



Genius Hub

Empowerment that is Sustainable





Who Are We?

We are Africa's fastest-growing ecosystem of changemakers, empowering citizens and communities through skills, innovation and enterprise.

Our mission is to accelerate economic empowerment and sustainable development by driving human capital development, TVET education, technology, and job creation across Africa.

Thematic areas



Job Creation

Genius Hub supports livelihood opportunities by enabling access to dignified, sustainable employment for skilled individuals and job seekers through job matching, internship placements, and employability training.

Creative Economy

At Genius Hub, we believe that creativity is not just entertainment; it is a driver of social change, economic empowerment, and youth engagement. Through our work in the creative economy, we support emerging talent, promote storytelling, and expand access to opportunities in the film, media, arts, and entertainment industries to monetize creativity and scale impact.

Thematic areas

Education, Skills Training & Enterprise Development

We deliver Technical and Vocational Education and Training (TVET) programs that are structured, industry-relevant, and aligned with global best practices. Our training covers technical, vocational, digital, and entrepreneurial skills, using a competency-based approach to ensure practical, hands-on learning. We empower individuals—especially youth, women, and artisans—with the expertise, certifications, and confidence they need to excel in today's workforce, create sustainable livelihoods, and become self-reliant entrepreneurs

Business Development Services

Genius Hub strengthens entrepreneurial ecosystems by supporting individuals and MSMEs from idea to scale. Our Business Development Services (BDS) foster entrepreneurship, promote economic inclusion, and enhance business sustainability across diverse sectors.

Strategic Focus & Problem Areas Addressed

We focus on addressing:

- Lack of relevant skills and entrepreneurship development
- Lack of dignity in labor / Low self-esteem / poor professionalism
- Lack of access to markets and undervaluation of vocational skills
- Unemployment and underemployment
- Inadequate availability of decent online content

OUR PRODUCTS



01 **BetaaWork**

BetaaWork is a solution that simplifies the process of finding, hiring, and managing talent, creating a mutually beneficial ecosystem for both clients seeking specialized skills and professionals looking to expand their reach and grow their businesses.

OUR PRODUCTS



02 **Genius Hub TVET University**

The university is an upscale of our already existing on-site training model and will provide accessible, high-quality TVET training by leveraging the expertise of industry professionals and existing TVET/educational institutions.

By offering both one-time purchases and co-creation models for other institutions, Genius Hub TVET University seeks to become a leader in online TVET education, particularly in Africa, while creating a sustainable, scalable business model that benefits learners and content creators alike.

OUR PRODUCTS

The logo for Ewaen Studios, consisting of the word 'Ewaen' in a large, bold, yellow sans-serif font, with the word 'studios' in a smaller, black, spaced-out sans-serif font below it.

Ewaen
s t u d i o s

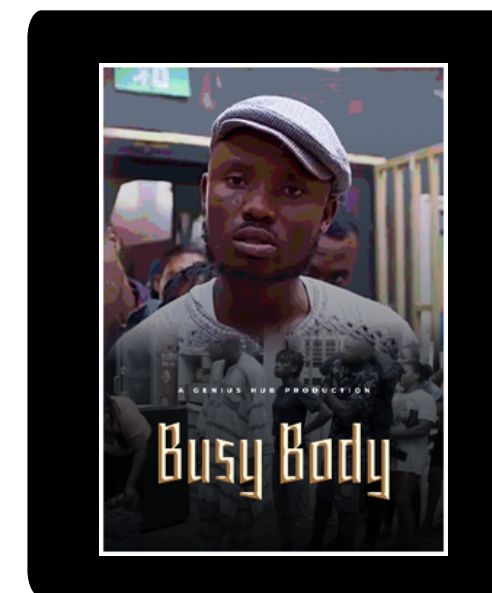
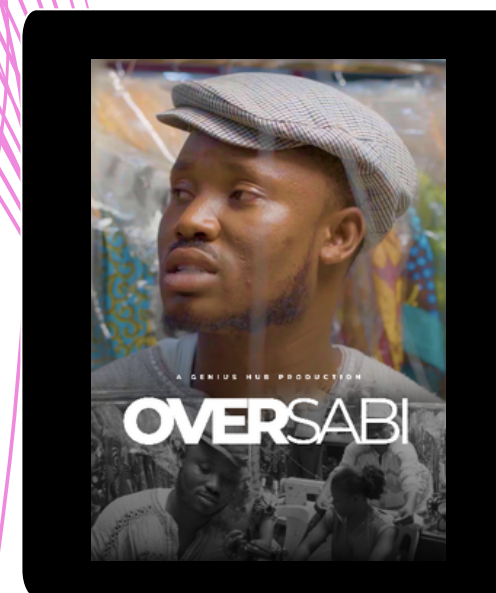
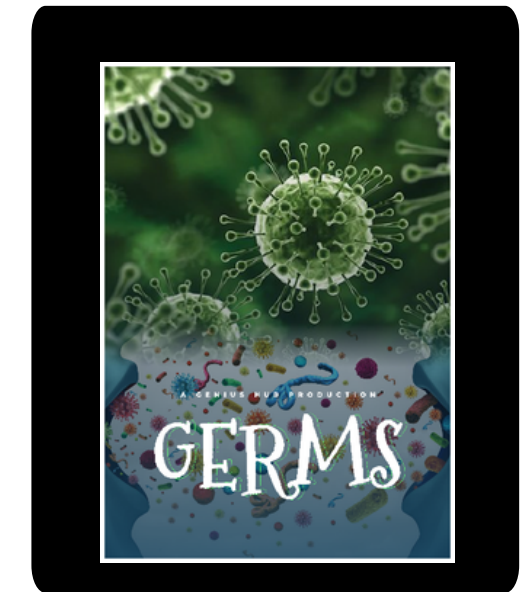
03 **Ewaen Studios**

