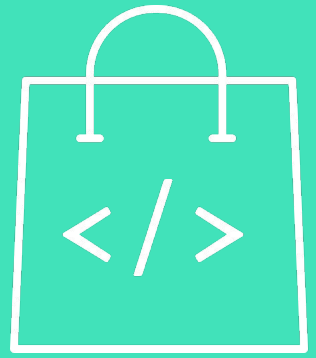


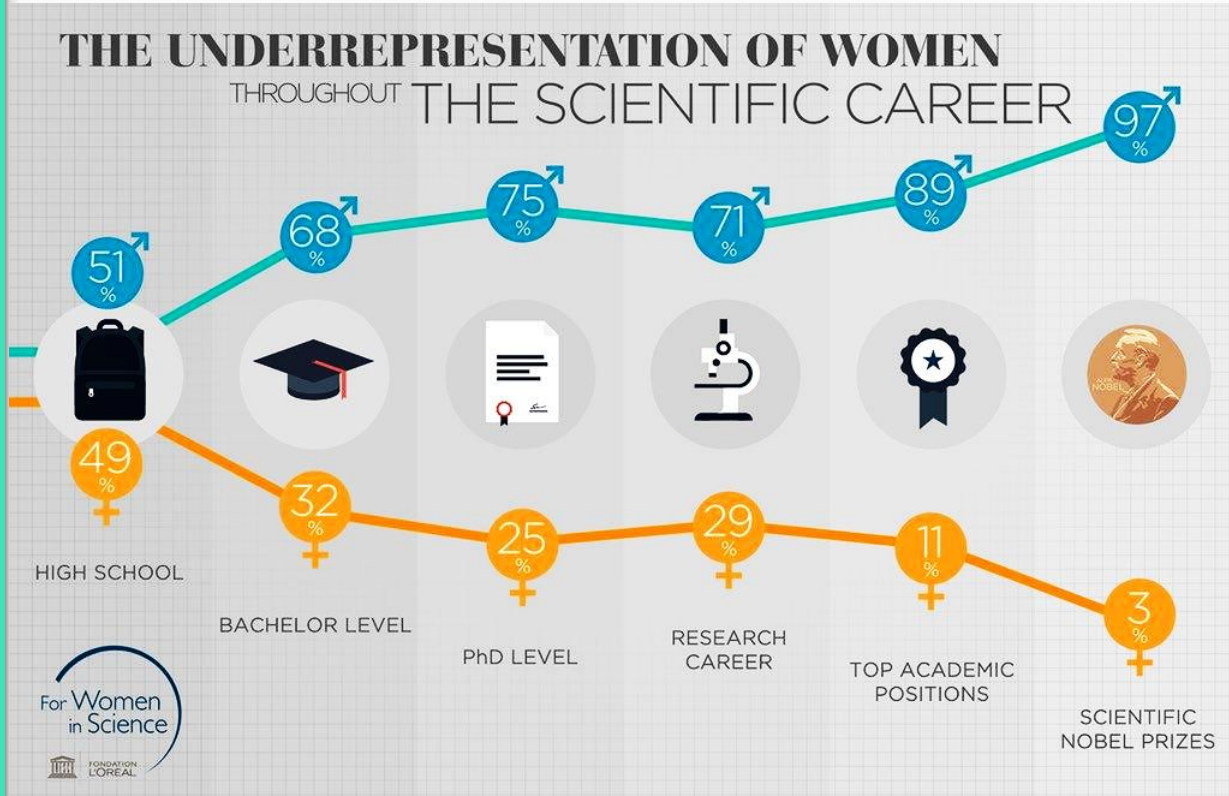
CODE 2 SHOP

Gamifying coding for girls

Problem

There is a “leaky tech pipeline” when it comes to women in STEM careers.

The gender gap in STEM is big, and growing.



1 in 5

engineers in tech companies are women

Employment Analysis

Automation will displace 375 million jobs by 2030, while requiring more coding experts.

