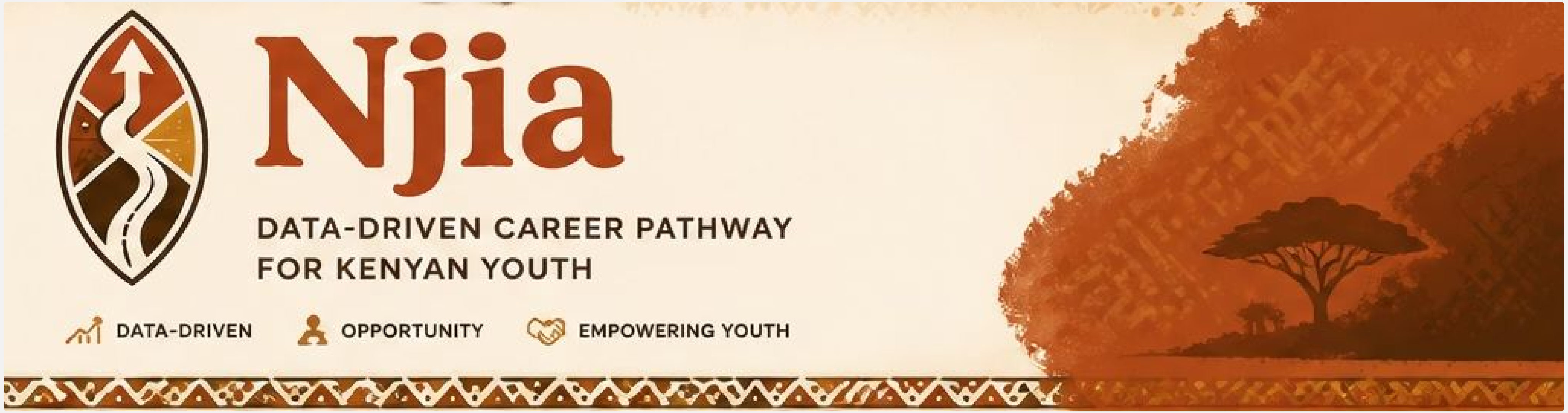


# A Partnership Proposal for Kenya's Education-to-Employment Transition

STRATEGIC PARTNERSHIP PROPOSAL — AUGUST 2026

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THE STRUCTURAL CONTEXT

# Employed but Trapped

## A Structural Failure in Kenya's Education-to-Employment Pipeline

In January 2026, 993,226 young Kenyans received their KCSE results and faced one of the most consequential decisions of their lives — under a brand-new Senior School Career and Funding Model (SCFM) with no guidance infrastructure and no precedent. Barely four months in, thousands of Grade 10 learners are already seeking to abandon the pathways they chose. A research lead at Zizi Afrique Foundation confirmed: 'Many of those objectives are not being fully realised — learners wanting to change pathways because the choices they made earlier do not reflect who they are.' Two independent peer-reviewed studies corroborate this: Orodi & Muyobo (WJAETS, 2026, n=2,847, 47 schools) found 'significant challenges in student placement, transition management, and educational equity'; Mwirigi & Kagema (SEDT, March 2026, Karatina University) confirmed the pioneer Grade 10 cohort reported 'high perceived difficulties in career guidance and pathway selection'. The infrastructure to reach every young person already exists — 50.2 million active smartphones in Kenya. What is absent is a structured, data-informed decision-support layer.

*Sources: Daily Nation, 31 May 2026; Education News Kenya, 4 & 13 June 2026; The Star, 23 May 2026; Orodi & Muyobo, WJAETS, 2026; Mwirigi & Kagema, SEDT, 2026; Kenya News Agency / MoE, 2nd National Career Guidance Conference; KUCCPS, April 2026; Africa Youth Employment Outlook 2026 (World Data Lab / Mastercard Foundation / UCT); CA Kenya, Q1 2026; KNEC / CBC Edu Kenya, June 2026; KEMI Circular, 11 August 2026; World Bank, 'From Barriers to Bridges', November 2025.*

Njia

DATA-DRIVEN CAREER PATHWAY FOR KENYAN YOUTH

**8.5%**

of employed Kenyan youth are in formal jobs — the lowest in East Africa, down from 9.8% in 2023.

### Employed but in Poverty

35% of employed Kenyan youth live in extreme poverty — employment alone is not creating economic security.

### TVET Places Unfilled

974,813 of 1,132,531 available TVET seats went unfilled — a direct consequence of poor pathway guidance at transition.

### HELB Loan Defaults

KSh 90 billion in defaults across 563,949 accounts with no repayment — reflecting misaligned education investment.

