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Introducing Digital Technologies to Build Skills for Entrepreneurship

Innovation Africa | Ethiopia | Dr. Inas Sobhy
Government Partnerships Director – Classera for Smart Learning

AGENDA

- Why Now Is the Time to Upskill Africa’s Workforce
- How Technology Can Bridge Africa’s Skills Gap ?
- Unlocking Solutions to Africa’s Upskilling Gap
- Case Studies
- Conclusion

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Every morning in Africa a gazelle wakes up,
and knows it must outrun the fastest lion or it will be killed.

Every morning in Africa a lion wakes up,
and knows it must run faster than the slowest gazelle or it will starve.

It does not matter
whether you are the lion or a gazelle -

When the sun comes up,
you had better be running.

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WHY NOW IS THE TIME TO UPSKILL AFRICA'S WORKFORCE

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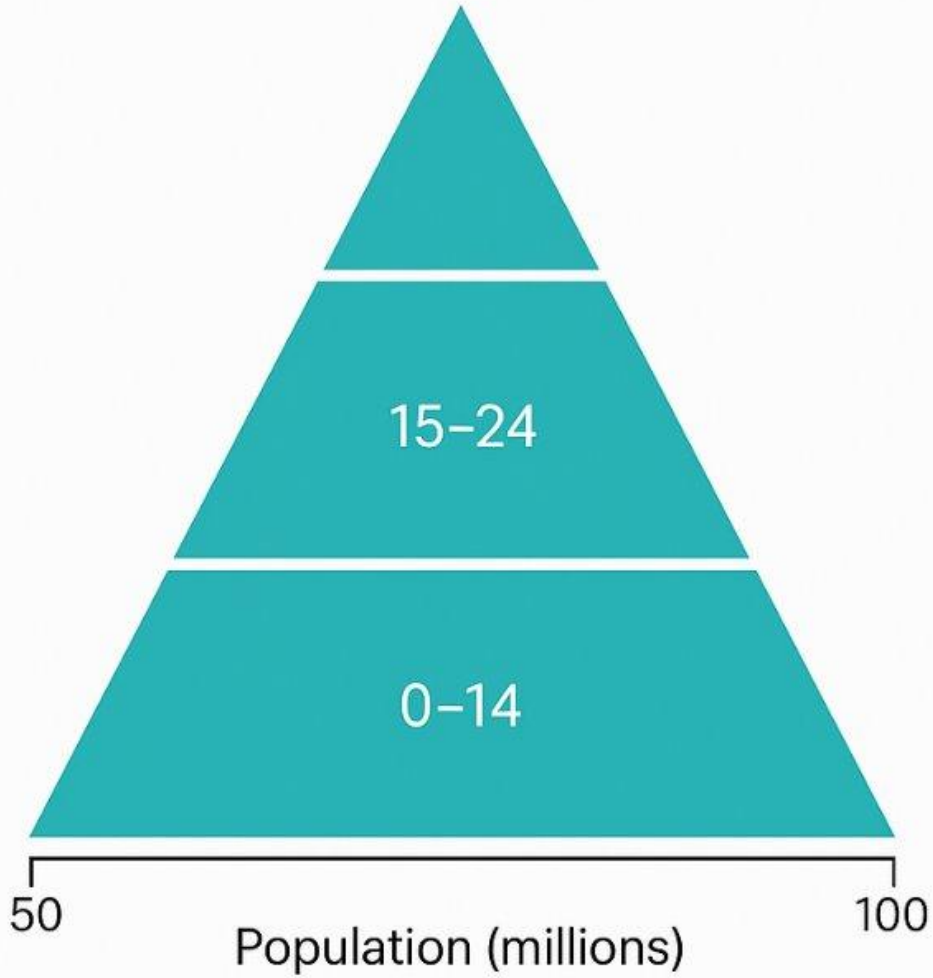
Context & Importance



- Africa’s youth population is rapidly growing, presenting both challenges and epportunities.
- Digital skills are essential for economic growth and achieving SDG4 and Agenda 2063

