



EDUCATION
FOR
ETHIOPIA

THE RESIDENTIAL PROJECT AT
HAWASSA INDUSTRIAL PARK

Resident Training Program Proposal



A TYPICAL RESIDENT'S JOURNEY

Meet Fantaye

Age: 22

Education: Completed 8th Grade

Work History: Her first formal job will be at Hawassa Industrial Park.

Background: Coming to the Industrial Park will be the first time she has ever been away from home.






Let's follow Fantaye on her journey towards success!

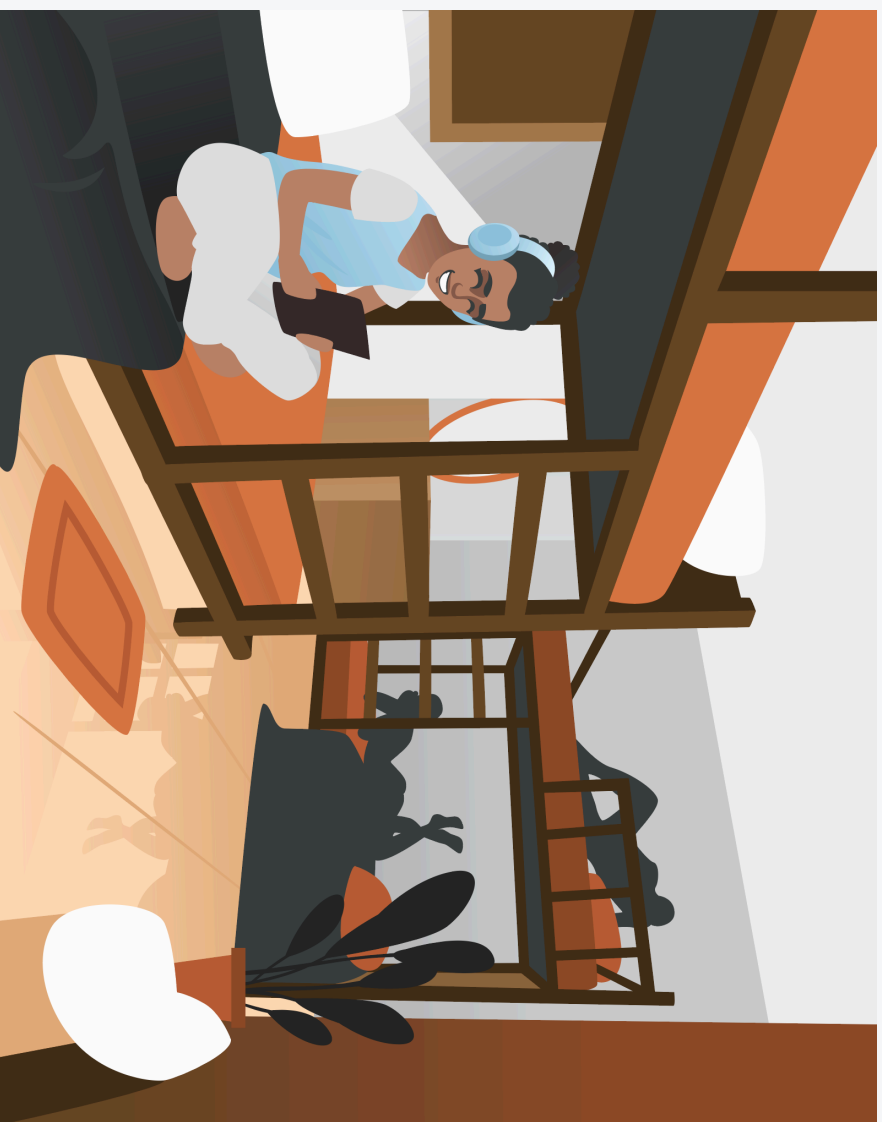
PHASE 1: PERSONAL DEVELOPMENT

Learning at her own pace

Using our Yimaru application, we hope to make her transition into the job easier. We will provide lessons on subjects that are essential to her integration into the workforce and for leading a productive life.

These lessons include:

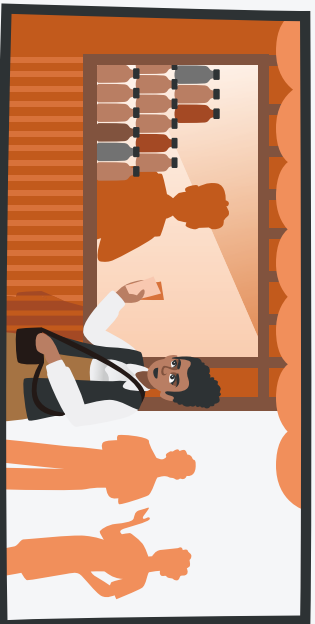
-  **DIGITAL LITERACY**
-  **FINANCIAL LITERACY**
-  **ENGLISH & MANDARIN CHINESE**
-  **PERSONAL HYGIENE**
-  **SEX / REPRODUCTIVE EDUCATION**





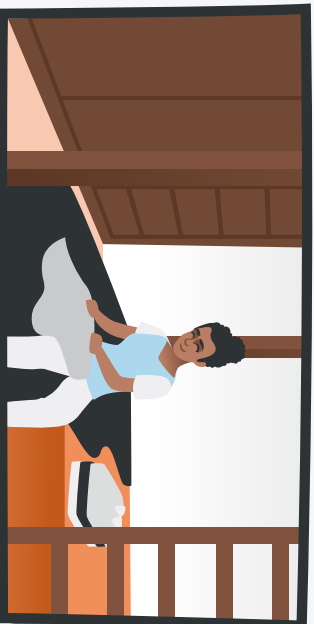
PILOT PERSONAL DEVELOPMENT COURSES: FOREIGN LANGUAGES Communicating more effectively at work

English and Mandarin Chinese lessons will be provided to make it easier for her to communicate with foreign colleagues at work. This will not only help her learn more from others (knowledge transfer) but also enable her to be more confident.



