

Enabling Social Mobility through Tech Upskilling



The problem

Many countries in **Southeast Asia** are rapidly transitioning to **digital economies**

The workforce is experiencing a **digital skills shortage** as the traditional education system fails to keep up

Underprivileged youths are most likely to get left behind in this digital transformation, due to lack of access to education and exposure to technological development



The solution: Kampung Kode

Kampung Kode empower rural youths to **pursue a brighter future** in a technology-driven world by providing **non-formal programming classes and real life opportunities**

Current programme: Web Development



Curriculum for Website

- Wordpress
- HTML
- CSS
- Website Design



Digital Jobs

- Website Migration
- Website Design
- Website Development
- Data Entry/Migration
- etc.

We plan to expand our programmes as demand grows



Our goal is to enable social mobility by **empowering youths to support themselves** and give back to their community.



Join us in
enabling
change today

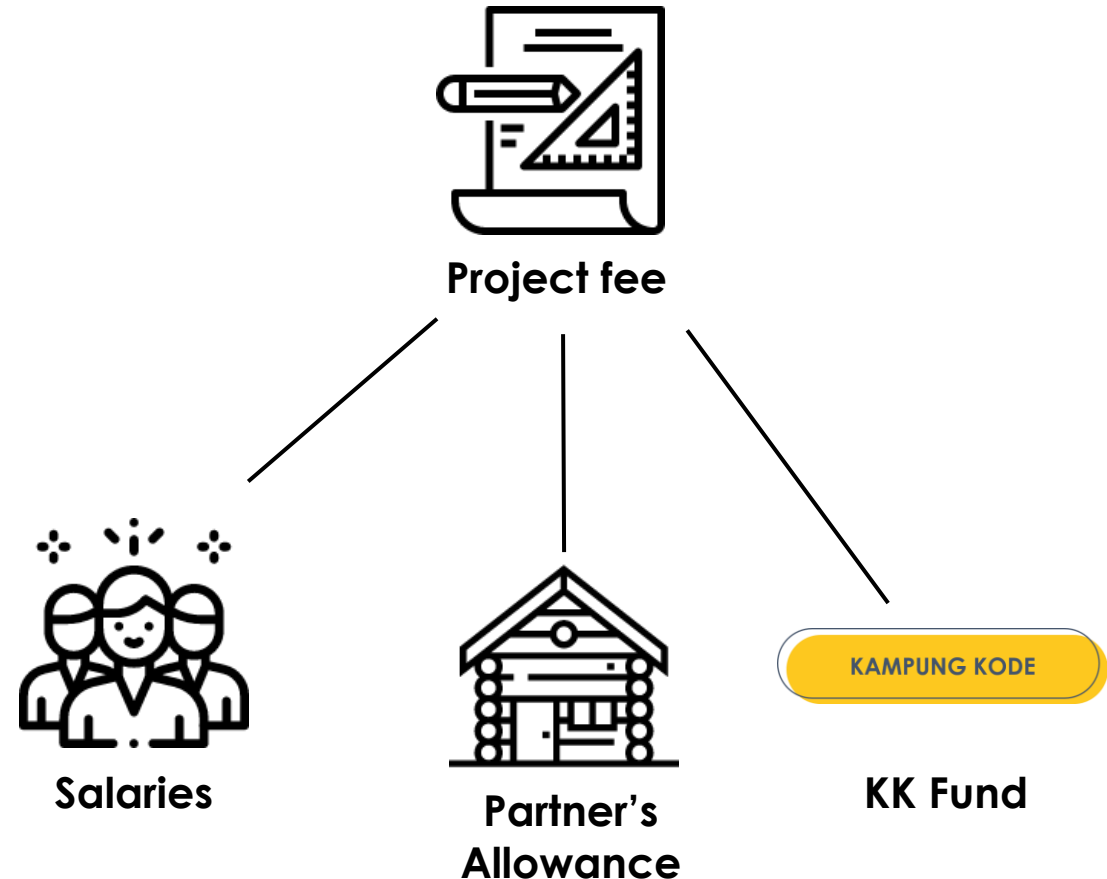
1. Work with us on **website-related engagements**
2. Make a **donation**. We accept cash or in-kind donations such as laptops, projectors, mouse and routers
3. Partner with us as a **sponsor** for software certifications
- 4. Volunteer** with us as programme mentor or pitch to us a role you'll like
- 5. Refer us** to your friends, colleagues or your network who needs web development work



