



www.ihub.africa



Phillipi Village **Cape Town** | Media Mill **Johannesburg**
SOUTH AFRICA





CREATING OPPORTUNITY UNLOCKING GLOBAL POTENTIAL

Why iHub Africa?

Access to Opportunity. Youth Unemployment. Job Readiness.

“Talent is distributed evenly, opportunity is not.”

In South Africa, we see this every day. With more than 60% youth unemployment and a huge skills gap, employment opportunities are scarce.

That is why iHub Africa was born. To create opportunities and unlock the global potential for underserved African youth!

With a laser-sharp focus on the personal and business skills required in today's market, an industry-led digital marketing program and an international job-placement network we set our students up to go further and faster into their future.

So our vision...

PROVIDE INNOVATIVE ACCESS
TO OPPORTUNITIES TO AFRICAN YOUTH
THAT WILL UNLOCK
THE POTENTIAL OF
THE NEXT GENERATION,
CONNECTING THEM
TO THE LOCAL & GLOBAL
DIGITAL ECONOMY.

The Program.

Input. Process. Output.

The iHub Program currently runs synchronised in Cape Town and Johannesburg and runs for 9 months, 5 days per week, with facilitated training from 09:00-12:30 and self-study and project time until 16:00.



The Streams.

DIGITAL MARKETING

Graduates are equipped with industry level digital marketing skills enabling them to start in entry level positions or start their own freelancing career. Practically this means our students are armed with specific skills like; Search Engine Optimisation, Interpreting Marketing Briefs, Social Media Management across all platforms, Email Campaigns, Building of landing pages, content creation and management, and so much more!

SOFT SKILLS & PERSONAL MASTERY

Many of our students have not have enough exposure to the internal and interpersonal skills to be able to start, keep and grow in a job. These are skills what many people around the globe take for granted like; critical thinking, professional communication, leadership, problem solving, giving and receiving feedback, project & time management, curiosity, dealing with failure in the workplace and even personal budgeting. These skills are the foundation of iHub's success and at the same time take the most deliberate investment and time to master.

PERSONAL MENTORSHIP & STUDENT SUPPORT

Each iHub student has a professional mentor that helps them navigate the iHub journey, plus they have access to in-house student support and an external referral network of professional counsellor. The personal support our students receive is a key ingredient to our success. Skills Development is not just about learning new skills, it's about understanding who you are and dealing your past to be able to confidently step into your future.

The Journey.

Milestones. Moments. Memories. Momentum.



2019 PROOF OF CONCEPT

iHub launched with a 3 day per week, after school program including Grade 11 and 12 youth mainly from Gugulethu. We learnt a lot and spend significant time adjusting and improving the program.



2020 PIVOT ONLINE

In 2020 iHub, went to teaching 5 days per week, raised the minimum age to 18 years and pivoted online due to the COVID restrictions providing internet and laptops at student's homes. Truth be told, the remote setting did not work with the level of investment and student connection we required.



2021 JOBURG LAUNCH

iHub went back to face-to-face learning and launched the 2nd hub at the Media Mill in Johannesburg still in the middle of the pandemic. We started with 37 students. 24 graduated.



2022 THE REAL DEAL

We would consider iHub 2022 the first real 1.0 version of the program. With many learning over the last three years, learning to scale to multiple sites, a significant increase in intake and program quality, plus the launch of custom built LMS iHub Africa is ready for the future!

The Curriculum.

The program is designed with real-life, in-demand, specific jobs, and skills in mind. We have incredible South African and international industry training partners that ensure our content is relevant, up to date and equips our students to step into the marketplace with confidence.

