

# ***DISCOVER YOUR PATH***

Yenza **Smart Career Technology** will guide you on a path towards career success.

Get Started





# YOUTH OF SOUTH AFRICA

**50%**

**Youth Unemployment**

**40%**

**Entry-level churn rate**

## Vicious cycle





# INTEGRATING THE YOUTH AT SCALE

## 80%

- **No access** to professional career guidance
- **No support** throughout their career journey
- **Poor insight** of oneself or the career landscape

## 20%

- Career portals are **generic** and **overwhelming**
- Tools do not overcome **socio-economic barriers**
- **Mismatching of people** to the right opportunity



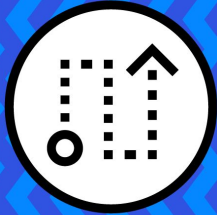
**YENZA**

*Yenza is the first truly **personalised** career **guidance**, **development** and **placement platform** for the **youth**.*

*We have developed '**Smart Career Technology**' which adapts, responds and **recommends pathway progression** to individuals based on **scientific methods** of career and personal development.*



# YENZA PILLARS



## **GUIDE**

Helping the youth understand themselves, their talents and their best suited career paths.



## **DEVELOP**

Offering relevant courses based on strengths, weaknesses and chosen career paths.



## **PLACE**

Gaining access to opportunities from trusted organisations and institutions across South Africa.



# MISSION



## **ACCESSIBILITY**

Ensuring all youth have access to self knowledge, guidance and resources.



## **INCLUSION**

Making sure anyone, from any background has equal opportunity.



## **EMPOWERMENT**

Inspiring, confidence and encouraging behaviours needed to succeed.



# PHILOSOPHY

## SELF KNOWLEDGE



### SUBJECT KNOWLEDGE

*Self knowledge helps you navigate the world; subject knowledge allows you to participate in it.*

## ACTION



### REACTION

*Yenza means "Do" and we believe in taking action rather than letting life happen to you.*

## DEPTH



### BREADTH

*We believe it's better to know a lot about less than a little about everything.*

## QUALITY



### QUANTITY

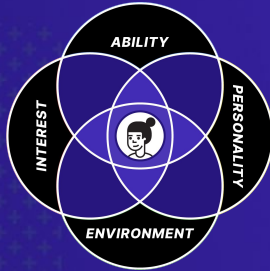
*In a fast changing world of too much information, quality trumps quantity.*



# SECRET SAUCE

## Personalisation at scale

### PROFILING



YQ

- Career Recommendation Engine
- YQ – Employability Rating
- Risk Profiling & Job Matching

### PLATFORM



- Adaptive (Personalised)
- Translation Engine (Inclusive)
- Assessment Engine (Integrated)





# YENZA INNOVATION

## Compass vs Map

*Other career platforms provide the map. The map is useful in times of certainty and if the destination is clear. In times of uncertainty, where the destination is not clear, having an inner compass to navigate life, is the most valuable tool.*

