

1. Executive Summary

Ada School is a practical skills development and innovation institution established to equip young people, adults, entrepreneurs, professionals, and communities with relevant knowledge and hands-on skills for employment, entrepreneurship, self-employment, and lifelong development.

ADA SCHOOL will provide accessible, practical, and market-oriented training across **Information Technology, Digital Media, Design & Marketing, Business & Entrepreneurship, Technical & Vocational Skills, Fashion, Beauty & Personal Care**, together with professional development, internship, volunteering, entrepreneurship, innovation, and community engagement programs.

The Academy is founded on the belief that education should not only provide certificates but should also help people **do, create, earn, employ, innovate, and solve real-world problems**.

ADA SCHOOL will combine classroom learning, practical workshops, project-based training, digital learning, industrial exposure, entrepreneurship, mentorship, and community engagement.

The Academy will operate flexible learning schedules, including:

- Morning Sessions
- Evening Sessions
- Weekend Sessions
- Monday–Wednesday Sessions
- Wednesday–Friday Sessions
- E-Learning

Monthly Intakes

ADA SCHOOL will have **monthly intakes**, with new students enrolling on the **1st day of every month**.

Examples:

- January Intake
- February Intake
- March Intake
- April Intake
- May Intake
- June Intake
- July Intake
- August Intake
- September Intake
- October Intake
- November Intake
- December Intake

This flexible model allows students, workers, entrepreneurs, school leavers, and other learners to begin their studies throughout the year rather than waiting for one annual admission period.

2. Vision

To become a leading African centre for practical skills, innovation, entrepreneurship and human development.

ADA SCHOOL envisions an Africa where people have access to relevant skills, technology, knowledge, mentorship, and opportunities necessary to improve their livelihoods and contribute to economic and social development.

3. Mission

To equip people with practical skills, knowledge and opportunities that enable them to create employment, build businesses, access better careers and contribute to the development of their communities.

ADA SCHOOL will achieve this through practical education, technology, vocational training, entrepreneurship, partnerships, internships, innovation, knowledge exchange, and community programs.

4. Core Purpose

ADA SCHOOL exists to bridge the gap between **education and practical opportunity**.

Many people complete school without having sufficient practical skills to immediately enter employment or create sustainable income. ADA SCHOOL will therefore focus on training people in skills that can be applied directly in workplaces, businesses, homes, communities, and entrepreneurial ventures.

The Academy will emphasize:

- Practical skills
- Digital literacy
- Employability
- Entrepreneurship
- Innovation
- Self-employment
- Career development
- Professional development
- Community development
- Lifelong learning

5. Target Market

ADA SCHOOL will serve a broad range of learners, including:

Young People

- Secondary school graduates
- School leavers
- University and college students
- Recent graduates
- Young entrepreneurs

Working Professionals

- Employees seeking additional skills
- Professionals changing careers
- People seeking digital skills
- Small business owners
- Managers and administrators

Entrepreneurs

- Startup founders
- Small business owners
- Aspiring entrepreneurs
- Freelancers
- Self-employed professionals

Community Members

- Adults seeking basic computer literacy
- People seeking vocational skills
- Women and youth seeking income-generating skills
- Community groups
- People seeking practical household and business skills

International Learners

ADA SCHOOL may also provide selected programs through online and blended learning to learners outside its immediate geographical location.

6. Academic Structure

ADA SCHOOL will organize its training into specialized faculties.

FACULTY 1: INFORMATION TECHNOLOGY

The Faculty of Information Technology will provide learners with practical digital and technical skills required in modern workplaces, businesses, institutions, and technology-driven industries.

Courses

1. Fundamental Computer Skills & Adult Computer Literacy
2. Computer Applications & Office Practice
3. Web Development & Website Programming
4. Software Programming
5. Database Programming
6. Mobile App Development
7. Data Analytics & Management
8. Artificial Intelligence
9. Cyber security
10. Computer Networking
11. Computer Repair & Maintenance
12. CCTV Camera Installation & Router Configuration

Key Outcomes

Learners will be prepared to:

- Use computers confidently
- Work with office applications
- Develop websites and software
- Build mobile applications
- Manage databases
- Analyze data
- Apply artificial intelligence tools
- Understand cyber security
- Install and manage networks
- Repair and maintain computers
- Install CCTV systems
- Configure routers and network equipment

FACULTY 2: DIGITAL MEDIA, DESIGN & MARKETING

This faculty will prepare learners for careers and businesses in the growing digital economy.

