

Phoenix Tribe



PT

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The problem

WHY DOES THIS PROBLEM EXIST?

In Rwanda, women's representation in the tech industry is alarmingly low due to entrenched cultural stereotypes. Data reveals a significant gender disparity, with only about 29% of the tech workforce being female which perpetuates the notion that technology is a male-dominated field. These stereotypes limit women's interests and hinder their opportunities for growth and success in the tech sector.





About Our mission

WHAT DO WE WANT TO DO?

It is to empower young women in Rwanda by harnessing the power of technology to create equal opportunities in education and foster a supportive environment where young women can thrive and become leaders in the digital world. We aim to understand how women perceive the tech world and hopefully convince them that they too can thrive in this field.

Interview findings

WHAT DID WE LEARN?

Some key points we got from the interviews were:

- Parental influence
- Cultural norms
- Government support
- Unending stereotypes

Problem analysis

Issue: Low representation of women in the Rwandan tech industry.

Evidence: Only about 29% of the S.T.E.M. students enrolled in higher education are female and gender Disparity in Tech Jobs.

Impact Assessment :

- Limits opportunities for women's growth and success in tech .
- Perpetuates the stereotype of tech as a male-dominated field.
- Hinders the potential for a diverse and innovative tech sector.

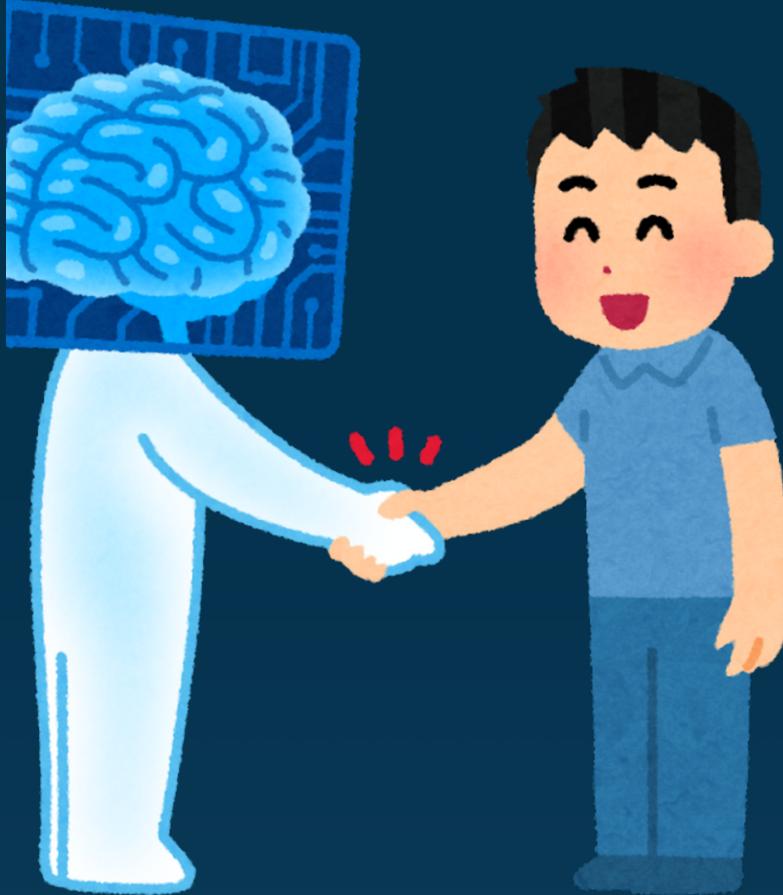


Introducing CodeSensAI

(code </> + sensei  + AI A woman with curly hair, wearing a white shirt, is looking down at a glowing blue globe. The globe is centered over North America and is surrounded by a network of glowing orange dots connected by lines, representing a global network or data flow. A large, semi-transparent magnifying glass is positioned over the globe, with its handle extending towards the top left. The background is a blurred indoor setting.

Our Solution

Our app guarantees users with :