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Digital Skills Gap Overview

52%

of children lack basic digital skills

11%

of graduates received formal digital training

70%

of workforce will require retraining by 2030

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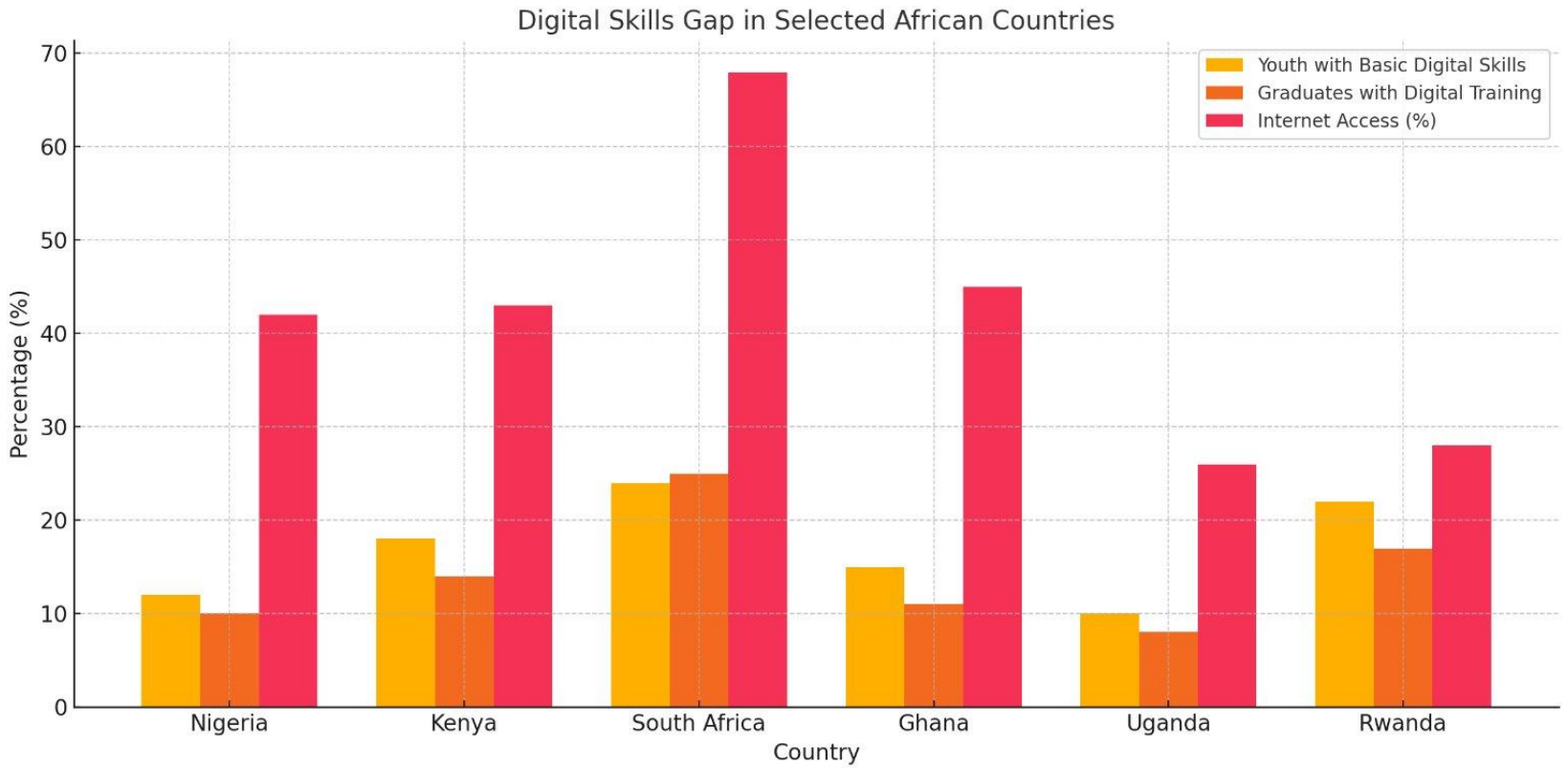
DIGITAL SKILLS GAP IN AFRICA



