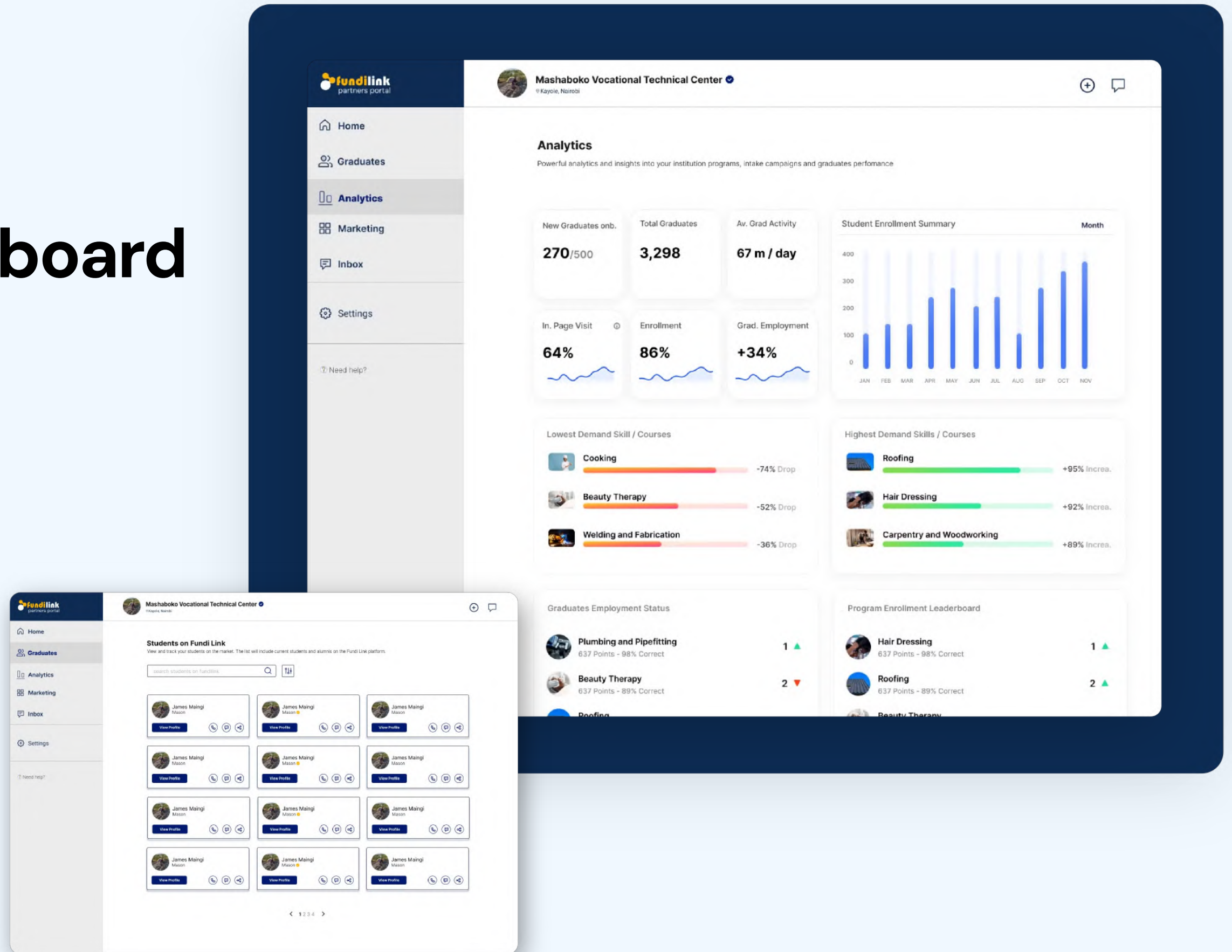


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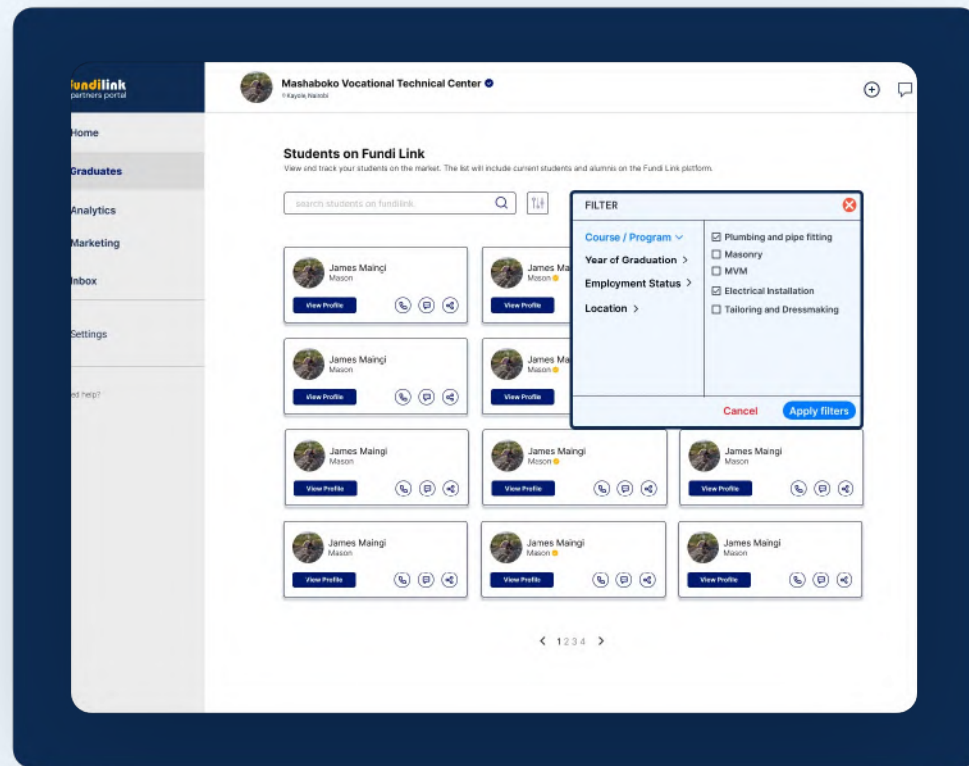
# Fundi Link TVET Dashboard

# Pitch Deck



Try Pitch