LEADERSHIP & IDENTITY

PHASE 1

- Personal Responsibility
- Personal Transformation
- Personal Development
- Personal Mastery
- Personal Finances
- Creating a Re-imaged South Africa
- Developing New Paradigms that drive change
- Social Sustainability
- What is Democracy
- The importance of our Constitution
- Emotional Settlement "The Heart of our Constitution"
- Personal Commitments & Personal Boundaries

DIGITAL MARKETING SKILLS

PHASE 1

- Pearson Digital Literacy Citizenship
- Full Google Digital Marketing Garage (26 modules)

PHASE 2

- Digital Marketing Strategy
- Project & Account Management
- Business English & Blogging content
- Facebook and Instagram for Business
- Social Media Advertising
- LinkedIn, Twitter, YouTube and Tiktok for Business
- Wix Web Design
- Graphic Design and Search Advertising
- Analytics, Conversion Rate Optimisation and Reporting
- Email marketing
- Customer Research (CoMarketers)
- Landing Pages (CoMarketers)

PHASE 3

- Analytics - Customers & Segments (CoMarketers)
- Search Engine Optimisation (CoMarketers)
- Tik Tok, Youtube, Pinterest Academy LinkedIn Lab
- Facebook & Instagram: Facebook Blueprint
- Twitter Flight School

CORE SOFT SKILLS

PHASE 1

- Verbal & Non-Verbal Communication
- Written & Professional Communication
- Collaboration & Team Work
- Identifying strengths & delegation
- Creative & Critical Thinking
- Professionalism

PHASE 2

- Presenting & Communication in the Workplace
- Time Management
- Project Management
- Stress Management
- Creative thinking & Problem Solving
- Conflict Resolution & Collaboration
- Working in diverse teams
- Writing and referencing

PHASE 3

- Professional Communication
- Time Management
- Prioritization
- Conflict Management Deep Dive
- Personal Branding
- Masterclass: Networking
- Masterclass: Contracts

“

The skill most in demand, I think is soft skills probably the most difficult to learn, but probably the most decisive for the long term.

MURIEL PÉNICAUD

France's Minister of Labour

The Impact.

Stories. Lives. Change.



CAMILLA

I came to iHub at the most challenging time of my life, and I am grateful that the iHub team believed and encouraged me into pushing forward. Most free schools would have never taken a chance on someone eight months pregnant looking to start a challenging journey. iHub allowed me to grow and learn without worry. Through iHub, I got an opportunity to meet incredible people that have become role models.



LOYISO

iHub Africa is the most effective and efficient institution when it comes to teaching students the theory around “being a good leader, and a teachable student” at the same time. The skills, abilities or attributes I have gained from this program have enabled me to improve my business practices and earn a source of income by offering the services I have been taught to give to a consumer in this ever changing world of digital.



IMMACULATE

iHub gave me hope for a brighter future when I felt like my chances of ever making it in life were non-existent. I am becoming a phenomenal woman because iHub gave me a chance, a second chance to make better choices, love better and grow.



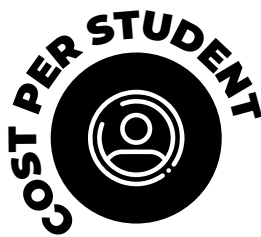
Join The Journey.

Leave A Legacy. **Shape The Future.**

We can't tackle this massive issue on our own. We all have a part to play, and together we can shape the future! There are many ways you can join the journey and invest into the future of the youth of Africa. Here's a few:

INVEST

We provide the program at no cost to the student, but the level of excellence, training and support takes a significant investment. To make it practical, the cost to put a student through the entire 10-month program is:



				
Pound	Euro	USD	CH	ZAR
4,650	5,500	5,801	5,750	92,335

This includes the full range of free training and support our students are offered including:

- Transport Support
- Access To Equipment
- High Speed Internet
- Daily Lunch

JOIN THE NETWORK

Hire our well-equipped entry-level talent at an affordable rate with maximum local community impact and strengthen your teams. iHub charges a pay-it-forward placement fee as an investment into the future of the program and also offers bespoke Wrap Around Support for remote-working graduates that includes:

- Payroll Support
- Local Contracts
- Payroll Support
- Hotdesk Workplace & Internet Access
- General Team Support

ENGAGE

Get to know our students first hand by either supporting them as a coach or providing a once off Masterclass. It truly is an amazing experience to see a young person grow in such a short time and help them on that journey in only 45 minutes every two weeks.