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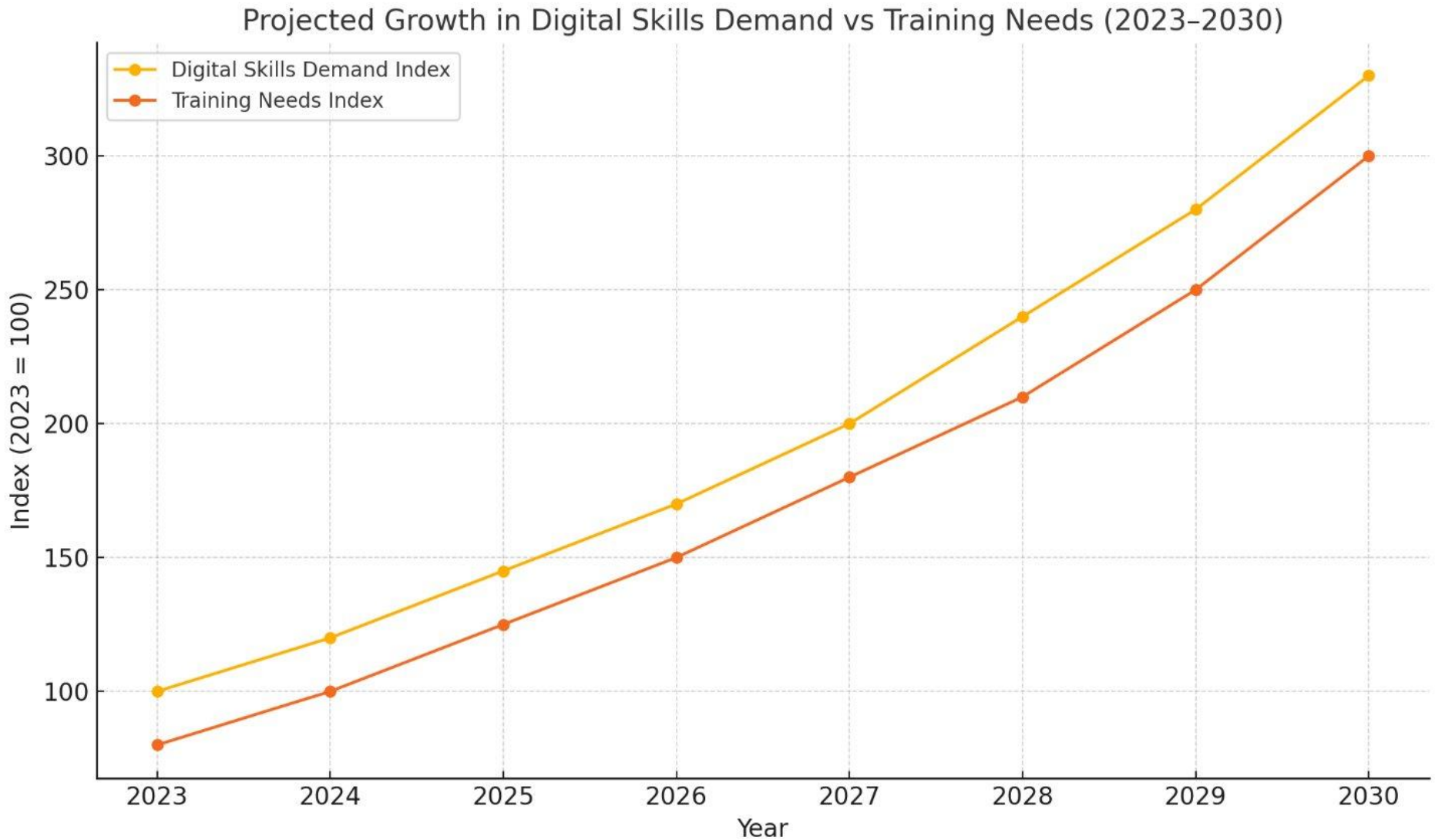