Courses

1. Computer-Aided Graphic Designing
2. Visual Communication & Motion Graphics
3. Photography & Photo Editing
4. Videography, Video Production & Video Editing
5. Architectural Design
6. Digital & Social Media Marketing
7. Social Media Management & Content Creation
8. Online Business & E-Commerce

Key Outcomes

Learners will develop skills to:

- Create professional graphics
- Produce digital content
- Edit photographs and videos
- Develop marketing campaigns
- Manage social media platforms
- Build online brands
- Create digital advertising materials
- Establish online businesses
- Support organizations with digital communication

FACULTY 3: BUSINESS & ENTREPRENEURSHIP

The Faculty of Business & Entrepreneurship will develop practical business, management, financial, administrative, communication, and entrepreneurial skills.

Courses

1. Entrepreneurship & Startup Skills
2. Business Management, Communication & Digital Skills
3. Project Planning & Management
4. Customer Care & Service
5. Secretarial & Office Management
6. Computerized Accounting — QuickBooks, Sage, Tally, etc.
7. Basic Bookkeeping & Financial Management

Key Outcomes

Learners will develop the ability to:

- Start and manage businesses
- Develop business ideas
- Prepare business plans
- Manage projects
- Serve customers professionally
- Manage offices
- Use computerized accounting systems
- Maintain basic financial records
- Understand business finances
- Communicate professionally

FACULTY 4: TECHNICAL & VOCATIONAL SKILLS

The Technical & Vocational Skills Faculty will provide practical, hands-on skills that can lead to employment, contracting, self-employment, and small business creation.

Courses

1. Electrical Installation
2. Solar Installation & Maintenance
3. Building Construction
4. Plumbing
5. Welding & Metal Fabrication
6. Carpentry & Furniture Making
7. Refrigeration & Air Conditioning
8. Motor Vehicle Mechanics
9. Motorcycle Repair & Maintenance
10. Baking & Cake Making
11. Food Preparation & Catering
12. Poultry Production & Management
13. Agribusiness, Modern Farming Practices & Entrepreneurship
14. Car Driving Training

Key Outcomes

Learners will gain practical skills that can be used to:

- Obtain employment
- Start small businesses
- Offer professional services
- Work as independent contractors
- Support household income
- Develop agricultural enterprises
- Establish technical workshops

- Create employment for others

FACULTY 5: FASHION, BEAUTY & PERSONAL CARE

This faculty will provide practical skills for the growing fashion, beauty, wellness, hospitality, and personal-care sectors.

Courses

1. Tailoring & Fashion Design
2. Hairdressing
3. Barbering
4. Skincare & Facial Therapy
5. Makeup, Nail & Professional Beauty
6. Spa & Massage Therapy
7. Caregiving & Elderly Care
8. Hospitality & Hotel Management

Key Outcomes

Learners will be able to develop careers and businesses in:

- Fashion
- Tailoring
- Hairdressing
- Barbering
- Beauty services
- Nail services
- Makeup
- Personal care
- Hospitality
- Caregiving
- Wellness and spa services

7. ADA SCHOOL DEVELOPMENT PROGRAMS

Education at ADA SCHOOL will extend beyond conventional classroom courses.

The Academy will provide programs designed to connect learning with real-world experience, employment, entrepreneurship, leadership, innovation, and community development.

7.1 Industrial Training & Internship Program

ADA SCHOOL will connect learners with organizations, businesses, companies, institutions, workshops, and other practical learning environments.

The program will help students gain:

- Workplace experience
- Practical exposure
- Professional discipline
- Industry knowledge
- Networking opportunities
- Career experience

7.2 Volunteer & Community Engagement Program

ADA SCHOOL will encourage learners and professionals to contribute their skills to communities.

Activities may include:

- Digital literacy training
- Youth training
- Community technology projects
- Environmental initiatives
- Entrepreneurship awareness
- Skills outreach
- Community problem-solving

7.3 Membership Program

The ADA SCHOOL Membership Program will create a professional and learning community connecting students, graduates, trainers, entrepreneurs, professionals, organizations, and supporters.

Members may access selected:

- Networking opportunities
- Training opportunities
- Events
- Workshops
- Knowledge-sharing activities
- Career opportunities
- Community initiatives

7.4 Entrepreneurship Practicum Program

Students interested in entrepreneurship will have opportunities to move beyond classroom theory and work on practical business ideas.

Activities may include:

- Business idea development
- Business planning
- Market research
- Product development
- Digital marketing
- Financial planning
- Business pitching
- Customer development
- Enterprise management

The objective is to encourage learners to become **job creators as well as job seekers**.

