**Please provide a high-level project overview in 3-4 sentences.**

Please use 100 words or less

Cambio Labs is expanding *Journey*, its gamified, AI-powered learning platform, into a scalable, cloud-based system that empowers underestimated innovators through hands-on, self-paced education. In addition to offering courses in green innovation, coding, and social entrepreneurship, Journey will serve as a platform-as-a-service, enabling nonprofits and workforce partners to design and deliver their own interactive curricula. With real-time coaching, gamification, and data-driven credentialing, Journey will support over 11,000 learners annually. This project will increase access through public infrastructure like NYCHA centers and libraries and allow national licensing to partners, transforming Journey into a powerful engine for equitable, future-ready learning.

**2.3 Describe your project in depth and how it relates to your organization’s mission. (200-350 words)**

Cambio Labs is a nonprofit innovation hub dedicated to empowering underestimated BIPOC youth and adults through digital education, green workforce training, and entrepreneurship programs. Our mission is to close the opportunity gap by equipping communities with the tools, skills, and support needed to build generational wealth and lead social and economic transformation. At the center of our work is *Journey*, a proprietary, gamified learning platform that prepares learners for high-growth careers in fields such as solar installation, software development, and social venture leadership.

This proposed project will significantly expand the Journey platform into a scalable, AI-enhanced, cloud-powered learning ecosystem capable of reaching over 11,500 learners annually by 2026. We are integrating *Project Sparky*, an AI-driven assistant that delivers real-time coaching, automated assessment, and personalized learning support for participants, educators, and program managers. This intelligent layer will increase learner engagement, reduce attrition, and ensure each participant receives tailored guidance throughout their learning journey.

In addition, the platform will include dynamic data dashboards for educators and program partners, new course-authoring tools for customizing curricula, and seamless integration with public infrastructure such as NYCHA community centers and public libraries. These features will make Journey not just a product, but a platform-as-a-service—empowering nonprofit, workforce, and community partners to design and deliver their own gamified, credential-based learning programs at scale.

This project is a direct expression of Cambio Labs’ mission and model, which blends high-tech infrastructure with high-touch community engagement. Our approach is rooted in equitable design and aims to center the voices and needs of those closest to systemic challenges. By leveraging AWS services to scale our platform, we will deliver transformative learning experiences that foster upward mobility, community wealth-building, and sustainable careers.

Ultimately, this project will help unlock opportunity for thousands of underestimated innovators, enabling them to shape a more inclusive and regenerative economy—starting with their own communities.

**2.5 What are the intended outcomes of your project? What new capabilities would it unlock for your organization? (200-350 words)**

The primary outcome of this project is to transform *Journey* into a fully scalable, AI-enhanced, self-paced learning platform capable of serving over 11,000 learners annually by 2026—a 13x increase from our 2024 baseline, and to strengthen our existing infrastructure to scale further . With AWS support, we will deploy critical upgrades that expand platform capacity, enhance personalization, and enable seamless integration with educational and workforce partners.Key intended outcomes include:

* **Access at Scale:** Journey becomes a turnkey solution for public infrastructure, supporting programming at NYCHA centers, libraries, and workforce agencies.
* **Real-Time Skill Tracking:** Learners and administrators gain access to live dashboards for monitoring skill mastery, certifications, and learning progress.
* **AI-Powered Coaching:** Our proprietary AI assistant, *Sparky*, delivers real-time feedback to learners, lesson planning support to educators, and impact tracking to program managers.
* **Train-the-Trainer Expansion:** Partner organizations will be able to independently deliver our curriculum—coding, clean energy, and entrepreneurship—through a white-labeled version of Journey.
* **Revenue Sustainability:** Our Platform-as-a-Product (PaaP) licensing model will be a sustainable revenue stream to support long-term organizational growth and innovation.

This project will unlock significant new capabilities for Cambio Labs, including the ability to scale nationally and globally, reach learners in remote and underserved communities, and provide data-driven insights that continuously improve outcomes. It positions us to move beyond direct service delivery and into a new phase as a platform-based social impact engine. By equipping our team and partners with cutting-edge tools and infrastructure, we will elevate the quality, accessibility, and sustainability of our programs—advancing our mission to close opportunity gaps and drive equitable workforce development at scale.

**What is driving the need for this specific project? Why now? (200-350 words)**

Please use 350 words or less

Cambio Labs was founded to tackle a dual crisis: exclusion from both education and the economy. Our mission is to create innovative, accessible, and culturally relevant learning pathways into high-growth industries like green energy, technology, and entrepreneurship. While our programs have demonstrated strong impact, we’ve now reached a critical inflection point—demand for our services far exceeds our current capacity, and we need to invest in our platform to make our programming more accessible and responsive.

Since launching in 2021, we’ve supported over 600 learners, but our reach is limited by the constraints of direct service delivery. For example, our *Startup NYCHA* program received triple the number of applications we could accept. Demand continues to grow as schools, workforce agencies, and public infrastructure partners across New York City and beyond request our programming. To meet this need, we must evolve into a digital-first organization capable of delivering scalable, tech-enabled education.

