

# SKILLS FOR ALL

## 2025 IMPACT REPORT



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### INNOVATIVE & COLLABORATIVE

The Skills for All Impact Report showcases our creative upskilling journey—empowering youth with industry-ready skills, fostering community, and creating real-world opportunities. It highlights our impact so far and our vision for future growth.

# EXECUTIVE SUMMARY

## SKILLS FOR ALL — 4-WEEK HYBRID SKILLS PROGRAM + CAPSTONE.

### Period Covered:

- Cohort 1: October – November 2024 - 200 scholarships
- Cohort 2: 2 May – 31 Aug 2025 - 650 scholarships
- Cohort 1 & 2: 850 scholarships total.
- Capstone: Final physical session, 13 September 2025.

### Theme: Powering The Future.

- Select attendees: partners, learners, panelists, media.
- Principal sponsor: AllCO Insurance
- Gold sponsors and partners: The Nest Innovation Technology Park
- Silver Sponsors and partners: District Youth, Hafrik Play, Stears

### Impact highlights:

- **850 scholarships** granted (combined cohorts).
- **650 learners onboarded** in Cohort 2 (registered).
- **106,418.4 minutes** of content watched
- Impressions from network and community amplifications & campaigns.



# ABOUT SKILLS FOR ALL

Skills for All is a CSR-focused initiative by Learnstar to provide industry-led skills training to aspiring creatives across culinary, talent management, music, fashion, DJing, sports management, content creation and much more. The initiative is delivered as a 4-week hybrid program combining self-paced learning, live virtual sessions, capstone projects and a physical finale. Its mission is to expand access to practical creative skills, reduce barriers to economic participation, and create pathways to employment and enterprise.

## TIMELINE

- Applications campaign: 2 May – 2 July 2025.
- Onboarding: 5 July 2025.
- Learning period: 7 July – 29 August 2025.
- Webinars: 8 Aug, 15 Aug, 22 Aug, 29 Aug (Insert the e-card of the speakers).
- Capstone / Final Event: 13 Sept 2025 (Powering The Future).



### Sponsor and Partners

Principal Sponsor:



Partners & Sponsors:



# ALIGNMENT WITH THE UN SUSTAINABLE DEVELOPMENT GOALS (SDGS)

Learnstar's Skills for All initiative contributes directly to several United Nations Sustainable Development Goals (SDGs) by advancing inclusive, skills-based education, promoting gender equity, and fostering sustainable economic growth across Africa's creative economy.

Each goal below highlights how our work drives measurable impact and aligns with global priorities for sustainable development.

## 4 QUALITY EDUCATION



### SDG 4 — QUALITY EDUCATION

***We deliver accessible, industry-led creative education that equips young Africans with practical, career-ready skills.***

Through celebrity-led masterclasses, mentorship, and digital access, Learnstar bridges the gap between passion and profession—empowering learners for lifelong growth.

## 5 GENDER EQUALITY



### SDG 5 — GENDER EQUALITY

***Over 60% of our scholarship recipients are women gaining creative, technical, and entrepreneurial skills.***

We promote women's participation in high-value creative industries like fashion, culinary arts, and media—building confidence and financial independence.

## 8 DECENT WORK AND ECONOMIC GROWTH



### SDG 8 — DECENT WORK AND ECONOMIC GROWTH

***We create pathways to decent work and entrepreneurship through creative skill development.***

By linking learners to job opportunities, gigs, and start-up guidance, Learnstar stimulates employment and supports the growth of Africa's creative economy.

# ALIGNMENT WITH THE UN SUSTAINABLE DEVELOPMENT GOALS (SDGS)

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## 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

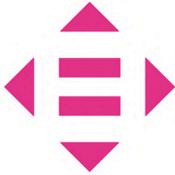


### SDG 9 — INDUSTRY, INNOVATION AND INFRASTRUCTURE

***We integrate technology and creative learning to drive innovation in education and content production.***

Our mobile-first platform and AI-powered learning tools strengthen Africa's creative infrastructure and foster digital transformation.