**Yenza's innovation is to empower the youth with their own inner compass.**

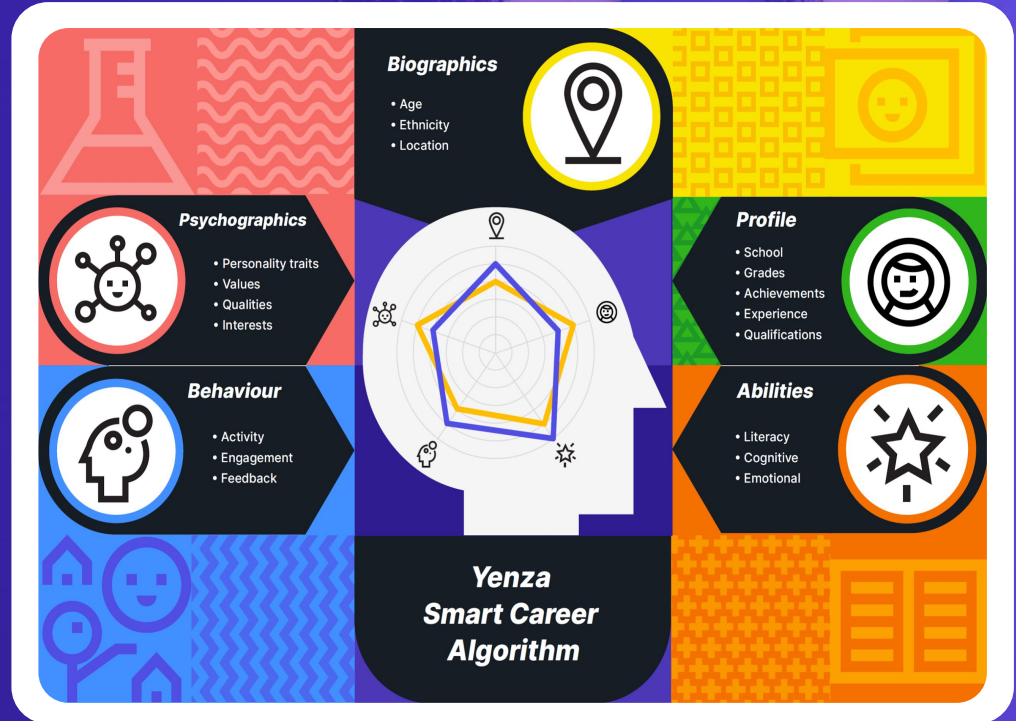




# TECHNOLOGY IS OUR ENABLER

## Smart Career Algorithm

combines over 250 data points to make highly accurate career and placement recommendations as well as guiding skill development.





# TRANSLATION ENGINE

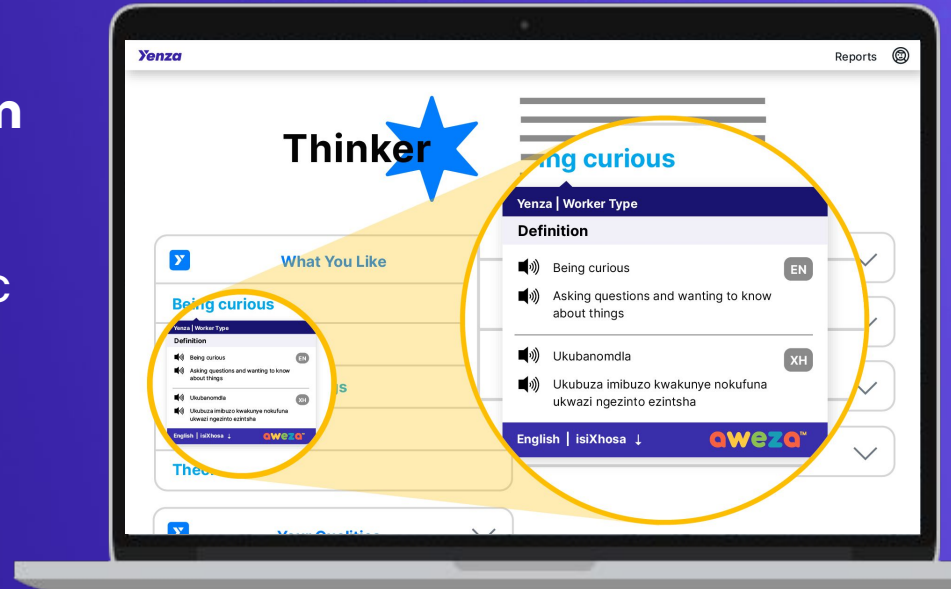
Award winning **aweza™**  
translation management system  
(TMS) provides real-time;

