER. Together, we nurtured 54 women innovators tackling challenges in the platform and creative economies. HEVA offered internships to the three winning teams, allowing them to refine and scale their solutions in real market contexts. This partnership gave women not only the confidence to innovate but also the tangible runway to translate ideas into sustainable ventures.



## Otermans Institute

AI is shaping the future of work, and PLP ensured our learners could claim their space in it. Through the Otermans Institute partnership, over 5,000 learners will receive AI certifications, making PLP one of Africa's largest enablers of entry-level AI credentials. This certification became a differentiator for our graduates, opening doors to freelance work, AI-driven startups, and further academic opportunities.

## UN Women

UN Women partnered with PLP to anchor CODEHER in the global push for gender equity. Nine participants from the African Girls Can Code Initiative (AGCCI) joined the hackathon, bringing cross-program synergies and inspiring peers with their leadership. UN Women's support underscored how local initiatives can tie directly to global SDG commitments, highlighting the importance of women-driven innovation in Africa's economic transformation.



## Nafasi Connect

Recognizing the gap between training and localized opportunities, Nafasi Connect partnered with PLP to provide regionally tailored job pipelines. Learners in urban and peri-urban communities were able to access mentorship and local job boards that resonated with their contexts, ensuring no one was left behind in the transition from learning to earning.

## BrighterMonday

To ensure learners move from skills to jobs, PLP partnered with BrighterMonday, East Africa's largest career platform. Through this collaboration, PLP graduates gained access to curated job pipelines across industries. BrighterMonday's platform not only expanded visibility for our learners but also validated their skills by linking them to employers actively seeking tech talent.



## Lagos State Employment Trust Fund (LSETF)

Through LSETF, PLP expanded its visibility and impact in Nigeria, reaching more young people through hackathons, employability training, and ecosystem convenings. This collaboration aligned PLP's mission with state-level priorities, ensuring that our learners are part of broader public-private strategies to combat unemployment and underemployment in Lagos and beyond.



# Alumni Stories: Faces of Impact



**ASFORD MWANGI**

Feb 2025 Cohort

The experience has been great and educative especially the hands on sessions, The instructors were very assist full, I have gained a lot of knowledge from them. Things were totally good, keep up with the great word.



**SAM KABEDI**

Feb 2025 Cohort

It was so nice to join the PLP I had a great time with the PLP group of February 2025



**ANDISWA MOLANGATHI**

Feb 2025 Cohort

It was a very eye opening experience that had its hurdles, however it also exposed me to a lot of growth opportunities and hands on experience.



**EMMANUEL WANDERA**

Feb 2025 Cohort

It has been nice experience. Learnt about coding now I know how to code



**OLUWOLE OWOEYE**

Feb 2025 Cohort

I am grateful for this opportunity. Also, I appreciate the fact that I can always fallback to the learning platform and I believe that there's definitely a job opportunity coming soon.



**ABDIHAMID SHEIKH HASSAN**

Feb 2025 Cohort

My learning experience was very transformative as it was not only about acquiring new skills but also a journey of self discovery and growth.



**VINICH OMUGA**

Feb 2025 Cohort

Learning in Power Learn Project has been great though there were several challenges, I made it through. It's been nice networking with some of the best brains in Africa and thank you PLP for this opportunity.



**EMPLOYER FEEDBACK**

PaydHQ

'I love the way it is, for lack of a better word, personal—like I am able to share with you directly the talent I need, and you come back with a shortlist of those talents. Nothing much on improvements, but once I have any, I will relay them to the team.'



**LIZEL NJERI**

Kenya (Thirdway Partners)

'The program facilitated numerous networking events and webinars, which allowed me to connect with industry professionals and peers. These interactions expanded my professional network, opening up new opportunities for collaboration and career advancement.



**VINCENT LAIZER**

Tanzania (Aurora Tech)

Thanks to God Almighty and thanks to PLP. Before now I always wonder how web works, what are the magic performed behind it. But right now I can gladly perform same magic 'The moment I joined the program, they posted a job offering that seemed interesting to me. I quickly applied and went through a couple of interviews under the guidance of Madam Moureen. In the end I landed a remote software development position at a very nice company.'



