



# CODE BLOOM

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## COMPANY PROFILE

*Rooted in Code. Blooming in Impact.*

A women-led digital studio building technology  
for the communities that raised us.

## COMPANY OVERVIEW

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Codebloom Digital Technologies Limited (Code Bloom) is a women-led digital studio based in Lusaka, Zambia. Founded in 2026, Code Bloom operates as a holding company and product studio where four women founders design, build, and launch digital products that serve African communities.

The studio model is straightforward: each founder carries a passion and a problem. When it is her turn, she leads the product. The rest of the team shows up with everything it takes to ship it, from code and strategy to operations and brand. No one builds alone.

Code Bloom is not a single-product company. It is a launchpad where every branch grows from something real. The first product, Code SHEROs, is already live and reaching communities. The next solutions are forming.

## MISSION, VISION AND VALUES

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### Our Mission

To build digital products that solve real problems for African communities, led by women who understand those problems firsthand.

### Our Vision

A generation of African women who are not just users of technology, but its creators, building solutions that reflect their communities and shape the digital future of the continent.

## Our Core Values

- **Built from Purpose:** Every product starts with a founder who feels the problem firsthand. We do not build for hypothetical users.
- **No One Builds Alone:** When one founder leads, the rest of the team shows up. Every product launches with a full team from day one.
- **Grow, Then Repeat:** One product is live. The next is forming. Code Bloom is a launchpad where every branch grows from something real.
- **Accessibility:** Quality digital products should not be limited by geography, income, or gender.
- **Impact First:** We measure success by the communities we reach and the lives we change.

## THE PROBLEM WE SOLVE

Africa faces a critical gender gap in technology. Across the continent, women are significantly underrepresented in STEM education, digital innovation, and tech leadership. Meanwhile, the communities that need digital solutions most are often the last to receive them.

- **Only 30% of science professionals in Africa are women** (UNDP)
- **Africa scores just 38 out of 100 on STEM gender parity** (African Development Bank)
- **Less than 30% of tertiary engineering graduates in Sub-Saharan Africa are female** (World Bank)
- **67% of Zambia's population remains offline** (DataReportal, Digital 2025 Zambia)
- **Women and girls in Zambia face limited access to digital devices due to cultural norms, economic constraints, and lower education levels** (United Nations Zambia)

*Code Bloom exists because we got tired of waiting for someone else to build the technology our communities need. So we pooled our skills, pooled our money, and started building.*

## OUR STUDIO MODEL

Code Bloom operates as a product studio, not a traditional single-product startup. The model is built around the strengths and passions of its four founders.

### How It Works

<b>Identify</b>	Each founder carries a passion and a problem rooted in her lived experience.
<b>Lead</b>	When it is her turn, she leads the product, defining the vision, scope, and direction.
<b>Build</b>	The full team rallies behind the product to ship it.
<b>Launch</b>	The product goes live with a complete team behind it from day one.
<b>Repeat</b>	The cycle continues. Each new branch grows from something real.

## OUR PRODUCTS

Every product in the Code Bloom studio starts with a founder who feels the problem firsthand. Our first product is live and reaching real communities.

LIVE PRODUCT

### Code SHEROs

An interactive coding education platform that teaches girls aged 7 to 12 to code through story-driven missions. Built in Zambia and designed for Africa, Code SHEROs turns coding into an adventure where girls become digital heroes.

*Vision by Temwani Msiska*

codesheros.co.zm

### Key Platform Features

- **Story-driven missions:** every coding challenge is wrapped in a narrative adventure
- **Three mentor characters:** Byte (logic), Pixel (design), and Nova (exploration) guide learners through progressively challenging worlds
- **Real code, real skills:** HTML, CSS, and JavaScript taught progressively across three worlds
- **Progressive Web App:** accessible on any smartphone, tablet, or computer
- **AI-powered feedback:** personalised hints and guidance
- **Gamification:** XP, badges, and certificates reward progress

### Revenue Model

Code SHEROs operates a sustainable three-stream revenue model:

Parent Plans	School Plans	Sponsor a SHERO
Free, SHERO Pass (K60/mo), and SHERO Family (K90/mo) tiers for individual families.	Classroom (K89/student/term) and Campus (K139/student/term) plans with teacher dashboards.	Individual, Champion, Corporate, and Enterprise tiers allowing sponsors to fund coding education for girls in government schools.

*More products coming soon. Each branch of Code Bloom will grow from a founder who feels the problem firsthand.*

## MILESTONES AND ROADMAP

<b>Q2 2026</b>	Complete Code SHEROs World 1 (Byte's Boot Camp), finalise payment integration via Lenco/BroadPay
<b>Q3 2026</b>	Launch pilot programme with 3 to 5 private schools in Lusaka (100 to 200 girls)
<b>Q4 2026</b>	Launch Worlds 2 and 3, onboard corporate sponsors, begin Sponsor a SHERO programme
<b>2027</b>	Scale to 1,000+ girls, expand to 2 to 3 additional African countries, launch SHERO Hubs, begin development of next Code Bloom product

## OUR TEAM

Code Bloom is built by a passionate team of Zambian women committed to building digital products for the communities that raised them.

Name	Role
<b>Temwani Msiska</b>	Tech Lead and Project Strategist
<b>Elizabeth Mukuka</b>	Systems Developer and Operations Lead
<b>Choolwe Lubinda</b>	Developer and Experience Designer
<b>Faith Mayani</b>	Systems Developer and Creative Lead

**Temwani** combines her passion for technology and African development to create opportunities for the next generation of women in tech. She leads the technical direction of every product Code Bloom builds.

**Elizabeth** brings precision to both the code she writes and the systems that keep the studio running. For Elizabeth, the work behind the scenes matters just as much as the product on screen.

**Choolwe** builds tools and experiences that turn frustration into discovery and complexity into confidence. Every interface is an invitation and every interaction is a chance to make someone feel capable.

**Faith** writes code the way she tells stories: with intention, emotion, and a clear sense of where things are going. She brings a rare combination of technical depth and creative instinct.

## SOCIAL RESPONSIBILITY

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Code Bloom is not just a business. It is a movement to ensure that the next generation of African tech leaders includes women from every background.

### Sponsor a SHERO Programme

The Sponsor a SHERO model allows individuals and corporates to fund coding education for girls in government schools who would otherwise have no access to digital skills training. Sponsors receive anonymised progress reports showing the real impact of their contribution.

### SHERO Hubs (Coming 2027)

Physical after-school STEM centres in underserved communities where girls access the platform, receive mentorship, and build a community of future tech leaders. Each Hub will be equipped with devices, internet connectivity, and trained facilitators.

### SDG Alignment

- **SDG 4:** Quality Education
- **SDG 5:** Gender Equality
- **SDG 8:** Decent Work and Economic Growth
- **SDG 9:** Industry, Innovation and Infrastructure
- **SDG 10:** Reduced Inequalities

## CONTACT US

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