

1 - PRO – IT GRADUATE WITH NO PRACTICAL SKILLS

SOLUTION

- CREATE CONTENT ENPHACISING ON THE IMPORTANT OF IT AND PRACTICALS AND PROJECTS.
- THIS CONTENT SHOULD ALSO PROMOTE ALL OUR SERVICE FORMAT SOLUTION.

TARGET AUDIENCE -

- I BELIEVE WE WILL GET A HUGE PERCENTAGE OF IT GRADUATE WHO HAS CERTIHFICATE BUT NO PRACTOICAL EXPERIENCE.
- GRADUATE WHO HAS DONE VARIOUS COURSE/PROGRAM BUT WISH TO ADD SOME PRACTICALITY OF IT TO THEIR WORK.

2. PRO – UNEMPLOYMENT – UNEMPLOYED GRADUATE AND NON-GRADUATE

SOLUTION;

- CONTENT ABOUT HOW GRADUATE AND NONGRADUATE CAN EARN BY PROMOTING DEWWORLD ACADEMY BY SELLING ON THE PLATFORM.
- IN THE CONTENT ALSO EXPLAIN HOW TECH CAREER GIVE PRESTIGE MONEY OPPORTUNITY IN HIGH DEMAND AND WIDELY AFFECTING OTHER PROFESSION.
- ALSO POINT OUT BENEFIT OF DWTA INTERNSHIP PROGRAM.

TAR7GET;

- AN UNEMPLOYED GRADUATE WHO IS NOT GETTING EMPLOYEMENT WITH HIS DEGREE AND WANT TO LEARN IT SKILLS TO CREATE A CAREER.
- A NON GRADUATE WHO WANT TO LEARN IT SKILLS TO ENRICH HIS CV AND GET A JOB.

3. PRO , -- CAREER CHANGE – CAREER CHANGE INTO TECH INDUSTRY)

SOLUTION;

- CONTENT GIVING BENEFIT ON HOW TO CHANGE AND WHY TO CHANGE USING DWTA SERVICES

TARGET;

AN EMPLOYED MAN WHO IS NOT CONTENT WITH HIS SALARY AND WANT TO SWITCH HIS CAREER INTO THE IT INDUSTRY.

4. PRO (- DOCUMENTATION AND CERTIFICATE FOR TECH CAREER – ACQUIRING DOCUMENTATION AND CERTIFICATE FOR IT CAREER)

SOLUTION

- THIS IS HANDLED BY DWTA SERVICES

TARGET;

- SOMEONE WHO HAS SELF TAUGHT, BUT WISH TO GET A CERTIFICATE TO PROVE HIS SKILLS IN THE JOB MARKET.

5. PRO – PERSONAL DEVELOPMENT

PRO – EXTRA TIME (INDIVIDUALS HAVING EXTRA TIME TO STUDY)

PRO – EXTRA MONEY (INDIVIDUALS HAVING EXTRA MONEY FOR PERSONAL DEVELOPMENT)

SOLUTION

- CREATE FREE BLOG-LIKE COURSE CONTENT ON THE PLATFORM
- ALSO PROMOTE DWTA SERVICES ON THE COURSE CONTENT

TARGET;

WORKERS WHO WANT TO LEARN IT SKILLS FOR CAREER ENHANCEMENT.

6. PRO- PARENT OR FAMILY DESIRE AND INFLUENCE TOWARDS IT.

SOLUTION

- CREATING CONTENT THAT SPEAK TO PARENT FOR THEIR DESIRE FOR IT
- THIS CONTENT SHOULD PROMOTE EVENT ON THE PLATFORM AND OUR IT CAREER EXPOSURE PROGRAM.
- CREATE CONTENT ON ADVANTAGES AND DISADVANTAGES ON IT CAREER

TARGET;

- A FRESH SHS GRADUATE WHO IS NOT CERTAIN ABOUT WHICH CAREER PATH TO TAKE.
- PARENTS AND RELATIVES

7. PRO - INDUSTRY PERCEPTION AND DREAM (- FAVOURABLE PERCEPTION AND GREAT DREAM FOR THE TECH INDUSTRY)

SOLUTION

- CREATING CONTENT SALES ABOUT CAREER SUCCESS IN THE TECH INDUSTRY.
- CREATING CONTENTS ON MENTORS AND CASE STUDIES IN THE TECH AND BUSINESS INDUSTRIES.
- CREATING CONTENT ABOUT CAREER INSIGHT AND DEMAND.
- PROMOTE EVENTS ON PLATFORM.

8. PRO – PRESTIGE (PRESTIGE OF BEING A TECH EXPERT)

SOLUTION

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9. PRO – PASSION INDUSTRY (INDIVIDUALS HAVING PASSION FOR THE TECH INDUSTRY)

SOLUTION:

- POST TRENDING NEWS ON THE PLATFORM

TARGET;

SOME ONE WHO WANT TO LEARN IT SKILLS TO ENABLE HIM BRING AN IDEA INTO MATERIALISATION.

10. PRO – KNOWLEDGE

SOLUTION

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11 .PRO – FRIENDS AND COMMUNITY (WANTING MORE TECH FRIENDS AND BELONGING TO A TECH COMMUNITY.

SOLUTION

- **PROMOTING PLATFORM THROUGH CONTENT,EVENTS AND ADVERTISEMENT.**

TARGET; SOME ONE WHO WANT TO LEARN IT SKILLS TO ENABLE HIM BRING AN IDEA INTO MATERIALISATION.

12 .PRO – TREND - (DESIRE TO UPGRADE INTO NEW TECH TRENDS)

SOLUTION

- **CREATE CONTENT AND EVENT ABOUT OUR EMERGING TECH PROGRAM**

OUR SOLUTION

- **PRODUCT FORMAT**
 - /SOFTWARE AND APPS
 - /EBOOKS,AUDIO ,VIDEO AND BLOGS
- **PLATFORM FORMAT**
 - DWTA STUDENT MEMBERSHIP --- INTEREST**
 - **DWTA TECH LISTING SPACE (MARKET SPACE , TECH EVENT SPACE,----**
FILTERING EVENT ATTENDANCE
 - ONLY STUDENT WHO OWN GROUP WITH A MINIMUM OF 20 MEMBERS CAN CREATE AN EVENT.
 - EVENT HAVING 30 PERCENT OF MINIMUM STATED ATTENDANCE GET FREE PROMOTION
 - EACH STUDENT HAVE A PROFILE PAGE , A GROUP PAGE AND A SETTING PAGE.
 - THE SETTING PAGE HAS POST , EVENT ,GROUP AND ACCOUNT TA

SERVICE FORMAT

- IT SKILLED TUTION
- IT SKILLED MENTORSHIP (CLASS WORK AND INTENSHIP)
- IT CAREER MENTORSHIP
- IT CAREER EXPOSURE WITH FIELD TRIPS.
- TECH RELATED EVENTS