



Empowering the next generation with AI for work and impact>

# PREPARING THE NEXT GENERATION FOR AN AI-DRIVEN WORLD



AI KNOWZONE Foundation is a bold, youth-focused nonprofit organization on a mission to transform the future of Kenyan youth through Artificial Intelligence





# HI THERE!

Africa (and Kenya) is at risk of facing a new form of digital exclusion: the AI divide.

While AI holds immense potential for development, its benefits are not evenly distributed, and Kenya (and Africa at large) risks being left behind due to infrastructure gaps, limited data, and most crucially, a lack of AI expertise, according to a report from the World Economic Forum.

Here at AI KNOWZONE FOUNDATION, we are solving the skills gap because Africa Must Prioritize AI Skills to Compete in Global AI Market

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Retooling and upskilling are crucial for African youth to thrive in the AI revolution. As AI rapidly transforms various industries, it's essential for young people to acquire new skills and knowledge to remain competitive in the workforce

Global AI Summit on Africa 2025

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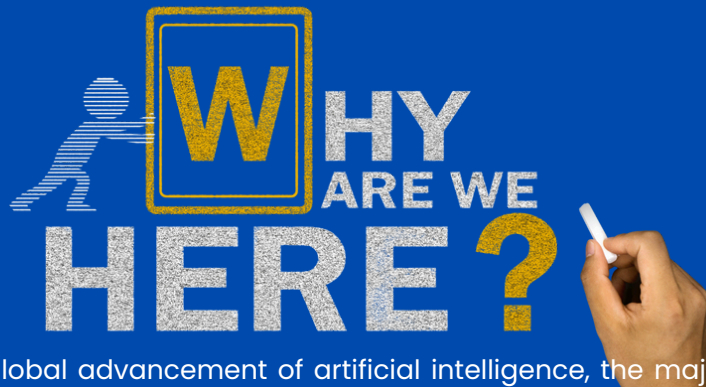
Empowering the next generation with AI for work and impact>

# ABOUT THE FOUNDATION

AI KNOWZONE FOUNDATION is a bold, impact-driven organization based in Kenya, dedicated to democratizing access to Artificial Intelligence (AI) education and opportunities.

We train, mentor, and empower disadvantaged youth and communities to thrive in the digital economy—ensuring no one is left behind in the AI revolution.

Through hands-on, job-ready AI skills training, we equip our beneficiaries to access income-generating opportunities and become creators of change in their own communities.



Despite the rapid global advancement of artificial intelligence, the majority of young people in rural and low-income communities—in Kenya and across Africa—remain excluded from acquiring essential AI skills. In many cases, youth— who are Kenya and Africa’s greatest hope— have little to no exposure to AI concepts, tools, or real-world applications, whatsoever!

This growing tech divide means that young people from underserved areas are increasingly left behind in a world where AI is shaping the future of work, innovation, and economies. And without access and training, they risk becoming permanent bystanders in the emerging AI-driven economy.

Which is why we exist!





# HOW WE CREATE IMPACT

From classrooms to communities, we're using AI to open doors and transform lives

## AI for YOUTH EMPLOYABILITY

We empower youths from diverse communities across Kenya with AI skills for the future of work. Through immersive training, hands-on bootcamps, and mentorship, we equip unemployed graduates, jobseekers, and out-of-school youth with practical, in-demand AI skills to make them **work-ready in the rapidly evolving global economy**.

We also help them discover and prepare for emerging AI-powered careers such as Prompt Engineering, AI Proficient Digital Marketers, Data Annotation Specialist, etc.

Whether they dream of freelancing, launching startups, or joining global teams remotely, our trainees- all from disadvantaged backgrounds- leave empowered to **compete and succeed in the AI-driven economy**.

## AI in EDUCATION [Schools & TVETs]

If Kenya—and Africa—are to compete in the 21st-century economy, AI must become a pillar of our education. We're building that future one student, one classroom, one institution at a time.

We have programs for both teachers and learners..

### For schools:

We train teachers to use AI as a teaching assistant—automating lesson plans, personalizing student learning, and reigniting classroom creativity. We also teach teens safe, age-appropriate AI tools to foster curiosity, digital skills, and critical thinking early on.