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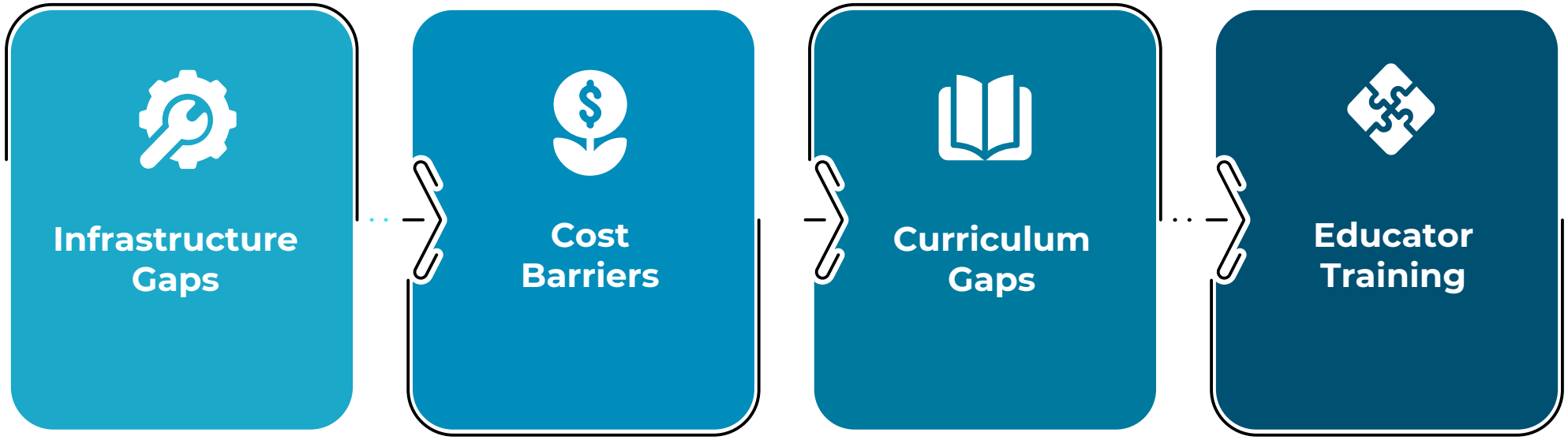
KEY CHALLENGES



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HOW TECHNOLOGY CAN BRIDGE AFRICA'S SKILLS GAP ?

