TECH-UP GIRLS
Brochure

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CONNECTED GIRLS: CONNECTED FUTURE

www.thettifoundation.org
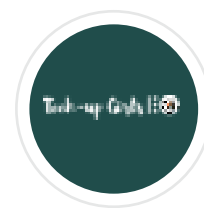
THE CONTENT

ABOUT

TECHY TRAIN INCUBATOR FOUNDATION

Global figures show a startling economic disparity with women losing jobs at almost twice the rate of men and leaving 47 million more women and girls below the poverty line. While girls across the world tend to outperform boys in reading and writing skills, they continue to be under-represented in Science, Technology, Engineering, and Mathematics (STEM). It is critical that our young women are equipped with the necessary skills to earn and thrive.

The Techy Train Incubator (TTI) Foundation is a non-profit organization founded in March 2021 and incorporated by the Corporate Affairs Commission as a Trustee in January 2022.

TTI Foundation was established to empower young African women and Youth with digital skills that will bridge the technology gap and build capacity in them to thrive. We provide them with the right tools to work their way out of poverty, care for their families and strengthen their communities. We are devoted to investing in them to become financially independent, digitally efficient, purpose oriented, career confident, and socially connected.

So far, we have implemented bootcamps that inspire and empower young women across 35 countries in Africa. We have trained over 5900 young women on relevant digital skills. The goal is to ensure they are ready and well-equipped for the future of work and can compete globally and favorably.

OUR
OBJECTIVES

- To bridge the gender gap and help women embrace technology.

- To educate, equip and empower women and girls with the necessary digital skills and confidence to succeed in any career fields and to be best positioned and prepared for their future of work.

- To see every Nigerian young girl become literate and be able to use technology to create wealth.

- To provide computer education and Information Technology literacy to Nigerian women at all levels.

- To facilitate the establishment of IT Centers and ICT Clubs in schools, workplaces and communities where women can have access to Information and Communications Technology.

- To serve as a repository of information to women and especially girls in ICT for empowerment in economic and educational development.

- Inspire girls and women to be the best they can be and aim for excellence through capacity building and mentoring.

- Advocate for and encourage higher enrollment, retention and completion rates for girls and women in science and information technology education.

ABOUT

TECH-UP GIRLS

The Tech-Up Girls initiative was set-up to bridge the gender digital skills gap in Africa by exposing young women to the world of technology as well as guide them on how to leverage technology to survive, thrive and be globally relevant.

It offers women between the ages of 16 and 30 6 weeks intensive and immersive bootcamp where they learn an introduction to technology, basic digital skills like how to use social media effectively, create good content, basics of cyber security and more. Embedded into the program are weekly coaching calls where the intellect area of these women is stimulated. During the coaching calls, they discuss with experts on topics bothering on Goal settings, Mind Reset, understanding how to manage and multiply money, the sustainable development goals and more.

They are also assessed using quizzes and projects. Exceptional students are positioned for internship opportunities.

It's a community based social learning approach system where the ladies are grouped into smaller cells of not more than 20 each assigned to a mentor who they engage with as often as possible to support their learning process.

Their lessons are hosted on a learning management system: self-paced but controlled.

The program aims to help them learn, be empowered to earn, and work.

The initiative has trained over 5970 girls from across 35 countries so far.

Most of the past participants are currently working as virtual assistants and social media managers across different fields while most others have moved further to starting their own agencies and businesses as well as take a career in other technology skills like cyber security, UI/UX, programming and more.

ELIGIBILITY

- Ability to read and write in English Language

- Must be between 16 and 30 years old

- Be African

- Have access to an internet connectivity device: Mobile Phone, Tablet or Laptop, internet connectivity and an internet browser

- Be available during the 6 weeks of your cohort.

