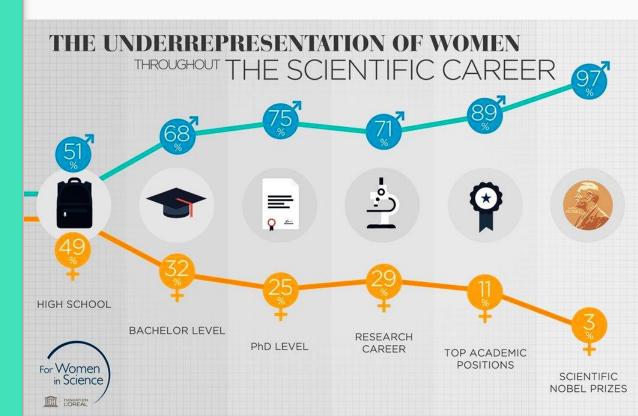


Gamifying coding for girls

## Problem

The gender gap in STEM is big, and growing.

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



# 

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





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



LOGIN

### Free Products & Services

Redeem your points for gift cards & coupons

Products & Services







#### Designed for: Designed by: On: 4/28-4/29 The Business Model Canvas AngelHack Code2Shop Iteration # **Key Partners Customer Relationships Customer Segments Key Activities** Value Propositions What value do we deliver to the customer? What Key Activities do our Value For whom are we creating value? Which one of our customer's problems are we Propositions require? Who are our most important customers? them? Points based helping to solve? Our Distribution Channels? tre we acquiring Companies Which Customer Relationships How a rewards + ur business (affiliate partners perform? Revenue streams? Impact-focused model referrals marketing) Design progressive web app targeting girls and Building 13+ girls & women aged 13+ to challenges Social Celebrity women complete defined Women-focused media endorsements coding tasks in events & brands Build exchange for shopping rewards rewards, credits. system User cryptocurrency, points acquisition badges Tech Companies companies (in-kind) Channels **Key Resources** Marketing Through which Channels do our Customer Segments and want to be reached? Development How are we reaching them now? exposure to How are our O Tech Designer girls and Progress, recruiters Which ones a Marketing women responsive ner routines? How are we in web-based Companies/social app enterprise/nonpro Affordable Coding fits (coding coding for Server space academies challenges for repetitive Tech tools advanced coders) tasks, while furthering celebrities/ influencers mission Cost Structure Revenue Streams

Paid

partnerships

Affiliate

partnerships

Curriculum

design

Database

Server

Design

Coding

### 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

Ads

(premium/fre

emium)

Recruiter

fees

## Ourteam











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

# Partnerships













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SILICON VALLEY

VERIDIUM

## 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.