

# Activity Report for Digital Age Skills for Youth Entrepreneurs

- 25<sup>th</sup> – 27<sup>th</sup> June 2024
- Dodoma, Tanzania

Prepared by

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## **CONTEXTUAL BACKGROUND**

Harnessing the power of the digital revolution is crucial for young people around the world. Tanzania, a nation brimming with a young and entrepreneurial spirit, is at the forefront of this transformation. As the digital landscape reshapes economies, equipping young Tanzanians with the necessary skills is paramount. Recognizing this need, the "Digital Age Skills for Youth Entrepreneurs" Training Program was launched. This initiative aimed to bridge the digital divide and empower a generation of young entrepreneurs to innovate, expand their businesses, and compete in the global marketplace.

The program provided a comprehensive curriculum, ranging from basic digital literacy to advanced technological proficiencies. Participants delved into topics like Introduction to the Digital World, Digital Security, Branding and Business Financial Management, Digital Marketing and Social Media Management, E-Commerce, and Innovation and Problem Solving. This multifaceted approach aimed to cultivate a resilient, adaptable, and forward-thinking generation poised to thrive in the digital age. The program embodies the spirit of innovation and excellence that defines Tanzania's youth and aligns with the nation's vision for a future powered by digital prowess.

## **INTRODUCTION**

This program involved a three-day intensive training session held at the African Dreams Hotel Dodoma, specifically targeting 25 young entrepreneurs between the ages of 18 and 25. The curriculum covered a wide range of essential skills, including Introduction to the Digital World, Digital Security, Branding and Business Financial Management, Digital Marketing and Social Media Management, E-Commerce, and Innovation and Problem Solving. This targeted approach ensured participants gained practical knowledge directly applicable to their entrepreneurial pursuits.

To guarantee the program reached the most suitable beneficiaries, a pre-assessment was conducted in close collaboration with local CSO partners Restless Development Tanzania and Community for Action Aid. The project officer met with potential participants, assessing their needs and ensuring their compatibility with the program's goals. Additionally, the training aimed to introduce participants to cutting-edge digital tools and solutions, further igniting their zeal to explore and capitalize on opportunities within the digital era.

## **PROGRAM GOAL**

The program's overarching goal was to empower young Tanzanians to take charge of their destinies and actively contribute to the economic growth and development of their communities.

By emphasizing creativity, innovation, and practical business skills tailored for the digital age, the program aimed to equip participants with the tools and knowledge they need to flourish as entrepreneurs. This emphasis on specific skills aligns with the broader context of Tanzania's youthful and entrepreneurial population. By nurturing these strengths and fostering a generation of digital-savvy entrepreneurs, the program contributes to the nation's vision for a vibrant and competitive digital economy.

### **Specific Objective**

1. Equip youth with essential entrepreneurship skills needed in the digital era.
2. Inspire and motivate youth to explore digitalization and entrepreneurship as viable career options.
3. Provide practical knowledge and tools for starting and managing a successful business.
4. Foster creativity, innovation, and critical thinking among participants.

## METHODOLOGY

Building on the foundation of a participatory approach, the "Digital Age Skills for Youth Entrepreneurs" Training Program fostered a dynamic learning environment that catered to diverse learning styles.

### Pre-Training Recruitment:

- **Collaborative Needs Assessment:** In partnership with local CSO partners Restless Development Tanzania and Community for Action Aid, a pre-assessment process was employed. The project officer held group meetings with potential participants to gauge their needs, existing digital knowledge, and entrepreneurial aspirations. This collaborative approach ensured the program attracted the most suitable candidates, maximizing the impact of the training.
- **Individual assessment:** Before the training, participants were asked to assess their level of knowledge in areas such as Digital Literacy, use of Digital tools and platforms, Innovation and Problem Solving, Digital Marketing and Social Media, Ecommerce, and Business Finance Literacy. Post-training evaluations showed that 90% of the participants demonstrated a clear increase in their knowledge levels across these areas, highlighting the effectiveness of the training program in enhancing their digital and entrepreneurial skills.

