



Inspiring Learning

EY UniVRsity

PRODUHACKS 2022

Team 6 Paul | Rora | Shannon | Weike





EXECUTIVE SUMMARY

EY's Goals

- EY goal
- Develop/improve its human capital
- Enrich working experience at EY
- Improve collaboration & engagement



KEY COMPETENCIES

- Multinational professional services in different areas
- Massive network with well-known partners
- Global ecosystem
- Brand recognition
- Large amount of employees



KEY COMPETENCIES

- Multinational professionals
- Massive network with weight
- Global ecosystem
- Brand recognition
- Large amount of employees

How can we leverage
these strengths?



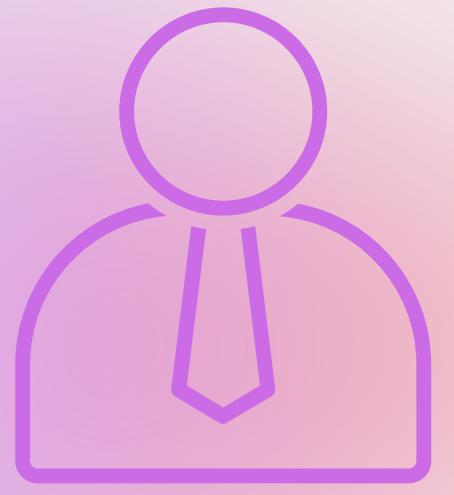


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2022

DISCOVERY

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JUNIOR
EMPLOYEES



SENIOR
EMPLOYEES

CUSTOMER DEVELOPMENT

(interview with Senior employee)



"What are their thoughts about EY badges?"

PROS

- Association with employee profiles.
- Free and easy access.

CONS

- Less weight on the badges.
- Started but didn't finish.
- Not affect promotions, could colour perceptions.
- Keep up with trends
- Not recognized externally.
- Time is biggest barrier.

CUSTOMER DEVELOPMENT

(interview with Junior employee)



"What are their thoughts about EY badges?"

+ PROS

- More significant (aren't rooted in a domain of knowledge)
- Help reach their career advancement goals
- Recognized externally
- Association with employee profiles.

- CONS

- Hard to find time

USER PERSONA

RACHEL S.

JUNIOR ACCOUNTANT @ EY

Background

- 1 year of experience at EY
- Driven Junior Accountant
- Vancouver Office

Goals

- Get a promotion
- Build relationships
- Improve scope of knowledge

Pains

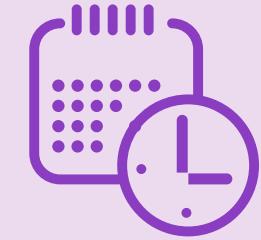
- Unmotivated to learn after work, especially busy seasons
- Boredom of online learning
- Wants to learn about web development but is intimidated



DISTILLING THE PROBLEM



Not enough
time



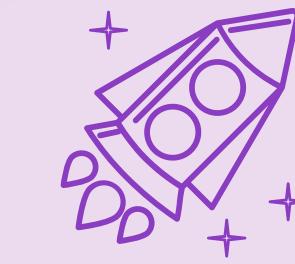
Outdated
course
content



Traditional
learning
methods are
boring



Cannot apply
learning to
projects



Does not
improve
future
professional
opportunities

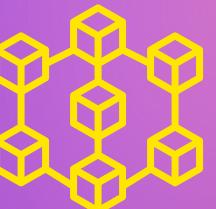


Efforts not
recognized
within and
outside EY

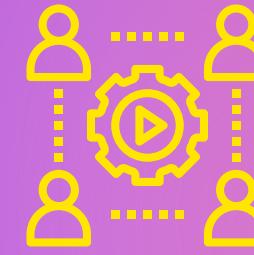
REDEFINING LEARNING



**Interactive learning
through VR and AR
augmented solutions**



**Trustless proof with
blockchain
technologies**



**Enabling better
collaboration and
engagement through
virtual reality**



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SOLUTION

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DEFINING SUCCESS

C A P A B I L I T I E S

Create an efficient way to gain knowledge

Provide relevant and future based learning opportunities

Engaging and interactive learning experience
Collaborative learning experience

Applicable to real life and has direct benefit to work

Create a reputable and recognized badge of completion

M E T R I C S

01. By the end of 2023, over 30% of employees start a second course after finishing the first
02.
 - Build 5-8 new courses yearly
 - Update 5 new courses yearly
03.
 - Completion rate for courses → 70%
 - Average global completion rate → 13%
04. By end of 2023, 80%+ of senior employees suggest juniors to take EY course - based on anonymous surveys
05. By the end of 2023, have at least 1 course ranked in the top 15 certifications based on class Central rankings.

