



ON-LINE PLATFORM ON EDUCATION AND CAREER BUILDING



THROUGH EDUCATION TO SUCCESS



www.skillsacademy.com.ua



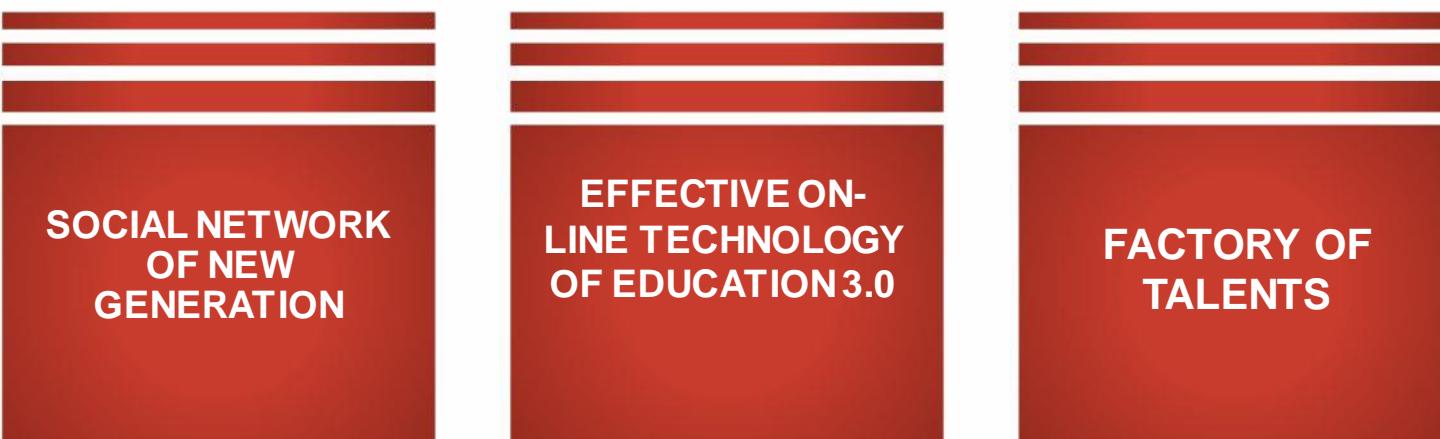
MISSION

TO CREATE STRONG SOCIETY, BUILT ON KNOWLEDGE



 Skills Academy™

IT IS A SOCIAL MOBILITY MECHANISM THAT UNITES HIGHER EDUCATION INSTITUTIONS AND BUSINESS, SPECIALISTS AND COMPANIES AND IS:



SOCIAL NETWORK
OF NEW
GENERATION

EFFECTIVE ON-
LINE TECHNOLOGY
OF EDUCATION3.0

FACTORY OF
TALENTS



LET'S BUILD UKRAINIAN FUTURE TOGETHER!



o8 **BLUE OCEAN**

we are able to combine education with employment

o8 **WHO IS ON SITE:**

Talented Ukrainians and all who are willing to acquire new knowledge and realize themselves

o8 **LIFE LONG LEARNING**

new philosophy of education of the future

o8 **WIDE COVERAGE**

access to every education institution and every house of the country with Internet access

o8 **EFFECTIVENESS**

Immediate practical application of received knowledge (in life, at home, at work)

o8 **DEVELOPMENT OF OFF-LINE DIRECTION**

social network that goes beyond the Internet

ONLINE DIRECTION

GOALS MAP

- underlies in construction of all educational content of the site. Achievement of Goals is one of the main motivation of human studying. Goals Map contains Map of Professions.

