

Our Model



Onja is a social enterprise training underprivileged youth into world-class software developers.

We find the brightest young people in Madagascar who can't afford to continue their education, and train them in English language and software development. After just two-and-a-half years they are ready to work as remote front-end software developers in international tech teams.

Once in a job, our developers earn a good salary that helps them support their families and pay forward the opportunity to a new wave of students. They unlock exciting careers that fulfil their potential, and accelerate the development of their nation.

Here's how it works:

RECRUIT

FIND

We work with local partners in Madagascar to find talented young people in the country who would otherwise be unable to continue their education.



EXAM

Young Malagasy people from all over the country, with a focus on rural areas where opportunity is lowest, are invited to undertake our purpose-built aptitude exam, designed to gauge their potential.



BOOTCAMP

Top performers from the Onja exam are invited to a bootcamp at our campus in Toamasina, where we learn more about each candidate and look for qualities like drive, teamwork, and organisational fit.



INVITATION

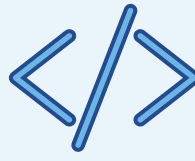
Selected candidates from the bootcamp receive an offer to undertake training with Onja. They sign a contract with Onja where we cover all costs, including accommodation, food, healthcare, computers, internet and tuition for the duration of the 2.5 year training program.

STUDY



Onja trainees begin by studying English intensively for a year in an immersive language environment. This helps to accelerate their confidence and capability.

EDUCATE



LEARN

The next 1.5 years are devoted to learning software development, communication, teamwork, and professionalism skills.



GRADUATE

Trainees graduate with C1 level English, around 4000 hours of coding experience and 90 projects built from scratch.



EXPERIENCE

Newly graduated developers undertake internships to gain real-world experience in international teams.

WORK

EMPLOYMENT



Onja sources jobs for each developer, matching them based on the developer's strengths and the needs of the partner company. A contract for services is signed between the partner company and Onja.



FEES

Partners pay Onja a monthly fee. We use this income to pay developer salaries and benefits, and cover operating costs, with any residual amounts reinvested into the model to educate future students.



SUPPORT

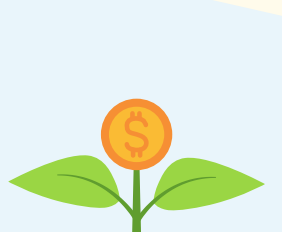
Senior mentors and career counsellors support the developers' continued growth with regular engagement and learning opportunities.



GROW

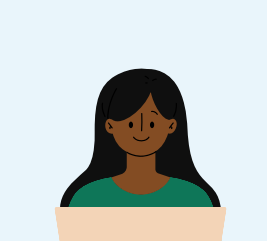
Developers flourish in their teams, increasing their income as they become more experienced. We ensure they have employment for six years with Onja after graduating from our training programme, setting them up for long-term success.

IMPACT



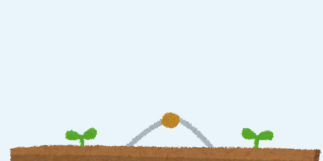
Over six years of guaranteed employment with Onja, developers earn a life-changing wage that supports themselves and their families.

SCALE



CAREER

Developers have the opportunity to build an exciting and challenging career that fulfils their full potential. Our long term support sets them up for career success including employment in global markets.



PAY IT FORWARD

Through their work, developers contribute to train the next wave of students, supporting other young people with the same opportunity, and making the model sustainable and self-funding for the long term.



CHANGE

Madagascar's development is driven by the brilliance of Malagasy youth.