

Ironhack's Short YouTube Series

In Collaboration with Emmy-winning producer Kyle Kesses

This document proposes a 3-part video series featuring Ironhack's Data Analytics-Barcelona course during the summer of 2022.

Objective: Generate a 3-part video series to display to potential and incoming students how the Ironhack program works "behind the scenes."

Strategy: Kyle Kesses comes to the Ironhack Barcelona campus once/week throughout this summer's 9-week data analytics program to shoot video and capture audio. Shots and storylines to be captured:

- 1) Fernando leading class lectures and demonstrations.
- 2) Dialogue between Fernando and students.
- 3) Short interview clips with students after classes and during breaks.
- 4) Weekly updates featuring class material, what students have learned, and how they are adjusting to course material in real time.
- 5) Students collaborating on project builds.
- 6) Students speaking about and entering into the job search process.
- 7) Full display of Ironhack's campus and how it integrates with Poble Nou and city culture.

Publication: This 3-part YouTube series will be shot, edited, and published by Ironhack in the late summer/early fall 2022. Chapters will be titled in accordance with the course curriculum.

Chapter 1: SQL and databases. **Chapter 2:** Python. **Chapter 3:** Machine Learning.

Advantage: Most video marketing in this genre speaks to its audience from outside the classroom. It serves as a summary of the course after (or before) it has taken place. But coding bootcamps are intense and process-driven. So this piece steps inside the classroom during live learning sessions and connects directly with students, tracking their growth as the course progresses.

Investment: \$4,500

Return: A 3-part YouTube series delivered by an Emmy-winning producer.

Kyle Kesses is a full-stack media producer. In 2016 he hosted and co-wrote an Emmy-winning documentary series for the New York Yankees. Two of his documentary-style podcasts have won awards at The New York Press Club's annual gala. In 2017 he co-founded an AR/VR studio in Brooklyn and directed an international VR simulcast live from Ramallah and Tel Aviv on New Year's Eve 2019. Later that year, he helped produce a 360-film that qualified for the Cannes Film Festival. Kyle has been investing in DeFi and consulting on a select group of Web3 projects since the start of 2021.