An interactive
AI



Free & premium
versions



Progress
tracking



Leaderboard to
encourage
competition

0 XP

Web3 Web2

Flutter

4 Challenges • 268 XP

• 2,702 builders

Flutter

• 2,702 builders • 1,989 completed

Mar 04, 2024 - Dec 31, 2024

Not started yet 0/4 challenges

Get Started!
The Flutter story
10 XP

Locked
The language of Flutter

Locked
Building our own game

Locked
Flutter's superpowers

vechain
175,820 builders

betterrrrr 2 596 XP ⓘ

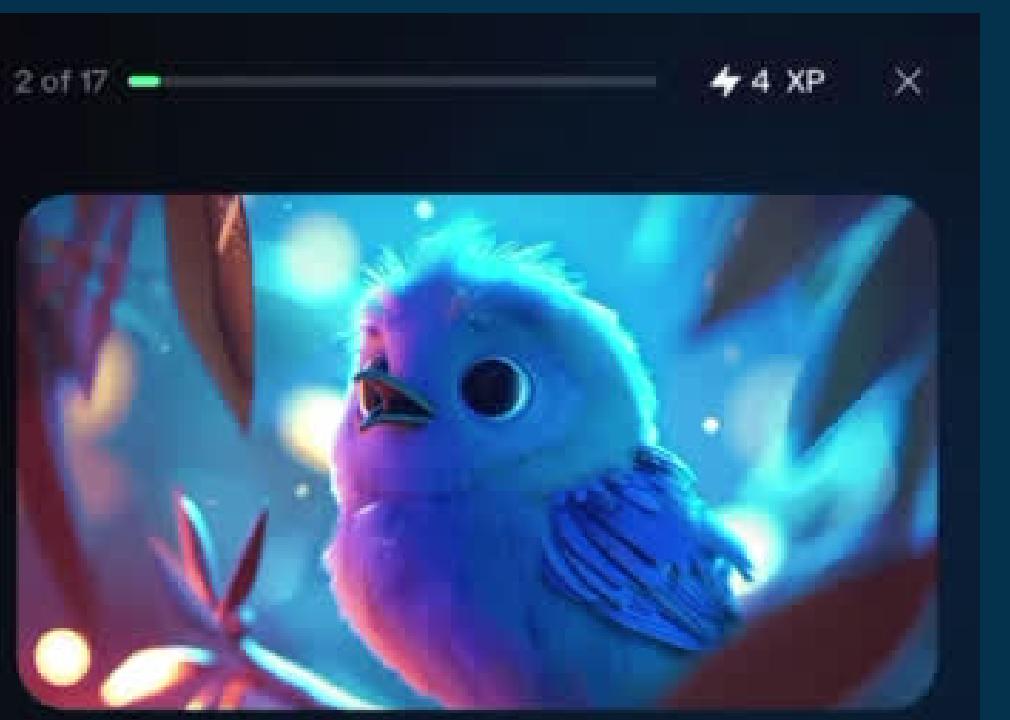
eraboktgm 1 598 XP ⓘ

rrhnaa 3 588 XP ⓘ

#	Builder	XP Earned
4.	Cedi	585 XP

News Leaders Challenges Events Wallet

Prototype
Project preview



The language of Flutter

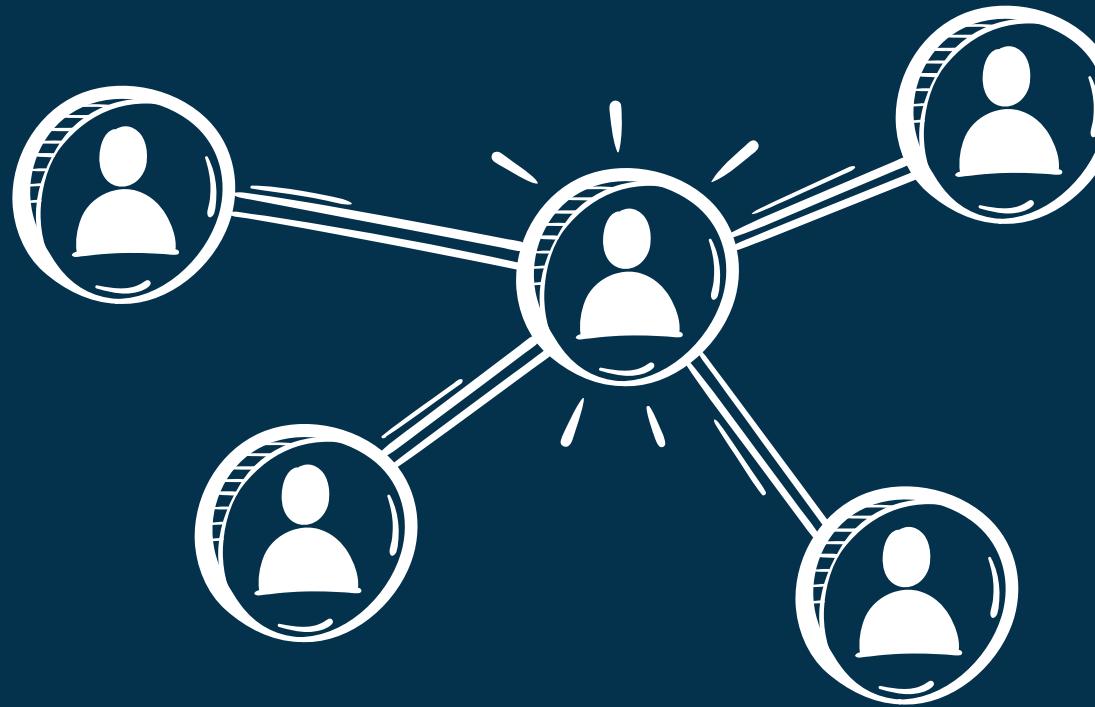
Flutter is a UI framework, but it isn't drag and drop. Instead, we use a language called [Dart](#) to build UIs, much like React uses JavaScript. There are a number of reasons Flutter chose Dart, like its high performance, fast memory allocation, and object-orientation. We won't bore you with all the technical details. We'll just give you the quick and dirty on all you need to know about Dart to use Flutter. You'll be happy to know that you really don't need to know all the theory about Dart before getting started - you can learn it all as you go along!

