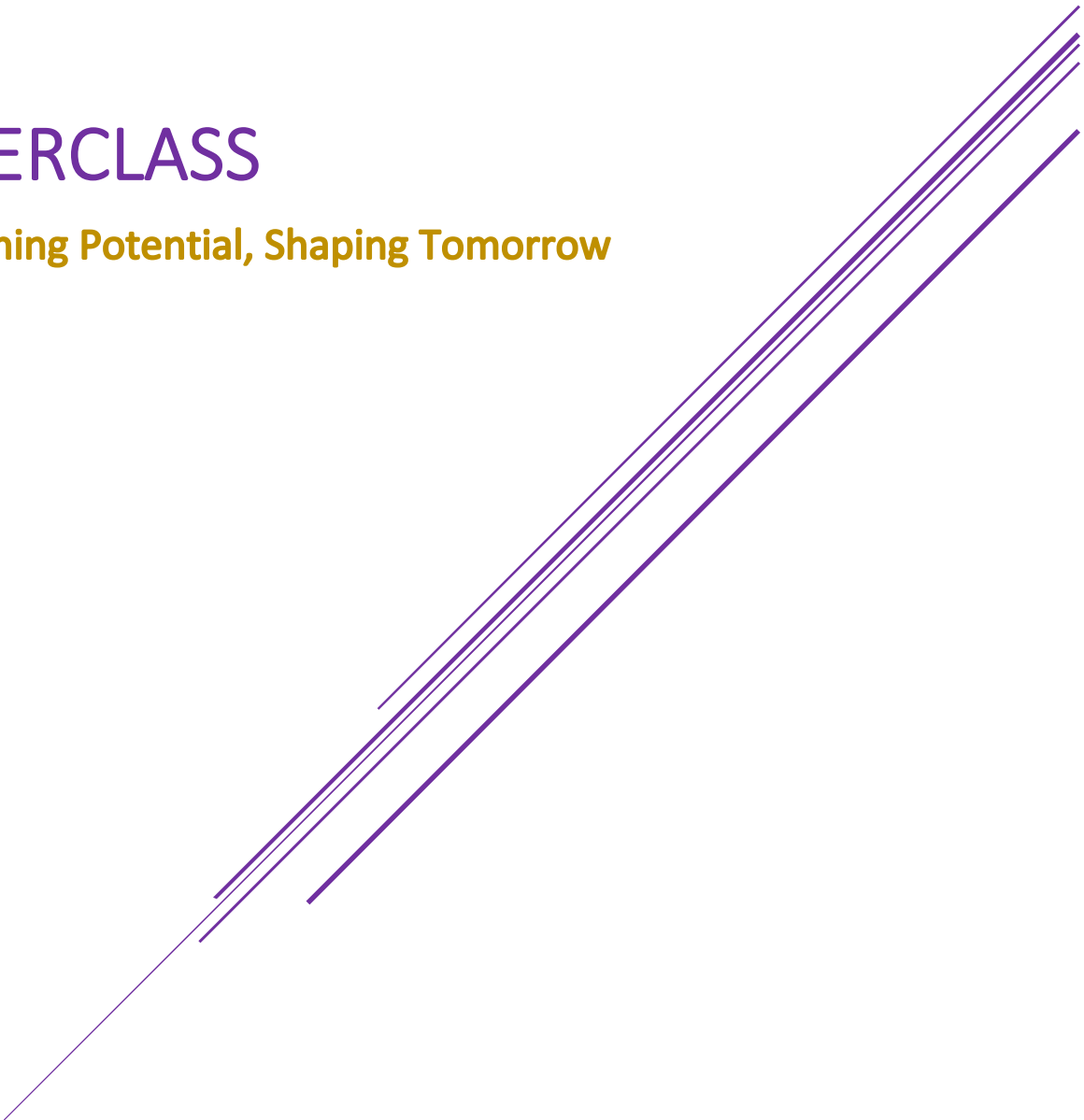




# AFTERCLASS

Unleashing Potential, Shaping Tomorrow



2023

Afterclass is a platform for:

- School guidance and counseling;
- Learners' extracurricular lessons;
- Putting together learners, guardians, content providers and partners.

