

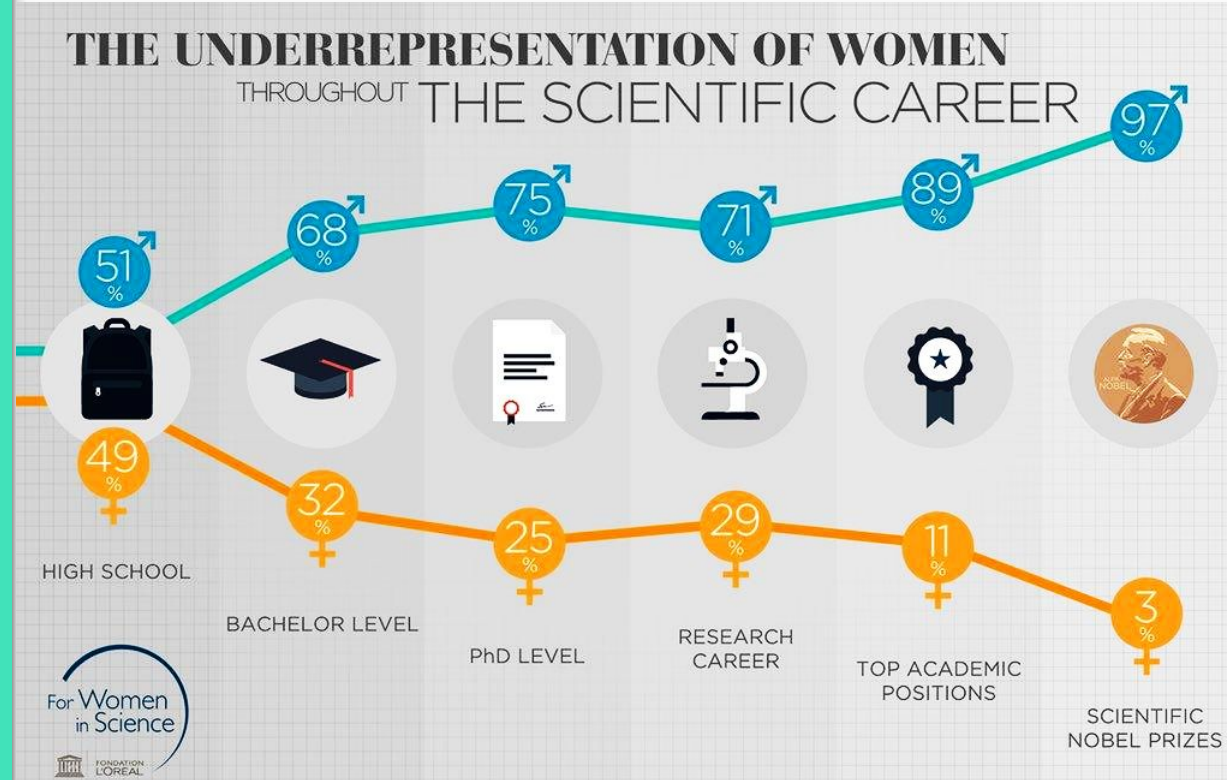
CODE 2 SHOP

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.

