

# 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 of companies.

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.**

# OUR KEY SERVICES - Highlights

Entrepreneurship Seminars + Workshops

Web & Mobile App Development

Strengthening Centres for Entrepreneurship

Investment / Funding Solutions - Grant, Equity for student led businesses

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

Impact / Sustainability Strategy Design & Assessment

Branding: Promotional Materials

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

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

Multimedia Content Production

Strategy Consulting + Advisory

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

Primary, Pre-School + Secondary School Consulting

Marketing

Industry & Market Research

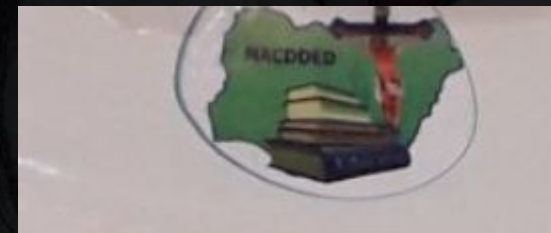
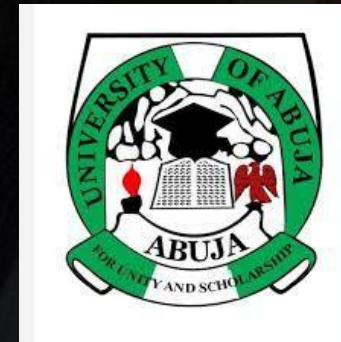
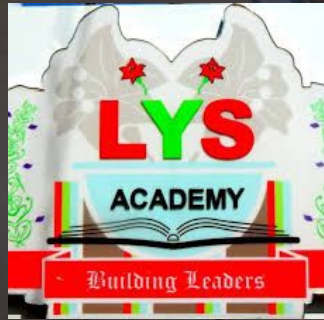
E-Learning Content Production & Platform Development

Governance + Business Consulting + Advisory

Business Analytics

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

# SELECT CLIENTELE FOR OUR EDUCATIONAL SOLUTIONS





**INSTITUTIONAL  
STRENGTHENING OF  
CENTRES FOR**

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**ENTREPRENEURSHIP**

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# STRENGTHENING CENTRES OF ENTREP.

Empower your university's entrepreneurial ecosystem with Tongston's comprehensive support services, designed to foster innovation and entrepreneurial success among students and staff. Our program includes:

**IDEAS Contest Co-implementation and Sponsorship:** Partner with universities to co-implement their IDEAS Contest and sponsor cash prizes for winners.

**Training and Advisory Services:** Provide training, business advisory, and pitch deck preparation services for young entrepreneurs preparing for the IDEAS contest.

**Event Access:** Offer access to the Tongston Annual Entrepreneurial Education Summit (TEES) for learning, networking, and pitching opportunities.

**Entrepreneurial Pitches Prize:** Facilitate participation in the annual Tongston Entrepreneurial Pitches Prize, offering capital, media, enterprise, education and finance services.

**Career Advisory:** Deliver career advisory services for tertiary students in partnership with the Skills Outside School Foundation.

**Educational Resources:** Provide access to Tongston's comprehensive guide on starting a business.

**Entrepreneurial Thinking Seminars:** Conduct seminars for students & staff through our speaker series.

**Lecturer Opportunities:** Offer opportunities for lecturers to serve as trainers and resource developers for Tongston.

**AI-powered Virtual Platform:** Grant access to resources, capability building, and networks through a virtual platform integrated with Artificial Intelligence, offering modules for education, work, project management, media content creation, event management, public/community initiatives, AI personal assistant, profile/dashboard, time management, finance, investment, and banking solutions.

# STRENGTHENING CENTRES OF ENTREP.

Empower your university's entrepreneurial ecosystem with Tongston's comprehensive support services, designed to foster innovation and entrepreneurial success among students and staff. Our program includes:

**Entrepreneurial Thinking Seminars:** Conduct seminars for students, academic, and non-academic staff through our speaker series.

**Lecturer Opportunities:** Offer opportunities for lecturers to serve as trainers and resource developers for Tongston.

**AI-powered Virtual Platform:** Grant access to resources, capability building, and networks through a virtual platform integrated with Artificial Intelligence, offering modules for education, work, project management, media content creation, event management, public/community initiatives, AI personal assistant, profile/dashboard, time management, finance, investment, and banking solutions.



# Unlock Your Institution's Potential with Tongston's AI-Integrated Virtual --- Platform

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# ABOUT THE VIRTUAL STUDENT AI PLATFORM

## Empowering Students Across All Faculties with Comprehensive Solutions for Entrepreneurship & Employment

Our platform is designed to provide students with the tools they need to succeed academically, professionally, and personally. Partner with us to enhance the value, influence, and profitability of your institution's offerings.

### Support Career and Business Growth:

- **Remote Job Opportunities:** Provide access to online and remote job listings.
- **Entrepreneurial Guidance:** Offer practical tips on starting and running a business.
- **Job Placement Services:** Streamline the job search process for graduates.
- **Freelancing Resources:** Equip students to succeed as freelancers.
- **Membership Groups/Communities:** Foster connections among students with similar interests.
- **E-commerce Solutions:** Enable students to sell their products and services online.
- **LinkedIn Integration:** Enhance professional networking opportunities.