In addition, Afterclass is a catalogue and also a program where learners meet and exchange with professionals. Afterclass has 8 features:

## 1. AFTERCLASS GUIDANCE

AfterClass Guidance focuses on providing comprehensive guidance and counseling services to pupils. This feature aims to help pupils gain a deeper understanding of the subjects they are studying. AfterClass Guidance consists of four key functions:

### 1.1. Junior & High

It provides a detailed list and explanation of subjects that are part of ECZ grades seven, nine and twelve curriculum. The primary goal is to help pupils understand the relevance and practical applications of these subjects in real life. The focus is on providing a comprehensive overview that includes the definition, the reasons for studying the subject, and how it can be applied practically.

#### Information Provided

- Subject name
- Grade level
- Explanation of the subject, including its definition, reasons for studying it, and practical applications

#### Information Format

- Text presented in a table format
- Downloadable PDF files
- 88-second YouTube videos

*Goal: The goal of this function is to generate traffic to the AfterClass platform and also create potential income streams.*

#### Target Audience

- Pupils in grades seven, nine, and twelve **[Target 1]**
- Training advisors or school guidance counselors **[Table 13] + [Target 4]**
- Bookstores **[Table 1]**
- Tuition centers

## Business Model

AfterClass Guidance incorporates a flexible business model that allows for partnerships and potential revenue generation. The feature includes a URL link that can redirect users to various resources and services related to the specific subject. This can include links to tuition centers offering specialized coaching, bookstores where relevant textbooks can be purchased, or private tutors providing additional support. Ngand Technology Limited aims to earn commission through book sales and registration fees from partnering tuition centers.

## Potential Partners

Ngand Technology Limited envisions collaborating with bookstores **[Table 1]** to facilitate the availability of required textbooks to pupils. These partnerships will enable easy access to relevant learning materials, creating a seamless learning experience for pupils.

By leveraging partnerships and providing valuable resources, AfterClass Guidance aims to empower pupils, facilitate informed decision-making, and foster academic success in their educational journey.

## 1.2 University Path

The University Path function provides a comprehensive list and explanation of the various courses offered in colleges and universities. The focus of this function is to highlight the duration of each course and the different career outcomes or specialization branches associated with them.

### Information Provided

- Course name
- Detailed explanation

### Information Format

- Text presented in a table format
- Downloadable PDF files
- YouTube videos

**Goal:** The goal of this function is to generate traffic to the AfterClass platform and potentially create income streams.

### Target Audience

- Grade twelve pupils
- Colleges and universities **[Target 2] + [Target 3] + [Target 4] + [Target 5]**

## Business Model

AfterClass provides URL links to institutions offering the respective courses or application forms. By partnering with these institutions, Ngand Technology Limited aims to earn commissions on registration fees from students who choose to enroll in their desired courses.

### 1.3 Career Discovery

The Career Discovery function aims to educate users about various career options by providing a comprehensive list and detailed explanations. The goal is to help users understand the roles and responsibilities associated with different careers and where they can work.

#### Information Provided

- Career name
- Detailed explanation

#### Information Format

- Text presented in a table format
- Downloadable PDF files
- YouTube videos

*Goal: The primary goal of this function is to generate traffic to the AfterClass platform. Additionally, each career is linked to potential job opportunities, such as "we are hiring now" or information on how to join NGOs or volunteering initiatives.*

#### Target Audience

- Individuals exploring different career options
- Job seekers (job seeker groups and platforms)

Business Model: None

#### Potential Partners

AfterClass aims to collaborate with organizations and platforms that provide job opportunities to create a seamless connection between career exploration and employment prospects **[Table 15 Job Opportunity]**

#### Students Projects

The Students Projects function presents a curated list of themes or topics from different organizations that can serve as potential final year projects for university students.

