



WAVE IMPACT REPORT 2025

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Message from the CEO

2025 was a year that strengthened our foundations and clarified the scale of what we are capable of achieving.

At WAVE, we have always believed that talent is universal, but access is not. This year, we demonstrated, in practice, when underserved youth are given the right skills, structure, and opportunities to rewrite their economic realities.

The economic environment challenged many young Nigerians, yet their ambition remained unwavering. Our responsibility was to meet that ambition with a model that truly works. In 2025, we trained 1,582 young people across 4 academies and surpassed 11,000 direct trainees since inception. What stands out is not only the number of graduates but the quality and speed of their progress. The average graduate increased their income by **101.9% within one year**, with some recording growth of more than **1,000%**. These outcomes reaffirm that when training aligns with real market demand, progress is immediate and measurable.

This year, we strengthened the ecosystem that enables our impact to scale. Our network of **36 strategic growth partners**, built over the years since our inception, has now extended our reach to 80,734 youth across different communities. These partnerships continue to broaden the accessibility of our model and



• **Ifeanyi Perry PhD.**

CEO, WAVE

reinforce the value of collaboration in driving sustained outcomes. In parallel, our work with local governments deepened our geographic presence, growing from **34 local government areas** reached in 2023 to 57 in 2025. This steady expansion reflects rising confidence in our approach and our commitment to reaching youth where they live, learn and pursue opportunity.

The human stories behind the data remain our strongest indicators of impact. We saw young people transition from uncertainty to clarity, from low earnings to sustainable income, and from limited options to new levels of confidence. We also witnessed women take up space in unprecedented numbers, representing **71.5%** of all graduates. We watched students secure jobs while still in training, step into leadership roles and launch businesses that are already contributing to their local economies. These stories reflect what happens when an ecosystem invests in potential instead of judging credentials.

As we prepare for the year ahead, our focus is on positioning youth for the future of work.

In 2026, we will launch a dedicated Learning Management System (LMS) platform that enables young people to take courses at their own pace, access structured learning pathways, and build job-ready skills more flexibly. We will also continue to teach relevant tools like Zendesk to ensure access to global opportunities. These initiatives reflect the realities of a fast-changing economy, and our goal is to ensure that underserved youth are not left behind as the world becomes increasingly

We saw young people transition from uncertainty to clarity, from low earnings to sustainable income...

digital. We are building a future-ready, employer-responsive talent pipeline accessible to every young person willing to learn.

Our 2028 vision remains clear. We aim to **empower 250,000 youth with the skills and opportunities** to thrive. This will require sustained discipline, deeper partnerships, expanded delivery capacity and a shared belief in what young Africans can achieve when given a fair chance. The progress we recorded this year confirms that **our model is scalable**, our mission is urgent, and our vision is within reach.

I am grateful for the people who make this mission possible. Our team continues to operate with excellence and intention. Our partners continue to trust the quality of our work. And our youth continue to inspire us with their resilience and ambition. Together, we are building a future defined by **opportunity, dignity and economic mobility**. And we move forward with clarity, confidence and the conviction that the best of our impact is still ahead.



Executive Summary

2025

A Year of Expansion, Innovation, and Impact

Nigeria's economic landscape in 2025 presented both challenges and opportunities. With youth unemployment rising by 1.5% (per ILO), persistent inflation affecting household purchasing power, and continued **currency volatility**, the need for skills-based intervention has never been more urgent. Despite these challenges, **WAVE achieved significant growth**, demonstrating the resilience of our model and the determination of the youth we serve.

It was a year in which we hit important milestones that speak to the scale and effectiveness of our work. The evidence shows that our work delivers a clear return on investment for the young people we train and for the employers who hire them.



What Makes 2025 Different

To ensure our graduates can access the highest-opportunity careers, **we expanded our curriculum** (Canva, enhanced Social Media Management), grew our partnership network by **620%** (from 5 to 36+ growth partners), and positioned ourselves for our boldest move yet: in 2026, we will launch three high-growth fields (AI & Prompt Engineering, Data Analysis, and Cybersecurity). The goal is to give our graduates a practical foundation, positioning them to pursue careers in the most in-demand technical fields.

