



M A R K E T I N G

M e d i a D e c k

Copyright 2020 ©

# WHO WE ARE

We are in our 20's,30's, studying, and working in various professional industries. Together we share our African Ghanaian cultural experiences.

## Location of members

90% London

6% Ghana

3% USA

1% Europe



200+ members who hold some of the following job titles

- Mechanical Engineer
- Financial consultant
- Scientist
- Barrister
- Project Manager
- Digital Marketing Strategist
- Doctor in Medical
- Occupational Therapist Manager
- Cyber Security
- MSC/ PHD ( Degree students)
- Quantitative Trading
- IT Consultant
- Ecosystem Builder
- Education Assessor

# YGP SERVICES



On WhatsApp Members post and share insightful information about current changes affecting the African diaspora across the world. Discussions are thought-provoking as well as humorous.

YGP Promotions & Advert. Members post only upcoming events and business adverts that they wish to



## Meetup.com

The past 3+ years we've scheduled monthly meetups in and around hot-spots in London after work from 7 pm - 9 pm.

A moment for members to eat laugh and chill whilst connecting with like-minded individuals. This is a private group where new members request to join.  
[meetup.com/Young-Ghanaian-Professionals-London/](https://www.meetup.com/Young-Ghanaian-Professionals-London/)

Members have access to enjoy intellectual and informal conversations as this supports their future plans and forms meaningful lasting friendships.



## Instagram

Members will be able to view and share YGP's visual content



Live monthly YGPZOOM topics open to all to attend



## Facebook

Members will be able to view and share YGP's visual content



[WWW.YGPCONNECT.COM](http://WWW.YGPCONNECT.COM)  
Website for update info and all YGP activities in one space.

# YGP Purpose

We aim to bridge the digital information gap within the African Diasporans community starting with Ghana and London.

**Top 3 Digital Information that our members seek**

- How to plan business ventures from London to Ghana
- How to acquire land & property
- Charitable support to local people in Ghana.

## Solution 1

We recognise that Mentorship programme will help support our members on their journey to seeking specific answers. This will be accessible on [YGPconnect.com](https://YGPconnect.com).  
[coming soon]

## Solution 2

We aim to team up with local diasporans and local Ghanaians based in Ghana to build trusted links for the Digital information sought after.  
[Date To Be Confirmed]

## How can YGP help



Build Tunnels



Network with Ghanaian creatives/entrepreneurs



Support groups that already have the blueprints



keep records of all of our moves

# Progression

We understand that our members may want to invite younger members into YGP or they may wish to move onto an older age group. Below are another similar groups created specifically to meet these needs.



## Young African Professionals

We have two age groups YAP 16-17yrs & YAP 18-21yrs due to safeguarding. Available on whatsapp only.



## Young Ghanaian Professionals

The age group is from 21-39yrs. Available on 6 platforms.

## Celebrating Africa

📍 London, United Kingdom  
👥 140 members · Private group

## Celebrating Africa

The age group is from 39yrs, although we have those in their 30's joining. Available on meetup.com only

# VALUE PROPOSITION

Over the years members have found trusted support and genuine friendships within the group.

YGP takes pride in communicating instantly with relevant information shared for all members. Unanimously the group has agreed #YGPfamily summarises our bond



## Communication

- We have 6 platforms for members to share and discuss their thoughts with others freely.



## Connection

- Members are able to find relevant information to support their future goals. Questions and answers are easily accessible within YGP group



## Friendship

- All new members are encouraged to introduce themselves so others can support questions asked.

# Thank You!

We welcome collaborations from those who would like to feature on our platforms or support our purpose.

Any other enquires feel free to also send us an email.

Contact us: [info@ygpconnect.com](mailto:info@ygpconnect.com)

