



# COMPETITIVENESS ANALYSIS

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Presented by  accenture

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MARKET OVERVIEW



STRENGTHS AND WEAKNESSES



RECOMMENDATIONS



# PART 1

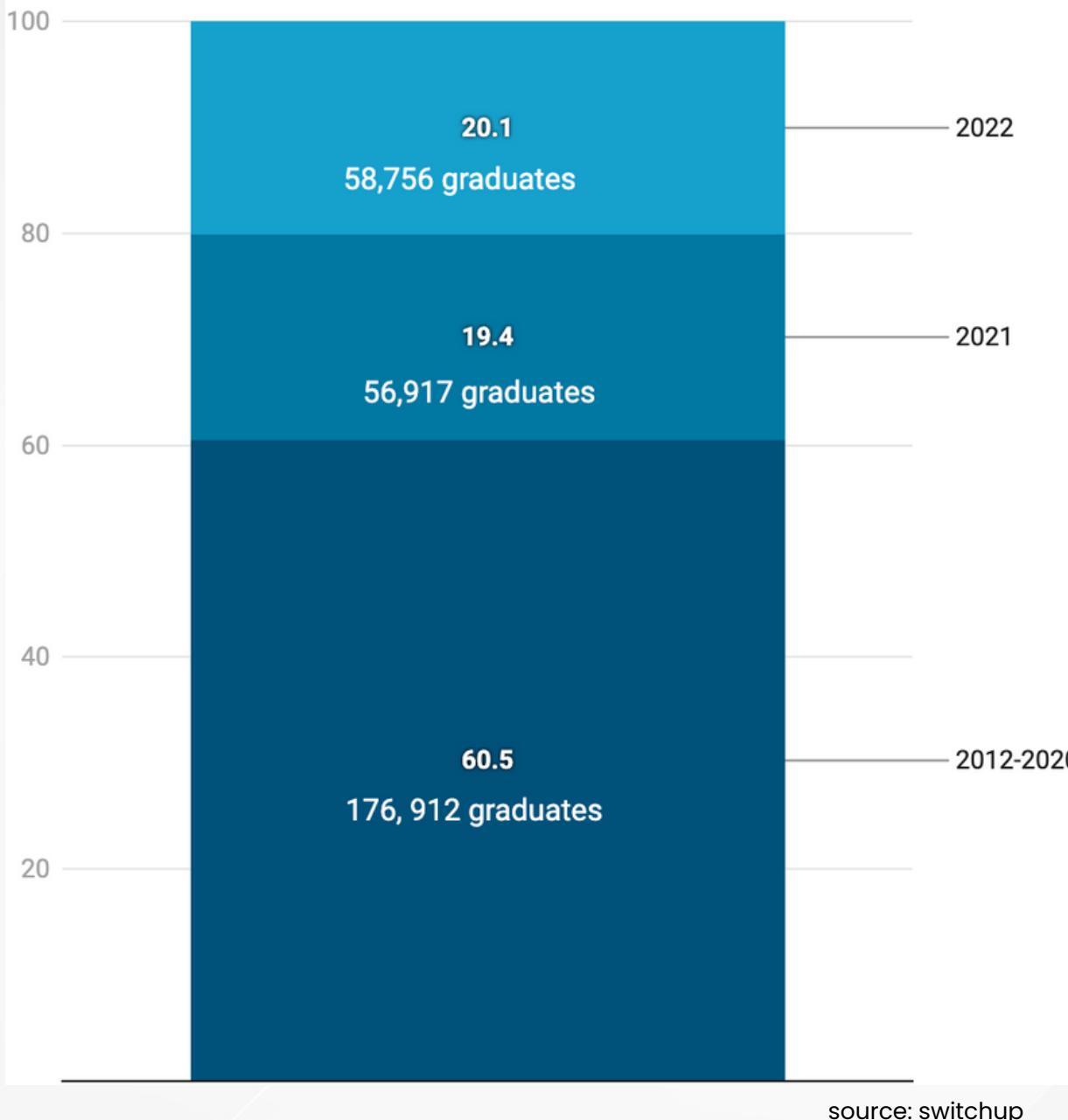
## MARKET OVERVIEW

- Fast growing
- Highly competitive

2012-2022

### Size of Bootcamp Market

Size of Bootcamp Graduates, 2012 -2022



source: switchup

### POSITIVE OUTLOOKS

19.25%

