

SPONSORSHIP & PARTNERSHIP MEDIA KIT

**JLD i-ACADEMY**

EDUCATION | INNOVATION | TRANSFORMATION

# 12-Week Professional Skill Learning (PSL) Programme

*"Discover Your Career. Develop Your Skills. Build Your Future."*

*A national movement turning ambitious young Nigerians into  
work-ready professionals – in 90 days.*

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2026 COHORT — PARTNER PROSPECTUS

Prepared for sponsors, partners, schools, NGOs & government agencies

**FOUNDED**

2019

**FORMAT**

Hybrid · Nigeria-wide

**AGES**

16 – 35

**COHORT LAUNCH**

25 August 2026

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# JLD i-Academy — Company Profile

JLD i-Academy is a career-focused online school based in Nigeria, launched in 2019 to provide free, quality education to junior and senior secondary school students (JSS 1–SS 3) as well as post-secondary learners. The academy blends core academic subjects with skill-building and career-readiness programmes, giving students practical tools alongside traditional coursework.

Beyond academics, JLD i-Academy offers mentorship, career guidance, internships, workshops, and an instant-chat platform that connects parents, teachers, and students — making quality education flexible, affordable, and accessible to learners everywhere. We are not just a school; we are a national movement for professional excellence.

*"To help young Nigerians discover their career paths early, develop practical skills, and build successful futures through career-focused education and real-world learning experiences."*

**Founded**  
2019

**Format**  
Flexible, hybrid learning — online instruction combined with in-person workshops and internship placements.

**What We Offer**  
Core academic subjects, career-focused electives, mentorship, internships, career assessments, and a Teacher's Learning Hub.

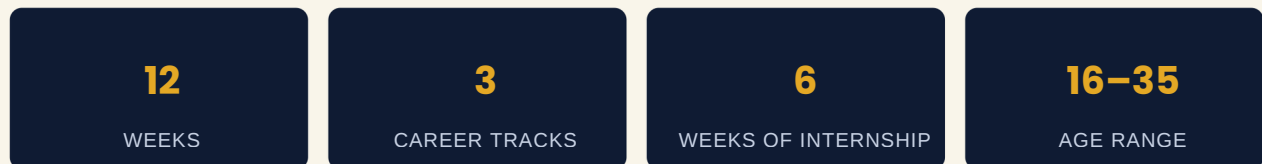
**Tagline**  
Education | Innovation | Transformation

## The PSL Programme — Overview

*"Discover Your Career. Develop Your Skills. Build Your Future."*

The 12-Week Professional Skill Learning (PSL) Programme is JLD i-Academy's flagship initiative, designed to bridge the gap between formal education and career success. While traditional schooling provides essential academic knowledge, many young people still struggle with career clarity, practical workplace experience, and the skills today's rapidly changing world demands.

PSL complements traditional education with career-focused, practical learning experiences built for today's workplace. We've compressed the most essential skills into a high-intensity 12-week sprint. Whether a participant is in SS3, a university student, or a graduate, this is where they move beyond theory and start building a real career — discovering direction, gaining hands-on internship experience, and graduating with a professional portfolio and an industry-recognised certificate.



PSL runs as a hybrid programme — flexible online learning combined with hands-on workshops and a real-world internship placement — making it accessible to SS3 students and university students balancing other commitments.

# Programme Objectives & Expected Impact

## Objectives

Help participants discover a clear career direction early, rather than by trial and error after graduation.  
Build practical, job-ready skills that complement — not replace — formal academic education.  
Provide every participant with genuine hands-on experience through a structured 6-week internship placement.  
Equip participants with a professional portfolio and capstone project that proves real-world capability to employers.  
Deliver mentorship and industry exposure through practitioners actively working in each career track.  
Widen access to career-focused education regardless of financial background, through an intentionally low registration cost.

## Expected Impact

Nigeria's youth population is large, ambitious, and increasingly digital — yet many graduates leave school without the practical skills or workplace exposure employers look for. PSL is built to close that gap at scale: turning learners into work-ready professionals in 90 days, feeding a pipeline of trained, mentored, internship-tested young talent into Nigeria's digital, professional, and vocational industries.