#### Information Provided

- Source of the topic
- Category of the topic
- Detailed explanation

#### Information Format

Text presented in a table format

*Goal: The goal of this function is to generate traffic to the AfterClass platform and promote it to governmental and non-governmental organizations [Table 16]*

#### Message or Marketing Strategy

AfterClass encourages students not to wait until their final year to search for and work on their final projects. The platform advocates for students to start working on projects related to their future businesses or careers early on. The selected list of topics provided by NGOs, ministries, universities, and research departments serves as inspiration for students to explore meaningful project ideas or job opportunities. With this strategy, we envision a society where students start their academic journey with

Target Audience: Final year students

Business Model: None

Potential Partners: [Table 16 Students Projects Providers]

AfterClass seeks to collaborate with organizations and institutions that provide students with project topics. This partnership will enhance the platform's offerings and provide students with a diverse range of project options for their final year.

## 2. AFTERCLASS ESSENTIALS

Afterclass Essentials, a component of the AfterClass platform, focuses on providing tutorials through external partners, referred to as Authors. These tutorials are sourced from well-established and official institutions. Afterclass Essentials serves as a platform to consolidate tutorials that are not typically taught in schools (extracurricular) and includes three local subjects: Mathematics, English, and Physics. Two notable aspects of Afterclass Essentials are the inclusion of an Afterclass Mission for each feature and the presentation of the three local subjects within a specific timeframe, such as "Mathematics in 30 days." Afterclass Essentials encompasses six functions as described below:

## 2.1 Financial Literacy

This function aims to educate pupils on money management, investments, and saving.

### Information Provided

- Title or description of the tutorial
- Author or source of the tutorial
- Class the lesson is intended for

### Information Format

- Downloadable PDF files
- YouTube videos

**Goal:** The goals of this function include generating traffic and income for the platform, enriching it with certified content, and promoting AfterClass to financial institutions, TV shows, and YouTube channels that focus on finance-related topics.

### Target Audience

- Pupils for Afterclass Mission
- Financial institutions
- TV shows and YouTube channels

### Afterclass Mission

The Afterclass Mission involves selecting a tutorial and providing funds to a limited number of participants (pupils). Participants then devise and present their ideas on managing and multiplying the funds, with the winner receiving a reward.

### Business Model

- Participants' registration fees
- Sponsorship or commissions (implementation details to be determined)
- Advertisement on the Afterclass Mission page

Potential Partners and/or Content Providers: **[Table 17]**

## 2.2 Sexual Literacy

This function focuses on teaching pupils about safe and responsible sexual behavior.

### Information Provided

- Title or description of the tutorial
- Author or source of the tutorial
- Class the lesson is intended for

#### Information Format

- Downloadable PDF files
- YouTube videos

#### Target Audience

- Pupils for Afterclass Mission
- TV shows, YouTube channels, groups, and organizations that specialize in sexual education

#### Afterclass Mission

Participants can express their knowledge and understanding of sexual literacy through various means, such as dissertations, plays, personal stories, or experiences.

#### Goals:

- Generating traffic and income for the platform
- Enriching the platform with certified content
- Establishing partnerships with organizations dealing with sexual literacy

#### Business Model

- Participants' registration fees
- Sponsorship or commissions (implementation details to be determined)
- Advertisement on the Afterclass Mission page

Potential Partners and/or Content Providers: **[Table 18]**

### 2.3 Human Rights

This function aims to familiarize pupils with their basic human rights, particularly as children.

#### Information Provided

- Title or description of the tutorial
- Author or source of the tutorial
- Class the tutorial is intended for

#### Information Format

- Downloadable PDF files
- YouTube videos

#### Goals

- Generating traffic and income for the platform
- Enriching the platform with certified content
- Establishing partnerships with organizations that promote human rights

#### Target Audience

- Pupils for Afterclass Mission
- Groups, TV shows, YouTube channels, organizations, and institutions that advocate for human rights

#### Afterclass Mission

Pupils are encouraged to identify instances of human rights violations in their neighborhoods. The most relevant reported case receives an award, such as school fees or an Afterclass go-to-school pack.

#### Business Model

- Participants' registration fees
- Sponsorship or commissions (implementation details to be determined)
- Advertisement on the Afterclass Mission page

Potential Partners and/or Content Providers: **[Table 19]**

### 2.4 Environment

This function focuses on raising pupils' awareness about climate change and global warming, as well as encouraging their active involvement.

