yoma

Engage, learn and earn while achieving impact

a youth agency market goes G-local.

Motivation

Whether young people are educated, trained or employed has significant implications for their overall wellbeing and ability to promote future economic growth, development and sociopolitical stability. Since 1999, there has been a concurrent global decrease in young individuals' labor force participation while the proportion of youth increased. Hence, in 2020, young individuals are three times as likely to be unemployed as adults (ILO 2020). Many are not only facing a challenging present, but also, a most uncertain future. To meet the changing demands of the labor market, young people will need to be equipped with a set of skills and competencies to compete globally and locally. The concept of yoma was developed by young Africans as a holistic approach to address these challenges and **increase youth agency across the globe.**

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What is **Yoma**?

GROW

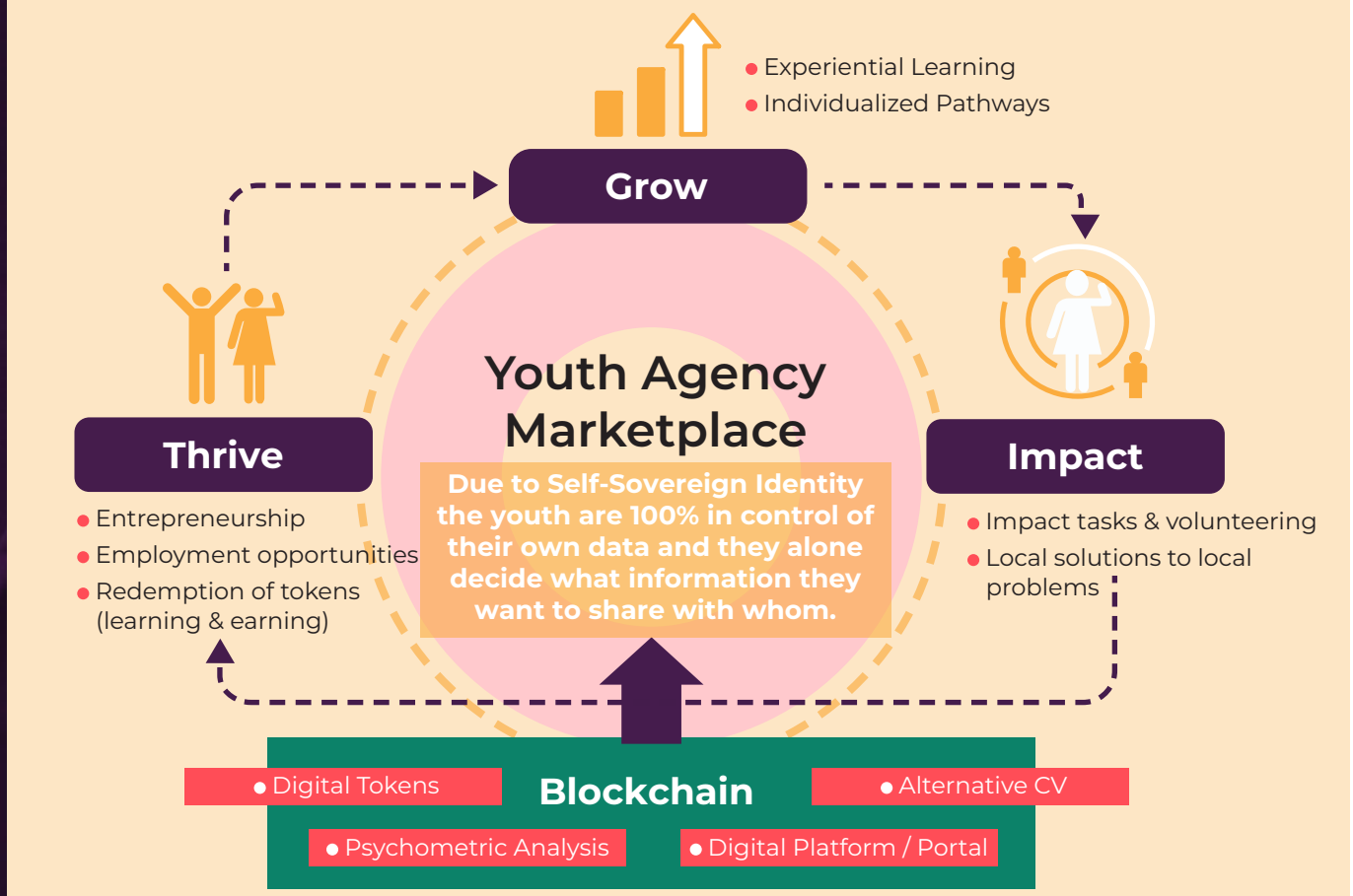
Yoma (**yo**uth agency **ma**rktetplace) is a digital marketplace for youth across the world to build and transform their futures by actively engaging in social impact tasks and learning & earning opportunities. It is an ecosystem solution that links young people with opportunities, provided by a range of partners, such as private enterprises and educational institutions. Yoma aims to identify, nurture and connect hidden talents (diamonds in the rough) using psychometric tools and dynamic experiential learning which allow for an individual - yet scalable growth journey.