Ewaen Studios (A movie/Edutainment streaming platform and a non-clinical mental health support that also provides psychosocial support), to provide structured learning, mentorship, and industry-based project engagements that enhance employability and entrepreneurial readiness. (What do we call our products, like beta work, TVET University, and Ewaen Studios)

Ewaen Studio Movie Production



Ewaen Studio Movie Production



OUR SERVICES

Our Services

- Life Skills
- Human Capacity Development
- Media & Entertainment (via Ewaen Studios App)
- Digital and ICT Skills Training,
- Entrepreneurial and Employability Training,
- Talent Development and Mentorship
- Business Support Services
- Job and Internship Placement
- Sustainable Partnerships and Ecosystem Development
- Business Incubation
- Business Acceleration
- Prevention
- Protection
- Return, Readmission Reintegration
- Mental health and psychosocial support
- Art base intervention

WHO WE SERVE

Who we serve

Our primary beneficiaries are vulnerable groups, returned Migrants, Internally displaced persons (IDPs), unemployed youth and micro, small, and medium enterprises (MSMEs).

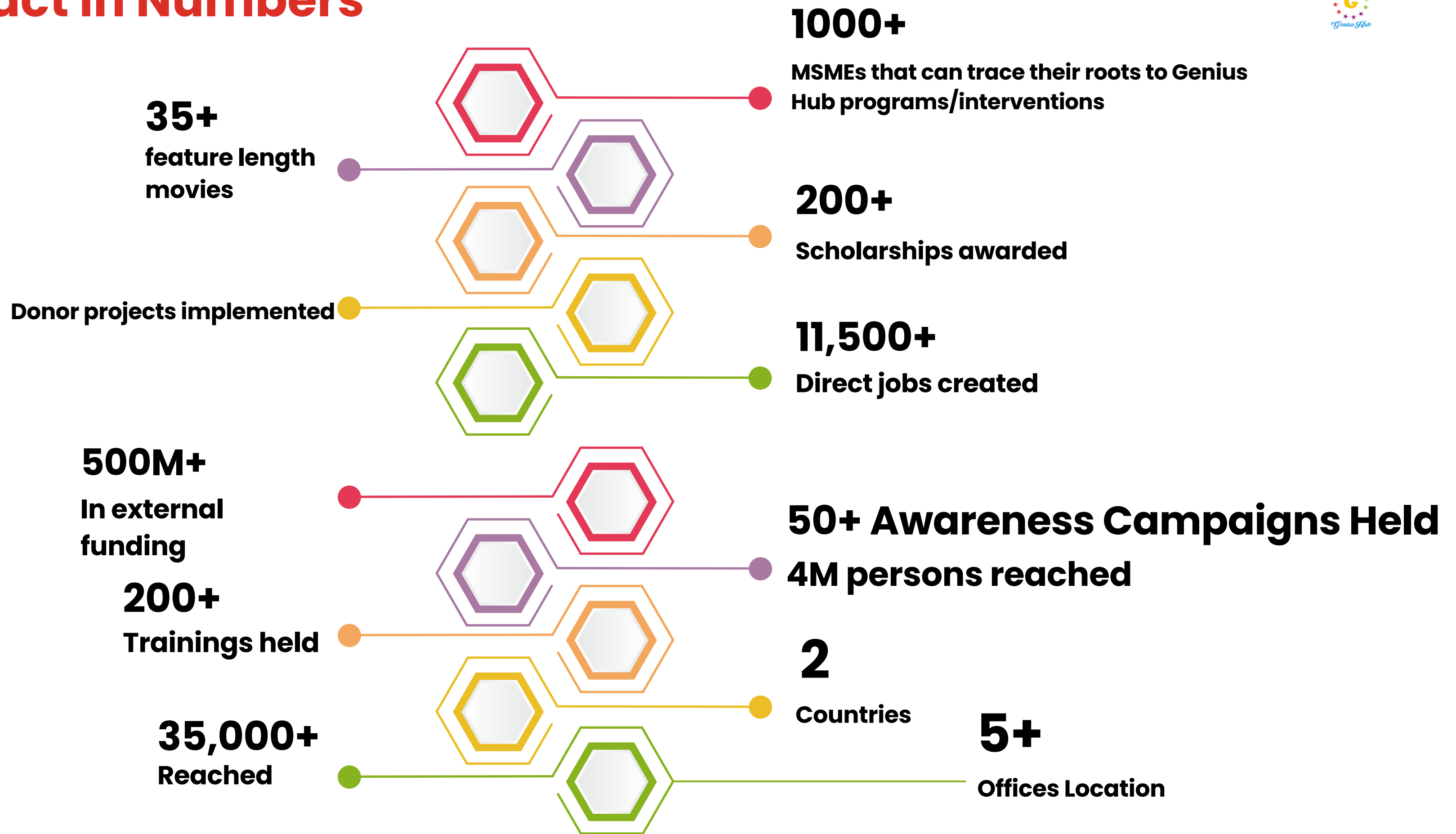
We reach them through: Community outreach, In-person and online training programs, Partnerships with donors, development agencies, and government institutions

OUR LOCATIONS

Our Offices

We are headquartered in **Benin City**, with regional presence in **Lagos** and **Rwanda**. Our work has spanned several Nigerian states, including **Edo, Lagos, Ogun, Niger, Plateau, Abia, Ondo, Abuja, Port Harcourt, Kano, and Borno, Anambra, Akwa Ibom.**