1. Text translation and semantic explanation
2. Text to audio

Partnership



Awarded by



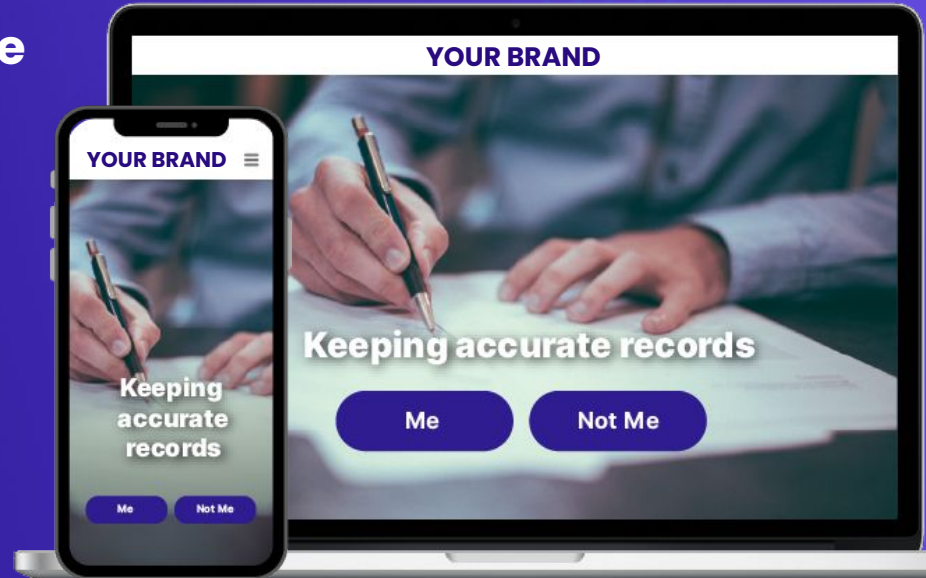
VISIT [WWW.AWEZA.CO.ZA](http://WWW.AWEZA.CO.ZA) FOR MORE



# ASSESSMENT AS A SERVICE (AaaS)

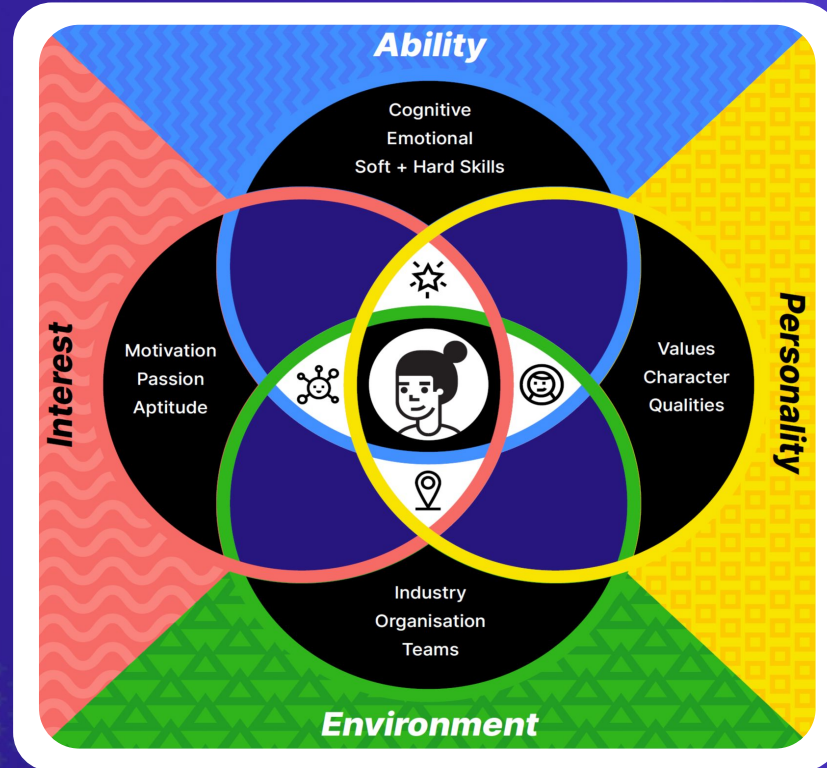
Utilise the **Yenza Assessment Engine** via simple **API integration** to:

1. Custom brand assessments
2. Create and deliver bespoke assessments
3. Deliver dynamic content and career recommendations



