NairoBits Trust

Empowering Youth Through Tech to Lead Change, Break Barriers, and Transform Communities

NAIRO BITS

25 Years of Impactful Leadership in Technology Education

Since inception, NairoBits has **directly** touched millions of lives through the transformation of over **300,000 young** people.

12.8M

global reach of the Bits Model

Our graduates are making a **profound impact** on their communities, from **launching social enterprises** that provide **jobs** and **services** to leading community-driven initiatives addressing social issues.

➔ For **over two decades**, **NAIROBITS** has pioneered the use of **Information Technology** to empower young people from underserved backgrounds enabling them to lead dignified and successful lives.

➔ Our **MISSION** is to equip youth with **advanced digital** and **soft skills** to help them thrive in the rapidly changing tech landscape while positively contributing to their communities.

MISSION

Harnessing ICT to place youth at the centre of societal engagements and solutions.

VISION

Empowered and transformed youth who positively impact societies.

NairoBits harnesses the power of technology to bridge the gap for young people in Kenya's most underserved communities, turning missed opportunities into pathways for success. Through digital empowerment, we ensure that those often overlooked can not only participate but thrive in today's global digital economy.

B   I   T   S

Benevolent (Kind & Helpful)

Integrity

Transformative

Solidarity with communities & Accountability to society

Faith Victoria

Watch Bits Impact Video

NairoBits Approach

01 TARGET AUDIENCE

Primary Focus: Youth from underserved communities
Goal: Empower disadvantaged youth & bridge the digital divide
Outcome: Equipping youth with fundamental employability skills

02 HOLISTIC TRAINING APPROACH

Beyond ICT Training: A holistic approach to youth development
Life Skills: Boosting confidence, communication, and interpersonal skills
SRHR Training: Equipping youth with knowledge about their bodies, rights, and health
Entrepreneurship Training: Empowering youth to create employment opportunities

03 COLLABORATIONS WITH CBOS

Grassroots Engagement: Partnerships with Community-Based Organizations
Understanding & Connecting: Deep-rooted connections in communities
Relevant & Sustainable: Tailored programs based on community needs

04 SUPPORT SYSTEM DONORS AND LOCAL BUSINESSES

Donors: Financial backing for program continuity and expansion
Local Businesses:
Insights: Providing market insights for relevant curriculum
Internships: Offering real-world experience for graduates' professional journeys

Educate

Quality education is the single greatest pathway to awesome futures. We offer top notch alternative higher education to those who need it.

Innovate

We believe in using everyone's creative genius to disrupt the status quo. We work with our community to create and build solutions for challenges around us.

Transform

Everyone deserves a great future! We enable holistic transformation through impactful programs that create jobs, change lives and grow responsible citizens.

Location

1999 Nairobi

Human Needs Project, Ruben Centre,
Kangemi Youth Centre (Dagoretti North),
PCEA Kariobangi, YIKE, Kariobangi, Mirror of
Hope- Kibera, Kibera Secondary School,
Edmund Rice Centre Nairobi

2023 Kisumu

Impact Youth Hub in
Mamboleo Community

2024 Kakamega

PAG Amalemba Church in
partnership with Compassion Intl.

2024 Machakos

In Partnership with Kenya Connect,
Wamunyu

2022 Coast Region

Mtongwe Vocation Centre, Likoni Development Project,
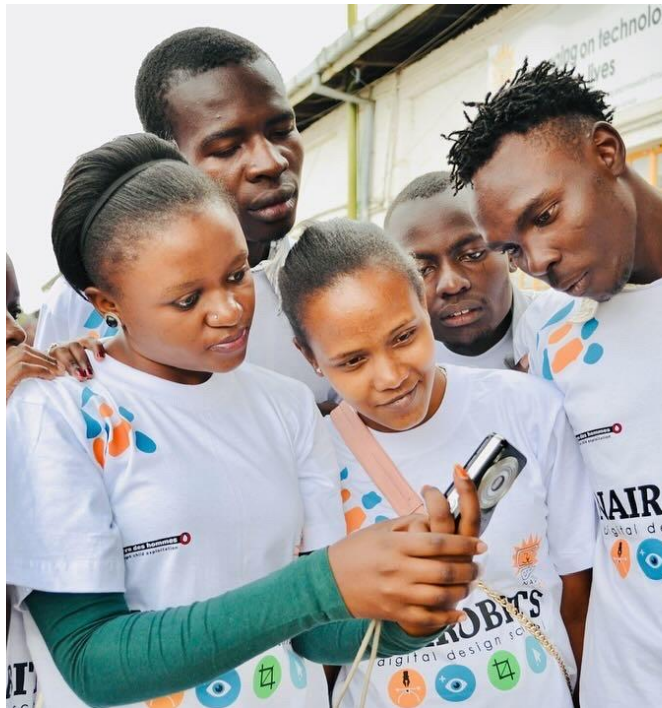Nyali YEC, Kisauni Vocational Centre, SwahiliPot Hub

