

PROJECT NAME: SkillBoost

TEAM MEMBERS: Pirvu Alexandru Gabriel

IDEA IN SHORT:

SkillBoost is a mobile application offering courses on entrepreneurship, financial literacy, and digital skills, etc. It provides practical learning opportunities while creating a marketplace where experts can monetize their courses.

Hardcore Entrepreneur hackathon 5.0

1. PRODUCT- PROBLEM WE SOLVE



Traditional education often lacks practical training in entrepreneurship, financial literacy, and digital skills, leaving students unprepared for real-world challenges. Many young people struggle to gain hands-on knowledge and essential skills that are critical for their future careers or personal growth.

At the same time, many experts in various fields, including educators, professionals, and industry specialists, possess valuable knowledge but lack a dedicated platform to share and monetize their expertise. Existing platforms are often overcrowded, not tailored to young learners, or require high fees to publish content.

SkillBoost solves both problems by offering a dynamic learning environment where students can gain practical skills through gamified courses while also providing experts with a marketplace to publish, promote, and sell their educational content. This way, the platform connects learners with knowledgeable creators, ensuring high-quality education and financial opportunities for content providers.

2. OUR TARGET GROUP & SDGs



SkillBoost serves two main user groups. **Learners** (ages 12–22) include high school students who seek practical skills beyond traditional education, university students looking to gain entrepreneurial and digital expertise for career growth, and young professionals aiming to enhance their employability through structured learning. **Content Creators** consist of educators, industry professionals, and independent creators who possess valuable knowledge but lack a dedicated platform to share and monetize their expertise, turning their skills into a sustainable source of income.

SkillBoost aligns with **SDG 4** (Quality Education) by addressing **Initiative 4.4**, which aims to equip young people and adults with relevant skills for employment, decent jobs, and entrepreneurship—an area where we have observed minimal progress from the UN. Additionally, the platform supports **SDG 8** (Decent Work and Economic Growth) through **Initiative 8.6**, helping reduce the number of young people not engaged in employment, education, or training (NEET), and **Initiative 8.3**, which fosters entrepreneurship and job creation by offering a marketplace where experts can monetize their courses, generating new economic opportunities.

3. SMART OBJECTIVES



Specific: Attract 500 active learners within the first six months through targeted marketing, educator partnerships, and social media promotions.

Measurable: Have 50 approved courses in the first six months and 100 courses by year-end, ensuring diverse content.

Achievable: With a contract secured with creator **Alina Dita**, SkillBoost is building a strong content base and aims to validate its impact through pilot collaborations with two educational institutions while signing five more content creators.

Relevant: Achieve a 40% course completion rate, proving strong user engagement and educational impact.

Time-bound: Reach 5,000 downloads in the first year with a 5–7% monthly user growth rate to establish SkillBoost in the market.

Additional: Expand into B2B learning, allowing companies to create internal courses. The first step is already taken with our **Primăria Bujoreni** partnership, paving the way for future corporate collaborations.

4. PRICE



SkillBoost follows a **freemium model**, offering free basic courses while premium courses are available for purchase. The platform implements a **progressive commission system**, starting at **20%** per sale and decreasing as creators sell more courses. **New creators benefit from a 10% commission** for the first **30 days**, encouraging rapid course adoption. After this period, the standard commission applies: **20%** for the first 50 courses sold, **15%** for 50–150 courses, **10%** for 150–500 courses, and **5%** for creators surpassing 500 course sales, ensuring long-term rewards for top-performing educators while keeping courses accessible.

5. PROMOTION



Social Media Marketing – SkillBoost will use Instagram, TikTok, and YouTube, focusing on engaging videos, reels, and targeted ads to attract young learners.

Educational Partnerships – Collaborations with schools and universities will integrate SkillBoost as a learning tool and encourage educators to create courses.

Influencer Collaborations – Educators and industry experts will promote SkillBoost through video testimonials, live webinars, and endorsements, increasing platform credibility.

Paid Ads & SEO – Google Ads and targeted social media ads will attract users, while SEO optimization through course descriptions and an educational blog will boost organic traffic.

Future Referral Program – SkillBoost plans to introduce a referral system, rewarding learners with course discounts and creators with lower commissions for inviting new users.