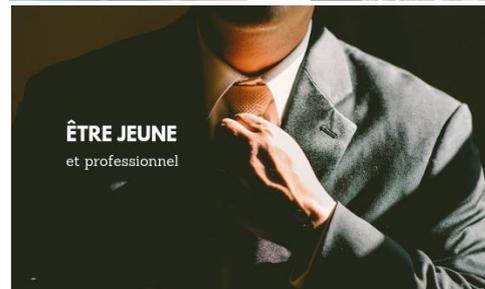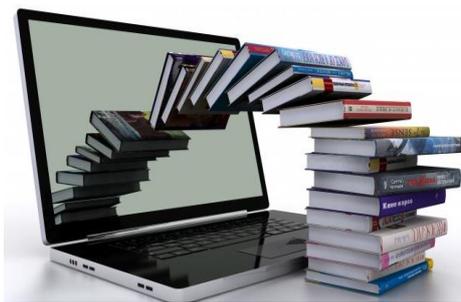# Web agency for the development of innovative digital solutions

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PROJECT BACKGROUND AND JUSTIFICATION

Learning methods are changing. This change corresponds not only to a need induced by the transformation of our societies and a new expectation of new places and new learning tools, but also to new health constraints, particularly the COVID-19 crisis. The education system has had to improvise the digital school, to ensure pedagogical and professional continuity through e-learning.

Global market reports monitor the E-learning market for the Consumer Discretionary industry, and it is set to grow by USD 93.64 billion over the forecast year, growing at a CAGR of 10.56% over the forecast period. E-learning, a godsend for education systems. According to the report prepared by Sam S. Adkins on behalf of the prospective research group Ambient Insight provides valuable insights into the e-learning market in Africa, the growth rate of e-learning offerings in Africa was 15.2% year-on-year, with revenue reaching US$250.9 million in 2011. This revenue doubled over five years according to global forecasts to US$512.7 million.

"Investing in training means combining concern for people and results in the present and the future.   Philippe Bloch

PRESENTATION OF VIAZI ZA

VIAZI ZA TECH SARL of its commercial name ViaZi Za Tech is a limited liability company specialized in the development and integration of IT solutions, more specifically, the development of e-learning tools and platforms; web and mobile applications adapted to the current educational and professional technological context. VIAZI ZA aims to become a major player in the development of innovative digital solutions in terms of e-learning platforms and CMS made in Africa.

The e-learning or online training, is an information and communication technology for education. The principle is simple, an organization puts online a platform on which its teachers and students will connect. The first to deposit or retrieve content (courses, homework, ...), have an interactive exchange with students, ... and the second to access content (stored or interactive courses, calendar, registration for courses and exams, ...), deposit exams, intervene on forums with peers, ... Students can be evaluated online and / or face-to-face

I-1 Opportunity, contribution to the market

E-learning is without a doubt a revolution in the field of teaching and knowledge transfer. Thanks to its flexibility, diversity and interactivity, the learning process is 17% more efficient online than in the classroom. The result is a higher level of satisfaction for the student and better financial results for the teacher. The e-learning industry has grown enormously in recent years. Future trends continue to contribute to this growth. According to Technavio's market research analysts, the corporate e-learning market is expected to have a TCGA (overall annual growth rate) of nearly 19% by 2021. According to Arizton, the e-learning market will reach US$347 billion by 2025. Many entrepreneurs, including those at ViaZi Za, have realized that this is a business opportunity worth exploring. The increased use of smartphones and the millennials' workforce are key attributes of the learning population. This has led

Learning & Development professionals to create more powerful and engaging learning experiences.

Whether in academic, professional or business settings, online training is generating more and more revenue.

The costs of delivering an e-learning course (including fees for Web servers and technical support) are considerably lower than those involved in using classrooms, paying trainers, financing participants' travel and lost work time to attend training sessions. Due to the increasing demand for training from different countries, ViaZi Za is developing appropriate e-learning platforms.

I.1.1 Particularity of the Cameroonian market:

The e-learning environment in Cameroon is characterized by:

- Internet penetration represents 30% and 7.8 million people have access to the Internet in Cameroon.

