



WORKFORCE AGENCY

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PROBLEM STATEMENT AND GCGO

Problem Statement

- Difficulty in connecting talented candidates with global job opportunities.
- Global Challenge Global Opportunity (GCGO): Job Creation

Why it Matters

- Connecting talent with global opportunities leads to diverse, fulfilling careers and strengthens the global job market.

IMPACT ON USER PERSONA

User Persona: Alex Turner - a skilled software engineer seeking international career opportunities.

How it Impacts Them: Limited local opportunities restrict Alex's potential for career growth and international exposure.

Impact on the Youth

- **Limited Opportunities** limit young people's opportunities to find stable and formal employment.
- **Poverty and Inequality:** Unemployment perpetuates the cycle of poverty and widens the income gap.
- **Brain Drain:** With limited prospects for employment at home, young educated Kenyans may seek job opportunities abroad, contributing to a brain drain.
- **Social Issues:** Unemployment leads to social problems like increased crime rates and substance abuse as idle youth may turn to illicit activities out of frustration and lack of opportunities.



Factual Information

- Kenya has been facing significant challenges regarding unemployment, especially among its youth population.
- The country has a relatively high unemployment rate which affects economic growth and social stability.



SOURCES

LINKEDIN
WORLD BANK

KNBS

SHRM

Factual Information



- **Unemployment Rate:** The overall unemployment rate in Kenya was estimated to be around 9.1% in 2019 according to the World Bank.
 - Youth unemployment tends to be higher than the national average, with young people being disproportionately affected.
- **Underemployment:** Besides official unemployment, many Kenyans are underemployed, meaning they have jobs that do not fully utilize their skills or provide sufficient income.
 - This is particularly prevalent in the informal sector, where many young people work but often in precarious and low-paying jobs.



