

# TONGSTON

...Dare to Think, Create and Sell Your Ideas!



ENTREPRENEURSHIP COLLEGE · ENTREPRENEURSHIP VENTURE

**EDUCATION | MEDIA | ENTERPRISE | FINANCE**

# ▼ ABOUT TONGSTON

Tongston is the leading multi-award-winning group.

Tongston transforms **People, Organizations & Governments** into **Valuable, Profitable & Influential** entities through the following broad service categories:

- ❑ **Entrepreneurial Education**
- ❑ **Enterprise**
- ❑ **Finance**
- ❑ **Media**

We have worked with hundreds of clients (individuals, private organizations, non-profits & governments), and partner with leading organizations globally.

We do this through our 5 integrated businesses: **Tongston Holdings | College | Institute | Ventures | Media.**

# ▼ ABOUT TONGSTON

Frequently profiled across international and local media, Tongston delivers innovative proprietary products and services to **public, non-profit & private** sector **professionals, students** from **upper primary** to **post-tertiary** levels, **entrepreneurs, educators, governments, private & non-profit** institutions.

This is through its **world-class management & advisory board** with experience across leading organizations including:

- ❑ Lafarge Africa, Access Bank, British Council, Africa Finance Corporation
- ❑ Globacom, Universiti Brunei, Central Bank of Nigeria
- ❑ Nigeria Stock Exchange, Kaduna Business School
- ❑ Nigeria Sovereign Investment Authority, Nigerian Tulip International Schools
- ❑ Axa Mansard, Bureau of Public Enterprises

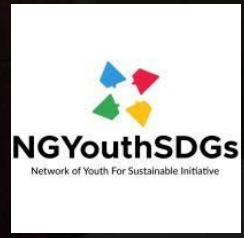
# OUR MISSION

**TO TRANSFORM PEOPLE,  
ORGANIZATIONS  
& GOVERNMENTS INTO  
ENTREPRENEURIAL ENTITIES**

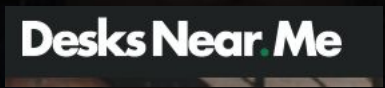
# OUR VISION

**A world where there's no  
unemployment,  
unemployability,  
underemployment and  
over-dependence on  
governments for sustainable  
socio-economic development**

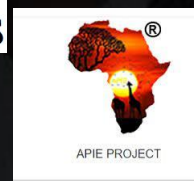
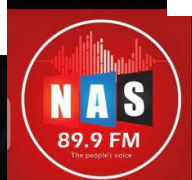
# SELECT MEMBERSHIPS & AFFILIATIONS



# SELECT MEMBERSHIPS & AFFILIATIONS



# FREQUENT MEDIA PROFILING



# OUR KEY SERVICES - Highlights

Software Solutions - Project Mgt, Cloud, AI - Prompt Engineering & AI Integration, Business Solutions

Web & Mobile App Development

Business Analytics

Monitoring, Evaluation & Learning [Baseline, Mid-Line & End-Line; Process Evaluation; Situational Analysis]

Industry & Market Research

Impact / Sustainability Strategy Design & Assessment

Branding: Promotional Materials

Branding: Online Presence [Social Media Platforms Page Creation & Management - LinkedIn, FaceBook, X, YouTube; Website Development & Maintenance]

Marketing

Multimedia Content Production

Strategy Consulting + Advisory

Governance Advisory

Primary, Pre-School + Secondary School Consulting

Investment Solutions - Grant, Equity

Educational Curriculum Design, Delivery & Development - Primary, Secondary, Tertiary, TVET, Executive Education

E-Learning Content Production & Platform Development

Business Consulting + Advisory

Training & Coaching

Training - ICT & Programming, Business Analytics, Prompt Engineering, Market Research, Data Analysis & Science, Media, Business & Entrepreneurship, Teacher Development, Personal Finance, Personal Branding etc.





# ENTERPRISE & EDUCATION SERVICES – TECHNOLOGY, ACCOUNTING, DATA, RESEARCH, ADMINISTRATION

## TECHNOLOGY

- ICT & Programming Skills Training
- Technology Consulting
- Web & Application Development
- Database Management
- Network Administration & Management
- E-Learning Content Production & Platform Development

## DATA & RESEARCH

- Data Science Training
- Data Analytics Training
- Industry & Market Research
- Sustainability / Impact Strategy Design & Assessment
- Monitoring, Evaluation & Learning [Baseline, Mid-Line & End-Line; Process Evaluation; Situational Analysis; Needs Assessment]
- Monitoring, Evaluation & Learning Framework Design & Implementation

- Log Framework & Theory of Change Development, Implementation & Analysis
- Qualitative & Quantitative Data Collection & Analysis
- Database Creation & Management
- Data Processing Data Science Consultancy
- SEO Consultancy
- Data Analytics Consultancy
- AI Solutions / Tools for Team Efficiency
- AI Prompt Engineering
- AI Solutions Training e.g. using ChatGPT; Gemini; Perplexity AI etc.

