Project Name: Programa Valentina

Organization(s): Programa Valentina

Dates of Implementation: 2017 – ongoing

Country: Guatemala

Partner(s): N/A
Funder(s):
     Investors: Katia Cerwin, Jessica Hammer, Alejandro Estrada, FUNSEPA, ACUMEN Fund, New Cycle Corp
     Grant(s): BID LAB

Website: https://www.programavalentina.com/

Project Description:
Programa Valentina is women-led high-impact technology company using data and analytics to train, certify market-driven power skills and tech skills, and place at-risk populations in formal jobs in the digital age.

Interesting Features & Innovations:
- Women-led impact tech company

- Uses data and analytics to certify market-driven power skills (soft skills) and basic tech skills

- Sustainable with a for-profit business model: charges pay-it-forward fee to both participant and hiring company after participant is successfully placed

- High-Impact Scalability. Pay-it-Forward fees designed to generate Exponential Growth

Programa Valentina's data and analytics platform allows the most efficient program in the market for training, certification and placement. Programa Valentina's bootcamp style training simulates the work environment, and participants are certified in market-driven power skills and tech skills using over 1,000 data points, all done in 6 weeks in less than 100 hours. These data points are then used to match each certified participant with job openings to make sure it's the best fit for both the certified participant and the hiring company.

Programa Valentina's zero-risk impact model aims to help solve unemployment and underemployment for at-risk populations (mostly women) including youth, returned migrants, internally displaced and refugees. Programa Valentina strongly believes that technology & innovation are the fastest ways to achieve its social progress goals of reducing inequality, increasing gender equality, and promoting decent work and economic growth for all at-risk populations in Latin America.

Target Population: Programa Valentina targets at risk-populations like youth (mostly women), returned migrants, internally displaced and refugees that are located in marginalized urban areas, low-income, rural areas and/or indigenous.