SOURCES

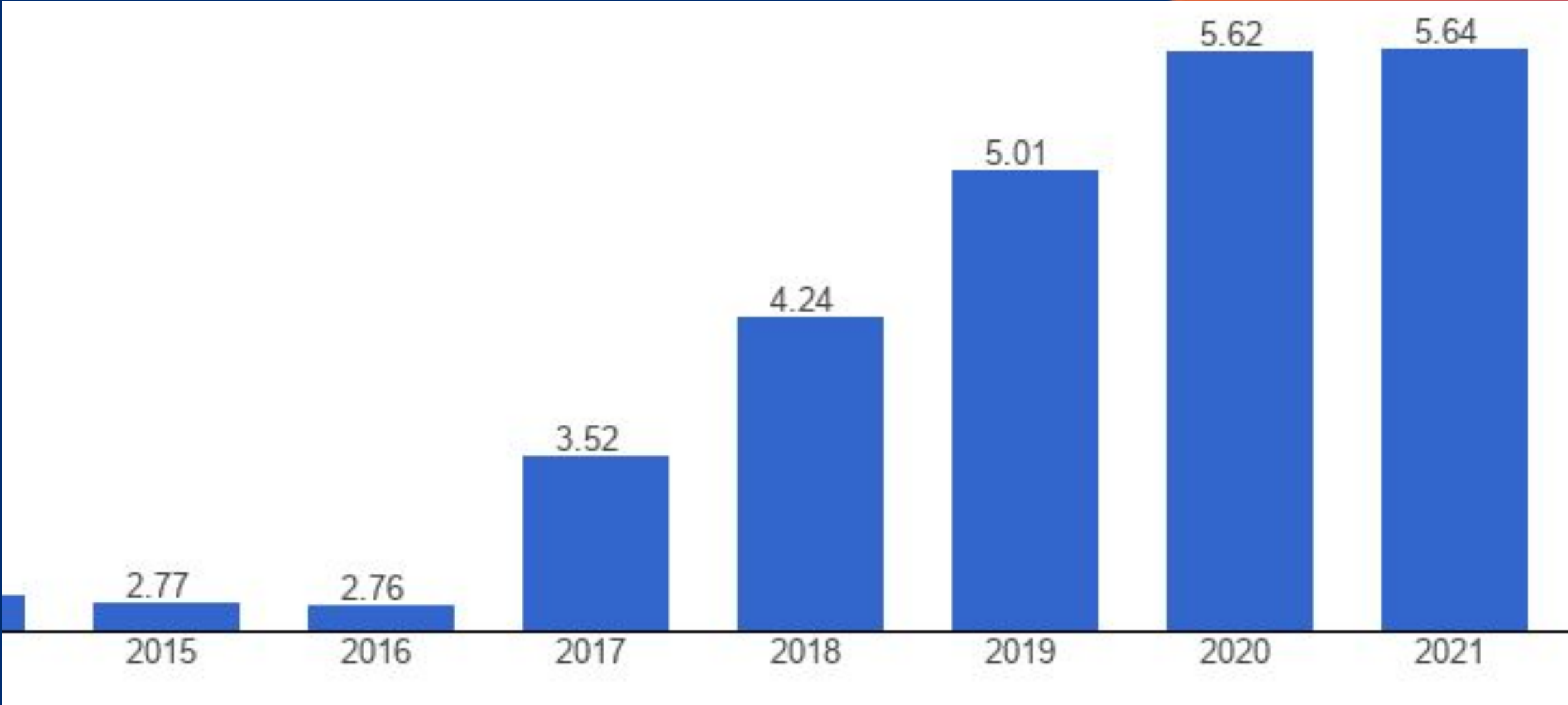
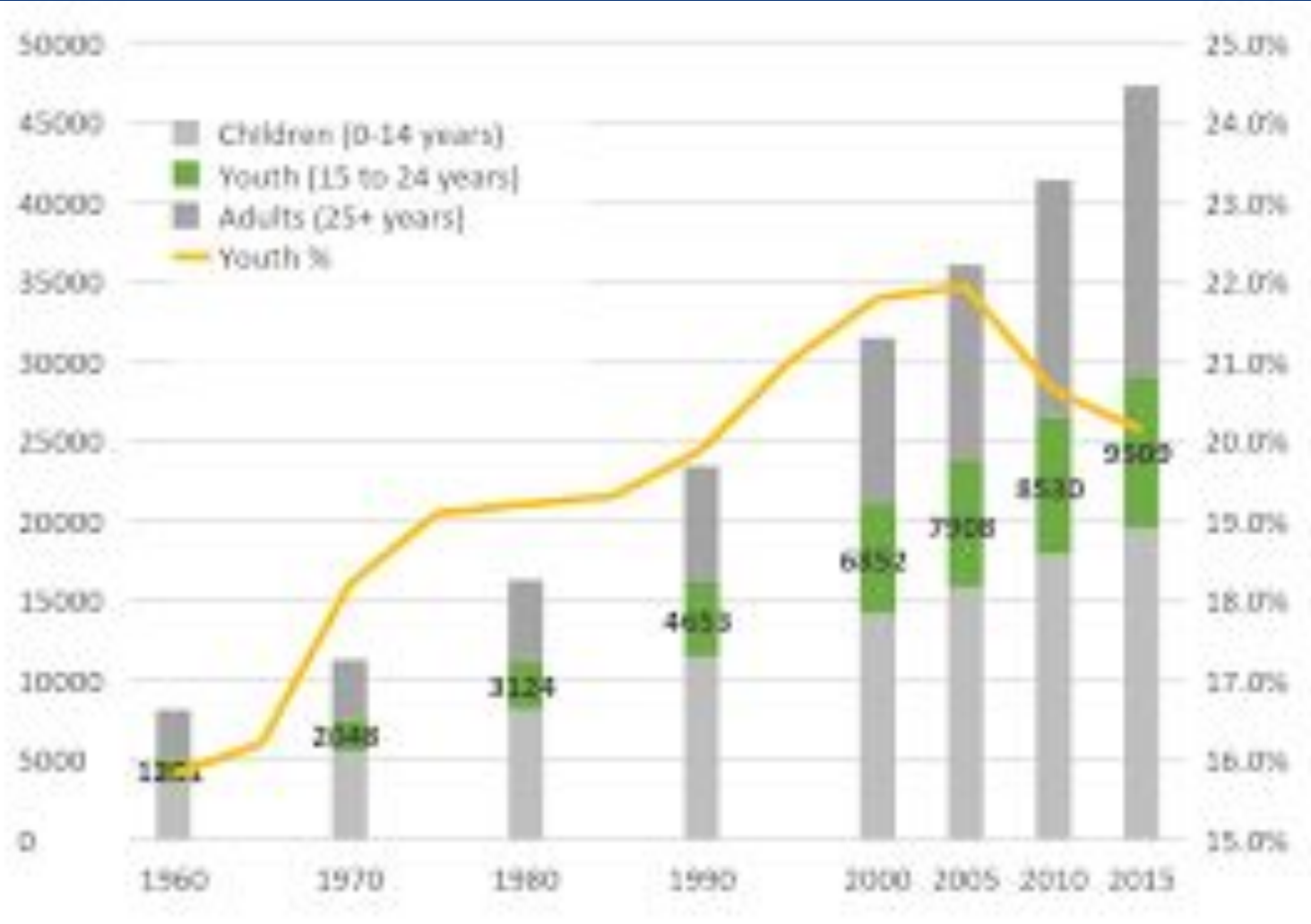
LINKEDIN
WORLD BANK