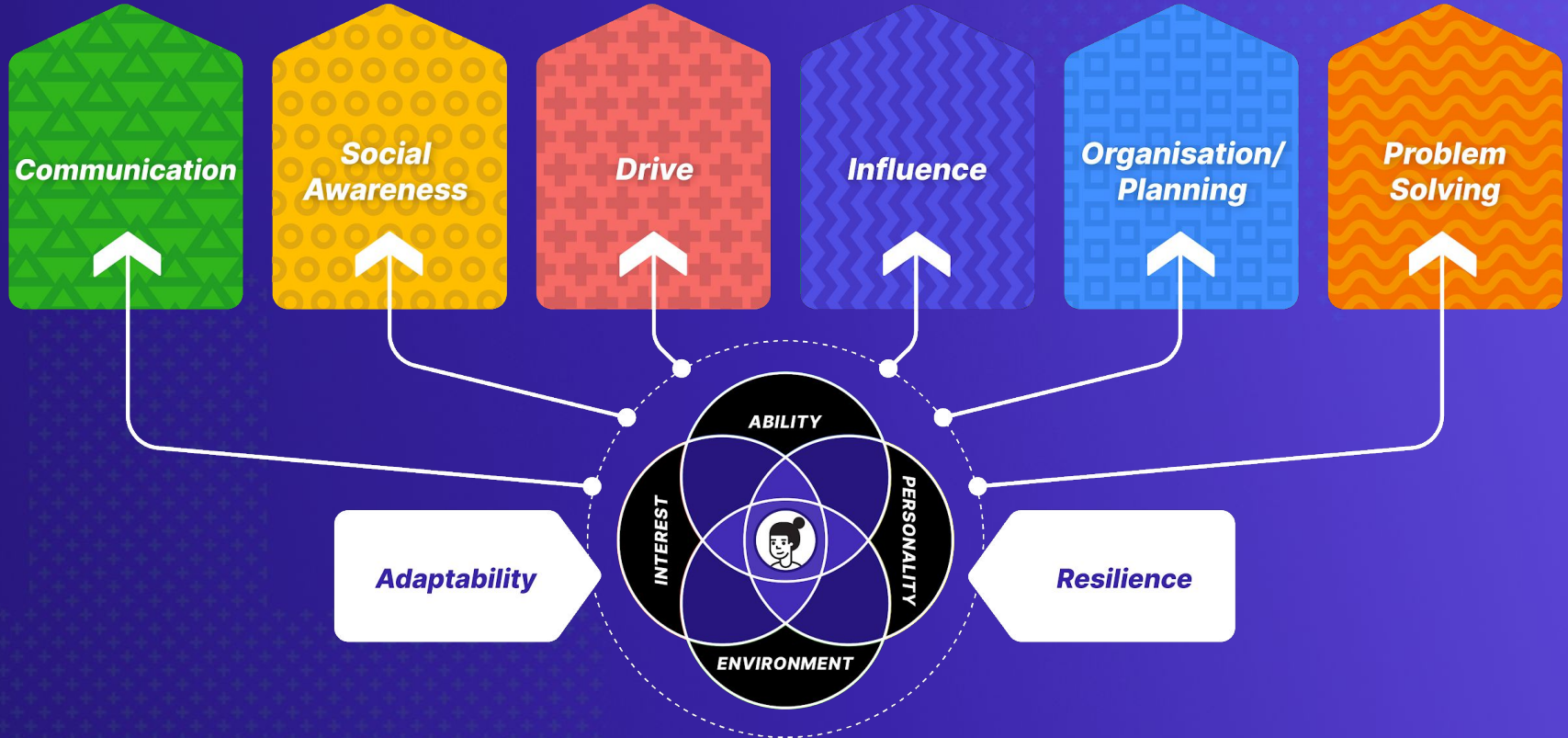


# PREDICTORS OF CAREER SUCCESS





# YENZA PATHWAYS



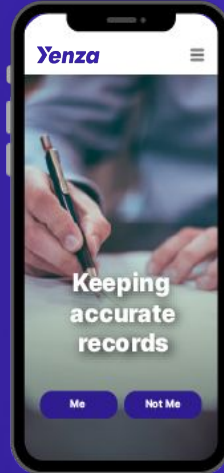


# YENZA ASSESSMENTS

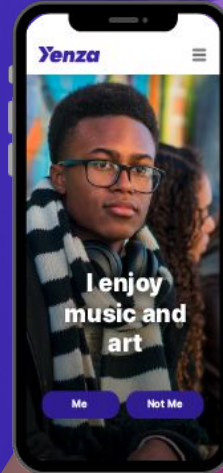
## FEATURES:

- 5-7 minutes to complete
- Real-time language translation
- Behavioural imagery
- Real-time reporting
- Scientifically validated
- Works on all smartphones