Impact in Numbers



Industry Recognitions



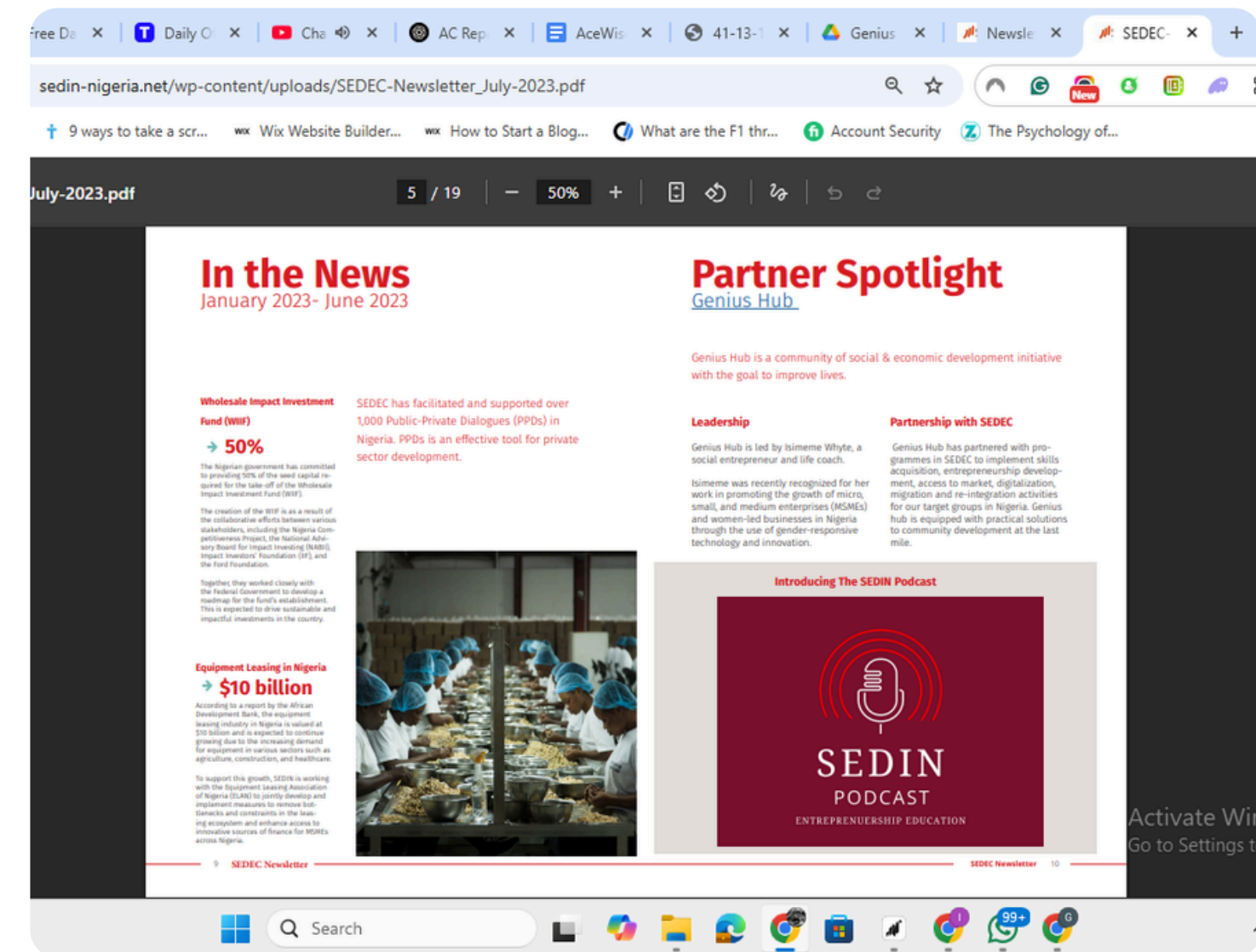
SEDEC

In 2023, the Sustainable Economic Development Cluster (SEDEC), recognised Genius Hub as their spotlight partner in recognition of the work we do. At Genius Hub, 2023 was a remarkable year of impact, growth, and deeper collaboration, particularly through our partnership with SEDEC.

Being selected as SEDEC's Spotlight Partner for 2023 is an honour that affirms the work we've been doing to empower communities at the grassroots. Under the leadership of our Founder, Isimeme Whyte, we have remained committed to driving inclusive development by promoting gender-responsive innovation, digitalisation, and entrepreneurship, especially for women and youth.

Our partnership with SEDEC allowed us to implement targeted programs that addressed real needs: from skills acquisition and entrepreneurship development to access to market, migration support, and reintegration. Together, we reached underserved populations with practical solutions designed for sustainable community transformation.

This recognition encourages us to continue bridging the gap between vision and impact, ensuring that no one is left behind, especially at the last mile.



Industry Recognitions

Edo State International Film Festival, ESIFF2022

In 2022, three movies produced by our media division, Ewaen Studios were nominated for screening at the Edo State International Film Festival, 2022.

One of them, OMOATAMA, rose in the ranks to become a finalist in the "Best Short Film" award category. OMOATAMA was also nominated for "Best Film Shot in Edo State" and won the Governor's Prize. We also went home with Awards in the "Best Actor (female) Award" and "Best Director" categories.