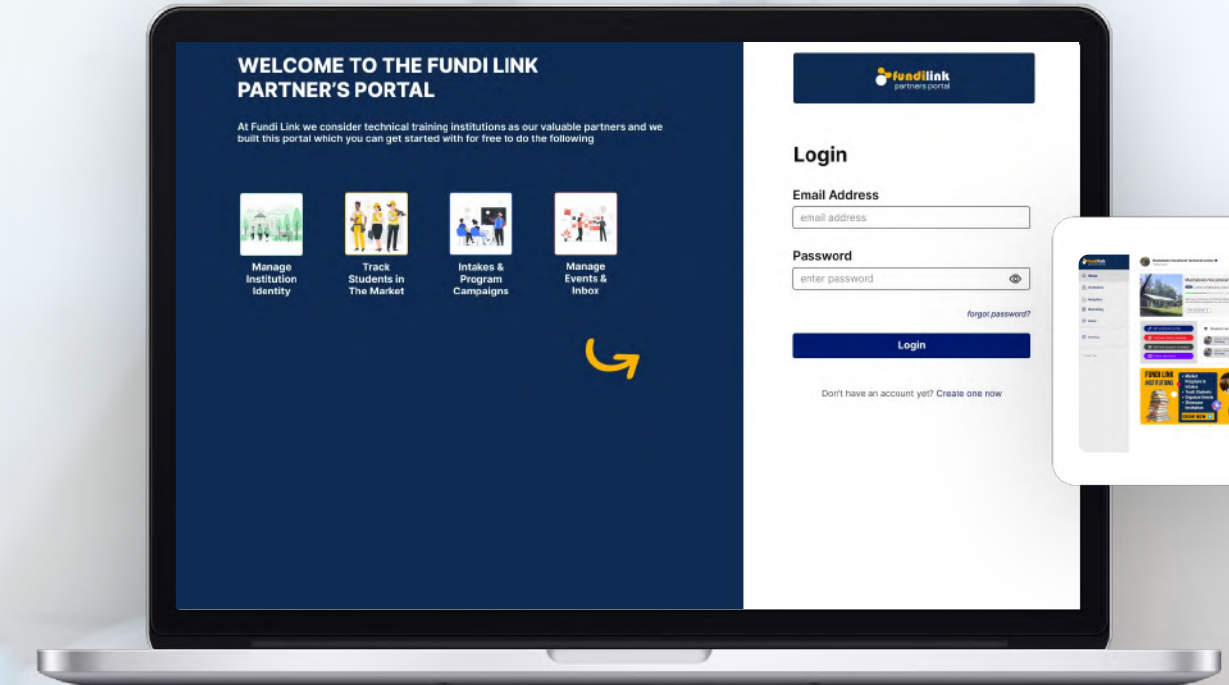
**The TVET Dashboard is a SaaS that empowers vocational institutions with data-driven insights to align curricula with industry demands and maximize graduate success.**