OUR SOLUTION

EY UniVRsity

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Y1

DEVELOP SKILLS

- Access 30m modules built in VR and AR to enhance learning.

Y2

- Access latest courses built by companies near and far.

Y3

- Access latest courses built by companies near and far.

BUILD RELATIONSHIPS

- Meet and interact with the EY team globally, across department.

- Allow aspiring and upcoming EY interns/employees to meet the team.

- Grow relationships with clients at EY's virtual offices.

APPLY SKILLS

- Standardized NFT's issued to verify skills developed.

- Courses complemented with shadowing programs.

- Tackle small components of EY problems worldwide with your badges.

BE RECOGNIZED

- Managers notified of new skills mastered.

- Global leaderboard for skills based on VR challenges.

OUR SOLUTION

EY UniVRsity

	DEVELOP SKILLS	BUILD RELATIONSHIPS	APPLY SKILLS	BE RECOGNIZED
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A new way for employees to **develop, build relationships, be recognized and grow.**

PHASE 1 DEVELOP

1 Develop our virtual space on Decentraland

2 Develop 2 courses in short VR mode

3 Develop wider connections between the physical and meta world.

4 Develop trustworthy, indestructible proof of learning via NFTs.

Why?

- Represents the largest-meta-related crypto.
 - Better longevity compared to Sandbox (its main competitor).
 - Other large corporations have already invested (e.g. JP Morgan, Samsung).
-
- 90% of educators agree that VR helps students focus.
 - Eliminates language barriers.
 - Students remember 30% of what they hear, but 90% of material in a experience.
-
- Learning is best when it's applied, and with EY's breadth of knowledge, they can allow employees to experiment in areas they're trying to learn about.
-
- Making proof of learning, non-copyable material.
 - NFTs will always be part of their digital wallets.



Our MVP aims to validate that our solutions reached our key success metrics.

BUILD META RELATIONSHIPS

Leverage relationships to sell land around to other companies and schools looking to grow **human capital worldwide**.

Leverage relationships with other fortune 500 companies to build **cross-functional recognizable certification body**.

Leverage relationships across internal teams to allow EY employees to perform **shadowing** while they take courses.



Our building relationships stage aims to widen the breadth and depth of our learning opportunities.

DARING TO DREAM

(OUR END GOAL)

Our recognition stage helps to bring continued value to our all stakeholders.

Aspiring EY'ers

- Can understand benefits of the EY team.
- Can enter virtual spaces on certain open office days to experience culture.
- Can participate in challenges to showcase skills.

New EY'ers

- Can meet the team and learn with them.
- Understand EY philosophies in depth and onboard smoothly.

2-4 Year EY'ers

- Grow skills in reputable way.
- Manage work and learning through time management.
- Get to meet the EY team globally.

Senior Management

- Develop their own courses.
- View strongest candidates in certain areas.
- Improve relevant and specific skills in short sprints.



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MVP DEMO

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SETTING OUR SOLUTION APART

Has ✓
Somewhat has 
Does not have ✗

	Engagement	Community	Validity	Latest Courses	Timeliness
Current EY System	✗	✗			
Udemy	✗	✗	✓	✓	
LinkedIn Learning	✗	✗	✓		
EY UniVRsity	✓	✓	✓	✓	✓

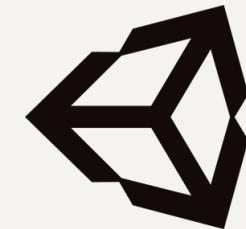
TECHNOLOGIES USED



NFT



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 unity



Decentraland



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IMPLEMENTATION

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INTEGRATION

- Roll out to a small group for testing and feedback.
- Roll out to regional group.
- Add to onboarding process worldwide.
- Integration and replacement of existing I&d system for entirety of EY.



