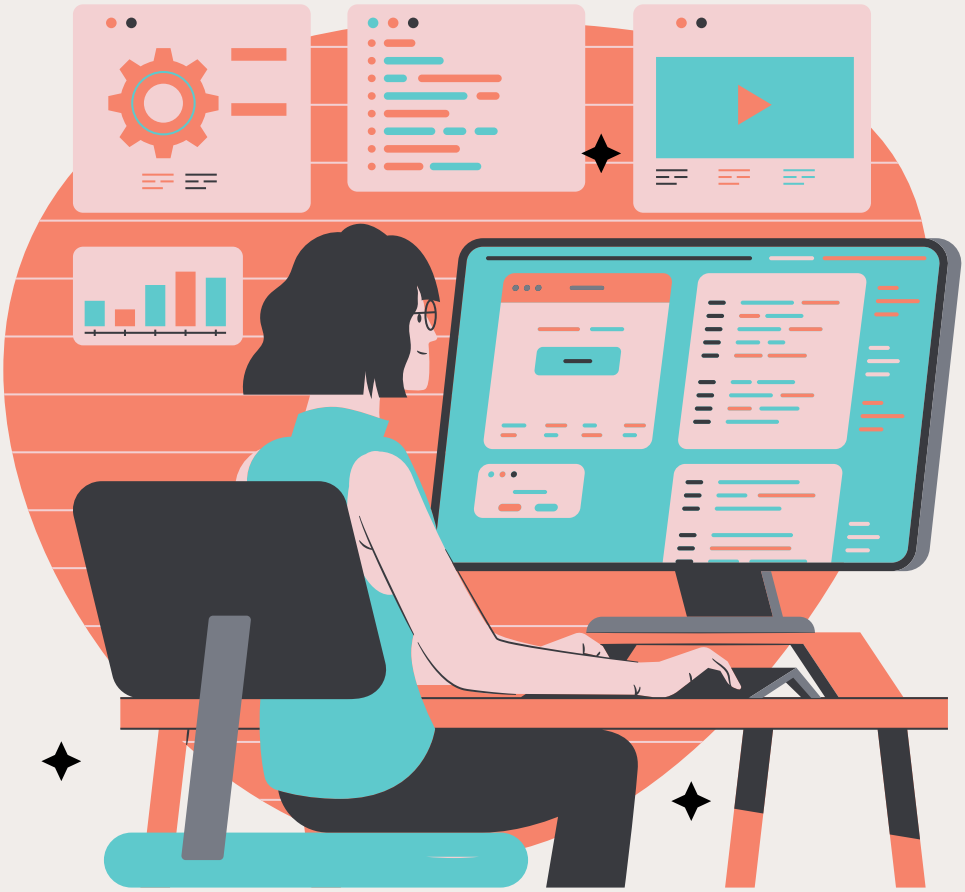

Tech Skills for Tomorrow

Unleashing Potential, One Byte at a Time

CREATED ON
6 JUNE 2024

CREATED BY
SYEDA MAHAM JAFRI

Contents

Executive Summary	03
Problem Statement	04
Objectives	05
Market Analysis	06
Meet The Team	07
Implementation Plan	08
Marketing Plan	10
SWOT Analysis	11
Evaluation	12

Executive Summary

Tech Skills for Tomorrow is an extensive social enterprise which aims to bridge the digital gap and empower the marginalized communities by providing them comprehensive tech education through the necessary tools and resources which will aid them in navigating the digital landscape effectively. With the establishment of Internet Learning Centers which will be the hubs for innovation and learning we will be able to deploy our operational framework that follows a structured learning pipeline designed carefully to cater the needs of learners from different backgrounds. Starting off with basic computer skills and Internet fundamentals, the learners will be slowly and gradually directed towards more advanced technical skills based on their interests and capabilities.

More importantly, TST's activities are not only limited to educational activities. Through corporate network/industry collaborations, TST anticipates creating well-coordinated employment placement strategies for not just graduates but also for people from lower socio economic backgrounds, thus, ensuring they attain economic independence to help develop the economy.

Problem Statement

Currently in most of the rural and urban areas, individuals from middle-class and lower socio-economic backgrounds experience a lot of difficulties in their strive to earn a livelihood and support their families.

Limited Access to Technology:

- Internet Connectivity: Many rural areas and some urban neighborhoods suffer from poor or non-existent internet connectivity. This limits the residents' ability to access online educational resources, job opportunities, and platforms for freelance work.
- Hardware Deficiency: internet users are often compelled to use communal computers or have one device per family while many of them cannot afford even a phone, let alone a computer or laptop, to work from home or take online courses for income-generating purposes.

Lack of Digital Literacy:

- Basic Tech Skills: In general, very few individuals have proper exposure to digital tools and technologies which hinders their chances of being active players in the digital economy
- Professional Skills: Without training in relevant digital and professional skills, individuals struggle to compete for jobs or freelance opportunities that could improve their economic situation.

Economic Constraints:

- Affordability: Many families cannot afford the high costs associated with internet services and purchasing computers.

Objectives

Expanding Access	Ensuring that the underserved communities have access to quality teach education and resources
Offer Diverse Skills	Structure and continuously enhance the curriculum to ensure that a wide range of skills are catered based on the needs of the learners
Infrastructure Development	Establish internet learning centers equipped with high-speed internet and modern computers in underserved areas, ensuring consistent and reliable access to resources and tools
Drive Lifelong Learning	Create continuous learning programs that enable ongoing professional growth and the ability to learn new skills to adapt to changing technology advances
Build Community Partnerships	Develop connections with local organizations, companies and government bodies to maximize resource utilization.

