

A highly detailed, colorful illustration of a busy kitchen or bakery. The scene is filled with numerous chefs wearing white hats and aprons, working at various stations. There are large red pipes, a blue conveyor belt, and various food items like cakes, pastries, and breads. The background is a vibrant mix of yellow, red, and blue. The overall style is reminiscent of a classic children's book illustration or a detailed food-themed poster.

Where is Wally?

A high-angle, perspective view of a car body on an automated assembly line. The car is silver and is being worked on by numerous yellow robotic arms. The arms are arranged in a long line, extending into the distance. The background shows a large industrial facility with various equipment and structures. The text "Where are the jobs?" is overlaid in the center of the image.

Where are the jobs?

Today

29% of tasks are being performed by machines

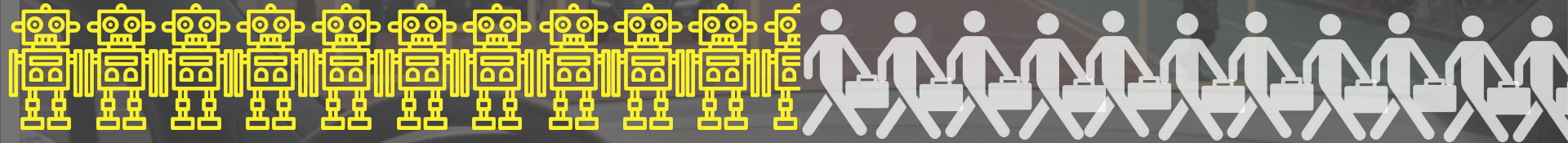


(WEF, 2018)

Sainsbury store, London

In 2022

this number it's expected to increase to 48%



(WEF, 2018)



Self-driving car prototype, California

With these changes, the skills required by employees is changing too. In 2022 the top 10 skills will be...

1. Analytical thinking and innovation
2. Active learning and learning strategies
3. Creativity, originality and initiative
4. Technology design and programming
5. Critical thinking and analysis
6. Complex problem-solving
7. Leadership and social influence
8. Emotional intelligence
9. Reasoning, problem-solving and ideation
10. Systems analysis and evaluation

**Most of them are
creativity and
other soft skills
(what machines
-still- can't do)**

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**SO HOW IS THE
EDUCATION SYSTEM
DEVELOPING THIS
TYPE OF SKILLS?**





In South America,

IT'S NOT.

- 1 out of 4 youths don't work or study
- 7 out of 10 students graduate with elemental results in math and language
- 41% of students don't make it to third level of education
- Second main cause of school drop-outs is lack of interest



Diseña Futuro

A photograph of a young girl and a woman, likely a teacher, in a classroom. The girl is in the foreground, smiling and looking upwards. The woman is behind her, also smiling. The image has a red overlay and yellow text. The text reads:

**Awakening the creative
potential of every
student.**



Diseña Futuro is a social entrepreneurship based in Ecuador that complements the education system, equipping youth and children with the skills to thrive. We create problem solvers by applying a Design Thinking framework in universities, schools, communities and companies.



Our framework:



FEEL



IMAGINE



DO



SHARE

Click



here

to see the framework in action

Disclaimer: The video is property of Fundación Edúcate, a partner of Diseña Futuro that we had guided applying our methodology. The use and diffusion by another party is prohibited.

How does it works?

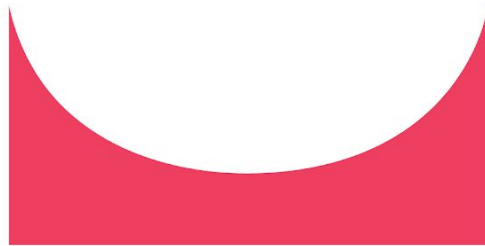


1 framework, 3 services



I Can Challenge for schools

We train students and teachers to apply the methodology in schools. We organise an annual inter-school contest. Best teams have the opportunity to attend the international annual congress of Design for Change, our global partner



Educándonos for universities

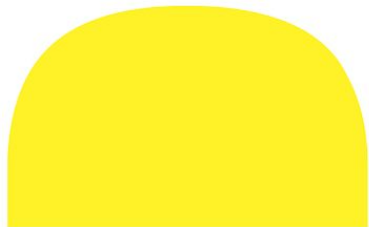
Program of Social Responsibility for universities. We select remarkable students, train them with the methodology, and pair them with a son or daughter of a member of the general services to become his mentor. Then s/he facilitates the Design Thinking process with a problem of a community, selected by his mentee.