- In 2017, Cameroonian startups have raised more than 2.7 million dollars to develop their application.

- Cameroon has 2,465 secondary schools (1,159 high schools, 1,301 colleges).

- The Central region has 467 establishments (18.95%) and the Littoral region 181 (7.34%).

- There are 94,328 teachers for the primary cycle, 96,304 for secondary and 4,081 for higher education (2017).

- The country has 2 digital campuses (Yaoundé and N'Gaoundéré).

- For the start of the 2019-2020 school year, there are 5 million students in primary and secondary education. Higher Education counts 520.000 Students (2018), 8 Government universities and 230 private Higher education institutions.

- By 2025, it is estimated that 51% of subscribers will have subscriber penetration, 66% of smartphone adoption, 14% for the use of 2G technology, 59% for 3G, 24% for 4G, and 3% for 5G. (GEFONA, 2020).

I.2. Platforms set up

I.2.1 Byneta

Education is the most powerful weapon we can use to change the world. *Nelson Mandela Statesman, President (1918 - 2013).*

The traditional school now seems to have had its day, new situations more complex than those of yesterday are challenging governments to the utmost. In an ever-changing world in which all experts predict an inevitable succession of health and ecological crises, African countries must draw inspiration from the current situation of covid-19 to prepare for future challenges. Consequently, can we wonder whether the technological leaps made by Africa are not hindering the optimal exploitation of digital developments? Shouldn't the mimicry and cloning of international technological solutions be overcome in these territories? So how to achieve the digital awakening of Africa as hoped for by Frimousse (2019)?

Byneta is a multi-functional e-learning platform designed to improve access, delivery and quality control of education and training in Africa and around the world that can be deployed in schools and academic institutions. The main function of e-Learning platforms is to provide the learner with the right activities with the right tools at the right time according to his needs. This requires the application of mechanisms for the animation and coordination of modules and pedagogical activities.   This is a huge opportunity to be seized.

Figure 1: **Logo of the Byneta platform**

Pitch Deck

I.3 Application:

Byneta makes it possible to reach a wider audience, integrating learners who have difficulty participating in conventional training because:

⇒ They are geographically dispersed with little time and/or resources to travel;

⇒ They are faced with a health crisis situation (COVID-19) ;

⇒ They are busy with work or family commitments that do not allow them to attend classes on specific dates with a pre-determined schedule;

⇒ They are located in conflict or post-conflict areas and are limited in their mobility due to security concerns;

⇒ Due to cultural or religious beliefs, they cannot attend all classroom sessions;

⇒ They face real-time communication difficulties (e.g. learners of a foreign language or very shy learners). The pedagogical methods used in e-learning are effective because they combine practice and feedback, combine collaborative activities with individualized learning, personalize learning paths according to the needs of the learners and offer them didactic games and simulations. In addition, all learners receive the same quality of teaching, since it is not dependent on a particular trainer.

I.4 Target markets

The Target markets includes :

- Elementary and secondary schools;

- State and private universities;

- Vocational training institutes;

- Ministries in charge of education and teaching: Ministry of Basic Education (MINEDUB), Ministry of Secondary Education (MINESEC) and Ministry of Higher Education (MINSUP).

I.5. Characteristics of Byneta and its innovative contribution to the market

Byneta is a multi-functional e-learning platform designed to improve access, delivery and quality control of education and training in Africa. Deployable in all schools and academic institutions. It is distinguished by

- its ergonomics (is evocative of teaching and learning spaces in the classroom);

- data security (an https website);

- its graphic charter (consistency of colors and other font sizes and types, number of clicks to access information/activities, etc.);

- its user-friendliness (which makes you want to consult and circulate on it);

- the application of the iterative incremental design which takes into account the granulosity (Bloom) of each course ;

- Production and insertion of the courses in the learning environment in strict compliance with the structuring of each content in:

- entry system (discussion queue in the forum, verification of prerequisites, discovery of the course title);

- learning system (presenting the objective, course sequences, formative evaluations/application exercises and their corrections, consolidation exercises)

- output system. (Verification of the learners' level of appropriation, home exercises, discussion queues in the forum...)

