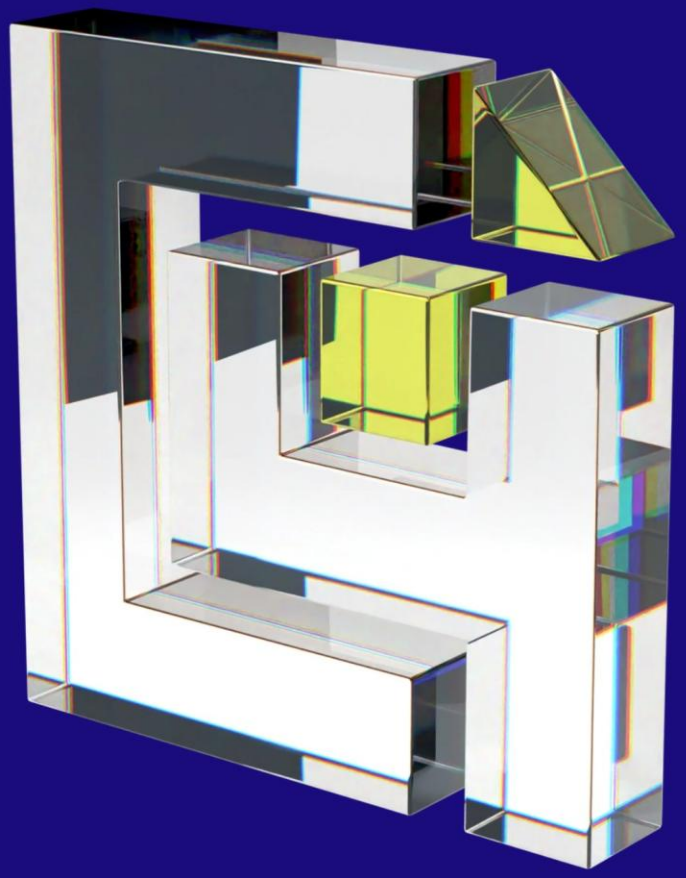
CYPROGRAM
CRAFTING DISTINCTIVE BRANDS

MORE THAN JUST A STUDENT CONFERENCE 2026 • BUEA

The Digital Advantage

Turning technology into skills, opportunities and income



Eng. Cyril Kimbi

Software Engineer • Founder, Cyprogram • Cofounder and CTO, eStudyUniverse

BEFORE I SAY MY NAME

Everybody, stand up.

- Stay standing if you have a phone with you
- ...if you watched a “make money online” video this week
- ...if you actually tried to make money online
- ...if you made 1,000 FCFA online
- ...10,000 FCFA
- ...100,000 FCFA

NOW SIT DOWN

Hands up if you paid for a course or a “secret method”... and it did not work.

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WHY LISTEN TO ME?

I have been paid in every lane.

Freelancer

Fiverr and direct clients. Solo. Paid in dollars.

Agency founder

Cyprogram: 100+ projects for clients in Africa, Europe, Asia and North America.

Startup cofounder

eStudyUniverse: 10,000+ students, an app on Google Play and the App Store.

Remote employee

ConnectAide in New York.
Markpedia in Guangzhou.
From Buea.

Content creator

Grew pages and YouTube channels. My page brings clients, and it brought me here.

Made in Cameroon

Schooled here. B.Eng Computer Engineering, University of Buea.

ALSO WHY LISTEN TO ME

I failed a lot. I am still figuring it out.

Lost.	YouTube channels I grew, then lost or saw demonetised
Lost.	My Silicon Mountain Conference pitches, 2021 and 2023
Below 2.0	My first year GPA. I graduated Second Class Upper.
Tried it all.	Jack of all trades first. Then I kept what worked.

Nobody can delete what you learned.