Problem

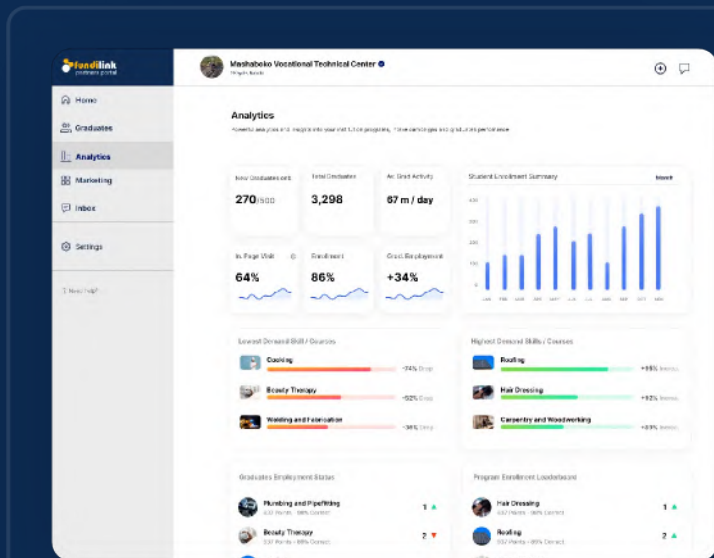
**TVETs struggle to keep pace with changing workforce needs, limiting graduate employability.**





## Solution

**Robust analytics tracking graduate performance and workforce insights, enabling data-driven alignment of vocational programs with industry needs to equip students with relevant skills for career success.**





### Graduates tracking

Offer comprehensive data on alumni career trajectories, empowering TVETs to refine programs and ensure students acquire relevant, in-demand skills for career success.



### Market insights

Provide real-time data on industry trends and demands from [Fundi Link](#), equipping institutes with crucial market intelligence to align curricula with evolving workforce needs proactively.



### Enrollment

Tailor enrollment strategies based on projected industry demands, ensuring a demand-driven supply of a well-equipped workforce.

**\$85M**

Total  
available market

**TAM**

**\$34M**

Serviceable  
available market

**SAM**

**\$17M**

Serviceable obtainable  
market

**SOM**

**Business model**

<b>BASIC</b>
1 institution account
Track upto 400 students
Add upto 20 programs
1 admin access

