Code 2 shop.

Code for your future.
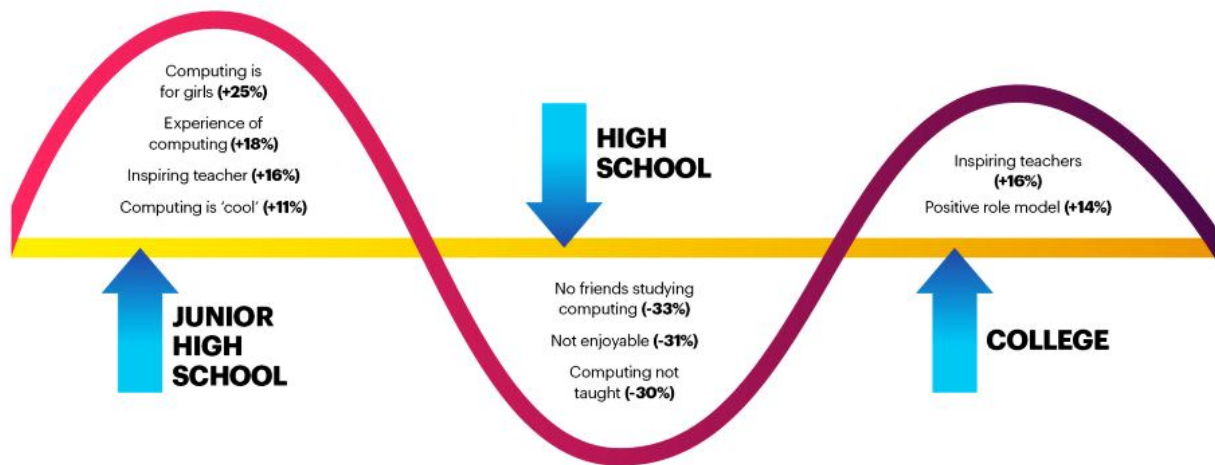Code to change the world.

Problem

The gender gap in computing jobs is big, and growing.

30-year low
19% decline
middle school is key

ACT NOW The report identifies which factors make the most difference at each stage of a girl's educational journey.

Computing is for girls (**+25%**)
Experience of computing (**+18%**)
Inspiring teacher (**+16%**)
Computing is 'cool' (**+11%**)

HIGH SCHOOL

Inspiring teachers (**+16%**)
Positive role model (**+14%**)

JUNIOR HIGH SCHOOL

No friends studying computing (**-33%**)
Not enjoyable (**-31%**)
Computing not taught (**-30%**)

COLLEGE

Solution

🛍 **CODE** 2 SHOP

is a progressive web app targeting girls aged 13+ to complete quick coding tasks in exchange for shopping rewards and credits.

The Business Model Canvas

Designed for: **WomenHack**
Designed by: **Code2Shop**
On: **3/24** dd/mm/yyyy
Iteration #

Key Partners
Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

- Companies (affiliate marketing)
- Women-focused events & brands
- Tech companies
- Tech recruiters
- Celebrities

Key Activities
What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

- Design
- Building challenges
- Build point system
- User acquisition

Key Resources
What ... our Value Propositions ... ? Customer ...

- Developer Designer
- Server space Tech tools

Value Propositions
What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services...
...
...

- Progressive web app targeting giels and women aged 13+ to complete discrete coding tasks in exchange for shopping rewards, credits, points
- Marketing and exposure to girls and women
- Affordable coding for repetitive tasks, while furthering mission

Customer Relationships
What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which...
How a... our business model?
How c...

- Points based rewards + referrals
- Social media
- Celebrity endorsements
- badges

Channels
Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our C...
Which ones w...
Which ones a...
How are we in... ...er routines?

- Progress, responsive web-based app

Customer Segments
For whom are we creating value?
Who are our most important customers?

- 13+ girls & women
- Companies (in-kind)
- Companies/social enterprise/nonprofits (coding challenges for advanced coders)

Social impact
% of revenue to support STEM in underserved communities around the globe

Impact measurement
of women/girls who complete challenges

# of hrs of projects completed for nonprofits, social enterprises

# of jobs filled

Cost Structure
... co...
...
...st ...