## ADMINISTRATION

- Executive Secretarial Solutions
- AI for Administration



# ENTERPRISE & EDUCATION SERVICES — HR, STRATEGY, LEGAL & GOVERNANCE

## HUMAN RESOURCES (HR)

- Talent Management Consulting & Training
- Organizational Planning Consulting & Training
- Recruitment Consulting & Training
- Performance Management Consulting & Training

## LEGAL & GOVERNANCE

- Corporate Governance Planning
- Policy & Procedures Drafting
- Corporate Secretarial Services
- Company Formation Services
- Trademark & IP Solutions

## STRATEGY

- Strategy & Management Consulting
- Product Development
- Business Plan Development
- Stakeholder Mapping

## ACCOUNTING

- Book-keeping
- Accounts Preparation
- Financial Reporting
- Financial Modelling & Forecasting
- Audit Management
- VAT Advice, Registration & Related Services
- Finance & Fundraising Training
- Personal Finance Training



# FINANCE SERVICES

## □ **EARLY & LATE-STAGE INVESTING**

- Equity
- Quasi-Equity/Mezzanine
- Trade Finance
- Project Development
- Grant

## □ **ADVISORY & BUSINESS DEVELOPMENT**

- Project Planning
- Pre-Feasibility Studies
- Procurement
- Development Impact Assessment
- Monitoring & Evaluation
- Governance Advisory
- Structuring
- Business Development

## □ **ADVISORY & BUSINESS DEVELOPMENT**

- Sales Advisory
- Data Advisory
- Technology Advisory
- HR Advisory
- Administration Advisory
- Fundraising Advisory
- Entrepreneurial Career Advisory to Professionals
- Entrepreneurial Education & Business Advisory to Entrepreneurs

## □ **GRANTS MANAGEMENT**



# MEDIA SERVICES

## ADVERTISING & MARKETING

- Search Engine / Website Optimization
- Digital & Social Media Marketing
- Marketing Campaign Design, Implementation & Launch

## MULTI-MEDIA CONTENT DEVELOPMENT & PRODUCTION

- Development of online learning materials
- Animations - 2D; 3D; Explainer
- Annual Report Publication
- Photography & Videography
- Video & Photo Editing; Podcast

## BRANDING

- Website Design, Development & Management
- Brand Identity & Value Design
- Corporate Brand Design & Print - Organizational Profile; Logos; Billboards; Flyers

## CORPORATE EVENTS MANAGEMENT

- Online Events Management - Webinars, Conferences, Award Ceremonies, Pitch Events, Product Launch
- In-door Events Management - Meetings, Conferences, Product Launches

## PUBLIC RELATIONS & CORPORATE COMMUNICATIONS

- Design Presentations & Pitch Decks
- Design Press Releases
- Development of Media Plan for Visibility
- AI and Automation in Content Creation

## PRINT, EDITORIAL & WRITING including Publications

## MEDIA CONSULTING

## MEDIA TRAINING



# EDUCATION SERVICES

- ❑ **TEACHER, SCHOOL ADMINISTRATION + NON-ACADEMIC STAFF TRAINING**
- ❑ **EDUCATIONAL CURRICULUM DESIGN, DELIVERY, MONITORING & EVALUATION AND SHOWCASE**
- ❑ **E-LEARNING CONTENT PRODUCTION AND PLATFORM DEVELOPMENT**



# EDUCATION SERVICES - CURRICULUM + E-LEARNING CONTENT DESIGN & DEV.

## □ EDUCATIONAL CURRICULUM DESIGN, DELIVERY, MONITORING & EVALUATION AND SHOWCASE

- **Designing and rolling out curricula** for various educational levels (primary, secondary, tertiary) and types (conventional; out-of-school; adult; technical, vocational & enterprise trainees).
- **Training teachers and educators.**
- **Developing assessments and resources** for curriculum delivery.
- **Conducting impact assessment** of educational programs and reporting.
- **Creating visually stimulating content** to represent and market educational work.
- **Disseminating content** across multiple social, digital, and traditional media platforms.