## 10 REDUCED INEQUALITIES



### SDG 10 — REDUCED INEQUALITIES

***We bridge opportunity gaps by providing scholarships and nationwide access to quality learning resources.***

The Skills for All initiative ensures that geography, gender, or background are no barriers to talent and opportunity.

## 17 PARTNERSHIPS FOR THE GOALS



### SDG 17 — PARTNERSHIPS FOR THE GOALS

***We collaborate with leading organizations, brands, and governments to scale our impact.***

Through partnerships with sponsors like AllCO Insurance and technology collaborators, we prove that collective action accelerates sustainable change.

# PROGRAM DESIGN & CURRICULUM

## PROGRAM STRUCTURE



The program was delivered in a hybrid format:

- Twice-weekly 90-minute virtual sessions with live engagement.
- Dedicated mentor office hours for personalized support.
- Collaborative capstone team projects designed for real-world application.
- A vibrant WhatsApp community to encourage peer-to-peer learning, networking, and ongoing support.

## SKILL TRACKS OFFERED

Learners selected from six diverse and industry-relevant tracks, as outlined in the Program Blueprint:

- The Art and Business of the African Music Scene
- The Art of Fashion Styling
- Sports Talent Management in Africa
- How to Launch a Successful Music Career in Africa
- Culinary Expertise and Excellence
- Mastering the Art of DJing

## MENTORSHIP MODEL

At the heart of the program was an innovative mentorship model, powered by celebrated figures from across Africa's creative industries. Each track was led by a celebrity mentor, offering learners a rare opportunity to gain insight directly from those shaping the continent's creative economy.

The model featured:

- Celebrity mentor-led sessions, providing inspiration and first-hand industry knowledge.
- Mentor office hours, enabling direct one-on-one or small group interaction.
- Recorded masterclasses for flexible, on-demand learning.
- Feedback loops to guide learner progress throughout the program.
- Capstone showcase panels, where mentors and invited judges evaluated projects, ensuring learners received constructive, real-world feedback.

# REACH

## NUMBERS, DEMOGRAPHICS, GEOGRAPHY

Target market is the total amount of all market availability that is usually calculated when we start the company. Market size can be used by companies to tell about potential of their market and business in the future.

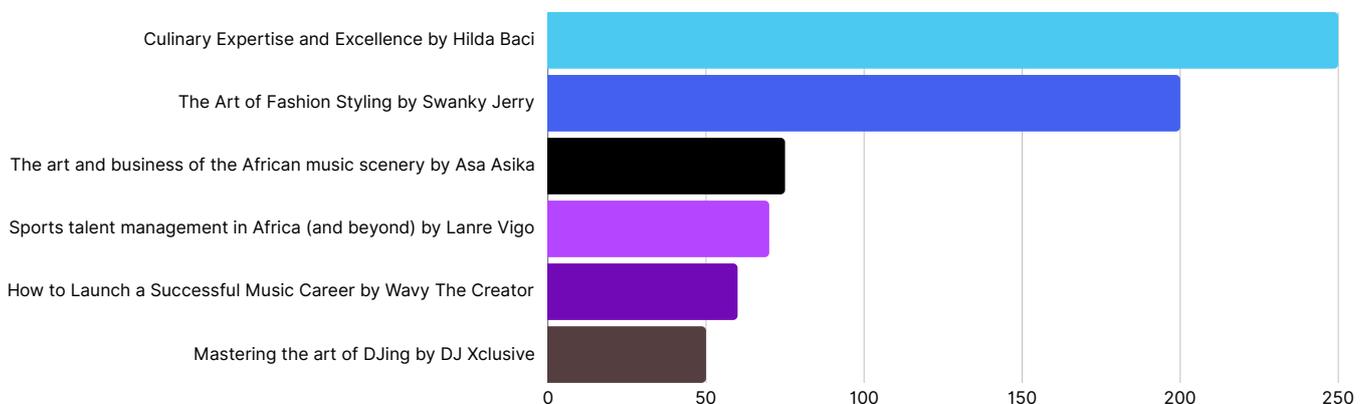
### KEY METRICS TABLE

- Scholarships awarded: 850 (Cohort 1: 200; Cohort 2: 650)
- Cohort 2 Registered learners: 650.
- Content watched: 106,418.4 minutes / ~1,774 hours.
- Webinars with industry experts: 4
- Female learners: 544
- Male Learners: 306