Year-over-Year  
growth rate of 2023

19.77%

CAGR 2022-2027

source: technavio

**600+ BOOTCAMPS WORLDWIDE**



Source: Bootcamp.me (<https://fvcproductions.com/portfolio/bootcamp-me/>)

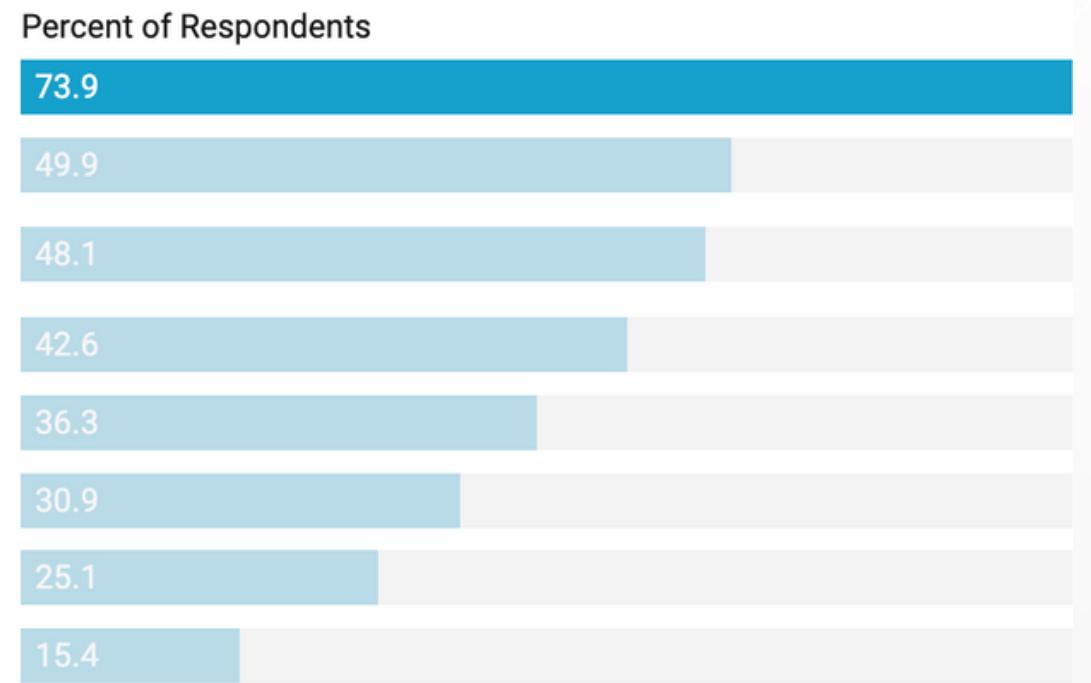
source: careerkarma on US bootcamp

# STUDENTS WHO ARE OUR CUSTOMERS

GENDER		AGES		EDUCATION	
FEMALE	<b>41%</b>	MEAN	<b>30.6</b>	<b>&gt;80%</b>	Above Bachelor
MALE	<b>59%</b>	MIN	<b>15</b>	<b>&gt;50%</b>	No Coding experience
		MAX	<b>75</b>		

