

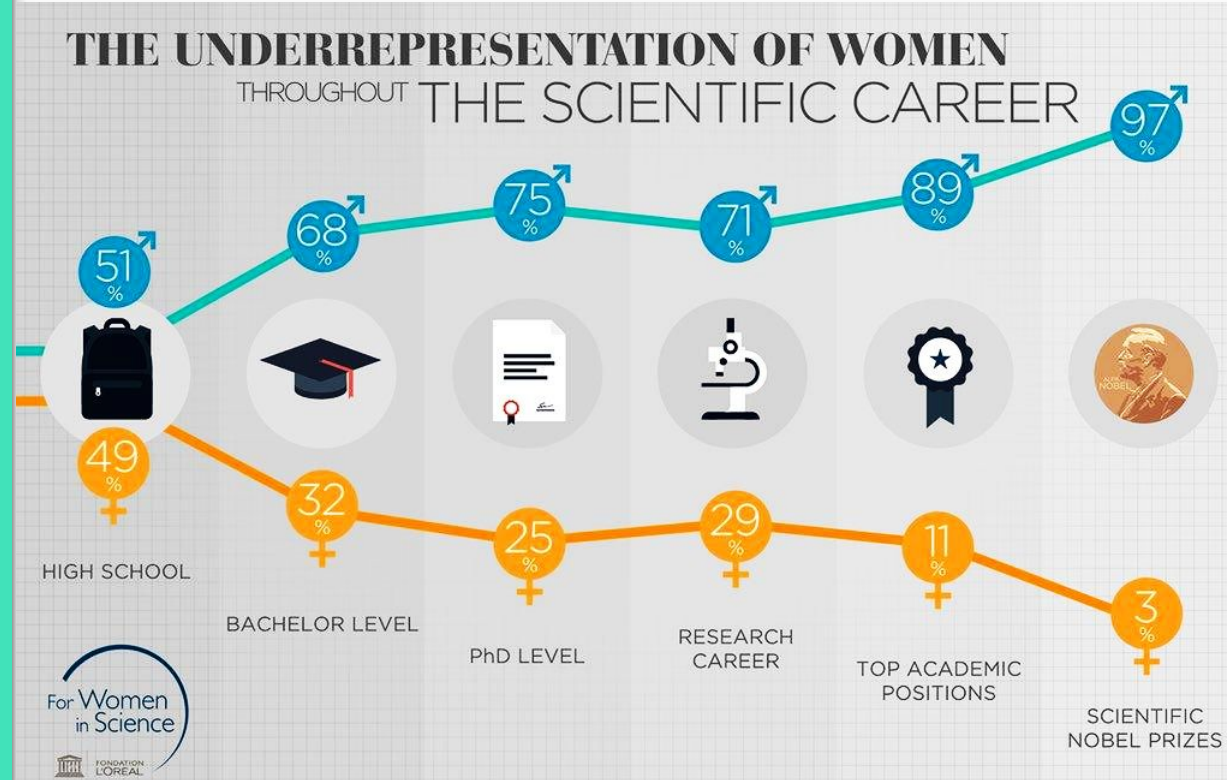
# CODE 2 SHOP

*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**

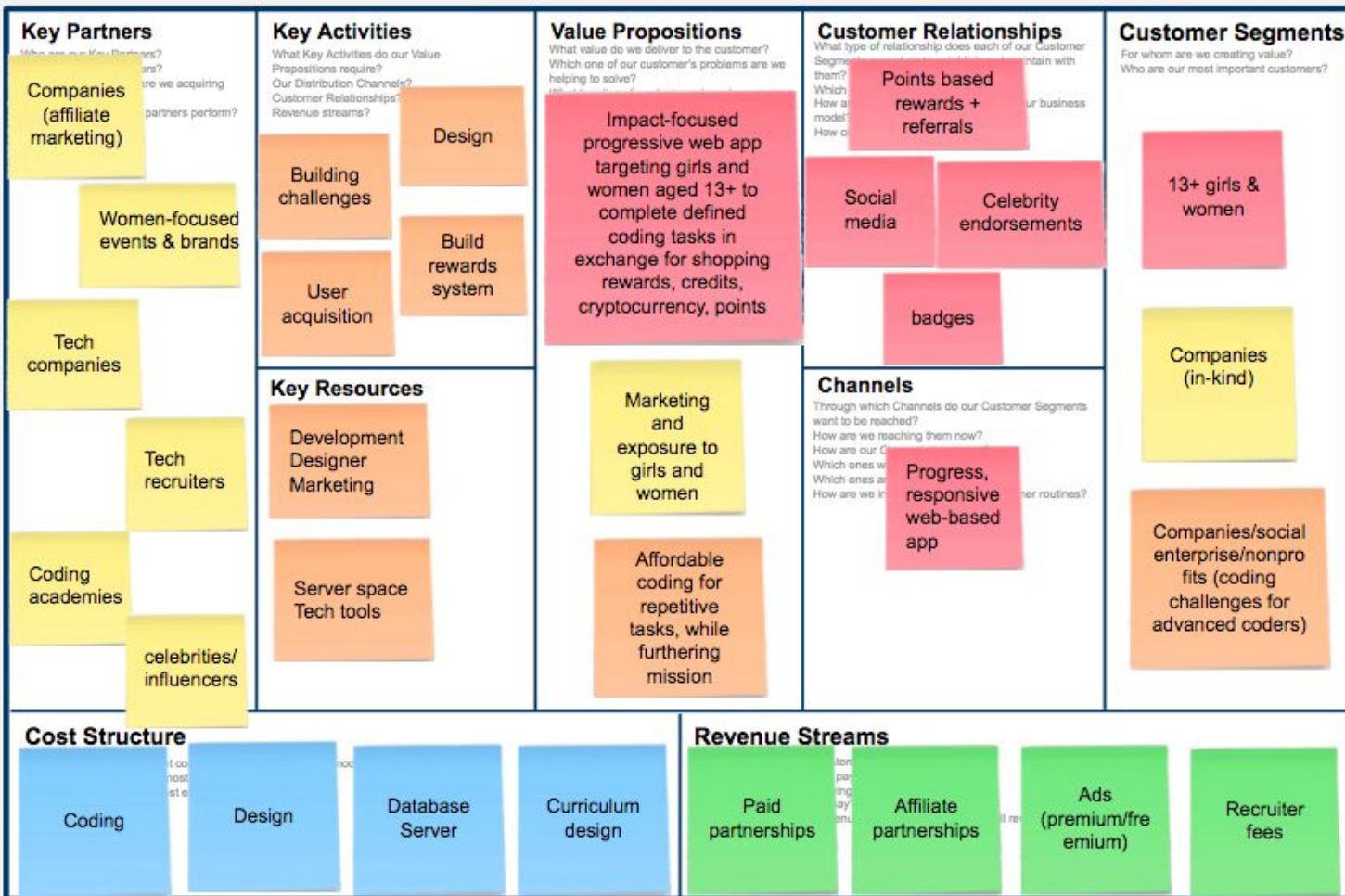
# The Business Model Canvas

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](mailto:code2shop@gmail.com)

# Partnerships



STYLEBEE

NEEV



AppA Chef



NFINITE  
STRENGTH



angelhack



CONSULTANTS

VERIDIUM



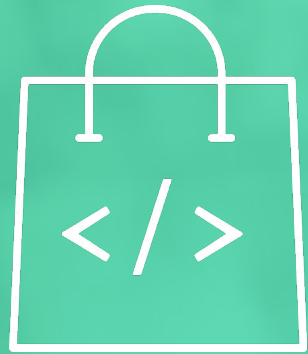
| SILICON VALLEY

## 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](mailto:code2shop@gmail.com)