KNBS SHRM

Factual Information



Unemployment rate in kenya





Solution



- Workforce Agency's platform facilitates seamless connections between global employers and talented candidates, promoting international career growth.
- **Why this Solution:** Our platform leverages cutting-edge AI matching algorithms to ensure the right candidates find the right opportunities, fostering a mutually beneficial global talent ecosystem.



prototype

KE.

JOB SEEKERS

■ BECOME A PRODUCTIVE YOUTH
BY GETTING A JOB YOU DESIRE.



DO YOU WANT TO GET A JOB? GET HIRED
IN 24 HRS.

Get yourself up and running and working for some of the best agencies and companies around! You don't want to miss this.

LET'S START

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EDITION
2022

+1500 HAPPY
STUDENTS

+5000 CERTIFIED
JOBS

+1000 AWARDS
RECEIVED

FIND Your Desired Job.

■ KENYA'S #1
JOB PLACEMENT SERVICE

.01

WHY WE EXIST

Enter some text here for this section. Enter some text here for this section. Enter some text here for this section.

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.02

SUCCESS STORIES

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JOB CATEGORIES

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.04

OUR PLEDGE

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■ UTILISE R YOUR SKILLS

ACCEPT
NEW
CHALLENGES

■ NETWORK AROUND

EXPLORE

ABOUT

About US.

We seek to offer job opportunities scaling over the different sectors within the industry. This is to ensure that we nurture the skills of the young people

■ SHARPEN YOUR SKILLS VIA TRAINING

■ CREATE A DECENT RESUME & COVER LETTER

■ NETWORK WITH MENTORS

■ APPLY & GET A JOB WITH A COMPANY

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Why us.

We hope to create a space that will allow the people we have within formal and informal institutions, to get opportunities that will help them generate a source of income.

We also hope to create, through this job opportunity avenue, a mentorship link between the gurus in the industry and the explorers who are just joining.

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START NOW

users think.



LAURA SMITH

★★★★★

“I was able to transition well from uni to getting a job through the networking done on this platform. I highly recommend it.”



ONSEMUS KIMANI

★★★★★


“I didn't know what to do after high school, but I got to sharpen some of my skills and I have been able to land a job recently.”



SARA SMITH

★★★★★

“I am in the process of being mentored and so far it makes so much sense to go through this before jumping into the job market & preparation.”



to our newsletter

Get Connected to our Job Agents and get some insights on the job hunt. You will get that job so prepare for it.

Needs and Pain Points



- Job seekers want an easy and efficient way to search for relevant job opportunities based on their location and job preferences.
- My users need to know if their CVs are up to standard and are ATS compliant



Recommendations and Changes



- Add filters, google maps, and search algorithms to counter the issue of job seekers wanting an easy and efficient way to search for relevant opportunities
- The website comes with a button to enable one upload his/her CV and do the check. This feature is however be available to registered users only.

