TECH WITH PURPOSE

BECOME A SPONSOR
BY 27.03.24

An initiative by women++

deploy(impact) 21.9 – 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 want to meet and recruit (female) talent, spread the word to hundreds of passionate, engaged tech professionals in Switzerland about your academic programs/courses, and/or look to provide a unique opportunity to your staff and academic affiliates to develop their leadership skills while using their talents towards purposeful tech, then this program is for you.

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> **The Program**

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What's in it for you?

1 Showcase your academic institution and programs at a **conference style on-site (Zürich) kick off with 200+** attendees and expert workshops.

2 Reach the women++ community of approx. 5'000 **diverse tech professionals at different levels of expertise looking to upskill and reskill**, via targeted marketing campaigns.

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

4 **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 day on-site kick off

Promote your institution within a **diverse tech talent pool on-site**. Have your own booth and bring swag!

6-weeks remote software development

Your designated staff members can act as mentors in a guided **mentorship program**, developing their leadership skills. Wish to share your knowledge relevant to a project? Hold a **supporting talk**!

1 day on-site pitching

Participants will receive information about your institution and relevant courses and will answer questions during **meet-the-academic-institution space on-site**.

2 day
Kick off

> On-site (Zürich) & hybrid.

> 4 projects provided by nonprofits who need a digital solution to help their cause.

> The 140 participants are divided into 20 interdisciplinary teams. Each is assigned 1 project to prototype for.

> Workshops are held by sponsors to build the foundation for the software development over the next 6 weeks, while showcasing sponsors' own expertise.

6-weeks
software development

> For each project, 5 teams will develop solutions in competition with each other.

> The 20 teams will remotely go through 6 1-week sprints, where they will conceive, design and develop a full, running software prototype of their solution Each team will be accompanied by at least 1 mentor from a sponsoring company.

> Mentors are guided through the process with: onboarding, briefing, mentoring templates and women++ sparring partner to assist their own development.

How it works 4/4
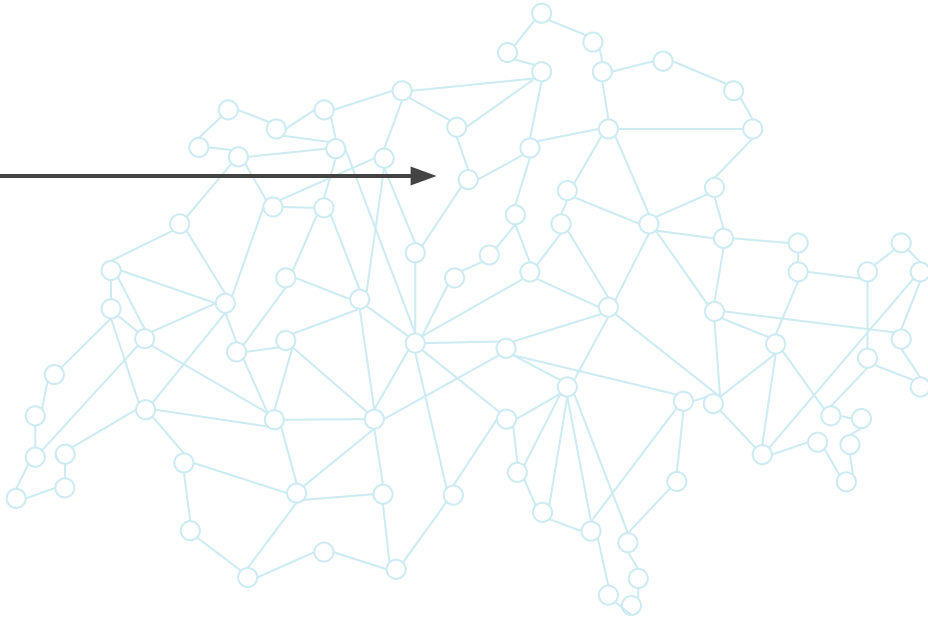
1 day pitching

> On-site (Zürich) & hybrid.

> Again 200+ attendees.

