



"Transforming STEM with STEMbassy"



The Problem:

**Disparity in Science,
Technology, Engineering
and Mathematics (STEM)**

Did you know?

There is a lack of encouragement for women to consider STEM career paths.

Significant amount of women are discouraged by the perception of male dominance within the industry.

Merely 16.5% of individuals employed in engineering roles are women.

In major tech companies, women are in the minority.

Despite equal opportunities, there has been a decline in women's enrollment in STEM courses.

Within Europe, women only make up 19.1% (1.7 million) of the tech-related workforce.

Our solution:



Debunking gender stereotypes

Challenging gender stereotypes should start with interventions starting in education.



Diminished expectations of their STEM capabilities and restricted career prospects undermine girls' aspirations for STEM careers.

Passion and inspiration are key

Establishing mentorship initiatives that link female students with STEM professionals.



Collaboration between corporations and educational institutions to ensure a steady influx of female STEM graduates into the industry.

What's special about STEMbassy?

**Unique
platform for
encouraging
women to go
into STEM
fields.**

**Mentorship
matching
system.**

**Vast resource
library.**

**Highlighted
success
stories.**

**Strategic
partnerships.**



“STEMbassy - a regenerative cycle of empowerment that fosters a generation of women ready to transform the world, one breakthrough at a time.”

Value Proposition



1

**Tailored
Support and
Mentorship**

2

**Comprehensive
Resource Hub**

3

**Inspiration and
Role Modeling**

What sets STEMbassy apart?

Personalized mentorships.

Carefully curated
resources.

Inspiring stories of women
to motivate other women.

Expansion of
opportunities.



Empowering women, which
ultimately empowers the future.

Shaping the Future of STEM.

Unlocking women's potential.

Eliminating the gender gap.

Market

Initial Market:

- Focus on empowering women and girls interested in STEM careers.
- Platform offers tailored resources, mentorship, and networking opportunities.
- Goal is to equip women with tools and confidence to succeed in STEM.

Subsequent Market:

- Expansion to target secondary and higher education institutions.
- Integration into educational programs to provide early exposure to STEM opportunities.
- Promotion of greater gender diversity in STEM education.

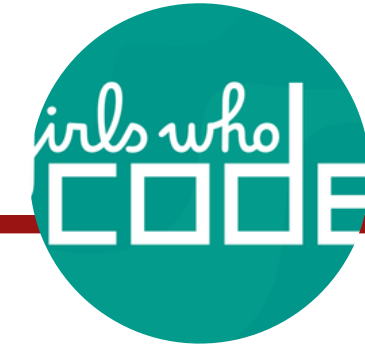
Competitors



A professional networking platform designed to connect individuals and businesses.



A global network offering mentorship and community for professional women.



A non-profit organization focused on inspiring girls to pursue computing careers.



SWOT Analysis

Strengths

- Regenerative approach.
- Focus on diverse STEM fields.
- User-driven knowledge base.
- Matching mentorships.

Weaknesses

- Newcomer in the market.
- Sustainability.
- Limited user base initially.

Opportunities

- Growing demand.
- Partnerships.
- Technology integration.

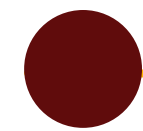
Threats

- Competition.
 - Funding challenges.
- 

Customer Journey

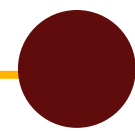


- **Name:** Olivia Rodrigo
- **Age:** 17 years old
- **Gender:** Female
- **Occupation:** High School Student
- **Location:** Valencia, Spain
- **Passion:** Astrophysics



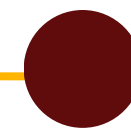
Awareness

Olivia feels isolated in her interest in STEM due to the lack of female role models in her circle.



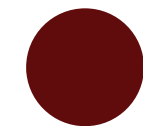
Consideration

Olivia visits the STEMbassy as she reads testimonials from other young women and feels impressed.



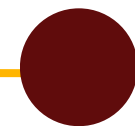
Decision

Olivia explores the features of STEMbassy and matches with a mentor with valuable advice.



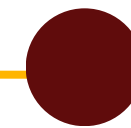
Action

Olivia utilizes STEMbassy's personalized matching feature to navigate her college application process for astrophysics in France.