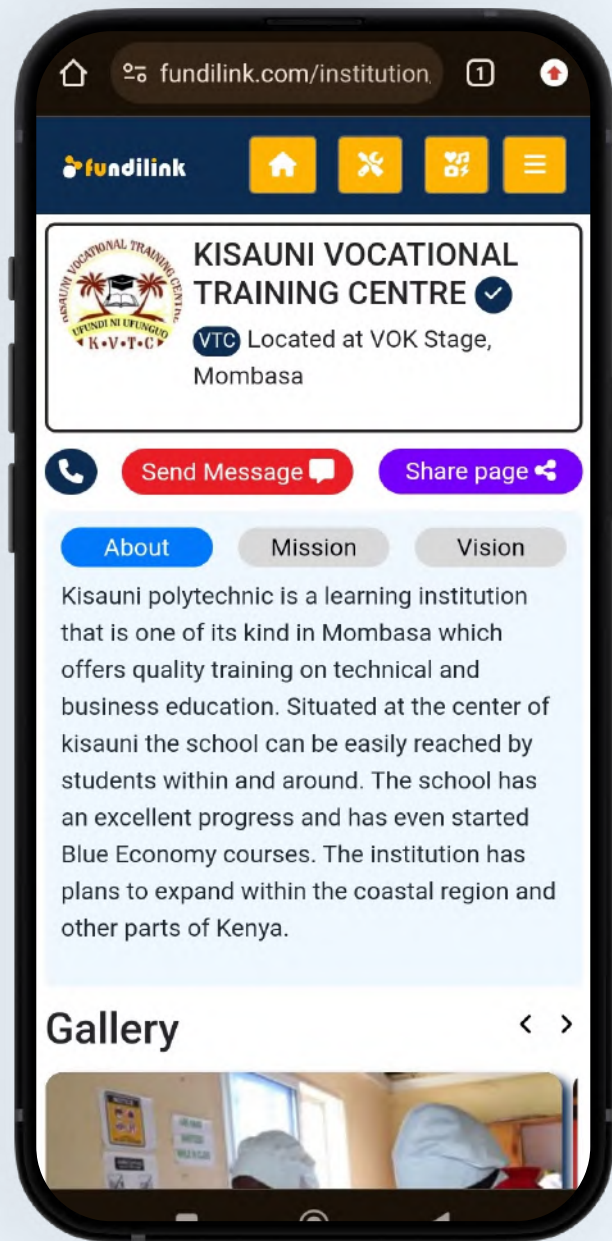
**Ksh 1000/Month**

<b>STANDARD</b>
3 branches accounts
Track upto 2000 students
Add upto 100 programs
4 admin access

