



BORA

An AI powered career guidance app for learners

Problem statement

- In Kenya, career guidance in most schools remains narrowly focused on academic performance, often equating good grades with good careers. Learners are typically encouraged to pursue a limited range of professions such as Law, Engineering, Medicine, or Aviation — the so-called “Big Five.” This long-standing mindset has created a perception that those who do not excel in Mathematics or Science subjects are destined for failure, overlooking diverse talents, interests, and social skills that could lead to equally successful and fulfilling careers.
- As a result, many students end up in wrong career paths, suffer from low motivation, or are locked out of opportunities that align with their true potential. This mismatch contributes to high levels of unemployment, underemployment, and job dissatisfaction among youth, as graduates often lack the practical skills or passion for the careers, they find themselves in.

Investigation story

1

Through interviews with teachers, parents, and students, we found that many learners were not guided according to their talents, interests, or skills. Career guidance sessions were rare, and most students didn't know about new and emerging careers.

2

We realized that many learners had amazing talents — in art, communication, leadership, and technology — but these were often overlooked.

3

This led us to create Bora — an AI-powered app that helps learners find careers that match their interests, strengths, and personality, not just their grades.

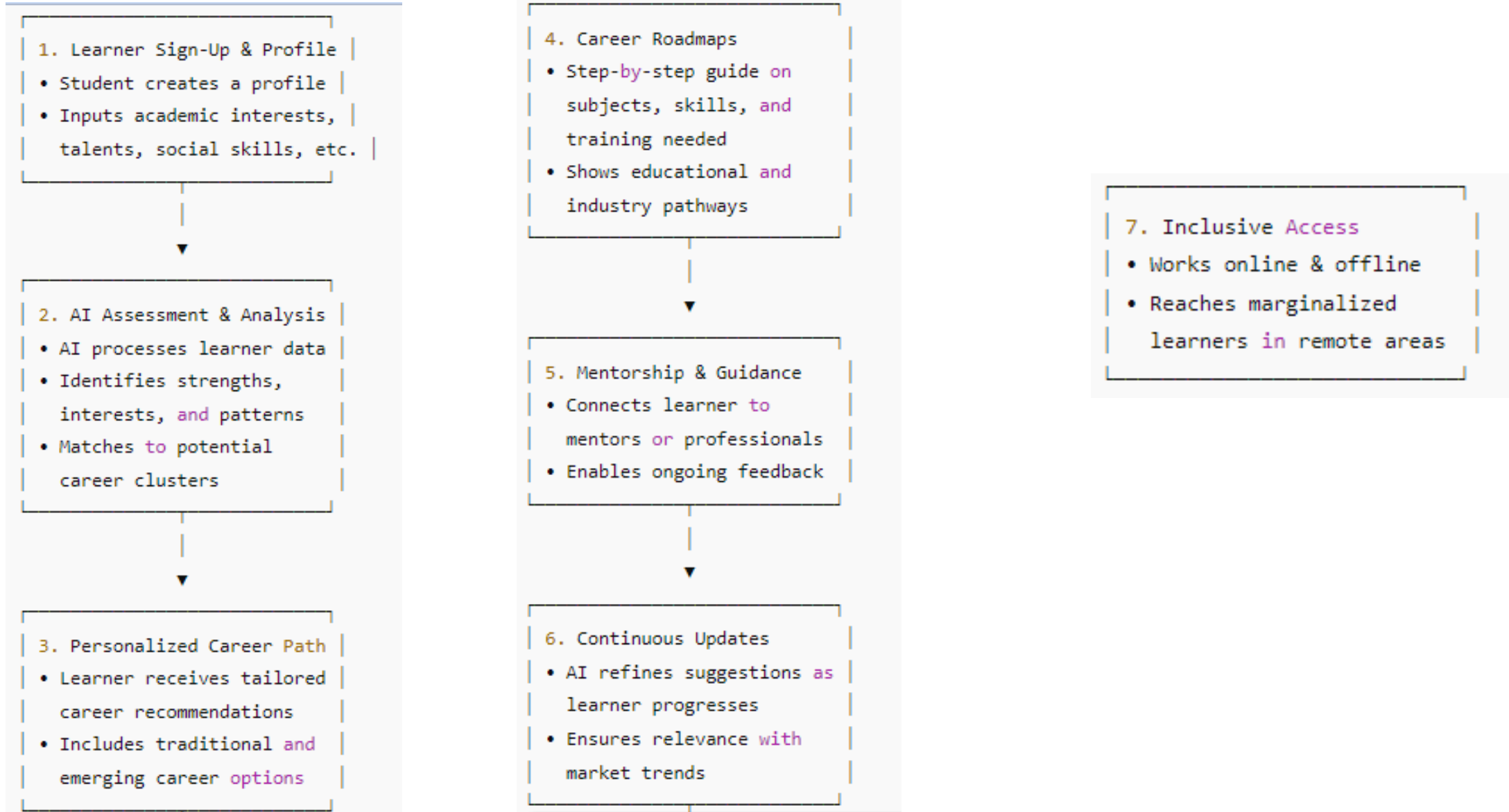
4

Our goal is simple:
To help every learner find a career where they can thrive, grow, and make a difference.