### Training Sessions:

- **Interactive Learning Activities:** The program went beyond traditional lectures. A blend of interactive learning activities kept participants engaged and actively involved in their learning journey. This included:
  - **Group Discussions:** Facilitated discussions allowed participants to share experiences, brainstorm ideas, and learn from one another's perspectives.
  - **Quizzes:** Formative quizzes served as knowledge checks and encouraged active participation, solidifying understanding of key concepts.
  - **Q&A Sessions:** Dedicated question-and-answer sessions fostered personalized learning. Participants received tailored guidance and support addressing their specific questions and challenges.

### Curriculum Delivery:

- **Focus on Practical Application:** The program delved into five essential topics (Introduction to the Digital World, Digital Security, Branding and Business Financial Management, Digital Marketing and Social Media Management, E-Commerce, and Innovation and Problem Solving) with a practical lens.
  - Real-world case studies, simulations, and hands-on activities provided participants with the opportunity to apply their newly acquired skills to solve real-world entrepreneurial challenges.
  - This practical focus ensured participants gained the confidence and ability to implement their learnings immediately upon returning to their businesses.

This combination of a participatory approach, interactive learning activities, and a practical curriculum fostered a dynamic and engaging learning environment, empowering the young entrepreneurs with the skills they need to thrive in the digital age.

## TRAINING DAYS AND TOPICS

### Day 1

**Topic:** Introduction to the Digital World

**Subtopics:** - Basic Digital Literacy

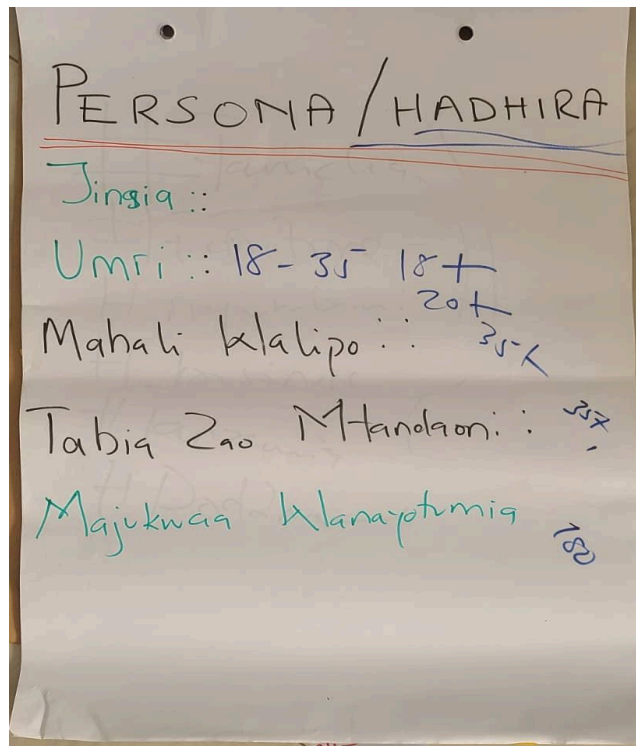
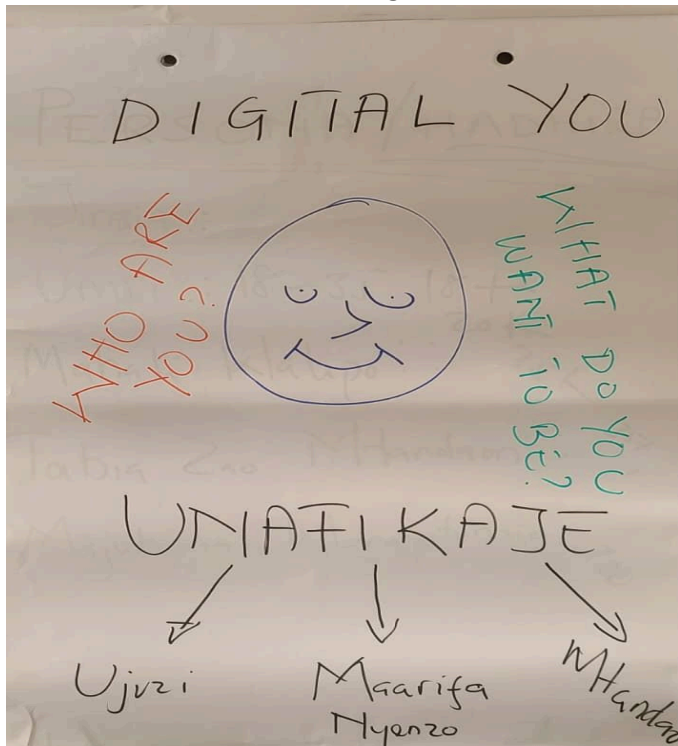
- Understanding Digital Transformation
- Overview of Digital tools and platforms