FINANCIALS

CAPITAL OVERHEADS

KEY INVESTMENTS

- VR LAND and relevant development
- Course development
- NFT badge certifications

KEY RETURNS

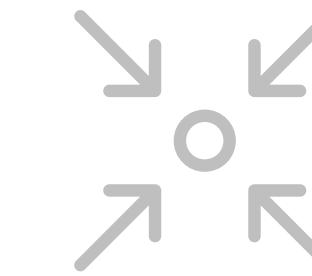
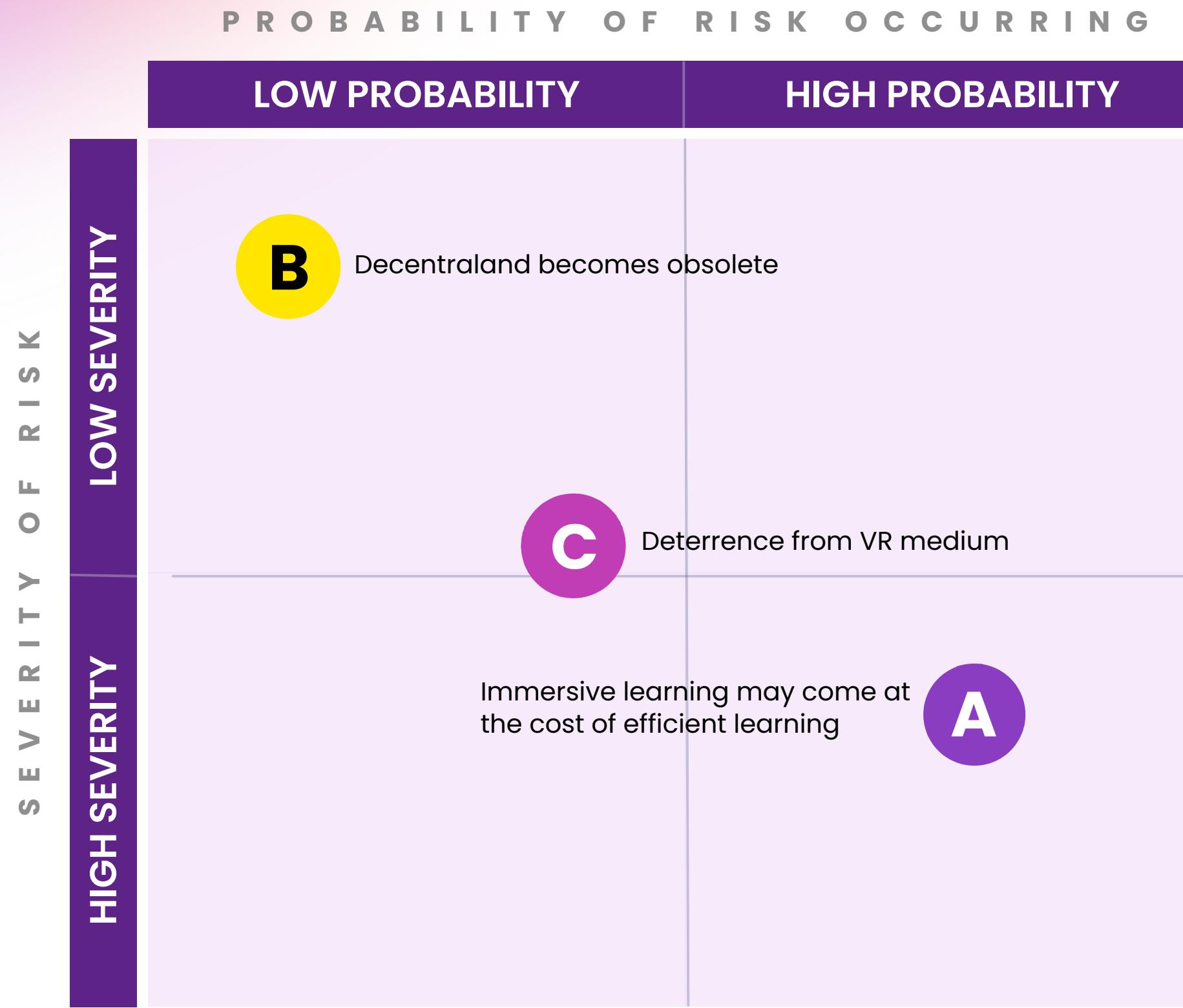
- Sale of nearby infrastructure to other firms looking to host immersive educational content
- Development of talent pool and EY's human capital
- Improvement in hiring yield
- Improvement in cross-platform content partnerships