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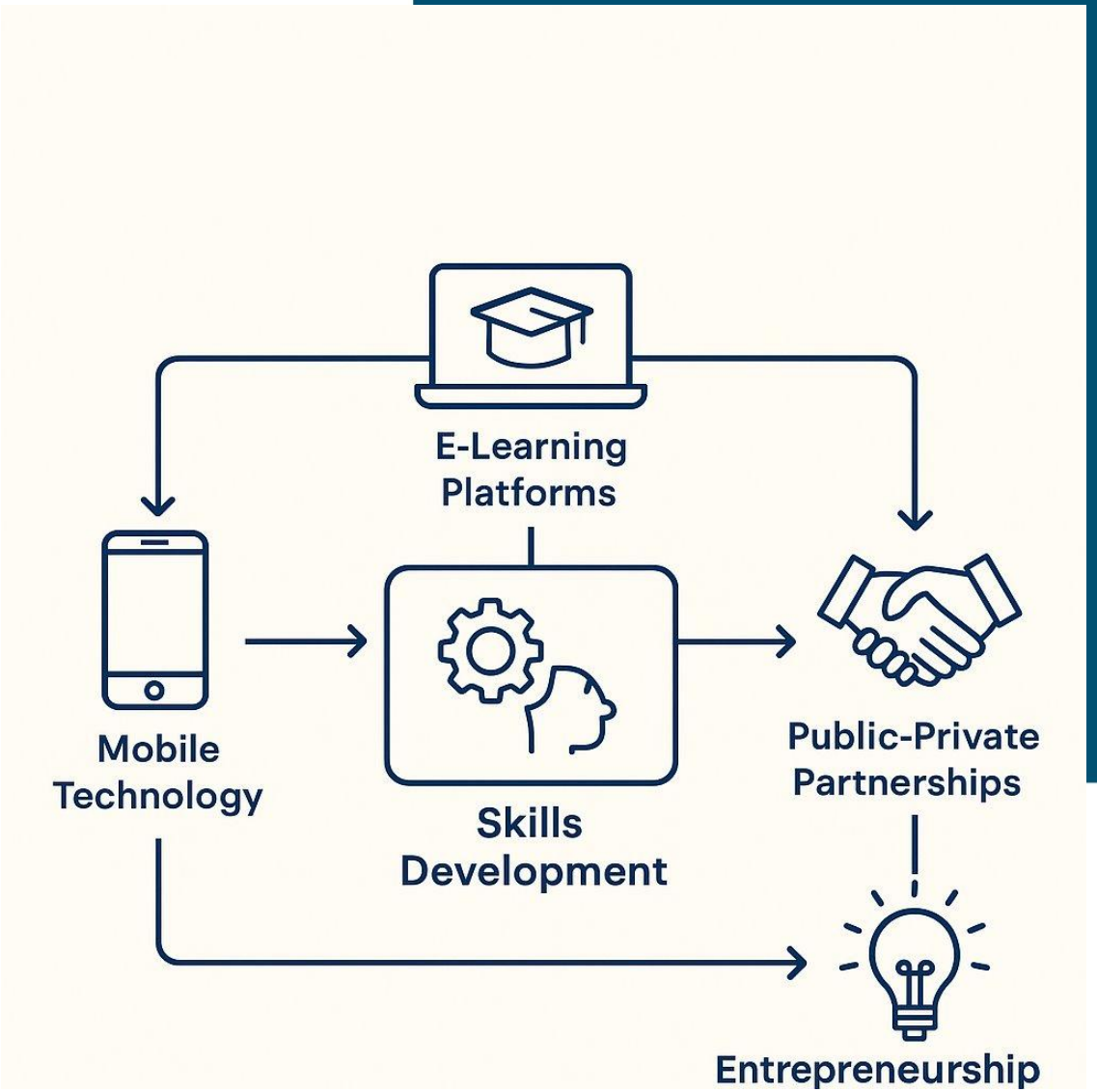
OPPORTUNITIES THROUGH DIGITAL TECHNOLOGIES



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LINKING DIGITAL SKILLS TO ENTREPRENEURSHIP

- Problem-solving
- Freelancing platforms
- E-commerce skills

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Digital Skills Enable Entrepreneueurhip

Digital skills enhance entrepreneurial competencies such as problem-solving and innovation

Online platforms provide access to markets, resources, and networks

Digital literacy enables entrepreneurrs to leverage e-commerce and digital marketing

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Linking Digital Skills to Entrepreneurship

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LINKING DIGITAL SKILLS TO ENTREPRENEURSHIP

Digital Skills

Business Ideas

Product Development

Market Launch

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DIGITAL LEARNING ECOSYSTEMS

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UNLOCKING SOLUTIONS TO AFRICA'S UPSKILLING GAP

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IMPLEMENTATION STRATEGY

Curriculum integration

Donor funding

Teacher capacity building

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POLICY & LEADERSHIP

Digital Strategies

National Investments

Innovation Hubs

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MONITORING & EVALUATION

- KPIs: reach, skills, jobs
- Real-time dashboards

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LIFE LONG LEARNING (LLL)
K - GRAY

Education

K - 12 Schools

Ministries of Education

Universities & Colleges

Training

Corporate Training

Training Institutes Trainers

Government Training

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THE LEARNING SUPER PLATFORM (LSP)