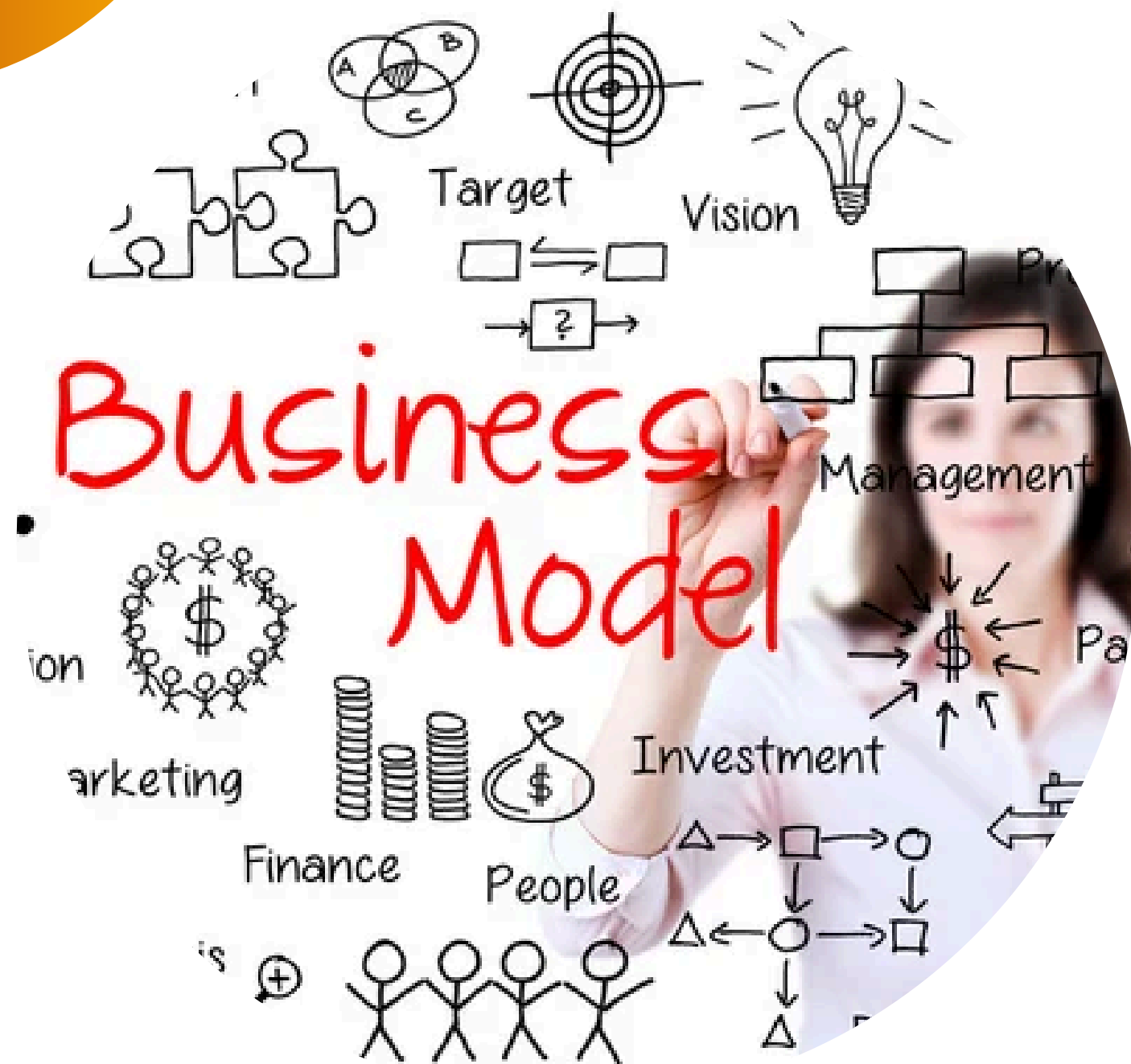
Retention

Olivia stays engaged with the STEMbassy community including participating in mentorship sessions and reviewing the knowledge hub.