Our Work in Pictures



Life Skills



Our Work in Pictures



Life Skills



Our Work in Pictures



SEDIN PRODUCT PHOTOGRAPHY



PRODUCT PHOTOGRAPHY AND PACKAGING TRAINING FOR 1,000 MSME'S AUCHI



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Our Work in Pictures



FASHION / FASHION AI



Our Work in Pictures



Barbing



Our Work in Pictures



Hair Ventilating & Revamping



Our Work in Pictures

Make Up



Our Work in Pictures



Pastry & Finger food making



Our Work in Pictures



Her Migration Voice



Our Work in Pictures



School Club



Our Work in Pictures



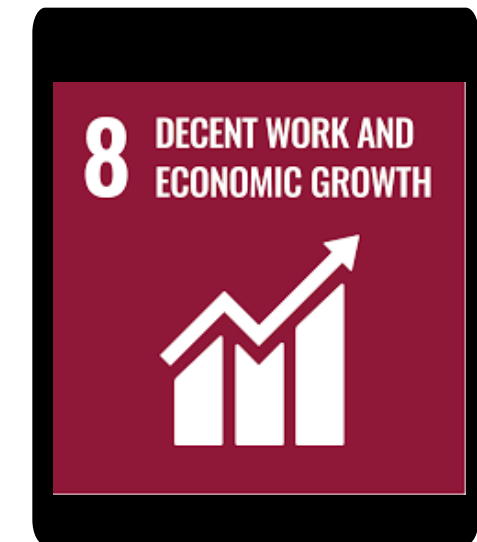
School Club



Partner Spotlight



We Align with the Sustainability Development Goals



Our Prayers



Movie Adaptation – Building Beyond You

We seek an opportunity to collaborate on the movie adaptation of **“Building Beyond You”** through Ewaen Studios.

This project will drive behavioral change and inspire a new generation of entrepreneurs, positioning it as a pioneering African film on entrepreneurship—by entrepreneurs, for entrepreneurs—while extending your philosophy into film and amplifying your legacy across a wider, younger, and more diverse audience.



Our Prayers



Entrepreneurial Ecosystem Expansion

With an existing network of trained entrepreneurs across Warri, Aba, and Port Harcourt, we offer a strong distribution base for impact. Integrating Building Beyond You into this ecosystem will strengthen business sustainability and scale entrepreneurial outcomes across the South-South region.



Our Prayers



Board/Advisory Engagement – Betaawork (Part Owner)

We seek strategic guidance from a seasoned entrepreneur to support governance, growth, and scale. This role will provide high-level insights to strengthen operations and long-term impact.

Why this matters to you: An opportunity to shape and mentor a growing enterprise, while institutionalizing your expertise in building scalable, impact-driven businesses.



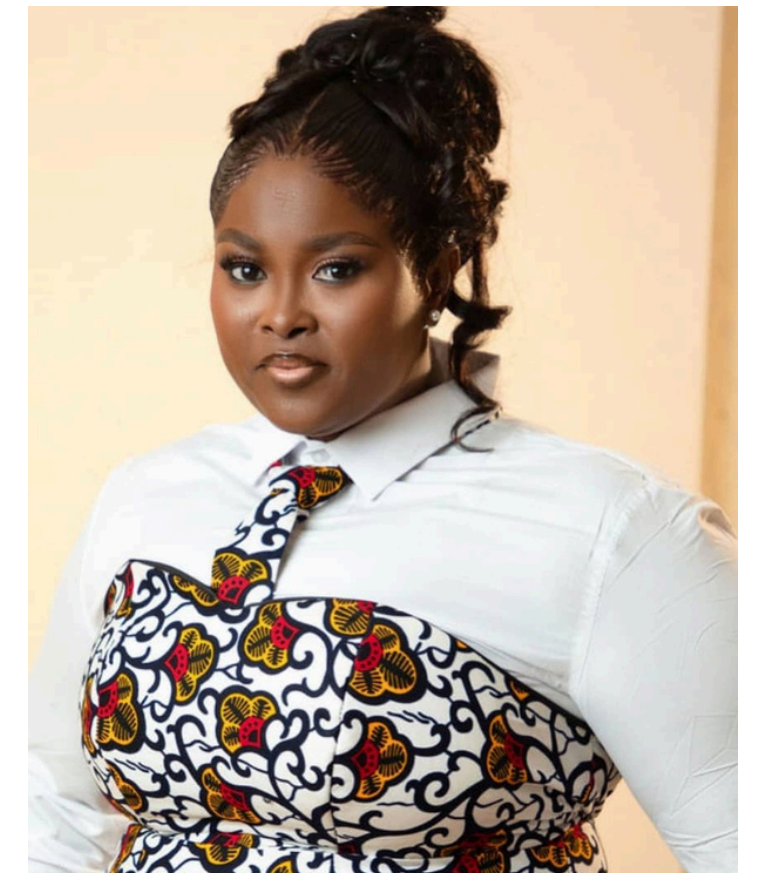
Our Prayers



Nigeria–Jordan Exchange Mentorship Program

We would love to participate in the Nigeria–Jordan Exchange Mentorship Programme.

This collaboration would create valuable cross-border learning opportunities, expose our entrepreneurs to global best practices, and open new doors for international networking and growth.





Thank You for Listening



@ewaenstudios



@betaawork



@geniushub



@geniushubglobalinitiative