I.2.2 BecomePro

« « **Strengthening entrepreneurship, vocational training and civic education, instead of persisting in focusing on purely academic aspects, is the only way to equip young people with Skills for their future jobs.** » », **Günter Nooke**

Background

Youth are in a vulnerable position in the labor market, as many lack the skills, work experience, job search skills, and financial resources to find a job. Indeed, among the main barriers to

employment, **lack of work experience is the most important**. A recent study conducted by the audit firm PwC confirms that African leaders are still struggling to find the right skills locally. African CEOs are worried. Lack of key skills is one of the issues they are most worried about: 45 percent of them consider themselves "extremely concerned" about the issue. It is their second biggest concern for the next twelve months, behind political instability and lack of regulation. This is the conclusion of an international study published in mid-May by PwC on CEO confidence in the coming economic environment. The survey was conducted among 1,378 business leaders between September and October 2018 in 91 countries. **Hence BecomePro's interest in the study.**

BecomePro is a platform for specialization and skills acquisition for students and young graduates lacking experience. Professional projects in which they participate are submitted to them. At the end of these projects they are evaluated. The young people can thus accelerate their professional progress.

Figure 2: BecomePro platform logo

"There is no favorable wind for one who does not know where he is going .... Seneca

I.3 Application:

BecomePro is suitable and recommended for:

- The digital revolution in the professional environment in Africa;

- Skills development to support productivity and competitiveness in the private sector;

- Professional Upgrading;

- Professional specialization;

- Capacity building;

- Vocational Assessment

- empowering young people and promoting employment in the "digital world".

- the creation of the skills clusters of the future: recipes for success

I.4 Target markets:

- Students;

- Job seekers;

- Ministry of Employment and Vocational Training (MINEFOP);

- Private companies;

- Business incubators;

- Training centers;

I.5. BecomePro's characteristics and innovative contribution to the market

- Made in Africa,

- Developed from our own Framework;

- Adapted to each sector of activity;

- Gathers experts and professionals in the concerned fields; Gathers experts and professionals in the concerned fields

II. MARKET POTENTIAL: REASON TO INVEST

Globally, the number of jobs in the ICT sector increased from 34 million in 2010 to 39 million in 2015, with IT services accounting for the largest share of these jobs (38%). The ICT sector's share of total employment also increased over the same period, from 1.8% to 2%. The computer services sub-sector is the largest component of the ICT sector, accounting for 40% of total value added. (CENUCED, Digital Economy Report, 2019).

While distance learning reduces geographical distance, it also helps to control social or economic distance, thanks to a more favorable cost structure. The advent of digital technologies, while bringing remote populations closer together, allows the development of adapted and diversified pedagogical models, with an economic approach that no longer focuses solely on economies of scale. However, there is a growing scarcity of African-developed platforms and web tools on the global digital market. Most of the existing platforms are often not adapted to the African educational and evolutionary context in addition to their exorbitant costs. VIAZI ZA offers original tools adapted to the updated demand of educational systems and professional requirements.

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III. HOW TO INVEST IN VIAZA ZA?

III.1. The Crowd Funding Equity

What is Crowd Funding Equity - Capital Investment?

It is a financing in which an individual participates in the financing through an equity investment that enables him to become a shareholder in companies or startups. The investor can therefore take a small equity stake in the company/startup, and is remunerated through dividends and capital gains. A way to support business development and entrepreneurship. In Central Africa, crowdfunding is expected to reach 12.2 billion FCFA by 2020 according to the KIVA site. In Cameroon, participatory financing has strongly developed.

The latter in Africa the contribution of investment has increased from 14% to 48%.

VIAZI ZA has the ambition to participate and involve a maximum number of people in this vast change that has already begun. A change that aims to give another image of Africa, that of educated, competent, proud and hard-working men.

VIAZI ZA aims to raise 250 million FCFA. Such a sum is impossible to be provided by a single person. On the other hand, if 500 000 people gather their efforts, then everything becomes possible.