Innovation Labs for companies and uni students

Workshops for adults. We present governments' or companies' necessities to a selected group of people, so that they can solve it through the process. At the end of the process, the groups pitch their prototypes and results to the stakeholder that gave the challenge

Product description



I Can Challenge

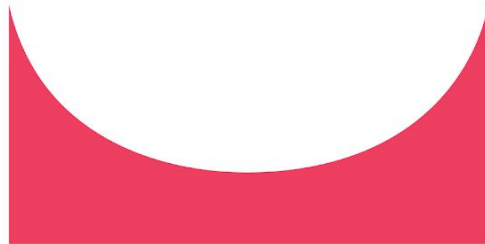
16-32 hours workshops

Printed manuals with methodology

Applied training to teachers

Pass to best group to DFC annual congress

International certification for students and teachers



Educándonos

9 month social program

Volunteer management

16 hours workshop for college students

International certification to students

Graduation event

Congress Pass for best pair mentor-mentee



Innovation Labs

16-20 hours workshop

Group feedback and follow up

Pitch day event

Certification for participants

Printed manual with methodology

Multiple solutions to the challenge

Our double-impact model

In Diseña Futuro we mind about the process and the results. The skills developed by the process stays with the participant. However, many of the solutions given can be applied and generate impact by themselves.

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STUDENTS EMPOWERED WITH SKILLS

These students have passed through the whole process, developing skills such as creativity, leadership, empathy and team-work.

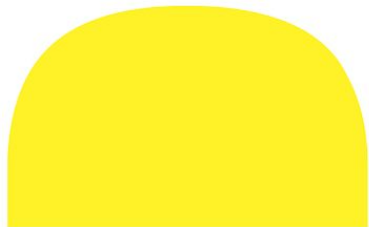
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SOLUTIONS PROPOSED

In topics like: animal abuse, bullying, drug consumption, waste management, water pollution, among others.