Priority

Growth

Activity	
Phase 1 - MVP	
Develop our space on Decentraland	<div style="width: 50%; background-color: #0070C0; height: 10px;"></div>
Develop course content for Decentraland	<div style="width: 75%; background-color: #0070C0; height: 10px;"></div>
Develop NFT badges	<div style="width: 33%; background-color: #0070C0; height: 10px;"></div>
Phase 2 - Full Release	
Release Beta version for focus group	<div style="width: 25%; background-color: #0070C0; height: 10px;"></div>
Implement focus group feedback	<div style="width: 50%; background-color: #0070C0; height: 10px;"></div>
Release content for all employees	<div style="width: 25%; background-color: #0070C0; height: 10px;"></div>
Content maintenance and update	<div style="width: 75%; background-color: #0070C0; height: 10px;"></div>
Phase 3 - Future Growth	
Explore external integrations	<div style="width: 50%; background-color: #0070C0; height: 10px;"></div>
Engage online learning community	<div style="width: 100%; background-color: #0070C0; height: 10px;"></div>
Standardized NFT certification practice	<div style="width: 75%; background-color: #0070C0; height: 10px;"></div>

RISKS & MITIGATION



MITIGATION STRATEGIES

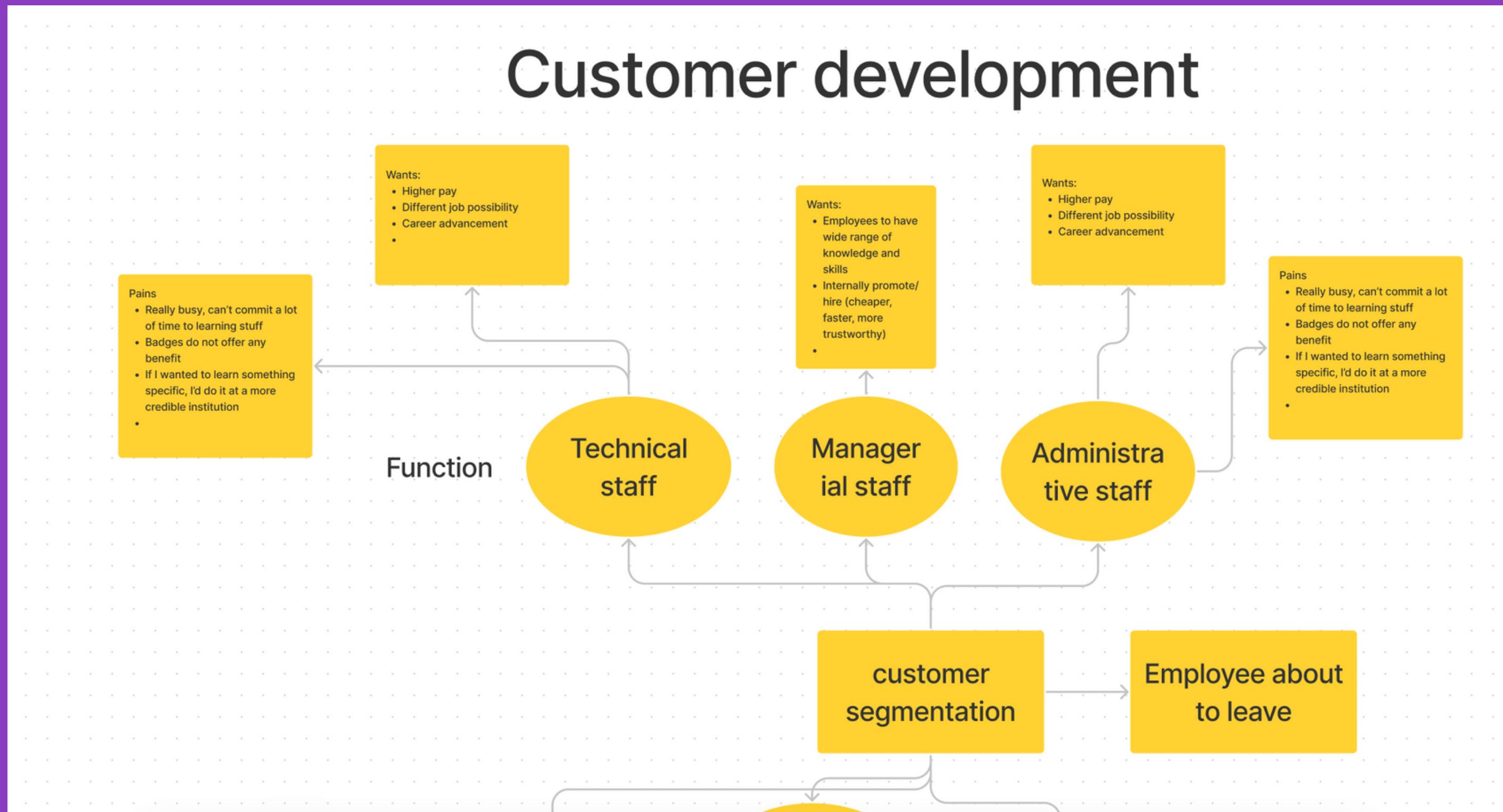
- A** Decentraland allows users to “drop” somewhere if they’d prefer
- B** Keep an archive of the source code
- C** Allow access to decentraland from computers.. Offer freedom for learners to socially-engage however they’d like