Change takes time:

Our **self-sustaining business model** allows us to be in for the **long haul**

1. We partner with organizations serving **rural youths**
2. Youths learn **programming skills** using our in-house curriculum
3. We ensure that they are job ready by providing tasks in the form of **paid freelance gigs**, supervised by **industry practitioners**
4. Proceeds from engagements are **channeled back** to the program and its partner organizations



Change needs company:

Our solution is to use the powerful tool of **Community** to provide **Support**

1. Create and build a **Kampung Kode Community** with active participation and **peer-to-peer learning** from seniors to juniors
2. Partner network comes into action, with the **right clientele** and contacts to help give the program **good traction**
3. We want to drive **social capital** to the students by exposing them to new **networks, mentors** and **peers**



Mentors



Students



**Partner
Network**



**Kampung
Community**

Measurable impact

The impact we are measuring comes in the form of **capacity building** through **improved learning capabilities** and **increasing incomes** through better job opportunities.



The Impact Metrics we measure:

1. Total number of students in coding program
2. Total number of certifications/scholarships
3. Total number of workers in developer team
4. Total number of gig jobs/opportunities give
5. Total income driven

The Sustainable Development Goals that we support:

- Goal 1: No poverty
- Goal 4: Quality Education
- Goal 5: Gender Equality
- Goal 8: Decent work and Economic Growth
- Goal 10: Reduced Inequalities
- Goal 17: Partnerships for the Goals



The Pilot Phase Dec '20 – Jan '21

The Kampung Kode team of **Senior and Junior Developers** took on Website Migration Projects that were **task-based** with a **quick deadline**.

Current opportunity: Website Migration



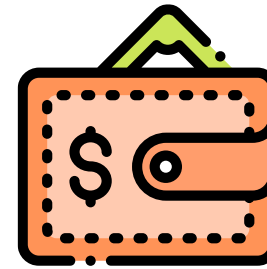
Digital Job Opportunity

- 3 Word press Website Migration Projects
- Skills required: HTML, CSS, Word press



Kampung Kode team ready:

- 1 Senior Developer and 3 Junior Developers



Pocket Money Given

- Salaries given to individual developers
- Partner's allowance given

The **flow of opportunity** motivates the students to quickly improve their coding skills and work collaboratively.



The Pilot Phase Dec '20 – Jan '21

The Kampung Kode team of **Senior and Junior Developers** took on Website Migration Projects that were **task-based** with a **quick deadline**.

Current opportunity: **Website Revamp**



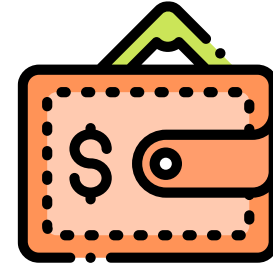
Digital Job Opportunity

- 1 Word press Website Revamp Project
 - Skills required:
Website Page using Laravel, VueJs, HTML, CSS and Wordpress



Kampung Kode team ready:

- 3 Senior Developer and 2 Junior Developers



Pocket Money Given

- Salaries given to individual developers
- Partner's allowance given

The **flow of opportunity** motivates the students to quickly improve their coding skills and work collaboratively.



The Pilot Phase: Dec '20 – Jan '21

Our **pilot phase** shows us that the **project is able to scale** and the students are **well-trained** to **perform**. The next step is to find **more traction** in projects through partner networks and sponsors.

Website Engagements: Pilot Phase

Observations from the Pilot Phase:

1. The students are very motivated to learn coding and form groups to encourage each other to finish coding tasks. The student developers only required short training to be able to perform.
2. The student developers were quick to learn and upskill to finish the coding tasks with only minimal guidance
3. The student developers were able to finish tasks in short time lines and to a good standard

The Impact Metrics we measure:

1. Total number of students in coding program: 20
2. Total number of certifications/ scholarships: 0
3. Total number of workers in developer team: 4
4. Total number of gig jobs/opportunities given: 4



**Thank you for your
support**

KAMPUNG KODE