Strengthening our already proven methodology was also a priority this year. Doing this successfully has reinforced our credibility, enabling us to secure stronger government partnerships and grow a network of organisations that replicate our model.



These foundations position us for exponential growth toward our 2028 vision, which is to empower 250,000 youth. 2025 emphasised that **our model works**. We have built a reliable talent pipeline for employers and a proven

pathway to economic transformation for youth. On the back of these results and our impact this year, we are on course to achieve our goal of empowering **250,000 youth by 2028**.

OUR 2025 ACHIEVEMENTS



1,582

GRADUATES TRAINED
ACROSS 4 ACADEMICS



11,000

YOUTH TRAINED DIRECTLY
SINCE INCEPTION (MILESTONE
REACHED)



80,734

YOUTH REACHED
THROUGH 36+ STRATEGIC
GROWTH PARTNERS



91,734+

TOTAL LIVES IMPACTED



101%

AVERAGE INCOME INCREASE
WITHIN ONE YEAR



1,233%

INDIVIDUAL INCOME
TRANSFORMATION



900

EMPLOYER PARTNERS
ACROSS 15 INDUSTRIES



57

LOCAL GOVERNMENT
AREAS ACROSS 12+
STATES



Who
We Are:

The problem
we are solving

Despite numerous initiatives, Nigeria's youth unemployment crisis persists, with nearly 13 million young people currently out of work. **The main problem we have identified is the broken bridge between education and employment** created by the system currently in place. Youth from marginalised communities have been sidelined as a result, systematically excluded from the pathways to stable income and economic participation

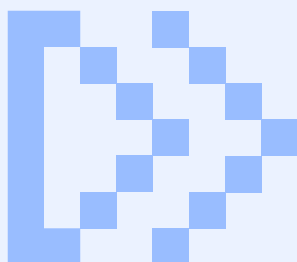


The Consequence



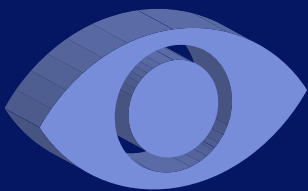
Without access to formal employment, youth from low-income backgrounds face a high risk of permanent economic exclusion. The lack of a viable pathway to a stable livelihood leaves them in poverty, **limits their social mobility, and closes off opportunities for growth.**

The Demonstrated Path Forward



Economic contraction amplifies the need for our work. When job opportunities become scarcer, the **competitive advantage shifts decisively** to those with demonstrable, relevant skills. In 2025, we proved that targeted skill development is a vital tool for economic resilience and differentiation for youth navigating a tightening market.

Our results show that underserved youth possess immense talent and resilience when given the right tools and pathways. The problem is a lack of access, not a lack of ability. **WAVE exists to correct this imbalance** with a model that is both effective and scalable.



Our Mission, Vision & Values



Our Mission

To level the playing field for underserved African youths by building an ecosystem that **supports relevant skills development** and **increased income for work-ready** youth



Our Vision

A world where **every young African has the skills** and **the opportunities** to be all that they imagine.



Our Values

Our core belief is that **systemic inequity in employment is, at its heart, a skills gap.** We hold that when disadvantaged youth are equipped with the critical life skills the modern economy demands (such as communication, critical thinking, emotional intelligence, problem-solving, teamwork, and grit), the playing field is leveled and actively rebuilt around their potential.



The 2025 Evidence

Twelve years of work have transformed this theory into a proven, measurable model. The results from the past year provide our most compelling data yet:



Financial Transformation is Dramatic and Rapid:

The average income of a 2025 graduate more than doubled (a 101% increase) in their first year, with our most exceptional cases achieving life-altering growth of up to 1,233%.



Employment is a Launchpad, not an Endpoint:

Employment is a Launchpad, not an Endpoint: We maintain a 70% long-term job placement rate, with 35% of our latest graduates securing roles within three months. Success is proven when alumni earn promotions within their first year and our employer partners return, repeatedly, to hire more WAVE talent.

This is the definitive return on investment for a skills-first approach: **profound economic mobility for youth and a reliable, high-quality talent pipeline for the economy.** Our theory is now a demonstrated, repeatable outcome.