Appendix

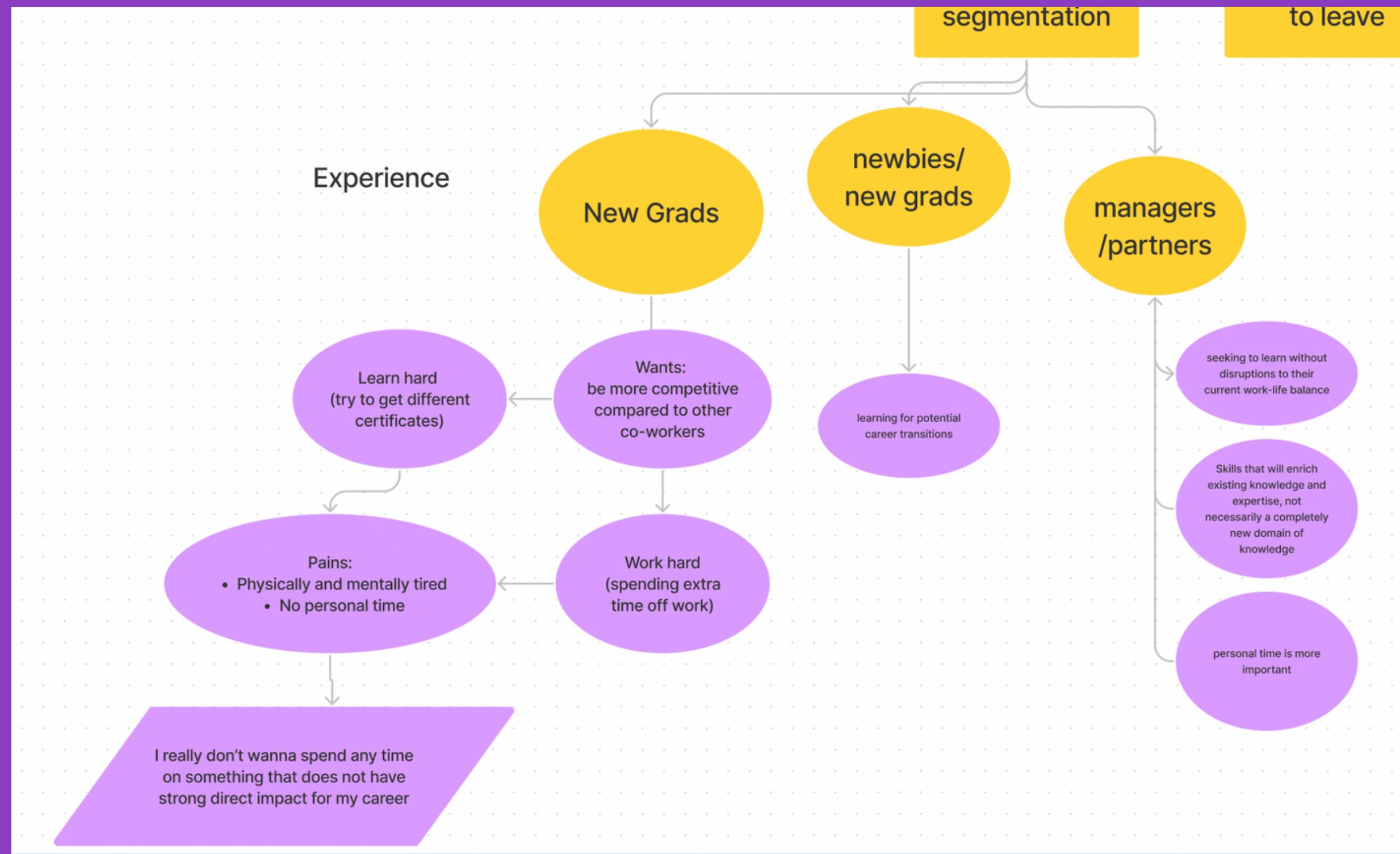
- Appendix A - Customer Development
- Appendix B - Segmentation
- Appendix C - Brainstorming
- Appendix D - Why's for stakeholders
- Appendix E - Why Not's
- Appendix F - Problem statements -> Capabilities