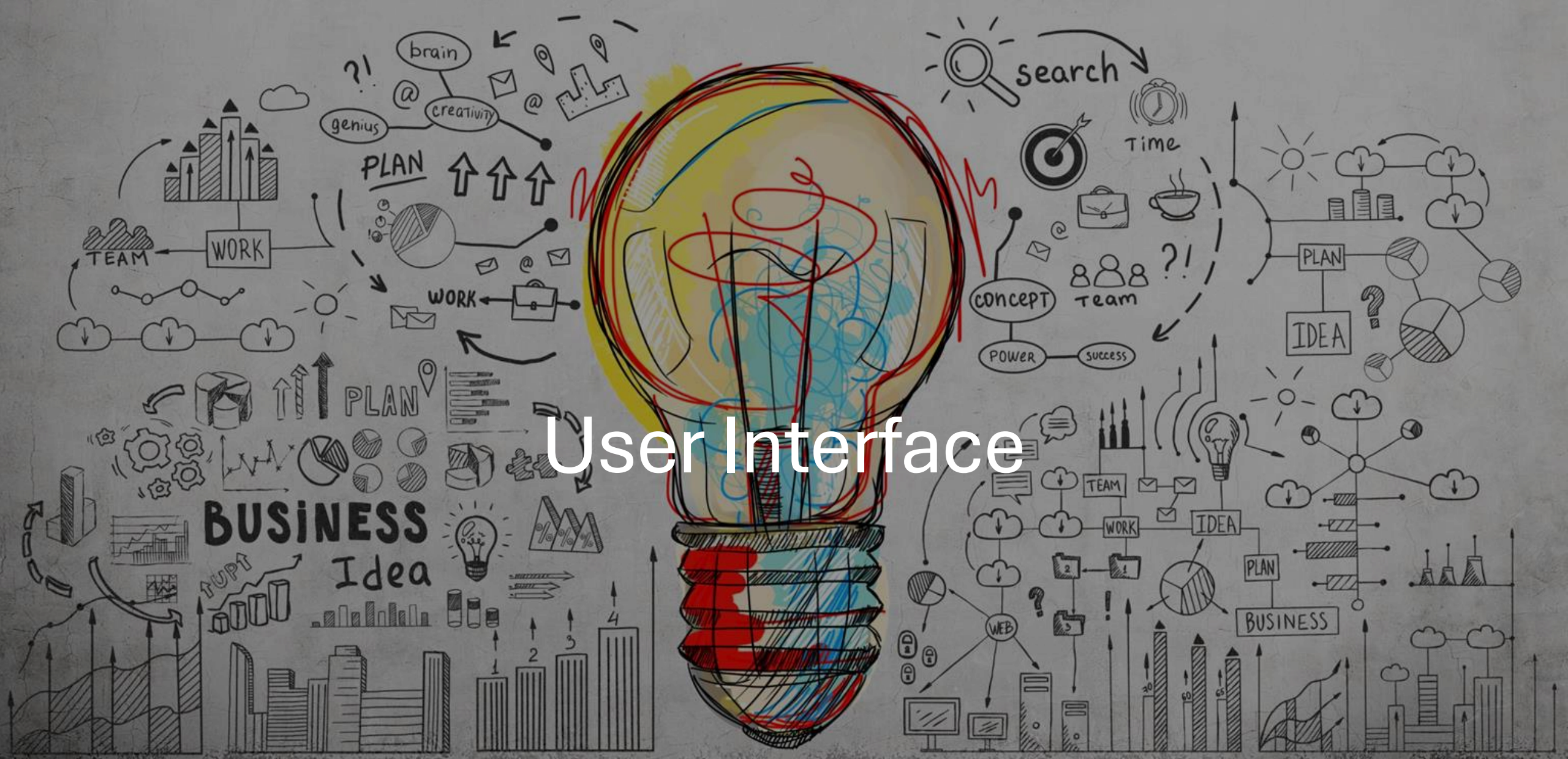
SDG's Addressed

- **Quality Education:** It supports lifelong learning opportunities by helping students connect education to real-world opportunities.
- **Decent Work and Economic growth:** It helps equip young people with relevant skills for decent work, contributing to sustainable economic growth.
- **No Poverty:** Through better career placement and informed decision-making, Bora empowers learners to pursue meaningful employment, increasing income potential and breaking the cycle of poverty.
- **Reduced Inequalities:** Bora ensures equal access to career guidance for all learners, including those in marginalized communities, by using technology to eliminate biases

Flowchart







User Interface






Welcome, Anyango

-  Dashboard
-  Interest Quiz
-  Career Matches
-  Mentorship Chat

Education is the most powerful weapon which you can use to change the world.

 Start Quiz

Career Matches

-  Graphic Designer
-  Software Developer
-  Teacher

[View all matches](#)

Mentorship Chat



Start Chat

Progress Tracker



Progress


75%

Admin Dashboard

 Users

 Quiz

 Career Matches

 Mentorship

Total Users

1,254



Career Matches

-  Graphic Designer
-  Software Developer
-  Teacher

Mentorship Chats

87

Mentorship Chats

Conclusion

- **Bora** is more than just a career guidance tool — it is a movement to redefine how learners in Kenya and beyond view success. By using **artificial intelligence** to connect learners' **talents, interests, and abilities** with suitable career paths, Bora bridges the gap between education and employment.
- It empowers students to make informed choices, promotes equity in career opportunities, and helps reduce **unemployment, poverty, and skill mismatches**.
- Through Bora, we envision a generation of young people who understand their potential, follow their passion, and contribute meaningfully to society — proving that **success is not determined by grades, but by purpose and direction**.