# ABOUT THE VIRTUAL STUDENT AI PLATFORM

## Enhance Customer and Community Engagement:

- **Customer Management Tools:** Improve how students connect with and manage their business customers.
- **Marketing Strategies:** Teach students how to attract more customers and increase sales.
- **Networking Opportunities:** Facilitate connections with new contacts and followers.
- **Leadership Development:** Train students in managing departments and teams.
- **Community Initiatives:** Encourage participation in public and community projects.

## Facilitate Education and Skill Development:

- **Academic Assistance:** Provide resources for finding help with schoolwork.
- **Skill Development Courses:** Offer a wide range of courses and programs to learn new skills.
- **Teaching Platforms:** Support students and staff in facilitating courses and programs.
- **Event Management:** Simplify the process of attending and organizing physical or online events.

## Enhance Student Creativity and Expression:

- **Produce Audio-Visual Albums/Galleries or Playlists:** Encourage creative projects and digital content creation.
- **Publish Articles/Blogs or Books/Journals:** Facilitate academic publishing and knowledge sharing.

# ABOUT THE VIRTUAL STUDENT AI PLATFORM

Empowering Students Across All Faculties with Comprehensive Solutions for Entrepreneurship & Employment

## Optimize Financial Management:

- **Loan Access:** Offer easy access to loan apps.
- **Financial Literacy:** Provide guidance on managing, investing, and saving money.
- **Funding Strategies:** Assist in raising funds and securing investments.
- **Cash-Flow Optimization:** Tools to help students and staff manage their finances effectively.

## Boost Productivity and Planning:

- **Time Management Tools:** Access planners and virtual assistants to stay organized and efficient.

## Enrich Personal and Social Lives:

- **Social Connectivity:** Tools to connect with friends and family.
- **Entertainment Options:** Offer engaging activities for relaxation.
- **Income Opportunities:** Various methods for students to earn money.
- **Social Media Growth:** Support becoming influencers and growing their network.
- **Public Speaking:** Opportunities to speak at events and shows.

# TONGSTON SENIOR FACULTY

Our senior faculty comprises of highly experienced experts across different field in Nigeria that have had the opportunity to be affiliated with top insitutions including



The Senior Faculty are:

- Engr. Bello Mohammed Tongo (Based in FCT; Lived & Worked in Taraba; Gombe; Bauchi)**
- Dr. Lukman Raimi (Based in Brunei, Asia)**
- Peter Edor (Based in FCT)**
- Kenneth Nwaichi (Based in FCT)**
- Dr. Ekenta Cornelius Michael (Based in Kaduna)**
- Dr. Jacinta Ametepe-Ogboso (Based in FCT)**





# OTHER TONGSTON PRODUCTS & SERVICES

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# EDUCATION

- ❑ TRAINING
- ❑ CURRICULUM DESIGN AND INTEGRATION
- ❑ EDUCATIONAL CURRICULUM DESIGN, DELIVERY, MONITORING & EVALUATION AND SHOWCASE
- ❑ E-LEARNING CONTENT PRODUCTION AND PLATFORM DEVELOPMENT



# EDUCATION - 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 - 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 - 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

# ENTERPRISE & EDUCATION – 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 – 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

## □ **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

## ❑ 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

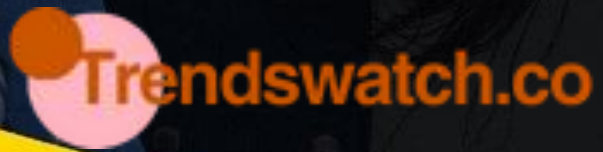
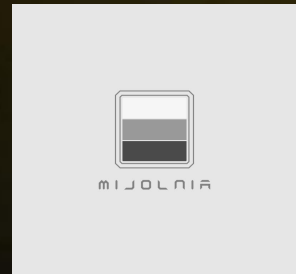
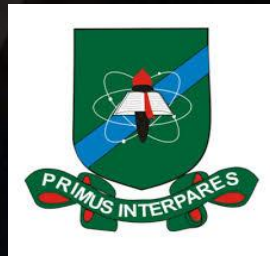
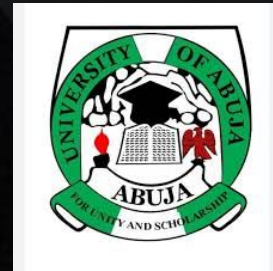
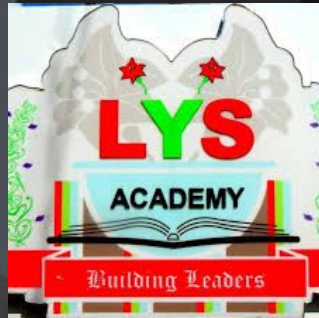
- Design Presentations & Pitch Decks
- Design Press Releases
- Development of Media Plan for Visibility
- AI and Automation in Content Creation

## ❑ PRINT, EDITORIAL & WRITING including Publications

## ❑ MEDIA CONSULTING


## ❑ MEDIA TRAINING

# SELECT INSTITUTIONAL CLIENTELE



# CONTACT US

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