

Lagos Digital Academy to empower entrepreneurs in Nigeria

Lagos Digital Academy (LDA) has unveiled an academy that aims to enable Nigerians to take advantage of the opportunities available in the digital market space. LDA is designed to create a step-change and equip digital migrants with market-driven, dynamic and practical training.



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The chief executive officer and founder, Lagos Digital Academy, Dotun Babatunde, says there is need to equip Nigerian businessmen and women with the requisite knowledge and skills required to tap into the huge digital market industry.

“What we are trying to do at Lagos Digital Academy is to educate and empower people to get access to knowledge they need to survive in this new century that we find ourselves,” he said.

“Apart from the dearth of skills in the industry, we do not have the technical know-how, but with time we believe things would improve because we have started seeing a lot of incubation companies coming up in the country. We are tailoring a boot camp for different sectors of the economy with the help of our intensive programme which will take participants through all they need to know about digital marketing”, he said.

The co-founder and chief marketing officer, Kunle Shittu, said Lagos Digital Academy is a social enterprise that is strongly committed to teaching and inspiring a new generation of digital professionals and entrepreneurs.

“Our mission is to equip you with market-driven, dynamic and practical training that would prepare you for quality placement and industry exposure, open up ways and means for impact in your business or career.

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