## MOTIVATION

### Reasons for Attending



source: switchup

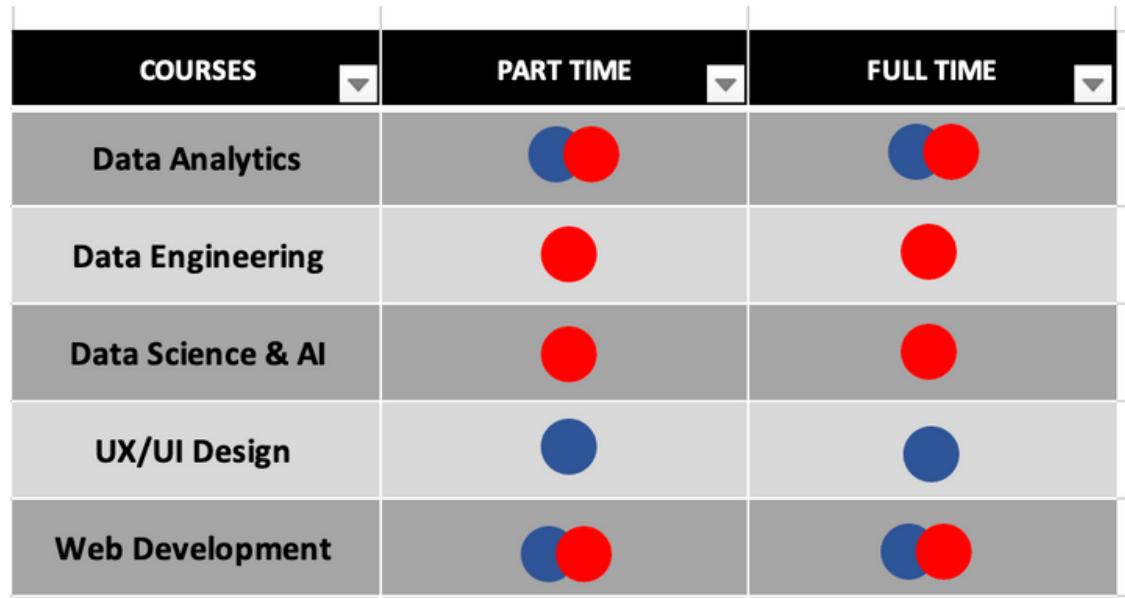