Outcome

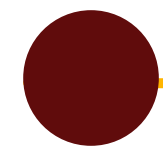
Olivia gains confidence in her abilities and feels empowered to pursue her passion. She becomes a vocal advocate for STEMbassy.



Business Model

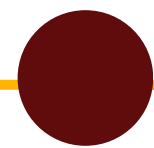
- Path to market.
- Income sources.

Path to Market



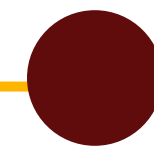
Research

Conducted internet research.



Prototype development

Prototype of the STEMbassy platform to demonstrate its features and functionalities.



Testing

Conduct usability tests to ensure that the use of our platform is intuitive.

Path to Market



Income Sources



1

**Subscription
model**

2

**Corporate
partnerships**

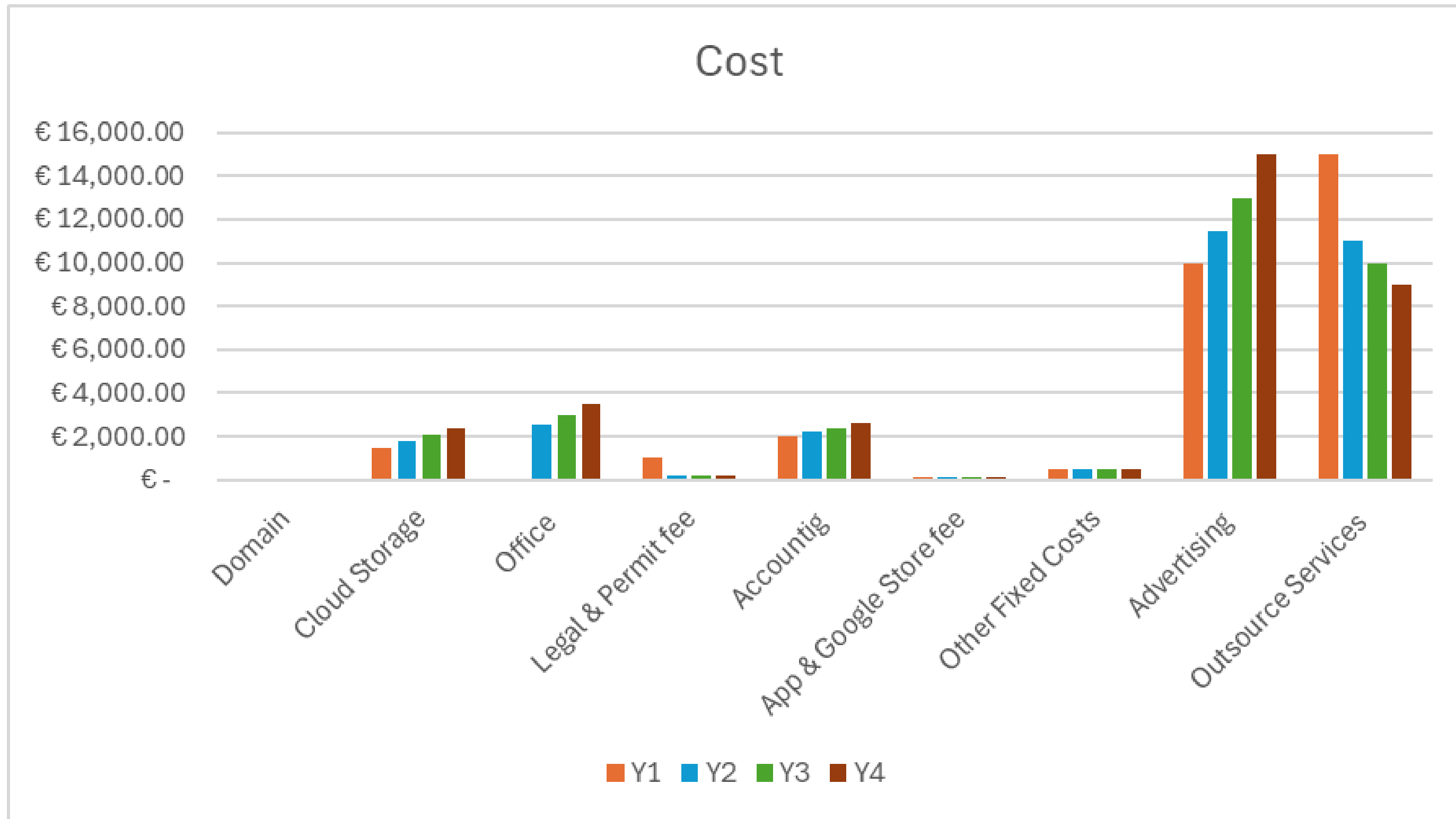
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**Advertising
and
sponsorship**