### Youth Jobs Are Informal

91.5% of employed Kenyan youth work informally — up from 90.2% in 2023, reflecting structural deterioration in job quality even as employment holds steady.

### A Decade of Structural Deterioration

90% of Kenya's 782,300 new jobs in 2024 were informal. The World Bank confirms Kenya's GDP-to-formal-employment conversion rate is 0.4% — versus a global average of 0.7%.

### Government Confirms the Guidance Gap — This Week

On 13 August 2026, KEMI launched an emergency nationwide career guidance training programme for all Junior School heads and teachers (17 Aug–12 Sep 2026) — formally acknowledging that teachers lack the competencies to guide learners through pathway selection.

### Placed vs. Pathway-Fit Gap

88% of the 1.13M first KJSEA cohort were placed per their own selection — yet 51% were directed to STEM and only 11% to Arts & Sports, suggesting placement is driven by scores rather than genuine aptitude.

THE PLATFORM

# Njia: A Structured Decision-Support System for Kenyan Youth

Njia is a free, privacy-first Progressive Web App that operationalises evidence-based career development theory for the Kenyan context. It guides young people through a structured five-stage journey — grounded in verified local data, designed for low-connectivity environments, and built to complement rather than replace existing institutional infrastructure.

## Discover

A 20-minute, research-backed diagnostic that maps each user to one of six career clusters, with a nuanced signal-strength readout rather than a single label.

## Design

A life-design canvas enabling users to sketch three parallel five-year futures side by side, surfacing constraints and possibilities in a structured way.

## Decide

A course-matching tool drawing on verified fees, grade requirements, funding eligibility, and illustrative employment outcomes for each programme.

## Connect

Outreach support tools, message templates, and verified institutional contacts to help users engage respectfully with professionals and institutions.

## Track

An application tracker paired with a quarterly OKR framework, so plans remain actionable through the term calendar.

- FREE TO USE — NO PAYWALL, NO SUBSCRIPTION
- PRIVACY-FIRST — ALL DATA REMAINS ON THE USER'S DEVICE
- OFFLINE-CAPABLE — FULLY FUNCTIONAL WITHOUT AN INTERNET CONNECTION
- RESEARCH-GROUNDED — BUILT ON VALIDATED CAREER DEVELOPMENT THEORY
- DATA-TRANSPARENT — EVERY FIGURE IS SOURCED AND CITED

METHODOLOGICAL FOUNDATION

# Built on Verified Data. Backed by Peer-Reviewed Evidence. Honest About What We Don't Yet Know.

| 275 | 463 | 142 | 12 | 418 | $0 |
|---|---|---|---|---|---|
| Distinct Programmes | Training Places Listed | Institutions | Funding Sources | Fee Data Points | Infrastructure Cost |
| Across 7 career clusters | Individual campuses catalogued | Across all 47 counties | HELB, county bursaries, scholarships | Individually verified | Per month |

Every figure above represents pre-partnership infrastructure — built before any external funding was sought. The data architecture is complete. The evidence base is established. What this partnership funds is the demand-side validation.

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PEER-REVIEWED EVIDENCE FOR THE APPROACH

The theoretical framework underpinning Njia's diagnostic is validated by four independent meta-analyses and a Kenya-specific World Bank RCT. These studies establish that structured career interventions produce large, replicable effects — across cultures, at scale, and in contexts directly analogous to Kenya. Njia is pre-pilot; the evidence validates the intervention category, not the platform itself.

## Career intervention effect sizes (Hedges' g)

### Online Career Counselling (collectivist contexts)

g = 1.65 — Yiğit et al., Journal of Career Assessment, March 2026 (14 studies, 1,721 participants). Stronger effects in collectivist cultural settings — directly relevant to Kenya.

### Career Decision Difficulties

g = 1.24 — Whiston et al., Wiley / Journal of Counseling Psychology, 2025 (34 studies, 4,179 participants)

### Career Outcomes

g = 0.82 — Milot-Lapointe & Arifoulline, Journal of Employment Counseling, February 2025 (35 samples)

### Mental Health Outcomes

g = 0.68 — Milot-Lapointe & Arifoulline, Journal of Employment Counseling, February 2025

### Employment Rate Gain — Kenya (RCT)

A World Bank randomised controlled trial of structured skills and career support across Kenya found employment rates rose from 70% to 85% among participants — a 15 percentage-point gain — with beneficiaries earning 50% more than the control group. Business start-up survival rates reached 85%. (World Bank, 'The Youth Dividend: Investing in Kenya's Next Generation', April 2025; Kenya Youth Employment and Opportunities Project impact evaluation)