Now is the time to fully activate and enhance our *Journey* platform. By integrating generative AI, real-time analytics, and AWS cloud services, we can shift from a locally delivered model to a national, self-paced learning solution. This expansion is especially urgent for learners navigating barriers like economic hardship, limited internet access, or nontraditional work and family schedules.

This project is not only timely - it’s imperative. As the future of work becomes increasingly digital, underserved communities risk being further marginalized without access to responsive, relevant, and tech-enabled education. With this investment, we can seize a transformational opportunity: to scale a proven model, deliver equitable access to career-building education, and create a new national standard for community-driven innovation in workforce development.

**2.7 What most closely aligns with what this project will enable your organization to do?**

* Migrate legacy IT systems and data centers to the cloud
* increased productivity with modernized tools, applications and databases
* Increase cost efficiency with optimized IT structure
* Enable business continuity with archive, backup and disaster recovery
* **Increase resilience, scaling and availability of existing workloads and databases**
* **Increase security and governance of data/ensure data compliance (HIPAA/SOC)**
* **Inform better decision-making by aggregating disparate data sources and applying analytics (ie visualization, AI, ML)**
* Enable accurate forecasting based on past data with predictive analysis using machine learning
* better understand and engage member/donors/beneficiaries by creating a 360 view with constituent data
* enhance digital content delivery for member/donors/beneficiaries or other stakeholders (web/mobile app)
* enable multichannel services for constituents and automate simple, clerical tasks for employees (chatbots GenAI enabled)
* Personalize and streamline communications for more effective member/donors/beneficiaries engagement and fundraising

**2.8 How will you support this project long-term? Describe other relevant stakeholders, implementation partners, or other sources of funding that may be involved in contributing to this project’s success.**

Please use 250 words or less

Cambio Labs will sustain this project long-term through a diversified revenue model and strategic partnerships. Unlike many nonprofits, only 25% of our income comes from grants; the remaining 75% is generated through program and platform revenue. Our Platform-as-a-Product (PaaP) model enables nonprofit, government, and workforce development organizations to license the *Journey* platform for their own training and education programs. We are actively expanding this model in 2025, with projected platform revenue expected to exceed $1.9M by 2026.

We are also growing our train-the-trainer model, which empowers institutional partners to deliver our curricula independently, reducing delivery costs while expanding reach. This approach strengthens long-term sustainability by decreasing staffing overhead and increasing scalability.

Our stakeholder ecosystem includes implementation partners such as NYCHA, public libraries, and city workforce agencies, who are eager to integrate *Journey-powered* training in clean energy, coding, and entrepreneurship. We are also exploring licensing partnerships with HR departments and workforce providers seeking custom, scalable upskilling solutions.

Philanthropic support plays a complementary but important role. Past and current funders include the TD Charitable Foundation, the Social Justice Accelerator, and Amazon, which supported the initial development of *Journey*. Additionally, Cambio Labs is securing philanthropic support from aligned funders in the fields of education, climate justice, and workforce equity.

Powered by AWS infrastructure, *Journey* will benefit from enhanced reliability, data management, and scalability—ensuring this project’s long-term impact is both technically and financially viable.

**3.2 Describe the resources and technical skills you may need to complete the project successfully**:

Cambio Labs has a strong in-house technical foundation to support the next phase of *Journey’s* development. Our core team includes:

* **Director of Product & Innovation** – Oversees the platform roadmap, leads technical vision, and manages cross-functional coordination for product development.
* **Full Stack Developer** – Maintains and expands both front-end and back-end functionalities of *Journey*, ensuring high system performance and responsiveness.
* **Data Science Fellow** – Designs and maintains real-time analytics dashboards that track learner progress, program effectiveness, and impact metrics. This role also supports the integration of AWS data tools for adaptive learning and credentialing.

We supplement our in-house capacity with contracted engineers and UI/UX designers to meet project milestones efficiently and responsively.

However, to fully realize this platform’s transformation into a cloud-powered, AI-enhanced learning ecosystem, we will require specific external expertise in several critical areas:

* **AWS Cloud Architecture & Optimization** – To ensure scalable, secure, and cost-efficient infrastructure, especially for storage, compute power, and serverless operations using AWS services like **Lambda, S3, EC2, and RDS**.
* **AI and Machine Learning Engineering** – To scale and refine Sparky, our proprietary AI assistant, particularly around natural language processing, auto-assessment, and content personalization using tools like **SageMaker.**
* **Security Compliance & Data Privacy** – To meet data protection standards as we partner with public agencies and serve vulnerable populations, especially in education and workforce sectors.

To close these skill gaps, we will:

* Engage the **AWS Professional Services team** for infrastructure architecture and cost optimization support.
* Contract an **AWS Certified Partner** with expertise in EdTech platforms and generative AI implementation.
* Invest in **training for internal staff** through AWS Academy and AWS Skill Builder to ensure long-term capacity and platform sustainability.

We already follow an agile, user-centered development model, using GitHub, Asana, and Notion for sprint planning, version control, and feedback integration. With a strong base in place and a clear plan for strategic technical support, Cambio Labs is well-positioned to execute this project with excellence and scale our impact sustainably.