**Beautiful... but how is it
profitable?**

BUSINESS MODEL: B2B



I Can Challenge

Private schools

Price: \$7,500 annually per grade

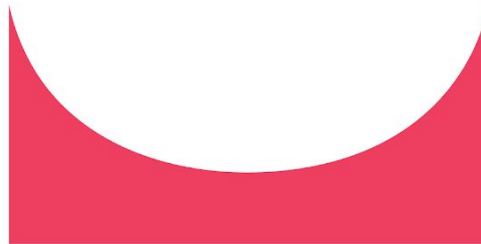
50% school

50% student

Public schools

\$5,995 per school

100% government



Educándonos

Universities

\$15,000 annually + use of university spaces

25% raised by volunteers

75% university



Innovation Labs

Universities

\$1,500 per challenge

25% student

75% university

Companies

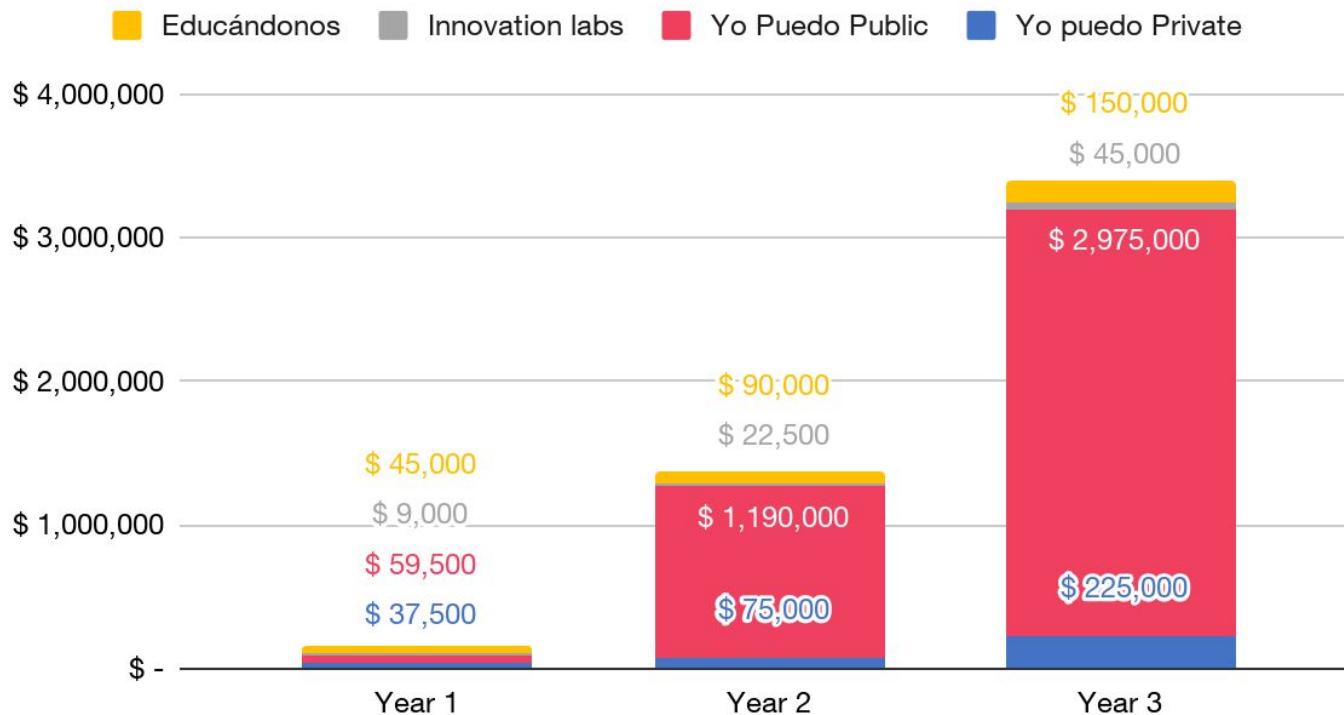
\$4,000

100% company

FINANCIAL PROJECTIONS



Financial Projection



Award expenditure:

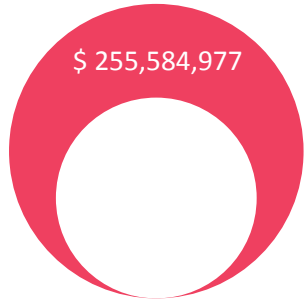
Diseña Futuro is in a crucial moment: We have tested and proved the methodology with children and adults with incredible results. On the other hand, we've had our first paying customers and proposals of expansion with partners. However, we are starting to face financial constraints: We need to train and hire more people to respond to new clients. Additionally, we need a proper communication strategy to keep attracting them.

Award expenditure:

| | | |
|--|----------|----------|
| Trainee program 2 months | \$8,700 | \$6,786 |
| 4 trainees | \$5200 | \$4,056 |
| Space | \$1000 | \$780 |
| Mobilization | \$500 | \$390 |
| Trainer | \$2000 | \$1,560 |
| Communication and advertisement | \$5700 | \$4,446 |
| Communication strategy: Concept and branding | \$2000 | \$1,560 |
| Web page | \$1200 | \$936 |
| Social media management | \$1500 | \$1,170 |
| Multimedia | \$1000 | \$780 |
| TOTAL | \$14,400 | \$11,232 |

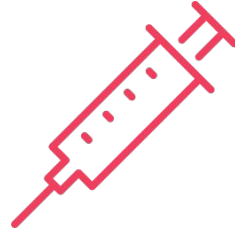
... but why is it worth it?

1. Big market opportunity



Big market unattended

The Total Addressable Market in Ecuador is \$255,584,977 based in the number of public and private schools



Latent need

- Government is demanding all schools to have a project based learning program for every school in
- Schools don't have the talent to tackle this need
- Local gov. Private initiatives



Low competition

- First in the market offering this specific product
- Exclusive licence of Design for Change methodology

2. Proven internal capacity

Our team has been carefully selected and tested in the past two years. First starting as volunteers, they have shown their compromise for the cause and the capabilities to drive impact.

Project manager



LSE student Msc Social Policy. 3 years working in making this dream real. Partner of DFC in Ecuador. Experience in Project Management in NGOs and in innovation consultancy.

Content



Political Science student. Former Junior consultant in an innovation firm. Experience as trainer in public social programs for developing soft skills in youths.

Commercial



Worked in the Social Responsibility Department of a transnational for 7 years as head of the national volunteer network. Independent consultant of SSRR

Communication



Communicator. Experience in the public sector and in advertising firms as community manager and branding.

3. Bridge the skill gap

By bridging the skill gap between the education system and the labour market, we are creating important value to the economy. More competent skills will be traduced into better opportunities for people and better human talent for companies.



Education
system skills




Jobs
requirements

4. Change the citizenship paradigm

WHAT IF EVERY CITIZENSHIP BECOMES AN ACTIVE PROBLEM SOLVER?

Design Future has the potential, not only to rethink the way we educate our children and youths but also to change the government tackle social problems. Empowering the citizenship with the "I Can" mindset can change the paradigm from a citizen that receives programs, to one that actively participates resolving their challenges. We are convinced that no one is more capable of solving a problem than those who face it every day. The government should listen to them

A group of students in a classroom are working on a project. Two students are standing and placing pink sticky notes on a wall. Three other students are sitting on the floor, looking at the wall. The room has a tiled floor and a white wall. The text is overlaid on the image in a bold, yellow font.

**We believe in the
creative potential of
every human being.
And you?**



Diseña Futuro