APPENDIX A

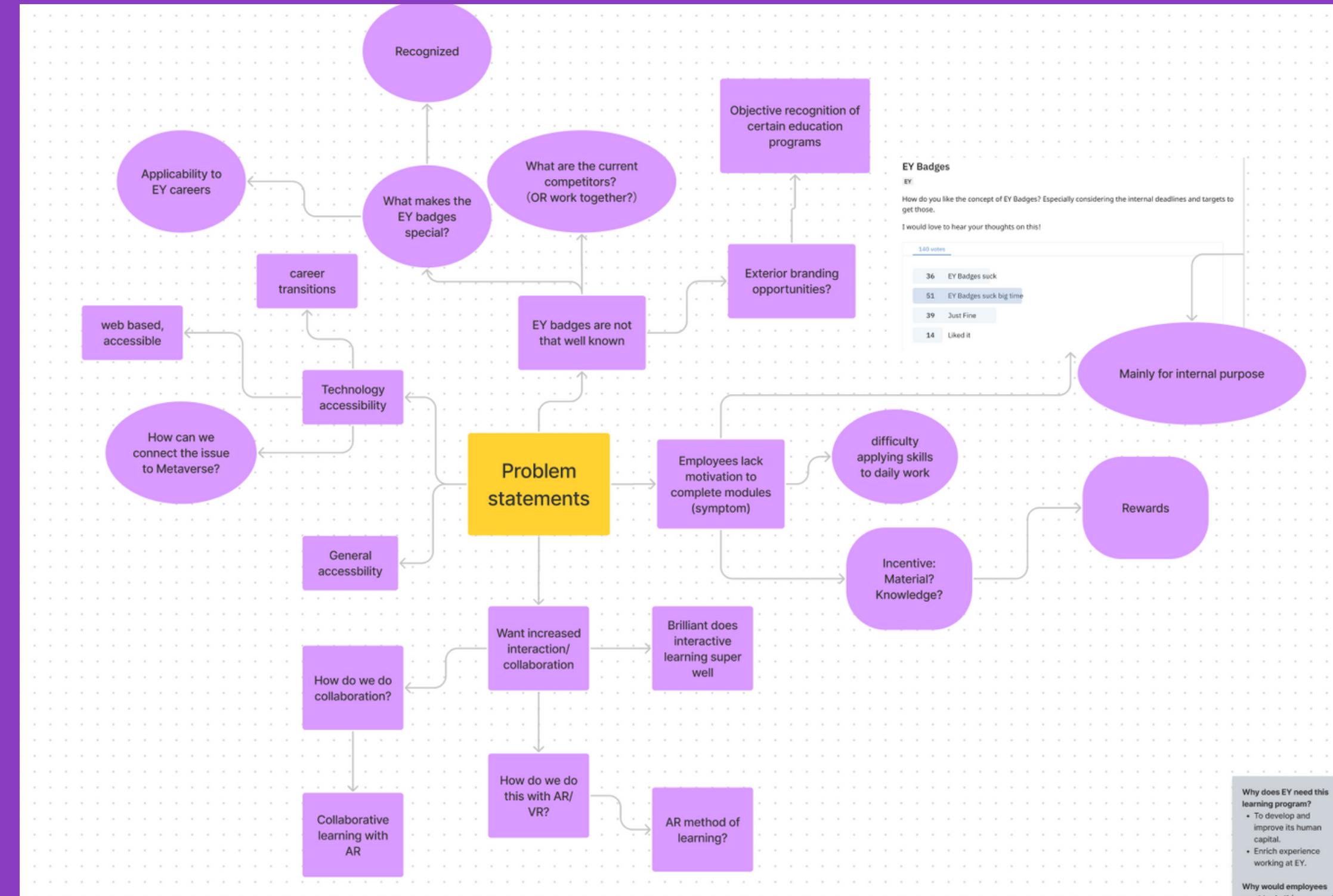
Customer development