- Coding
- Design
- Database Server
- Curriculum design

Revenue Streams
...
...
...
...

- Paid partnerships
- Affiliate partnerships
- Ads (premium/freemium)
- Recruiter fees

www.businessmodelgeneration.com

Product Overview

https://photos.app.goo.gl/nGDLoAwCoVDXj5EV2

Product Overview

CODE 2 SHOP

LOGIN

Earn free products
by learning to code

JOIN NOW

Get Services & Products for learning to code.

here's how...

Complete Challenges

Learn to code with step by step
instructions

Earn Points

Earn points by completing
coding challenges

Free Products & Services

Redeem your points
for gift cards & coupons

Products & Services

STYLEBEE

DRAGONFLY
CONSULTANTS

NFINITE STRENGTH

☰ **</>** C2S   **25** points   ⊕

Challenges

LEVEL 1	**Beginner** 20/20 Challenges	🏆	**complete** you rock!
LEVEL 2	**Intermediate** 1/20 Challenges		4/80 points
LEVEL 3	**Advanced** 0/20 Challenges		120 points
LEVEL 4	**Expert** 0/20 Challenges		160 points
LEVEL 5	**Code Efficiency** 0/20 Challenges		200 points

☰ **</>** C2S   **25** points   ⊕

Beginner

LEVEL 1	**Challenge 1**	🏆	complete
LEVEL 1	**Challenge 2**	🏆	complete
LEVEL 1	**Challenge 3**	🏆	complete
LEVEL 1	**Challenge 4**	🏆	complete
LEVEL 1	**Challenge 5**	🏆	complete
LEVEL 1	**Challenge 6**	🏆	complete
LEVEL 1	**Challenge 7**	🏆	complete
LEVEL 1	**Challenge 8**	🏆	complete
LEVEL 1	**Challenge 9**	🏆	complete

< **CHALLENGE 1**

| 📋 Learn |
| 📄 Instructions |

```
1
2
3
4
```

RUN

Overview of Coding Challenges

Q1. List unique project name.
Sol: select distinct(projects) from jiratickets

project
Pluto Medical
Cirrus Servers
Magic Carpets
Warriors Website
InDash Storage

Q2. Find the average duration time for each project.
Sol: select avg(duration) from jiratickets group by project;

project	dur
Cirrus Servers	49.285714285714285
InDash Storage	47.5
Magic Carpets	37.285714285714285
Pluto Medical	14.333333333333334
Warriors Website	47

Q3. List the how many tickets are associated with InDash Storage project.
Sol: select count(ticket_no) from jiratickets where project = "InDash Storage";

count(ticket_no)
12

Today's Partnerships and Rewards

$78 spa manicure

Screen 1 — Profile

C2S 375 points

Sarah Hernandez

| 375 Points | 2 Coupons | 2 Friends | Find Friends |

21 Challenges Completed!

My Badges

LEVEL 1

This Week

LEVEL 2 — Challenge 3 — Completed March 24, 2018 — 4 points
LEVEL 2 — Challenge 2 — Completed March 24, 2018 — 4 points
LEVEL 2 — Challenge 1 — Completed March 24, 2018 — 4 points

Share My Progress

Screen 2 — Brands I Like

BRANDS I LIKE

I want to earn…

Beauty   Books   Experien

BIRCHBOX   STYLEBEE
EVER   ipsy

SELECT

Screen 3 — Points

POINTS

375
Available Points

Redeem your points
Change my brands

STYLEBEE — $50 towards hairstyle, makeup, or manicure — 200 points
EVER — Flash power plumping lip gloss — 100 points
DRAGONFLY — $100 towards executive coaching and career consultation — 200 points
BAM! BOOKS-A-MILLION — $50 towards any book — 100 points
BIRCHBOX — One Birch box — 300 points
Donate your points — learn more

Screen 4 — Redeem

REDEEM

STYLEBEE

$50 towards hairstyle, makeup, or manicure
200 points

Redeem at https://www.stylebee.com/
Earned March 24, 2018

C2CREDEEM2323

MARK AS REDEEMED

Screen 5 — Settings

C2S 375 points

Settings

My Earned Coupons
My Points
My Favorite Brands
Profile Settings

User Feedback

Q2

What is your level of experience with programming?

