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About us

Digifunzi is an impact driven digital literacy program for kids in Africa. We focus on Coding, Robotics, AI & Machine Learning.

Vision

Bridging Tech Skills Gap in Africa

Mission

To equip teachers with 21st century skills & resources to teach Coding, Robotics, AI and Machine Learning in schools.

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The Problem

Inability of Kenyan schools to effectively teach Computer Science is a threefold problem.

01

Skills Gap among Educators

Teachers lack the 21st century skills needed to train in Computer Science as envisioned in the country's new Competency Based Curriculum.

02

Resources Gap

Schools either lack or have limited access to resources needed for practical skills development in Computer Science among learners

03

Assessment & Tracking Gap

Schools lack a system to assess and software to track skills development among learners in Computer Science

The Solution

Digifunzi solves inability of Kenyan schools to effectively teach Computer Science through a fourfold solution.

01 Training of Trainers

Digifunzi's 1-year ToT program equips teachers to teach Coding, Robotics, AI and Machine Learning in schools

02 Learning Resources

Digifunzi provides schools with a project based curriculum, educational robots and a desktop coding interphase to facilitate practical skills development among learners.

03 Learning Management System

Digifunzi provides a web based learning management system for managing curriculum dispensation as well as assessing and tracking skills development among the learners.

04 Teacher Support

Digifunzi backstops teachers as they implement coding, robotics, AI and ML programs in schools. The support is provided both an on-demand and scheduled quarterly meetups.

Our Product

Digifunzi partners with schools to offer Coding, Robotics, AI and Machine Learning lessons.

Digifunzi also sets up community centers where kids are mentored in tech by tech professionals.

Competitive Advantage

01

Distribution Strategy

Digifunzi has increased its footprint and gained access to more than 30,000 kids through strategic partnerships with organizations working with kids as far as Turkana and Liberia. This distribution strategy is rapid, efficient and cost effective.

02

Pricing Strategy

By implementing its programs through a ToT model Digifunzi has managed to set the price as low as KES100 per kid per term. Transferring the program cost to kids removes the need for huge implementation budgets from schools.

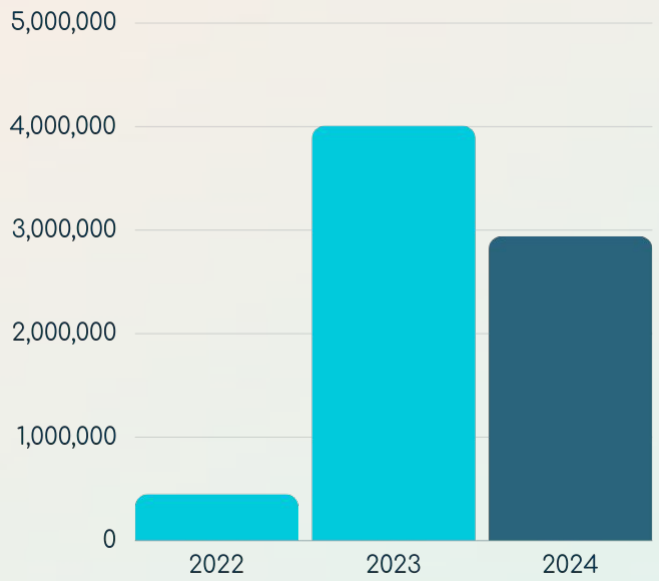
03

Hardware Partnership

To relax the initial capital expenditure, Digifunzi negotiated 6-month supplier credit line with a computer hardware vendor for its partnered schools. Digifunzi also owns exclusive distribution rights in Kenya for the educational robotic kits used in its programs.

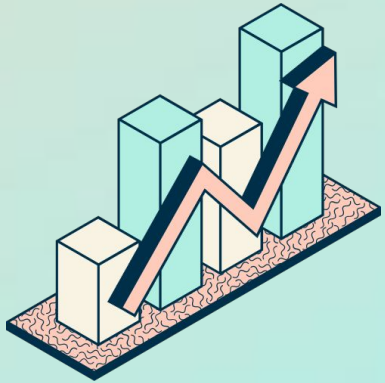
Product Journey

Here is an exciting journey that started with a toy project in May of 2022.



Traction

Our revenue growth curve is clear demand validation for our product.



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Our Reach

28,000	Kids Enrolled
135	Teachers Enrolled
48	Schools Acquired

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Target Market

Who are our customers?

Schools

Progressive schools looking to compliment their curricula with project based computer science programs.

Parents

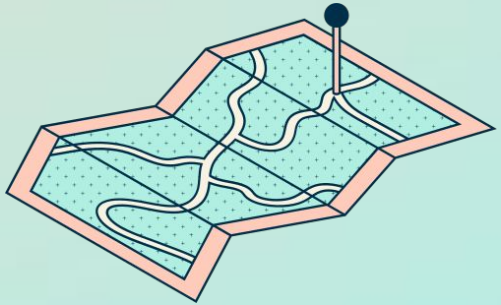
Parents who wish to give their kids an early head start on the digital space.

Social Impact Groups

Social Impact groups that would like to incorporate digital literacy for kids in their programs.

Size of the market

261 B	Total Available Market (TAM)
77 B	Serviceable Available Market (SAM)
23 B	Serviceable Obtainable Market (SOM)



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Meet the Team

Ken Maina

Founder/CEO

LinkedIn

Ngina Gitau

Customer Experience

LinkedIn

Josephine W

ToT Coordinator

LinkedIn

Evans Mwendwa

Technology Lead

LinkedIn

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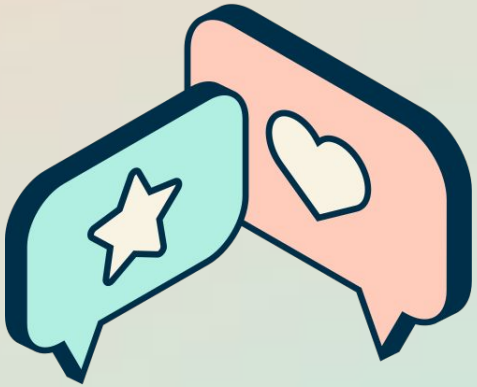
Contact Us



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