### Kenya-Specific Framework: Career Guidance Is Introduced Too Late

A peer-reviewed framework study from Aga Khan University Kenya finds that career guidance in Kenyan schools is typically introduced 'too late — mostly when learners must make key academic and career decisions, such as subject selection. This timing may limit their ability to make informed decisions about their future career pathways.' The study proposes a structured CBE-aligned framework spanning early childhood to senior school — directly validating Njia's design philosophy of intervening at the point of decision, not after it. (Igoki Samuel, 'Not Too Early, Not Too Late: A Framework for Career Guidance in CBE', Journal of Pedagogy and Curriculum, Aga Khan University Kenya, April 2026)

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## Acknowledged Constraint: Platform Retention

Rigorous partnership proposals name constraints directly. A peer-reviewed study of 93,819 Kenyan students on a mobile learning platform found that fewer than 25% return after joining (Kizilcec & Chen, Cornell University). Njia treats this as a design constraint, not a footnote — which is precisely why Phase 2 builds in a gamification layer, a WhatsApp nudge system, and an OKR tracking framework. That engagement infrastructure is what this seed round directly funds.

*Source: Kizilcec, R.F. & Chen, M. (2020). Student Engagement in Mobile Learning via Text Message. Cornell University. Study of 93,819 Kenyan students across grades 6, 9, and 12.*

# The Population Njia Is Designed to Serve

Njia's primary beneficiary population is Kenya's secondary school leavers and post-secondary youth navigating the education-to-employment transition — a cohort that is large, growing, and currently underserved by any structured guidance infrastructure.

### TAM

Kenyan youth 17–24 — **8.2 million**

### SAM

Annual KCSE candidates + current students — **~1.8 million**

### 24-Month User Target

50,000 MAU — representing ~2.8% of the annual SCFM cohort (437,648 students in Year 1)

*Note: SOM is presented here as a 24-month user target rather than a static market-size figure, as Njia's addressable cohort renews annually with each KCSE intake.*

## KCSE & Placement Data (2025–26)

**993K**

### KCSE Candidates

Sat the 2025 examination (KNEC, January 2026)

**270K**

### University Entry Grade

Attained minimum C+ and above

**293K**

### Placed by KUCCPS

For the 2026/27 academic year (July 2026)

**8,915**

### Degree-Qualified → TVET

Elected to pursue TVET programmes instead

## Digital Connectivity (Kenya)

**50.2M**

### Smartphone Connections

Communications Authority of Kenya, March 2026

**83.5%**

### Smartphone Penetration

CA Kenya, June 2025

**58.5M**

### Mobile Data Subscriptions

Total active subscriptions (CA Kenya, June 2025)

**97.3%**

### 4G Population Coverage

Population covered by 4G networks nationwide

> The SCFM — Kenya's new Senior School Career and Funding Model — came into effect in 2025. For the first time, secondary school leavers must actively select a career pathway and funding arrangement before placement. 437,648 students navigated this system in its first year without a dedicated decision-support tool. That window is open now. The question is not whether a decision-support infrastructure will emerge — it is whether it will be built with the rigour, the data depth, and the institutional independence that this population deserves.

# Landscape Analysis: Where Njia Sits and Why It Is Distinct

The Kenyan career-guidance landscape has expanded materially in 2025–26. A rigorous assessment of existing platforms reveals that while adjacent needs are being addressed, no existing tool combines pre-tertiary pathway depth, verified local fee and funding data, offline capability, and a structured life-design methodology. Njia occupies a distinct and currently uncontested position in this landscape.

| Platform | Focus | Local Fee Data | Offline | Free | SCFM-Aligned | Life Design |
|---|---|---|---|---|---|---|
| **Njia** | Pre-tertiary pathway | ✓ Verified | ✓ | ✓ | ✓ | ✓ |
| KLMIS Career Navigator | Career exploration | × | × | ✓ | Partial | × |
| Collanet Career Compass | KCSE course matching | Partial | × | ✓ | ✓ | × |
| Tukua (JKUAT) | Jobs & internships | × | × | ✓ | × | × |
| BrighterMonday / Fuzu | Job board | × | × | Partial | × | × |
| 16Personalities | Personality typing | × | Partial | Partial | × | × |

*Sources: KLMIS Career Navigator (labourmarket.go.ke); Collanet Africa Career Compass (collanet.africa); Tukua platform launch, JKUAT / TV47 Digital, May 2026*

## Njia's Structural Differentiators

### Data Depth

275+ programmes with verified fees, grade requirements, and funding eligibility across 142 institutions and 47 counties — built through approximately 8–10 months of labour-intensive manual verification by a dedicated data journalism team. Replicating this dataset would require an estimated 6–9 months of equivalent researcher time and institutional access. The KLMIS and Collanet tools lack this fee and funding layer entirely. This lead-time advantage grows as Njia's verification cadence keeps data current while competitors start from zero.

