

## EXECUTIVE SUMMARY

Code Campus is a coding bootcamp with the vision to produce world class software engineers through our revolutionary teaching methods by world class instructors in a conducive learning environment.

Companies are becoming more flexible in terms of a potential employee's credentials, and they are more open to non-traditional forms of education. Coding bootcamps are earning their stripes as a legitimate alternative to a college degree. Graduates receive job offers from tech companies including Apple (AAPL), Facebook (FB), Eventbrite, Google (GOOG, GOOGL), PayPal (PYPL) etc

Code Campus is a one stop place for learning software development in Africa. Our target market is the teeming population of Africans who need digital skills to get reasonable employments or launch innovative startups. We are passionate about producing the new generation of programmers in Africa that will have the capacity and expertise to create disruptive and innovative solutions that will impact the world positively.

According to [coursereport.com](http://coursereport.com), the number of coding bootcamp graduates continues to grow since the first bootcamps launched in 2012. Coding bootcamps are a \$309 million industry, and graduated over 23,000 developers in 2019. According to [hired.com](http://hired.com), the majority of graduates of coding bootcamps are finding full-time employment, and 83% of graduates surveyed say they've been employed in a job requiring the technical skills learned at a bootcamp, with a median salary increase of 51% or \$22,000. The average starting salary of a bootcamp grad is \$66,964.

Code Campus has done research and feasibility study and after critical analysis of the Tech industry in Nigeria and Africa, we observed that this niche is untapped in Africa, thus we will leverage on this opportunity to build our brand

Our Management team is made up of professional software engineers with over 20 years of practice and, and over 10 years of teaching experience. Our Business Model is highly efficient and profitable and we will have the capacity to turn in 6 figure profits within 2 years of implementing our business plan. Achieving this will also mean successfully developing the software engineering talent of thousands of Africans, and getting them and their families out of poverty.

We are seeking your support to accelerate the growth of Code Campus so that we can educate and train people, who would fill the job openings brought about by the rising global demand for software engineers.