

# TechImpact Academy

## Case Study



# About PIM

- Founded in 2013, PIM (Purpose in Motion) is an international social enterprise aiming to empower young people with the education, resources, and networks to become mission-driven leaders and effective changemakers.
- PIM partners closely with universities, community organizations, and practitioners to deliver “learning by doing” education programs for young people, with a focus on innovation and socially responsible leadership.
- Every PIM program is rooted in experiential, project-based learning. Our network of speakers, mentors, and mentors guide our students’ learning process and project delivery, using curriculum from top universities and foundations. We believe that education should not just benefit students’ own personal growth but also generate real world impact in solving social problems.



# OBJECTIVES

The TechImpact Academy aims to help innovative university students around the world actively learn about the latest technology trends and their societal implications. Through 5 workshops, case studies, Q&A sessions, and group work, students engage in hands-on projects in teams to envision a product utilizing technology to address a social or environmental problem.



## Online Introduction

Introduction  
Explore theme

1

2

## Brainstorm Solutions

Prioritization  
Solution & Value Proposition

3

4

## Pitch Day

Showtime!  
2 Rounds for Judges

5

## Investigate Problem

Group Problem Statement

## Define Success + Rehearsal

Business Model Canvas

Tech Review

Pitch Day Rehearsal

# Key Deliverables

1. TechImpact Academy Kickoff Workshop to introduce key frameworks and case studies
2. Participant Playbook and Toolkits
3. Project template for the students' final presentations
4. One dedicated PIM facilitator joining daily morning check-in calls to support the program
5. Mentors (number varies depending on the size of the class) to lead the curriculum each day
6. One facilitated Q&A session in preparation for the project delivery and presentation
7. One facilitated Office Hour to address project-related questions
8. Judging rubric and briefing book for judges to use on Day 8 to evaluate students' projects
9. Evaluation of the student presentations and provision of feedback (1 judge per cycle)
10. An end report summarizing students learning, performance, and feedback





# Learning Outcomes

- Increase understanding of technology for good, social entrepreneurship, and the current trends on how technology can assist with solving complex global challenges
- Deepen personal mission and sense of social responsibility
- Acquire a range of tools and frameworks in social entrepreneurship, design thinking, business, and tech for good
- Build problem solving and leadership skills through teamwork
- Broaden their network through engaging with experts in the TechImpact Academy and social impact field through interactive Q&A session and Office Hour
- Design a TechImpact project in teams that has the potential to be launched and sustained in the long-term (follow-up yet to be determined)



# Staffing

- Key Program Assumptions:
  - 50 classes\* of programming with 15 judges.
- Class:
  - Maximum of 120 students per class; each week might include up to five classes concurrently; the program will be repeated for each class.\*
- Judge:
  - PIM will provide 1 judge for each class. This judge will attend Day 5 Q&A session to answer students' questions and act as one of the three judges on Day 8 (2 other judges will be provided by BD partner or PIM can provide).
- Staffing:
  - Day 1-5 Workshop: 1 Facilitator (PIM) + 3 mentors (PIM)
  - Day 3 Office Hour: 1 Facilitator (PIM)
  - Day 5 Q&A session: 3 mentors (PIM) and 1 Judge (PIM invites)
  - Day 8 Presentation and Judging: 3 mentors (PIM), 1 Judge (PIM invites), and 2 Judges (BD Partner invites)

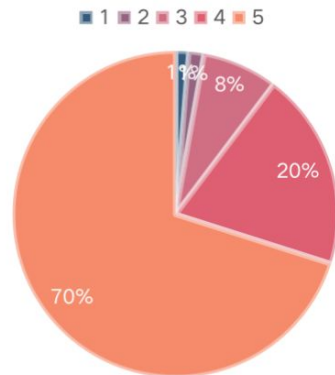
\*50 is the current estimate. This number is subject to change according to the finalized class schedule.



# Survey Results: Program Quality

Most students (90% or more) in 2023 felt that the TechImpact Academy was an effective and helpful learning experience in terms of content, mentorship, and overall quality, showing a genuine increase in overall program satisfaction compared to previous years.

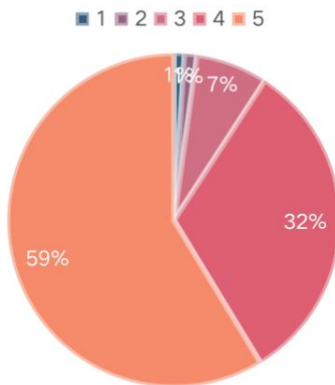
Rating of Mentor Quality



90%

of the participants agreed that the mentors demonstrated professionalism, were fully prepared with the program, and guided the completion of their work.

Rating of Course Quality



91%

of the participants expressed satisfaction with the T4G project and would like to recommend this program to their friends.





# IMPACT

Since the TechImpact Academy was founded in 2021, the program has impacted:

900+

Hours of Live Sessions

1,651

Teams

115

Countries

9,867

Participants



"The PIM program was a turning point that reshaped my perspective on technology and its potential for social good. This experience not only enlightened me about the positive effects that digital advancements can have on our lives but also ignited a spark of inspiration and motivation in me."

Luis Mariano Lovera  
TechImpact Academy Alumnus (Venezuela)



"Participating in Tech4Good...gave me the opportunity to witness the impressive collaboration of young minds from Latin America and the Caribbean...During this intense week, we learned to identify issues, conduct thorough research, develop solid business models, and create innovative solutions through technological applications."

Ana Lucia Zuleta  
TechImpact Academy Alumnus (Panama)

# ABOUT PIM

PIM empowers young people with the education, resources, and networks to become mission-driven leaders and effective changemakers. We partner closely with stakeholders (including universities, foundations, social organizations) to provide education and leadership programs and capacity building initiatives founded on a “learning by doing” model for investigating and solving social problems.

Interested in creating an experiential leadership development program for your community? PIM can help. With experience leading transformative education programs for over 2,900 young leaders since 2014, and a network of over 160 innovative social innovation partners in China, Rwanda, India, San Francisco, and more, PIM can help you tailor impactful professional development experiences for your community of young leaders that transfer back to positive community impact.



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