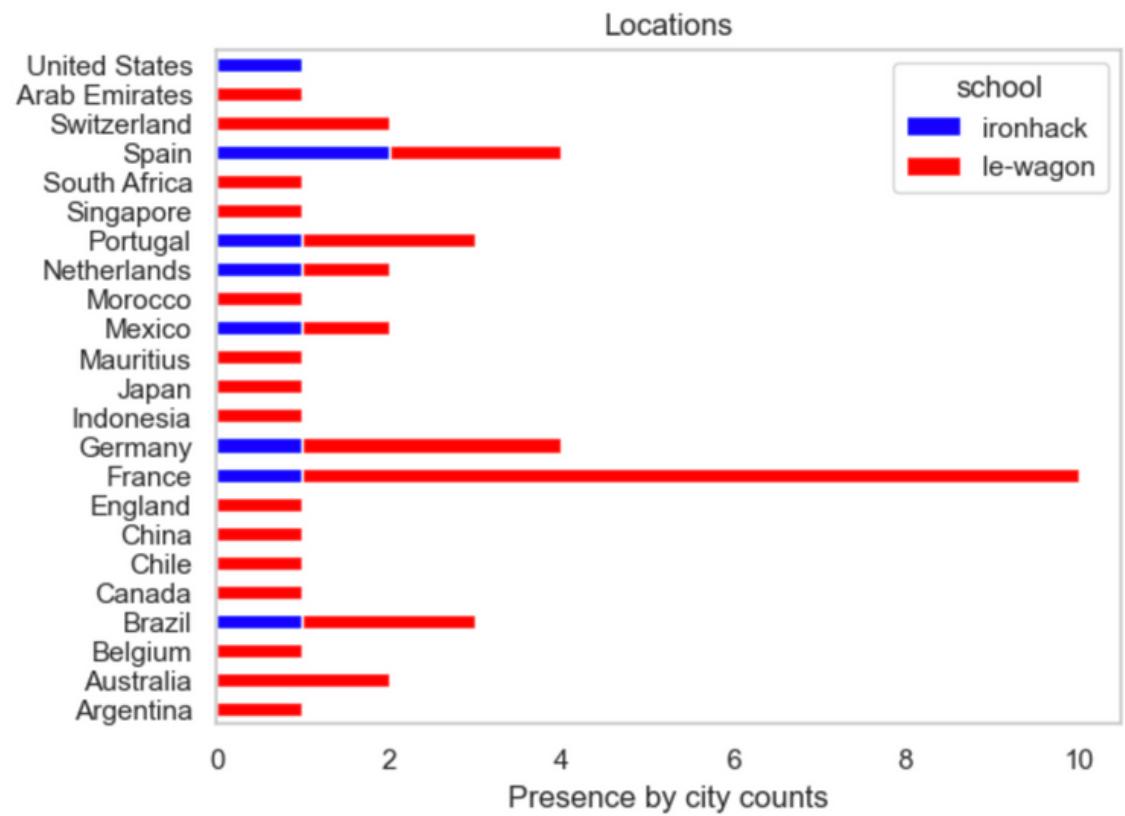
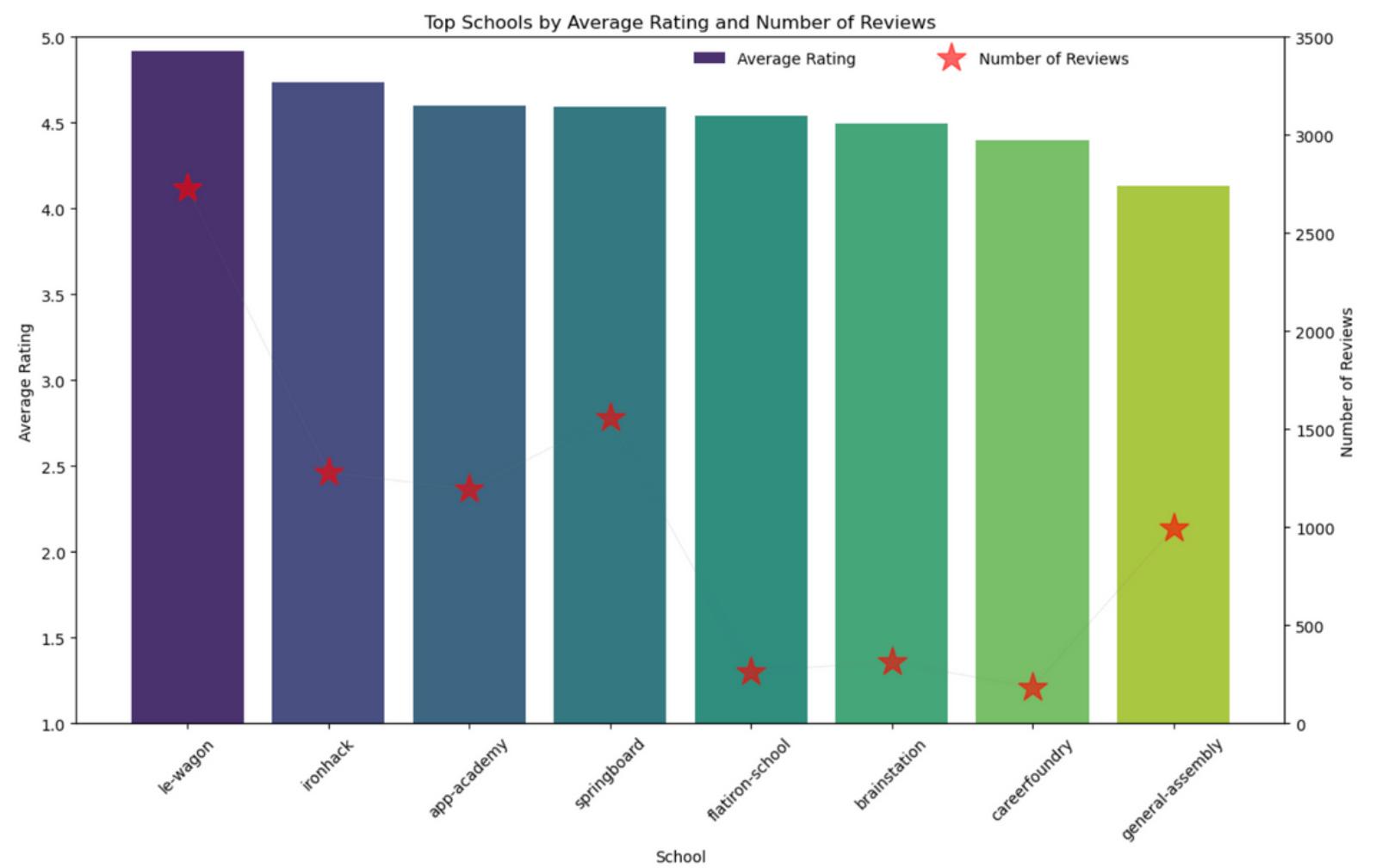
## ● STUDENT FEEDBACK

