easyIntern GRANT PROPOSAL

1. Executive Summary

EasyIntern – Bridging the Gap Between Education and Employment

Applicant:
Patrick Ofoe Domeh
Founder, EasyIntern
Accra, Ghana

Funding Requested:
USD $30,000

Project Duration:
18 months

Summary:

EasyIntern is a digital internship and employment-matching platform designed to bridge the gap between tertiary institutions and employers. The platform connects students and graduates with verified companies, streamlines internship placements, and enhances employability through structured matching and performance tracking systems.

The requested funding will be used to complete platform development, scale institutional partnerships, onboard employers, and expand across multiple regions. EasyIntern aims to reduce graduate unemployment, improve workforce readiness, and create measurable economic impact.

2. Problem Statement

Globally, millions of students graduate annually without structured work experience. Employers report skill gaps, while graduates struggle to secure internships and entry-level roles.

Key Challenges:

- Lack of structured internship matching systems
- Informal recruitment processes
- Limited employer access to qualified candidates
- High youth unemployment rates
- Poor transition from education to workforce

In emerging and developing economies especially, this gap contributes directly to:

- Underemployment
- Brain drain
- Economic stagnation
- Reduced productivity

EasyIntern addresses this systemic gap using technology-driven matching and data intelligence.

3. Proposed Solution

EasyIntern is a centralized digital ecosystem that:

- Matches students to employers using algorithm-based profiling
- Enables verified employer onboarding
- Tracks intern performance and evaluation
- Provides structured internship documentation
- Offers institutional dashboards for universities
- Creates employment readiness analytics

Core Features:

- Student profiles & digital CV system
- Employer verification portal
- Internship matching engine
- Admin analytics dashboard

- Secure data management system

The platform ensures transparency, accountability, and scalability.

4. Objectives

Primary Objective:

To increase structured internship placements and reduce youth unemployment through technology-enabled matching.

Specific Objectives:

1. Onboard 10 universities within 18 months.
2. Register 5,000+ students within first year.
3. Partner with 50 employers within 18 months
4. Facilitate 200 verified internship placements.
5. Achieve 80% placement-to-completion rate.

5. Target Beneficiaries

- University students and graduates
- Small and medium-sized enterprises (SMEs)
- Corporations seeking entry-level talent
- Educational institutions
- Youth in underserved communities

Indirect beneficiaries include national economies through workforce productivity gains.

6. Implementation Plan

Phase 1 – Platform Completion (Months 1–4)

- Backend development
- Security infrastructure

- Beta testing

Phase 2 – Institutional Partnerships (Months 3–6)

- University onboarding
- Employer acquisition
- Training sessions

Phase 3 – Scaling & Expansion (Months 6–12)

- Regional rollout
- Marketing campaigns
- Data optimization

7. Monitoring & Evaluation

Success will be measured through:

- Number of registered students
- Number of verified employers
- Internship placement rate
- Completion rate
- User satisfaction surveys
- Employer retention rate

Data analytics dashboards will generate real-time performance reports.

8. Sustainability Plan

EasyIntern will sustain operations through:

- Institutional licensing agreements
- Premium student services
- Corporate partnerships
- Data analytics services

- Easy market (e-commerce platform)
- Study abroad services
- Academic courses

The grant will serve as catalytic funding to establish infrastructure and scale initial operations.

9. Budget Summary

Category	**Amount (USD)**
Platform Development	$10,000
Marketing & Outreach	$5,000
Institutional Partnerships	$4,000
Staffing	$5,000
Legal & Compliance	$1,500
Operational Costs	$2,500
Contingency	$2,000
Total Requested	**$30,000**

EasyIntern Project Budget Breakdown

1. Platform Development – $10,000

This cost covers the design, development, and deployment of the EasyIntern digital platform that connects students with employers for internships, training, and job opportunities.

Budget Breakdown

Item	**Description**	**Amount (USD)**
UI/UX Design	Professional interface design to ensure user-friendly experience for students and employers	$1,500

Item	Description	Amount (USD)
Front-End Development	Development of student and employer dashboards using modern web frameworks	$2,500
Back-End Development	Database architecture, server logic, API integration, and system security	$3,000
Mobile Optimization	Ensuring the platform works efficiently on smartphones and tablets	$1,000
Cloud Hosting & Infrastructure	Server hosting, storage, and platform uptime for first year	$1,200
Platform Testing & Debugging	Quality assurance testing, bug fixes, and performance optimization	$800

Total: $10,000

Expected Outcome:

- Fully functional internship matching platform
- Secure database of students and employers
- Scalable digital infrastructure for future expansion

2. Marketing & Outreach – $5,000

This budget supports marketing activities to attract **students, universities, and employers** to the EasyIntern platform.

Budget Breakdown

Item	Description	Amount
Digital Marketing Campaigns	Social media advertising (Instagram, LinkedIn, Facebook, TikTok) targeting students and companies	$1,800
Content Creation	Graphic design, promotional videos, and campaign materials	$900

Item	Description	Amount
Campus Outreach Programs	University roadshows and student engagement events	$1,000
Public Relations	Media coverage, press releases, and partnerships with media outlets	$700
Promotional Materials	Flyers, banners, branded merchandise for events	$600

Total: $5,000

Expected Outcome

- 5,000+ students registered on the platform
- 300+ employers onboarded
- Increased awareness of internship opportunities

3. Institutional Partnerships – $4,000

This cost supports collaboration with **universities, training institutions, and corporate partners**.