PILOT PERSONAL DEVELOPMENT COURSES: FINANCIAL LITERACY Understanding how to save and spend wisely

Thanks to her job at the Hawassa Industrial Park, Fantaye will be earning a monthly salary for the first time. Our course on financial literacy will help her understand how to budget, save and use banking services, among other important lessons. The ultimate goal is to assist her as she takes her first steps towards financial self-sufficiency.



PILOT PERSONAL DEVELOPMENT COURSES: PERSONAL HYGIENE How to live in a clean and organized manner

She will be living away from home for the first time, in a dorm with thousands of other new friends and colleagues. We will help her learn the basics of how to take care of her well-being through cleanliness, give her foundational organizational skills and help her be presentable and professional at the workplace.

PHASE 2: WORKPLACE TRAINING

Well-equipped for her job

Fantaye has to do a lot of on-the-job training. This process could take years and cost a lot of money. In addition, not many employers have an efficient and cost-effective way of making sure workers like Fantaye know everything they need to know to “hit the ground running.”

This is where we come in. Through our application, we can systematize the training process, making Fantaye more efficient and her employers more satisfied. She will still need time to acquire practical skills but any form of training that can be digitized is ripe to be delivered on our app. Through discussions with her employer, we can create and deliver and engaging and effective curriculum.





OUR GOAL: INCREASED OPPORTUNITIES

GROOMING HER FOR SUCCESS

With her focus at work, comfort with managing her money, and new skills in language and using basic software programs, Fantaye increases her chances of being promoted and progressing in her career.

Ultimately, she may climb the hierarchy at her workplace, serving as an inspiration to others.

Our Platform The Yimaru App

We've taken the best elements of the most popular and easy-to-use video streaming apps and combined them into a simple and scalable application. It gives users like Fantaye an effortless way to download and view their lessons. This sample lesson is on mathematics, but all subjects mentioned in this proposal can also easily be viewed.



WATCH



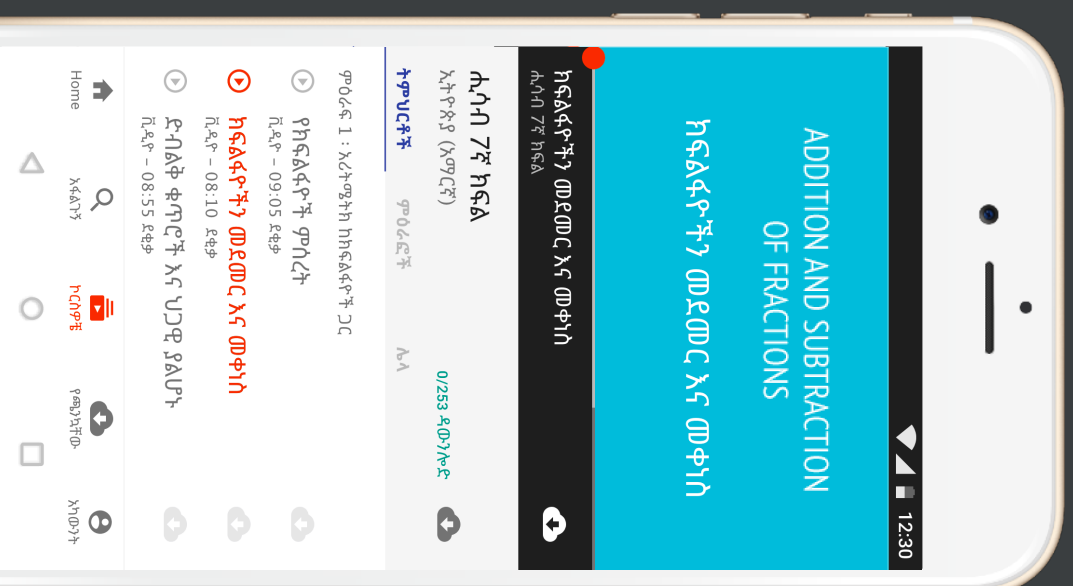
DOWNLOAD



EXPLORE



CONNECT



Scalable Network

No-WIFI access point



Cheap, Scalable, Flexible

Network availability and data connection costs are big barriers for access to digital content in Ethiopia. Our low-cost solution allows people to download content wirelessly without the need for internet access.

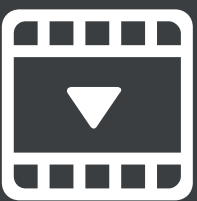


We have a modular content delivery server that anyone can use to download our app and content. We are able to collect user data without the need for expensive internet connectivity or extra infrastructure. These access points are Plug & Play. They just need a USB power source and are rugged enough to last for years.





Versatile Platform



Engaging Content



7,000
lives improved

Together we will change lives.

Work with us to help make Fantayé's and other residents' transition to the workplace easier.