## □ E-LEARNING CONTENT PRODUCTION AND PLATFORM DEVELOPMENT

- **Producing e-learning content** for various educational and professional needs.
- **Developing platforms** incorporating scholarships, and rigorous needs- and merit-based applications.
- **Monitoring learning and development** journeys.
- **Performing impact assessment** and reporting on e-learning programs.
- **Focusing on general learning or specific schemes** like STEM, digital skills for basic education, and continuous professional development for sectors like healthcare, teaching, civil service, etc.



# EDUCATION SERVICES - TRAINING

- ❑ TONGSTON INTRODUCTION TO ENTREPRENEURIAL EDUCATION COURSE (TIEEC)
- ❑ TONGSTON GLOBAL BUSINESS & CAREER ADVISORY (CBA) – Upper Primary Edition
- ❑ TONGSTON ENTREPRENEURIAL EDUCATION COURSE (TEEC)
- ❑ TONGSTON GLOBAL BUSINESS & CAREER ADVISORY (CBA) – Secondary/ High School Edition
- ❑ ENTREPRENEURIAL EDUCATION AS THE FUTURE OF TERTIARY EDUCATION & LEARNING CONFERENCE
- ❑ TONGSTON GLOBAL BUSINESS & CAREER ADVISORY (CBA) – Tertiary School Edition
- ❑ ENTREPRENEURIAL THINKING SEMINAR for Educators
- ❑ TONGSTON ENTREPRENEURIAL THINKING IMMERSION PROGRAM for Tertiary students
- ❑ TONGSTON ENTREPRENEURIAL THINKING MASTERCLASS
- ❑ TONGSTON ENTREPRENEURIAL DATA ANALYTICS & SCIENCE COURSE
- ❑ TONGSTON FINANCE & FUNDRAISING MASTERCLASS
- ❑ DATA VISUALIZATION



# EDUCATION SERVICES - TRAINING

- ❑ **MONGODB**
- ❑ **MACHINE LEARNING**
- ❑ **APPLIED MACHINE LEARNING**
- ❑ **ARTIFICIAL INTELLIGENCE**
- ❑ **BLOCKCHAIN TECHNOLOGY**
- ❑ **DIGITAL LITERACY**
- ❑ **SOFTWARE DEVELOPMENT**
- ❑ **WEB DEVELOPMENT**
- ❑ **SYSTEM MAINTENANCE – HARDWARE**
- ❑ **SYSTEM MAINTENANCE – SOFTWARE**
- ❑ **DIGITAL MARKETING**
- ❑ **VIDEO EDITING**
- ❑ **GRAPHICS DESIGN & PUBLISHING**



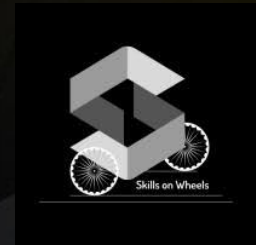
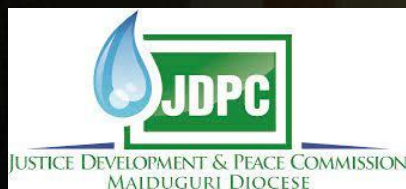
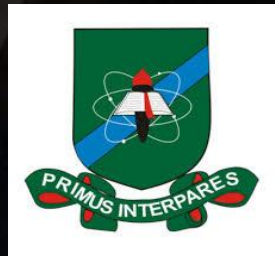


# EDUCATION

## □ PRIMARY, PRE-SCHOOL + SECONDARY SCHOOL CONSULTING

- CURRICULAR, CO-CURRICULAR, EXTRA-CURRICULAR SOLUTIONS
- SCHOOL CALENDAR + TIMETABLING RE-DESIGN
- TEACHER COMMITTEES + PTA RE-DESIGN
- HRM SOLUTIONS - RECRUITMENT; PERFORMANCE MANAGEMENT; TEACHER PLACEMENT, INCENTIVE MANAGEMENT, RE-DESIGNATION + TRAINING
- SCHOOL TECHNOLOGY SOLUTIONS including E-LIBRARY + TECHNOLOGY IN LEARNING
- MEDIA & MARKETING SOLUTIONS
- ADMINISTRATION & GOVERNANCE
- SCHOOL INFRASTRUCTURE RE-DESIGN
- STUDENT GOVERNANCE [PREFECTSHIP + CLASS CAPTAINS] RE-DESIGN


# SELECT INSTITUTIONAL CLIENTELE




# INDIVIDUAL CLIENTELE WORK FOR SEVERAL LEADING PUBLIC, PRIVATE & NON-PROFIT INSTITUTIONS



# CONTACT US

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 [Tongston Entrepreneurship](https://www.linkedin.com/company/Tongston-Entrepreneurship)

 [Tongstoncompany](https://www.youtube.com/Tongstoncompany)