

# Press Kit

April 27<sup>th</sup>, 2020

## Jagora University and Akholi Give 10,000 Students in Cameroon Free University Education

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# Akholi

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Today, Jagora and Akholi launched a pilot program in Cameroon, giving free university education to 10,000 students through Jagora University. This program is the next step in our plan to extend cost-effective primary through tertiary education to all students in Africa regardless of location or circumstance.

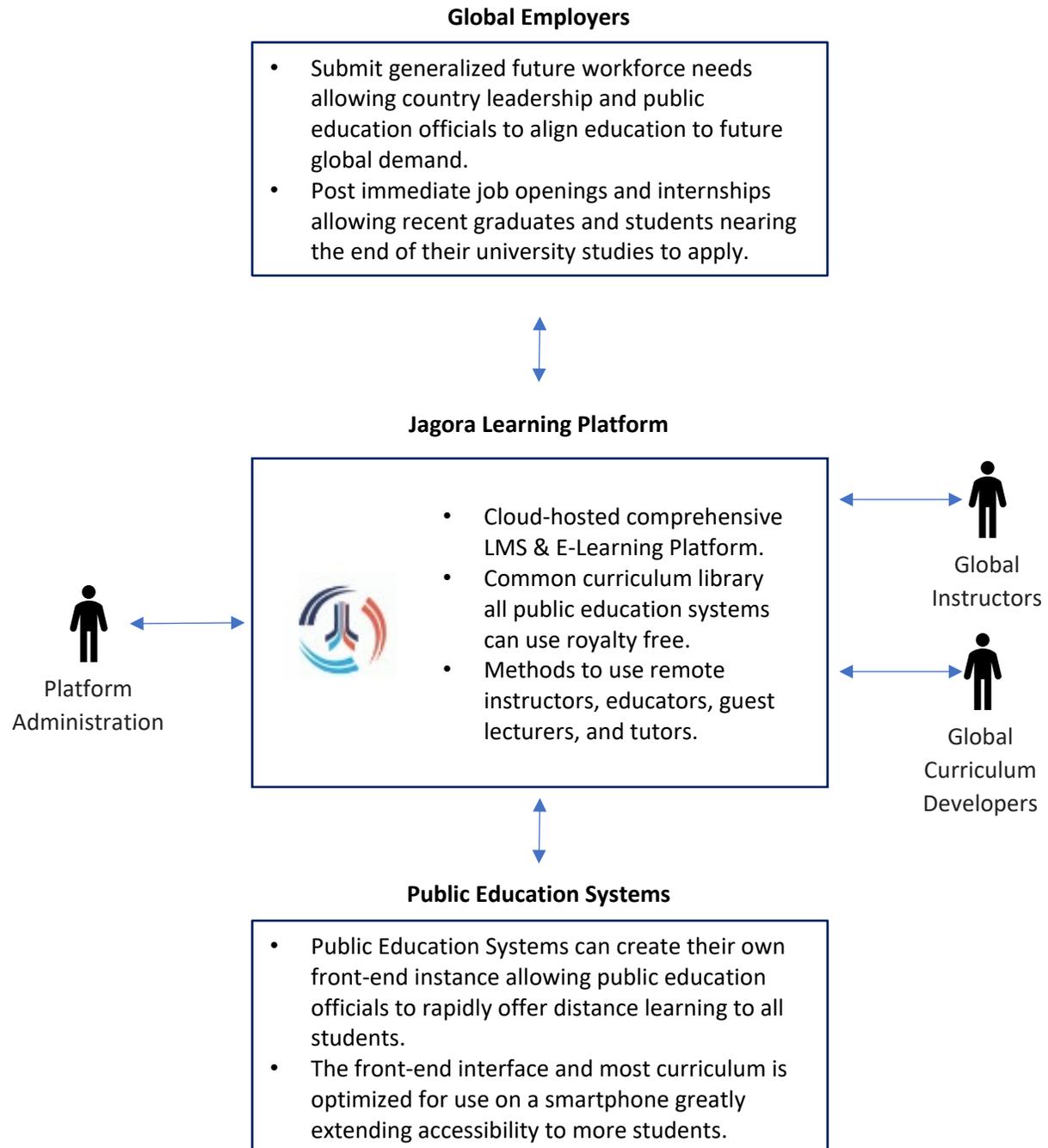
Dr. Mahamouda Salouhou, Akholi Managing Director Education Development, and Jagora University president commented, "African youth are bright and want to be part of the global workforce. Students know that education is the most important step they can take to change their lives. Unfortunately, most youths in Africa face significant challenges that keep them out of school. We are breaking down these barriers using technology, connections with global employers, and our network of international educators. The world's workforce is rapidly changing. Education must also evolve. This need to evolve education is particularly true in Africa. If the youth of Africa are to have an opportunity to better their lives, we must find innovative methods extending education to all."

There is enormous potential in the youth of Africa. Working with forward-looking country leaders and public education officials in Africa, we are unlocking that potential now. We firmly believe that every student in Africa can have a vital role in the global economy. We are:

1. Creating curriculum spanning primary through tertiary education optimized for smartphones,
2. Providing a robust distance learning system (Jagora Learning Platform),
3. Creating methods for education officials to connect with and use qualified instructors around the world,
4. Driving conversations between education and global employers, ensuring courses offered produce talent the world needs,
5. Building mechanisms to better market African graduates to the world.