WAPA in collaboration with WAVE

WAVE
West Africa Vocational Education

CERTIFICATE OF Completion

THIS CERTIFIES THAT

Thompson Dorathy Enoobong

Has successfully completed the soft skills training on
communication, problem solving, emotional intelligence,
and entrepreneurship management.

DATED THIS

5th November, 2025
www.waveacademics.org

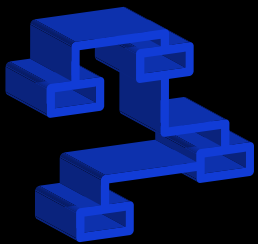
Executive Secretary

Director

5th November, 2025
www.waveacademics.org

Executive Secretary

Director



The Wave Model

Our Proven 4-Step Approach



SCREENING

We identify self-motivated, underserved youth eager to transform their lives.



20,751
Applicants



2,075
admitted
(rigorous selection)



1,582
(76.2%
completion rate)

 We look for hunger to learn, determination to succeed, and openness to feedback rather than credentials.

DEMAND-DRIVEN TRAINING

We train based on what employers actually need, not what traditional education provides.

Coming in 2026: AI & Prompt Engineering, Data Analysis, Cybersecurity Basics

Intensive practical: sessions with role-plays, mock interviews with real HR professionals, daily exit tickets, and continuous feedback loops.





MATCHING

We connect work-ready graduates with our 900+ employer partners.

2025 Results:

- **1,692** cumulative job placements
- **70%** long-term employment rate
- **35%** immediate placement (within 3 months)

CAREER SUPPORT

Once a WAVEr, always a WAVEr. We support alumni for 10+ years.

2025 Results:

- 80% of placed alumni remain employed and continue advancing in their careers







2025 at A Glance

Academy Performance Breakdown

ACADEMY	GRADUATE	GENDER (M/F)	PRE-WAVE AVERAGE SALARY	POST-WAVE AVERAGE SALARY	INCOME GROWTH
Academy 1	326	149M (46%) / 178F (54%)	₦61,285	₦118,162	+92.8%
Online Academy	204	48M (24%) / 617F (76%)	₦34,122	₦52,247	+53.2%
AiB3	706	87M (46%) / 619F (54%)	₦23,291	₦55,823	+139.7%
AiB5	346	167M (48%) / 178F (58%)	₦28,908	₦71,757	+148.2%
Total	1,582	451M (28.5%) / 1,131F (71.5%)	₦36,901	₦74,497	+101.9%

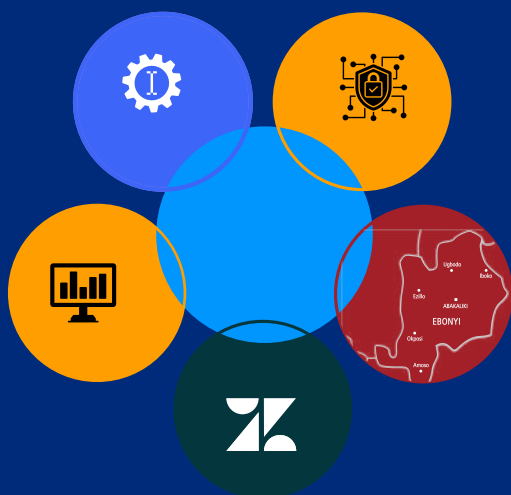
Key Insights & Highlights

 INSIGHT	 IMPACT
Highest Income Growth	AiB5 (148.2%) and AiB3 (139.7%) led growth, validating government and demand-led training models
Female Participation	Women represented 71.5% of graduates, highlighting strong gender inclusion
Income Transformation	Average graduate more than doubled income in first year (+101.9%)
Geographic reach	Programs active in 57 LGAs across 12+ states
Employer Network Growth	900+ employer partners across 15 sectors (+50% growth)
Partner Expansion	36+ strategic growth partners (from 5 in 2024 - +620% growth)

Innovation & Program Evolution

New in 2025:

- Launched Canva Training (design skills for digital content creation)
- Enhanced Social Media Management curriculum with advanced modules
- Renewed Zendesk Partnership (second consecutive year grant award)
- Expanded entrepreneurship development through Lagos State partnership



Coming in 2026:

- AI & Prompt Engineering (foundational training)
- Data Analysis (preparatory modules)
- Cybersecurity Basics (security awareness training)
- Zendesk expansion to Online Academy (Academy 2)
- Geographic expansion to Niger State and Ebonyi State

2025 Financial & Demographic Shifts



1 Financial Baseline Clarity

For the first time, we captured pre- and post-training salary averages (₦36,901 → ₦74,497), providing a concrete financial baseline for impact measurement.

2 Accelerating Income Growth

The 101.9% year-on-year income increase for 2025 graduates represents our strongest annual financial uplift to date, exceeding the consistent 3x multiplier reported previously.

3 Gender Participation Evolution

The trend toward increasing female participation reflects both:

- Targeted outreach in women-dominated sectors (hospitality, VA roles)
- Growing trust in WAVE among young women seeking economic independence.

4 Implications for Program Design

For the first time, we captured pre- and post-training salary averages (₦36,901 → ₦74,497), providing a concrete financial baseline for impact measurement.



Quality Indicators: A Track Record of Excellence

Beyond annual metrics, longitudinal evidence confirms the sustained quality and effectiveness of our work:

 INDICATOR	 EVIDENCE & TREND
Alumni Economic Mobility	Income transformation remains robust, consistently delivering a 3x average increase within one year post-training.
Employer Validation	Market confidence is demonstrated through increased repeat hiring and organic employer referrals, our strongest quality signal.
Program Completion	Consistently high completion rates (above 70%) show strong participant commitment and effective program design.
Job Retention & Growth	High retention (80%) shows that WAVE graduates are impactful and able to build sustainable careers.



2025 Financial Story

 INSIGHT	2025 Dollar Equivalent	2025 Naira Amount
Earned Revenues	\$6,157	₦8,927,417
Other income	\$24,680	₦5,785,524
Grant Revenue	\$310,584	₦450,347,227
Total Revenue	\$341,421	₦495,060,168
Direct Program Costs	\$215,513	₦312,494,148
Indirect Program Costs	\$122,837	₦178,113,877
Overhead Costs	\$588	₦853,000
Total Costs	\$338,939	₦491,461,025
Total Number of Graduates	1,582	₦1582
Total Program Cost/Graduate	\$136	₦197,531
Total Cost/Graduate	\$214	₦310,658.04
Net Income	\$2,482	₦3,599,143



Our Four Academies

Choosing the Right Path

2025 Performance:

ACADEMY 1

The Innovation Lab



326

GRADUATES



8

TRAINING CYCLES



47% (within 3 months)

EMPLOYMENT RATE



46% 54%
men women

GENDER



INITIAL NEW
~~N~~61,285 → ~~N~~118,162
(92.8% growth)

INCOME GROWTH

Training Focus:

Canva (NEW), Food & Beverage, Social Media Management, Zendesk CRM

ONLINE ACADEMY

Bridging Distance & Flexibility



204

GRADUATES



7

TRAINING CYCLES



GENDER

24% 76%
men women



INCOME GROWTH

INITIAL NEW
~~N~~34,122 → ~~N~~118,162
(53..2% growth)

Training Focus:

Executive/Virtual Assistant, Customer Service, Social Media Management

AIB3

Demand-Led Training



GRADUATES

706 (LARGEST cohort)



TRAINING CYCLES

6



GENDER

12% 88%
men women



INCOME GROWTH

INITIAL NEW
₦23,291 → ₦55,823
(139.7% growth—2nd highest)

Training Focus:

- Kosofe, Isheri, Ejigbo, IBA, Egbeda, Ikeja (all Lagos LGAs)

Training Focus:

- Lagos State Ministry of Women Affairs and Poverty Alleviation (WAPA)

AIB5

Government Partnerships



GRADUATES

346



TRAINING CYCLES

6



GENDER

48% 52% (MOST BALANCED)
men women



INCOME GROWTH

INITIAL NEW
₦28,908 → ₦71,757
(148.2% growth—HIGHEST)

