



Team Name:MUA

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contact the team leader

With SkillHub You can:

Connect with skilled teachers in your neighborhood for personalized, in-person learning experiences that build community bonds. SkillHub bridges the gap between those with valuable skills and those eager to learn.



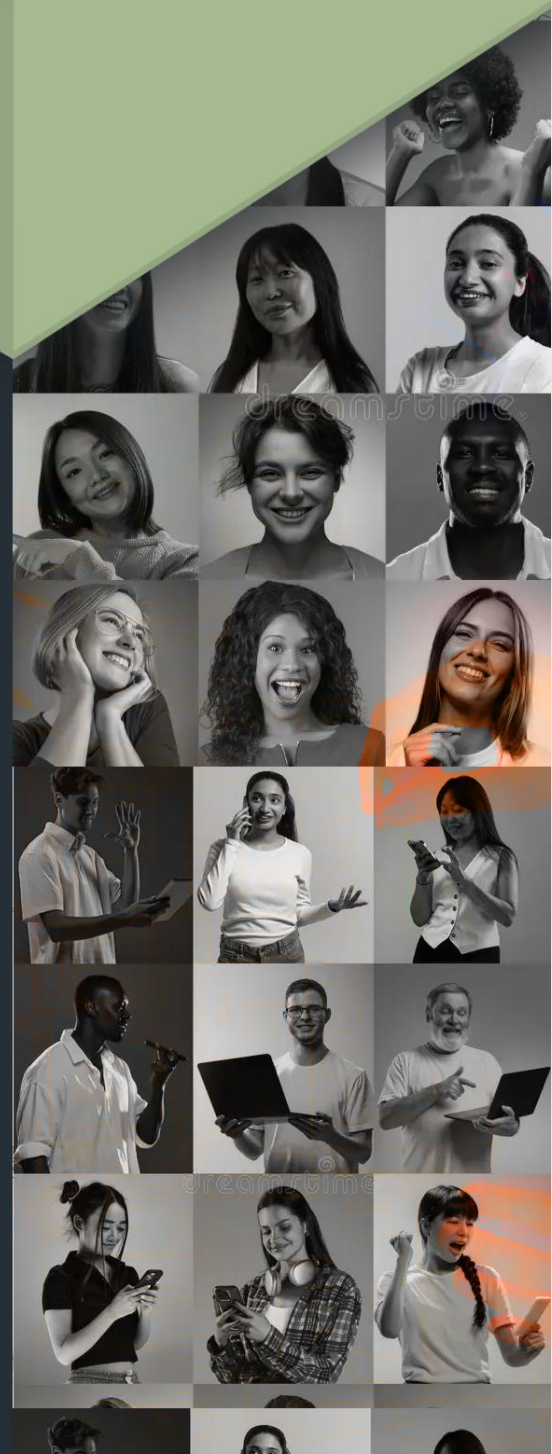
Access community-sponsored events funded by local businesses to support inclusive learning opportunities and neighborhood engagement.



Share your own expertise and earn income or exchange skills with others, creating a vibrant knowledge marketplace.



Join learning groups with like-minded peers to master new skills together in a collaborative environment.



IDEALIZE 2025 - Team Proposal

Team Information

Team Name	MUA
Category (web/app)	Web Application
School / open	NSBM Green University
Name of the web / app	SkillHub
Field of the web / app	Education & Community Service

Problem Definition, Background & Motivation and Proposed Solution

Problem Definition

In today's communities, there exists a significant disconnect between people who possess valuable skills and those who want to learn them. Many individuals have expertise but lack platforms to share their knowledge, while others struggle to find accessible, affordable, and verified teachers nearby.

Traditional learning platforms focus predominantly on professional skills or academic subjects, leaving a gap in practical, everyday skills. Additionally, verification processes for instructors on existing platforms are often inadequate, creating safety concerns. The current digital divide excludes many skilled individuals, particularly older generations with valuable traditional knowledge.

For students with disabilities or language barriers, accessing appropriate learning resources presents another challenge, as many platforms lack adequate accessibility features. Furthermore, the transactional nature of most existing platforms prioritizes monetization over community building.

Background & Motivation

Our motivation stems from observing how traditional education systems often fail to address practical skills that enhance quality of life and community connections. Professional education is expensive and inaccessible to many, while online courses lack personalized experiences.

The increasing social isolation in contemporary society has highlighted the need for platforms that foster genuine human connection alongside skill development. Research shows that intergenerational knowledge transfer has diminished significantly in modern settings, resulting in the loss of valuable cultural and practical skills.

Our team witnessed these issues firsthand through community engagement initiatives where we observed high demand for skill-sharing platforms that prioritize safety, accessibility, and community building.