2023 Nyamira

Onsando Girls

7

NAIROBITS GUIDING STRATEGY

2021 - 2025

Read Here

NAIRO BITS

Strategic Pillars

Youth Capacity

Building the capacities of youth to prepare them to take advantage of the digital age.

Youth Opportunities

Promoting the creation of opportunities and utilization of available ones in the ICT sub-sector.

Institutional Capacity Strengthening

Enhancing the organizational effectiveness in readiness for good programmatic interventions.

We use Technology to:

Change Lives

Unlocking careers which promote socio-economic transformation of the youth.

Build Solutions

Building tech-based solutions for Africa's pressing challenges for greater sustainability.

The plan has been strengthened through the use of 2 philosophies:

Positive Youth Development

PYD is a departure from the deficit-based theory of viewing youth as a problem to be solved, to viewing youth as part of the solution and an important asset that requires broad-based development and harnessing.

Digital Development

The use and application of technology and digital tools in development. Our approach towards DD ensures that we use technology as a platform and medium for development in the communities that we serve

A Holistic Approach to Youth Empowerment

Our programming is distributed into 4 major clusters

Innovation & Technology	Acuity & Advocacy	Global Partnerships for Social Impact	Impact & Opportunity Programs

Empowering youth with digital skills to open doors to tech careers and integration into the professional labor market.

Promoting responsible living and active citizenship through SRHR, governance, and societal advocacy.

Fostering cross-cultural collaboration through partnerships with universities and social impact organizations, driving innovative projects that address key challenges while empowering communities and offering hands-on experience to students.

Leveraging partnerships for short-term, high-impact initiatives that create immediate and lasting change.

01 Innovation & Technology Programming

NairoBits' Innovation & Technology program provides digital skills training and professional integration for young people from disadvantaged backgrounds. Through comprehensive training in digital literacy, multimedia, and social innovation, we equip students with the skills needed for high-impact careers.

MORE

CORE PROGRAMS

Digital Literacy Program
18 Week Basic Computer Literacy

Business Processing, Digital Marketing, Online Work, Entrepreneurship, Social Innovation

More

Advanced Multimedia Program
9-month novel IT specialization

Code Lab (Website Development), Multidisciplinary design, Film & Video Production, Social Innovation

More

Core Acumen (20%)
Promoting responsible living through life skills

Labour Market Integration
Connecting students & alumni to job opportunities

More

Targeted Tech Programs for Impact

Empowering diverse communities through technology! These targeted programs, designed collaboratively with users to meet their specific needs, leverage NairoBits' expertise to address digital capacity gaps and equip individuals and groups with the skills to thrive in the digital age.

Teacher Computer Science Program
*12-week Bootcamp for Primary & High School Teachers*

Enhancing the teachers' computer science knowledge and ICT integration into learning.