> Teams pitch their solutions in lightning pitches.

> Finalists present a full product pitch to be judged in front of a jury.

> Dedicated time and space for recruiting, networking and apéro.

> Track record

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Key Facts & Figures

4th annual edition

of deploy(impact) in 2024

1'222 applications

received in 2023 for 70 spots

4 years programming
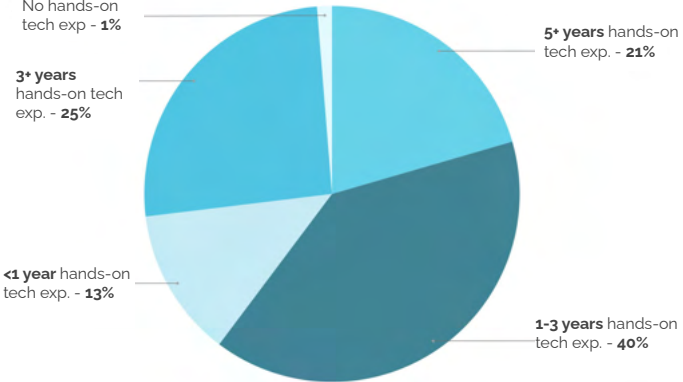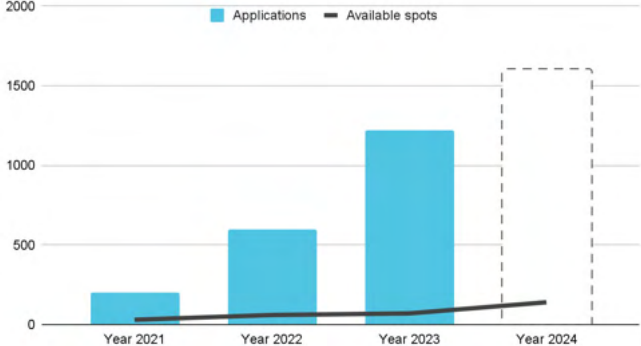
experience on average

33 years

average age of participants

Python & Javascript

Most popular languages (61% & 54%)

2'548 clicks

(59% click-through rate) on final LinkedIn post

Applications — Available spots

Year 2021   Year 2022   Year 2023   Year 2024

No hands-on tech exp - **1%**

3+ years hands-on tech exp. - **25%**

5+ years hands-on tech exp. - **21%**

<1 year hands-on tech exp. - **13%**

1-3 years hands-on tech exp. - **40%**

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

"This project has surpassed all my expectations and has been a transformative, life-changing experience. It has provided me with a new sense of direction in my tech career. Thank you for this incredible opportunity and the pivotal role you've played in shaping my future in tech."
Cara Finlay
Data Scientist, Digital Consultant

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

> Sponsorship & Pricing

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Sponsorship at a glance

	Academic Partnership (reduced price)	Academic Partnership	Venue
Package price	**CHF 6'500***	CHF 8'000	Provide space*
Strategic D&I brand positioning			
Sponsor booth @ 2-day kick off & closing ceremony (on-site in Zürich)	✓	✓	✓
Social media posts (Apr - Nov)	✓	✓	✓
Logo on website & aftermovie	✓	✓	✓
Talent recruitment			
Meet-the-academic-partner space @ kick off & closing ceremony	✓	✓	✓
Your academic program posts on women++ LinkedIn, Newsletter and to all program applicants	2	2	2

Company sponsor price = CHF 12'500. Academic institutions receive a base discount of 36%