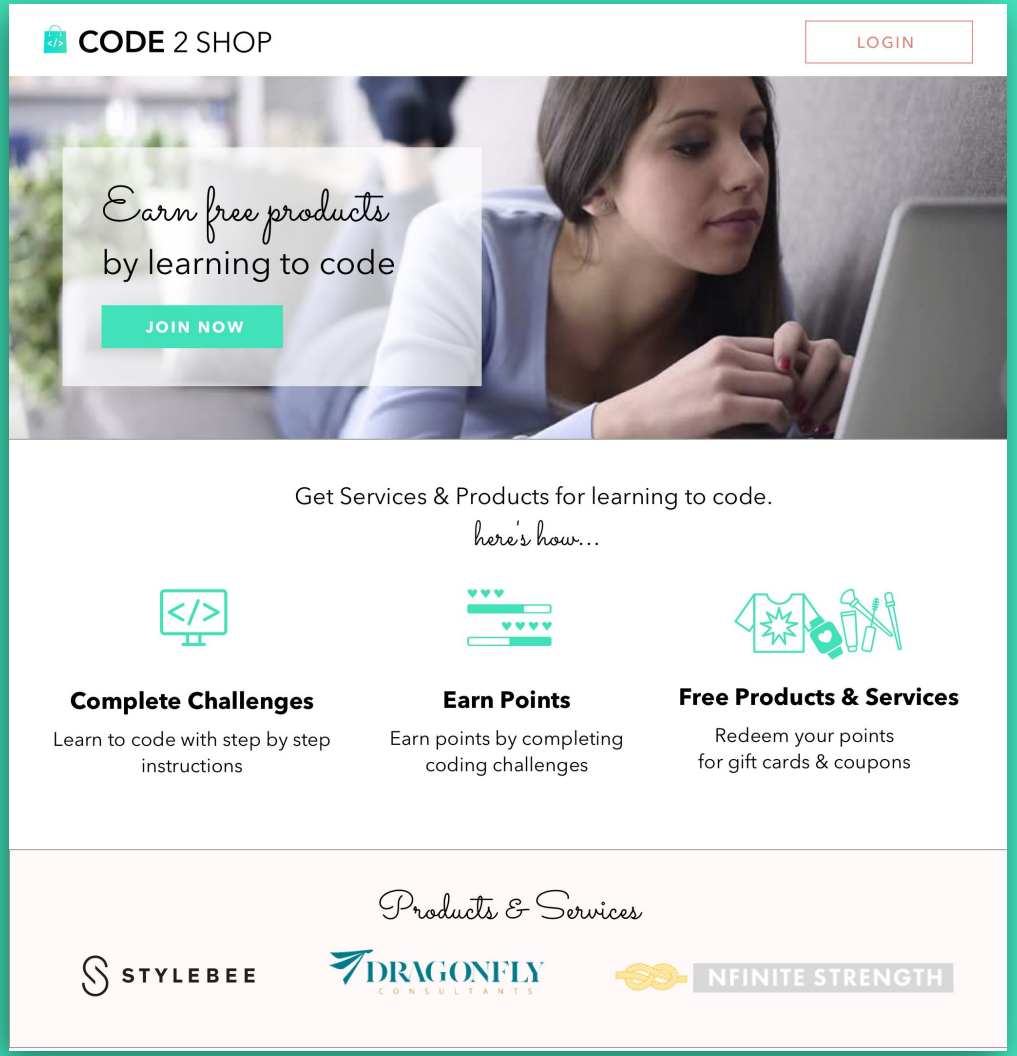
CODE 2 SHOP

is a progressive web app where girls aged 13+ complete defined coding tasks for points and shopping rewards. No prior coding experience required!

53.4%

surveyed would code for rewards

Product Overview



The Business Model Canvas

Designed for: AngelHack

Designed by: Code2Shop

On: 4/28-4/29

Iteration #

Key Partners

- Companies (affiliate marketing)
- Women-focused events & brands
- Tech companies
- Tech recruiters
- Coding academies
- celebrities/ influencers

Key Activities

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

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

Key Resources

- Development
  Designer
  Marketing
- 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?

- Impact-focused progressive web app targeting girls and women aged 13+ to complete defined coding tasks in exchange for shopping rewards, credits, cryptocurrency, points
- Marketing and exposure to girls and women
- Affordable coding for repetitive tasks, while furthering mission

Customer Relationships

- 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?

- 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)

Cost Structure

- Coding
- Design
- Database Server
- Curriculum design

Revenue Streams

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

Social impact

Balancing the 'leaky tech pipeline'

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

building an ethical marketplace

Impact measurement

of women/girls who complete challenges

# of hrs of projects completed for nonprofits, social enterprises

# of jobs filled

# of tons of carbon offset using Verde

Our team

Reshma Sekar

Product Lead

Programmer

Aoife Keady

Partnerships

CEO of What's Where App

Joey Sharette

Web Developer

Web Developer

Divya Chandramouli

Tutorial Designer

Data Analyst

Neetal Parekh

Strategy

Social entrepreneur, attorney

code2shop@gmail.com

Partnerships

Next Steps

- Team continues to work on strategy, research, challenge design and development
- Beta test prototype with schools to receive feedback on design
- Pursuing partnerships with:
  - brands for products and services
  - coding academies
  - celebrities and influencers to attract users

Next Steps

CODE
2 SHOP
Coding for our future.
Fixing the leaky tech pipeline.
Coding to change the world.
code2shop@gmail.com