MY STORY IN 30 SECONDS

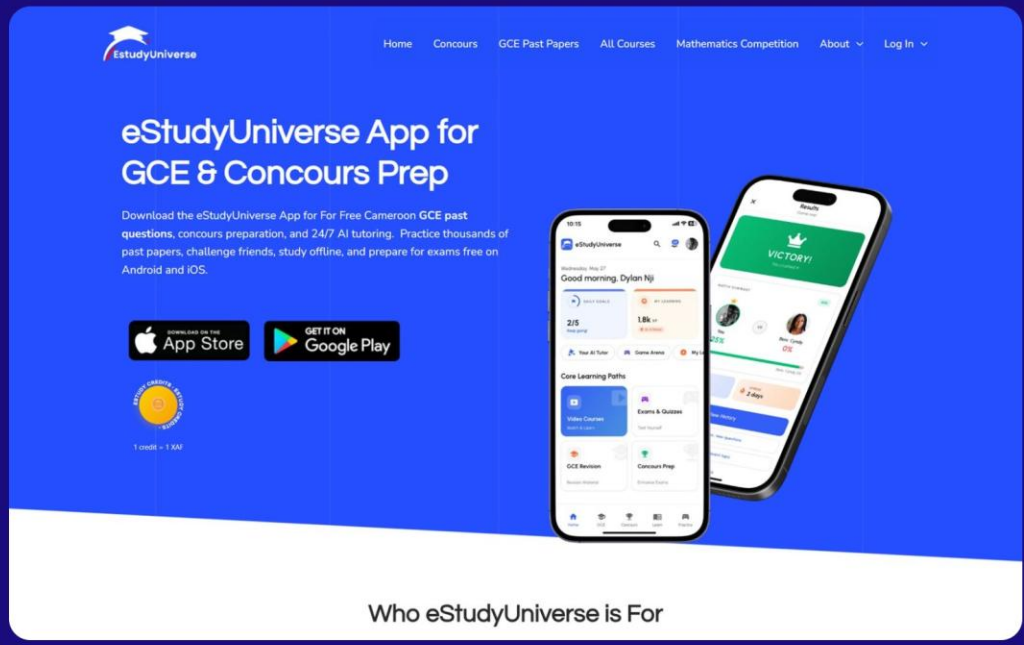
A phone, a 10,000 FCFA laptop and a Google Form.

2016 · MY HOMETOWN
Learned to code on my mother's phone.

2019 · YAOUNDÉ
First unlimited internet. A 10,000 FCFA laptop.

2021 · BUEA
"I'm going to barb my hair." I went to write the entrance exam.

2022 · eSTUDYUNIVERSE
A teacher asked for a Google Form. I built a platform.



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PART 1 • WHAT TO LEARN

Don’t learn what sounds good.

Learn what works.

Then what works for YOU.

Not everything works for everybody. Your city, your money, your phone, your personality.

YouTube vs Abroad vs Cameroon reality

WHAT YOUTUBE SAYS	WHAT IT LOOKS LIKE ABROAD	CAMEROON REALITY
“Just open a Stripe account”	Done in 5 minutes	Stripe: “Cameroon? Who is that?”
“Work from anywhere”	Laptop on the beach	Anywhere ENEO and MTN agree
“Run Facebook ads with your card”	Visa card, done	Which card? MoMo?
“$1,000 a day with dropshipping”	Delivered in 2 days	Your parcel is still at the port
“Wake up at 5am and grind”	Coffee and a standing desk	5am. No light.
“Just be consistent”	Fast internet every day	Data finished in the middle of the upload

Who is that YouTube video really for?

LEVEL 1

Complete beginner

No skill, no money, maybe no laptop. Most of this hall.

LEVEL 2

Already earning

Wants a new income stream. Skips the basics.

LEVEL 3

Already rich

$10,000+ and wants to scale. “Just hire a team.”

Top results are mostly Level 2 and 3. Ask: what does this person assume I already have? Does it work from Cameroon? Is someone here doing it?

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SKILLS THAT PAY AND STAY

Pick one. Go deep.

Code

Web and mobile apps, cloud, DevOps, security. Engineering is not going anywhere.

Digital marketing

Meta Ads, Google Ads, sales. Every business needs customers.

Social media strategist

Not just posting. Strategy, content plans, growth and reports.

Content and personal brand

Content creation, UGC videos for brands, a name people trust.

Design

UI and UX, brand identity. People judge by what they see.

Automation with AI

Make AI do the boring work for businesses. They pay for saved time.

