

KAZIPOA

Career guidance built for how work really looks in Kenya.

A free ten-minute web tool for young Kenyans aged 16 to 21 · kazipoa.org

THE PROBLEM

Most career tools were built for formal, Western job markets. They assume salaried jobs, a counsellor in every school, and a straight line from class to work. Kenya is different. In 2025, 83.8% of workers were in the informal sector, and 87.2% of the year's new jobs were informal (KNBS Economic Survey 2026). Trained guidance staff are scarce. In January 2026 about 1.13 million learners entered the first senior-school cohort under the new curriculum and had to choose a pathway. Young women get the least guidance of all, and across lower-income countries they are 14% less likely than men to use mobile internet (GSMA 2025).

83.8%

OF KENYAN WORK
IS INFORMAL

1.13M

LEARNERS CHOSE A
PATHWAY, JAN 2026

268

KENYAN CAREERS
IN THE DATABASE

WHAT KAZIPOA DOES

Ten minutes: the Career Fit Check, a 30-question interest quiz any student can finish on a basic phone browser, at no cost, written at a Grade 6 reading level for the city or the village.

268 Kenyan careers: every result is a ranked five drawn from a Kenyan database, not a foreign list, across 15 sectors, from farming and jua kali trades to digital, creative and green-energy work.

Every route counts: formal jobs, technical and vocational education and training (TVET), informal work and self-employment all appear, because that is where the work is.

Fits the curriculum: the career map is anchored to the official senior-school pathways and tracks and cross-checked with Kenya Certificate of Secondary Education (KCSE) subject groups (checked July 2026), so it serves the exam generation today and the cohort now arriving.

Fair on grades: grades rank and flag options but never lock a student out. A stretch career stays visible, flagged with what it takes to get there, and 119 of the 268 careers ask for no set grades at all.

| WHAT MAKES IT DIFFERENT

Honest about informal work: most tools ignore it; KaziPoa treats it as the main road, because for most Kenyans it is.

Kenyan sources only: KNBS Economic Survey, KUCCPS, professional body rules, live job listings, and the official minimum wage gazette (Regulation of Wages Order, 2026).

Runs on the device: after one page-load, ranking, results and the printable report need no further signal and no AI. Every weight is read straight from the code, so a student can see why each career ranks where it does.

Safe for young people: it collects no more than it needs, in line with the Data Protection Act 2019.

| WHO IS BEHIND IT

Dr. Ndirangu Wanjuki, co-author of Career Choice (Longhorn Publishers, CareerChoiceBook.com) and founder of CoachLinks (CoachLinks.com), a community for career coaches across Africa.

| THE ROAD AHEAD

The next phase needs partners for scale, working with bodies such as the Kenya Universities and Colleges Central Placement Service (KUCCPS) and the Technical and Vocational Education and Training Authority (TVETA), and editions for other African markets, designed so each market uses locally relevant language and career paths. Because ranking runs on the device, each extra student costs close to nothing, and sustainability comes through institutional partners, never fees charged to young people. The same low-cost design can reach young people too often left out, including refugees and young people with disabilities. We will track one thing above all: whether a young person, and especially a young woman, makes a confident, informed pathway choice. We will also test how well the quiz guides real choices, and improve it from what we learn. Sound guidance at 17 shapes what a person earns at 26.

So that many more young people can learn, prosper, and find work that is dignified and fulfilling.
