SkillElevate Connect

A Mobile Application

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GCGO : Job Creation

The insufficient creation of new employment opportunities in the Moroccan job market is causing widespread challenges, as many young people struggle to secure stable and meaningful employment,

This problem impacts job seekers particularly those who are young or have limited skills. I see a lot of youth between 15 years old and 26 years old.

This problem impacts job seekers, particularly those who are young, or have limited skills, I see a lot of youth.
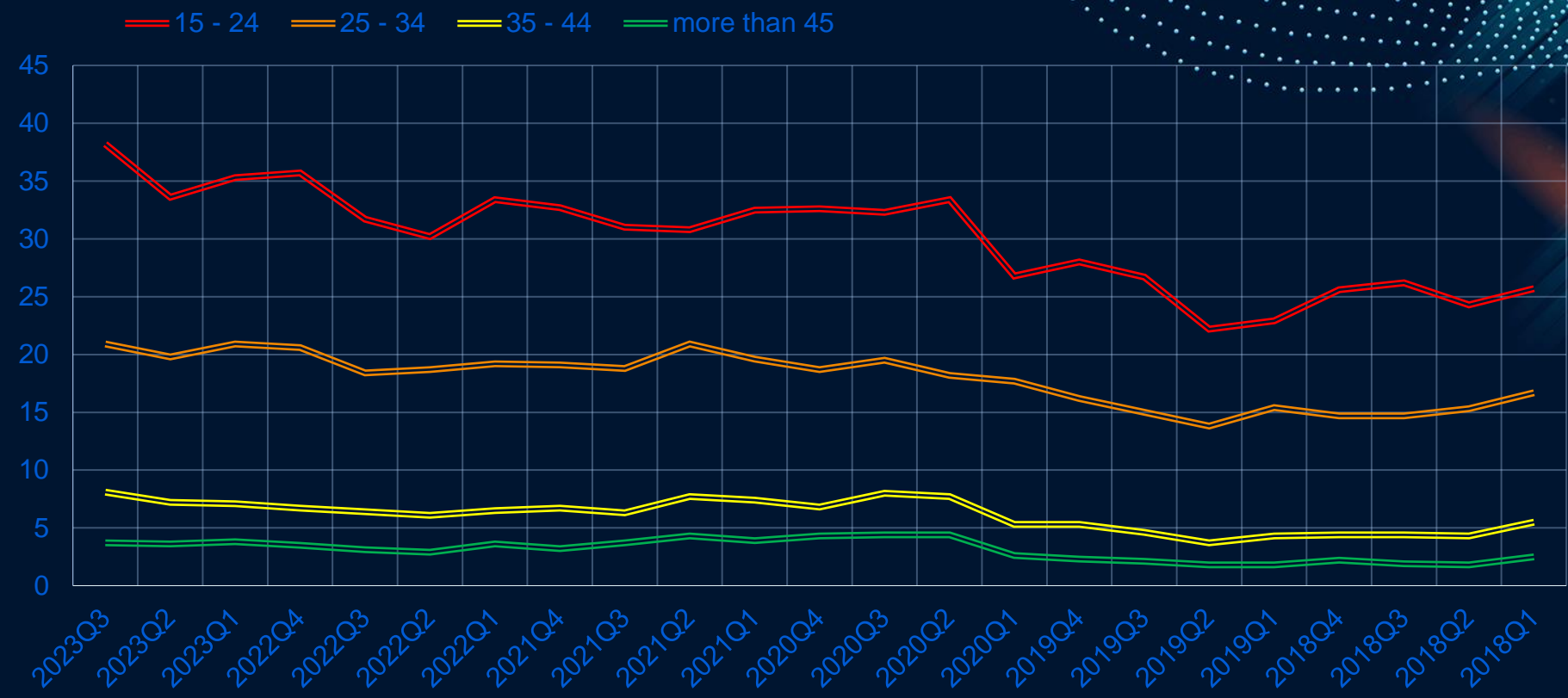
Name : Khalil Faress
Gender : Male
Age : 25
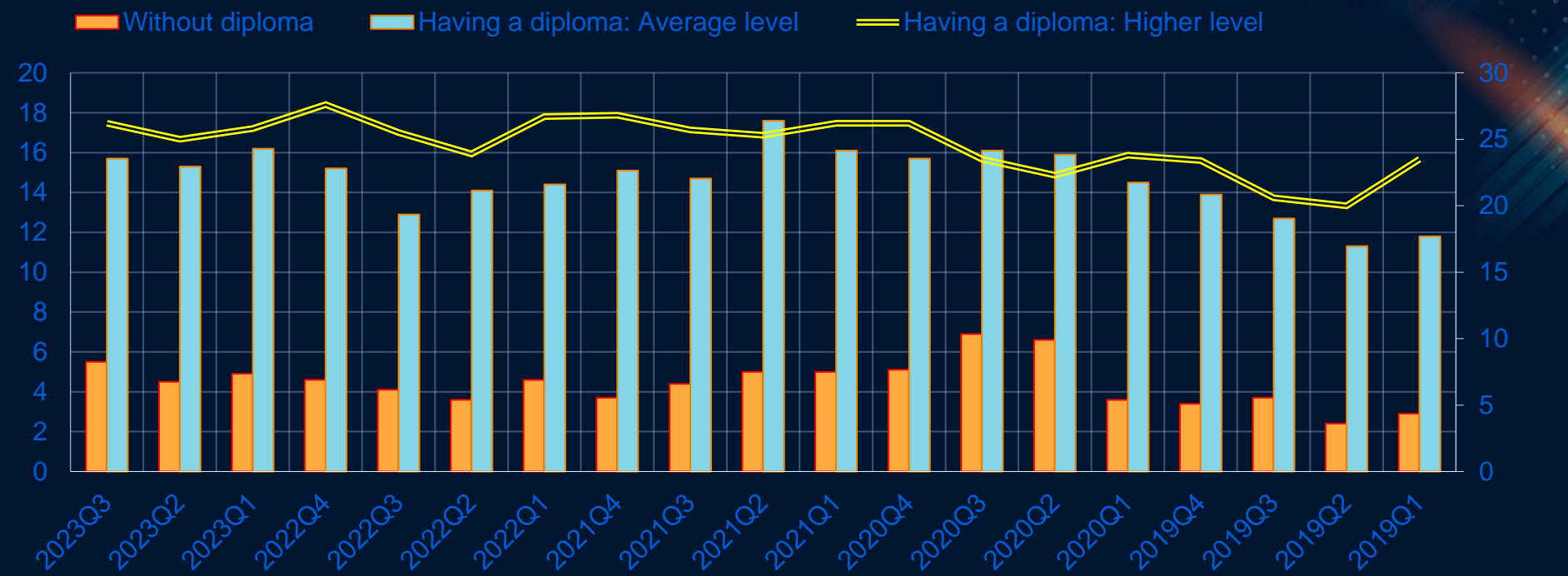**Education :** Bachelor's degree in Computer Science
Employment Status : Unemployed
Challenges: Khalil faces challenges in finding relevant job opportunities in the technology sector despite having a strong educational background.
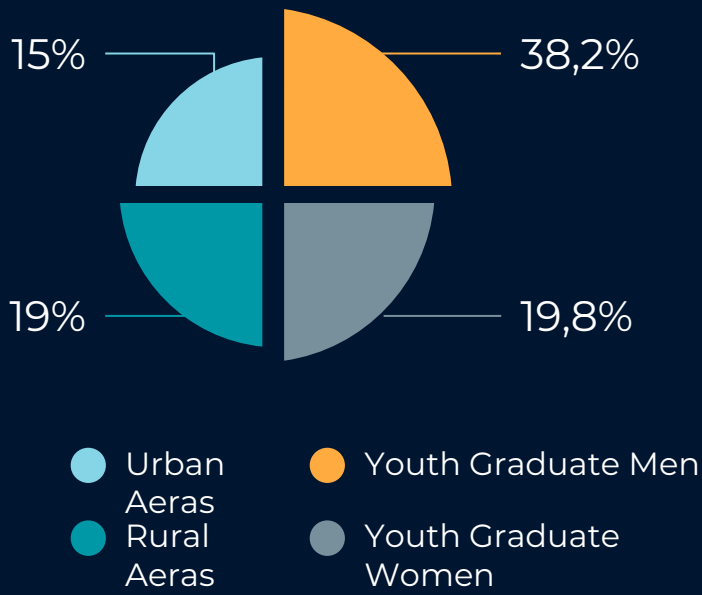He represents the target demographic and the primary user persona for the proposed solutions.