THE SKILL STACK

A base skill alone is cheap. Stack it.

BASE
Social media management

+

ADD ON
Meta and Google Ads

+

ADD ON
Automation

=

WHAT YOU SELL
A growth service businesses abroad pay dollars for

Canva graphics + brand strategy + social templates = brand identity packages

Websites + SEO + monthly maintenance = income every month

Video editing + scripts + UGC = content packages for brands

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PART 2 • GET GOOD

Trying many things is not confusion. It is a stage.

What I tried:

Graphics | Canva | UI and UX design | Video editing | Content creation | YouTube | Fiverr | Websites | Apps | A startup

You enjoy it + **People pay for it** + **You are good at it** = **Focus there**

THE GOAL

Become so good that no one can contradict you.

Do real projects

Not tutorials forever. Build for real people with real problems.

Find a mentor here

Someone two steps ahead, in Cameroon. My maths teacher became my cofounder.

Find your people

If everyone around you only watches, you will only watch.

PART 3 • MONEY

People judge by what they see. Package it.

SAME SKILL, BEFORE

“I do graphics. DM me.”

No examples. No price. No niche. Nobody knows if you are good.

SAME SKILL, AFTER

“I design brand kits for restaurants in Buea.”

12 examples on my page. Ready in 5 days. Clear price.

> **Don’t just show what you do. Show HOW you do it. That builds trust, especially now that AI can fake the result.**

CONTENT IS KING

Make content for buyers, not just learners.

CONTENT FOR LEARNERS

Gets you followers who want to learn

Good for selling a course. Easy to end up teaching instead of earning.

CONTENT FOR BUYERS

Gets you businesses who need the result

They see your work and your process, then they pay.

It is not about followers. Clients don't even follow you. They message you on WhatsApp and pay.

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HOW TO MONETIZE

Five ways to get paid

Way	How it works	Where I did it
Freelance platforms	Fiverr, Upwork. A profile full of proof.	Fiverr
Direct clients	Your own studio or agency. Local and abroad.	Cyprogram
Remote job	A salary, often in dollars, from home.	ConnectAide, Markpedia
Content	UGC, brand deals, ads, affiliate links.	YouTube, my pages
Products	Apps, templates, courses, guides.	eStudyUniverse

THE COMPETITION

8 billion + Billions

people

of AI agents, and growing

You need an insane amount of effort and content to stand out.

The good news: you have 30+ apps on your phone. People use many providers for one need. There is room for you.

PART 4 • REAL TALK

Not everyone is designed to be an entrepreneur. That is fine.

Work under someone

You learn systems, standards and teamwork, and you get paid while you learn.

Target remote jobs

They are less complicated than you think. Apply with proof, not just a CV.

Keep a job while you build

Your job funds your dream. It takes away a lot of stress, especially at the start.

IN EVERY FIELD

Marketing is the core.

Doctor

A private clinic fills up when people know you are the right doctor.

Farmer

The farmer with a name sells first, and at a better price.

Business

The best shop nobody knows about makes no sales.

Tech

The best developer nobody can see gets no clients.

Positioning, branding, how people see you. Whatever you do, market yourself.

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TOO YOUNG? TOO OLD? TOO LATE?

It is never too late. And never too early.

I started at an early age on my mother’s phone. Some people start at 40. Start where you are, with what you have.

CRISTIANO RONALDO

Left home at 12. Outworked more talented players. Kept going for over 20 years.

The world was not fair to him either. He did not wait for it to be fair. He became so good nobody could ignore him.



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The world is not fair to us here. The internet does not care. So:

Learn what works for you.

Become so good no one can contradict you.

Package it. Market it. Get paid.

START TONIGHT

1 · 1 · 1 · 30

1
Skill
Code, marketing, content, design. Just one.

1
Problem
One real person you can help with it.

1
Post
Show the result and how you did it.

30
Days
A little every day. Then you have proof.

Free guide: Learn and Monetize Digital Skills
From learning to getting paid, step by step. By Cyprogram.
Scan or visit cyprogram.com/free-guide

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Your questions.

The ones you were holding. Let's hear them.

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