### TOP APPLIED COURSES

The chart shows which skill tracks attracted the most applications, indicating learner demand and priority areas for sponsor activation (e.g., music and culinary typically lead in demand).

#### Top 10 Most Popular Courses

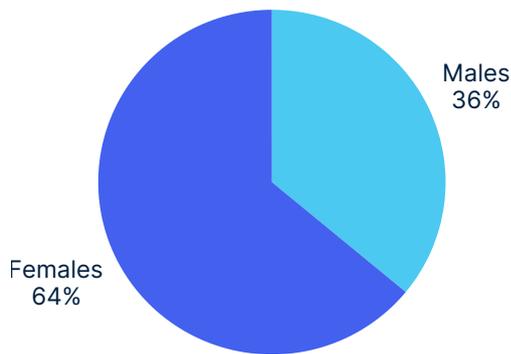


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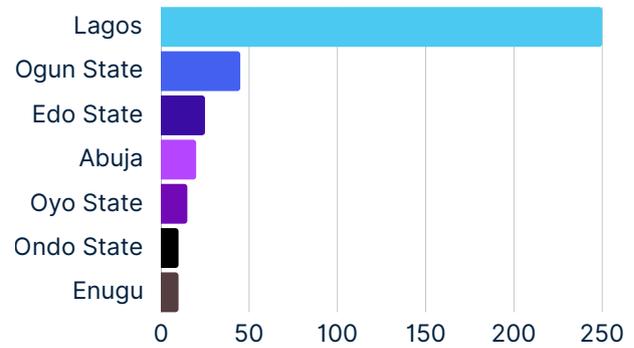
## NUMBERS, DEMOGRAPHICS, GEOGRAPHY

### Gender Distribution of Applicants



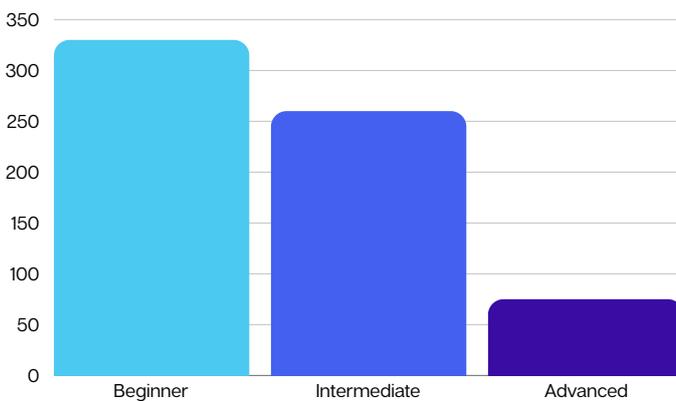
Gender split shows program reach and inclusivity.

### Applicant Distribution by State of Residence

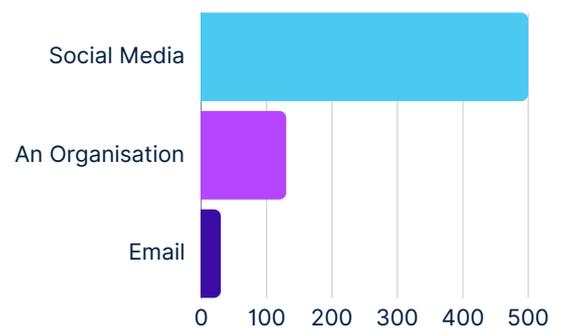


Geographic spread highlights reach; identify top states for local partnerships and regional activations.

