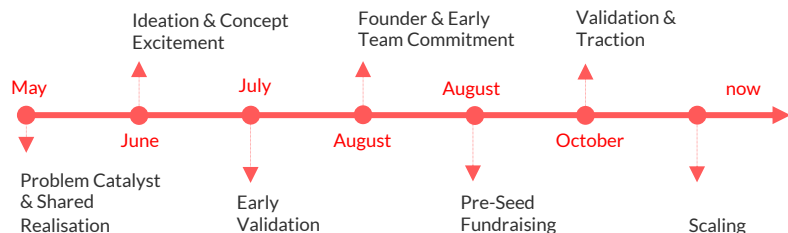## Case Study: Startsteps

StartSteps is the first step towards finding a digital skills training program and a new career in tech for those who are unemployed in Germany. It is a one-month program that allows trainees to try a range of digital skills (coding, marketing, design & data) before deciding on further education program.

Co-founders, Mozamel Aman and Paddy Hall, both came to the realisation that there was a need for such a solution on their own first. Mozamel had previously helped found a job platform for refugees and noticed that the majority of successful job placements were to users who had digital skills. From here, he went on to help build a coding school — to help more people learn such skills. However, it turned out coding schools are not for everyone.
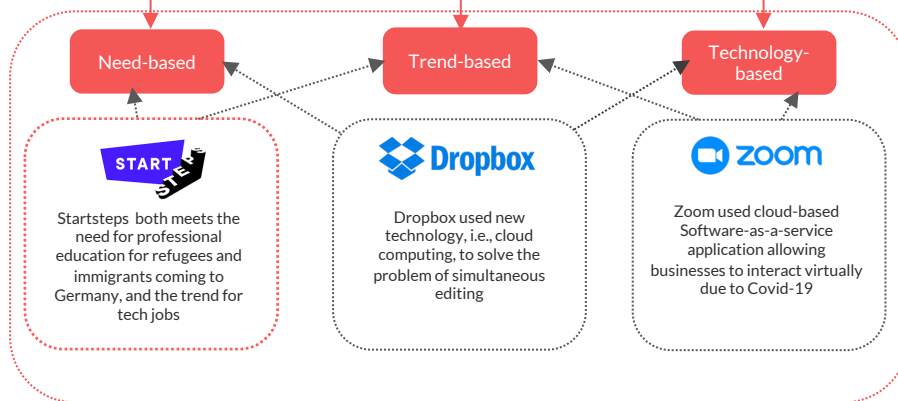
Paddy saw friends, family and previous colleagues show growing interest in learning digital skills at the start of the pandemic. He went looking for an accessible, free and approachable introduction to skills, careers and education options. After a friend spent 8000 euros on a coding bootcamp, and then realised it was not for him — Paddy felt there was a lacking orientation point and a big problem yet unapproached.

The two came together in 2020 to approach the problem that has become so painful.

Types of Business Models

Need-based

Trend-based

Technology-based

Startsteps both meets the need for professional education for refugees and immigrants coming to Germany, and the trend for tech jobs

Dropbox used new technology, i.e., cloud computing, to solve the problem of simultaneous editing

Zoom used cloud-based Software-as-a-service application allowing businesses to interact virtually due to Covid-19

Steps taken in 2020

Ideation & Concept Excitement

Founder & Early Team Commitment

Validation & Traction

May | June | July | August | August | October | now

Problem Catalyst & Shared Realisation

Early Validation

Pre-Seed Fundraising

Scaling

Startsteps today

8 Team members

20 Freelance trainers

35 Partnerships with career bootcamps

180 Graduated Students

Cockpit

S E T U P

- Function: Business
- Start Week: 1
- End Week: 1
- Sub-Stage: Start with Problems