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

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| 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.