PROFESSIONS MAP

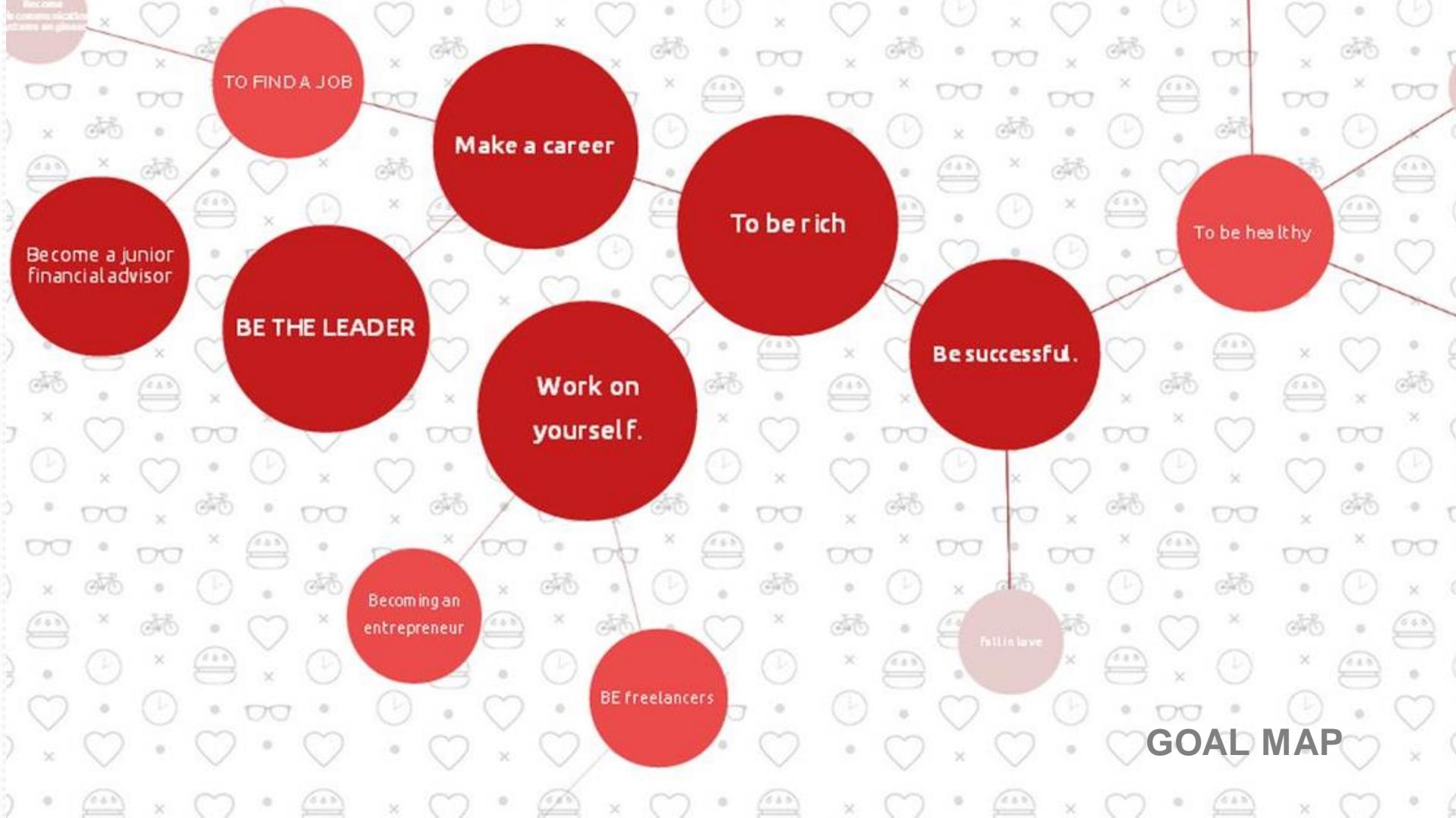
innovative tool for choosing «job of your dream» and effective recruiting of employees. Map of Professions consists of Profiles of Professions.

PROFILE OF PROFESSION

effective acquirement technology of competencies according to specific profession of Company/Organization



Виберіть Ціль, яка Вам подобається і клікніть по ній. Кarta інтерактивна - сміливо рухайте мишкою
область сайту в цікавому Вам напрямку.



GOAL MAP

WHAT IS «EDUCATIONAL GOAL» ON THE SITE?

The user chooses and can reach few Goals at the same time.

Within the Goals we propose to user to learn specific knowledge and get specific skills with focusing on their using «here and now».

Studying is conducted by best practical trainers, who have excelled in their field and who are able to give material in on-line format, very clear, nonstandard and compact way.

Goal includes video lectures, interactive tests and practical cases, solution of which are reflected in statistics and is taken into account in rating of each user.



FORMATION OF AUDIENCE OF THE WEBSITE ON-LINE



- Wide communication campaign in universities and in social networks
- Conduction of educational marathons on-line (webinars)
- Developing of our own channel on YouTube

OFF-LINE DIRECTION

Development of network of official representatives “EMBASSY OF SKILLS ACADEMY”

- օ **The main task** is to create an effective system for continuous interaction between the project participants

- օ **Embassies can be created** at university or other educational institution, organization or company. Also it can unite members by their interests (for example: ecologists, sales managers) or by the common territory

- օ **Activities for participants of Embassies:**
 - Posting of educational material (video-lections, etc.)
 - Participation in webinars from leading Ukrainian and foreign practical trainers, that Skills Academy conducts.
 - Informing about vacancies, news, communication with relevant experts, HRs through representation of Embassy on Skills Academy's website.
 - Participation in Intellectual Events™ and other special events.



Own co-working center – place for seminars conduction and meeting Embassies participants between each other.