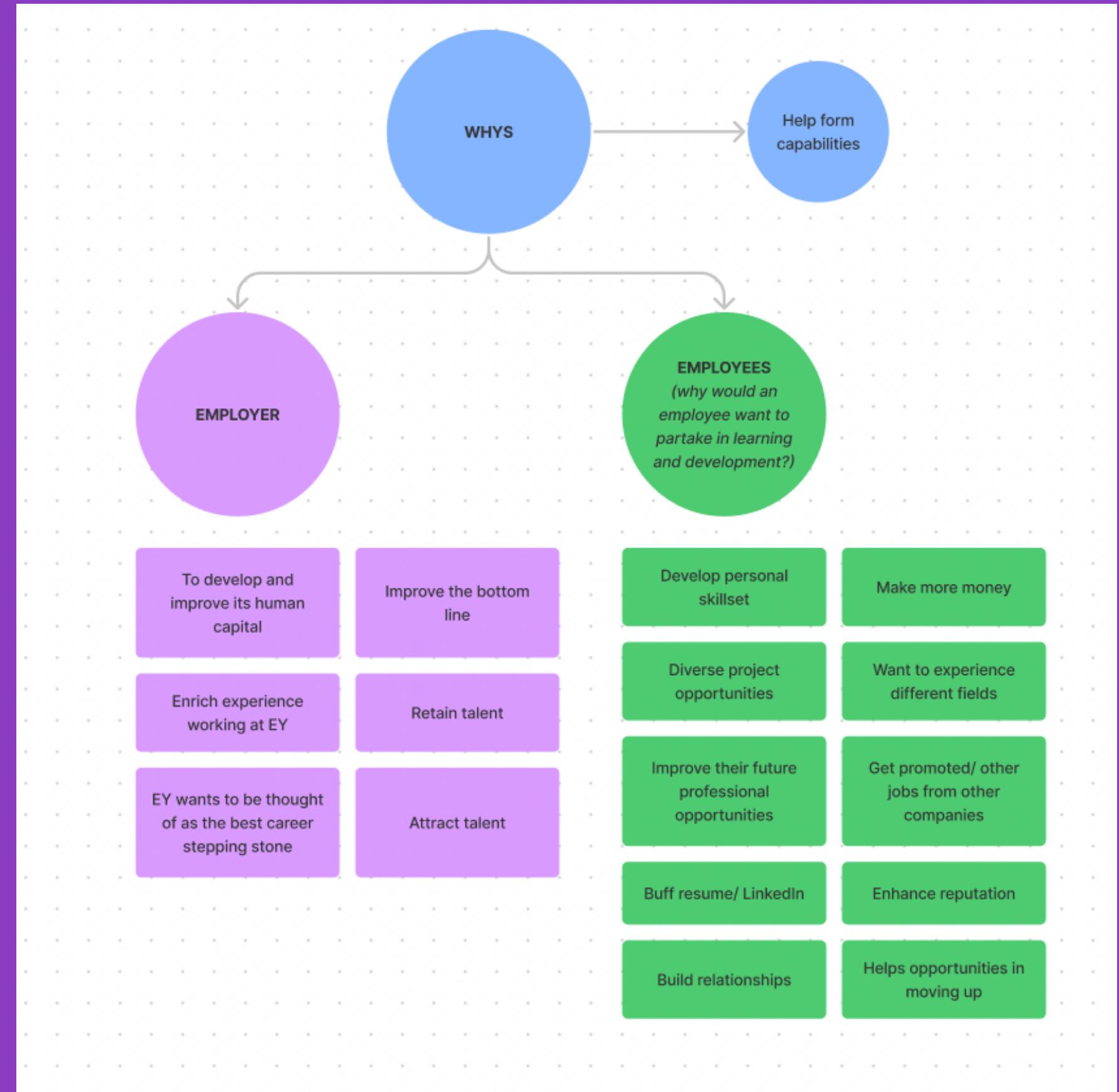
APPENDIX B