Additional resources

Previous

Continue

Who are our stakeholders



Who are the stakeholders	How are they connected to the problem
Women in Rwanda	Their mindsets are limiting them from pursuing tech.
Tech companies	They are employing the women that are/will pursue tech.
Communities	Cultural beliefs and stereotypes start in the community.

S.W.O.T Analysis



Strengths

- Personalized learning
- Affordability
- Mobile app

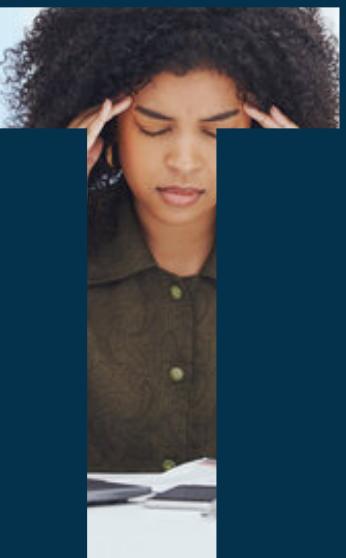
Weaknesses

- New entrant
- Reliance on technology



Opportunity

- Growing tech sector
- Partnership
- Future features



Threats

- Competition
- Cultural resistance
- Internet accessibility

Unique Value Proposition

- Our app offers personalized learning
- Affordability for the target audience
- Our A.I. will be able to access the skill level of the students and assign appropriate learning at every progress stage
- Since it's an app, we are offering flexibility that allows users to learn anywhere, anytime

Product Budget



Category	Expense Item	Budget Allocation
App Development & Maintenance	Hiring Developers	\$3000
	Software Tools and Licences	\$500
	Maintenance and Updates	\$500
Marketing and promotion	Social media advertisement	\$1000
	Google Ads campaign	\$500
	Promotion materials	\$300

Product Budget



Partnership & Sponsorship	Collaboration with Coding Bootcamps	\$800
	Sponsorship of Girls' Schools Coding Programs	\$400
Community Engagement	Community Management Tools	\$200
	Online Community Platform Fees	\$200
	Incentives for Mentorship Program	\$300
Adaptability and Contingency Fund	Reserved for Adaptations Based on User Feedback	\$1200
Miscellaneous Expenses	Legal and Administrative Fees	\$300
	Unexpected Costs	\$500
Total Budget		\$10,000



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Meet our Think Tank



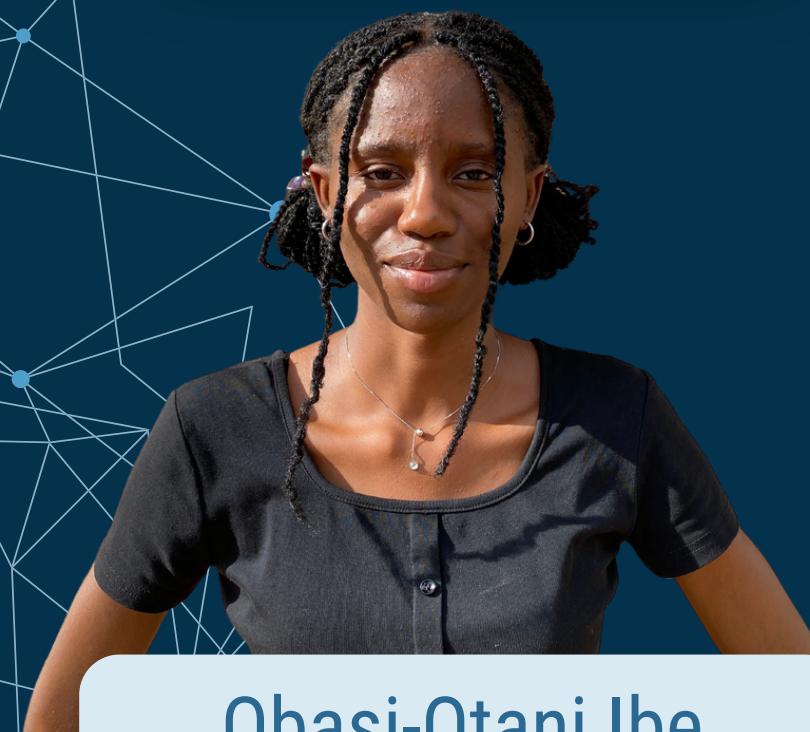
Akachi Nwanze



Noel Odero



Muco Manzi



Obasi-Otani Ibe



Edwin Bayingana



Ananias Mbabazi

Thank You



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