Solution



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

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



INFINITE STRENGTH

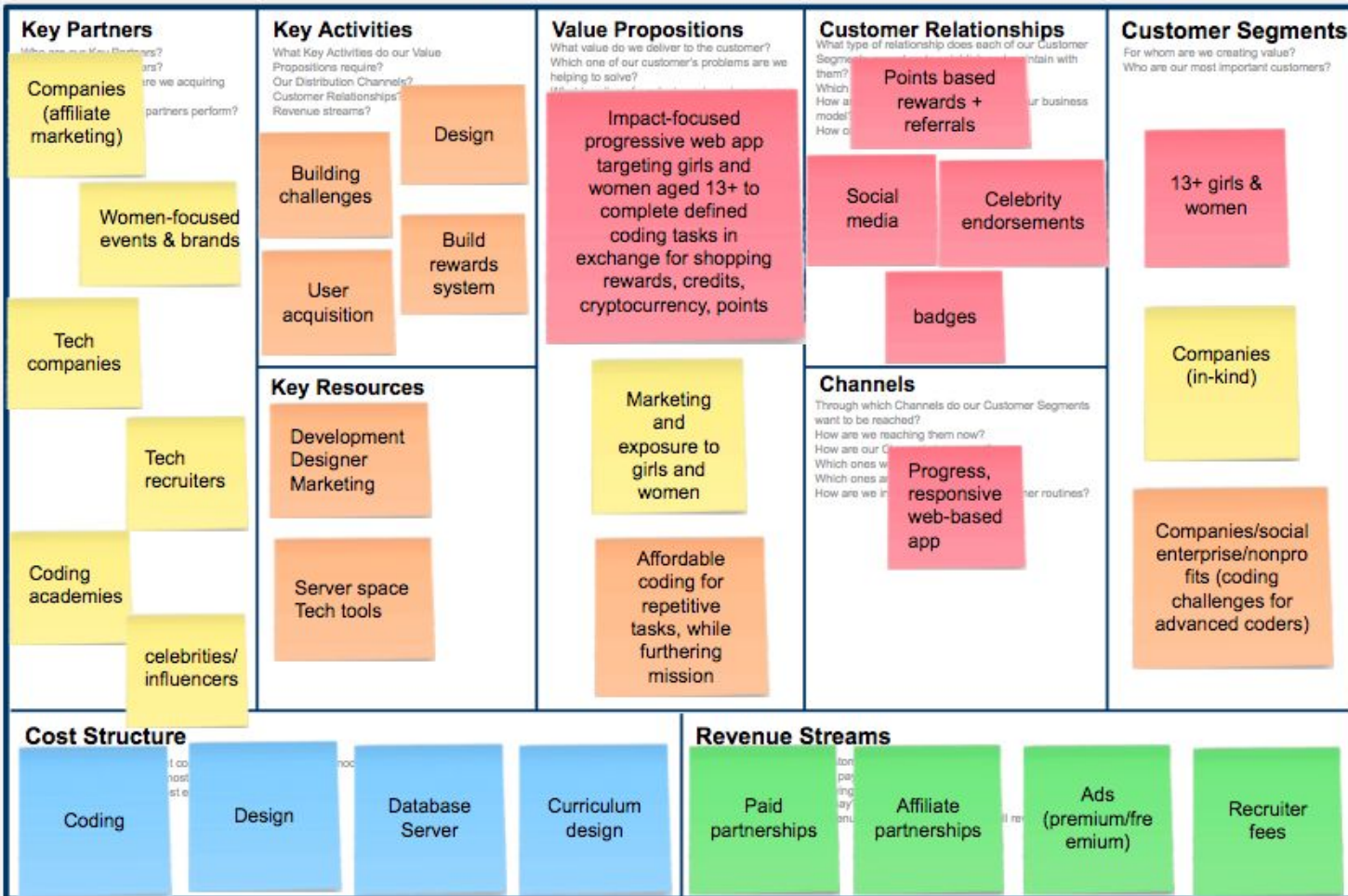
The Business Model Canvas

Designed for:
AngelHack

Designed by:
Code2Shop

On: 4/28-4/29

Iteration #



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



STYLBEE

The logo for Stylebee features a large, stylized black letter 'S' above the word 'STYLBEE' in a bold, black, sans-serif font.

NEEV

The logo for NEEV consists of the word 'NEEV' in a bold, maroon, serif font.

VERIDIUM

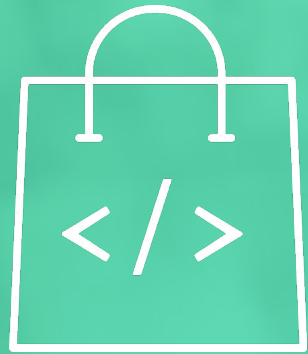
The logo for Veridium features the word 'VERIDIUM' in a green, serif font.

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