Answered: 44   Skipped: 0

I've never written a...

I've attended beginner...

I know how to code

I am an expert at coding

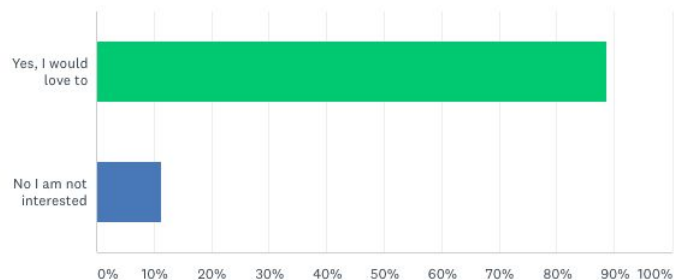0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
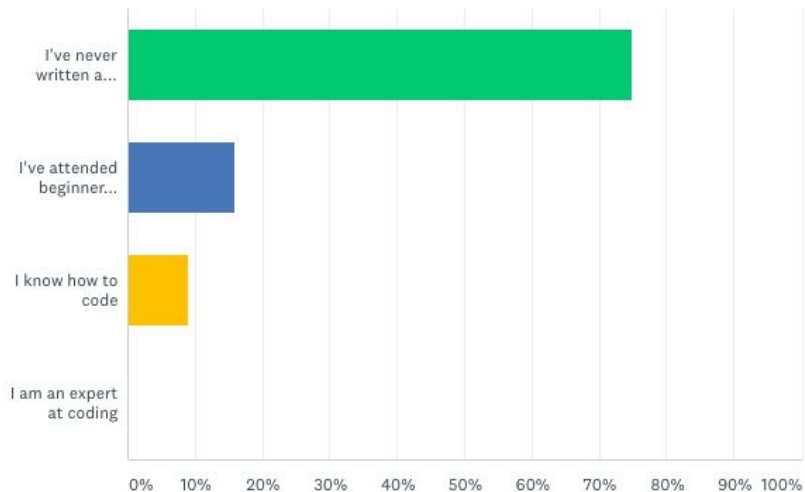
Q3

Would you want to earn points for discounted/free services like manicures, hairstyling and customized fitness programs etc.?

Answered: 44   Skipped: 0
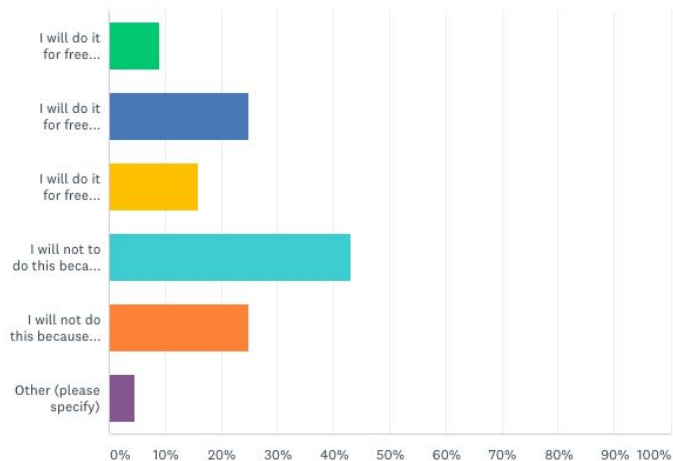
Yes, I would love to

No I am not interested

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

ANSWER CHOICES	RESPONSES	
Yes, I would love to	88.64%	39
No I am not interested	11.36%	5
TOTAL		44

User Feedback

Q4

Will you be willing to participate in 15-45 minute coding challenges to win points for the below services:

Answered: 44   Skipped: 0

I will do it for free...	
I will do it for free...	
I will do it for free...	
I will not to do this beca...	
I will not do this because...	
Other (please specify)	

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Q5

How many computer hours will you be willing to put in this activity?