## ● SERVICE LEVEL

## ● PUBLIC IMAGE

# SCOPE OF OUR ANALYSIS

# RATINGS GRADUATES REVIEWS



- Low number of reviews could indicate low reliability of results
- Le Wagon has the highest rating, strong presence outside US, similar course model to Ironhack

- We benchmark Ironhack against Le Wagon for strength and weaknesses analysis

## PART 2

# STRENGTHS & WEAKNESSES

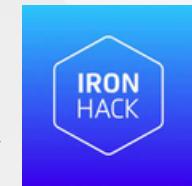
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VS



le wagon



10,000+  
graduates

600  
partners

70+  
nationalities

10  
campus

Ironhack does not give  
assurance on job prospects



## Meet Our Hiring Network

As an Ironhacker you'll benefit from access to our global hiring network, giving you another avenue for your job search outside of the mainstream. Currently 1,000+ companies strong, our partners share job openings that directly match the skills we teach through our Bootcamps, and they trust that our alumni have what it takes to hit the ground running.



23,000+ 3 MONTHS 98.3%  
graduates to find a job

4.98/5  
+6000 reviews

## LE WAGON



Top tech companies hired our graduates

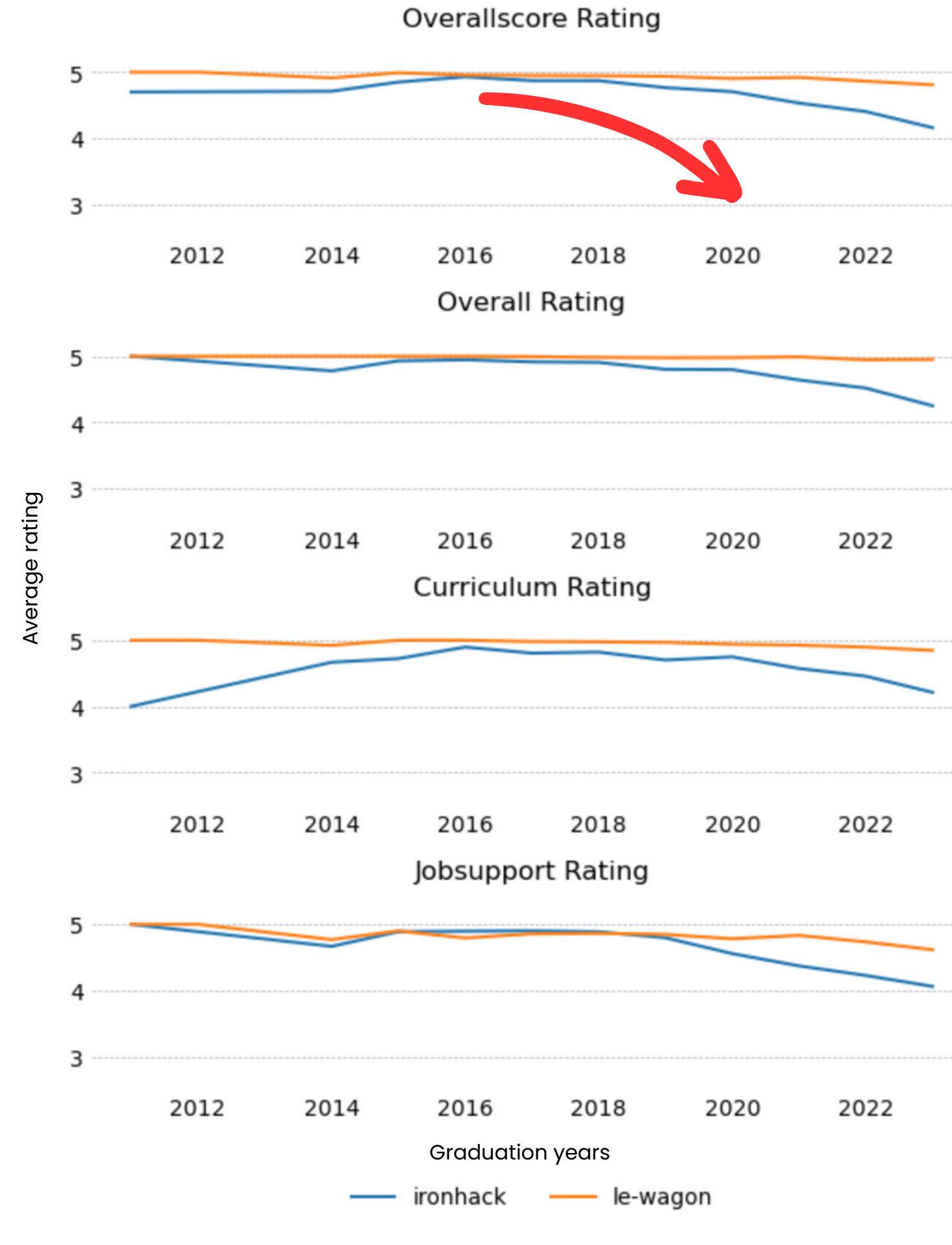


Strong emphasis on job search  
and career opportunities



# A LOOK ON NEGATIVE COMMENTS

# Before 2016



# After 2016

A word cloud centered around the word "Miami" in large purple letters. The words are color-coded by category: green for education/learning, blue for people, red for technology, orange for business, and yellow for location. The size of each word represents its frequency or impact.

