

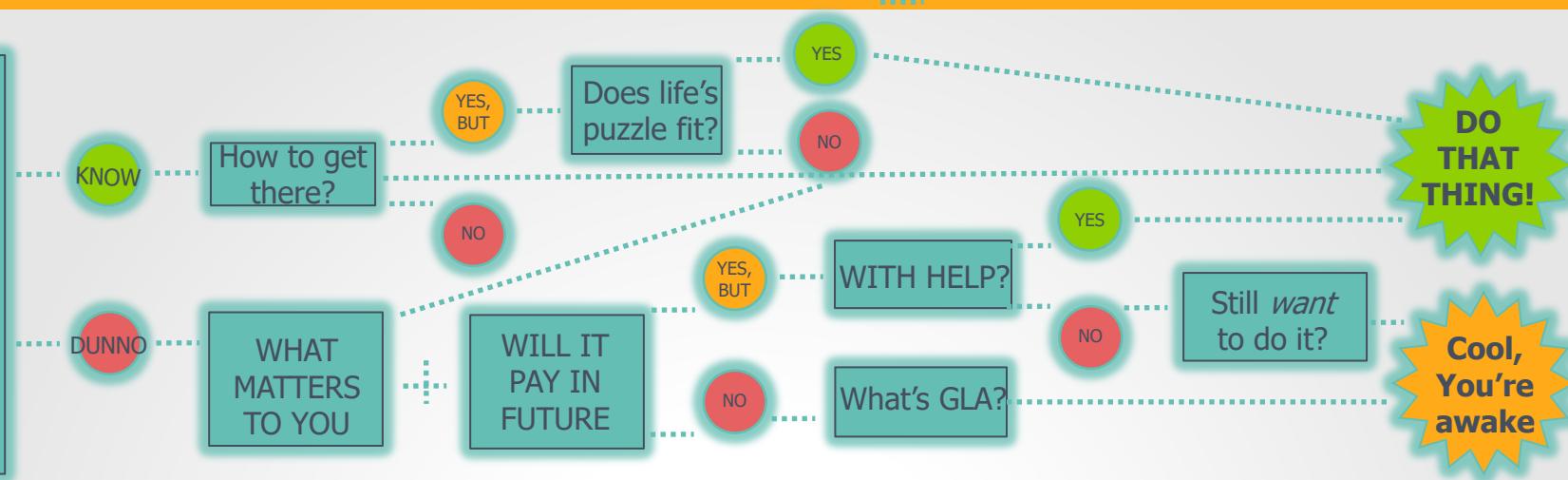


# FindMyFuture

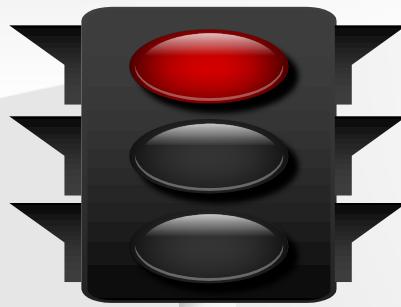


**GLA Employment, Vocational  
Training & Skills Challenge**

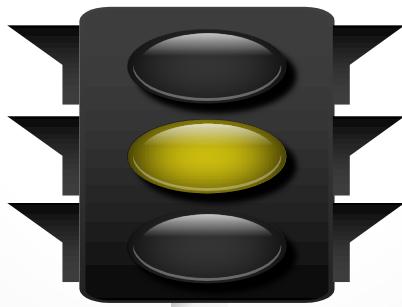
Who might I be?



## Helping identify life choices with Traffic Lights



Low ROI  
Consider  
other  
options



Risky but  
we've got  
personal  
hacks



Congrats,  
future  
found!