IMPACT

Through impact tasks and challenges, yoma can accelerate local impact in areas such as education (e.g. youth facilitating e-enabled skills development of at-risk adolescents), entrepreneurship development (e.g. youth acquiring market-relevant skills, leadership abilities and knowledge) children's health (e.g. youth facilitating immunization drives, working on environmental disease prevention), and climate change (e.g. youth planting trees, safeguarding healthy wetlands). As a market creating innovation, it satisfies a global demand for SDG impact since youth can deliver on it, thus creating new opportunities. Further, yoma is a highly scalable solution that at the same time can be contextualized regionally, continentally, and responds to organizational or country specific needs. Lastly, the underlying electronic ledgers and data oracles allow for real time seamless results aggregation opening new innovative funding solutions such as impact financing.

THRIVE

As young people engage in the marketplace, their involvement and accomplishments (e.g tasks and learning activities) are recorded on their profile. This allows them to build a verifiable digital CV using blockchain. By means of privacy preserving AI and machine learning, young people are presented with growth choices (action/learning/skilling) that match their aspirations and talents. They can then also be matched with job or entrepreneurial opportunities. This feature allows young people to build an alternative trust profile and demonstrate reliability and acquisition of skills complementing/supplementing formal education. The recognition and the listing of the tasks/activities they completed can boost young people's self-esteem, thereby creating positive behavioral incentives to continue their growth journey. Lastly, young people are rewarded through the Zlto, a digital token that can be redeemed for digital services (e.g. airtime or premium courses) or physical goods (e.g. bus tickets, basic commodities.). Greater than 3,000 outlets already accept the Zlto.



Yoma now

The first large scale minimum viable product (MVP) was initiated in mid-May 2020 through a challenge around COVID-19: More than 90,000 young people in Africa registered for the challenge, exceeding expectations and showing the potential for scale. Now yoma is being refined to reach its full-fledged capabilities. Version 1.0 started in early July 2020 where young individuals started redeeming their tokens. It is currently being incubated by RLabs in South Africa and expected to become a separate not for profit entity in 2021.

Yoma also:

- Won the **Smart Development Hackathon** organized by the EU and the German BMZ, which provided initial capital and access to industry level mentorship. In this connection, the BMZ's Africa Cloud online learning platform **Atingi** was added, facilitating the learning/skilling dimension of yoma.
- Has secured **major ecosystem partnerships** (e.g. Cartedo, Goodwall) and is powered by an expanding coalition of funders including the Botnar Foundation, Generation Unlimited, GIZ/BMZ, Government of Estonia and UNICEF. Yoma is currently in discussions with other potential partners including renowned universities, governments, and established private companies.
- Launched other challenges such as **#ReimagineYourFuture** which provides displaced young people with techniques to visualize their aspiration for the future and how to get there. And **Better Together Africa** as an "alternative learning to earning opportunity", which aims to drive skills development, entrepreneurial thinking and professional experiences for young people in Africa.

Active in
3 COUNTRIES

12,500
total registrations

total
20 PARTNERS

Yoma in the future

GOALS ACHIEVED BY 2022

Yoma

- Is developing additional **challenges related to personal development** (e.g. passion challenge) and related to **key global topics** (e.g. employability, entrepreneurship, green economy).
- Plans on **expanding beyond Africa** and has therefore aquired **users** from **70 countries** around the world**.**
- Is diversifying into different branches such as **"yoma on the move"** for youth on the move, **"green yoma"** for climate mitigation and green economy, **"yoma for skills"** for educating and improving young individuals' growth journeys, thereby targeting a large array of SDGs.
- Will be able to explore innovative funding strategies such as **impact funding** since machine learning, AI and remote sensing will allow for a comprehensive tangible impact assessment.
- Aims to become **largely self-financed** within three to five years through the token economy.

Active in
3 CONTINENTS

1.5 MILLION
individualized learning paths

Seamless integration with
5 PARTNERS

500,000
job opportunities

Partner with us

- By financing social impact tasks/challenges/learning opportunities;
- By contributing to the token economy;
- By providing technical expertise to enhance the platform and ecosystem

Contact us

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