

BAG

Building A Generation

www.bag.work / www.bag.rw

Africa has a talent problem

BAG



This is Uwase

She is an unemployed graduate in Rwanda



8–12 months

time an employer would spend training her

\$1,200

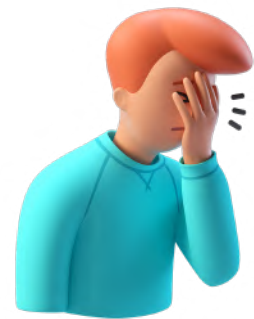
money an employer would spend training her on the job

20 million

youth just like her entering the job market in Africa every year

The sad reality

BAG



Students

Students struggle to find internships that will help them gain real-world experience and keep up with the changing job market demands.



Universities

Traditional universities are not agile enough to keep up with the rapid pace of the workforce.

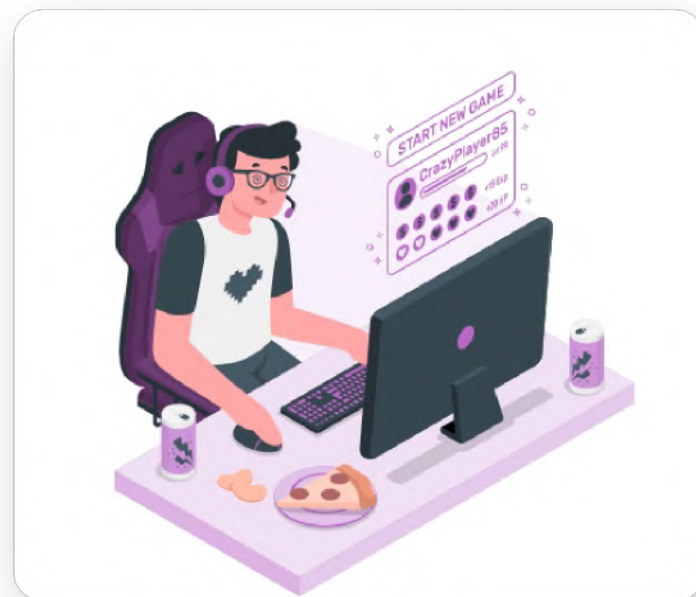


Businesses

Businesses are spending too much time and resources to find and train their entry level recruits to be productive.

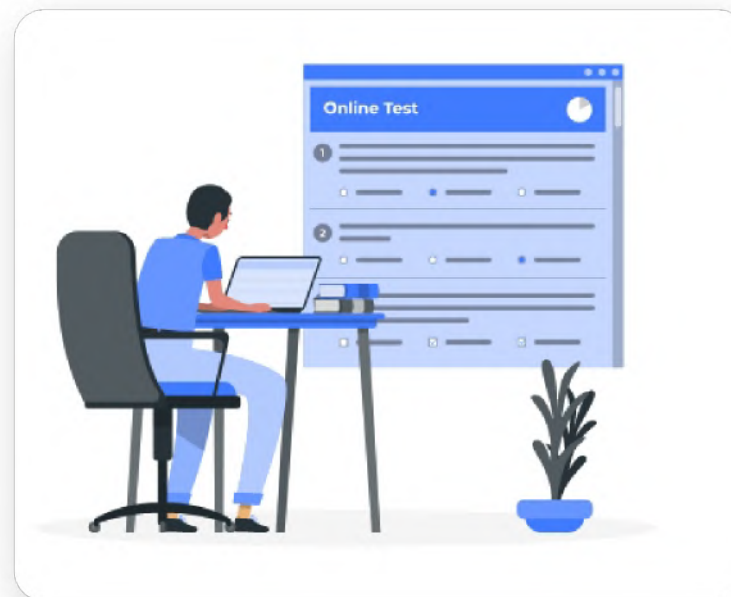
We have the Solution

A platform that uses gamification technologies to offer a wide range of work-related scenarios and challenges to help students better prepare for jobs before graduation.