Training Focus:

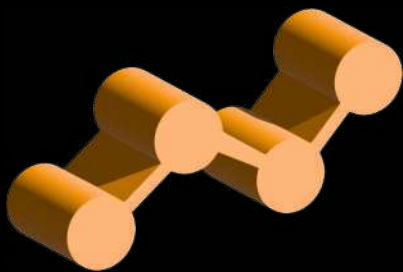
Oyo, Osun, Edo, Ondo States

Replicator Partner:

- SEAD Africa: Osun, Oyo, Ondo, Ekiti
- LearnPro: Edo, Delta

Geographic Reach

- 57 local government areas and counting



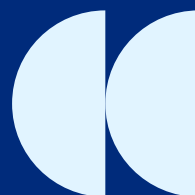
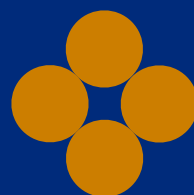
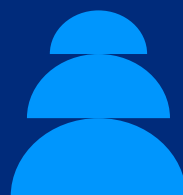
Impact in Action

INCOME TRANSFORMATION: Up to 1,233% Increase

2025 Income Transformation: The Complete Picture

Overall Transformation (All Academies Combined):

- Average Pre-WAVE Income: ₦36,901/month
- Average Post-WAVE Income: ₦74,497/month
- Average Increase: 101.9% (income more than doubles)
- vs. National Minimum Wage: Post-WAVE graduates earn 1.06x minimum wage (₦70,000)



Academy-by-Academy Breakdown

ACADEMY	PRE-WAVE	POST-WAVE	GROWTH	INSIGHT
AIB5	28,908	71,757	148.2%	Government partnership + entrepreneurship = highest growth
AIB3	23,291	55,823	139.7%	Lowest starting point, massive transformation
ACADEMY 1	61,285	118,162	92.8%	Highest absolute earnings post-training
ONLINE	34,122	52,247	53.2%	Working professionals upskilling

What the Numbers Actually Tell Us:

1 It's Not About Where You Start

The young people entering AiB3 and AiB5 often come from the most challenging financial situations (23K-29K/month). Yet they see the biggest percentage jumps in income.

This tells us something important: the right training model can transform any starting point.

2 Entrepreneurship Changes Lives Faster

When we compare entrepreneurship training (AiB5, 148.2% growth) to formal employment training (Academy 1, 92.8%), entrepreneurship trumps it. Starting a business can be a faster route to financial freedom, if your potential is aligned with that pathway.



3 Every Path Leads to Progress

Even the “slowest” growth at our Online Academy still means graduates earn 53% more in one year. That’s life-changing progress and proof that every WAVE academy delivers real results.

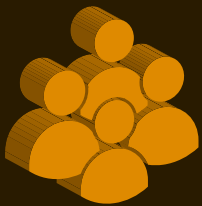
4 Women Are Powering This Change

Our programs with the highest female participation, like AiB3 (87.7% women) and Online Academy (76.5%), are seeing strong outcomes. This shows that when given the chance, women excel.

What This Means in Practice

No matter which academy, location, or background, WAVE training reliably doubles or triples income within a year. It's a repeatable, data-backed model that works anywhere.