### Offline-First Architecture

Designed to function fully without an internet connection. All three new competitors require live connectivity — a meaningful barrier in peri-urban and rural Kenya, where the Kenya National Bureau of Statistics (KNBS, 2024) reports that 34% of rural households experience frequent connectivity interruptions despite 4G coverage.

### Integrated Life-Design Methodology

The only platform combining diagnostic, life-design canvas, course matching, outreach tools, and application tracking in a single structured journey — not a single-step quiz.

### SCFM-Specific Navigation

Built explicitly for the new Senior School Career and Funding Model. Collanet partially addresses KUCCPS matching; no competitor offers SCFM funding navigation alongside programme data. Njia is designed to complement, not compete with, state infrastructure — and is actively seeking formal KUCCPS partnership.

# Sustainability Model: How Njia Remains Free, Independent, and Financially Viable

**Njia's sustainability model is designed around a foundational principle: the platform must remain free, private, and advertisement-free for the young people it serves. Revenue is generated exclusively through institutional and government partnerships — organisations that benefit from Njia's data infrastructure and reach, not from the users themselves. This is not a compromise position; it is a structural commitment.**

| Partnership Stream | Mechanism | Timing | User Impact |
|---|---|---|---|
| **Institutional Subscriptions** | Enhanced profiles, analytics, direct messaging | Phase 2 (Q1 2027) | ✔ Positive |
| **White-Label Licensing** | County governments / NGOs license Njia | Phase 3 (Q2 2027) | ✔ Positive |
| **Data Insights** | Aggregated, anonymized labour-market trend reports | Phase 3 | ◎ Neutral |
| **Corporate Sponsorships** | Cluster-specific content or scholarships | Phase 3 | ✔ Positive |
| **Grant Funding** | Foundations fund development | Ongoing | ✔ Positive |

### Cost per User Served

Approximately $0.02 per user at current infrastructure cost — compared to $15–$45 per beneficiary for equivalent in-person career guidance programmes in Sub-Saharan Africa (World Bank, Skills for Jobs, 2023).

### Institutional Subscription Pricing

$2,000–$5,000 per institution per year. Benchmarked against comparable East African EdTech SaaS tools: Eneza Education charges institutions $3–$5 per student per year; Ushahidi's enterprise tier runs $3,600–$12,000/year.

### White-Label Licence Pricing

$10,000–$25,000 per licence per year. Consistent with county government digital tool procurement in Kenya, where software licences typically range from KSh 500,000–2,500,000/year (ICTA Kenya procurement data).

### Break-Even Threshold

25 institutional subscribers and 5 white-label licences. No letters of intent have been signed at this stage. Institutional outreach is a Phase 2 deliverable.

*All revenue projections are illustrative. Njia is currently grant-funded and pre-revenue.*

# Deployment Strategy: A Phased, Evidence-Informed Approach to Scale

**Njia's deployment strategy is phased, bottom-up, and anchored in institutional relationships rather than paid acquisition. The 50,000 monthly active user target at 24 months is derived from a conservative, school-partnership-led funnel — not from top-down market share assumptions.**

### Phase 1: Foundation

**Now — Q4 2026**

Core PWA live with 275 programmes across 7 clusters. Brand system and data architecture complete.

✔ DONE

### Phase 2: Engagement

**Q1 2027**

Gamification layer, WhatsApp API integration, and SCFM Navigator. Funded by seed round.

SEED FUNDED

### Phase 3: Scale

**Q2–Q3 2027**

Expansion to 2,000+ programmes, institution quality indicators, and county government partnerships.

### Phase 4: Ecosystem

**Q4 2027+**

KUCCPS and HELB system integration; exploratory pan-African expansion.

## Reach Channels

### Organic / Word-of-Mouth

Peer referrals and community-driven sharing, particularly via WhatsApp groups

### School & Youth Centre Partnerships

Institutional channel through guidance counsellors and school administrators

### WhatsApp Viral Sharing

Shareable diagnostic results and group-forwarded links

### Social Media & Content Creators

Targeted engagement with youth-focused content creators

### Government & Institutional Referrals

County and national government endorsement and referral traffic

### Reach Model: Bottom-Up Derivation of the 50,000 MAU Target

The 50,000 MAU target is built bottom-up from two anchored channels, not assumed from top-down market share. The school partnership channel provides a captive, high-intent audience; organic WhatsApp sharing then amplifies reach at near-zero marginal cost.