Mr. Phil Hatch, Akholi's Managing Director Workforce and Investment Development, noted, "Education is not a privilege. Education is a fundamental human right and is the most powerful tool countries have in creating jobs, boosting the economy, and eliminating poverty. Far too often, the youth of Africa do not have an opportunity to get the education they need. Working with government leaders and public education officials, we are directly addressing education cost, access to qualified educators, skills alignment to global demand, accessibility, and scalability. We are committed to the wellbeing of every African student. Every student is important. We believe in the incredible potential of the youth of Africa and are taking steps now to ensure every country in Africa can offer education to every student."

## Jagora Learning Platform



The Jagora Learning Platform is a cloud-hosted and highly scalable platform helping country leadership and public education officials implement distance learning to all students across their country. Rather than replacing public education, we work to empower public education and educators. The core platform includes:

1. A complete learning management system allowing public education officials to manage education-related facets of their schools, instructors, officially defined curriculum, classes, and students.
2. A comprehensive distance learning platform optimized for smartphones.
3. Methods for global employers to post jobs and internships, allowing university students to apply directly.
4. A central curriculum library allowing public education officials to rapidly find and use content that helps align the skills of their workforce to the needs of the global market.
5. Methods for public education officials to find and remotely use professors, guest lecturers, and teachers in other countries.

Using technology and the principle of Economies of Scale, we are working to reduce the cost of this platform to a level all countries can extend education to every student.

## Akholi's Education for All Initiative & Program Plan



This immediate program offering free university studies to 10,000 students in Cameroon is our next step toward offering education to all.

As this first wave of 10,000 students begins their education, we will shift focus toward developing and aggregating an accredited curriculum for K12 students. We are discussing this pilot with countries now. In addition to providing curriculum across all age groups and a variety of subjects, this country-wide pilot will allow us:

1. To ensure the Jagora Learning Platform is scalable and stable enough for a rollout to all countries in Africa.
2. Build out the support and functions needed for a successful Pan-African platform release.
3. Implement functions that allow public education officials enhanced abilities to manage all facets of their online education.
4. Extend our network of international subject matter experts, teachers, professors, and guest lecturers available remotely for public education officials.
5. Grow our network of global employers, providing future workforce skills needs.

Following a pilot with a limited number of countries in Africa, we will open this platform up for all countries in Africa at the cost of hosting.

## About Akholi and Jagora

Akholi, a non-profit organization, was founded by Dr. Salouhou and Mr. Hatch, combining their thought leadership in education, workforce development, and job creation. Jagora is Akholi's education development initiative and official education brand.

Akholi helps countries:

1. Modernize their education system.
2. Remove barriers to education and extend education to more students within the country.
3. Align the skills of the workforce to global employer needs.
4. Market the workforce to global employers.
5. Increase investment and participation in workforce development by global employers.
6. Create sustainable and high-value jobs.

We have completed projects in over 60 countries. We have implemented programs educating more than 50,000 students, with over 90% gaining employment following education.

We are passionate about education and helping people in all countries gain a job.

## Dr. Mahamouda Salouhou

Akholi Managing Director Education  
President Jagora University  
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*“If I can do it, anyone can do it.”*



Dr. Salouhou is a noted education subject matter expert. Dr. Salouhou founded the European Center for Leadership and Education, giving immigrants to Europe key skills needed for employment. Dr. Salouhou is a professor of leadership at the SKEMA Executive MBA program in France. He is a professor of leadership, lean healthcare, and international business at the University of Lille. Dr. Salouhou is the current president and co-founder of Djagora University in Senegal. He is the co-founder of Djagora Academy Finishing School in Tunisia, the co-founder of Djagora University in Cameroon.

Dr. Salouhou is an inspirational leader fueled by his need to help people around the world. His energy, enthusiasm, and passion for helping others have defined his life. Thousands of people have gained an education and found a job due to Dr. Salouhou's efforts.

Dr. Salouhou has lived in multiple countries around the world and has a great ability to translate culture between countries. He is quoted as saying, "Africa gave me life and my foundation as a human being, Europe gave me the know-how and the Unites of America gave me the pragmatism to make things happen."

Professor Peter Koestenbaum is a close mentor, teacher, and personal advisor to Dr. Salouhou.

## Mr. Phil Hatch

Akholi Managing Director  
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p.hatch@akholi.com

*“Give more than you take.  
Build more than you break.”*



Mr. Hatch is a globally recognized thought leader within the workforce development and outsourcing industry. Mr. Hatch was the former CEO of ManpowerGroup’s global outsourcing and strategic services business units. In these roles, Mr. Hatch worked with many of the largest companies in the world, helping them address massive and complex labor issues.

Mr. Hatch pioneered public-private cooperative workforce development programs partnering companies with countries to create a modern, high-quality, and scalable workforce. Mr. Hatch has also worked extensively with countries helping them understand the coming disruption due to new technologies. Mr. Hatch then helped each country create a workforce development plan ensuring net job and economic gain. Mr. Hatch has worked extensively with countries around the world, including Canada, Ukraine, India, the People’s Republic of China, Mexico, Colombia, and Russia.



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