Answered: 44   Skipped: 0

0   2   4   6   8   10   12   14   16   18   20
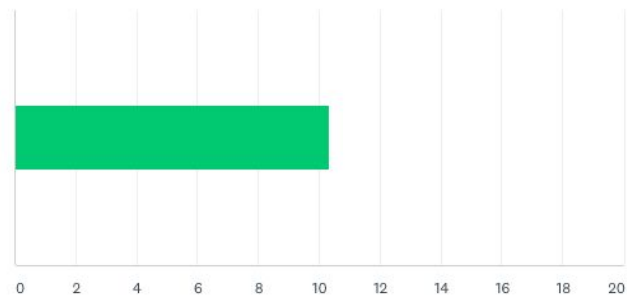
ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	10	455	44
Total Respondents: 44			

Technologies required

- Algorithms to match challenges to points and points to products
- Recommendation engine to display suitable challenges for end users
- AI technology to support user and troubleshooting common user hurdles
- Integrating blockchain smart contracts for transferring reward points upon completion and tracking coding progress

our secret sauce!

Competition

	kaggle	HackerRank	CODE 2 SHOP
Points-based rewards	✗	✓	✓
Good for beginners?	✗	✓	✓
Designed for girls and women?	✗	✗	✓
Mission-driven	✗	✗	✓

Our team

Reshma Sekar

Product Lead

Programmer

Aoife Keady

Partnerships

CEO of What's Where App

Shalini Manchikanti

Challenge Designer

Data Analyst

Divya Chandramouli

Tutorial Designer

Data Analyst

Alejandra Meza

UX Design

UX Design Director

Neetal Parekh

Strategy

Social entrepreneur, attorney
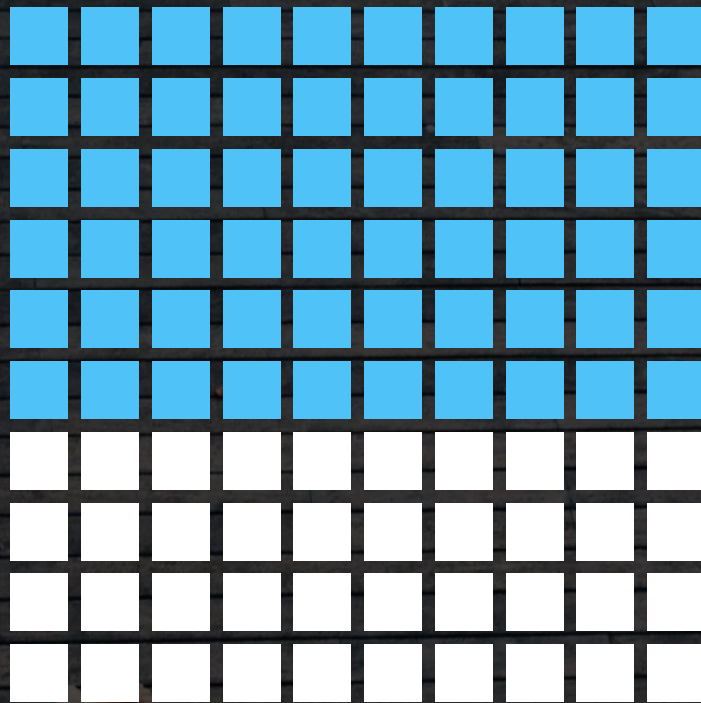
Future Considerations and Features

- Reaching populations who may have limited access to technology or connectivity
- Building cost-efficient algorithm to match points to products, and problems to points, and difficulty levels of problems
- Performance and execution time of coding challenges
- Expanding beyond girls to broader underserved populations
- Trading points, virtual communities and social feeds

Point System

- Points awarded for completed challenges based on execution time, difficulty, and usage of code
- Levels of difficulty relate to the types of challenges. Advanced challenges involve company-sponsored problems.
- Badges can be earned for participation and personal improvement
- Points can be donated to social causes

Why now?

- #TimesUP
- Blue Ocean
- Evidence of success of rewards-based models

Revenue Model Highlights

Paid Partnerships

Affiliate Partnerships

**Product ads
Tech job ads**