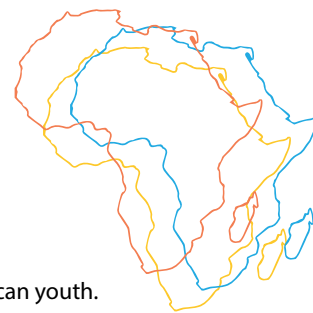
Ready to invest and leave a legacy?

Chat to our team at impact@ihub.africa or get involved straight away at www.ihub.africa.

The Future Vision.

Africa Is Our Future.

iHub Africa is putting a stake in the ground to fight unemployment and the skills gap that cripples African youth. We will continue to expand not just in student numbers, but increase in reach into Africa and in demand skills.

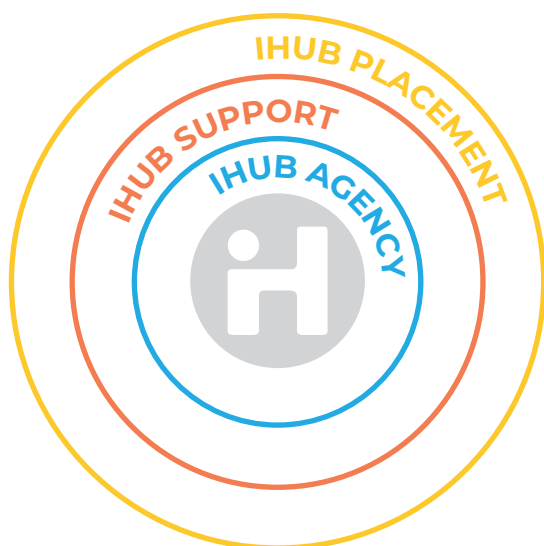


Our strategy is focused on three main elements:

- iHub Social Impact Ventures
- Skills Track Partnerships.
- Hub Expansion

ONE : IHUB SOCIAL IMPACT VENTURES

iHub Africa is more than a high impact training centre, it's a social Impact Venture that is set up to create revenue and jobs by establishing in-house ventures and products related to the training and in demands skills to ultimately contribute to the sustainability of the program while building access to market for our graduates. iHub Impact Venture will focus on three main ventures.



CORE

IHUB AGENCY

Why only attract and train amazing talent? We believe we can bring in valuable income by hiring iHub Graduates and produce Digital marketing work for our own local and international client base.

1ST RING

IHUB SUPPORT

Looking to hire our graduates internationally but don't have ground support like offices, payroll, contracts and oversight? iHub Support takes those burdens off you by offering bespoke solutions that in turn help us train more talent!

2ND RING

IHUB PLACEMENT

After an intense investment of 10 months our graduates are a valuable asset in any company. iHub Placement helps to create clear pathways for them to step into their future while the placement fee pays the investment forward.

TWO : SKILLS TRACK PARTNERSHIPS

iHub Africa's foundations are a deep commitment to building soft skills with a directly marketable hard skill to create global access to opportunities. Digital Marketing is the first of many Skills Tracks that enable our students to access the market.

We're looking forward to building specific Skills Track Partnership with visionary companies that are looking to actively invest in their talent pipeline and are looking to make a real local community impact while doing so. We're thinking of in demand skills like data analytics, salesforce consultants, cyber security and many more.

THREE : HUB EXPANSION

iHub in South Africa is just the beginning. iHub Africa was founded by Hillsong Africa Foundation, an NPO with more than a decade of experience in community development and relationship all across the continent. We're excited to move into more African countries in the future and help young people step into their future faster!

“

iHub has given me the **opportunity**
to tell a different **story**

Paula Qamata

iHub 2021 Graduate

A young man with short dark hair is smiling broadly, looking slightly to the right. He is wearing a light-colored jacket over a dark shirt. His right hand is raised near his face. In the background, a laptop is visible on a desk.

BUILD THE FUTURE MAKE AN IMPACT BE THE DIFFERENCE

We want to invite you to build the future with us.

We believe that iHub is not only building and changing the future of our students,
but also has the potential to shape the future of the global digital market.

It's our future. Let's built it together.



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