#### Information Provided

- Title or description of the lesson
- Author or source
- Class the lesson is intended for

#### Information Format

- Downloadable PDF files
- YouTube videos

#### Goals

- Generating traffic and income for the platform
- Enriching the platform with certified content
- Promoting AfterClass and establishing connections with organizations dedicated to combating climate change and global warming

#### Target Audience

- Pupils for Afterclass Mission
- Groups, TV shows, YouTube channels, organizations, and institutions involved in climate change and global warming initiatives

#### Afterclass Mission

Pupils are encouraged to plant and nurture a tree for a specified period.



## Business Model

- Participants' registration fees
- Sponsorship or commissions (implementation details to be determined)
- Advertisement on the Afterclass Mission page

Potential Partners and/or Content Providers: **[Table 20]**

## 2.5 Computer Science

This function covers topics such as cybersecurity, computer programming, ethical hacking, and artificial intelligence.

### Information Provided

- Title or description of the tutorial
- Author or source of the tutorial
- Class the tutorial is intended for

### Information Format

- Downloadable PDF files
- YouTube videos

### Goals

- Generating traffic and income for the platform
- Enriching the platform with certified content
- Promoting AfterClass to technology institutions, TV shows, and YouTube channels related to technology
- Educating teachers about internet scams

### Target Audience

- Pupils for Afterclass Mission
- Technology institutions
- TV shows and YouTube channels
- Teachers

### Afterclass Mission

Participants are tasked with building a basic web app, exploring hacking concepts, or other related projects.

## Business Model

- Participants' registration fees
- Sponsorship or commissions (implementation details to be determined)
- Advertisement on the Afterclass Mission page

Potential Partners and/or Content Providers: **[Table 21]**

## 2.6 Local Subjects

This function focuses on English, Mathematics, and Physics for grade seven, nine, and twelve, taught by Ngand Technology's teachers.

### Information Provided

- Title or description of the lesson
- Class the subject is intended for
- Name of the subject
- Source or name of the teacher

### Information Format

- Downloadable PDF files
- YouTube videos

### Goals

- Generating traffic for the platform
- Enriching the platform with certified content
- Introducing a new teaching methodology, providing lessons within a specified number of days
- Acting as a gateway to rBook and rTraining

### Target Audience

Grade 7, 9, and 12 pupils

Afterclass Mission: None

Business Model: None

## 3. AFTERCLASS CAFE

AfterClass Cafe is a monthly conference organized by Ngand Technology in collaboration with schools, providing a unique opportunity for pupils who aspire to pursue specific careers or professions. During the event, participants spend a day engaging in dialogue with industry professionals, creating an environment where amateurs can meet and learn from seasoned experts. The focus of AfterClass Cafe is to facilitate an open exchange of ideas, allowing pupils to ask questions and gain insights into both the professional and business aspects of their desired careers.

### Information Provided

- Theme or topic of the cafe
- Category of the career or profession

- Guest or speaker, preferably an esteemed individual with a significant reputation in the relevant industry (e.g., renowned presenter)

#### Information Format

- YouTube video

#### Goals

- Generate traffic for the platform
- Generate income through increased engagement and participation

#### Target Audience

Grade 12 pupils, who are at a crucial stage of choosing their career paths

#### Business Model

The cafe serves as a promotional event. For example, if the topic is accountancy, Ngand Technology could invite a prominent bank manager to deliver a talk, thereby creating an opportunity to promote a specific school of accountancy and business. Additionally, Ngand can charge institutions to have their logos featured as decorations during the event.

#### Challenges

Finding sponsors can be challenging due to the associated costs. One approach could be to initially host the events in schools, utilizing Ngand Technology workers as hosts. As the event gains traction, sponsorship from banks, telecommunication companies, and other businesses that benefit from the promotion of their careers could be sought. It is unlikely that a CEO of a digital marketing agency, for instance, would charge for the opportunity to talk about their field, as it serves as a promotion for their business.

Successfully securing sponsors would not only cover costs but also provide additional income for the organization's bank account.