# WHO? Concept Testing Survey

1

Survey of  
Young  
Career  
Seekers

2

Policy  
&  
Research

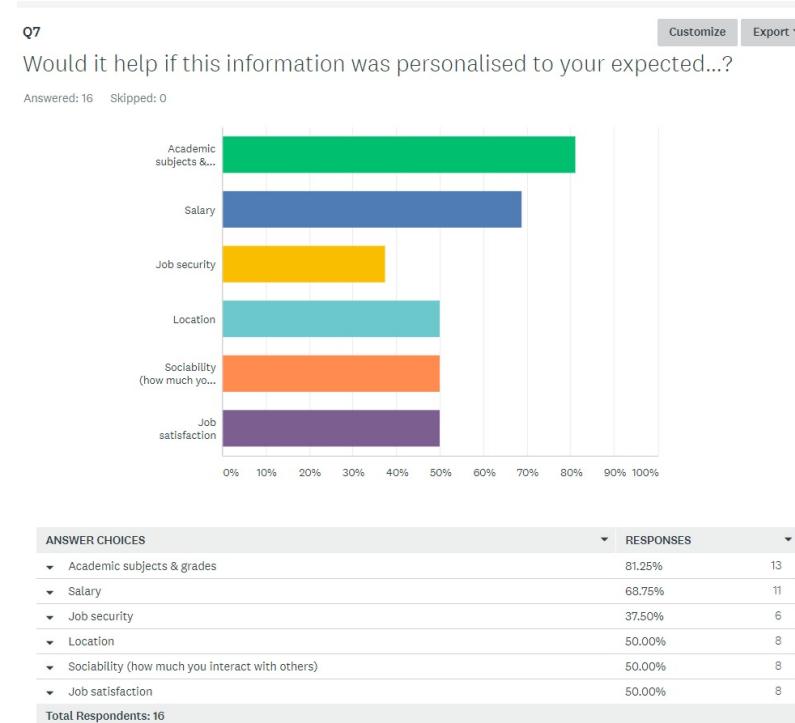
3

Learning  
Providers

4

Employers

**“You could see if you liked the job, the industry, the career perspectives there for you and how much potential you have got for it. More often than not, uni does not look like real life work.”**



# Meet Tomi

"I want to help people, but without biology A-levels"  
Also care about student debt & job security

She's undecided – what helps her 'find my future'?

Do you think her peers or school career services  
alone can help navigate all London's options?



Age: 17  
Study hours: 20 per week



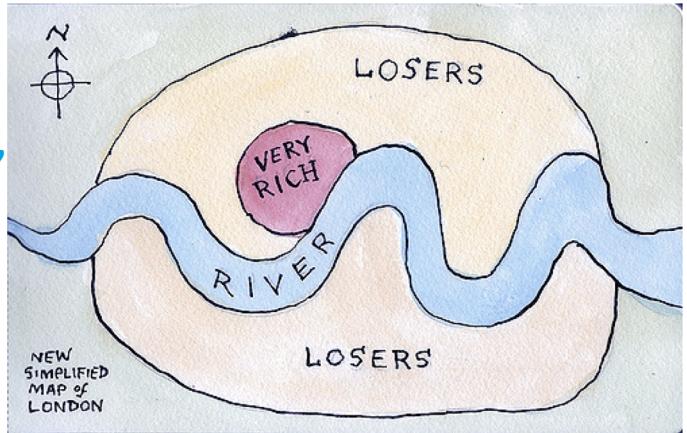
AS Levels: a few  
Internships: none



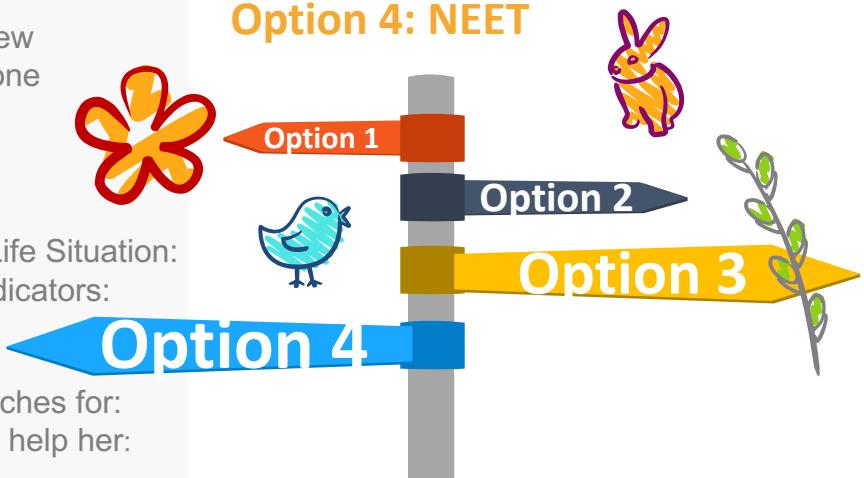
Bank Balance:  
Resources & Life Situation:  
Inequalities Indicators:



What she searches for:  
What data can help her:



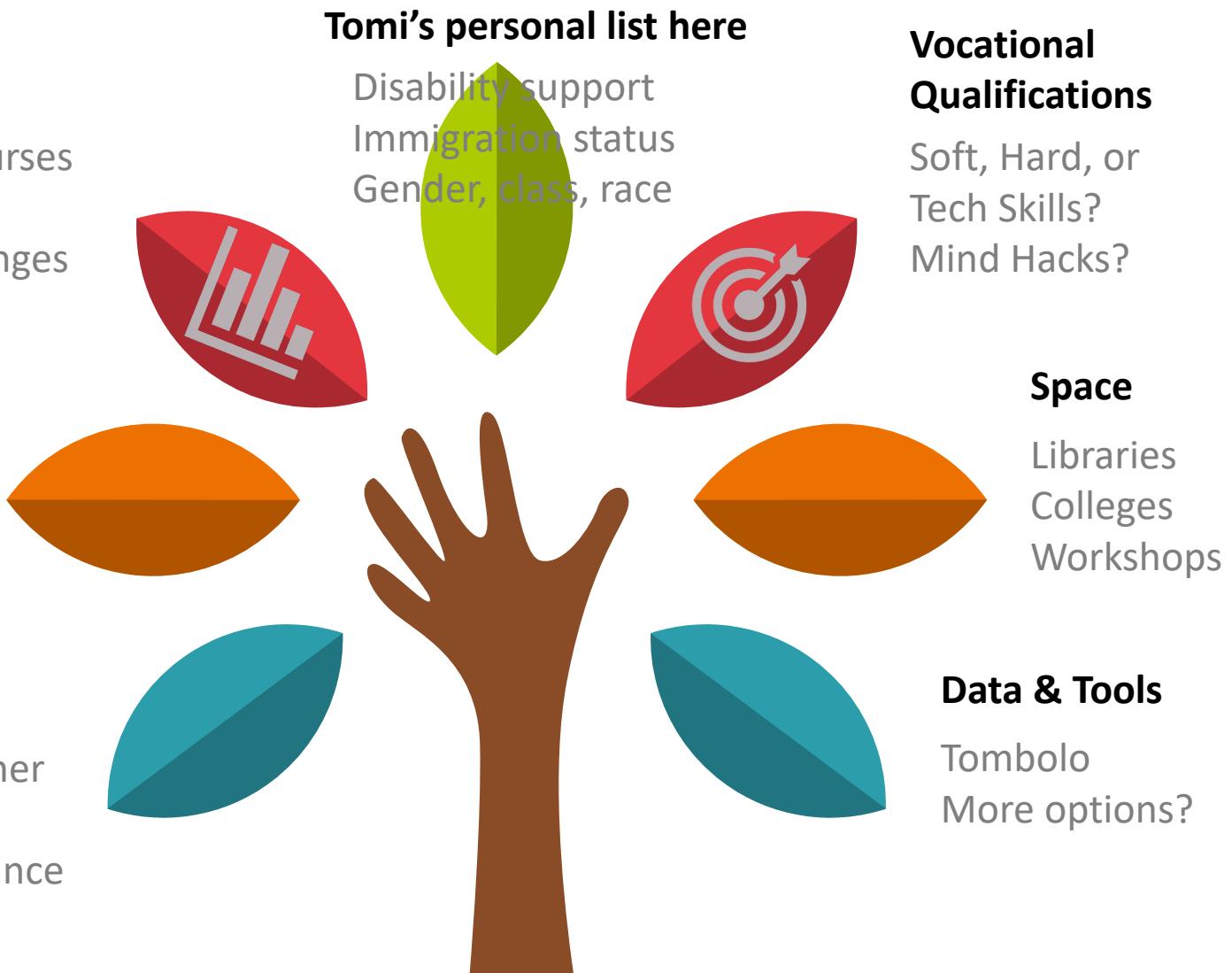
- Option 1: 3 year uni debt
- Option 2: Apprenticeships
- Option 3: Technical courses
- Option 4: NEET