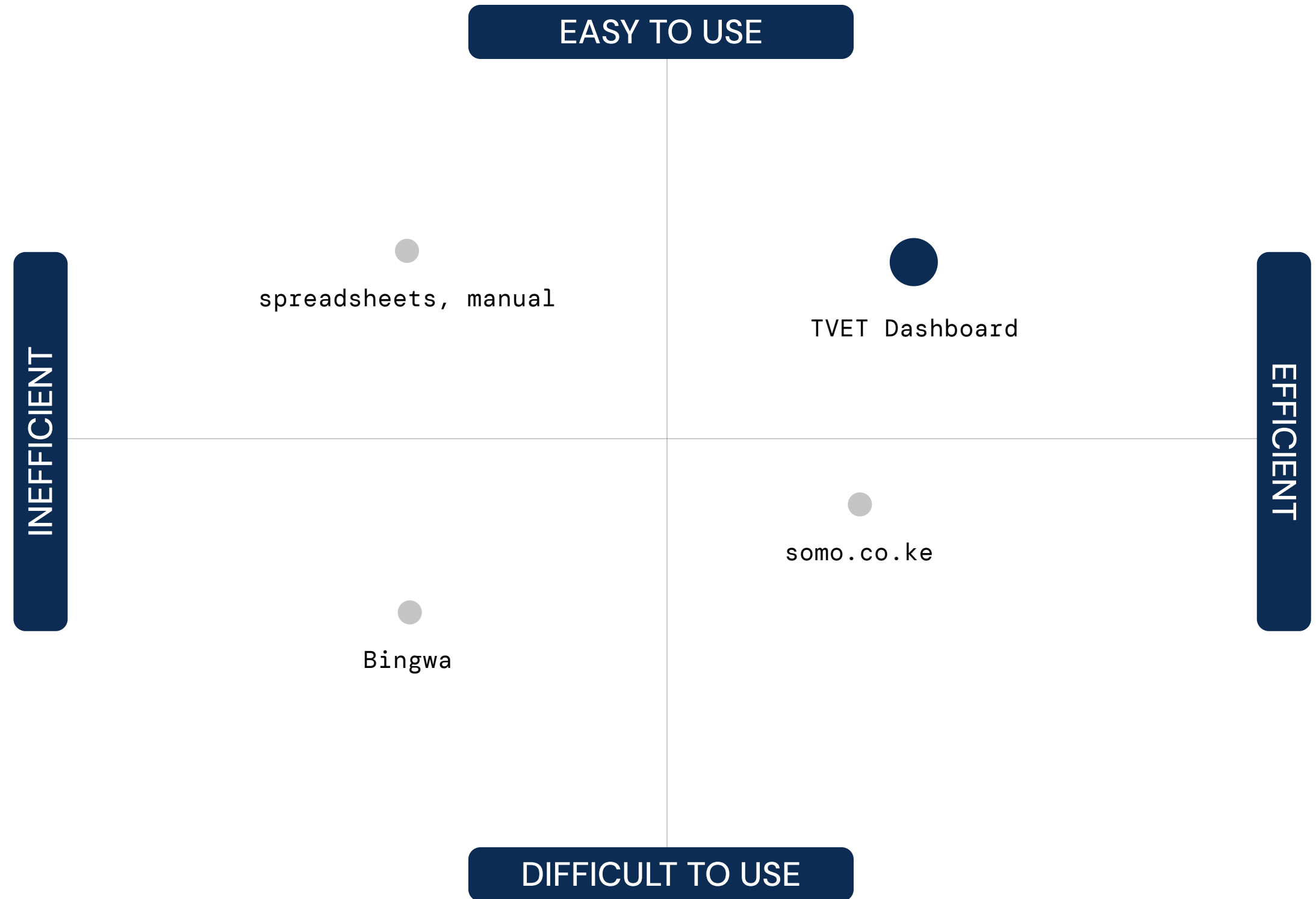
**Ksh 2500/Month**

<b>ADVANCED</b>
8 branches accounts
Track unlimited no. of students
Unlimited programs
Admin access for each branch