PREREQUISITES

PERSONAL COMPUTER AND/OR SMARTPHONE WITH WHATSAPP AND FACEBOOK

INTERNET CONNECTION

EMAIL ACCOUNT
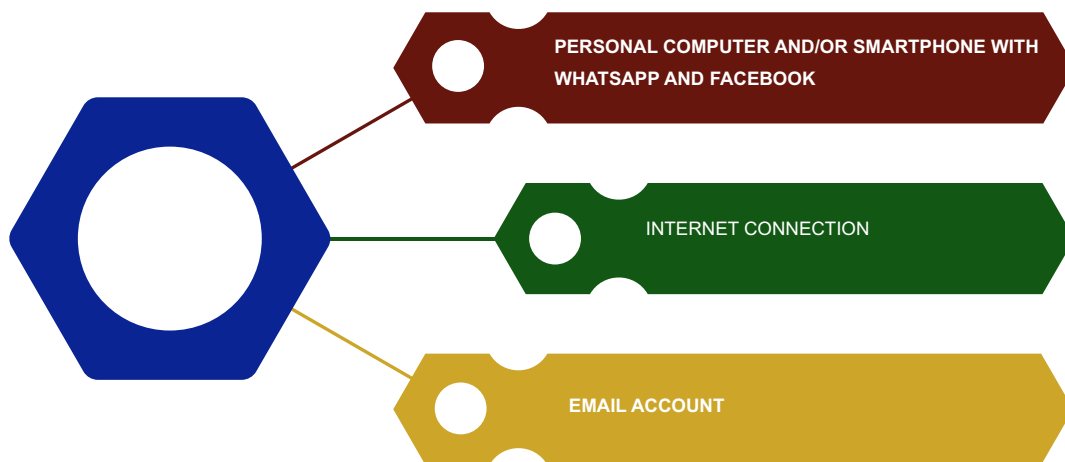
COURSE OUTLINE

WEEK 1

1

- Welcome Webinar and Onboarding
- What is technology
- How does the internet work?
- The technology for good value chain
- Careers in technology
- Basic technology tools
- Your Email and you
- Coaching Call 1
- Assessment

WEEK 2

2

- Understanding social media and it's platforms
- Content Creation 1 (Written Content, Photo Content)
- Coaching Call 2
- Project 1
- Assessment

WEEK 3

3

- Content Creation 2 (Video Content)
- Email Management
- Time Management
- Coaching Call 3
- Project 2
- Assessment

WEEK 4

4

- Understanding Audiences
- Social Selling
- Social Customer Care
- Engagement
- Resume, CV and Portfolios
- Coaching Call 4
- Project 3
- Assessment

WEEK 5

5

- Basics of cyber security
- The Sales Process
- How to design a Website without coding
- Coaching Call 5
- Project 4
- Assessment

WEEK 6

6

- Positioning for opportunities
- Final Assessment
- Coaching Call 6
- Graduation

HOW TO APPLY

- Visit www.thettifoundation.org
- Click on the Apply Button
- Fill in your details
- Submit

Only successful applicants will be contacted.

SOME TESTIMONIALS

LILIAN CHIDERA ELEM (Coal Camp Enugu)

My Tech-up Girls Experience: The journey so far has been amazing. Tech-up girls became my first consistent class I have ever done in my life. Why? Because of the value shared on a daily basis –at the WhatsApp group, on LMC. The value shared in this boot camp is worth more than a million.

It brought me skills I never knew of, this boot camp has given me 6 skills I am going to put out to the world.

The experience has been mind blowing, when I get back from classes in school and church activities, then trying to open the day through to the next sleeping, my spirit will be like boom!!! Get up you have an important class you said you will be committed to through thick and thin, then am up buying a night plan and following up my goals.

I am thankful.

—

SOME TESTIMONIALS

CHIDINMA DEBORAH OKOYE (Aba, Abia state)

The Tech-up Girls boot camp is one of the best things that happened to me in 2021, it came at the right time and the journey is worth it. I used to be a novice in the social media space but I wanted to create a job for myself since no office job was forthcoming. During the boot camp I learned Canva design, email marketing, video editing, bio optimization, website setup and many more. I also learnt the basics of starting digital marketing services. Knowing my right as stated by the law, setting financial goals, getting the right mentor and a mindset reset of taking complete responsibility for my life and actions.

After the boot camp I intended to start up a social media marketing service for SMEs and individuals by first taking up an internship to get hands on experience

I also will enhance my knowledge by taking paid classes on my area of specialty which is social media marketing, content creation and email Marketing.

SOME TESTIMONIALS

BARKA ENIOLA SHITTU (Lagos)

My Tech-up girls experience is one I can never forget. I was initially scared I won't be able to meet up with the weekly classes because of school but determination and motivations from my mentors set me in

It was a very nice experience as I learnt a lot right from VPN, social media, digital marketing, and the likes. A very big thank you to all those who made this possible.

LOVE IROEJU

At the tech-up girls, I had the most awesome experience, the content was detailed and so easy to comprehend. I want to also appreciate ma'am Excellence Joshua for her unique style of teaching and how patient she is with all the students. I sincerely appreciate her for always giving in her best to ensure that every student got optimal value.

Thank you for standing out. I am glad I signed up for this course.
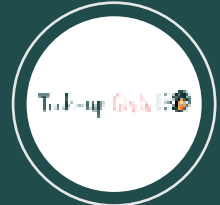
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