TECH MEETS SOCIAL GOOD

PARTNER YOUR PROJECT
APPLY BY 03.03.24

An initiative by **women++**

deploy(impact) 20.9 - 2.11.2024
a hands-on software development
program for social good

deploy(impact)

Executive Summary

> **What is deploy(impact) 2024?** It is the 4th edition of our unique, 6 week software development program. Participants team up to solve a real-life challenge for social good, filling a specific tech role suited to their skill set. During this program participants gain hands-on experience of working in interdisciplinary teams and develop software from scratch. This improves their hard- and soft skills, thereby increasing their employability and advancing their careers in the IT sector.

> **Who are the participants?** A total of 140 tech professionals looking to upskill and reskill will participate in deploy(impact) 2024. They are comprised of software developers (~40%), project managers (~20%), data scientists (~25%) and UX/UI designers (~15%). 70-80% of participants are women. Participants are screened and interviewed and only 5-10% of applicants are selected to take part in deploy(impact). Last year we received 1'222 applications.

> **Why is this relevant for you?** If you are looking to develop software solutions to advance your non-profit project, want to spread the word to thousands of passionate, engaged tech professionals in Switzerland about your mission and social/environmental engagement and/or meet and engage with potential partners for your future partners, this program is for you!

What's in it for you?

1 Develop software to advance your mission at no cost. Act as a product owner to tech professionals, screened, interviewed & selected from over 1'200 applicants, of which 70-80% are women.

2 Showcase and promote your mission and project at a conference style on-site (Zürich) kick off with 200+ attendees and expert workshops.

3 Meet and engage with potential partners for your future projects.

4 On top of supporting diversity in the Swiss tech industry, associate your brand with tech innovation for social good (shaping the STEM industry).

The talent

40% Software Engineers
25% Data Scientists
20% IT Project Managers
15% UX/UI Designers

70-80% women

21% Experts with 5+ years of experience
25% 3+ years experience in tech

50% Masters degree
38% Bachelor degree
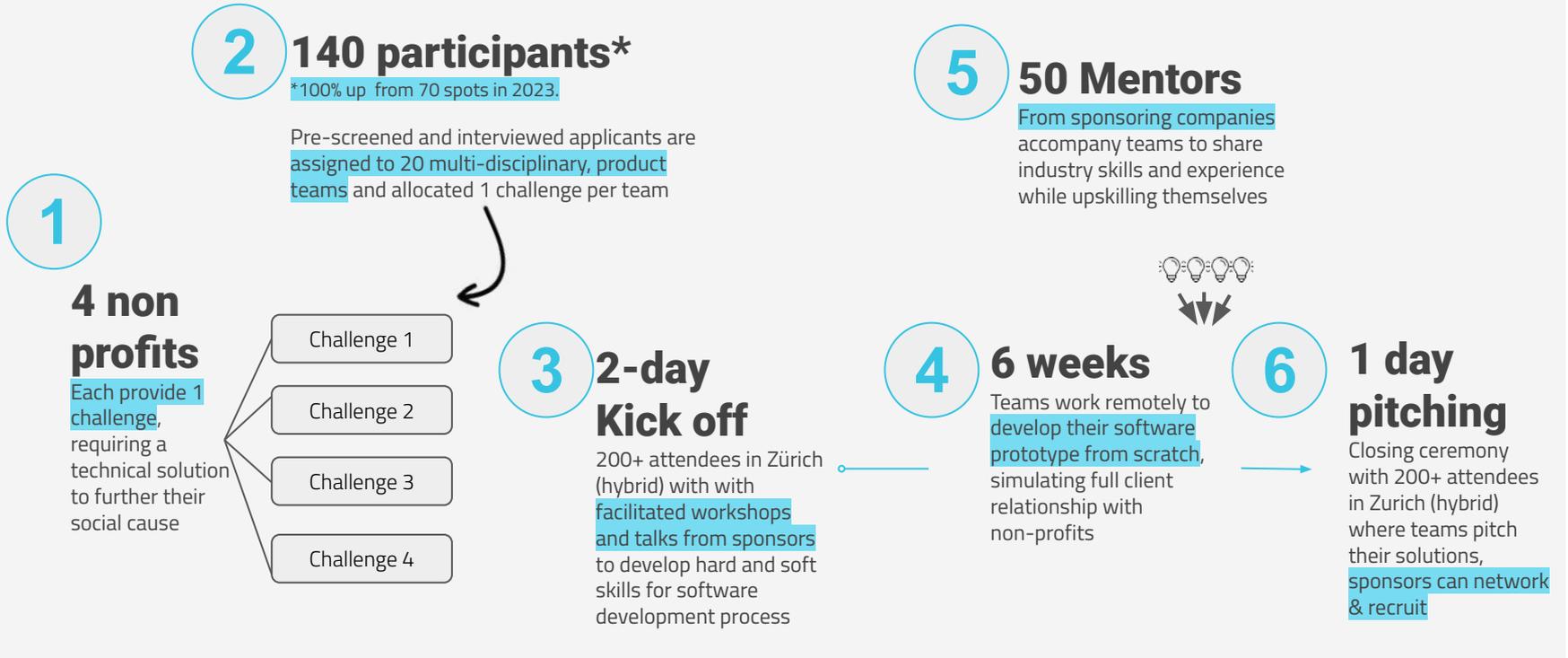**10%** PhDs

50% B1/B2 German Level minimum
70% live in 🇨🇭

How it works

2 **140 participants***

*100% up from 70 spots in 2023.