**Ksh 6000/Month**



## Competitive landscape

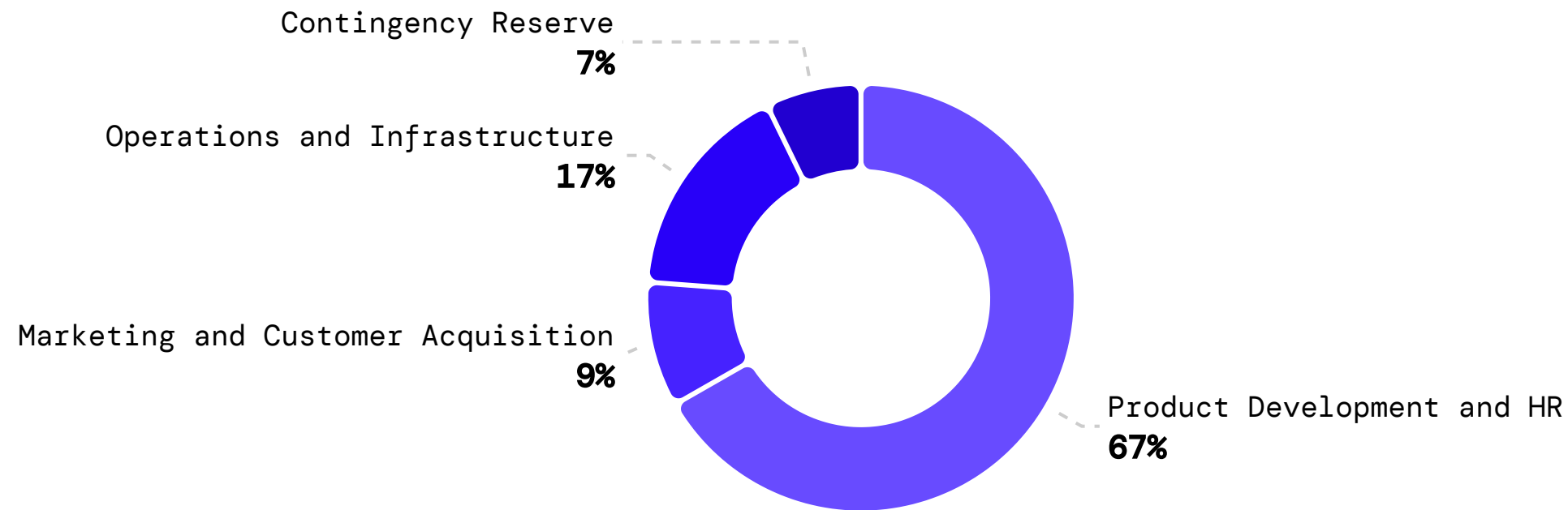


# GTM Strategy

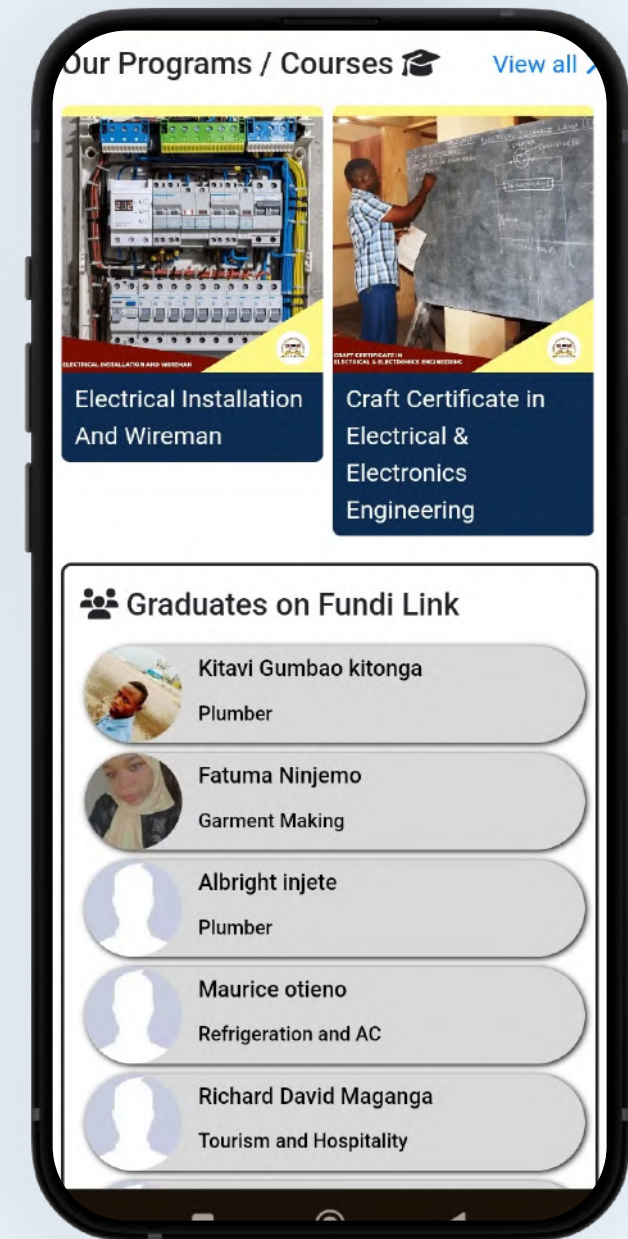


The Ask

# \$60,000 for 5% Equity to refine product, get 200 institutes and improve data capabilities.



[See excel breakdown here](#)



## Team

The founding team has been working together on **Fundi Link** for more than 2 years (*met on Y Combinator*)



### Joseph Mjomba

CEO (Kenya)

- **Over 6 years of experience with the construction industry**
- **Systems design, UI/UX expert, product manager, business administrator, growth hacker.**