7.5 Knowledge Exchange Program

ADA SCHOOL will facilitate the exchange of knowledge between:

- Students
- Trainers
- Professionals
- Entrepreneurs
- Businesses
- Researchers
- International partners
- Community organizations

Knowledge exchange may take place through seminars, workshops, guest lectures, online sessions, conferences, mentorship, and collaborative projects.

7.6 Innovation & Technology Conference

ADA SCHOOL will organize innovation and technology events bringing together students, entrepreneurs, technology professionals, businesses, educators, and development partners.

Potential themes include:

- Artificial Intelligence
- Digital transformation
- Entrepreneurship
- Agriculture technology
- Education technology
- Digital business
- Cybersecurity
- Innovation
- Youth employment
- Emerging technologies

7.7 Career Development & Employability Program

ADA SCHOOL will support learners in preparing for employment and professional careers.

Activities may include:

- CV development
- Interview preparation
- Career guidance
- Workplace communication
- Professional conduct
- Digital professional profiles
- Entrepreneurship guidance
- Job-search skills
- Workplace readiness

7.8 Leadership & Personal Development Conference

ADA SCHOOL will promote leadership, confidence, responsibility, communication, teamwork, personal discipline, and professional development.

The program will bring together learners and professionals for seminars, workshops, discussions, mentorship, and leadership activities.

7.9 Camps, Conferences & Workshops

ADA SCHOOL will organize short-term learning and networking events covering specialized subjects.

These may include:

- Technology camps
- Entrepreneurship camps
- Youth skills camps
- Digital marketing workshops
- Business workshops
- Creative arts workshops
- Leadership conferences
- Innovation workshops

7.10 Study Tours & Educational Visits

Learners will have opportunities to visit:

- Companies
- Technology organizations

- Manufacturing facilities
- Farms
- Construction projects
- Hotels
- Workshops
- Media organizations
- Financial institutions
- Innovation centres
- Other relevant organizations

The objective is to expose learners to real working environments.

8. TRAINING MODEL

ADA SCHOOL will use a practical and flexible training model.

Classroom Learning

Learners will receive structured theoretical knowledge from qualified trainers.

Practical Training

Students will spend significant learning time applying knowledge through practical exercises.

Project-Based Learning

Learners will complete practical projects related to their courses.

Industry Exposure

Where possible, students will participate in internships, industrial training, study visits, and workplace exposure.

Entrepreneurship

Learners will be encouraged to develop practical business ideas and income-generating projects.

Digital Learning

Selected courses and learning materials may be delivered through online and blended-learning platforms.

9. FLEXIBLE STUDY SCHEDULE

ADA SCHOOL will provide flexible schedules to accommodate different categories of learners.

E-Learning Session

Suitable for Long Distance students and learners who prefer Online classes.

Morning Session

Suitable for full-time students and learners who prefer daytime classes.

Evening Session

Suitable for employees, entrepreneurs, and learners with daytime commitments.

Weekend Session

Suitable for working people and students who are unavailable during weekdays.

Monday–Wednesday

A structured three-day weekly learning schedule.

Wednesday–Friday

An alternative three-day weekly learning schedule.

This model allows ADA SCHOOL to serve students with different work, family, and personal responsibilities.

10. MONTHLY INTAKE MODEL

ADA SCHOOL will operate a **monthly admissions system**.

New Intake: Every 1st of the Month

Students can enroll for:

- January Intake
- February Intake
- March Intake
- April Intake
- May Intake
- June Intake
- July Intake
- August Intake
- September Intake
- October Intake
- November Intake

- December Intake

The monthly intake model will make ADA SCHOOL more accessible and provide a continuous flow of students throughout the year.

11. BUSINESS MODEL

ADA SCHOOL will generate revenue through a diversified model.

1. Tuition & Training Fees

Revenue from short courses, professional courses, vocational training, technology courses, and specialized programs.

2. Professional Workshops

Organizations and individuals may pay for specialized workshops and corporate training.

3. Conferences & Events

Revenue may be generated through conference registration, sponsorships, exhibitions, and partnerships.

4. Membership

ADA SCHOOL may establish affordable membership packages for individuals, professionals, entrepreneurs, organizations, and alumni.

5. Online Training

Selected programs may be delivered through online and blended learning.

6. Corporate Training

ADA SCHOOL can provide customized training for companies, NGOs, schools, government institutions, and other organizations.

7. Entrepreneurship Programs

Specialized entrepreneurship programs, bootcamps, and business development initiatives can provide additional revenue.

8. Partnerships & Sponsored Training

Development partners, companies, foundations, and other institutions may sponsor scholarships, equipment, training programs, or community initiatives.