**Trainer:** Carol Ndosi

**Photo 1:** Participants in day one training of the program



Photo 2 & 3: Training Material



The first day of the "Digital Age Skills for Youth Entrepreneurs" Training Program kicked off with a bang, empowering participants with essential tools for navigating the online world and achieving business success. A key takeaway was the transformative power of digital platforms for streamlining business operations. Participants learned how these tools can enhance efficiency, improve productivity, and ultimately, help them manage their businesses more effectively.

The training also emphasized the importance of maintaining a professional online image. Participants discovered the advantages of utilizing business profiles on platforms like Instagram and Facebook compared to personal ones. These professional profiles not only project a polished image but also offer valuable tools specifically designed for managing business activities online. Furthermore, the program delved into the world of digital marketing, equipping participants with strategies for promoting and growing their businesses. This included learning to create engaging content, maximize social media engagement, and utilize online advertising to expand their reach and attract new customers.

But success in the digital world extends beyond technical skills. The program also instilled the importance of being a responsible digital citizen. Participants learned about cybersecurity best practices to protect their devices and business information from online threats. Additionally, they explored the importance of adhering to online laws and policies, and using polite and respectful language when promoting their businesses.

Finally, the training showcased how digital platforms can be powerful tools for market research. Participants learned how to leverage online tools to gain insights into their target audience, identify potential customers, and unlock economic opportunities for growth and development. This comprehensive first day equipped young entrepreneurs with the

foundation they need to thrive in the digital age, navigate the online world with confidence, and ultimately lead their businesses to success.

### **Key takeaways from day 1**

The first day of the "Digital Age Skills for Youth Entrepreneurs" Training Program proved to be a powerful kick-off, equipping participants with a robust foundation for navigating the online world for business success. Here are some key takeaways that resonated with participants:

- 1. Digital Platforms for Business Optimization**  
Participants learned the importance of leveraging digital platforms to streamline and enhance business operations for improved efficiency and productivity.
- 2. Professional vs. Personal Profiles**  
The emphasis was placed on the need to use professional or business-specific profiles rather than personal ones to maintain a professional image and effectively manage business activities online.
- 3. Promoting and Growing Business Digitally**  
Training covered strategies for utilizing digital platforms to market and expand business reach, including content creation, social media engagement, and online advertising.
- 4. Cybersecurity Awareness**  
Participants were educated on securing their devices and online profiles against cyber threats such as hacking and ensuring the safety and integrity of their business information.
- 5. Digital Citizenship and Etiquette**  
The importance of being a responsible digital citizen was highlighted, including adhering to laws and policies and using polite and respectful language when promoting businesses online.
- 6. Market Research and Economic Opportunities**  
The session demonstrated how digital platforms can be used to conduct market research on current and potential customers and identify opportunities for economic growth and development.