For partners, this translates into measurable social return: reduced youth unemployment risk, a stronger local talent pipeline, and visible, reportable impact against education- and workforce-development goals — including alignment with SDG 4 (Quality Education) and SDG 8 (Decent Work & Economic Growth).

## Career Tracks & Learning Pathways

Every participant chooses one of three specialised tracks, each backed by mentorship, an internship placement, and a capstone project.

### 1. Digital Career Track — Master the tools of the modern economy

- **Digital Marketing** (The Growth Engine) — social media, SEO & content strategy
- **Web Development** (The Architect) — building digital infrastructure
- **Data Analysis** (The Truth Finder) — turning raw data into business insight

### 2. Professional Career Track — Elevate your standing in established industries

- **Healthcare** — solving health challenges & improving patient outcomes
- **Law** (The Advocate) — guiding decisions through legal practice
- **Engineering** (The Builder) — designing & problem-solving for the real world

### 3. Vocational Career Track — Hands-on mastery in high-demand technical fields

- **Electrical Installation** — the power behind every system
- **Welding & Fabrication** (The Maker) — building with precision & strength
- **Fashion Design** (The Creator) — turning concepts into wearable craft

*A full list of specialised pathways is available in the programme's registration form.*

# Programme Structure — The 12-Week Roadmap

Twelve weeks. Three phases. One outcome: participants move from learner to professional.

## WEEKS 1–3

### The Foundation

Participants master the core principles of their chosen track. In Week 2, they submit a proposed internship location and receive an Official Request Letter from JLD i-Academy to secure placement.

## WEEKS 4–9

### The Deployment

Six weeks in a hands-on internship, applying skills inside a real professional environment. Participants aren't observers — they're active contributors inside real organisations.

## WEEKS 10–12

### The Capstone

Participants return to the academy to synthesise their experience, building and presenting a Master Capstone Project — the crown jewel of their professional portfolio.

## By the end of 12 weeks, participants will:

- Discover their career direction
- Build practical, job-ready skills
- Complete a real-world internship
- Develop a professional portfolio
- Receive an industry-recognised certificate
- Gain the confidence to compete in today's workforce

## Key Benefits for Students

### **Career-Focused Learning**

Every lesson is designed for real-world application, not abstract theory.

### **Internship Support**

Official backing from JLD i-Academy to secure a genuine placement.

### **Practical Skill Development**

Participants move beyond textbooks into hands-on execution from Week 1.

### **Professional Portfolio**

Graduates leave with tangible, demonstrable proof of their capability.

### **Industry Mentorship**

Learning directly from professionals currently winning in their fields.

### **Flexible Hybrid Model**

Built to fit around the schedules of SS3 and university students.

*"I enjoyed the structured personalised portal for class activities and how my career-based subjects are easy to understand. I would recommend JLD i-Academy to others because it provides quality learning and helps students prepare for their future careers." – Fathia P., JLD i-Academy Student*

## Sponsorship & Partnership Opportunities

PSL gives sponsors, partners, schools, NGOs, and government agencies a direct, credible channel into Nigeria's next generation of professionals — at the exact moment those young people are choosing a career direction.

### Talent Pipeline Access

Meet mentored, internship-tested young talent before your competitors do, across digital, professional, and vocational fields.

### CSR & ESG Alignment

Demonstrable, reportable social impact aligned with education and workforce-development commitments.

### Brand Visibility

Reach an engaged youth and parent audience through programme materials, ceremonies, digital campaigns, and media coverage.

### Curriculum & Mentorship Input

Shape training content, host workshops, or provide mentors so graduates arrive job-ready for your industry.

Partnership is open to corporates, professional associations, schools and universities, NGOs, media houses, and government agencies who want to invest in career-focused youth development — whether through funding, in-kind support, internship hosting, mentorship, or media amplification.