Positive Impact Word Cloud

Miami

education learning

people

technology business

location

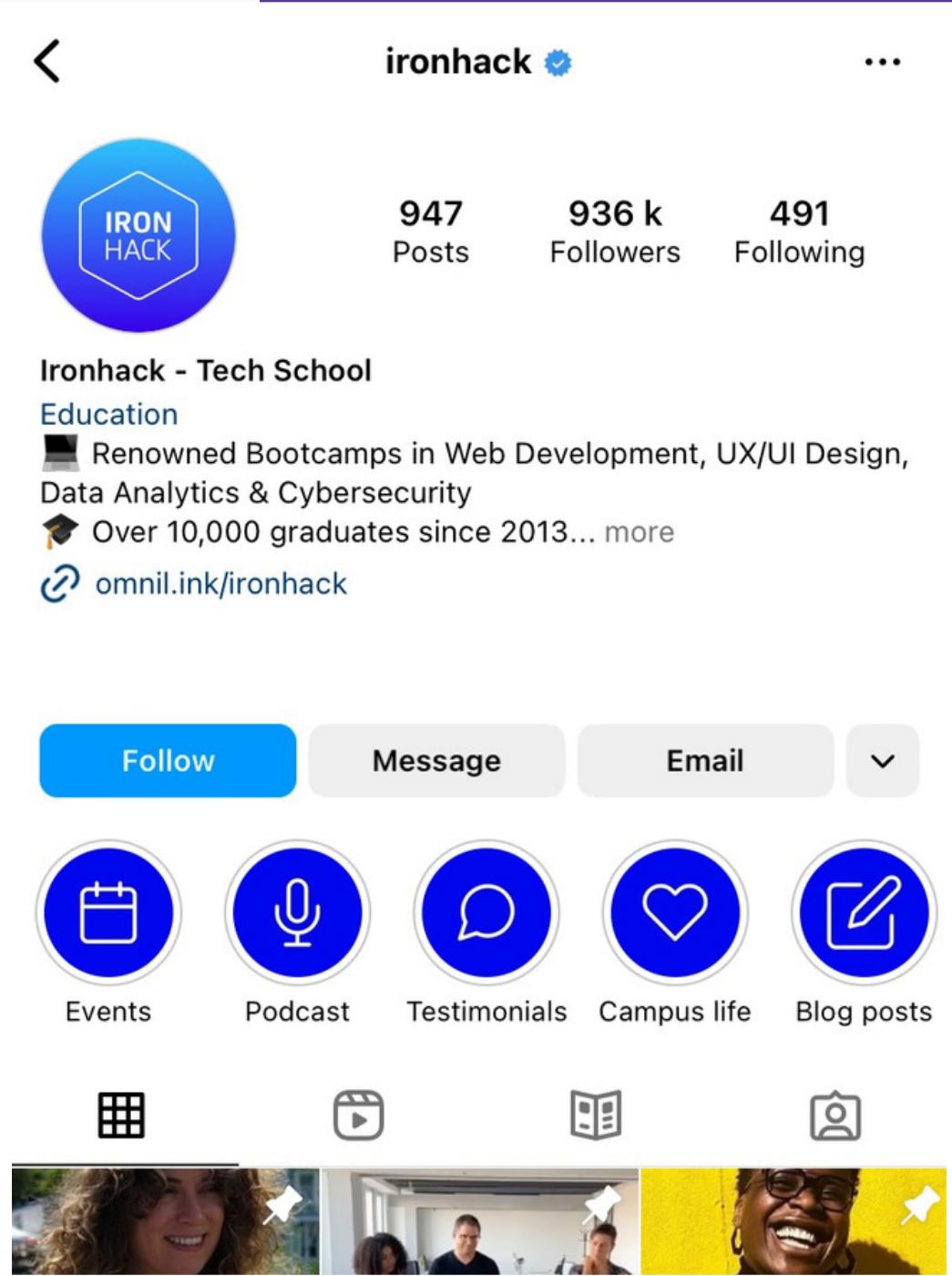
A word cloud visualization showing the most frequently used words in a negative context. The words are displayed in various colors and sizes, indicating their frequency and impact. The largest words include 'primer', 'chicos', 'verdad', 'desarrollo', 'conocimientos', 'Asistí', 'buenas', 'así', and 'contacto'. Other prominent words include 'Objetive', 'meses', 'pesar', 'blog', 'acabar', 'ultimo', 'gente', 'ellos', 'encionar', 'te', 'hecho', 'profesionales', 'estudiante', 'España', 'caso', 'profundos', 'publicar', 'sigo', 'descubrirlo', 'conocimos', 'dias', 'hace', 'casi', 'existente', 'nada', 'amigos', 'todos', 'criticas', 'mayoria', 'Cocoa', 'NSCoders', 'fuertes', 'referencia', 'Madrid', and 'recibió'.

Positive Impact Word Cloud

- Ironhack rating declined since 2016
  - Job Support rating highly influents overall score
  - Most of negative review is in spanish

# OUR STRENGTHS

- Social Media presence
- Search engine power
- Flexible class models



- Assurance on job outcome
- Job support service
- MARKET OUTSIDE EUROPE/US

# OUR WEAKNESSES

## PART 3

### RECOMMENDATIONS

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IMPROVE WEAKNESSES  
UP-TO-DATED WITH MARKET TREND

# ACTIONS PLAN RECOMMENDATIONS

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## ● Provide job assurance

- Career coach with expertise from local market
- Build network with hiring companies
- Recruitment events
- Keep record of job outcomes

## ● Inhouse student feedback

- root causes for negative rankings
- insights over students' needs
- re-evaluate service level, educational value

## ● Deep-dived market research

- curriculum , teacher, price by type of courses
- market expansion

*The analysis is primarily driven by available public information, it is therefore limited to data provider methodologies and survey scope. The recommendations are subject to such limitations.*



# THANK YOU

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