

Product
Training

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GET AHEAD . STAY AHEAD

- Walkthroughs
- Publicity
- Distribution
- Revenue Model

Walkthroughs

Landing page
Eligibility vs ineligibility (Toggle)
Application portal
Pricing page (Figma)
Payment options, routing and links (Local & Intl)
Embedded recommendations system
Implementation dashboard

Publicity

- **Volunteer Squad:** Word of mouth. 100+ applications in 6.0
- **Strategic Partners:** With learning communities in Nigeria, Dubai
- **Digital Marketing:** Meta, Twitter, LinkedIn
- **Influencer Marketing:** Ibukun Amosu, Glowville, Faculty database
- **Email Marketing**
- **Founder-led publicity:** Whatsapp, LinkedIn, Meta
- **Organic online engagement:** NLC Co social media
- **Events:** Handshake, Real People, Real Impact, co-hosted webinars

Revenue Streams

Primary:

Commitment fees

Other Sources:

- Donations from impact partners
- Grants