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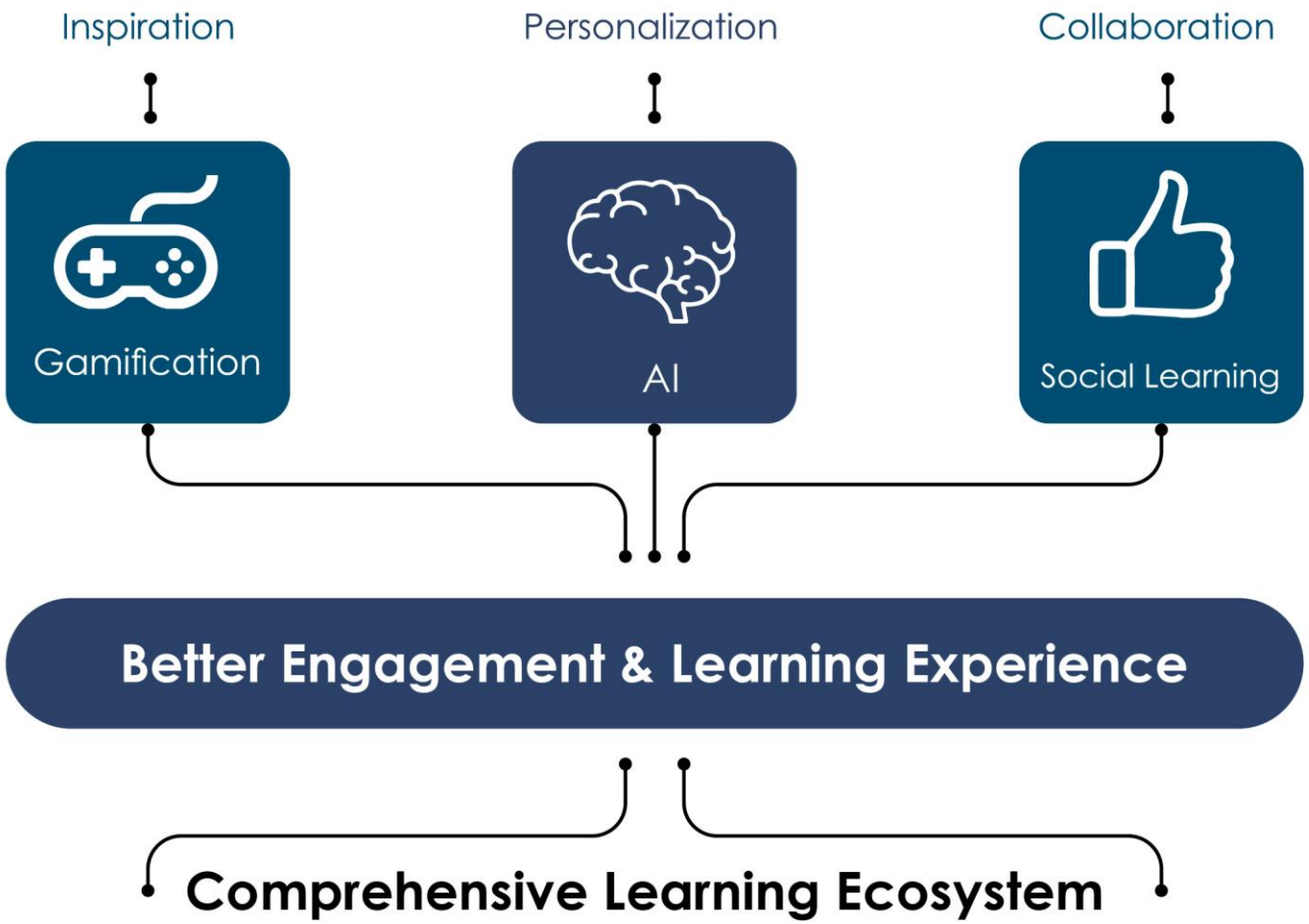
OUR OPTIMIZED FORMULA



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SERVICES

01 LMS.

02 AR/VR engine.

03 Training platform.

04 Payment gateway.

05 Edu marketplace.

06 loyalty program.