Customize your involvement*
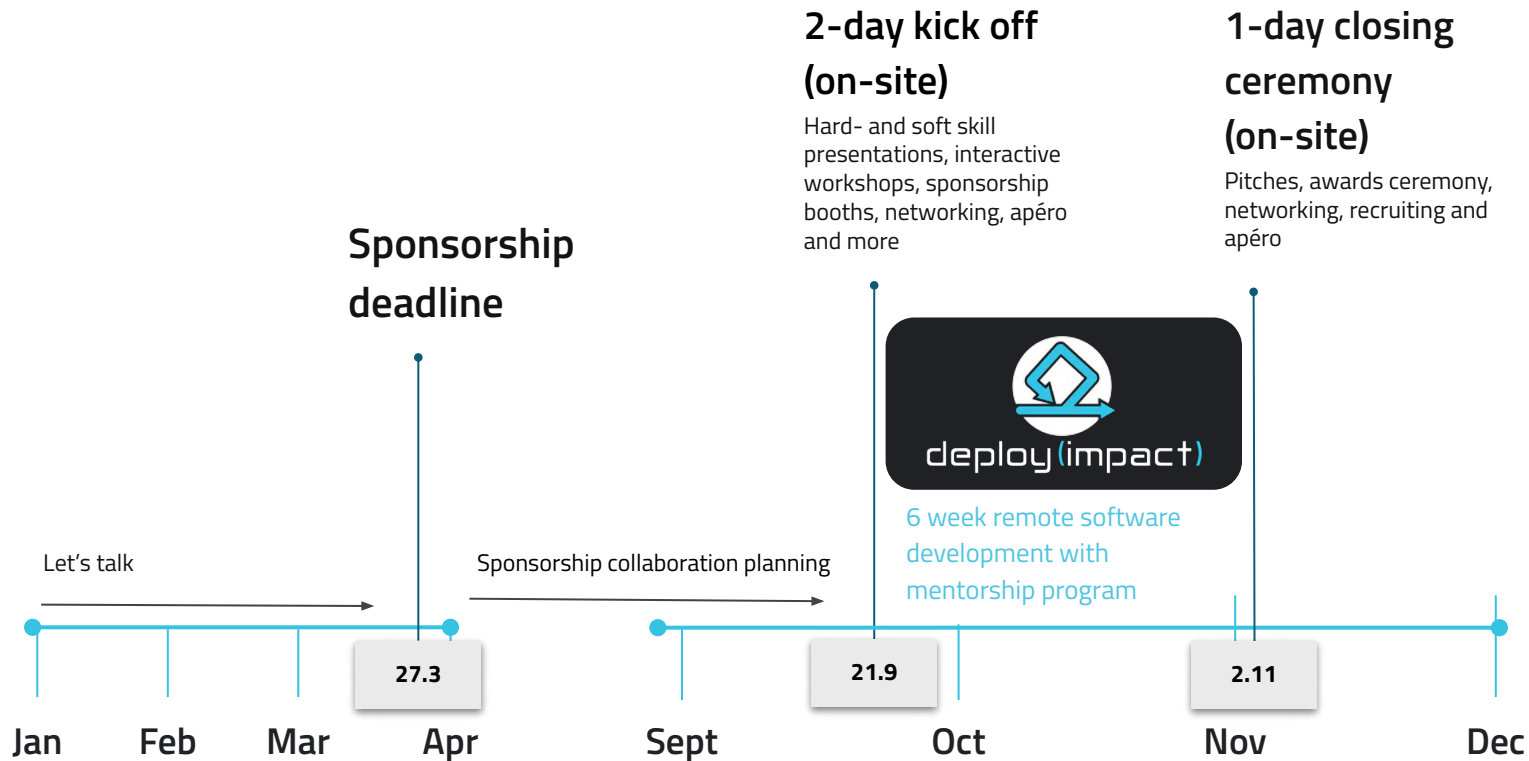
*first come first serve

> **Supporting Talk during the relevant phase of the program** (remote)

> **Staff & Student Affiliate Mentorship program** @ 6-weeks project (remote)

Price reduction to those academic partners who spread the word about deploy(impact) via their student boards, alumni newsletters etc. This will help with our goal to onboard 70% Swiss-based participants.

*Venue: Do you have a space to host 200 people with a stage and 5-10 breakout rooms? This is an option for sponsorship too!

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

Sponsorship deadline

6 week remote software development with mentorship program

Let's talk

Sponsorship collaboration planning

			27.3		21.9		2.11	
Jan	Feb	Mar	Apr	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
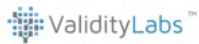
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women++

Our collaborators