### Experience Level Distribution



### How Applicants Heard About the Initiative

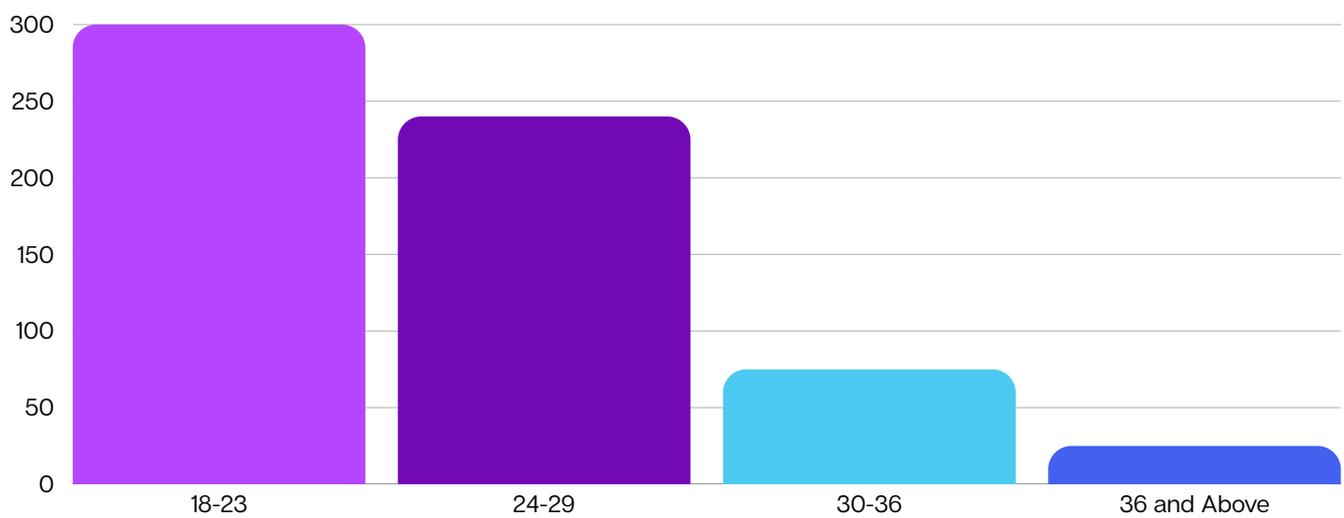


Shows the most effective acquisition channels (e.g., mentor social posts, partner promos, email, paid ads)

# REACH

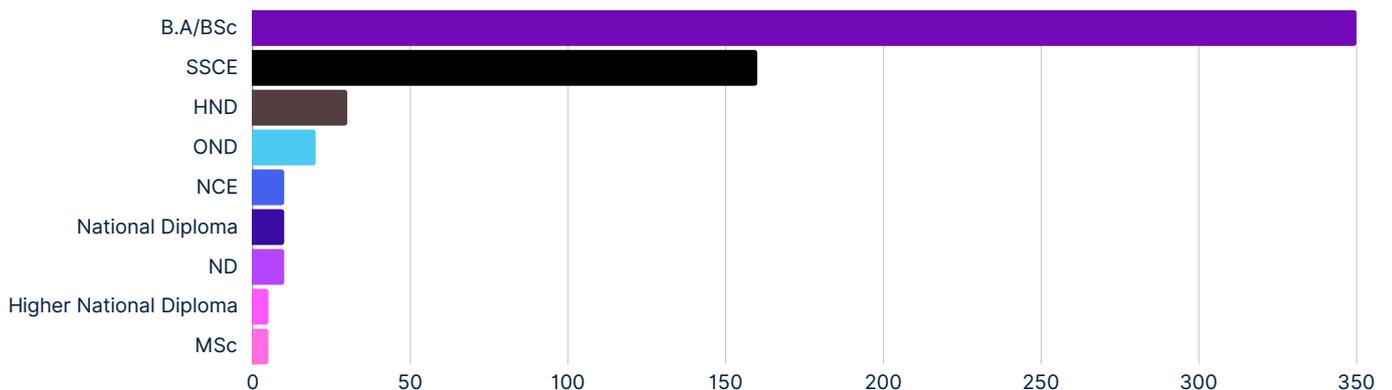
## NUMBERS, DEMOGRAPHICS, GEOGRAPHY

### Age Distribution of Applicants



This analysis breaks down the applicants by their age range, revealing the primary age demographic the initiative attracts.