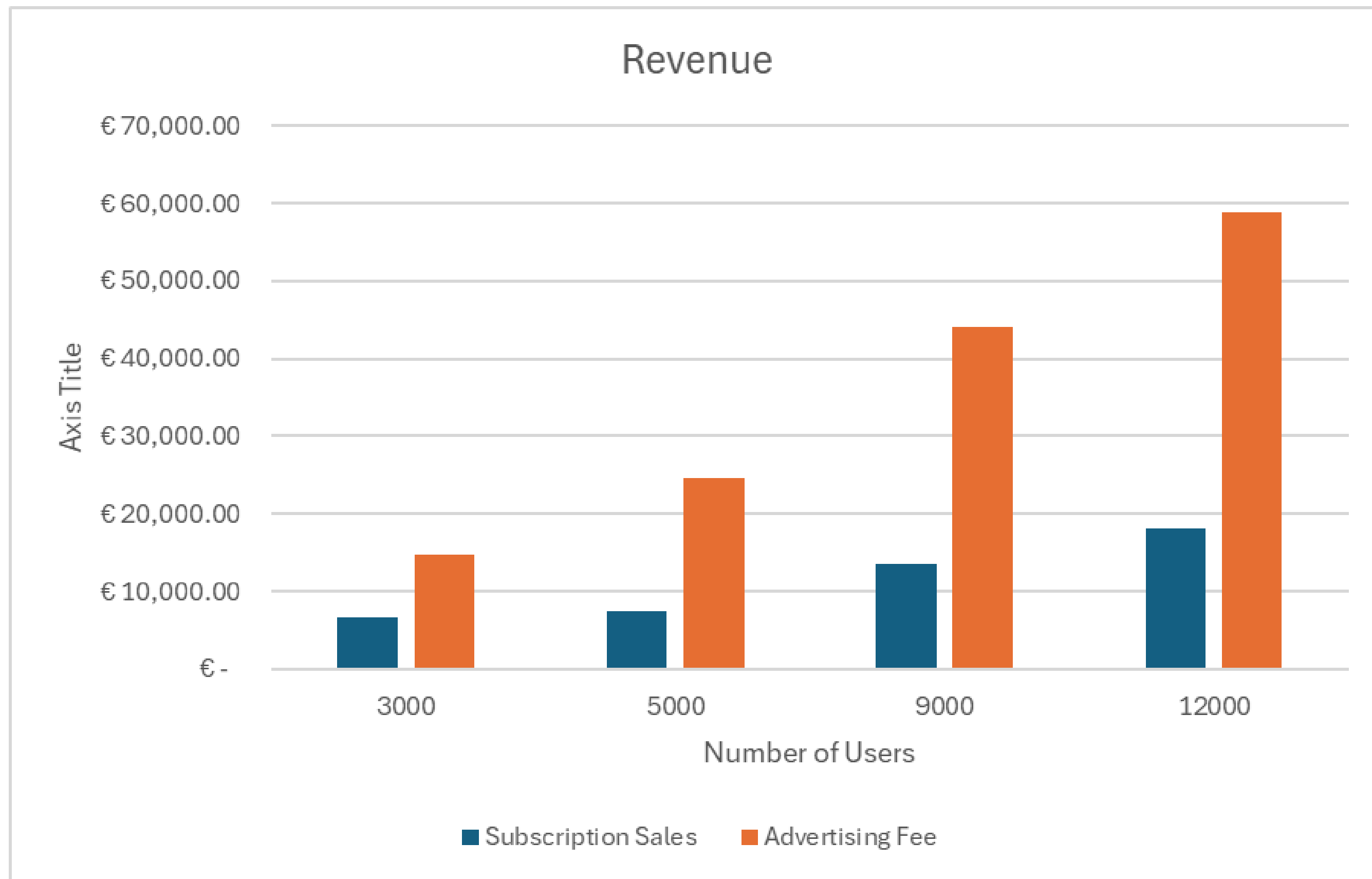
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**Consulting
services**