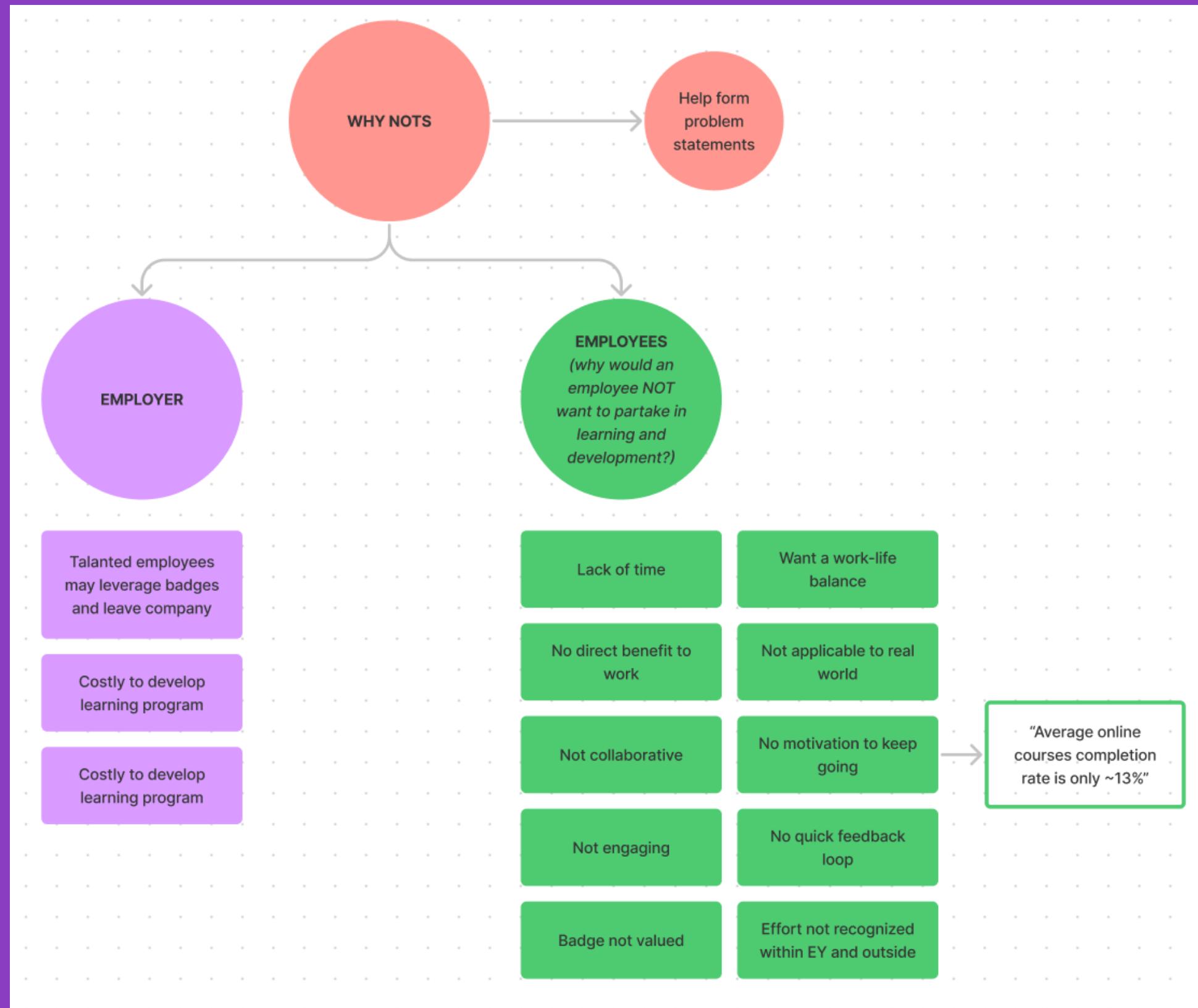
APPENDIX C



APPENDIX D



APPENDIX E



APPENDIX F