#### School Partnerships (Year 1 target)

25 schools × avg. 400 students = 10,000 directly reached users. Guidance counsellors act as trusted intermediaries, reducing cold-acquisition friction.

#### WhatsApp Amplification Multiplier

We assume each school-acquired user shares their diagnostic results with 2–3 peers via WhatsApp — a conservative estimate given that Kenyan WhatsApp group sizes average 50–200 members (CA Kenya, 2025) and peer-referral is the dominant discovery channel for youth apps in the region. This multiplier is a Phase 2 validation target, not a fixed assumption. If peer-share averages 2× rather than 3×, the school channel alone (125 schools × 400 students) reaches 50,000 MAU without any amplification — making WhatsApp sharing upside, not load-bearing.

#### 12-Month to 24-Month Bridge

10,000 MAU at Month 12 (school channel + early organic) scales to 50,000 by Month 24. Critically, the 50,000 MAU target is achievable through the school channel alone at 125 partnerships — WhatsApp amplification allows the same target to be reached with only 25 school partnerships, making the growth model robust to lower-than-expected peer sharing. The Phase 2 gamification layer and WhatsApp nudge system are designed to improve 7-day retention from a baseline of 25% toward 35%.

#### Share of Annual SCFM Cohort

50,000 MAU represents approximately 2.8% of the annual SAM — derived and contextualised in the Population Context section. The penetration rate is conservative by design.

### WhatsApp as a Delivery Channel: Precedent and Validation

Njia's WhatsApp API integration is not an untested bet. Two recent precedents establish it as an investor-recognised approach in Kenya and across Africa:

#### Kalamu WhatsApp Teacher Bot — MIT Solve 2025 Global Learning Challenge Finalist

Angaza Elimu's WhatsApp-based AI teacher support tool was selected as a finalist in the MIT Solve 2025 Global Learning Challenge — validating WhatsApp-native education delivery as a globally recognised innovation approach for Kenyan learners. (MIT Solve, 2025)

#### Mastercard Foundation EdTech Fellowship — 580,000 Learners Reached

The Mastercard Foundation EdTech Fellowship (iHUB Kenya), now in its fourth cohort, has collectively reached 580,000 learners and engaged 2,000 schools across Kenya since 2023 — demonstrating that early-stage Kenyan EdTech platforms can achieve significant reach with targeted support. (iHUB / Mastercard Foundation, November 2025)

# Organisational Composition & Governance

Njia is structured as an independent, mission-driven organisation. Its core team is multidisciplinary by design — combining the research rigour, technical capability, policy literacy, and lived experience required to build a platform that is both credible to institutions and genuinely useful to young people.

### Career Psychology Researchers

Diagnostic design grounded in peer-reviewed career development theory, including the validated frameworks underpinning the Discover module.

### Kenyan Youth Advocates

Direct lived experience of the career decision gap Njia addresses, ensuring the platform remains relevant, accessible, and culturally grounded.

### Software Developers

Progressive Web App architecture built offline-first and privacy-by-design, with no server-side storage of user data.

### Data Journalists

Rigorous sourcing and verification of every data point in the platform, with full provenance documentation available on the Methodology page.

### Education Policy Analysts

Navigation of CUE and TVETA regulatory frameworks, and ongoing monitoring of policy developments affecting the tertiary education landscape.

## Advisory & Institutional Network

- Career counseling practitioners
- University registrars
- TVET principals
- Youth employment specialists
- Digital rights advocates

**4**

### Core Team Members

Full-time and part-time, combining career psychology, software engineering, data journalism, and education policy

**3**

### Part-Time Advisors

Career counselling practitioners, university registrars, and youth employment specialists

**2**

### Institutional Relationships

In active development with KUCCPS and county-level education offices

**8–10...**

### Data Build Time

Months of pre-partnership manual verification work completed before any external funding was sought

*Njia holds no political affiliation and engages in no commercial exploitation of user data. Governance documentation is available on request.*

# Financial Framework

## Use of Partnership Capital and Path to Sustainability

A $150,000 partnership investment is projected to carry Njia to operational break-even by the end of Year 3. The allocation below reflects a deliberate prioritisation of demand-side validation and engagement infrastructure — the two areas where external partnership capital creates the most leverage.