### **Day 2**

**Topic:** Branding and Business Financial Management

**Subtopic:** - Financial Management for Entrepreneurs  
-Budgeting and Cash Flow Analytics

**Trainer:** Angella Karashani

Photo 4: Young Entrepreneurs participating in a group activity



Photo 5, 6, 7, 8, 9 & 10: Training Material

**Branding / Chapa = Muoneka**

- Identity - Rangi, Nembo, design, Sauti, Page-social Media
- Utambulisho
  - e.g - CocaCola, iPhone, LV, Gucci Tigo
- Why - Uaminifu, Kuvitia wateja, Kujulikana
  - e.g - Mke ✓
- QUIZ: Brand 3 - Nini kinwafanya wawe nafasi?
  - Nini kinawetambulisha hata
  - Kabla ya kujua jina lao?

**\* Business Finance Management**

- \* Uratibu wa Fedha za Biashara
  - Kupanga
  - Kufuatilia
  - Kusimamia
  - Kuhakiki
- Kwa njia ya kidijitali
  - Mifumo - Excel (Microsoft)
  - Mipango App
  - Wallet App
  - Tigo pesa / Mpesa
- \* Credit Score - Uwezo wa kukopesha
- Malipo → Safe + Trusted
  - Salama + Inaaminika

## Budgeting - Kupanga mipango ya fedha - brashara

### ① Start up Costs (Mtaji)

- Jumuishia matarajio ya matumizi yote hata madogo sana.

\* Fixed costs (Gharama zisizo badilika)

maucuo or not

(a) One time (Marote moja)

eg - Vyomo, Machine, Logo

(b) Bada ya muda flani (Recurring)

eg - Kodi, Maintenance, Salari

Wiki, Muziki, Mwakazi

\* Variable costs (Zinabadilika/hazi tabiriki)

eg - vocho, chakula, delivery vibarua

### ② Cash Flow - Mzunguko wa Fedha

- Kuingia, Matumizi, muda  
Tanda/Hasara, Kuingia

Mtaji → Gharama za

uendeshaji → Mauzo

→ Tanda/Hasara

### ③ Break even Point

(Pale Matumizi = Matumizi/Mtaji)

- Hakuna Faida wala hasara

Kuwaka - Jua Bidhaa ngapi utauza kupata faida, ndani ya muda gani

○ Badilisha bei ikibidi

○ Badilisha gharama ya matumizi ikibidi

Rejea Budget Yako

500 ←  
200 Mtaji  
100 matumizi

### Cash Flow Register

Tarehe: 26/05/2024

Ilivyopo: 200,000/-

Jina	Maelezo	(IN)	OUT	Balance
Angella <del>CEO</del>	Migo wa Mipaji	-	50,000	150,000
John CEO	Mkopo Mpesa	100,000	-	250,000
Mzee Mwita	Kodi	100,000	100,000	150,000
Khadija	Chakula cha staff	20,000	20,000	130,000
			Kufungua 200,000	130,000

500 ←  
200 Mtaji  
100 matumizi

300

Day two of the training program shifted gears, focusing on two crucial pillars of business success: branding and financial management. The morning session delved into the concept of branding, a topic that resonated deeply with participants. They discovered how a strong brand goes beyond just a logo or tagline. It's the unique identity that sets your business apart from the competition and resonates with your target audience. The training explored the importance of crafting a clear brand message, developing a consistent visual identity, and building brand awareness using various marketing channels. Participants actively engaged in exercises to identify their own brand values and brainstorm creative ways to represent their businesses.

The afternoon session transitioned to the world of financial management, equipping participants with the tools and knowledge to navigate the financial aspects of running a business. The importance of planning was emphasized as participants learned how to create a business plan that outlines the financial resources needed to launch and operate their ventures. This included estimating startup capital requirements, budgeting for ongoing expenses, and forecasting potential revenue streams. The training didn't stop there, as it also delved into the practicalities of managing business finances. Participants learned how to set up bookkeeping systems to track income and expenditure, monitor cash flow, and develop strategies for financial control. This included understanding basic financial statements like profit and loss statements and balance sheets.

By the end of day two, the initial spark of branding inspiration had been ignited, while participants had also gained a solid foundation in financial management. These newly acquired skills allowed them to see their business ideas not only through a creative lens but also with a financially responsible mindset, paving the way for sustainable and successful businesses.

