MST Proposal Business

MST Education: Mindset, Skillset, Toolset

Date: August 31, 2025

Executive Summary

Business problem statement: recruiting for credentials produces misfit and retraining costs.

Business solution: MST as a corporate academy for adaptive capabilities tied to real deliverables.

Outcome: faster time-to-productivity, retention lift, internal mobility, and lower L&D; spend per hire.

Workforce Impact Map

Hiring managers gain transparent portfolios and skills evidence.

Employees earn stackable microcredentials and role-ready projects.

Cost and ROI

MST Component	Annual AED	Notes
Knowledge stack subscriptions	≈ AED 4,000	Coursera Plus, LinkedIn Learning, Everand or similar
Tutoring and mentorship	AED 5,000–12,000	About 60 hours per year at AED 80–200
Devices and connectivity	≈ AED 4,000	Laptop, tablet, internet
Estimated total per student per year	AED 13,000–20,000	Scale hours up or down as needed

Expected ROI sources: decreased onboarding time, reduced churn, and improved billable output.

Program Design

Phase 1. Pilot cohort setup: select 50–100 students, baseline assessment, device provisioning, platform subscriptions, and tutor onboarding. Phase 2. Curriculum delivery: weekly mindset seminars, skill sprints, project studios, and tool certifications mapped to real outcomes. Phase 3. Portfolio and placement: students ship projects into a public portfolio, complete capstones tied to employer briefs, and receive coaching for interviews or venture building. Phase 4. Scale and accreditation pathway: third-party exams, microcredentials, and formal articulation agreements where relevant.

KPIs

Time to role proficiency, project acceptance rate, manager satisfaction, retention at 12 months.

Risks and Mitigations

Perception risk: employers and families conflate accreditation with competence. Mitigation: rigorous portfolios, third-party challenges, externships. Execution risk: tutor quality variance. Mitigation: training, rubrics, audits. Adoption risk: platform fatigue. Mitigation: minimal stack and automations.

References

- KHDA and Dubai private school fee disclosures for K-12 ranges.
- Abu Dhabi Department of Education and Knowledge fee lists for ranges up to AED 96,333.
- Independent Schools Council UK 2025 averages for independent day school fees.
- UK Government fee cap guidance for home undergraduate tuition.
- College Board Trends in College Pricing 2024 for US tuition averages.
- University fee pages such as American University in Dubai for UAE undergraduate examples.
- INSEAD GEMBA Middle East tuition schedule for MBA example.
- Alfaisal University published fee schedule for KSA private undergrad example.
- Market rate surveys for tutoring in UAE and global online tutoring platforms.
- Platform list prices for Coursera Plus, LinkedIn Learning, Everand.