# Team & Governance

## PLP Board of Trustees

The PLP Board of Trustees brings together a new generation of African leadership – young, visionary, gender-diverse, and deeply rooted in the continent’s tech, finance, and social impact sectors. Their collective expertise guides PLP’s mission to shape Africa’s next wave of digital talent and opportunity.





# PLP Leadership Team

The Power Learn Project leadership team is a collective of mission-driven leaders who ensure that the organization's vision translates into measurable impact across Africa. Each member brings unique expertise to drive PLP's holistic approach from training and talent development to partnerships, operations, and community growth.



**Mumbi Ndung'u – Executive Director & Co-Founder**

"For me, CODEHER, AI Safari, and every graduation are reminders that Africa's future is sitting right in front of us, young, bold, and ready. We are unlocking possibilities, one learner at a time."



**Morris Kang'ethe – Director of Finance & Administration**

Behind every number in our books is a young person chasing their dream. My role is to make sure the systems we build keep those dreams alive long after the spotlight fades."



**Albert Kimani – Director of Programs & Strategy**

"When I see learners pitch solutions at hackathons, I'm reminded why we do this. Programs are not just plans on paper; they're bridges to futures these young people once thought were out of reach."



**Isaac Kega – PLP Academy Principal**

"Every learner deserves to see themselves in the future of work. My joy is watching young Africans realize they don't have to leave their identity behind to succeed in tech."



**Esther Gatimu – Communications & Outreach**

"I've seen firsthand how one story can change how the world sees African youth. My job is to make sure their voices are not just heard, but celebrated and supported."



**Irene Mwangi – Employability and Innovations Manager**

"Skills mean nothing if they don't turn into opportunities. The Talent Hub is proof that learning can open doors — and watching learners walk through those doors is the most fulfilling part of my work."



**Jael Walukwe – People & Culture Manager**

"I believe that if you take care of people, they will take care of the mission. Every day I work to make sure our team feels valued, because when they thrive, our learners thrive too."

Together, this team embodies PLP's values of innovation, accountability, and inclusivity, ensuring that every learner, partner, and program contributes to the overarching goal of unlocking Africa's digital potential.



# What's Next: PLP's 2025/2026 Strategic Direction (Talent-First)

## Our Thesis

Africa doesn't just need more training; it needs deployment at scale, youth in jobs, winning freelance work, and building companies. PLP's next phase aligns every program, partnership, and dollar to measurable livelihoods: placements, paid projects, and ventures launched.

### 3) AI Safari — From Awareness to Outcomes (Pan-African Scale)

AI Safari will deliver short, multilingual AI toolkits for entrepreneurs, freelancers, and learners (prompt packs, mini-workflows, sector case templates for retail, agribusiness, creative, SMB ops). Monthly micro-labs help participants solve real problems, including invoice automation, social commerce optimization, customer support scripts, and shipping usable assets. We expand masterclasses and community tours into new regions, and a continental youth network will showcase projects, enable peer review, and run challenge sprints that feed the Talent Hub with verified portfolios. **KPIs (90-day windows): % progressing into paid gigs or PLP tracks; # shipped AI artifacts; cost per conversion; participant NPS. 2025/26 targets: 50+ labs across 8–10 regions; 15k participants; ≥20% conversion into paid work or tracks.**

### 4) Demand-Led Short Tracks (2–6 Weeks)

Tracks in AI & Data, Cloud/DevOps, Product/UX, and Web3 Technologies are co-designed with employers, anchored to real trial tasks. AI-assisted learning (prompt libraries, code copilots, auto-feedback) compresses time-to-competency and supports neurodiverse learners. Capstones are shippable assets – dashboards, micro-services, UX prototypes, smart contracts, used directly in interviews, with bridge support for mock interviews, portfolios, and freelance proposals. **2025/26 targets: 20 employer-backed tracks; ≥50 cohorts; ≥1,200 deployed within 90 days.**

### 5) Integrated Pathways: Apprenticeships, Remote Work, Startups

A connected “savanna” of pathways: 8–12-week apprenticeships co-funded by employers/CSR; cross-border remote contracting lanes (compliance and payments playbook); and startup incubation sprints for graduates with tractional projects, paired with business mentors and first-customer introductions. Alumni earnings, role changes, and startup revenue are tracked to refine pathways. **2025/26 targets: 300 apprenticeships; 400 remote contracts; 200 startups to first revenue.**