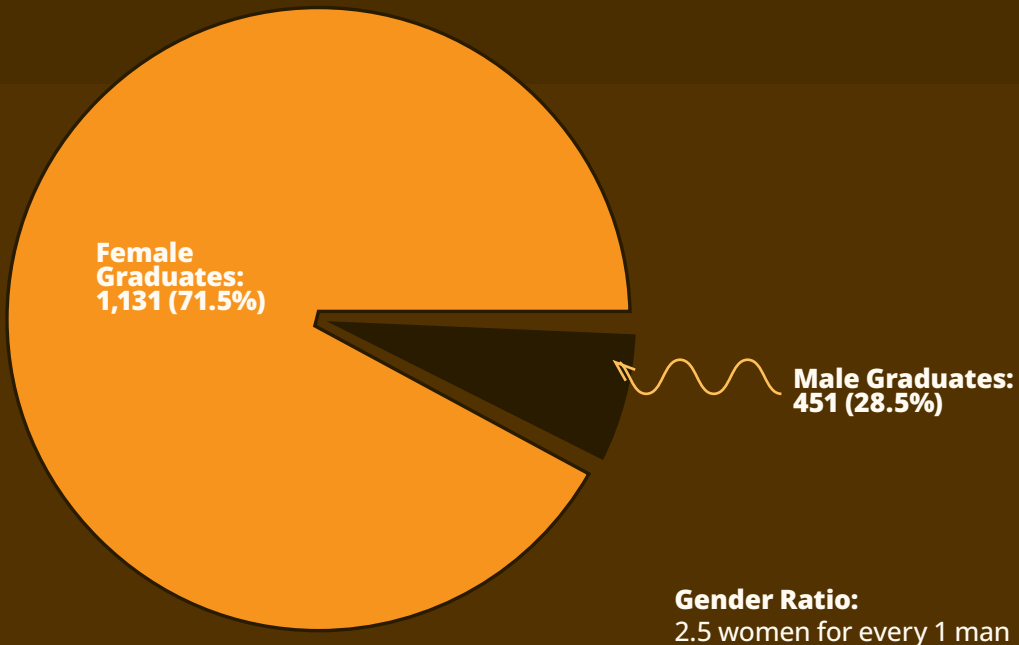




Gender Equity In Action

71.5% Female
Participation

2025 Gender Distribution Across All Academies



ACADEMY	MALE	FEMALE	PERCENTAGE FEMALE	INSIGHT
AiB3	87	619	87.7%	WAPA women's entrepreneurship partnership
Online	48	156	76.5%	Flexible learning for working mothers
Academy 1	149	178	54.4%	Balanced general recruitment
AiB5	167	178	51.6%	Government programs reach both genders

Why this Matters

Levelling the Field for Women

The deck is stacked against women in Nigeria's job market. Hiring preferences often favour men, family duties can limit work options, and educational gaps persist. But at WAVE, we see barriers as design challenges, rather than dead ends.



Proving the Power of women

The data tells a compelling story:

1. In AiB3, where women make up 87.7% of participants, income grows by 139.7%
2. Our Online Academy, which is 76.5% female, boasts the highest completion rate (89.5%)
3. Women not only keep pace with men but often lead the way in outcomes

Designed with Women in Mind

Our **71.5% female participation** rate reflects intentional choices: flexible scheduling for mothers, partnerships like WAPA that prioritise women, safe learning spaces, and job matches that respect family needs.

The lesson is that prioritising women is a smart investment in lasting community transformation.





Stories
that
Inspire



GODWIN ERUNKE ASHIBI

The training I took was intensive. It covered both **behavioural and academic skills**. What I experienced exceeded my expectations."

When Godwin heard about WAVE from a friend, he had just graduated from university and was eager to find direction. Fresh out of school, earning 30,000 NGN monthly, he was like millions of Nigerian youth: educated but unclear on his path forward.

CAREER TRAJECTORY

- **First Job:** Pharmacy Sales Associate (through WAVE placement)
- **Within 1 Year:** Promoted to Procurement Officer
- **Soon After:** Promoted to Procurement Lead
- **Today:** Holds TWO leadership positions simultaneously. Company Business Manager (Company 1) Business Development Manager (Company 2)

- **Monthly income:** 400,000NGN-700,000NGN
- **Income increase:** 1,233% - 2,233%

SKILLS THAT MADE THE DIFFERENCE

"My first work experience was the intensive training I got from WAVE. It strengthened me and opened my eyes to what I've become today."



MERCY ODIANOSEN

Success isn't just about waiting for the right opportunity. It's about actively preparing for it. Previously shy and timid, there is now **confidence in speaking to anyone**. The job has provided the opportunity to become more open and professional.

Mercy discovered WAVE on Instagram while juggling two jobs, teaching part-time at a private secondary school in Lagos and working as a tailor. Though earning a living, she felt stuck. There was a deep need to upskill and prepare for the corporate world.