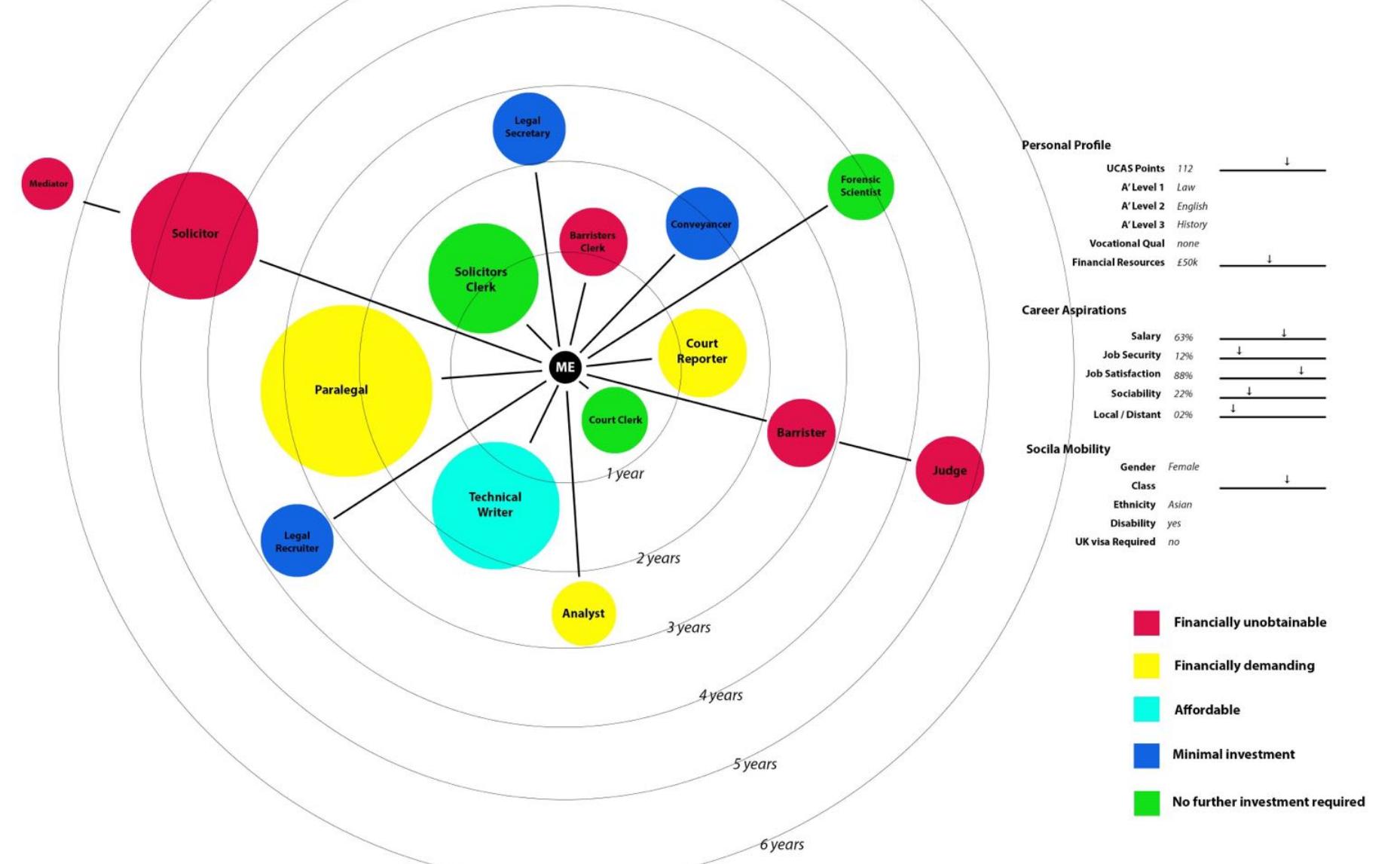


# What might help meet need most right now?

## Money

Affordable courses  
Scholarships  
Barters/exchanges





# Simple next steps for ‘Tomi’



## Big impacts for Funders & Public Authorities

Policy  
Evaluation

Productivity &  
Skill Utilization

Prosperity  
Stability  
Competitiveness

# Datasets

**GLA  
Labour  
Market  
Indicators**

**LinkedIn API  
NESTA Skills Map**

**New GLA Individual  
Learner Record , Learning  
Educational Outcomes**

**ONET Skills  
National Careers Service**

**GLA Rates of  
Employment by Gender,  
Age, Ethnicity, Borough**

**IPPR Skills 2030  
Where Jobs Are**

# #CityDataHack

## Impact & Awesomeness



#FindMyFuture is  
really really cool!



Its Radical!



Its Profound!



Makes a  
Difference



Scalable



Viable & Feasible