Solution

SkillHub will bridge this gap by creating a neighborhood-based skill exchange platform that connects those who want to learn with those who can teach in their local area. Our application will facilitate these

connections through a secure, verified system that emphasizes community building alongside skill development. The platform will include robust verification processes, safe meeting arrangements, and a two-way marketplace where users can both offer and request skills.

App/Web Overview, Uniqueness of Web/App

App/Web Overview

SkillHub is a comprehensive web application platform designed to revolutionize community-based learning. The platform offers:

- **Dual User Roles:** Users can register as skill providers (teachers), skill seekers (students), or both
- **Location-Based Matching:** Advanced algorithms match users based on proximity, skill compatibility, and availability
- **Verification System:** Multi-tiered verification for identity, qualifications, and safety
- **Review & Rating System:** Comprehensive feedback mechanism that builds teacher credibility and advancement through levels
- **In-App Communication:** Secure messaging system with content monitoring to ensure safety
- **Team Formation:** Students can create learning groups and connect with peers
- **Language Support:** Multi-language interface and filtering options allowing users to find lessons, teachers, and learning groups that match their language preferences
- **Accessibility Features:** Sign language support and other accessibility options for users with disabilities
- **Community Building Tools:** Forums, workshops, and community event organization features
- **News & Resources:** Curated educational content and community highlights
- **Sponsorship Opportunities:** Features for local businesses to sponsor teachers, classes, or events

The interface will be intuitive, with separate dashboards for teachers and students, integrated maps for location-based searches, and comprehensive profile management.

Uniqueness

SkillHub differentiates itself from existing educational and community platforms in several key ways:

1. **Hyper-Local Focus:** Unlike global platforms like Udemy or Coursera, SkillHub prioritizes neighborhood connections, creating real-world relationships and community bonds
2. **Two-Way Marketplace:** Unlike most platforms that separate teachers and students, SkillHub encourages all users to both share and receive knowledge, creating a more equitable exchange
3. **Comprehensive Safety System:** Our verification and monitoring systems exceed the basic background checks of competitor platforms
4. **Inclusivity by Design:** With accessibility and language support features built-in, not added as an afterthought
5. **Level Advancement System:** Teachers progress through reputation-based levels, providing motivation and recognition
6. **Community Emphasis:** Beyond mere skill exchange, the platform nurtures community bonds through sponsored events and workshops
7. **Integrated Team Features:** Students can form learning groups, fostering collaborative education

8. Non-Monetary Exchange Options: Allows for skill-for-skill exchanges, making learning accessible regardless of financial resources

Implementation and Market Plan

Implementation

SkillHub will be implemented through a phased approach:

Phase 1: Foundation

- Development of core platform architecture and database design
- User authentication and basic profile systems
- Location-based matching algorithm development
- Basic messaging functionality

Phase 2: Core Features

- Verification system implementation
- Review and rating functionality
- Advanced profile features
- Payment integration for paid classes
- Language filtering and preference system

Phase 3: Enhanced Features

- Team formation and peer connection features
- Accessibility enhancements including sign language support
- Content monitoring API integration
- Workshop and event organization tools
- Sponsorship page development

Phase 4: Testing & Refinement

- Comprehensive security testing
- User experience testing
- Performance optimization
- Feedback collection and implementation

Throughout implementation, we will employ agile development methodologies with bi-weekly sprints and regular stakeholder reviews. Our tech stack will include PHP, HTML, CSS, JS for frontend development, Node.js for backend services, and MongoDB for database management.

Marketing Plan

SkillHub's marketing strategy will focus on community-based growth through multiple channels:

Pre-Launch

- Community partnerships with local educational institutions, community centers, and organizations
- Social media presence establishment with content highlighting the value of skill sharing
- Early access sign-ups with incentives for teachers to build initial skill inventory
- Local influencer engagement

Launch Phase

- Community launch events in target neighborhoods
- Referral program implementation with incentives for bringing both teachers and students
- Local press outreach and coverage
- Targeted social media advertising based on location and interests

Growth Phase

- Community success story spotlights
- Sponsored workshop series in various neighborhoods
- Partnership expansion with local businesses and organizations
- Enhanced SEO and content marketing strategy
- Data-driven advertising optimization

Retention Strategy

- Regular community events and challenges
- Loyalty program for active users
- Continuous feature updates based on user feedback
- Community ambassador program

Metrics for Success

- User acquisition cost under \$5 per active user
- Monthly active user growth of 15%
- Teacher retention rate above 70%
- Student retention rate above 60%
- Neighborhood penetration targets (5% of addressable population in year 1)

Team Details

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