**BSMART BRANDS ACADEMY**

**Tanzania’s Leading centre for Education services, Entrepreneurship, ICT, Innovation, Business, Dream Setting & Youths Mentorship**



**FINANCIAL NEEDS AND OPPORTUNITY TO INVEST IN OPEN EDUCATION PROGRAMS**

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**A: FINANCIAL NEEDS REQUIRMENTS**

Wakisha Maendeleo Limited require about Tshs 1772,000,000 equivalent to USD 770,435 to invest in Open Education Programs which will run online in the name of BSMART BRANDS ACADEMY.

The funds are required for:

* Development of online platforms and programs Tsh 30mil or $13,043
* Assets (Office Furnishing + Vans) Tsh 86mil or $37,391
* Production of programs and advertisements Tsh 120mil or $52,174
* Salaries and Wages for the first three months Tsh 36mil or $15,652
* Seed Capital Bank Guarantee Tshs 1,500mil or $652,174
* **Total Budget for Investment purpose Tsh 1,772mil or $770,435**

**B: 7 REASONS WHY OPEN EDUCATION PROGRAMS IS A BUSINESS**

When analyzing the educational needs for the today’s and the future world at large we have found that there are about seven reasons why we need open education programs to complement the traditional education system

1. **LIFE REQUIRE THINKING BEYOND CLASSROOMS AND CERTIFICATES**

Albert Einstein said, “Education is not the learning of facts, but the training of the mind to think.” Have you ever heard creativity term “Think outside the box”? One of the major reasons why most graduates have failed to convert their education to income it is simply because they can’t see and think beyond their certificates.

It is no wonder to find engineering students work as bankers. There are medical doctors with great skills in web and graphic designs. We have lawyers that are very dexterous with finances. The list is endless!

The basic truth of life is that the skills that are needed to be much sought after and become more successful in life are not really found within the walls of the classrooms and therefore we need open education programs platforms and that is why Bsmart Brands Academy a project of Wakisha Maendeleo Limited was born.

**2. SUCCESS IN LIFE IS MORE A PRODUCT OF GIFTS AND TALENTS**

Many youths have lost their way to success because they left their gifts dormant while pursuing and hunting for their certificates and jobs. There must be a complementary balance in the pursuit of your passion and in the search for jobs. We all agree that everybody is gifted for something, but the winning edge comes from our ability to work on our gifts and bless the world with it. The very best way to develop yourself is in the direction of your natural talents and interest. In order to live a fulfilled and impactful life, we need to discover our gift, to work harder on it, develop it, and sell it and therefore open education programs should now be on a high needed.

**3. MOST OF THE SKILLS TAUGHT TODAY ARE BECOMING OBSOLETE**

It has been found that most of the skills taught in schools are becoming obsolete in the present world. The world has changed a lot, and so are people’s need! It is imperative to know that a large part of the present form of primary to university education does not prepare students for the future.

Graduates are becoming endangered species in the face of a changing world. Our archaic methods and approaches of learning are preparing graduates for a world that no longer exist, as we are churning out degree holders every year with certificates that have face value but no intrinsic worth. Most learning institutions are filled up with lecturers and pseudo-educators with lecture notes, methods and approaches that have lost relevance in a changing world.

**4. PEOPLE SHOULD BE TRAINED TO KNOW MORE ABOUT THEMSELVES THAN THEY KNOW ABOUT THINGS**

The current education system stresses to teach people to claim and pass their exams to get Certificates and degrees instead of teaching people to reveal about themselves; the current system has been designed at most to measure our IQ (Intelligent Quotient). Open education will do much of training candidates to discover about themselves. The more you discover yourself, the more you realize the treasures that are hidden deep within you.

**5. TRADITIONAL EDUCATION SYSTEMS KILL INITIATIVES**

Claiming of facts to pass exams can close up the opportunity for your minds to think of new ideas and therefore close the opportunity for initiatives. The purpose of education is to keep your mind perpetually opened towards limitless possibilities!

Fred Smith saw an opportunity for overnight delivery of anything anywhere in the USA, and ultra-fast delivery anywhere in the world, FedEx was born. It will be interesting to know that Fred Smith got a grade “C” in a Yale economics class for an idea that the professor belittled as unworkable.

Fred Smith’s company became the first American business to make over ten billion dollars in annual profit. Beginning with just 186 packages delivered the first night, FedEx now delivers in over two hundred countries using over 6,030 aircraft, 46,000 vehicles and 141,000 employees.

**6. TRADITIONAL EDUCATION SYSTEMS PREPARES PEOPLE TO LOOK FOR JOBS AND NOT FOR OPPORTUNITIES**

This is obvious that our current education systems prepare graduates to look for jobs and not open our eyes to life-changing opportunities. Many educated youths are not living to their expectation because they have failed to see and seize opportunities.

As long as there is a problem to be solved, there will always be opportunities. It is a waste of our education, exposure, and experiences if after we graduate from school, all we think about is searching for a job but enlightened and educated mind being a product of open education programs should be able to see and seize opportunities.

**7. TRADITIONAL EDUCATION SYSTEMS KILL ABILITY TO TAKE RISKS**

People must be trained to be willing to make mistakes and take breakthrough risks. Taking risks and learning from mistakes help us in knowing what works and what does not! When Thomas Edison was being questioned by a mischievous journalist on how he felt for having failed for 999 times before getting the idea of the light bulb, his response stunned the whole world when he confidently said, “I have not failed 999 times, I have only learned 999 ways of how not to make a light bulb”.

Compare many graduates after spending almost 10 years collecting school certificates versus small and medium entrepreneurs joined the business field without college certificates, no capital, no technology and no customer. Many of the graduates will rank behind the entrepreneurs because they own certificates but lack skills necessary to make their earnings in the modern world. Open education programs will be a complement to both elites and small and medium entrepreneurs.

**CONCLUSION**

Today and in the future jobs will involve KNOWLEDGE, creativity, innovation, and ability to TAKE RISKS all combined and people equipped with skills found in the classroom will definitely be a misfit in an ever-changing world. Skills like critical thinking, creativity, people’s skill, STEM skills (e.g Coding), complex problem-solving skills etc. are central to living a more comprehensive and productive life mainly found in open education programs

Here comes education institutions with open education programs to train youths to think wide, deep and outside the box, teach them to take voluntary jobs, and that they should not be afraid to navigate fields that are different from their field of learning. The future careers will require students and entrepreneurs to pull information from many different fields to come up with creative solutions to future problems. They should be trained to start reading as much as they can about anything and everything that interests them. Once students get to college, they should consider double majoring or minoring in completely different fields. We need platforms that support something practical, to give students rooms to start a business and fail this is better entrepreneurship. Today’s and future world need platforms that prepare not excellent students, but more of excellent persons. Platforms that don’t limit the world to a classroom, but make the world a classroom. Wakisha Maendeleo under the project of Bsmart Brands Academy we have taken a step forward and we are trying something extra. Welcome and Invest with us we are investing in passion, gifts, talents, innovativeness, ability to dare, and ability to see and seize opportunities.

Boniface Ndengo

Founder and CEO

Wakisha Maendeleo Limited