Budget Breakdown

Item	Description	Amount
University Partnership Development	Engagement meetings with universities and career centers	$1,200
Corporate Employer Recruitment	Business development meetings with companies offering internships	$1,200
Memorandum of Understanding (MoU) Development	Partnership agreements with institutions	$600
Stakeholder Workshops	Workshops with universities and employers to introduce EasyIntern	$1,000

Total: $4,000

Expected Outcome

- Partnerships with **10+ universities**
- Collaboration with **100+ employers**
- Strong institutional support for internship placement

4. Staffing – $5,000

This covers the initial operational team responsible for managing the EasyIntern platform and partnerships.

Budget Breakdown

Role	Responsibility	Amount
Project Manager	Overall coordination of platform development and partnerships	$1,800
Partnership & Outreach Officer	Employer acquisition and university partnerships	$1,400
Marketing & Communications Officer	Social media campaigns and outreach	$1,200
Administrative Support	Data entry, platform support, and logistics	$600

Total: $5,000

Expected Outcome

- Efficient platform operations
- Active employer engagement
- Strong marketing presence

5. Legal & Compliance – $1,500

This cost ensures the platform operates legally and protects intellectual property.

Budget Breakdown

Item	Description	Amount
Business Registration & Licensing	Legal registration and regulatory requirements	$400
Terms of Service & Privacy Policy	Drafting legal documentation for users	$400
Intellectual Property Protection	Trademark and IP protection for EasyIntern	$400
Legal Consultation	Legal advisory services	$300

Total: $1,500

Expected Outcome

- Fully compliant platform
- Protected intellectual property
- Legal framework for partnerships and users

6. Operational Costs – $2,500

These costs cover day-to-day operational expenses required to run the project.

Budget Breakdown

Item	Description	Amount
Office Operations	Internet, utilities, workspace expenses	$800
Communication Costs	Phone, internet services, collaboration tools	$500
Transportation	Travel for university and corporate meetings	$700
Administrative Supplies	Stationery, printing, documentation	$500
Data & Software Subscriptions	Project management tools, CRM software	$500

Total: $2,500

Expected Outcome

- Smooth project coordination
- Efficient communication with partners

- Strong operational support

7. Contingency – $2,000

This reserve fund covers unforeseen expenses that may arise during implementation.

Budget Breakdown

Item	Description	Amount
Technical Emergencies	Unexpected platform development costs	$800
Market Response Adjustments	Additional marketing activities if required	$600
Operational Flexibility	Miscellaneous project adjustments	$600

Total: $2,000

Impact of the Investment

The EasyIntern project will:

- Connect **thousands of African students with internship opportunities**
- Reduce youth unemployment
- Strengthen collaboration between **universities and industry**
- Build a **scalable digital employment ecosystem**

10. Organizational Capacity

Founder: Patrick Ofoe Domeh

- MBA, Accra Business School
- Founder of multiple ventures
- Experience in youth empowerment and entrepreneurship development
- Established partnerships with tertiary institutions

EasyIntern operates with a clear governance structure, financial accountability, and scalable technical architecture.

11. Risk Analysis & Mitigation

Risk	Mitigation
Low employer onboarding	Targeted acquisition campaigns and free advertisement
Data security risks	Encrypted infrastructure
Slow institutional adoption	MoU-based engagement strategy
Funding delays	Phased implementation

12. Alignment with Global Development Goals

EasyIntern contributes directly to:

- SDG 4 – Quality Education
- SDG 8 – Decent Work and Economic Growth
- SDG 9 – Industry, Innovation & Infrastructure
- SDG 10 – Reduced inequalities

13. Conclusion

EasyIntern represents a scalable, technology-driven solution to one of the most pressing challenges facing young people around the world: the difficult transition from education to meaningful employment. Across many countries—particularly in developing economies—thousands of students graduate every year with academic qualifications but limited practical experience. This gap between education and industry expectations continues to contribute significantly to youth unemployment and underemployment. EasyIntern directly addresses this challenge by creating a structured digital ecosystem that connects students, educational institutions, and employers through accessible internship opportunities.

Through its platform, EasyIntern will streamline the internship discovery and placement process, enabling students to gain practical experience, build professional networks, and develop the skills

required to succeed in the modern workforce. At the same time, employers benefit from access to a pool of emerging talent, allowing them to identify and develop future employees while contributing to national workforce development.

With catalytic funding support, EasyIntern will be able to develop and deploy a robust digital platform, build strategic partnerships with universities and employers, and reach thousands of students who are actively seeking opportunities to gain real-world experience. The project will establish a structured internship ecosystem that improves employability outcomes, strengthens collaboration between academia and industry, and fosters a culture of skills-based learning.

The impact of this initiative extends beyond individual internship placements. By improving the alignment between education systems and labor market needs, EasyIntern contributes to broader economic development goals, including youth empowerment, workforce readiness, and sustainable employment creation. As the platform grows, it will serve as a scalable model that can be expanded across multiple regions, benefiting even larger populations of students and employers.

Ultimately, EasyIntern is more than just a digital platform; it is a strategic intervention aimed at transforming how young people transition into the workforce. With the support of forward-thinking funding partners, EasyIntern has the potential to create measurable social and economic impact by equipping the next generation with the experience, skills, and opportunities they need to thrive in a rapidly evolving global economy.

Signed
Patrick Ofoe Domeh
CEO/Founder