Through mass fundraising, and through the constitution of participatory capital across borders, it is possible for us to accomplish what initially and individually seems impossible.

ViaZi Za gives everyone the opportunity to invest. Whether you are an African resident in Africa, an African in the Diaspora, or any other savvy investor.

III.2 Investment

Anyone can invest at VIAZI ZA. It will be a question here for each Investor to buy shares in the company.

The minimum initial investment for the purchase of a share is 500 FCFA or 0.76 €. This value will evolve over time.

III.2.1 How to Participate

There are two ways to participate. You can either buy shares or make a donation to encourage the project.

To purchase shares, simply go to www.viaziza-tech-fundraising.com, log in to your account (created beforehand), click on "buy shares," and follow the procedure.

To make a donation, simply go to the VIAZI ZA home page of the site www.viaziza-tech-fundraising.com, click on **"make a donation",** then follow the procedure.

- No matter what country you are in, there are three ways to make payments: The first is simply to make the purchase directly on the site by visa card.
- The second is to contact a seller, depending on the country you are in. The list of sellers by country is available on the website www.viaziza-tech-fundraising.com, under the tab **"list of sellers"** in your account.
- The third is to use the following means of transactions:

Bank transfer to the following account:

- Bank code: 10039

- Counter code: 10030

- Account Number: 00260435601

- Account name: VIAZI ZA

- address: Cameroon, Yaoundé

Payment by orange money to the number (00237) 696155706

The user will therefore choose among the above-mentioned means, the one that suits him according to the country in which he is located.

For the use of the means of payment of the third possibility, after having made a purchase of shares, please send us a photocopy, a photo, or a screenshot of the payment receipt, to the e-mail address **contact@viaziza.com**.

For any other form of transaction (such as world remit, MoneyGram, Western union, etc...) that a potential investor would like to use, please contact the management, at **contact@viaziza.com** to inform them of all necessary information and the procedure to be followed.

NB: Units can be purchased in Euros, US and Canadian dollars and CFA francs (XAF & XOF) according to preference.

III.2.2 What is a seller?

A seller is any person having received the approval of the management of ViaZi Za, allowing him to sell shares. This decentralized system makes it possible to serve all the countries, thus putting at their level a simple means of buying shares.

The list of the current sellers of ViaZi Za is available on the website, in the documentation section, as well as the conditions to become a seller.

III.2.3 Changes in the value of shares

ViaZi Za is offering to its investors 500,000 shares whose purchase cost will evolve over time as shown in the following diagram.

The fund raising will be done over 18 months divided into 10 phases.

Each phase will begin on the date indicated below:

1st phase: October 1st, 2020 1 share= 500 FCFA

2nd phase: January 1, 2021 1 share= 700 FCFA

3rd phase: April 1, 2021 1 share= 1000 FCFA

4th phase: June 1st, 2021 1 share= 1500 FCFA

5th phase: 1 August 2021 1 share= 2000 FCFA

6th phase: October 1, 2021 1 share= 3000 FCFA

7th phase: December 1, 2021 1 share= 4000 FCFA

8th phase: 1st February 2022 1 part= 5000 FCFA

9th phase: 1 April 2022 1 share= 6000 FCFA

10th phase: July 1, 2022 1 share= 8000 FCFA

End of sales: October 1, 2022

III.2.4 Pack Investissement

Bonuses have been defined for those who buy big prizes.

