



Greydient Cohort 1 Impact Report

Executive Summary

Greydient was created to address a critical gap in digital skills development: the disconnect between learning and earning.

While many young people complete digital training programmes, far fewer successfully transition into employment due to a lack of real-world experience, mentorship, and credible portfolios.

Cohort 1 served as a pilot to test Greydient's structured virtual internship model, which focuses on project-based learning supervised by industry professionals ("Skills Professors").

Over a three-month period, participants engaged in practical projects designed to simulate real workplace tasks. The programme emphasised accountability, consistency, and professional feedback.

Key highlights from Cohort 1:

- 88 applications received
- 12 cities in Nigeria and 2 counties in Africa
- 50 participants admitted
- 9 graduates completed the full programme
- 70% of graduates were women
- Participants represented multiple cities across Nigeria
- 4 industry professionals served as Skills Professors
- 16 real-world projects were completed across two pathways

The results validate Greydient's thesis:

Structured exposure to real work significantly improves readiness for employment.



The Problem Greydient Is Solving

Across Africa, thousands of young people complete digital courses every year. However, many struggle to secure employment due to:

- Lack of real-world project experience
- Limited exposure to professional workflows
- Weak portfolios and references
- Minimal access to industry mentorship

Traditional training programmes often focus on knowledge acquisition, while employers prioritise practical competence and work readiness. Greydient was designed to bridge this gap by creating a structured transition from learning to earning.

Programme Design

Cohort 1 was designed as a 3-month virtual internship programme combining practical work, professional supervision, and career transition support.

Key Programme Components

1. Project-Based Learning

Participants completed real-world assignments designed to mirror workplace tasks.

2. Skills Professor Supervision

Industry professionals guided participants through project expectations and reviewed their work.



3. Portfolio Development

Participants produced tangible outputs that could form the foundation of their professional portfolios.

4. Career Readiness Support

The programme concluded with sessions focused on job preparation and career positioning.

Programme Pathways

Cohort 1 focused on two digital career tracks:

Digital Marketing

Participants worked on practical marketing projects including campaign planning, content strategy and performance analysis.

Software Engineering

Participants engaged in development tasks designed to simulate real software projects and collaborative workflows.

Skills Professors

A total of 4 Skills Professors supervised Cohort 1: 2 professionals per pathway. Skills Professors played a critical role in maintaining programme quality by:

- Designing practical projects
- Reviewing participant submissions
- Providing professional feedback
- Guiding participants through weekly tasks

Their involvement ensured that the programme reflected industry expectations rather than purely academic exercises.



Project Work

Participants completed a total of 16 practical projects during the programme.

- 8 projects in Digital Marketing
- 8 projects in Software Engineering

These projects were designed to build practical competence and portfolio-ready work, helping participants demonstrate real capabilities to potential employers.

Participant Demographics

Applications

- 88 total applications received

Accepted Participants

- 50 participants admitted into the programme

Age Range

- 21–30 years old

Geographic Representation

Participants applied from:

- 12 cities in Nigeria
- 2 countries including Nigeria and South Africa

Completion Outcomes

Out of the 50 admitted participants:

- 9 completed the programme in Digital marketing alone
- Completion rate: 18%
- No interns completed the Software Engineering track.



While selective completion may appear modest, it reflects the programme's emphasis on consistency, accountability, and real project delivery.

Participants who completed the programme demonstrated the ability to:

- Deliver project work under supervision
- Receive and apply professional feedback
- Maintain consistent engagement over the internship period

Gender Representation

Among the 9 graduates:

- 70% were women
- 30% were men

This outcome highlights the strong participation and persistence of women within the programme and reinforces the importance of creating accessible pathways for women in digital careers.

Career Readiness Support

Cohort 1 concluded with a close-out career session covering:

- CV optimisation
- LinkedIn profile optimisation
- Interview preparation

These sessions were designed to help participants translate their project experience into employability and professional positioning.



Key Learnings from Cohort 1

Several insights emerged from the pilot cohort:

1. Structure Drives Completion

Participants performed best when expectations were clear and projects had defined deliverables.

2. Professional Supervision Matters

Industry involvement through Skills Professors significantly improved the quality of work produced.

3. Real Work Builds Confidence

Participants who completed the programme reported increased confidence in applying for digital roles.

4. Accountability Is Critical

Completion required sustained engagement over the three-month programme.

Phase 2: Transition to Employment

Following the completion of Cohort 1, Greydient is entering Phase 2. The focus now is to support graduates in securing opportunities in Digital Marketing and related roles through:

- Opportunity Signposting
- Portfolio promotion

Graduate bios are currently available on the Greydient website for employers seeking entry-level digital talent.



Cohort 1 Graduates



Fawale Christianah Opeyemi

Digital marketer experienced in content creation, social media, email marketing, SEO, analytics, and audience engagement.

Digital Marketer



Tosan Christabel Okotie

Digital marketer blending data-driven strategy, storytelling, social media, SEO, content, and performance insights.

Digital Marketer



Longe Abraham

Greydient internship built my confidence, creativity, resilience, and belief in my value professionally.

Digital Marketer



Rosemary Ita

Content marketing strategist and health writer focused on research-backed storytelling and audience engagement.

Digital Marketer



Olumylwa Soga-Oke

Results-driven digital marketer executing data-backed strategies, collaborating effectively, and turning goals into measurable impact.

Digital Marketer



Enakhfo Cyprian

Creative digital communicator blending marketing, branding, storytelling, design, and data to drive impact.

Digital Marketer



Mutiat Olanrewaju

Digital marketing strategist and certified content lead, boosting conversions with data-driven content.

Digital Marketer



Popoola Boluwatife Olowafunke

Emerging digital marketer and Greydient internship alumnus, passionate about growth and creative strategy.

Digital Marketer



Oluwadara Alabi

Multidisciplinary digital marketer and creative, blending strategy, content, design, and analytics expertise.



Looking Ahead: Cohort 2

Building on the lessons from Cohort 1, Greydient plans to expand the programme in Cohort 2 to include additional pathways:

- Digital Marketing
- Software Engineering
- Product Management
- Data Analysis
- Cybersecurity
- Project Management

The goal is to increase access to structured internships while maintaining the programme's emphasis on competence, accountability, and industry supervision.

Conclusion

Cohort 1 validated Greydient's core belief:

The transition from learning to earning must be intentional.

By combining project-based learning, professional supervision, and career readiness support, Greydient provides a pathway for emerging digital talent to move closer to employment.

As the programme expands into Cohort 2, Greydient aims to continue strengthening the digital talent pipeline and supporting young professionals in building sustainable careers in the digital economy.