Students

Prepared to be the
#1 pick for employers



Employers

Find talents who are ready to
be productive from day one.



Universities

Increase post graduation
employability

How does BAG work



Welcome Back

Continue with Facebook

Continue with Google

Email

Password

LOGIN

Forgot Password?

Consultant Chichi

marketing

10 COMPLETED

VIEW

Problem Solving Library Aid Africa

business

8 COMPLETED

VIEW

Website Update Yego

sales marketing

VIEW

giz

Verbal Reasoning

DESCRIPTION

In a verbal reasoning test, you are usually provided with a passage of text and a set of statements. In the example below, determine whether each statement is true, false or cannot say, given the information in the passage:

1

It is possible that permanent staff who are on holiday can do the work of the students?

True

False

Cannot Say

2

Students in summer employment are given the same pay as permanent staff?

True

False

Cannot Say

3

Describe how you would calculate the profit margin of a business. Consider when pricing the product. Give additional comments on your business model for selling books

Jane Doe

African Leadership University

B.E. Computer Science

Graduating in 2023

Kigali, Rwanda

Level 1

Skill Points 2500

TOP SKILLS

Communication 80%

Copywriting Skills 80%

Customer Service 80%

SKILLS TO IMPROVE

Research 50%

Problem Solving 40%

PROFILE STRENGTH : INTERMEDIATE

75% COMPLETED

PROFILE PICTURE

PERSONAL INFO

EDUCATION

POINTS 5300

LEVEL 2

CASES 10

SKILLS

Communication 50%

Research 50%

Critical thinking 50%

Customer Service 50%

Presentation 50%

Copywriting Skills 50%

Innovation 50%

Problem solving 50%

Detail oriented 50%

EDUCATION

African Leadership University

B.E. Computer Science

2021-2023

Kigali Christian School

High School

Graduated 2020

CASES FINISHED

Sales Solutions

Smartclass

Yego Moto

Kigali, Rwanda

Cases this month

200

On track

+2.45 %

MALE

FEMALE

CANDIDATES 150

ACTIVE TODAY 30

CERTIFICATIONS 2

CASES 110

IN PROGRESS 65

GRADING PENDING 55

TOP CANDIDATES WEEK

EXPOS

LUKE JD 7500

University of Kigali

Jacob H. 7500

University

Jonadab Shema 5000

Adventist University of Central Africa

Serge Sh. 5000

Adventist Africa

Gentil Rukondo 4500

African Leadership University

Lydie Uw. 4500

African Le

TOP CASES WEEK

Website Update 7500

sales marketing

Problem Solving 7500

business

Marketing Challenge 7500

sales marketing

Website Update 7500

sales marketing

Our Traction

90,000+
youth impacted

- BAG.RW platform users
- USSD unique listeners

15+

Universities

250+

Employers

670+

Employed (incl. Kepler
students and graduates)

BAG



Gamification Integration



One of the creators of **CandyCrush** is building our Gamification technology.

Progression



Achievements



Rewards



Missions



Team Levels



Leaderboards



Business Model

Student BASIC

\$12/year

- Full employer access
- "Career fast track"
- 1-1 Guidance

Enterprise Premium

\$250/3,000*/Year

*(SME/Corporate)

- Business Profile
- Fixed amount of hires
- Case Dashboard
- Unlimited experiences
- Shortlist & Trainee feature

University Premium

\$XX/User

- University Profile
- Teacher Case Dashboard
- Content integration
- Student analytics

Strategic Partners



University of Rwanda



Ministry of Education
(Rwanda)