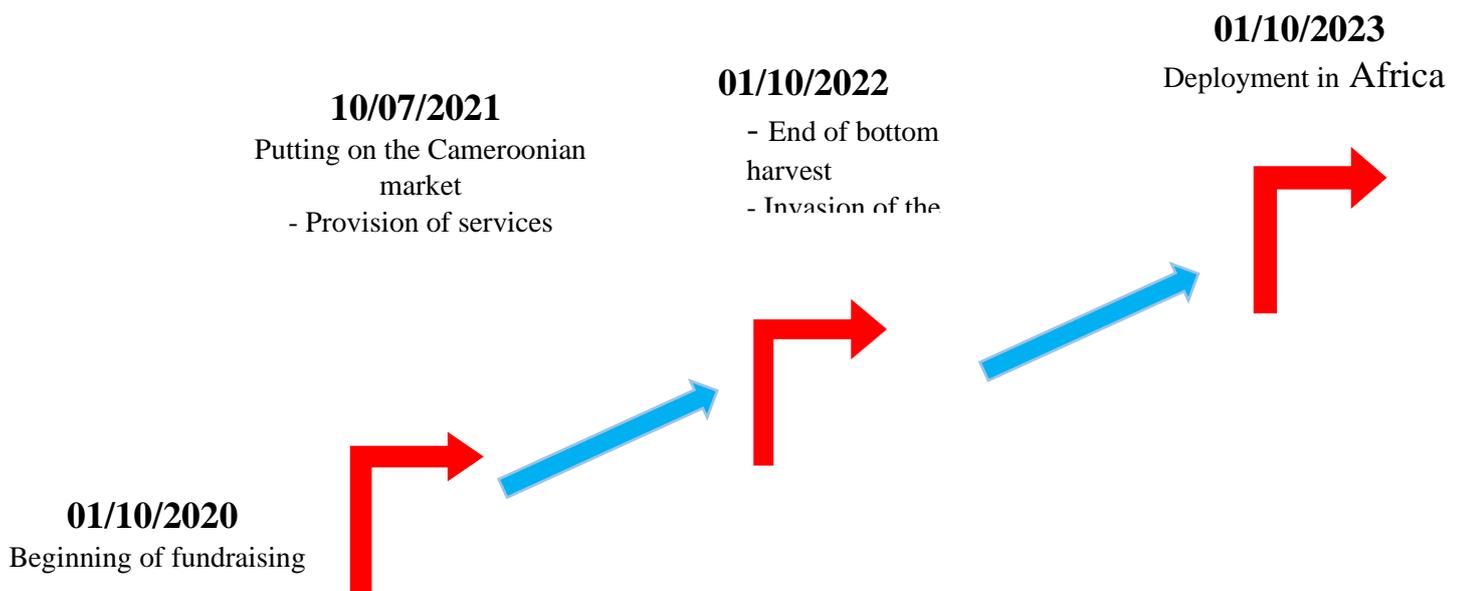| Pack 1	Pack 2	Pack 3	Pack 4
30 000 FCFA et +	60 000 FCFA et +	500 000 FCFA et +	2 000 000 FCFA et +
5 % as bonus	10% as a bonus	15% as a bonus	20 % as a bonus

AQ: It is possible to join together to be able to buy a pack.

III.2.5 Referral and bonus program

The referral program operates using the referral code. You get a 10% bonus for every purchase made by a referred person. The referral is taken into account if the new investor creates an account on the platform www.viaziza-tech-fundraising.com using your referral link. Your referral link can be found at the bottom of the page, in the "**user profile**" tab of your account on ViaZi Za.

VI.   CHRONOLOGIE DU PROJET

10/07/2021
Putting on the Cameroonian market
- Provision of services

01/10/2022
- End of bottom harvest
- Invasion of the

01/10/2023
Deployment in Africa

01/10/2020
Beginning of fundraising

VII. What you need to know as an investor or donor

All data in this document can be adjusted. And if this should happen, VIAZI ZA reserves the right to modify these data at any time. It is the responsibility of all shareholders to ensure that they have the latest version of this document.

The profits realized by VIAZI ZA are shared with the partners in proportion to the number of shares held. The payment of profits can only begin as of the year following the end of the fund raising (October 1st, 2020).

VIAZI ZA urges its members to use its sponsorship program to recommend their friends, relatives and others to join the group. Members currently earn a 10% bonus for every purchase made by a sponsored person.

Investing in VIAZI ZA, gives you the opportunity to invest in something great, while promoting excellence and made in Africa.

VIII. OUR DIFFERENT PAGES

ViaZi Za

ViaZi Za

ViaZi Za

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