## 4. AFTERCLASS FORUM

AfterClass Forum offers a unique approach to traditional online forums by providing a platform where pupils can ask any question and receive answers within 24 hours. Unlike conventional discussion-based forums, this forum focuses on facilitating knowledge sharing and providing timely responses to pupils' queries.

#### Information Provided

- Question posed by the pupil
- Answer provided by knowledgeable individuals or experts

- Recommendations suggested by teachers

#### Information Format

None specified

#### Goals

- Generate traffic to the platform
- Generate income through various means

#### Target Audience

Grade 12 pupils who seek quick and reliable answers to their questions

#### Business Model

The recommendation field allows teachers to suggest or recommend books, tuition centers, or schools related to the topic of the question. If a recommended book is purchased through the platform, AfterClass retains a commission. Similarly, if a pupil registers with a tuition center using the platform, AfterClass retains a commission.

**PS:** Advertising space can be utilized to generate additional income.

#### Challenges

Ensuring a fair salary for the teacher moderating the forum could be achieved through partnerships with tuition centers or educational institutions that could provide compensation.

To prevent overwhelming the teachers, the platform may establish specific days and times for pupils to submit their questions, ensuring a manageable workload for the educators.

Managing costs can be challenging, particularly when initially launching the forum. To address this, the forum can start by focusing on a specific subject such as mathematics and gradually expand to other subjects as resources permit.

#### 5. AFTERCLASS CONTEST:

AfterClass Contest presents the Zambia Spelling Bee, an engaging and educational competition that aims to enhance spelling proficiency and vocabulary skills among participants. This contest serves as a platform for students to showcase their spelling prowess and compete against their peers in a friendly yet competitive environment.

### Information Provided

- Contest Name: Zambia Spelling Bee
- Contest Format: Spelling competition
- Participants: Students from various schools

### Information Format

- Live event
- Video recordings and highlights

### Goal

- Generate traffic and engagement
- Promote literacy and academic excellence
- Provide a platform for students to showcase their talents
- Foster a sense of healthy competition among students
- Promote the AfterClass platform and its educational offerings

### Target Audience

Students of different age groups, divided into appropriate categories based on grade levels

### Business Model

- Registration fees from participants
- Sponsorship and partnerships with educational institutions, companies, and organizations
- Advertising opportunities during the contest

### Challenges

- Securing sponsorship and financial support to cover event expenses, prizes, and logistics
- Ensuring smooth organization and execution of the contest, including venue arrangements, participant management, and technical requirements
- Maintaining fairness and impartiality throughout the contest
- Promoting the contest effectively to reach a wide audience of students, parents, and schools

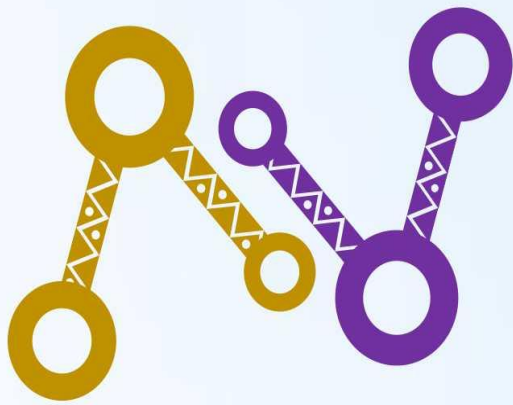
### Potential Opportunities

- Collaboration with educational institutions and schools to host the contest at their premises
- Partnership with media channels and platforms to broadcast the contest and increase its visibility
- Engagement with local communities and educational organizations to promote the contest and encourage participation
- Expansion of the contest to include other educational disciplines or subject-specific competitions in the future, such as math or science challenges

Overall, the Zambia Spelling Bee organized by AfterClass Contest serves as an exciting platform to nurture students' spelling skills, encourage academic growth, and create a memorable experience that promotes literacy and learning.

## 6. AFTERCLASS MARKET

AfterClass Market is a platform within AfterClass where learners and educational institutions can access a curated selection of educational resources and materials. From textbooks and study guides to digital resources and educational tools, AfterClass Market offers a convenient marketplace for learners to find and purchase essential educational materials. This feature aims to provide easy access to quality resources, supporting learners in their educational journey.



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