Pre-screened and interviewed applicants are assigned to 20 multi-disciplinary, product teams and allocated 1 challenge per team

5 **50 Mentors**

From sponsoring companies accompany teams to share industry skills and experience while upskilling themselves

1 **4 non profits**

Each provide 1 challenge, requiring a technical solution to further their social cause

Challenge 1

Challenge 2

Challenge 3

Challenge 4

3 **2-day Kick off**

200+ attendees in Zürich (hybrid) with with facilitated workshops and talks from sponsors to develop hard and soft skills for software development process

4 **6 weeks**

Teams work remotely to develop their software prototype from scratch, simulating full client relationship with non-profits

6 **1 day pitching**

Closing ceremony with 200+ attendees in Zurich (hybrid) where teams pitch their solutions, sponsors can network & recruit

Testimonials & previous sponsors

UNIVERSITÉ DE GENÈVE

"Seeing so many bright, kind, enthusiastic and smart people wanting to create a solution was incredible. The energy within the groups was electric. Such a collaborative experience with plenty of ideas and questions challenging us on parts of the project we hadn't thought of. It has been pure joy.
For anyone looking for tech support to advance a social cause project, I can't recommend deploy(impact) enough. It was worth every bit and more than we had ever expected. Thank you again women++ for giving us this opportunity and to all the volunteers for your time and effort".

Lou Pisani, deploy(impact) product owner for InZone -
University of Geneva

{POWER.CODERS}
coding academy for refugees

"women++ proposed us to be co-product owners for the SHIFT project, and from the idea that we had, 5 amazing prototypes were developed".

Susanne Koenig, deploy(impact) product owner -
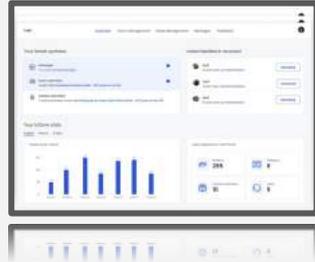*Powercoders*

zalando

"The mission of women++ very well aligns with our D&I strategy and very well connects with our goal to increase the share of women in tech. We truly believe that diverse teams are much stronger and also we feel the call that we actually have to walk to a more diverse and inclusive society."

Dunja-Maria Bischof
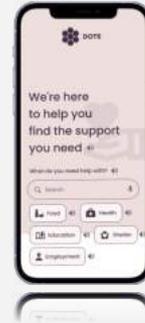*Site Operations Lead / Chief People Officer,*
Zalando Switzerland

CREDIT SUISSE | CONSTRUCTOR LEARNING | Capgemini | MIGROS | accenture | nothing
WIKIMEDIA CH | Microsoft | zalando | aiven | THOMSON REUTERS

Previous project examples

UNIVERSITÉ DE GENÈVE · **INZONE**

A web-based evaluation, feedback and exam system for refugees in Jordan & Kenya to receive Swiss uni accreditation

Spring ACT
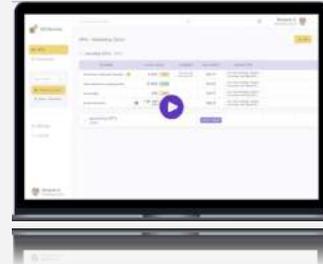Action · Compassion · Technology

A legal aid mobile app to help refugees and people in vulnerable situations in Africa be connected with the organizations best equipped to help them

WIKIMEDIA CH

A complete redesign of the wikimini homepage (5k daily users) to support education for children around the world

PRO JUVENTUTE

A web-based app to help Pro Juventute create and track KPI's of their impact in Switzerland

Requirements

Submit a project idea
- Bring a non-profit and social/environmental cause project idea that could be solved with technology.
- Apply here by Mar 3, 2024.

Project Length
- Project requirements need to be adapted to a **6-week project (Sep 21 - Nov 2, 2024).**