### Educational Background of Applicants



Understanding the educational level of applicants can help in tailoring course curriculum and communication strategies effectively.

# EVENTS & COMMUNITY

(WEBINARS, CAPSTONE EVENT, MEDIA COVERAGE)

## Creating engaging content and leveraging social media

- Why content matters.
- Understanding your audience and creating contents that engage
- Tracking what works.
- The role of AI in your creative process

### SKILLS FOR ALL

YOUR CREATIVE BREAK STARTS HERE

JOIN US

CREATING ENGAGING CONTENT AND LEVERAGING SOCIAL MEDIA TO DRIVE AUDIENCE GROWTH, BUSINESS EXPANSION, AND CLIENT ENGAGEMENT.

DATE 8<sup>th</sup> August, 2025  
TIME 04:00 p.m.

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ABCDEF GHIJKL MNOP QRSTUV



SPEAKER

OMOBOSOLA ALAKA  
CEO and Co-founder, Hatik



## Budgeting for Creatives Managing creative project finances, savings strategies

- Why budgeting matters as a creative.
- Understanding your creative income
- Saving strategies for Creatives
- What to avoid

## Safeguarding Creativity: Understanding Legal Compliance, Contract Signing, and Intellectual Property Protection

- Why Legal Protection Matters for Creatives
- Understanding Legal Compliance
- Navigating contracts.
- Protecting your intellectual property.
- Legal mistakes to avoid.



# CAPSTONE EVENT

13 SEPT 2025 (POWERING THE FUTURE)

The Skills for All Capstone Event held on Saturday, 13th September 2025, at The Nest Innovation Hub, Yaba, marked the official close of the first and second cohorts of the program. With attendees—including partners, sponsors, select learners, media representatives, and industry experts—the event celebrated creativity, collaboration, and impact under the theme “Powering the Future.” Highlights included keynote speeches, a sponsor session by AIICO Insurance, panel discussions with creative professionals, and inspiring testimonials from learners whose journeys embodied the program’s mission.



The event served as both a reflection of progress and a launchpad for the next phase of Skills for All, reaffirming Learnstar’s commitment to empowering young Africans through skills, mentorship, and opportunity.

# SPONSOR IMPACT

BRAND IMPRESSIONS, SPONSOR SESSION SUMMARY (AIICO), ASK-SPECIFIC ROI

## AIICO Sponsor Session

- Session title: Powering the Future: How AIICO is Supporting Youth, Skills & Economic Growth.
- Impact: Sponsor session delivered to capstone attendees; session included Q&A and direct engagement with learners.

## Outcomes & Jobs — Hires, Gigs, Businesses Launched, Revenue

Skills for All aims to convert high-quality training into measurable economic opportunity: short-term gigs, freelance contracts, direct hires and micro-business formation. We have begun to record skills to income conversions among the former learners even while a comprehensive post-program impact verification is ongoing.

## Early impact snapshot

- Participants reporting first paid gig within 3 months.
- Direct hires by partners
- Micro-businesses / projects launched or improved
- Participant-generated revenue.



# CASE STUDIES & TESTIMONIALS

## EMPOWERING THE NEXT GENERATION OF CREATIVES

The event served as both a reflection of progress and a launchpad for the next phase of Skills for All, reaffirming Learnstar’s commitment to empowering young Africans through skills, mentorship, and opportunity.