## Allocation of Partnership Capital

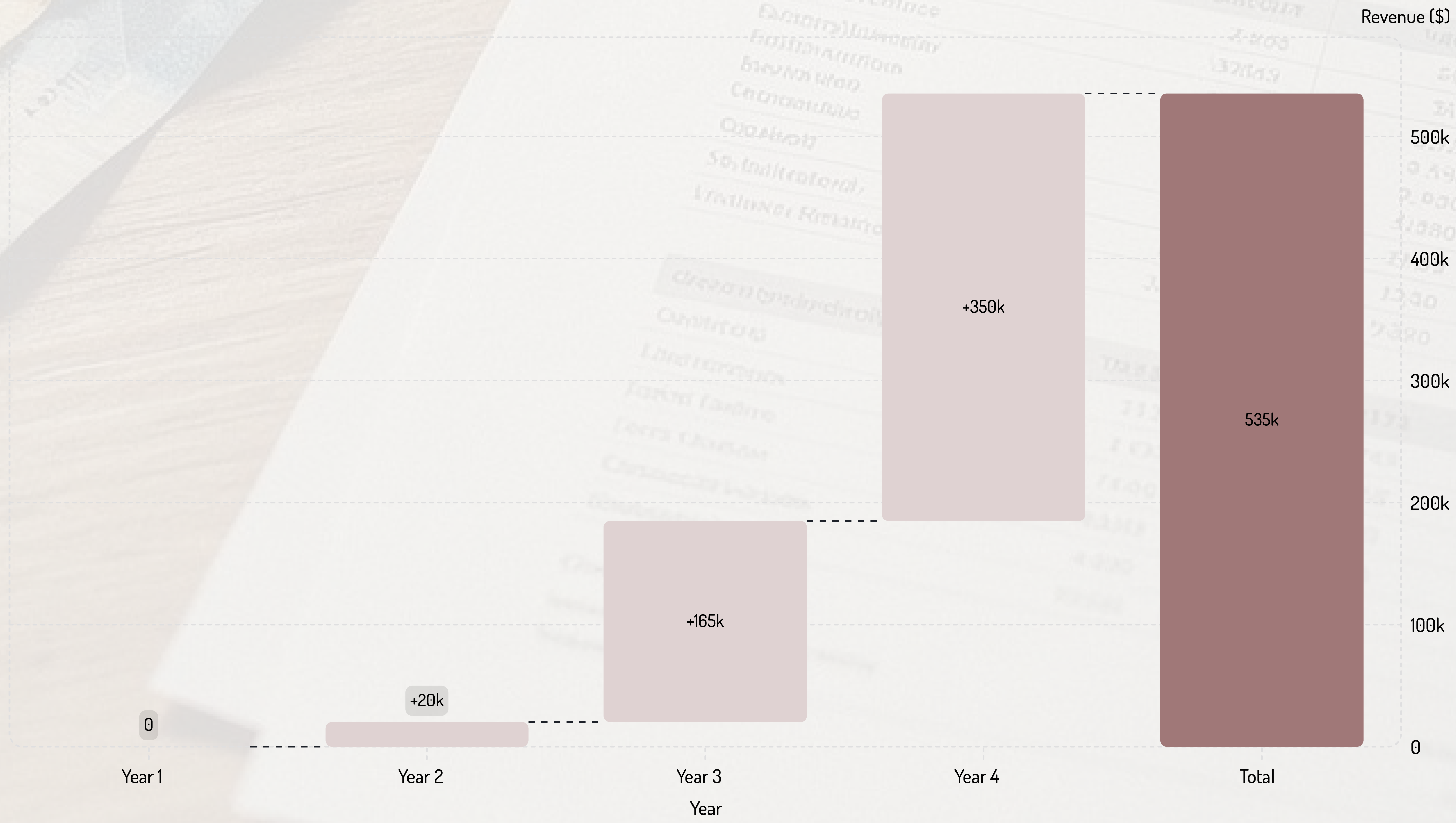
| 40% | 30% | 17% | 10% | 3% |
|---|---|---|---|---|
| Development | Data Expansion | Impact Measurement | Operations & Team | Contingency |
| Phase 2 features — $60,000 | $45,000 | $25,000 | $15,000 | $5,000 |

## 24-Month Milestones

| Metric | 12-Month | 24-Month |
|---|---|---|
| Monthly active users | 10,000 | 50,000 |
| Completion rate | >60% | >70% |
| Save → Application rate | >15% | >25% |
| 7-day retention | >25% | >35% |
| Institutional subscribers | 5 | 25 |
| Team size | 3 FTE | 8 FTE |