Design Thinking

Design Thinking - Empowering communities to solve their own challenges through creative problem-solving and human-centered design.
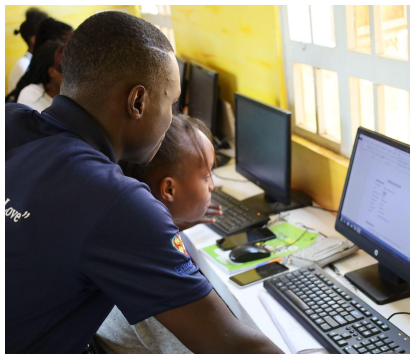

Zendesk Omnichannel Agent Certification

Earn a Zendesk Omnichannel agent certification for free through our New 3 Week Customer Experience Program
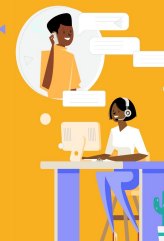
Zendesk Omnichannel Agent Certification
3-week Customer Experience Program

Opening doors to the booming CX industry! Gain in-demand skills and connect with exciting career opportunities.

iKids Computer Science Program
8-week Bootcamp (8-14 years old)

Equipping kids with 21st century skills e.g. critical & computational thinking and problem solving

Skills for Inclusive Digital Participation
One-month novel IT specialization

In collaboration with British Council we developed a tech curriculum to enhance digital literacy and safety in marginalised and underserved communities.

BRITISH COUNCIL | **Kenya**

Menu

Skills for Inclusive Digital Participation (SIDP)

Impact of NairoBits' Innovation & Technology Program

Proven Impact

10.2M+

Impacted lives in Kenya and Africa

Our programs have proven their efficacy, with over **80% of graduates securing employment within six months of graduation**, often earning higher incomes than the national average.
Our graduates thrive in prestigious global companies and continue to pursue progressive career growth.

Future Vision

80%

of graduates work high-Impact careers

We envision a future where technology empowers every African. By **bridging the digital divide**, **fostering gender equality**, and **creating thriving communities**, we'll ensure that no one is left behind in the digital revolution. NairoBits is committed to empowering the next generation of African leaders and building a more inclusive and prosperous future.

Multiplier Effect

300,000
youth trained, direct impact

1,500,000
people impacted indirectly i.e. families, friends

12.8M+
lives touched globally

5,000,000
impacted globally from replicating the Bits Model (10 countries)

3,000,000
impacted by graduate-run community initiatives

NairoBits | KampaBits | AruaBits | HargaBits | MogaBits | GaroBits | EkoBits | EdoBits | IndusBits | ZanziBits | CairoBits | AddisBits | TamaBits

02 Acuity & Advocacy

Enhances our digital skills training by merging tech education with advocacy, **transforming youth into leaders** and **catalysts for social change**. This initiative not only fosters individual growth but also drives systemic change, empowering young people to shape their futures and their communities with lasting impact.

Right Here Right Now II, Digital Empowerment for Gender Equality and Safety training (DEGES), BitsCast KE youth podcast, iAccess Resource Hub

Our Approach

Comprehensive Education

Integrate SRHR into youth programs to promote awareness and knowledge.

Digital Advocacy

Leverage new media platforms to amplify youth voices and challenge harmful norms.

Community Engagement

Foster supportive networks and encourage peer-to-peer advocacy.

Addressing the Gender Digital Divide

Equip young women with digital skills and SRHR knowledge to promote gender equality.

Program Activities

Right Here Right Now 2 *A five-year initiative empowering youth to advocate for SRHR, gender justice, and public policy reforms through knowledge dissemination and community engagement.*
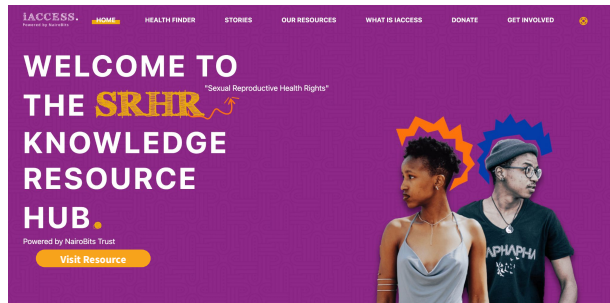

Rutgers For sexual and reproductive health and rights

RIGHT HERE RIGHT NOW

BitsCast KE *A youth-led podcast sparking crucial conversations on SRHR and social justice, leveraging media platforms to raise awareness and inspire action.*

iAccess Portal *Harnessing innovation through cutting-edge digital tools and e-learning modules to provide accessible SRHR education and resources, empowering youth to make informed decisions.*

WELCOME TO THE **SRHR** KNOWLEDGE RESOURCE HUB.