Program Language
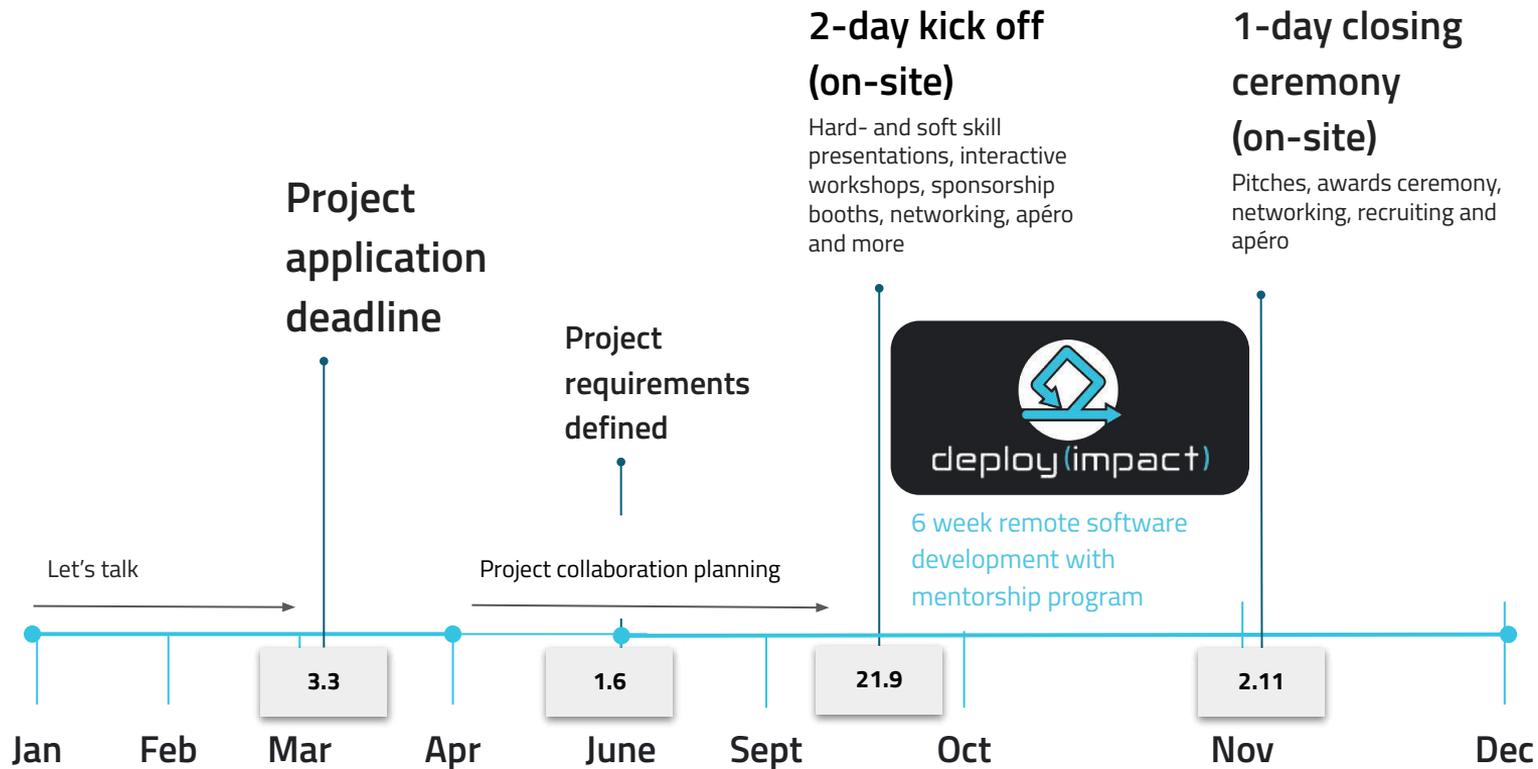- **English-speaking** project.

Program Resources Investment
1. Designate a **product owner** from your team with the following responsibilities:
   - Present your organization and project requirements (**Remote session,** week Sep 16).
   - Present your organization and project requirements (**On-site Project Kick-off**, Zurich Sep 21)
   - **5 hours biweekly feedback to the teams** working on your solution catered to your needs (Feedback sessions on Sep 28, Oct 12, Oct 26).
2. Designate a **Jury Member** to evaluate the projects presented (On-site Closing Ceremony, Zurich Nov 2). Note: the jury member can be the same person as the product owner.

Methodology / Philosophy
- The solution created during deploy(impact) remains under an **open source license.**

Timeline 2024

2-day kick off (on-site)

Hard- and soft skill presentations, interactive workshops, sponsorship booths, networking, apéro and more

1-day closing ceremony (on-site)

Pitches, awards ceremony, networking, recruiting and apéro

Project application deadline

Project requirements defined

6 week remote software development with mentorship program

Let's talk

Project collaboration planning

| 3.3 | 1.6 | 21.9 | 2.11 |

Jan   Feb   Mar   Apr   June   Sept   Oct   Nov   Dec

About women++

> Non-profit organization. Founded in 2017 with the **purpose of increasing gender-diversity in STEM** fields in Switzerland, specifically in tech.

> Organized **Switzerland's first women-friendly hackathon** in 2018, 2019 & 2023 (Tagi-Article).

> Our team is made up of **software, data science, HR, marketing and law professionals.**

> We want to effect change **by empowering our community through applied learning initiatives.**

> At the core of everything we do are our core values: **education, collaboration, inclusion and leadership.**

Get in touch

🌐 http://www.womenplusplus.ch

✉ hello@womenplusplus.ch

in /womenplusplus

𝕏 @womenplusplus

⚫ /womenplusplus

women++

deploy(impact)

LET'S TALK

BECOME 1 OF 4 PROJECT PARTNERS IN 2024

Join a growing list of reputable non profit organizations like Wikimedia CH, Powercoders, Pro Juventute, who were previous project partners for deploy(impact) #techforgood

SCHEDULE A MEETING

Between 15.01 - 01.03.24