

Project Name: Project Octopus

Organization(s): Knack.it Corporation

Dates of Implementation: 2019-2022

Countries: India, South Africa

Partner(s): Yes4Youth, Afrika Tikkun, Tata Strive, National Skill Development Corporation (India)

Funder(s): World Bank eMBED unit, YES4Youth, Tata Strive

Website: www.knackapp.com

Project description: Project Octopus is a Knack global initiative that utilizes Knack’s infrastructure and talent potential signals to discover and route youth to various opportunities. The objective is to use neuroscience games to achieve three outcomes –

1. Provide career counseling to youth at large
2. Guide them to high potential education pathways
3. Match them to high potential careers using a job platform

Target Population: Youth from diverse background.

Results to-Date and/or Target Results:

Project Octopus has reached to more than 5000 youth up to date in the two countries, and will expand its scope to cover other countries in South Asia and Africa.

Knack aims to reach 1M youth through this program and the major outcomes will be,

of youth counseled

of youth matched to education pathways including skilling programs

of youth matched to jobs

of employers using knack signals to hire talent

Interesting Features & Innovations:

-KnackApp is based on neuroscience and psychology literature that allows employers to customize tests in the form of games that help identify ideal candidate for their positions by collecting behavioral and technical traits of the game players.

-The tool is highly inclusive and bias-free because it is an anonymous approach.

-This project is very scalable for its massive reach to youth in both India and South Africa through its partners.