Unemployment rate by age group in Morocco at a national level - Quarterly

Unemployment rate by Urban and Rural Areas group in Morocco at a national level - Quarterly

15%

38,2%

19%

19,8%

- Urban Aeras
- Rural Aeras
- Youth Graduate Men
- Youth Graduate Women

Unemployment Rate:
The national unemployment rate increased from 11.4% to 13.5% between Q3 2022 and Q3 2023. In urban areas, it surged from 15% to 17%, and in rural areas, it rose from 5.2% to 7%. Notably, the youth (aged 15-24) recorded the highest rate at 38.2%, followed by women at 19.8%, and graduates at 19.8%.

Underemployment Statistics:
The volume of underemployment increased by 94,000, totaling 1,005,000 individuals. The underemployment rate rose from 8.5% to 9.6% nationally, from 7.5% to 8.1% in urban areas, and from 9.9% to 12% in rural areas.
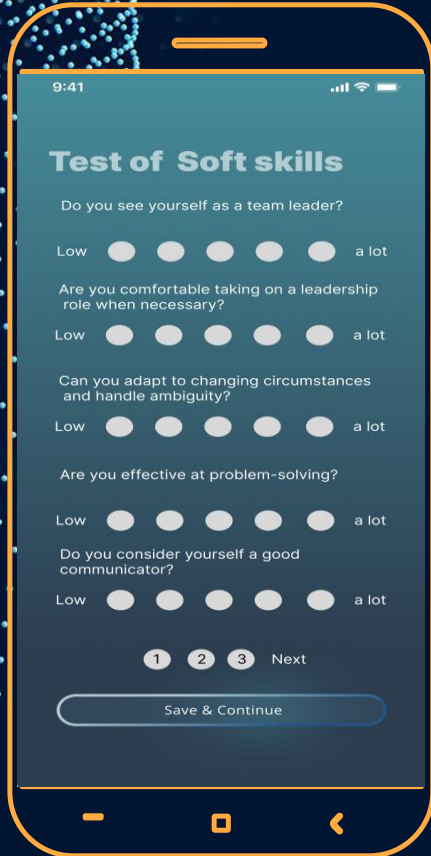
Own Solution

Create a mobile application for job skill elevation, utilizing advanced matching algorithms and interactive simulations to guide users through real-world work scenarios for effective skill development and career guidance.

The solution was chosen for its comprehensive approach, integrating mobile App, advanced matching algorithms, and interactive simulations to provide accessible, precise, and practical skill development, coupled with comprehensive career guidance.

The solution's integration of advanced technology, interactive simulations, and comprehensive career guidance is poised to be effective by providing a dynamic and personalized approach to skill development, enhancing user engagement and practical learning experiences.

MOBILE App

Screen 1 — Test of Soft skills

Test of Soft skills

Do you see yourself as a team leader?
Low ○ ○ ○ ○ ○ a lot

Are you comfortable taking on a leadership role when necessary?
Low ○ ○ ○ ○ ○ a lot

Can you adapt to changing circumstances and handle ambiguity?
Low ○ ○ ○ ○ ○ a lot

Are you effective at problem-solving?
Low ○ ○ ○ ○ ○ a lot

Do you consider yourself a good communicator?
Low ○ ○ ○ ○ ○ a lot

① ② ③ Next

Save & Continue

Screen 2 — Jobs Guidance

Jobs Guidance

click here offer Data Analyst
click here offer Front End
click here offer Data Science
click here offer DevOps
click here offer Cloud
click here offer Cyber Security

Screen 3 — Creation C.V

Creation C.V

C.V
Correct C.V
Export C.V

Pain Point

Skill Gap Identification:
Users need a way to identify gaps in their skill set compared to job market demands, allowing them to enhance their qualifications for
better career prospects

Limited Access to Practical Experience:
Users might face challenges in gaining practical experience required for certain job roles, hindering their job readiness.

Recommendation / Change

User Profiles and Analytics: Enable users to track their job application progress, skills acquired, and improvement over time.

Notifications and Reminders: Send reminders for job application deadlines, skill-building activities, or new learning resources.

Data Privacy and Security: Prioritize user data security and comply with data protection regulations.

With secured funding:

Full-scale Development: Enhance the app with crucial features. Refine the user interface for optimal usability. Ensure scalability to accommodate a broader user base.

Strategic Marketing Approach: Utilize social media, content strategies, and influencer collaborations. Implement targeted advertising to boost app awareness and engagement.

Thorough Market Research: Understand competitive landscape and market dynamics. Identify user preferences and unexplored opportunities in job creation innovation.

SkillElevate Connect
WHY ? WHY ? WHY ?

Our app helps people find jobs easily. It makes writing resumes simple and matches them with the right jobs.

It also gives helpful advice for finding work.

This app makes job hunting easier and improves the chances of getting a job that fits. It's like a friendly guide for finding work, making it easier for everyone to succeed in their job search.