### Zusan Azeez

*Music Track: Johnny Drille’s “From Soul to Studio”*

*Zusan always dreamed of building a creative career that went beyond raw talent, but lacked structure and mentorship. Through Johnny Drille’s From Soul to Studio course, she discovered the technical, emotional, and business sides of music creation. From understanding song structure to learning about persistence and collaboration, Samuel’s creative process transformed — and so did his confidence.*

Metrics:

- Completed: July 2025
- Track: Music – “From Soul to Studio”
- Post-course goal: Recorded and released her first creative work (in production).

“Learnstar made me realize there’s more to music than talent — it’s about structure, learning, and believing in yourself. Now I have the roadmap I’ve always needed.”



### Lucas Omolara

*Culinary Track: Hilda Baci’s “Culinary Expertise and Excellence”*

*Luca joined Learnstar’s culinary track with a passion for food but limited professional experience. Through Hilda Baci’s masterclass, he gained the discipline and confidence to refine his techniques, explore new cuisines, and start hosting paid tasting sessions in his community. Luca describes Learnstar as a “home away from home” — a place where skills are nurtured, not just taught.*

Metrics:

- Completed: July 2025
- Track: Music – “Culinary Expertise and Excellence”
- Post-course goal: Catering for small private events (first paid gigs).

“This course sharpened my culinary skills and gave me the confidence to believe in myself. Learnstar helped me see that I can make a living from my passion.”



# LESSONS, RISKS & IMPROVEMENTS

## KEY LEARNINGS

- Mentor reach works — celebrity amplification boosted signups, but conversion still needs optimisation.
- Production time: shorten video turnaround to speed up release of micro-lessons.
- Access: offline module downloads necessary for learners with poor bandwidth.
- Engagement: add micro-assignments to reduce dropoff.

## RISKS

- Connectivity and load on the LMS during live sessions.
- Mentor scheduling conflicts.
- Sponsor expectations around KPIs vs. actuals

## IMPROVEMENTS PLANNED FOR JAN 2026 COHORT

- Increase scholarship group size to **10,000**, with tiered sponsorships.
- Improve onboarding with a 2-day orientation & low-bandwidth options.
- Implement better tracking for post-program income and placement (3/6/12 months).

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# ASK & NEXT STEPS

## PARTNER WITH US TO EMPOWER 10,000 LEARNERS IN 2026

As Skills for All prepares for its third cohort launching January 2026, our mission is to scale impact from 850 scholarship recipients to 10,000 learners across Nigeria and Africa. To achieve this, we are inviting forward-thinking organizations, brands, and partners to join us in powering the next generation of skilled creatives through meaningful sponsorships and collaborations.

We offer flexible partnership tiers that align with your organization's CSR goals, brand values, and visibility needs — ensuring measurable social impact and strong storytelling returns.

- **Principal Partner** — Support large-scale scholarships and community learning hubs. Gain naming recognition across all program materials, keynote speaking opportunities, and a dedicated sponsor spotlight feature in the 2026 Impact Report.
- **Gold Partner** — Fund multiple scholarship tracks and creative workshops. Receive branding integration, a sponsor-led masterclass or industry session, and early access to learner talent showcases.
- **Silver Partner** — Sponsor individual tracks or regional hubs. Enjoy event branding, social mentions, and inclusion in all press communications.
- **In-kind Partners** — Contribute through non-financial support such as production, venues, mentorship, logistics, or digital services — helping us deliver high-quality learning experiences nationwide.

### Join us in reaching 10,000 creatives in 2026.

Every sponsorship tier helps unlock real opportunities for youth, create jobs, and expand access to transformative creative education. Together, we can power the future — one skill at a time.



# THANK YOU!

We sincerely thank all participants, partners, and contributors for making the first and second cohort of the Skills For All a success.

Your dedication, enthusiasm, and commitment to learning and development and creatives have been instrumental in driving impact and fostering a culture of skill development.

Together, we look forward to continuing this journey of growth, empowerment, and opportunity.

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