



## COMPANY BROCHURE

Empowering girls across Africa to become  
digital heroes through story driven coding education

[codesheros.co.zm](https://codesheros.co.zm) | [hello@codesheros.co.zm](mailto:hello@codesheros.co.zm)  
A Codebloom Digital Technologies Limited Company  
| Lusaka, Zambia



## COMPANY OVERVIEW

Code SHEROs is 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 saving the internet from the villain Dr. Glitch and his Code Bug minions.

Founded in 2026, Code SHEROs is a subsidiary of Codebloom, a Zambian registered holding company. The platform teaches real programming concepts including HTML, CSS and JavaScript through a Progressive Web App accessible on any smartphone, tablet or computer.

## MISSION, VISION AND VALUES

### Our Mission

To ensure every girl in Africa has the opportunity to become a digital creator, not just a digital consumer.

### Our Vision

A generation of African girls who are confident, creative and equipped with the coding skills to shape the digital future of the continent.

## Our Core Values

- **Empowerment:** every girl has the potential to be a tech leader
- **Creativity:** coding is a creative superpower, not just a technical skill
- **Representation:** African girls deserve to see themselves as the heroes in their own tech stories
- **Accessibility:** quality coding education should not be limited by geography, income or gender
- **Impact:** we measure success by the number of girls we inspire to keep building

## THE PROBLEM WE SOLVE

Africa faces a critical gender gap in technology. Across the continent, girls are significantly underrepresented in STEM education and careers. The numbers tell a clear story:

- **Only 30% of science professionals in Africa are women** (UNDP Ghana, Women and Girls in Science and Technology: Bridging the Gender Gap, 2022)
- **Africa scores just 38 out of 100 on STEM gender parity** (African Development Bank/UNECA, Africa Gender Index, 2019)
- **Less than 30% of tertiary engineering graduates in Sub Saharan Africa are female** (World Bank/WEF, How Can We Get More Girls into STEM in Africa, 2021)
- **Fewer girls than boys are enrolled in STEM programmes across Africa, driven by gender stereotypes, limited role models and psychosocial factors** (ISS Africa Futures, citing African Development Bank Africa Gender Index)
- **By 8th grade, only half as many girls remain interested in STEM compared to earlier years** (AAUW, Why So Few? Women in Science, Technology, Engineering, and Mathematics, 2010)
- **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 DCO, New Frontiers: Zambia Embraces Digital Transformation, 2024)

*Code SHEROs intervenes at exactly the right moment, before girls decide that technology is not for them.*

## OUR PRODUCT





Code SHEROs delivers coding education through a gamified, story driven platform. Girls don't just learn to code. They become heroes in an immersive narrative where coding is the superpower that saves the digital world.

### 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 powered by GPT-4o
- **Kid friendly auth:** nickname + 4 digit PIN, no email required
- **Gamification:** XP, badges and certificates reward progress and keep girls motivated

## THE WORLD OF CODE SHEROS

The platform is built around three worlds, each anchored by a mentor character who guides the player through progressively challenging coding missions. The villain Dr. Glitch and his Code Bug minions create the challenges players must overcome.

	Character	Role	World
	Byte	The Problem Solver	World 1: Byte's Boot Camp. HTML fundamentals, logic and debugging.
	Pixel	The Creator	World 2: Pixel's Design Studio. CSS, visual design and creative building.
	Nova	The Explorer	World 3: Nova's Mission Control. JavaScript, robotics and green tech.
	Dr. Glitch	The Villain	Master of Digital Chaos. Spreads Code Bugs across the internet to corrupt the digital world.

**Code Bugs** are Dr. Glitch's minions. They represent coding errors, broken syntax and logic mistakes that players must fix to progress through each mission.

## WHAT SETS US APART

- **Story first, code second:** unlike traditional coding platforms, Code SHEROs wraps every lesson in a narrative that keeps girls engaged and motivated to continue
- **Built in Africa, for Africa:** our characters, stories and cultural references are designed specifically for African girls, not imported from Silicon Valley
- **Age appropriate curriculum:** designed for 7 to 12 year olds with no prior coding experience, using language and concepts appropriate for the age group
- **Three revenue streams:** a sustainable business model combining direct to consumer, B2B school licensing and CSR sponsorship
- **Social impact built in:** the Sponsor a SHERO model ensures that growth also means increased access for underserved communities

## BUSINESS MODEL

Code SHEROs operates a sustainable three stream revenue model targeting different customer segments.

### 1. Parent Plans (per child, monthly)

Plan	Price	What's Included
Free	K0	World 1 missions only, limited attempts
SHERO Pass	K49/month	All 3 worlds, unlimited attempts, AI hints, badges and certificates
SHERO Family	K79/month	Up to 3 children, everything in SHERO Pass plus parent dashboard

### 2. School Plans (per student, per term)

Plan	Price	What's Included
Classroom	K75/student/term	All worlds, teacher dashboard, class progress tracking
Campus	K120/student/term	Everything in Classroom plus school branding, certificates, termly impact reports

### 3. Sponsor a SHERO

Individuals and corporates can sponsor girls in government schools, bridging the digital divide while fulfilling CSR objectives.

Tier	Price/Term	What Sponsors Get
Individual	K149 (1 child)	Anonymised progress updates, impact certificate
Champion	K499 (5 children)	Progress dashboard, social media shout out
Corporate	K2,500 (25 children)	Branded impact report, logo on platform, PR package
Enterprise	Custom	100+ children, full CSR partnership

## TARGET MARKET

**Primary:** Girls aged 7 to 12 in private schools across Lusaka, Zambia

**Secondary:** Government school girls via the Sponsor a SHERO programme

**Scale:** Pan African expansion targeting English speaking countries including Kenya, Ghana, Nigeria and South Africa

*Pilot target: 100 to 200 girls across 3 to 5 private schools in Lusaka by Q3 2026. Scale goal: 1,000+ girls across Africa by end of 2027.*

## MILESTONES AND ROADMAP

**Q2 2026** Complete World 1 (Byte's Boot Camp), finalise payment integration via Lenco/BroadPay

**Q3 2026** Launch pilot programme with 3 to 5 private schools in Lusaka (100 to 200 girls)

**Q4 2026** Launch Worlds 2 and 3, onboard corporate sponsors, begin Sponsor a SHERO programme

**2027** Scale to 1,000+ girls, expand to 2 to 3 additional African countries, launch SHERO Hubs

## OUR TEAM

Code SHEROs is built by a passionate team of Zambian founders committed to closing the gender gap in technology across Africa.

Name	Role
<b>Temwani Msiska</b>	CEO and Founder, Strategy, Product, Design and Development
<b>Felize Kapambwe</b>	Head of Marketing
<b>Choolwe Lubinda</b>	Head of Finance
<b>Faith Mayani</b>	Storyteller and Creative Lead
<b>Elizabeth Mukuka</b>	Head of Administration

## SOCIAL RESPONSIBILITY

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

### Sponsor a SHERO Programme

Our sponsorship 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 is 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

<b>Temwani Msiska</b> CEO and Founder <a href="mailto:temwani.msiska@codesheros.co.zm">temwani.msiska@codesheros.co.zm</a>	<b>Felize Kapambwe</b> Head of Marketing <a href="mailto:felize.kapambwe@codesheros.co.zm">felize.kapambwe@codesheros.co.zm</a>
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**General Enquiries:** [hello@codesheros.co.zm](mailto:hello@codesheros.co.zm)  
**Website:** [codesheros.co.zm](https://codesheros.co.zm)

Code SHEROs Ltd,  
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