CAREER TRAJECTORY

- **Before Completing Training:** Job secured
- **Position:** Front Desk Representative at Fintech Company
- **Soon After:** From shy and timid to confident professional

SKILLS THAT MADE THE DIFFERENCE

Enrolling in WAVE meant leaving her teaching job, a risk that wasn't easy to take. But Mercy was "determined to take a leap of faith".

SKILLS THAT MADE THE DIFFERENCE

The training wasn't just theoretical. It introduced challenges I never anticipated. At first, there was fear, tasks pushed beyond comfort zones. The WAVE program provided employability skills that extended beyond technical knowledge. It emphasised the art of communication, problem-solving, and professional presentation."

CAREER CHANGER

From Math Degree to Master Chef



DAVID AGBAJE

If it worked for me, **it can work for you.**

THE TURNING POINT

A flyer. Literally. Fate handed him a WAVE flyer, and everything changed.

THE REALITY

- Unemployed
- Frustrated
- Unsure of next move
- Had Mathematics Education degree
- "Numbers weren't adding up" in job search

JOB SHADOW

Nylas Kitchen, Alagomeji First real taste of the industry, literally and figuratively.

THE BREAKTHROUGH:

- **Interview:** Mini Bees Bakery, Lekki Phase 1
- **Competition:** 6 other candidates
- **Result:** "I stood out and got the job."

THE WAVE EXPERIENCE:

"The training was intense, sometimes exhausting, but every moment was worth it."

SKILLS TRANSFER TO THE KITCHEN

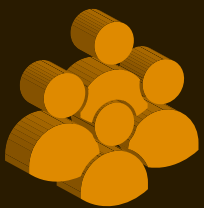
Communicate better, Work in teams, Solve problems under pressure.

THE PEOPLE'S FACTOR

One of the best parts was the people. I met brilliant minds, exchanged ideas, and saw the world through different lenses."

TODAY

- **Position:** Senior Sous Chef at Slow Lagos Restaurant
- **Compensation:** Competitive salary + bonuses
- **Daily Reality:** "Applies WAVE skills every shift and grows every day"



Strategic Partnership

The problem
we are solving

Building Trust Through Results

WAVE's employer network
is built on the quality of
graduates we deliver.



900+

Employer
Partners
Across 15
Industries

REAL ESTATE RETAIL & E-COMMERCE
FINANCIAL SERVICES (FINTECH, BANKING) TECHNOLOGY & IT
CONSTRUCTION **HOSPITALITY & TOURISM**
HEALTHCARE FOOD & BEVERAGE
MANUFACTURING **EDUCATION**
MEDIA & ENTERTAINMENT LOGISTICS & TRANSPORTATION
NT PROFESSIONAL SERVICES **AGRICULTURE & AGRIBUSINESS** ENERGY & UTILITY



The Promotion Story

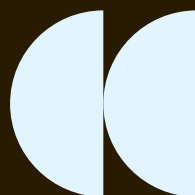
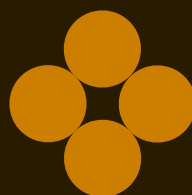
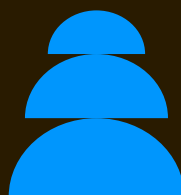
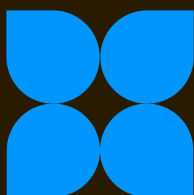
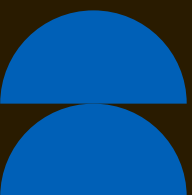
Abby Philips (Storm the Employer alumna) was **promoted because "the role was too small for her."** The employer said: "I would be happy to take a new person because of that."