12. SOCIAL IMPACT MODEL

ADA SCHOOL will combine financial sustainability with measurable social impact.

The Academy will seek to increase access to practical skills for:

- Young people
- Women
- Entrepreneurs
- Unemployed people
- School leavers
- Adults
- Rural communities
- People seeking career changes

Potential impact indicators will include:

- Number of people trained
- Number of women trained
- Number of young people trained
- Number of graduates employed
- Number of businesses started
- Number of internships completed
- Number of community members reached
- Number of entrepreneurs supported
- Number of digital skills beneficiaries
- Number of partnerships established

13. PARTNERSHIP STRATEGY

ADA SCHOOL will pursue strategic partnerships with:

Businesses

For internships, employment opportunities, mentorship, equipment, and industry exposure.

Technology Companies

For technology training, certifications, software, equipment, and innovation initiatives.

Government & Public Institutions

For skills development, community programs, youth initiatives, and vocational development.

NGOs & Development Organizations

For sponsored training, scholarships, community programs, and development projects.

Universities & Colleges

For knowledge exchange, academic collaboration, research, and professional development.

International Organizations

For international training opportunities, partnerships, knowledge exchange, volunteers, and development programs.

Entrepreneurs & Professionals

For mentorship, guest lectures, business incubation, networking, and practical learning.

14. MARKETING & STUDENT RECRUITMENT

ADA SCHOOL will use both digital and traditional marketing channels.

Digital Marketing

- Academy website
- Social media
- Search engines
- Online advertising
- Email marketing
- WhatsApp communication
- Digital content
- Online information sessions

Community Marketing

- School visits
- Community outreach
- Career guidance events
- Youth events
- Local partnerships
- Open days

Referral Marketing

Current students, graduates, trainers, members, and partners can refer new learners.

Events

ADA SCHOOL will use conferences, workshops, camps, exhibitions, and open days to introduce people to its programs.

15. COMPETITIVE POSITIONING

ADA SCHOOL will differentiate itself through an integrated model combining:

Technology + Vocational Skills + Business + Entrepreneurship + Digital Media + Career Development + Community Development.

Instead of focusing exclusively on academic theory, ADA SCHOOL will emphasize **practical, applicable and income-oriented skills.**

The Academy's long-term positioning will be built around five principles:

Learn

Acquire relevant knowledge.

Practice

Apply knowledge through practical work.

Create

Build projects, products and solutions.

Earn

Use skills for employment, freelancing or entrepreneurship.

Impact

Use knowledge and skills to contribute to communities and society.

16. FACILITIES & INFRASTRUCTURE

As ADA SCHOOL grows, the Academy will develop facilities including:

- Computer laboratories
- ICT classrooms
- Vocational workshops
- Graphic design and media studios
- Photography studio
- Video production facilities
- Networking laboratory
- Electronics and electrical workshop
- Construction and plumbing training areas
- Welding workshop
- Carpentry workshop
- Beauty and fashion training rooms
- Hospitality training facilities
- Agriculture demonstration areas
- Entrepreneurship and innovation centre
- Library and digital learning centre
- Conference and training hall
- Student common areas

Facilities will be expanded progressively according to demand, available resources, partnerships, and investment.

17. HUMAN RESOURCE STRUCTURE

ADA SCHOOL will build a professional team consisting of:

- Board / Governing Body
- Executive Leadership
- Academic Director
- Faculty Heads
- Trainers & Instructors
- ICT & Technical Staff
- Student Affairs Staff
- Career & Internship Coordinator
- Entrepreneurship Coordinator
- Partnerships & Development Officer
- Finance & Administration
- Marketing & Communications
- Support Staff

The Academy may begin with a lean management structure and expand staffing as student enrollment and revenue increase.

18. QUALITY ASSURANCE

ADA SCHOOL will establish systems to maintain the quality and relevance of its training.

These may include:

- Qualified trainers
- Structured curricula
- Practical assessments
- Student feedback
- Trainer evaluation
- Course reviews
- Industry consultation
- Practical projects
- Internship evaluation
- Graduate follow-up
- Continuous curriculum improvement

ADA SCHOOL will also pursue appropriate accreditation, registration, affiliations, certifications, and partnerships as required by the relevant authorities and professional bodies.

19. TECHNOLOGY STRATEGY

Technology will be integrated across the Academy.

ADA SCHOOL will progressively implement:

- Online student registration
- Digital student records
- Learning management systems
- Online course materials
- Digital assessments
- Student portals
- Digital certificates where appropriate
- Online payments
- Digital attendance
- Communication platforms
- Virtual classrooms
- AI-supported learning tools

The objective is to create a modern institution capable of serving learners both physically and digitally.