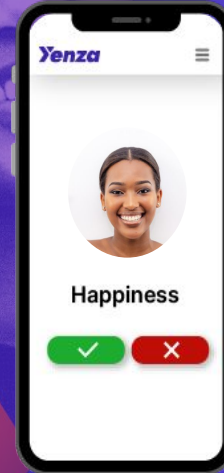
**WORKER  
TYPE**



**PERSONALITY  
TRAITS**

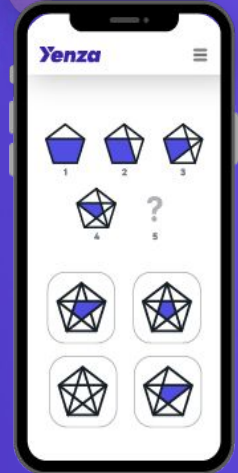


**EMOTIONAL  
INTELLIGENCE**



In development

**COGNITIVE  
ABILITY**



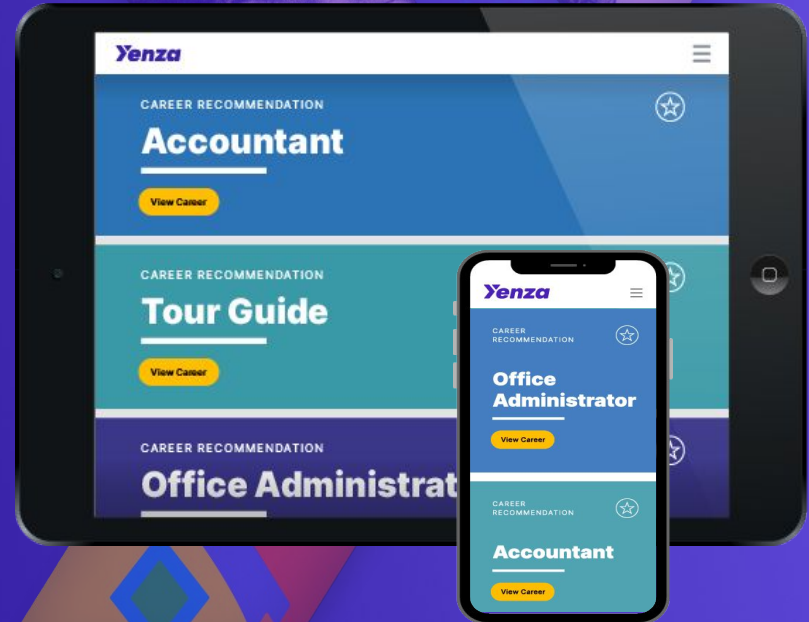
In development



# YENZA CAREERS

## FEATURES:

- Over 150 high demand careers
- Personalised career feed
- Range from entry > mid > senior careers
- In-depth career detail
- Smart career display
- Skills & X-Factor guide