CONDUCTION OF INTELLECTUAL EVENT™



- ❖ **INTERACTIVE CONSOLIDATION OF SKILLS**, championship in solving business cases, hakaton and other forms
- ❖ **NON-STOP SPEECHES** of trainers, master-classes of experts
- ❖ **EXHIBITION OF INTELLECTUAL CAPITAL** – presentation of innovative projects of young scientists of Ukraine
- ❖ **CEREMONY OF AWARDING** of National rating of “Leaders of on-line education of Ukraine”
- ❖ **INTELLECTUAL ENTERTAINMENTS**: business games, interactive innovational competitions, contests

NATIONAL RATING “LEADER OF ON-LINE EDUCATION OF UKRAINE”

Conducting of research and identifying the best in the categories :
«The Best Company», «The Best University», «The Best School»,
«The Best Teacher», «The Best Trainer»,
«The Best Media», «The Best Internet Resource»

Organizing of a big event:

awarding the best organizations and participants, involving national and local government representatives, companies, experts and media



PERSPECTIVES OF THE PROJECT



FOR USERS

Participation in “Intellectual Capital of Ukraine” for future employment



FOR A PARTNER COMPANY

To enhance the reputation of a socially responsible company - leader on a national scale

Go to the third phase of study
(conscious competence—
«I know that I know»)
in chosen Goals

Effectively promote employer brand

Meet new interesting and useful contacts

To get access to database where you can find the most motivated and talented employees. Effectively meet the challenges of recruitment

PERSPECTIVES OF THE PROJECT



FOR A PARTNER UNIVERSITY

Monitor the dynamics of professional development of students, to develop their skills

Qualitatively new platform for communication with potential applicants and employers

Produce professionals who actually demanded by the market



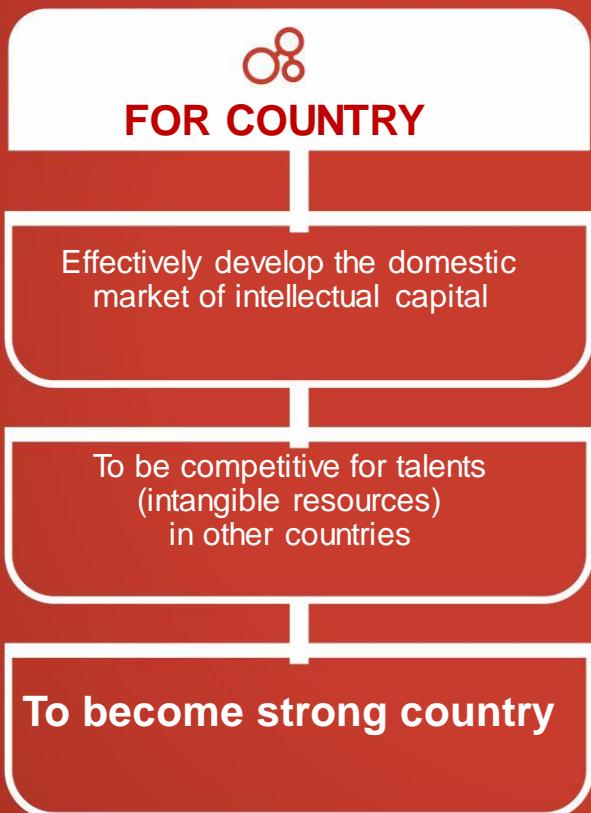
FOR TRAINERS

Promote yourself as an expert in one or another field

Share the necessary knowledge with project participants that will certainly be useful to them in life

Get customer base and new opportunities to develop their professional activities

PERSPECTIVES OF THE PROJECT



DEVELOPMENT STRATEGY FOR 2014 - 2018 YEARS

2014

UKRAINE



2016

CIS COUNTRIES



2018

GLOBAL LEVEL



TEAM OF THE PROJECT



Mariya Boguslav
Coordinator

14 years in the public sector, has implemented more than 100 major projects in different spheres, Communicator, Expert on Youth Policy, former civil servant, mother of 8-year-old daughter



Stanislav Kutsenko
Development Director

12 years in youth policy, Chairman of Ukrainian Students' Association, Ukrainian Youth Forum, a representative of EDS (European Democrat Students), a lawyer (a graduate of the Kyiv-Mohyla Academy), a young businessman



Yulia Kyryliuk
Coordinator of
education direction

Organizational psychologist, methodologies, developer of educational programs for trainers. Has over 10 years of experience in training. More than 3 000 of participants were trained by Yulia Kyryliuk.



Mariya Prohorova
IT-director

3 years in student government, student mayor of Kiev 2013-2014, co-founder and coordinator of the SEClub, on the basis of which was conducted more than 20 projects and the largest conferences for IT Youth of Ukraine.

PR

Also its own PR- and IT-teams.
Totally 20 persons

IT

 Skills Academy™

Network that Unites:

TALENTS, COMPANIES, UNIVERSITIES AND STATE

- ø WE GIVE possibilities, instruments and we explain how to use them
- ø WE HAVE TAKEN INTO ACCOUNT global trends in online education and employment
- ø WE HAVE PLenty OF strength and courage to implement the project as it was planned and solve the issues that we have set



WELCOME TO COOPERATION!



MARIYA BOGUSLAV

Coordinator of Skills Academy

+38 (050) 387-80-26

+38 (063) 0456-476

urban.boguslav@gmail.com

www.skillsacademy.com.ua