

Company Overview

Founded in 2017, Zaio offers an online Learning Management System (LMS) with various learning journeys in coding education. Zaio also creates and delivers customized learning programs for companies to upskill their employees or aid them in running community-based learning projects with a focus on getting EE Youth ready for the 4IR

Company Details

Location:	Cape Town
Contact:	Mvelo Hlophe
Email:	mvelo@zaio.io
URL:	https://www.zaio.io/
Funding Ask:	\$500 000
Business Stage:	Post-Revenue
Revenue (2021/22):	+\$67 000
Sector:	EdTech

Partnerships We Are Looking For

- ✗ Organisations with a large community of developers and/or people looking to learn how to code
- ✗ Universities and Non-Governmental institutions
- ✗ Employment partners

Solution

- ✓ Curated learning journeys that are company specific to help companies build a pipeline of talent that is ready to work effectively after being hired
- ✓ Learning journeys that are aligned to industry standards with live tutor support
- ✓ Low-cost courses on platform accompanied by payment plans

Current Traction

- Partnerships: Headstart, Youth Employment Service, The Knowledge Trust, Google Developer Societies, UCT, Belong Education, Computicket
- Support: Grindstone and Injini
- Raised to date: R1 068 000
- 2019 Revenue: \$540 500
- Trained candidates to date: 450+ with 7000 on the platform currently
- Enterprise deals/customers: YES, LaunchLab, Vista, F-Secure and Vodacom DRC

Business Model

B2C model - Learners purchase courses from Full-Stack, Front-End, Back-End and Coding for Teens courses. Additional support required and requested by the learners is billed hourly.

B2B model - We offer the option to curate learning journeys or curricular specific to companies and facilitate the training.

Market Potential & Target Market

List of the key metrics of the market and the size of the opportunity in Africa:

- >50% Businesses are actively upskilling staff in digital skills
- 64% Businesses expect an increase in positions requiring digital skills
- 44% Businesses are facing difficulty recruiting staff with digital skills
- 140M unemployed Youth in Africa
- 144.4M White collar workers looking to switch jobs in early 20s in Africa

Community Impact

- We have created 140 part-time jobs
- Upskilled 450+ learners
- Upskilled 23 project managers - worked on real projects for startups leading dev teams
- 25 youth getting paid minimum wage to upskill with us
- 56 youth getting paid minimum wage to work at Zaio through partnership with Youth Employment Service

We want to increase these numbers while lowering the cost to get entry level employment in the tech space.