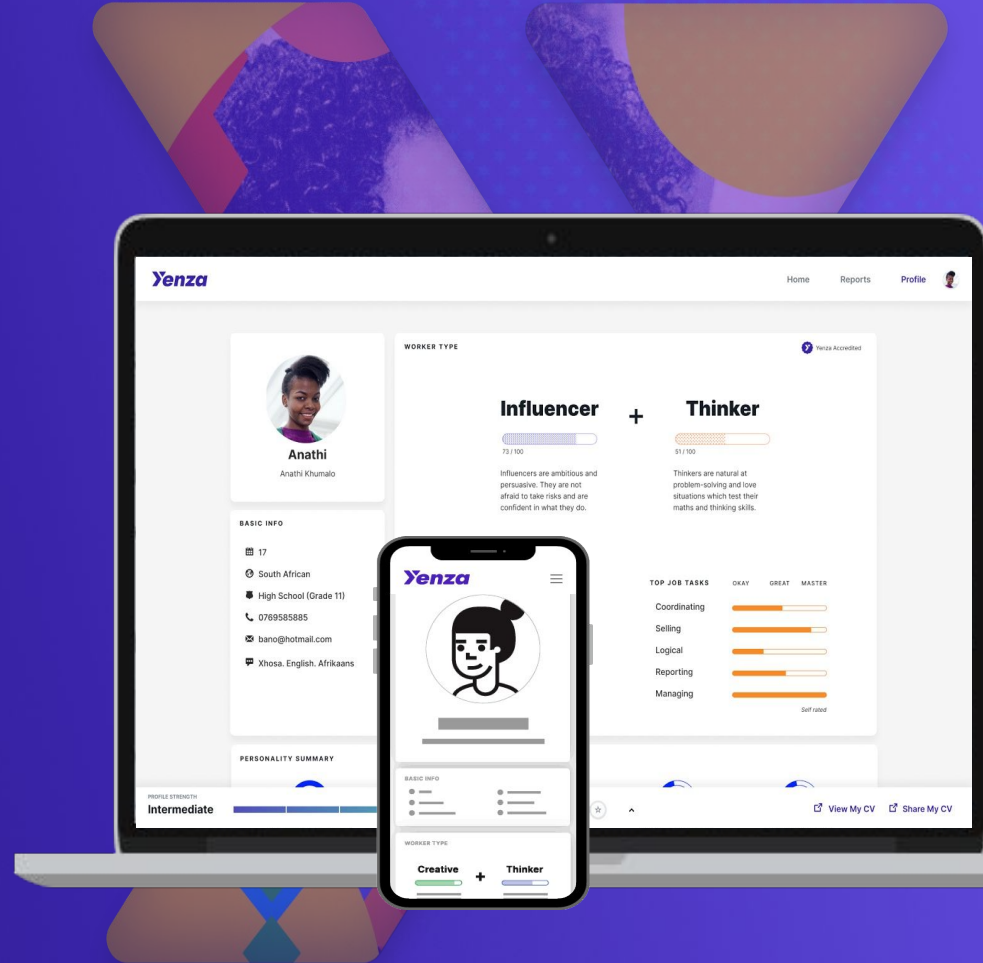




# YENZA PROFILE

## FEATURES:

- Dynamic, responds to individuals
- Includes credible Yenza accreditation
- Highly attractive, customisable CV
- Shareable online and offline
- User guided experience
- Mobile friendly




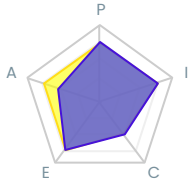


# CLOSING THE PLACEMENT LOOP

Yenza conducts assessments with **top performers within a organisation** to get ideal candidate profiles.


A **matching algorithm** is then applied to recommend best suited candidates.

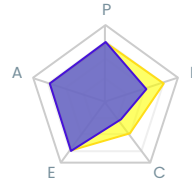
 Jerry Nawa



95% Match


Personality	Fit
Interest	High
Cognitive	Med
Emotional	Fit
Adaptability	Med

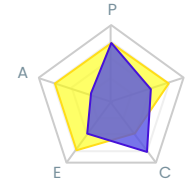
 Andrea Jamerson



80% Match

Personality	Fit
Interest	Med
Cognitive	Low
Emotional	Fit
Adaptability	High

 Tashmia Patel



65% Match

Personality	Fit
Interest	Med
Cognitive	High
Emotional	Fit
Adaptability	Low



# TEAM



## CEO:

**Track Record:** Ex-Google (2011-2017), CMO of 2 successful startups Springleap and Evly (2012)

**Experience:** Go-to-market expert for driving adoption of digital products

**Super Powers:** Business Strategy, Psychology, Marketing / Sales

[LinkedIn](#)



## CFO:

**Track Record:** Co-Founder FastAcademy (2016), Co-founder AWEZA (2016), CFO for Springleap & Evly (2012)

**Experience:** Developing and selling education content for mass markets

**Super Powers:** Finance, Business Development, Educator

[LinkedIn](#)



## CTO:

**Track Record:** Co-Founder FastAcademy (2016), Co-founder Cape Collective Assist (2014)

**Experience:** Building education technology for mass markets

**Super Powers:** UX / UI, LMS Development, eCommerce

[LinkedIn](#)



A large, stylized logo in the background, composed of overlapping geometric shapes (triangles and squares) filled with halftone patterns in shades of blue and red. The logo is partially obscured by the main text.

# **Yenza**

**SMART. CAREER. TECHNOLOGY**