### For TVETs:

We equip TVET students with skills to use AI-powered tools tailored to **skilled trades** such as agriculture, health care, fashion and design, interior decor, hospitality, construction etc. We also train TVET Instructors in AI, helping them bring smart tools into vocational classrooms—so they can prepare students for the future of work.

## AI for Africa [Localizing AI]

We are helping build inclusive, culturally-relevant AI solutions for societal problems rooted in African realities. We lead initiatives and projects that train AI models in African languages—enabling voice assistants, translation tools, and content platforms that actually understand and serve African users. We also advocate for the creation and promotion of AI tools tailored to Kenya and African challenges. We are also into promotion of African-generated content in AI platforms, ensuring that our stories, data, and digital footprints are part of the future internet



# OUR VISION

To create a future where every Kenyan—from bustling cities to rural villages, from students to entrepreneurs—can not only understand AI but wield it as a tool for transformation. A future where opportunity isn't limited by circumstance, where innovation springs from every community, and where Africa doesn't just adapt to the age of AI—it shapes it.

# OUR MISSION

We are on a bold mission to empower **100,000 Kenyan youth** with cutting-edge AI skills—not just to survive the future, but to **shape it**. We believe no Kenyan should be left behind in the AI revolution. That's why we're training and mentoring young minds in high-demand fields like prompt engineering, AI chatbot design, and machine learning—skills that open doors to global opportunities while solving uniquely Kenyan challenges.

This is about more than just jobs—it's about **dignity, innovation, and self-determination**. Imagine:

🎯 **A young woman in Kibera** launching an AI-powered agri-business that predicts crop prices for smallholder farmers.

🎯 **A recent graduate in Mombasa** designing Swahili-speaking chatbots to improve healthcare access in rural areas.

🎯 **A hustler in Nakuru** building an AI-driven startup that creates jobs for his entire community.

We're not just teaching AI technology—we're **unlocking potential**, fueling **homegrown innovation**, and ensuring Kenya doesn't just **adapt** to the AI era, but **leads it**. Because every Kenyan deserves a **fighting chance** in tomorrow's economy—whether they're securing **AI-driven gigs**, launching **world-class startups**, or crafting **local solutions for local problems**.

This is the future we're building—one where **no talent is wasted, no dream is too big, and no Kenyan is left behind**.



# OUR APPROACH

## ANNUAL COHORTS:

1000 youth trained per year in Nyeri, Nairobi, Mombasa, Kisumu, and beyond.

## MULTIPLIER EFFECT

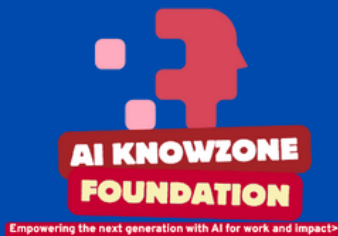
Each graduate mentors 10 others—spreading skills to 10,000 in 5 years, 100,000 youth in ten years, then 1 million (Long-term vision).

## SUSTAINABILITY

Income-generating projects such as development of local AI solutions and paid upskilling programs fund future training, creating self-reinforcing growth.







# THE OPPORTUNITY AHEAD

Kenya is already a global leader in digital innovation—from M-Pesa's fintech revolution to Nairobi's thriving Silicon Savannah.

Now, with **AI reshaping industries worldwide**, we have a **historic opportunity** to **position Kenyan youth at the forefront** of this transformation.

With the right training, our young talent won't just participate in the digital economy—they'll dominate it.

Imagine:

- **A 22-year-old in Kisumu** training as an **AI prompt engineer**, landing remote contracts with international tech firms while building a local agency to upskill peers.
- **A female coder in Garissa** launching an **AI-powered edtech platform** to personalize learning for Swahili-speaking students across East Africa.
- **A young orphan in Laikipia** leveraging **AI-driven digital marketing skills** to help Kenyan businesses compete globally—while earning 5x the average local income.

The **demand** is **already here**:

- Global AI job postings grew **3.5x faster** than overall jobs in 2023 (LinkedIn)
- Companies worldwide are scrambling for **affordable, English-fluent AI talent**—a niche Kenyan youth are perfectly positioned to fill.
- Africa's AI market is projected to hit **\$17 billion by 2027** (Statista)—who better to capture this value than Africa's most digitally agile workforce?