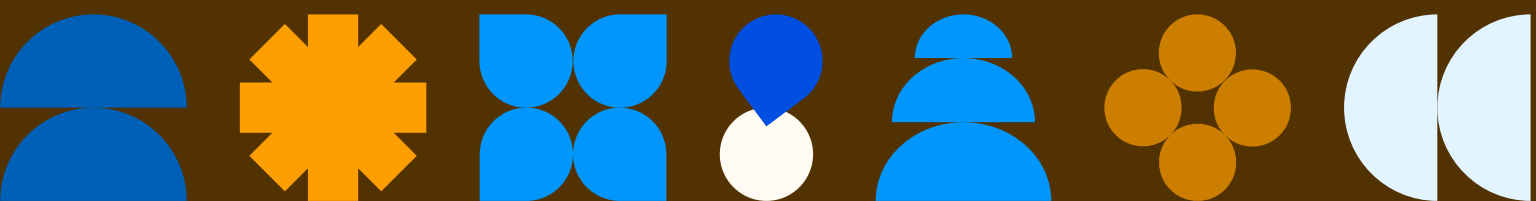
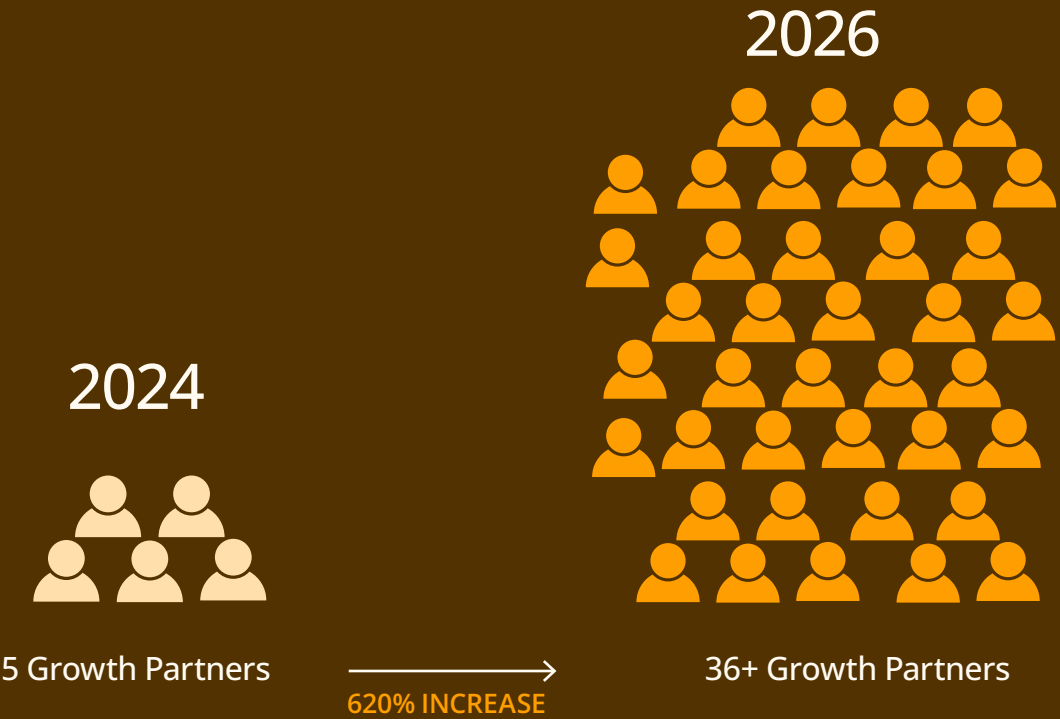
One excellent placement created space for another, multiplying impact.

The Promotion Story

"Someone with jitters during an interview was still hired because of trust in WAVE." This is the power of brand. Employers trust WAVE's screening enough to see past nervousness to potential.



Growth Partner Network: 620% Expansion



Why Employers Choose WAVE Graduates

1 **Soft Skills Excellence –**

Communication, emotional intelligence, problem-solving beyond expectations

2 **Work-Ready from Day One –**

Pre-screened, job shadow experience, interview-ready

3 **Cultural Fit –**

We match skills to roles carefully

4 **Reduced Hiring Risk –**

Proven track record, ongoing support reduces turnover





The Road to 250,000

Our 2028 Vision

250,000

YOUTH EMPOWERED

By 2028, WAVE will empower **250,000**
young people with the **tools, skills,**
and opportunities they need to
thrive and reach their full potential.



This is about:

250,000 families lifted from poverty,
250,000 communities strengthened economically,
250,000 young people becoming who they imagine,
A nation transformed through invested youth



Contact Us

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