*Completion rate defined as users who complete all five stages of the Njia journey. Benchmark: structured, school-referred career interventions in Sub-Saharan Africa achieve 55–65% completion when delivered through trusted intermediaries (World Bank Kenya Youth Employment and Opportunities Project, 2025). Njia's school-channel acquisition is designed to replicate this context. Targets will be revised based on Phase 2 pilot data.*

## 4-Year Revenue Projection




Break-even is projected by the end of Year 3. The Year 2→Year 3 step (from $20K to $165K) reflects the compounding of two revenue streams becoming simultaneously active: (1) institutional subscriptions reaching critical mass — 25 subscribers at an average of $3,500/year = $87,500; and (2) the first white-label licence conversions from county government pilots initiated in Phase 3 — 2 licences at an average of $15,000/year = $30,000. The remaining $47,500 reflects grant income and early data-insights revenue. Year 1 operations are grant-funded. All projections are illustrative and contingent on Phase 2 pilot outcomes. No letters of intent have been signed.

### Year 3 revenue: what has to be true

| Assumption | Required by Year 3 | Dependency |
|---|---|---|
| Institutional subscribers | 25 at avg. $3,500/yr | Phase 2 pilot results + outreach (Phase 2 deliverable) |
| White-label licences | 2 at avg. $15,000/yr | County government pilots initiated Q2 2027 |
| Grant income | $30,000 | Active applications to EdTech-aligned foundations |
| Data insights revenue | $17,500 | Anonymised aggregate reports; no user data sold |
| Institutional procurement cycle | First conversions by Q3 2027 | Kenyan university/TVET procurement typically runs 3–6 months (ICTA Kenya, 2024); outreach begins Q1 2027, leaving 6 months of revenue in Year 3. |

# Risk Register

## A Transparent Assessment of Principal Constraints

The following risk register reflects Njia's commitment to transparent governance. Each risk is assessed on likelihood and impact; each mitigation is specific, not aspirational. Partners should treat this register as a live document — it will be updated quarterly as the platform develops.

| Risk | Likelihood | Impact | Mitigation |
|---|---|---|---|
| Data currency | HIGH | HIGH | Automated data refresh pipelines, active institutional partnerships, and a quarterly manual verification cycle. KUCCPS updates programme data annually; Njia's verification cycle is designed to match this cadence. |
| User retention | HIGH | HIGH | Documented in full in the Methodological Foundation section (Kizilcec & Chen, Cornell, 2020; n=93,819). Phase 2 directly addresses this through the gamification layer, WhatsApp nudge system, and OKR tracking framework — the primary deliverables funded by this partnership. |
| Competitive entry | MEDIUM | HIGH | Deep institutional integration with KUCCPS and HELB, combined with a labour-intensive data moat, creates meaningful barriers to replication. |
| Funding shortfall | MEDIUM | HIGH | A diversified revenue strategy and a near-zero infrastructure cost base provide resilience against delays in institutional revenue. |
| Regulatory change | MEDIUM | MEDIUM | Ongoing CUE and TVETA compliance monitoring, supported by an education policy analyst on the advisory network. |
| Technical debt | MEDIUM | MEDIUM | A component-based Vite architecture in Phase 2 is designed to reduce accumulated technical debt and improve long-term maintainability. |
| Platform adoption | MEDIUM | HIGH | Koa Academy Kenya research (Feb 2026) found 80% parental awareness of online learning but only 9% enrolment — driven by perceptions of weak supervision. Njia mitigates this through WhatsApp-native delivery (familiar channel), school partnership channel (trusted intermediary), and offline capability (removes connectivity barrier). |
| Competitive entry by government | MEDIUM | MEDIUM | KLMIS Career Navigator (labourmarket.go.ke) and KUCCPS guidance programmes are active government tools. Njia's differentiated position — verified fee data, funding matching, offline capability, and life-design methodology — is documented in the Landscape Analysis section. Formal KUCCPS partnership is an active objective. |

# An Invitation to Partner

Njia is inviting a small number of aligned partners to co-invest in Phase 2 — the engagement infrastructure that will carry the platform from a verified data foundation to a proven, scalable decision-support system. The total partnership requirement is $150,000. We are not seeking volume; we are seeking alignment.