**65% of children entering primary school today will ultimately end up working in completely new job types that don't yet exist.**

FUTURE OF JOBS REPORT 2025  
-World Economic Forum



# OUR PROGRAMS

## AI DIGITAL MARKETING MASTERY (FLAGSHIP)

Because every business, big or small, needs results-driven marketers who can use cutting-edge AI tools to grow their brand and profits, we train young people from disadvantaged backgrounds in AI Digital Marketing Mastery.

They're equipped for:

- Full-time **digital marketing roles** in local companies (demand is skyrocketing)
- Remote work for overseas clients and startups
- **Freelancing** on global platforms like Upwork and Fiverr
- Launching their own **digital marketing consultancies**

## AI FOR WORK READINESS

We train Unemployed College & University Graduates, and soon-to-graduate youth in College/University proficiency in **using AI tools for productivity**. They **master AI essentials** that gives them a **significant competitive advantage** when hunting for opportunities in the increasingly AI-driven jobs. We also take them through **Personal Branding with AI tools** (CV, LinkedIn, Cover Letters) sessions. This boosts their online attractiveness to employers.

## AI HUSTLE TRAINING FOR FORGOTTEN YOUTH

We Train Unemployed or underemployed youth (ages 18–35) in rural towns, informal settlements, and peri-urban areas to offer simple, paid AI services to small businesses.

They'll master real-world AI skills that put money in their pockets immediately: designing professional logos, price menus, and marketing posters for local businesses like salons and agrovets; building WhatsApp chatbots to handle orders, customer queries, and payment reminders for small enterprises; running targeted SMS and social media campaigns for churches, clinics, and NGOs; and creating complete digital brand identities for rural businesses looking to grow.

These **aren't just tech skills** – they're **income-generating tools** tailored for Kenya's thriving informal economy.

## AI IN SCHOOLS INITIATIVE (AISI)

We are taking AI to schools and TVETS. Students will gain early AI exposure to ignite interest in future-ready careers while developing critical AI skills, while teachers will master AI tools to enhance lessons, stay relevant in education's AI-powered transformation, and unlock new professional growth opportunities—preparing Kenya's entire learning ecosystem for an AI-driven future

## AI PREP FOR TVETS

We are taking AI to TVETS. Bringing AI to TVET institutions transforms vocational graduates into tomorrow's AI-savvy workforce. When students master AI tools tailored to their trades, they don't just enter the job market—they redefine it by offering tech-enhanced services, solving local problems with AI, and they can even make money from global gig work in their vocational training specialties. This program also equips instructors with AI as their 24/7 partner—automating grading and paperwork to free up time for personalized, hands-on training. That way, instructors don't just future-proof their own careers—they transform students into workforce-ready professionals who can solve real industry challenges from day one.



# OUR PROGRAMS

## AI TECHNICAL SKILLS BOOTCAMP

This program covers AI-augmented IT support and hardware repairs, AI-powered cybersecurity tools to protect systems and data, and smart admin tools like GPT, Zapier, and Notion to automate virtual assistance and workflow tasks—equipping students with in-demand digital skills for modern tech and business roles.

Graduates land freelance tech gigs in cyber security, offer smart IT repairs, or work as virtual assistants for SMEs.

## AI PROGRAM FOR SOCIAL IMPACT

Youth passionate about change and impact (and interested in learning how to use AI to solve everyday problems in their communities) gets into this program.

This program empowers youth to turn AI skills into income and impact—training them to build practical solutions like literacy chatbots for adult learners, and transcription tools to preserve local languages. Also we train youth to tell community stories using AI tools (earning from affiliate marketing, sponsorships, partnerships and online Ads).

Graduates become digital social entrepreneurs who monetize their expertise (earning immediately) while solving real community challenges—bridging the gap between cutting-edge AI Tech and grassroots change

## NICHE AI ENTREPRENEURSHIP PROJECT

This program trains youth to launch AI-powered digital businesses—no coding needed.

