

University of Nairobi Collaboration Report



Presented By Teki

February 2026

The Partnership

- The partnership between Teki and the University of Nairobi (UoN) is a digital skills development initiative designed to complement UoN's academic offerings and prepare job-ready graduates aligned with global digital trends.
- Through this collaboration, we bring industry practitioners and leading brands directly to students, bridging the gap between education and the evolving workforce.
- Since 2024, we have organized a series of events—including International Creator Day, the Tech Women Festival, and campus activations—engaging over **6,000 participants**, **50+ brands**, and **60+ industry experts**.
- These activities have generated significant media visibility and fostered meaningful industry-student connections.
- In 2025 alone, we delivered focused upskilling programs in Digital Marketing, Creator Essentials, and Innovation Skills to **769 students**.





The Events

Tech Women Festival 2025

The Tech Women festival was held on Friday, March 21, 2025 at the University of Nairobi, Manu Chandaria Auditorium.

Executed in partnership with UoN, the Women's Economic Empowerment Hub, WOSWA, and student associations, this event celebrated top women in digital through awards and mentorship. **25 outstanding girls in tech** were paired with **25 Digital heroines** for one-on-one mentorship, followed by a 6-week incubation hub to refine their ideas for the market.

The festival attracted 250+ participants and featured local and international speakers from leading brands



International Creator Day



- The International Creator Day 2024/25 was hosted at the University of Nairobi, Manu Chandaria Auditorium.
- The events had a summit and exhibition attracted **5,000+ participants**, including aspiring creators, established professionals, and key players in the creator economy.
- The event served as a definitive platform for students to connect with brands and creator networks.

UoN Teki Show – Creative Monetization



We hosted Campus tours and activations at UoN that equipped over **600 students and young people** with content creation and monetization skills.

Sessions were facilitated by industry practitioners and creators from leading organizations such as Safaricom PLC, Meta, and BrighterMonday.



Teki Graduation and Career Fair 2025

The Teki graduation Ceremony was held at the University of Nairobi, Manu Chandaria Auditorium on 17th December 2025.

The partnership culminated in a landmark graduation ceremony honoring **290 graduates, 70% of whom were UoN students**. The event featured **11 speakers** and **19 corporate partners**, celebrating the students' achievements and industry readiness.

A woman with long, wavy hair is wearing a VR headset. She is looking upwards and to the right. Her hands are on the sides of the headset, adjusting it. The scene is lit with dramatic, low-key lighting, featuring strong blue and red tones. The background is dark, making the subject stand out. The overall mood is futuristic and immersive.

Digital upskilling Programs

Digital Marketing Associate



- Teki had 3 Digital Marketing Associate Intakes that attracted a total of 364 Students fully sponsored for the Program .

The Program Modules

- Digital Marketing Planning
- Content & creative Tools
- Social Media Marketing
- Mobile Marketing
- Search Engine Optimization
- AI Marketing
- Ecommerce Marketing
- Digital Advertising
- Influencer Marketing
- Analytics and Performance
- Digital marketing campaign

Creator Pro Course

- We had two intakes for the content Creator essentials Program that upskilled 87 UoN students.

The Course modules:

- Introduction to the Creator Economy
- Content Writing, Editing and Production
- Meta Platforms Mastery
- X platform Mastery
- Youtube Mastery
- TikTok Mastery
- Building a Professional brand Identity
- Brand influencing & collaboration
- Monetization & Career Growth
- Developing Influencing Campaign

Digital Entrepreneurship



- The Innovation and entrepreneurship Course helped 11 girls understand business set up process and development of a pitch deck.

The modules

- Developing a Business Canvas
- Develop ideal Customer Profile
- Understanding the Market
- Develop the Product Value Proposition
- How Ecommerce Platform Work
- Go to Market Strategy
- Revenue Modelling and Financing
- Lean Start up Team and Operation
- Developing Minimal Viable Product
- Preparing for Pitch Day

Mentorship Program

We had one mentorship intake that attracted 29 girls in tech. The girls were later paired with digital heroines for mentorship:



The modules

- Purpose and Goals
- Career path and Growth
- Entrepreneurship & Innovation
- Personal Brand
- Effective Communications
- Effective Leadership
- Personal Wellness
- Negotiation Skills
- Financial Management

Key Achievements



Deliverables in Numbers



Pillar	Numbers
Digital marketing Associate	464
Creator Pro Course	87
Digital Entrepreneurship	11
Spark Mentorship Program	29
Events outreach	6000+
Brands	47
Industry Speakers	59

Top Girls in Tech 2025

An innovation competition across universities recognized **Tamara Kertich** a **University of Nairobi** as the Top Girl in Tech.

Additionally, the Spark Mentorship Program guided **50 girls**—29 from UoN—through a structured 6-week curriculum led by experienced women in tech.



Future Opportunities



- **Student Skilling:** Jointly skill and upskill **10,000 UoN students**
- **Staff Upskilling:** Develop tailored upskilling programs for university staff
- **Creator Hub:** Explore establishing a dedicated Creator Hub at UoN
- **Convening:** Scale up flagship industry events such as International Creator Day and the Tech Women Festival
- **Research:** Collaborate on Research and development opportunities

Thank you.