### Deployment of Capital

- $150,000 seed round
- Gamification and engagement layer
- WhatsApp API integration
- SCFM Navigator module
- Data expansion: 275 to 500+ programmes
- Independent impact measurement framework
- Core team: 3 full-time equivalents

### What Partners Receive

- Equity or grant participation depending on partner mandate — terms available on request. We are prepared to share our current cap table and valuation basis in a direct conversation.
- Board observer seat with full information rights
- Quarterly impact and financial reports
- Preferred access to the Series A round ($300,000+ scale round)

### What We Seek Beyond Capital

- Strategic introductions to institutional and government partners
- Expertise in impact measurement and evaluation
- Pan-African networks relevant to future expansion
- Technical advisory on platform scaling and architecture
- Introductions to Mastercard Foundation / iHUB EdTech Fellowship and equivalent grant programmes

## The Partnership Context: A Maturing Kenyan EdTech Ecosystem

The Mastercard Foundation EdTech Fellowship (iHUB Kenya, Cohort 4, July 2026) provides up to $100,000 in equity-free grants to early-stage Kenyan EdTech startups — demonstrating that impact-aligned platforms in this space can access significant non-dilutive capital. Cohort 4 focuses on disability inclusion, refugee communities, girls and women, and education data systems. Njia is actively identifying grant programmes aligned with its career-guidance and youth-employment mandate, including foundations focused on education-to-employment transitions in Sub-Saharan Africa.

*Source: iHUB / Mastercard Foundation EdTech Fellowship, Cohort 3 Demo Day, November 2025; Cohort 4 announcement, July 2026 (Capital FM Kenya, 25 July 2026)*

## What a Successful Partnership Looks Like at 24 Months

| Outcome | Metric | How We Report It |
|---|---|---|
| Platform reach | 50,000 MAU, 2.8% of annual SCFM cohort | Quarterly MAU report with channel breakdown |
| User impact | >25% Save→Application rate; >35% 7-day retention | Quarterly impact dashboard shared with all partners |
| Data quality | 500+ verified programmes across 47 counties | Public methodology page; annual data audit |
| Financial sustainability | 25 institutional subscribers; path to break-even by Year 3 | Quarterly financial report; full cap table transparency |
| Independent validation | Phase 2 pilot outcomes assessed by independent evaluator | $25,000 impact measurement budget funds this directly |

*The $25,000 impact measurement allocation is not overhead — it is the mechanism by which this partnership produces evidence that is credible to future funders, government partners, and the academic community.*

WE WELCOME A CONVERSATION — NJIACAREERPATHWAYS@GMAIL.COM

# The Case for Partnership

## Why This Matters, Why Now, and Why With Njia.

Kenya is navigating one of the most consequential structural transitions in its education system in a generation.

The Ministry of Education has formally identified the absence of professional career guidance as the primary contributor to low post-secondary transition rates. The evidence is no longer anecdotal:

- 437,648 students entered the new SCFM in January 2026 — and within four months, thousands of Grade 10 learners were already seeking to abandon their chosen pathways, having selected them under external pressure rather than informed guidance (Daily Nation, 31 May 2026; Zizi Afrique Foundation, The Star, 23 May 2026)
- 974,813 middle-level training places remain unfilled each year
- KSh 90 billion in HELB loan defaults reflects a generation entering the labour market without a clear path
- Only 8.6% of employed Kenyan youth are in formal jobs — the lowest in East Africa. 35% are employed but living in extreme poverty. This is not a talent problem. It is a pathway problem. *(Africa Youth Employment Outlook 2026, World Data Lab / Mastercard Foundation / UCT)*
- 50.2 million smartphones mean the infrastructure to reach every young Kenyan already exists

Njia is not a career quiz. It is a considered, evidence-based response to a structural gap — designed with the rigour of a policy instrument and the accessibility of a consumer product.

Every course recommendation, every funding match, every application tracked is a measurable intervention in a young person's trajectory — moving them, with greater confidence and better information, toward a pathway that fits their abilities, their circumstances, and their aspirations.

> ***"Penye nia, pana njia." — Where there is a will, there is a way. Njia is the way.***

The evidence for this approach extends across the region. A 2026 systematic review of TVET pathways across Sub-Saharan Africa found that career guidance combined with structured job matching consistently produces stronger employability outcomes than training alone (Angela & Kwizera, Advanced International Journal for Research, 2026). A six-year field experiment tracking young job seekers in Uganda found that structured vocational guidance amplifies job search intensity and directs young people toward higher-quality firms — but only when combined with structured decision support (Bandiera et al., Journal of Labor Economics, University of Chicago Press). Njia is designed to be that decision-support layer — at scale, at near-zero cost, in the language and context of Kenyan youth.

We are looking for partners who understand that infrastructure built with rigour, independence, and genuine user-centricity is rare — and who want to be part of building it.