## Sponsorship Packages & Benefits

Figures below are indicative starting investments per cohort; packages can be tailored to funding, in-kind, or hybrid contributions and agreed directly with the JLD i-Academy partnerships team.

| BENEFIT                                        | TITLE PARTNER   | TRACK PARTNER             | IMPACT PARTNER  | COMMUNITY PARTNER        |
|------------------------------------------------|-----------------|---------------------------|-----------------|--------------------------|
| Investment (₦)                                 | From ₦5,000,000 | From ₦2,000,000 per track | From ₦1,000,000 | From ₦250,000 or in-kind |
| Programme co-branding & naming recognition     | •               | —                         | —               | —                        |
| Logo on all materials & certificates           | •               | •                         | •               | —                        |
| Sponsorship of one Career Track                | •               | •                         | —               | —                        |
| Speaking slot at opening / graduation          | •               | •                         | —               | —                        |
| Priority access to graduate talent pool        | •               | •                         | •               | —                        |
| Mentor / guest-facilitator placement           | •               | •                         | •               | •                        |
| Funding of student registration & scholarships | •               | —                         | •               | —                        |
| Recognition across social media & press        | •               | •                         | •               | •                        |
| Listed as supporting partner on website        | •               | •                         | •               | •                        |
| Post-programme impact report                   | •               | •                         | •               | —                        |

**In-kind partnership** — venue space, equipment, transportation, media production, or promotional support — is also welcomed and mapped to the tier of equivalent value.

# Target Audience & Expected Reach

## Primary Audience — Participants

- Ambitious Nigerians aged 16–35
- SS3 (final-year secondary) students
- University students
- Graduates seeking career direction
- Out-of-school/ Unemployed youth ready to work

## Secondary Audience — This Kit

- Corporate sponsors & professional associations
- Schools, universities & parents
- NGOs & development partners
- Government & education agencies
- Media & press organisations

## Expected Reach

PSL is promoted through a hybrid mix of digital campaigns (social media and WhatsApp), direct outreach to secondary schools and universities, community and religious networks, and partner and media amplification. Cohort size is intentionally capped each intake to preserve the quality of mentorship every participant receives, with a phased plan to scale to multiple cohorts per year and additional Nigerian states as the programme grows — giving partners a compounding, long-term audience rather than a single-moment campaign.

# Programme Timeline

Key dates for the 2026 PSL cohort:

| MILESTONE                                                | DATE                                            |
|----------------------------------------------------------|-------------------------------------------------|
| Registration opens                                       | Monday, 13 July 2026                            |
| Registration closes                                      | Wednesday, 20 August 2026                       |
| Programme commences — Phase 1: The Foundation            | Monday, 25 August 2026                          |
| Internship placements begin — Phase 2: The Deployment    | ~Mid-September 2026 (Week 4)                    |
| Capstone project & presentations — Phase 3: The Capstone | ~Late October – Mid-November 2026 (Weeks 10–12) |
| Graduation & certification                               | Week of 16 November 2026 ( <i>indicative</i> )  |

*Dates for Phases 2–3 and graduation are indicative, calculated from the confirmed 25 August start date, and subject to final confirmation by JLD i-Academy.*

## Brand Assets

### Wordmark



### Brand Colours



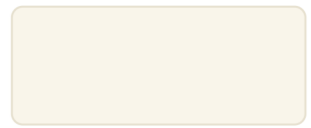
Ink Navy  
#0F1B33



Signal Gold  
#E4A825



Palm Emerald  
#146356



Paper Cream  
#F9F5EA

### Typography

#### Poppins — Headings & Display

Lora — Body & Editorial Copy



## SECTION 12

# Contact & Next Steps

Ready to partner with the PSL Programme? Reach the JLD i-Academy team directly:

|                                |                                                                                |
|--------------------------------|--------------------------------------------------------------------------------|
| Website                        | <a href="http://www.jldiacademy.com">www.jldiacademy.com</a>                   |
| Email                          | <a href="mailto:partnerships@jldiacademy.com">partnerships@jldiacademy.com</a> |
| WhatsApp                       | +234 903 738 8570                                                              |
| Facebook / Instagram / YouTube | @jldiacademy                                                                   |
| LinkedIn                       | JLD i-Academy                                                                  |

**The Door Is Open.  
Will You Help It Swing Wider?**

**PARTNER WITH THE 2026 PSL COHORT**