### **Key takeaways from day 2**

Day two of the "Digital Age Skills for Youth Entrepreneurs" Training Program empowered participants with the knowledge and tools to build a strong foundation for their businesses. Here are six key takeaways that resonated with participants:

- 1. The Importance of Business Branding**

Participants learned about the significance of branding in creating a strong business identity. This includes using a unique name, colors, and fonts to differentiate their business and establish a memorable presence in the market.

- 2. Branding as a Tool for Business Growth**

The training emphasized how effective branding can drive business growth by attracting and retaining customers, enhancing market visibility, and building customer loyalty.

- 3. Financial Planning and Budgeting**

Participants were taught the essentials of budgeting for their business, which involves creating detailed financial plans to manage expenses, forecast revenue, and ensure the sustainability of the business.

#### 4. **Managing Cash Flow and Business Finances**

The session covered the principles of finance in business, focusing on efficient cash flow management and financial planning at all stages of the business, particularly during the initial setup phase.

#### 5. **Leveraging Digital Financial Platforms**

The training introduced participants to digital platforms like Mipango app, Wallet Mpesa, and Tigo Pesa. These tools can be used to streamline financial transactions, manage business finances, and access financial opportunities.

#### 6. **Accessing Financial Opportunities via Digital Platforms**

Participants explored how digital platforms can be utilized to identify and access various financial opportunities, such as loans, grants, and investment options, to support business growth and development.

### Day 3

**Topic 1 (Morning Session):** Digital Marketing and Social Media Management

**Sub-topics:** - Social Media Marketing Strategies

- Search Engine Optimization (SEO)
- Content Creation and Management

**Trainer:** Warda Mansour

**Photo 11: Participants engaging in a mid-session energizer**





The session delved further, exploring competitor analysis on social media platforms. Participants learned how to identify and understand their competitors' online presence, allowing them to adapt their own strategies for maximum impact. The training also covered additional digital promotion techniques, empowering participants to leverage various online channels to reach their target audience and promote their businesses effectively.

### Day 3

**Topic 2 (Afternoon Session):** E-Commerce, Innovation and Problem Solving

**Sub-topics:** - Supply chain and inventory management  
6+2

- Innovation and Problem Solving
- Customer Service in the Digital Age

**Trainer:** Maria Justine

**Photo 15: Q&A Session on Innovative Problem solving**



The afternoon session shifted gears, tackling the exciting world of e-commerce and the power of innovation. Participants learned the practical steps involved in setting up online shops, allowing them to sell their products or services directly to customers online. This included exploring different e-commerce platforms, understanding payment gateways, and navigating logistics management.

However, the afternoon wasn't just about technical skills. The training program also emphasized the importance of innovation and problem-solving in business. Participants actively engaged in brainstorming sessions, learning how to identify challenges and develop creative solutions to overcome them. A hot topic during this session was customer service. Recognizing its crucial role in business success, the training provided participants with

practical tools and strategies for dealing with difficult customers professionally and maintaining a positive customer experience.

By the end of day three, participants had acquired a comprehensive skillset, from social media mastery to e-commerce expertise, coupled with the problem-solving mentality needed to navigate the ever-evolving digital landscape. This diverse knowledge base equipped them to not only establish a strong online presence for their businesses but also approach challenges creatively, ensuring their ventures could adapt and thrive in the digital age.

### **Key Takeaways from day 3**

Day three of the training program wrapped things up with a focus on practical skills for online success. Here's what participants learned to take their businesses digital:

1. **Strategic Social Media Management:** Moving beyond basic social media presence, participants learned to leverage these platforms strategically. This included tailoring content to resonate with their target audience, analyzing competitor strategies, and refining their own social media approach for maximum impact.
2. **Content Creation for Engagement:** The program delved into the art of crafting compelling content. Participants explored various formats like captivating visuals and informative blog posts, equipping them to effectively promote their businesses across different digital channels.
3. **E-commerce Implementation and Logistics:** The training provided practical guidance on setting up online shops. This encompassed platform selection, payment gateway integration, and navigating logistics management to ensure a seamless product delivery experience for their customers.
4. **Cultivating a Problem-Solving Mentality:** The program emphasized the importance of developing a problem-solving mindset in business. Participants actively engaged in brainstorming sessions, learning how to identify potential challenges and develop creative solutions to overcome them, fostering a spirit of adaptability in the ever-evolving digital landscape.
5. **Exceptional Customer Service Techniques:** Recognizing the crucial role of customer service in building brand loyalty, the program provided participants with a toolkit for handling challenging customer interactions professionally. This empowers them to maintain a positive customer experience, which is critical for business success.
6. **Demystifying Digital Marketing:** The training program clarified the purpose and benefits of digital marketing. Participants gained a clear understanding of how effective digital marketing strategies can help them achieve key business goals, such as expanding their customer base, amplifying brand awareness, and unlocking new market opportunities.

## OUTPUTS OF THE TRAINING

The program was a success. The participatory approach, interactive activities, and practical application fostered a dynamic learning environment (80%). Participants emerged equipped with the skills to navigate the digital world and launch online businesses (90%).

### Participant Assessment Results:

Areas of Assessment	Very Satisfactory	Satisfactory	Unsatisfactory
Topics covered	100%	0%	0%
Speakers and Trainers	90%	10%	0%
Training Delivery: Discussion	85%	15%	0%
Training Delivery: Presentation	100%	0%	0%
Training Delivery: Q & A	100%	0%	0%
Overall Impression	95%	5%	0%

## Findings

### 1. Effective Curriculum:

- The comprehensive curriculum successfully covered both foundational digital skills and advanced business-related digital skills.
- Participants demonstrated significant improvement in knowledge and confidence across all topics.

### 2. Engagement and Interaction:

- Interactive learning activities such as group discussions, quizzes, and Q&A sessions were highly effective in engaging participants.
- The practical application of skills through real-world case studies and hands-on activities reinforced learning.

### 3. Positive Feedback:

- Participants were highly satisfied with the topics covered, the quality of the trainers, and the delivery methods.
- The overall impression of the training was overwhelmingly positive, indicating the program's success in meeting its objectives.

### 4. Pre-Training Assessment:

- The collaborative pre-assessment ensured that the program reached the most suitable beneficiaries, enhancing the overall impact of the training.

### 5. Practical Tools and Techniques:

- Participants gained practical knowledge and tools for digital marketing, social media management, e-commerce, financial management, and digital security.
- The introduction to digital financial platforms like Mipango app, Wallet, Mpesa, and Tigo Pesa was particularly beneficial.

### 6. Skills Application:

- Participants left the training with actionable skills and strategies that they could immediately apply to their businesses.

## Recommendations

1. **Continued Support:** Establish a follow-up program to provide ongoing support and mentorship to participants, helping them implement and refine their newly acquired skills.
2. **Expand Reach:** Consider expanding the program to reach more young entrepreneurs across different regions of Tanzania, leveraging partnerships with local CSOs.
3. **Advanced Training:** Develop advanced training modules for participants who have completed the initial program, focusing on more specialized areas such as advanced digital marketing strategies, business analytics, and technology innovation.
4. **Alumni Network:** Create an alumni network to foster a community of practice where past participants can share experiences, support each other, and collaborate on business ventures.
5. **Resource Development:** Develop additional resources, such as online tutorials, webinars, and toolkits, that participants can access post-training to reinforce and expand their learning.
6. **Impact Evaluation:** Conduct periodic evaluations to assess the long-term impact of the training on participants' business growth and development, using the findings to continuously improve the program.

Photo 16: Participants with the certificates issued



## Appendix

### 1. Program Documents and Pictures

[https://drive.google.com/drive/folders/1f42vOEP88PdXk-djNDt9oMIVf5YGFskm?usp=drive\\_link](https://drive.google.com/drive/folders/1f42vOEP88PdXk-djNDt9oMIVf5YGFskm?usp=drive_link)