Harambee Youth Employment



The MasterCard Foundation
Under UR



African Union



Viamo

The Team

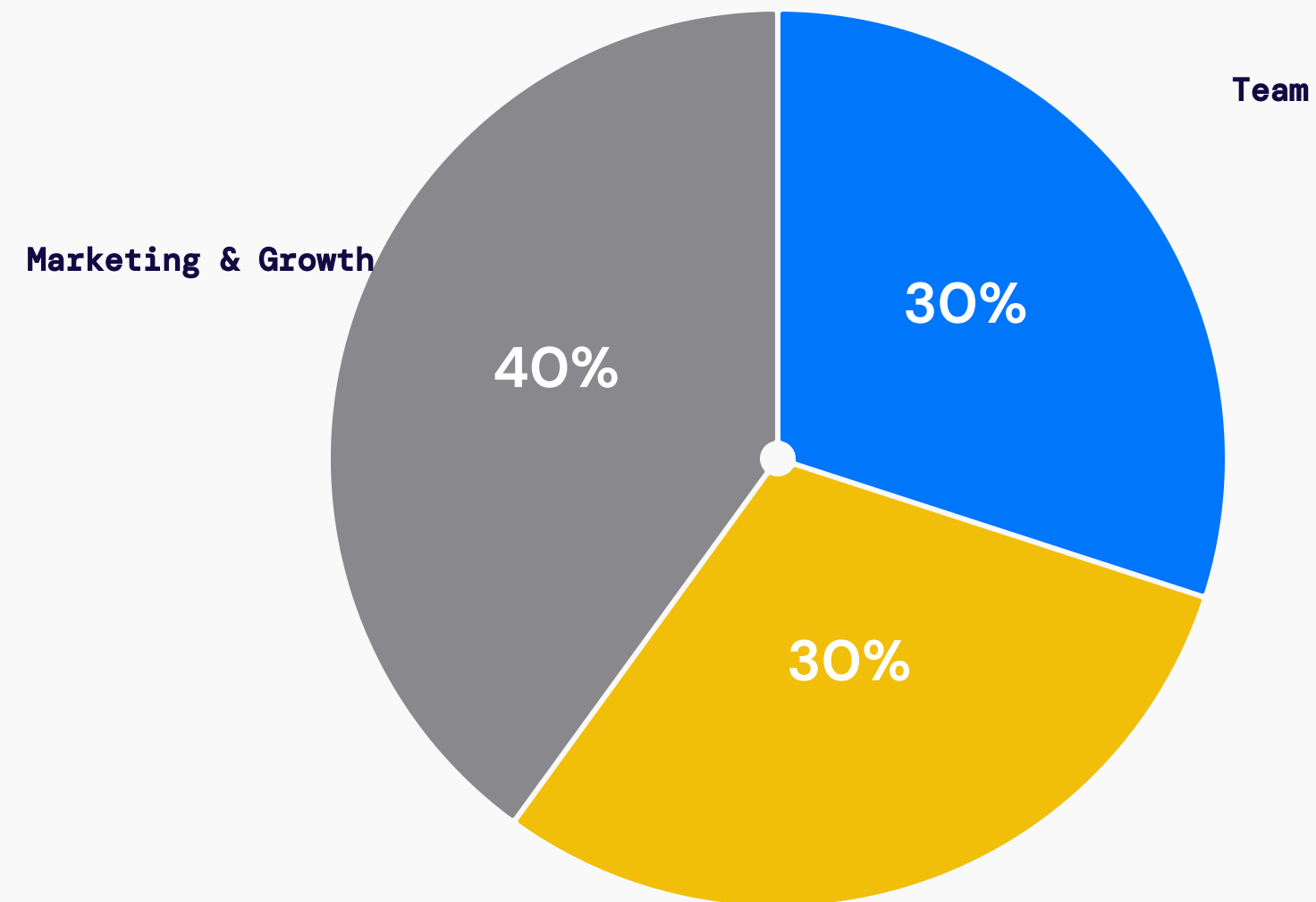
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14 staff with the experience and passion to solve this problem.



DEAL TERMS

\$TBA- Seed Round 2022

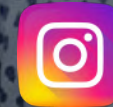


MILESTONES

- East Africa Expansion
- 500,000 users
- 4 African countries

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Building A Generation



@baginnovationrw



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Kigali / Rwanda

www.bag.work

team@bag.rw