"Sexual Reproductive Health Rights"

Powered by NairoBits Trust

Visit Resource

Key Impact

Improved Employability & Economic Outcomes

Higher employment rates and economic independence among graduates.

Enhanced SRHR Knowledge

Youth are better equipped to make informed SRHR decisions, reducing stigma and negative health outcomes.

Community Engagement

Empowered youth leading advocacy efforts, fostering change in their communities and increasing access to vital SRHR services.

03 **Global Partnerships for Social Impact**

Fostering cross-cultural collaboration through partnerships with universities and social impact organizations, driving innovative projects that address key challenges while empowering communities and offering hands-on experience to students.

S-Bize Program

Working with international MBA consultants to co-create solutions for local orgs

More

WeAreBits

Connecting all the Bits Schools across the globe for cross learning

More

Impact/Opportunity Programs

NairoBits recognizes the vital role of startups and community-based organizations in driving positive change. We're committed to fostering sustainable growth and amplifying their impact through targeted support.

Our Focus

Empowering Entrepreneurs

Provide training and resources to enhance entrepreneurial skills and facilitate business growth.

Promoting Innovation

The power of fresh perspectives. Stimulating innovation & healthy competition by connecting entrepreneurs with funders.

Championing Inclusivity

Prioritizing support for women-led startups and ensuring equitable access to financial information and funding opportunities.

Our Support

Access to Innovation Spaces

Physical and virtual spaces where entrepreneurs can collaborate, experiment, and bring their ideas to life.

Capacity Building

Tailored training programs and workshops to strengthen business acumen, technical skills, and leadership capabilities.

Connection to Partners and Funders

Leveraging our extensive network to connect startups with potential collaborators, mentors, and investors.

05 Consulting for Good: Business Services

NairoBits spots a social enterprise model that facilitates working with gurus in the community. We actively use our 20-year experience in the ICT creative sector to deliver consultancy assignments across several domains of expertise to promote our financial sustainability.

Multidisciplinary Design

User Centred Research

UI/UX Design

Customer Experience (CX)

Human Centred Design Processes

Graphic Design

Communication

Brand Identity Creation & Alignment

Strategy Development & Execution

Digital Marketing & Social Media Management

Video Production

Software Solutions

Website Design & Development

SEO Services

Content Management Systems

Product Innovation & Testing

Concept Ideation & Development

Prototyping Products

Piloting Programs

Curriculum Development

Read Creative Portfolio

Clients we have worked with in the past

AGA KHAN FOUNDATION

MERCY CORPS

UNHCR The UN Refugee Agency

FAIRTRADE AFRICA

BRITISH COUNCIL

amref health africa

RefuSHE

Strategic Vision

1M+
Empowered Youth i.e. young women and persons with disabilities

200+
Digital Hubs Bridging the divide, transforming 300K+ lives yearly.

60%
Female Participation 75% growth of women in tech roles.

150+
national communities impacted expanding to 10+ countries by 2030.

85%
Employment Rate Graduates secure jobs within 6 months.

100%
Inclusivity 3x growth in rural outreach programs.

Tech-Enabled Success: Bits Blueprint

A Digitally Empowered Africa

Strategic Partnerships
Collaborate with private sectors, governments, and global organizations.

Flexible Curriculum
Regular updates and new tools to stay ahead.

Innovation & Collaboration
Hubs, hackathons, and partnerships driving youth-focused solutions.

ACHIEVEMENTS & AWARDS

1999-2000
Founding & Early Success 01

NairoBits Established

1st Digital Exhibition
Museum of Kenya

WORLD BANK GROUP
Innovative ICT Solutions for Developing Countries

Won Innovative ICT Solutions for Developing Countries Competition

2001-2004
Curriculum Expansion and Impact 02

Media Lab Launch
Introduces advanced training in design and web development.

SAFER CITIES
Recognition from UN Habitat's Safer Cities Program.

1st Cohort
6 Graduates complete Media Lab & secure jobs.

