

TECH WITH PURPOSE

BECOME A SPONSOR
BY 27.03.24

An initiative by  women++



deploy(impact)

deploy(impact) 21.9 - 2.11.2024
a hands-on software development
program for social good

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 qualified tech professionals 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 recruit (female) tech talent, want to spread the word to thousands of passionate, engaged tech professionals in Switzerland about your company and its social/environmental engagement and/or provide a unique opportunity to your employees to develop their leadership skills while using their talents towards purposeful tech, then this program is for you.



How it works



2 day on-site kick off

Showcase your expertise holding an **expert workshop on-site**. Have your own booth and bring swag!



6-weeks remote software development

Your designated employees can act as mentors in a guided **mentorship program**, developing their leadership skills, while using their skills for a good cause.



1 day on-site pitching

Noticed **talent** during the program? Let us know for an introduction during **meet-the-recruiter space on-site**.

Want to know more? [See the extended information package here.](#)

What's in it for you?

- 1** Access a talent pool of **140 tech professionals**, screened, interviewed & selected from over 1'200 applicants, of which 70-80% are women.
- 2** Recruit, network and showcase your company at a **conference style on-site (Zürich) kick off with 200+** attendees and expert workshops.
- 3** **Engage and upskill your employees' leadership skills** as they mentor open-source software projects for social good.
- 4** **Associate your brand with positive social and/or environmental causes** from renowned organizations like Pro Juventute, Wikimedia or University of Geneva.


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 

Testimonials & previous sponsors

Aftermovie 2023



"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*



"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*



"As a woman in tech myself, these kind of events are really close to my heart, [...] I've had the extreme luck to have mentors throughout my studies and career and I wanted to give back."

*Rumyana Yankova, mentored at deploy(impact)
Consultant,
Capgemini Switzerland*



"It is such an amazing programme to not only improve my technical skills but also work alongside other developers, programmers and UX/UI designers towards a common goal. Importantly, it has also opened up job opportunities for me in the tech space."

*Emilie Humbert
Software Engineer*

CREDIT SUISSE

CONSTRUCTOR
LEARNING

Capgemini

MIGROS

accenture

nothing

WIKIMEDIA CH

Microsoft

zalando

aiven

THOMSON REUTERS

Sponsorship at a glance

	Standard	Venue
Package price	CHF 12'500	Provide space*
Available packages	18	2 (kick off & closing)
Strategic D&I brand positioning		
Sponsor booth @ 2-day kick off (on-site in Zürich)	✓	✓
Sponsor booth @ 1-day closing ceremony (on-site in Zürich)	✓	✓
Social media posts (Apr - Nov)	✓	✓
Logo on website	Medium	Medium
Logo in aftermovie	Medium	Medium
Recruiting		
Recruiters' contacts shared with participants prior to the event	✓	✓
Meet the recruiter space @ kick off & closing ceremony	✓	✓
Access to talent brief: CVs from consenting participants (~90% of participants) & relevant info	✓	✓
Bring recruiters to the closing ceremony	1	1
Job posts on women++ LinkedIn & NL	2	2

***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!

Customize your involvement*

*first come first serve

- > **Expert workshop @** kick off (6 available)
- > **Expert workshop @** 6-weeks project (remote)
- > **Employee mentorship program @** 6-weeks project (remote)
- > **Company speaker @** closing ceremony (2 available)
- > **Participation in the jury @** closing ceremony
- > **Employee taking part in program @** 6-weeks project (remote)

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



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LET'S TALK

BECOME PART OF THE 15-20 SPONSORS IN 2024

Join a growing list of reputable companies like Accenture, Microsoft and Zalando who previously sponsored deploy(impact).

**SCHEDULE
A MEETING**

Between 15.01 - 19.02.24