Market Analysis

Target Market	• Underserved urban and rural communities with limited access to quality tech education and internet. • Individuals seeking to improve their digital skills and employment prospects, including youth, unemployed adults, and career switchers.
Market Size	• A significant portion of the population in developing regions and underserved areas lacks digital literacy, representing a substantial market for tech education services. • The global e-learning market is projected to grow substantially, with increasing demand for digital skills training.
Opportunities	• Growing demand for digital skills in the job market. • Increased interest in remote work and freelancing, particularly in rural areas. • Potential partnerships with tech companies and educational institutions to enhance program offerings and reach.

Meet The Team

Founder/ Director

The Founder/Director is the visionary and driving force behind the initiative. This role is responsible for strategic direction and overall management All the other leads are responsible for reporting to the founder directly.

Volunteer Lead

The Volunteer Lead is responsible for recruiting and managing the volunteers. The volunteers will be reporting directly to him/her. This role can be managed by any student who is passionate about volunteering and has skills to keep the other volunteers motivated and engaged

Community Engagement Lead

The community engagement lead is responsible for managing the Instagram and Facebook pages ensuring relevant content is posted, handling other marketing approaches and engagement with the community. This role can be easily managed by someone who is skilled with social media or even has strong social media presence

Implementation Plan

Utilizing the Existing Community Spaces

- Partner with local libraries, schools, community centers to host learning sessions.
- The utilization of existing infrastructure will aid in minimizing the setup costs.

Affordable Technology Solutions

- Make use of low-cost, refurbished/second hand computers and laptops.
- Partner with tech companies for donations or discounts on equipment and software.
- Partner with universities to utilize their old computers at low cost when there are infrastructure upgrades.

Learning Pipeline:

- Phase 1: Digital Literacy:
  - Includes basic computer skills, internet basics, and essential software such as those of Microsoft Office.
- Phase 2: Foundational Tech Skills:
  - Introduction to coding with python/java/c++ , basic data handling using SQL, and digital marketing.
- Phase 3: Advanced Tech Skills:
  - Web development using React/Node js, data science including machine learning, information security etc

Implementation Plan

Online & Offline Learning Model

- Start off with developing an offline curriculum that can be accessed without continuous internet connectivity by pre-loaded USB drives or memory cards with educational content.
- For the online model set up a website yourself which will contain all the educational content taught by each of the volunteer separately, the participants will be able to access the contents after signing up on the website.

Volunteer Selection

- Recruit tech-savvy volunteers to provide training. Ensure that each of the volunteer has their content organized and in accordance to the requirement and understanding that participants come from diverse backgrounds and may not initially have the same level of knowledge.

Community Engagement and Support

- Host different workshops, hackathons, and community events to raise awareness and engagement of both the participants and the volunteers. Can partner with schools or universities for this

Job Placement

- Partner with tech startups, and tech companies.
- Provide career counseling, resume building, and interview preparation based on the interest of the individuals in the program.

.

Marketing Plan

Method	Description
University Group	Start by sharing information about Tech Skills for Tomorrow in university groups, such as my WhatsApp group with batchmates and Facebook groups such as “People of IBA and LUMS” or “Real People of IBA”.
Faculty Collaboration	Sending emails to my professors which introduces the business plan and seeks their support in spreading the word forward, taking out some time to host a few workshops and motivating their students to volunteer and support.
Social Media	Creating an Instagram and Facebook page to target diverse audience and to post about upcoming events, volunteering opportunities and educational consent. Using a unique and creative hashtag to create a buzz and encourage people to share their involvement.
Community Outreach	Reaching out to the local libraries, community centers, and non-profits to spread awareness using means such as distribution of brochures or putting up banners at different location's.

SWOT Analysis

This SWOT Analysis assesses the strengths, weaknesses, opportunities and threats for Tech Skills for Tomorrow. With the help of this analysis we can work on optimizing and strategizing our plan in a better way to make it effective and enhance it's social impact

Strengths	• Community Engagement • Scalability & flexibility due to simple organizational structure • Cost effective Model with the use of refurbished technology • Comprehensive support system offering both online and offline learning models
Weaknesses	• Resource dependency may end up restricting the growth and expansion • Limiting the professional staffing may result in lack of expertise and knowledge • Higher maintenance needs and technical support since refurbished technology is being used
Opportunities	• Increasing trends of digital literacy, remote work and freelancing. • Collaboration with startup tech companies, educational institutes and government programs such as access to coursera courses for a fixed period of time • Leveraging the success for further expansion and funding
Threats	• Impacts on financial stability due to unavailability of grants an donations. • Focusing more on competitions with other enterprises than on the actual purpose. • Keeping the volunteers motivated and engaged over a long period of time will be difficult • Continuous updates in training program an it's material due to rapid changes in technological requirements

Evaluation

These are few of the techniques I would use to measure the impact of this approach and evaluate the results

Key Performance Indicators	• The number of people that were successfully well trained using this idea. • The number of participants who were able to support themselves financially after completing their training. • Number of volunteers that were constantly engaged in supporting the system. • Higher participation satisfaction rate i.e at least 80%. • The percentage of participant that completed the entire curriculum.
Evaluation Method	• Distributing pre training and post training surveys an questionnaires to assess the skills and satisfaction. • Maintaining the attendance records of all the events being held to monitor interests of participants. • Conducting regular meetings with volunteers and taking their feedback to identify the areas of improvement. • Generating the quarterly and annual progress reports to constantly review KPIs and adjust strategies and programs as needed. • Use tools like Instagram Insights to measure engagement, follower growth, and content reach.

THANK YOU