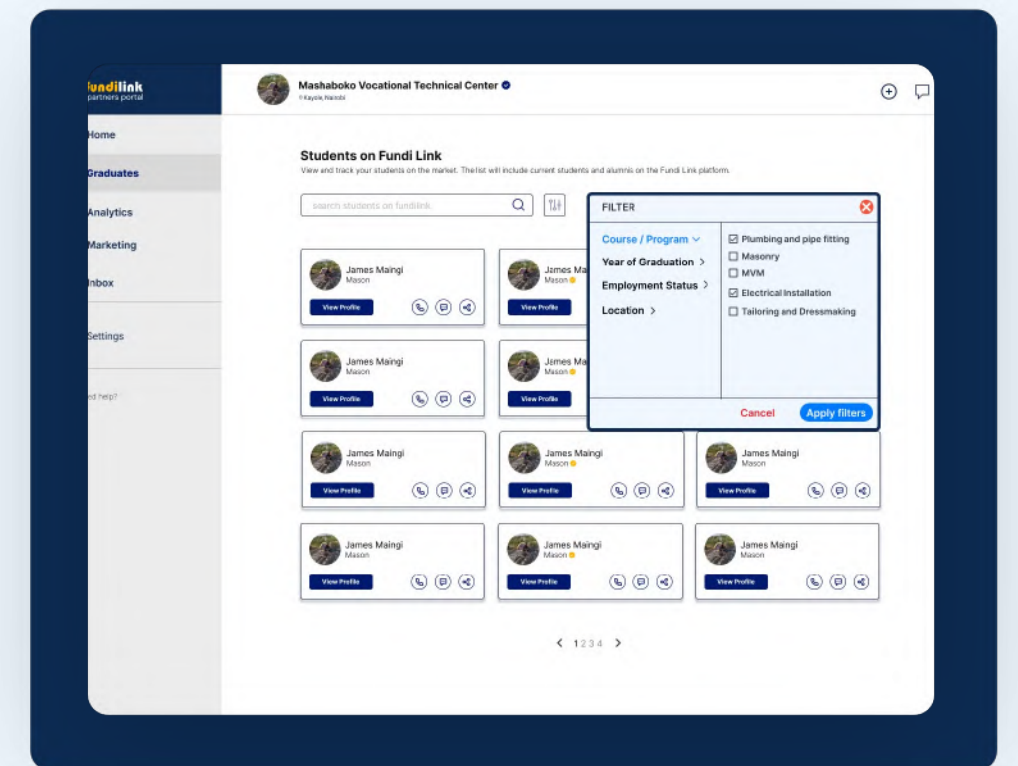
*(spent 2 months working as a fundi's apprentice to properly validate the fundi link's problem statement )*



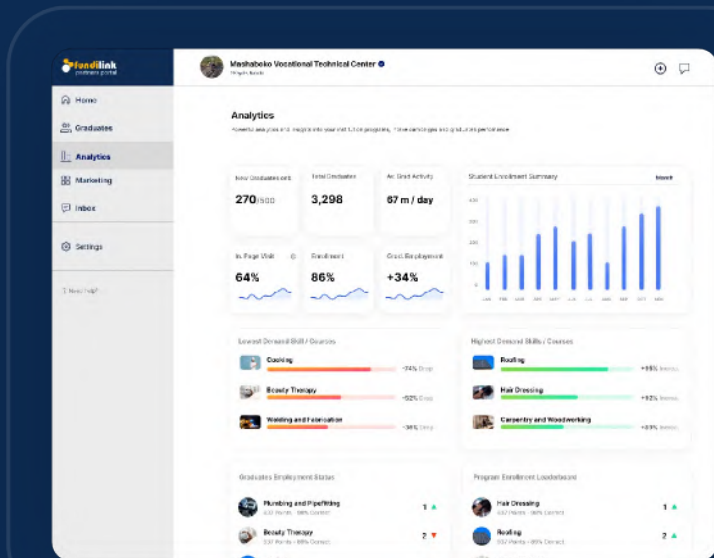
### Abahor Melad

CTO (Egypt)

- **Full stack developer.**
- **Second time co-founder.**
- **Passionate about building solutions for African problems.**



# Thank you



Your link to the job market

[in.fundilink.com](https://in.fundilink.com)

[joseph@fundilink.co.ke](mailto:joseph@fundilink.co.ke)  
+254792643336



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