

CORPORATE PARTNERSHIP INVITATION

Your next big impact. Your next big opportunity.

Connecting government, industry and emerging digital talent.

PUBLIC–PRIVATE DIGITAL TALENT INITIATIVE

A corporate partnership to equip NYSC corps members with practical digital skills - and create meaningful opportunities for engagement.

1,000

NYSC corps members

6

Digital skills tracks

3

Months

An Axia Africa initiative • In collaboration with Lagos Island Government

THE OPPORTUNITY

Make your impact work harder.

A single initiative can connect youth development with your organisation's wider priorities.

01 Government collaboration

Participate in a structured, government-linked youth programme.

02 A defined audience

Connect with 1,000 NYSC corps members in Lagos.

03 Product experiences

Help participants discover and experience your products.

04 Visible social impact

Tell a substantive story of digital inclusion and youth development.

INTRODUCING PPDTI

Three stakeholders. One shared purpose.

PPDTI connects companies and government institutions to deliver practical digital skills programmes, coordinated by Axia Africa.

01

Corporate partners

Two companies jointly fund the cohort and take part in agreed engagement activities.

02

Axia Africa

Coordinates training, practical projects, participant engagement and reporting.

03

Government

Provides institutional backing and opportunities for public-sector collaboration.

The initiative operates through themed cohorts. This proposal focuses on the inaugural Lagos cohort.

GOVERNMENT PARTNERSHIP

An established institutional foundation.

Axia Africa's partnership with Lagos Island Government has been secured and formally announced by Axia Africa.



Axia Africa Launches Public-Private Digital Talent Initiative with Lagos Island Government

PUBLIC-PRIVATE COLLABORATION

A foundation for stakeholder engagement, corporate representation and shared youth development activities.

Axia Africa partnership announcement materials. Right: headline excerpt. These are organisational announcements, not independent media validation.

Corporate partners can participate in planned programme milestones and interact with relevant government stakeholders.

THE INAUGURAL LAGOS COHORT

1,000 corps members. Six paths forward.

Lagos, Nigeria • Three months • Delivered by Axia Africa

01

AI & Business Automation

Apply AI and automation to business challenges.

02

Data Analytics

Turn data into insights and informed decisions.

03

Product Design (UI/UX)

Create user-centred digital experiences.

04

Product Management

Plan and manage digital products.

05

Front-End Development

Build interactive websites and interfaces.

06

Back-End Development

Develop applications, databases and APIs.

Structured learning. Practical problem-solving. Project experience.

GOVERNMENT & STAKEHOLDER ENGAGEMENT

Build relationships through shared impact.

A structured setting for meaningful interaction between companies, government and emerging talent.

01 Joint programme activities

Take part in agreed activities with government and beneficiaries.

02 Stakeholder interaction

Engage during programme milestones and official events.

03 Graduation representation

Join government representatives at the physical graduation.

04 Institutional visibility

Receive recognition in agreed programme communications and activities.

AUDIENCE ACCESS & PRODUCT ENGAGEMENT

Move from awareness to experience.

Axia Africa will facilitate agreed activities that help participants discover, understand and experience partners' products and services.

Fintech & banking

Financial literacy, app demonstrations and voluntary onboarding.

Telecommunications

Connectivity solutions and digital service education.

Technology

Software demonstrations, workshops and platform familiarisation.

Consumer brands

Product education and interactive brand experiences.

Activations are jointly agreed, with participant choice and appropriate privacy safeguards. Customer adoption remains voluntary.

BRAND VISIBILITY & MEDIA RECOGNITION

Let your impact tell your story.

Communicate a meaningful contribution to youth development, digital inclusion and public–private collaboration.

01 Programme presence

Recognition on agreed materials and communications.

02 Content & documentation

Photography, video and programme content for impact reporting.

03 Events & media engagement

Representation at milestones, graduation and planned media activities.

04 Co-branded certification

Approved partner recognition on programme certificates.

Media activities and publication deliverables will be agreed during partnership planning.

PROGRAMME DELIVERY

Learn. Build. Celebrate progress.

MONTHS 1–2

Digital skills training

Guided instruction, practical exercises and industry-relevant tools across six tracks.

MONTH 3

Projects & capstones

Participants apply their learning through practical projects that demonstrate their capabilities.

COMPLETION

Physical graduation

Corporate partners, government representatives and beneficiaries come together to recognise achievement.

Eligible participants receive certificates with approved corporate partner and government recognition.

WHAT YOUR COMPANY GAINS

One partnership. Multiple dimensions of value.

Government engagement

Structured stakeholder interaction

Audience access

A defined cohort of 1,000 corps members

Product experiences

Demonstrations and familiarisation

Brand & media visibility

Agreed communications and engagement

Graduation & certification

Event participation and approved recognition

Impact documentation

Reporting for corporate communications

Build familiarity, demonstrate commitment and create a foundation for future relationships.
Participation does not guarantee commercial conversions or future government business.

PARTNERSHIP STRUCTURE & INVESTMENT

Two partners. One shared commitment.

Two corporate organisations jointly support the inaugural cohort. Axia Africa delivers the programme; Lagos Island Government provides institutional backing.

CONTRIBUTION PER CORPORATE PARTNER

₦5,000,000

2 corporate partners / ₦10,000,000 total cohort funding

WHAT THE COMBINED FUNDING SUPPORTS

Training & programme coordination

Projects & participant activities

Corporate engagement sessions

Documentation & impact reporting

Graduation & certification

Stakeholder & media activities

Each partner receives an agreed package of recognition, engagement, product activation and impact documentation. Deliverables, timelines, branding and responsibilities will be formalised in a partnership agreement.

AN INVITATION TO PARTNER

Let's create impact that matters. Together.

Become one of two corporate partners supporting practical digital skills development for 1,000 NYSC corps members in Lagos.

With the Lagos Island Government partnership established and Axia Africa leading delivery, this is a defined opportunity to connect social investment with meaningful engagement.

THE NEXT STEP

A partnership discussion.

Align your objectives, products and engagement priorities with the inaugural cohort.

AXIA AFRICA / Corporate Partnerships & Engagement