2005-2010
Global Growth and Impact 03

WorldYouthSummit.org

Global Expansion
4 Bits Schools (Zanzibar, Musoma, Kampala, & Arua)

WSWM
Launches
SRHR Training

2011-2015
Continued Growth and Impact 04

Global Expansion
3 Bits Schools (Ghana, Pakistan, & Ethiopia)

MALALA FUND
Girls-Only
Training

Stars Foundation

Partnerships: Collaborates with TVETs to enhance their capacity.

2016-2020
Scaling and Innovation 05

Google Impact Challenge
Microsoft
Won **Microsoft Innovation Award**

500
Scaling Impact
youth annually

Global Expansion
2 Bits Schools (Somaliland & Nigeria)
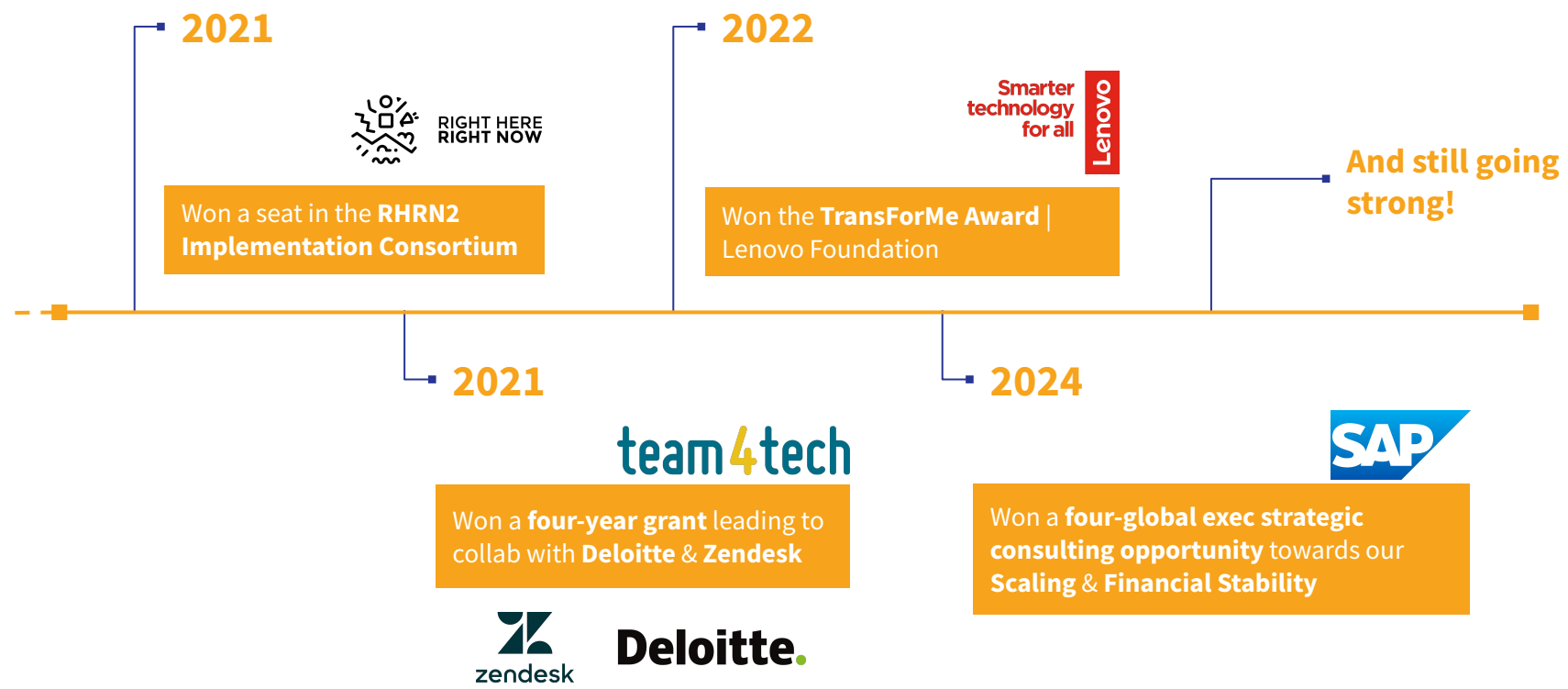
> **NairoBits** is more than an ICT training school. It is a way out, a stepping stone for ambitious, bright young people who have the creativity but not the means to express themselves.