

Tich Mobile App Joins EquityPilot to Revolutionize Youth Employment in Kenya



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Tich Tich

Email: **tichtich@gmail.com**
Age Group: **18 - 29 years**
Education: **Degree**
County: **Kericho**
Job Type: **Full Time**
Work Experience: **4pOgNylTATTaDsYuGrNv**
Job Sector: **Health Care**
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Kisumu, Nyanza Mar 26, 2026 ([IssueWire.com](https://www.IssueWire.com)) - Addressing the Urban Employment Crisis

Kenya is currently navigating a significant demographic challenge, with individuals aged 15–34 making up approximately 35% of the national population. This group faces the highest unemployment rates in the country, particularly within rapidly expanding urban centers such as Nairobi, Mombasa, Kisumu, Nakuru, and Eldoret. Millions of these young people reside in informal settlements where access to stable, formal labor pathways is severely limited.

Without structured intervention, this lack of opportunity constrains social mobility and economic growth across the region. Currently, job seeking in these areas relies heavily on fragmented word-of-mouth referrals, leaving workers vulnerable to inefficiencies and exploitation. Tich enters the market to transform these opaque labor channels into a transparent, digital ecosystem.

The Tich App Solution: Formalizing the Gig Economy

Tich is a mobile-first marketplace specifically designed to connect urban Kenyan youth with short-term, gig, and informal work opportunities. The platform is engineered to increase employment visibility while simultaneously providing basic worker protections.

Key features of the application include:

- **On-Demand Management:** Users can find, apply for, and manage work engagements directly from their smartphones.
- **Transparency Tools:** The app incorporates ratings and verified references to build credibility for both workers and employers.
- **Contractual Guidance:** Tich provides essential information on basic contract terms to ensure users understand their working conditions.
- **Skill Diversification:** By aggregating various short-term gigs, the platform allows youth to earn immediate income while diversifying their professional skill sets and networks.

Strategic Partnership with FasterCapital

Tich has officially joined the **EquityPilot** program hosted by **FasterCapital**, a prominent global venture builder and incubator. Founded in 2014, FasterCapital is recognized as a leading venture builder in terms of startups supported and capital raised. Through the EquityPilot program, FasterCapital will provide Tich with:

- **Technical Support:** Finalizing Android development refinements to ensure a robust user experience.
- **Execution Coaching:** Strategic mentorship and go-to-market guidance from industry experts.
- **Network Access:** Introductions to vital local stakeholders, mentors, and ecosystem partners.

Hesham Zreik, Founder and CEO of FasterCapital, expressed his enthusiasm: "We're excited to support Tich through EquityPilot. Our team will focus on execution milestones and connecting the startup with the right ecosystem stakeholders".

Founding Team and Operational Roadmap

The leadership behind Tich combines decades of experience in marketing, digital products, and community engagement. The team includes professionals from Sunami Marketing Services and local tech hubs, including a leader with 20 years of experience in the Kenyan marketing landscape. This blend of expertise ensures that the product roadmap directly addresses the known barriers to youth employment in Kenya.

The Next 90 Days: The immediate focus for Tich involves a targeted pilot deployment across Nairobi and Mombasa. During this phase, the team will:

- **Complete Development:** Finalize Android milestones and technical refinements.
- **Launch Pilot Markets:** Initiate operations in Kenya's two largest urban labor markets.
- **Onboard Partners:** Recruit employer partners across target cities to ensure a steady stream of job listings.
- **Measure Success:** Track key performance indicators, including job placement rates, user retention, and employer satisfaction to inform future scaling.

Funding and Expansion Goals

To facilitate this 12-month go-to-market strategy, Tich is seeking **US\$150,000** in funding. This capital will be allocated toward:

- **User Acquisition:** A comprehensive plan focusing on community outreach in informal settlements and social media channels frequented by youth.
- **Operational Scaling:** Expanding the platform's reach beyond the initial pilots to include Kisumu, Nakuru, and Eldoret.
- **Stakeholder Engagement:** Partnering with local hubs and community organizations to ensure the platform remains locally relevant and trusted.

About Tich App

Tich is a mobile application dedicated to increasing employment visibility for 15–34-year-old urban Kenyans. By aggregating gig work and improving matching efficiency, Tich strives to create a more equitable and accessible labor market.

Website: <https://sites.google.com/view/tichapp/home>

About FasterCapital

FasterCapital is an international venture builder that supports early-stage startups through co-funding and technical co-founding. Its EquityPilot program is specifically designed to help innovative companies build scalable solutions through mentorship and strategic network support. **Website:**

<https://www.fastercapital.com>

Media Contacts:

Lydia Zeng FasterCapital

Email: lydia.zeng@fastercapital.com

Phone: +1 (512) 400-0256

Thomas Abol

Sunami Marketing Services (*Tich App*)

Phone: +254 735 875 702

Email: sunamimarketingservices@gmail.com

Media Contact

Sunami Marketing Services Ltd

*****@gmail.com

0735875702

Aga Khan Road, Milimani, Kisumu, P.O.Box 3505-40100, Kisumu

Source : Sunami Marketing Services Ltd

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