20. FINANCIAL STRATEGY

ADA SCHOOL will pursue a sustainable financial model based on multiple revenue sources rather than relying on a single income stream.

Primary Revenue

- Tuition
- Short courses
- Vocational training
- Professional training

Secondary Revenue

- Workshops
- Conferences
- Membership
- Corporate training
- Online learning
- Specialized programs

Development Funding

- Grants
- Scholarships
- Sponsorships
- Corporate partnerships
- Development partners
- Equipment donations
- Philanthropic support

Financial sustainability will be strengthened by maintaining responsible operating costs, increasing enrollment, developing partnerships, and reinvesting in infrastructure, technology, trainers, and student services.

21. GROWTH STRATEGY

ADA SCHOOL will grow progressively.

Phase 1 — Establishment

- Establish the Academy

- Develop core courses
- Recruit trainers
- Establish training facilities
- Launch monthly intakes
- Begin marketing
- Build partnerships
- Establish student management systems

Phase 2 — Expansion

- Increase student enrollment
- Expand faculties
- Introduce additional practical facilities
- Develop online learning
- Expand internship partnerships
- Establish corporate training
- Develop scholarship programs

Phase 3 — Regional Development

- Establish additional training centres
- Expand digital learning
- Develop regional partnerships
- Increase international collaboration
- Establish innovation and entrepreneurship initiatives

Phase 4 — African Network

ADA SCHOOL's long-term ambition is to develop a network of skills, innovation, entrepreneurship, and development centres serving communities across Africa.

22. RISK MANAGEMENT

Potential risks include:

Financial Risk

Response: Diversify revenue sources, control expenses, develop partnerships, and maintain financial planning.

Low Enrollment

Response: Strong marketing, flexible schedules, monthly intakes, affordable programs, partnerships, and community outreach.

Technology Changes

Response: Regular curriculum updates, trainer development, industry engagement, and continuous technology adoption.

Trainer Availability

Response: Build a pool of qualified trainers and industry professionals.

Competition

Response: Focus on practical training, student experience, employability, entrepreneurship, innovation, and community impact.

Infrastructure Costs

Response: Develop facilities progressively and pursue partnerships, sponsorships, equipment donations, and development support.

23. KEY PERFORMANCE INDICATORS

ADA SCHOOL will measure its progress using clear indicators.

Education

- Student enrollment
- Course completion
- Graduation rates
- Student satisfaction
- Practical assessment results

Employment

- Internship placements
- Employment outcomes
- Freelancing opportunities
- Career progression

Entrepreneurship

- Businesses started
- Business ideas developed
- Entrepreneurs supported
- Jobs created

Community Impact

- People reached
- Community training programs
- Youth beneficiaries
- Women beneficiaries
- Digital literacy beneficiaries

Institutional Growth

- Revenue
- Partnerships
- Trainers
- Training facilities
- New programs
- Geographic expansion

24. LONG-TERM VISION

African Development Academy is designed to become more than a training institution.

ADA SCHOOL aims to become an ecosystem where people can:

Learn → Practice → Innovate → Start Businesses → Find Opportunities → Create Jobs → Transform Communities.

The long-term vision is to build an institution that connects **education, technology, vocational skills, entrepreneurship, business, innovation, and community development.**

ADA SCHOOL will seek to create pathways for people who may not follow traditional university routes while also providing opportunities for graduates, professionals, entrepreneurs, and lifelong learners to continue developing their skills.

25. BRAND PROMISE

Learn Skills. Create Opportunities. Build Your Future.

ADA SCHOOL will stand for:

- Practical Education.
- Digital Transformation.
- Entrepreneurship.

- Innovation.
- Employability.
- Community Development.
- African Progress.

26. CONCLUSION

AdaSchool School is built around a simple but powerful idea: **people need more than education; they need practical skills and opportunities to apply them.**

Through its faculties of Information Technology; Digital Media, Design & Marketing; Business & Entrepreneurship; Technical & Vocational Skills; and Fashion, Beauty & Personal Care, ADA SCHOOL will provide learners with diverse pathways to employment, entrepreneurship, professional development, and self-reliance.

Its monthly intake model, flexible study schedules, practical training approach, internship opportunities, entrepreneurship programs, innovation activities, conferences, community engagement, and partnerships will create an institution designed around the needs of modern learners and the changing African economy.

ADA SCHOOL's ultimate ambition is to contribute to a more skilled, innovative, entrepreneurial, digitally capable, and economically empowered Africa.