Dear [Insert name]

Do you know that:

* According to a report by World Economic Forum, WEF, and Deloitte, it has been predicted that, for those with advanced digital skills, ‘the Fourth Industrial Revolution’ will create a spate of new digital job opportunities for those that have up-to-date digital knowledge and skills.
* According to the UK Government, 82% of advertised job roles require digital skills. There is also an earnings premium– those with digital skills earn 29% more than those without. The more advanced the digital skills, the larger this figure.
* According to a report by Invision, it states that in fact, 84% of product designers enjoyed a salary increase in the last 1-2 years, and they expect their compensation to rise by nearly 20% in the next 1-2 years.

The above facts are to intimate you with how much influence technology has and how it is changing the landscape of the types of jobs in demand. This influence is not limited to getting prepared to secure jobs but also to get individuals with the right skill-set required to innovate and create new business pathways that simplifies the aggregate living experience of humans.

Since the beginning of our operations in 2019, we have trained over 200 young Nigerians, who have gone ahead to create amazing pathways for themselves, either by securing full time roles, internships, accelerating their business with the learnt digital skill or starting out a new business employing people and creating value.

You have been selected as a family or friend to the beneficiary to sponsor their digital upskilling experience for the next **six weeks** in our academy, making you a co-sojourner. You are part of the stakeholders investing in the future of Africa, knowing that the possibilities are boundless with the right insight.

**Contact Us**

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