### 1) Talent Hub 2.0 — The Engine of Deployment

The Talent Hub becomes the operating core: structured employer demand intake, AI-assisted matching using skills passports and portfolio evidence, and real-time dashboards visible to funders and employers. Outcome-aligned incentives blend employer access fees, outcome-based donor support, and commissions on verified projects. **2025/26 targets: 2,000 deployments (jobs/internships/projects); 150 active employer requisitions per quarter; ≥60% employer repeat.**

### 2) Expanding Access for Marginalised & Underserved Youth

PLP's Talent-First strategy puts inclusion at the center. In 2025/26, we are scaling targeted pathways for youth from marginalised and underserved communities, including rural learners, young women, refugees, and youth in informal settlements.

Through our partnership with the International Labour Organization (ILO), we will skill 1,000 underrepresented youth with market-ready digital skills, employability training, and access to paid work opportunities through the Talent Hub.

This pillar ensures the digital economy is not limited to a few, but open to every young African with the ambition to learn, earn, and build their future.



# What's Next: PLP's 2025/2026 Strategic Direction (Talent-First)

## 6) Regional Skills Hubs (Kenya & Nigeria)

Skills Hubs serve as local engines: localized training tuned to regional demand (fintech, logistics, creative tech, govtech); community spaces for alumni mentorship, employer coffees, demo days, and SME problem clinics; employer immersion events (talent days, trial-task marathons, reverse pitches); and incubation nodes linked to local investors/accelerators. **2025/26 targets: Serve up to 10,000 learners annually across hubs; ≥30% regional deployments within 90 days.**

## 7) Women at the Center (Power Women in Tech)

Scale CODEHER and women-only accelerators; AI/-Blockchain scholarships with mentorship from female leaders and technical advisors; cross-country mentorship circles with peer accountability for job search, freelancing, and founder milestones; and access supports (childcare/transport/data) with safe, flexible participation. **2025/26 targets: 50% female participation in hubs; 800+ women deployed; 50 women-led ventures to revenue.**

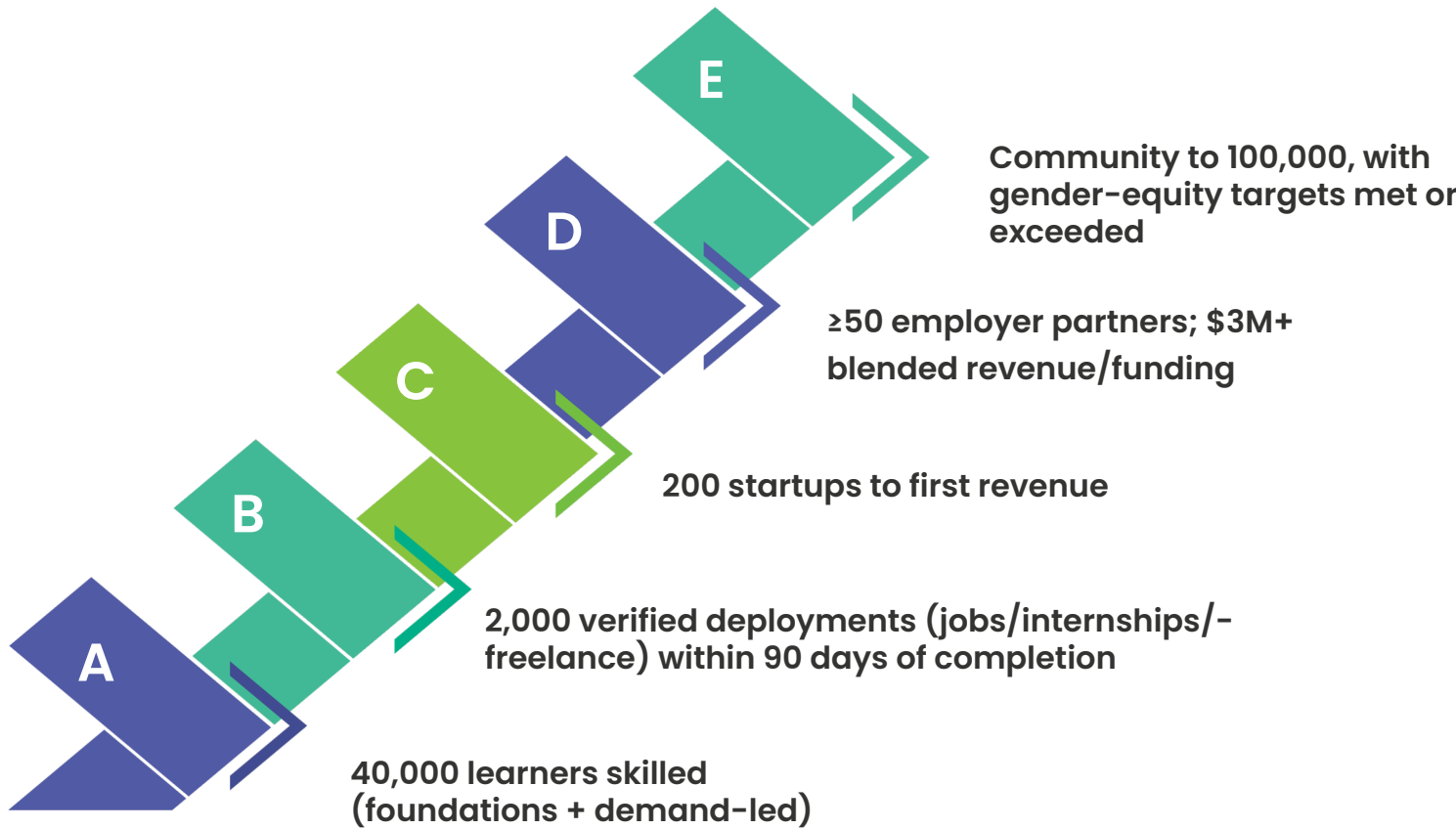
## 8) Fundraising & Partnerships — Financing Outcomes