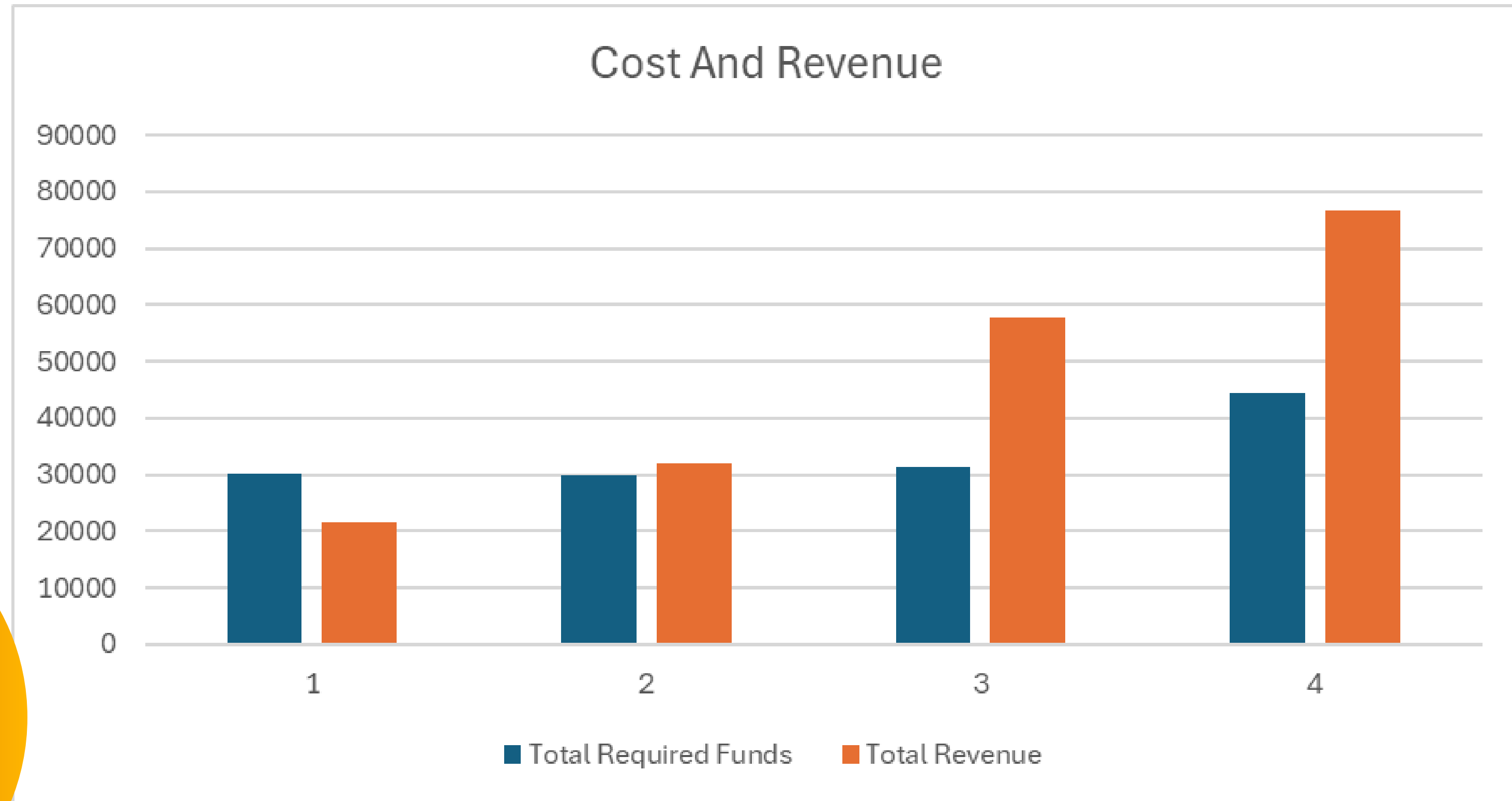
FINANCIAL PROJECTION



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Our Team

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Technical Architect Lead

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Marketing Creative Lead



Vesethmollyka Var

Consumer Insights Lead

Kayinat Naveed

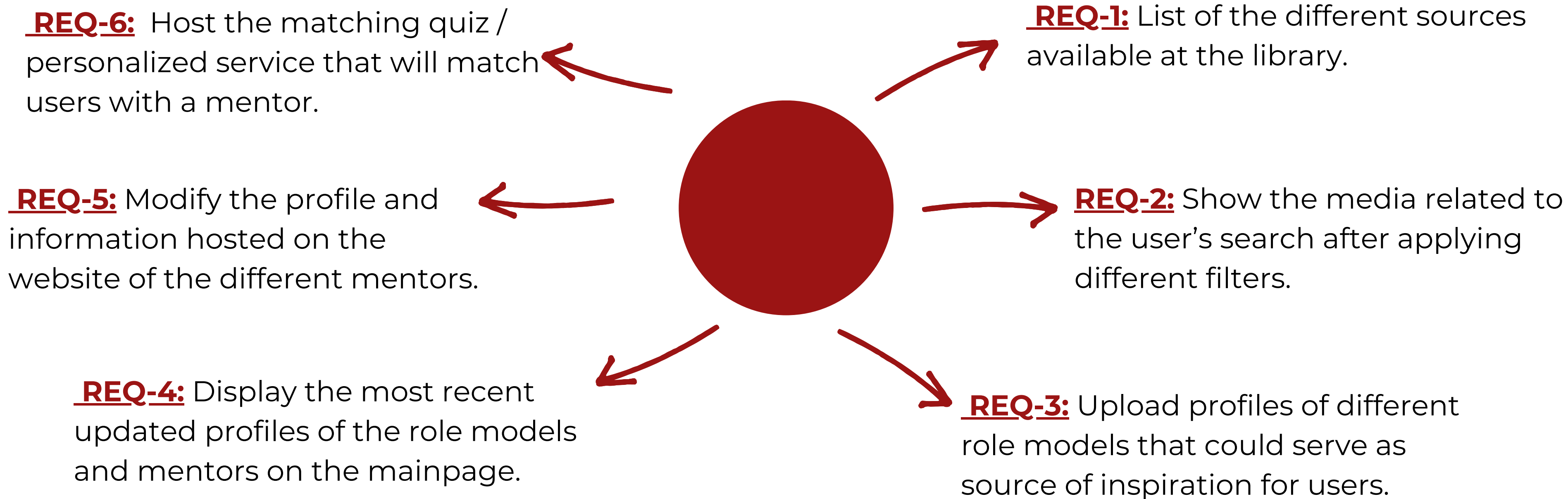
Business Solutions Lead

Development status



- Microservice architecture with different screens.
- Backend executed in Amazon Web Services.
- Application APIs.
- Eventually develop an app.

Requirements





Risks and Mitigation Strategies

Major Risk 1: Limited Engagement


Despite efforts to build a supporting platform, there may be challenges such as time limits, a lack of understanding, or doubt regarding mentorship programs' effectiveness. Lower user engagement could limit the platform's capacity to build a strong community and reduce its overall impact.

Migration Strategy: STEMbassy could begin customized campaigns to increase awareness of the platform and its benefits. Collaboration with educational institutions, professional organizations, and industrial partners.

Major Risk 2: Quality and Availability of Mentors

The mentorship program's effectiveness depends on ensuring that mentees are connected with competent and supportive mentors who can provide useful assistance and insights.

Migration Strategy: STEMbassy can put together thorough screening and training procedures for mentors so that they have the skills and qualifications to effectively assist mentees.





Call to action!

Business Idea:

- Create STEMbassy, an online platform and app supporting women in STEM careers.
- Falls under Social Impact Initiatives, promoting diversity and societal well-being.

Key Points:

- Empower women in STEM through tailored resources and mentorship.
- Foster awareness, education, and networking for women in STEM.
- Drive innovation and diversity in the workforce.

Thank You!

"From Inspiration to Impact: Transforming STEM with STEMbassy"

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