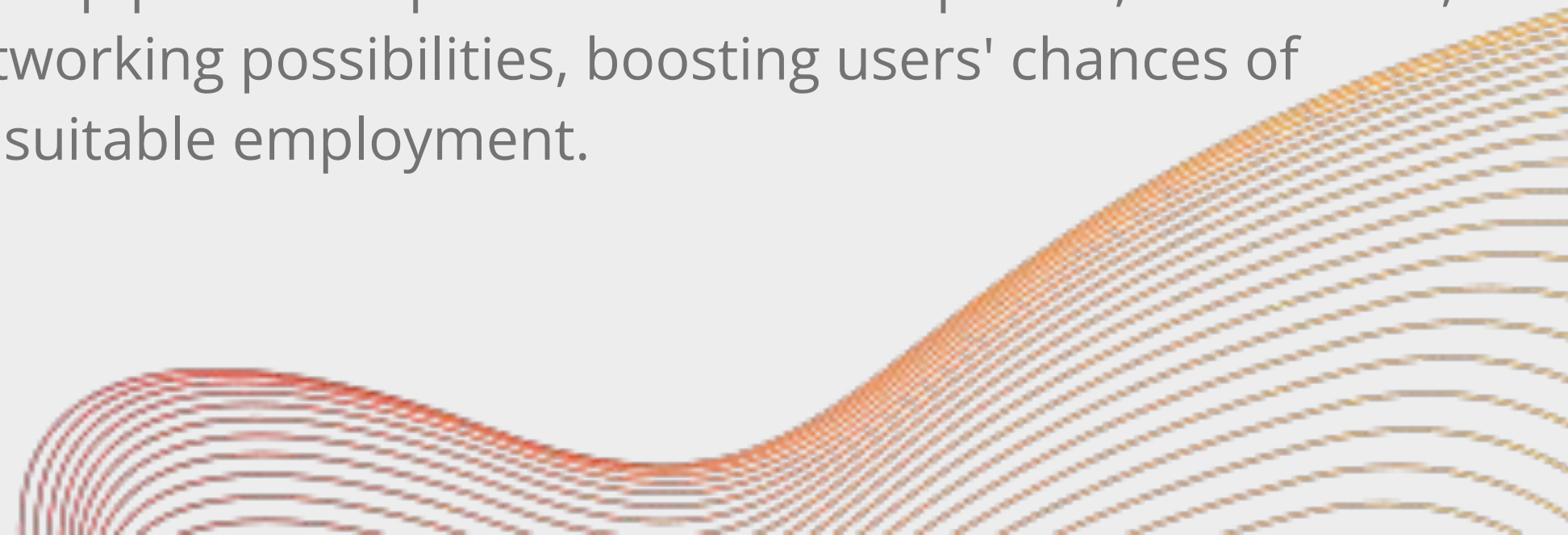




Future Plans



- Establish a scholarship and internship program in conjunction with the website. This program would provide financial assistance to unemployed youth to pursue higher education or skill development programs aligned with their career aspirations.
- With investor support, the solution might provide job searchers with mentorship programs as an added bonus. Mentorship allows experienced professionals to assist and encourage individuals on their career paths by providing useful insights, industry knowledge, and specific guidance. Mentorship promotes professional development, confidence, and networking possibilities, boosting users' chances of finding suitable employment.



Revisiting the WHY

The problem matters because youths are considered as the future leaders. The lack of employment opportunities for youths leading to involvement in drugs and gang activities is a significant problem with various negative consequences like increased violence and crime rates

Solution

Create a website that acts as a database where unemployed people can fill in their details, including skills, qualifications, experience, location, and the type of job they are looking for. At the same time, employers should be able to access this website and post what they are hiring for and have a chance to select people that fit the role from the website

"Imagine a world where every unemployed young person has the power to unlock their full potential, find their dream job, and contribute meaningfully to society. A world where frustration and uncertainty in the job search process are replaced with hope, empowerment, and opportunity. Today, I present to you a groundbreaking solution that will revolutionize the way we tackle youth unemployment. It's time to introduce a comprehensive website that acts as a dynamic database, connecting job seekers with employers, showcasing their skills, qualifications, and preferences. Together, we have the power to transform lives, bridge the gap between talent and opportunity, and shape a future where every young person can thrive. Are you ready to be part of this transformative journey?"