A blended outcomes engine: GlobalGiving scale-up (recurring giving, diaspora chapters, storytelling tied to public outcome dashboards); corporate co-branded cohorts with sector hiring commitments; multilateral and foundation capital aligned to youth employment, gender equity, and digital inclusion; and a Partnership Advisory Board of employer and ecosystem leaders to steer demand signals and open markets. **2025/26 targets: \$3M+ blended revenue/funding; ≥50 employer partners; ≥8 co-branded cohorts.**

## 9) Data, Governance & Transparency — Proof You Can Trust

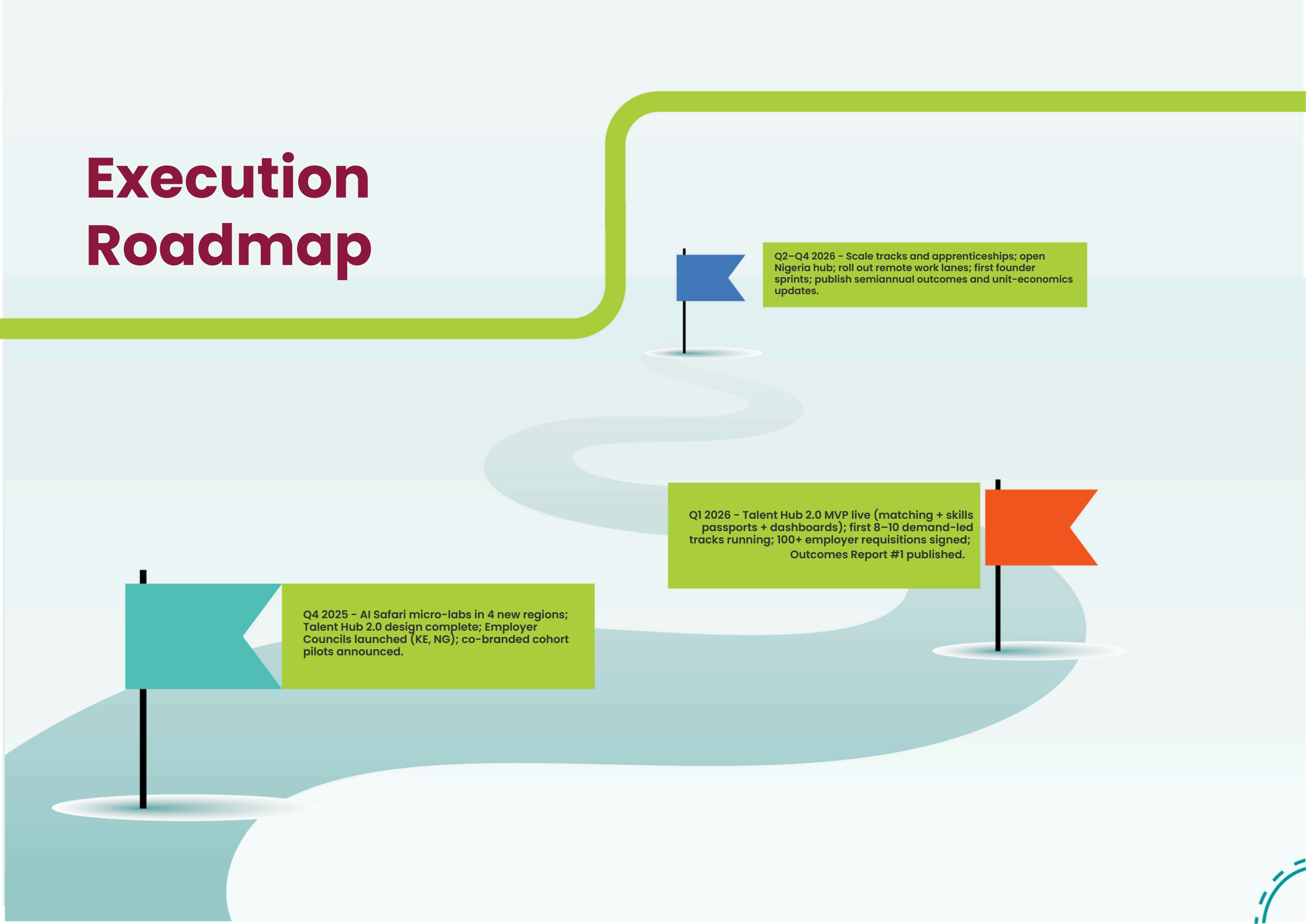
An outcomes ledger will track deployments, earnings, and startup progress with auditable trails (privacy-safe). A public dashboard will show live funnels by region, gender, and pathway, including time-to-placement and income progression. Governance cadence includes quarterly board reviews on outcomes, independent verification on a sample each quarter, and disciplined unit economics reporting powered by AI/automation to reduce cost-per-outcome.

## Headline Targets (by Dec 2026)





# Execution Roadmap



Q4 2025 - AI Safari micro-labs in 4 new regions; Talent Hub 2.0 design complete; Employer Councils launched (KE, NG); co-branded cohort pilots announced.

Q1 2026 - Talent Hub 2.0 MVP live (matching + skills passports + dashboards); first 8–10 demand-led tracks running; 100+ employer requisitions signed; Outcomes Report #1 published.

Q2–Q4 2026 - Scale tracks and apprenticeships; open Nigeria hub; roll out remote work lanes; first founder sprints; publish semiannual outcomes and unit-economics updates.



# Call to Action: Partner With Us

## Execute the new strategic direction with us: -

- Deploy talent at scale - Deliver 2,000 verified placements and projects, transparently tracked through public dashboards.
- Expand AI Safari, equipping youth with usable workflows, mini-automations, and real paths into paid work.
- Activate hiring pipelines - Power Talent Hub 2.0 — employer demand in, verified outcomes out.
- Center women's leadership - Strengthen Power Women in Tech, driving measurable gains in placement, income, and visibility for women in the digital economy.
- Root locally, scale continent-wide - Grow Power Skills Hubs in Kenya and Nigeria to reach more communities, deepen local resilience, and connect talent to market opportunities.

Let's make the digital future African, together.

Contact: [partnerships@powerlearnprojectafrica.org](mailto:partnerships@powerlearnprojectafrica.org)

Visit: [www.powerlearnprojectafrica.org](http://www.powerlearnprojectafrica.org)

## Acknowledgments

To every learner who chose growth. To every partner who bet on African talent.  
To every team member who worked behind the scenes. This is your report too.