07 AI Engine

08 Educational ERP

09 SIS

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True Joy of Smart Learning

TAMKEEN INITIATIVE - OMAN

Transforming Digital Education for All

Tamkeen, powered by Classera, is empowering women and communities through digital learning, shaping a brighter future.

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Redefining Education for Pakistan – E-Taleem

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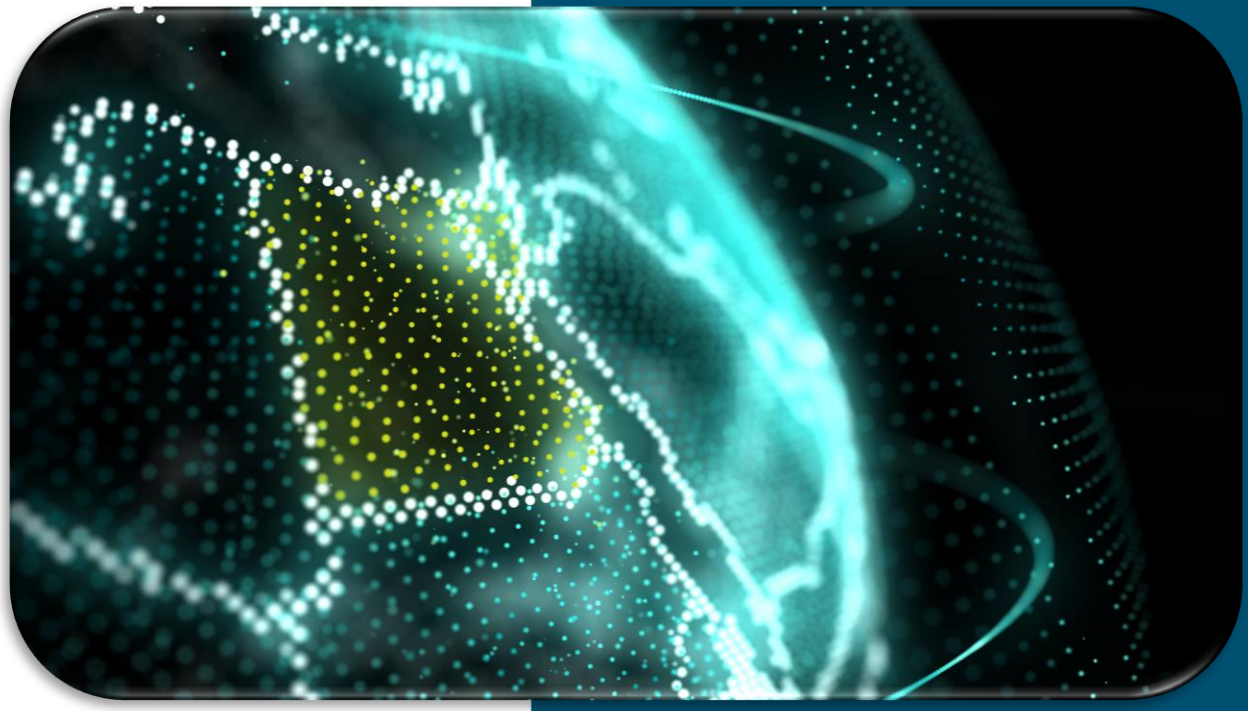
TECHNOLOGICAL UNIVERSITIES - EGYPT

Shaping The Future Of Education In Egypt's Technological Universities



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CONCLUSION

- ✓ Investing in digital skills means investing in Africa's future
- ✓ Digital technologies are vital in building entrepreneurial skills among African youth.
- ✓ Collaborative efforts are necessary to overcome challenges and leverage opportunities.
- ✓ Commitment to digital skills development will drive innovation and economic growth.

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THANK YOU

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Classera Global Awards

Microsoft Partner of the Year Award winner · bett · GESS Education Awards · edtechx europe · MENA ICT Awards 2024

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