Participants master high-demand services like (One at a time):

Smart Digital Outsourcing (Dropservicing)

- Selling professional CV redesigns, LinkedIn optimizations, and logo creation using AI tools

Automated Social Commerce

- Building WhatsApp/Facebook bots for niche markets (e.g., customized jewelry for Maasai brides)

Hyper-Local Ecommerce

- Launching Shopify-like stores for underserved niches (think: "Jumia for artisanal goat cheese")

AI Product Innovation

- Creating/deploying AI agents (e.g., a Swahili-speaking virtual assistant for taxi bookings)

Youths can launch real AI-powered microbusinesses in just weeks — some making Kshs. 10K–100K per month.

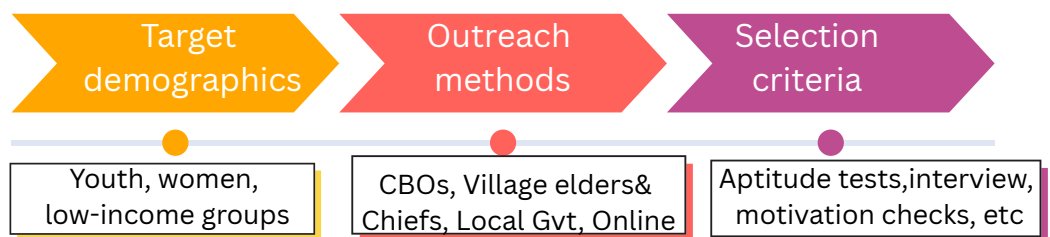


# PROGRAMS IMPLEMENTATION

The programs are implemented through a partnership between AI KNOWZONE Foundation, Public TVET Institutions and Universities in Kenya, Community Tech Hubs, Jitume ICT initiative (under ministry of ICT), AI KnowZone e-commerce platform, Kenya Institute of Information & Technology and TeenTrek Ventures. Each of these have distinct, important roles

## Step-by-Step Program Delivery

### TRAINEE RECRUITMENT & SELECTION



### AI PATHWAYS & CURRICULUM

**Track 1:** Foundational AI/tech skills (Gen AI, Python, ML basics)  
**Goal:** Build foundational AI literacy, bring AI opportunity to underserved communities

**Track 2:** Specialized AI Tracks, NLP (Chatbots, translation tools, AI Digital marketing tools), AI Essentials 4 career, AI for skilled trades  
**Goal:** Bridge gap between basic AI literacy and specialized skills needed for employment/techpreneurship

**Track 3:** AI Tracks for social impact (AI for Small Business Growth, AI in Schools Initiative)  
**Goal:** Train students & teachers in AI basics, ethics, and hands-on applications—for future readiness, Equip small businesses & rural entrepreneurs with AI-driven tools to optimize sales, logistics, and customer engagement

### PRACTICAL PROJECTS & MENTORSHIP

- ✓ Real-world projects (e.g. building AI solutions for local problems)
- ✓ Industry mentors (volunteers from partner companies).

### CERTIFICATION & SKILL VALIDATION

- 🏆 **Accredited certificates** – from tech orgs like AWS/Google
- 🏆 **Portfolio development** – on GitHub, Behance, Dribbble, Social Media, LinkedIn

### JOB PLACEMENT, GIGS HUNTING & STARTUPS LAUNCH

- 👉 **Partnerships with employers and businesses** (Direct lobbying, referrals)
- 👉 **Freelancing guidance** (Upwork, Fiverr, Turing.com profiles, etc)
- 👉 **Alumni network** (continued upskilling, peer support)





# GET IN TOUCH

## Together, We Can Create Change That Lasts a Lifetime

AI KnowZone Foundation believes in a future where no one is left behind in the digital revolution. Today, millions lack opportunity to interact with AI and harness its massive potential—not because they lack potential, but because they lack opportunity.

You can **help rewrite this story.**

Whether you're a corporation, academic institution, nonprofit, or passionate individual, your partnership can bring AI empowerment to:

- **Forgotten communities** (rural areas, underserved youth, marginalized groups).
- **Ambitious learners** who just need tools and training to thrive.
- **Local economies** where AI skills can transform livelihoods.

## Let's build something extraordinary.

✉ **Reach out now** to explore how we can collaborate—from sponsoring a student from a disadvantaged background to co-creating an AI lab in your region.



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