



# SWITCH TECHNOLOGIES

A great place to grow!

Albania, 2022



Member of  
JA Worldwide



Albanian-American  
Development Foundation



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# PROBLEM

## 1.4 million

By 2021, the shortage for software developers was 1.4 million and only 400,000 software developer graduates. Employment of software developers is projected to grow 21 percent from 2018 to 2028, much faster than the average for all occupations.

**Technological skills can bring economic prosperity, especially for youngsters in Albania**

The opportunities to gain tech skills in order to access a local or international tech market are mainly located in Tirana and run by software development companies.

Youngsters or individuals who are looking to build a career in tech in other cities find it very difficult to access a 'from 0 to hero' type of approach course online, hybrid or even on classroom.

The actual demand for developers of all profiles is increasing. Tech companies number is increasing 40% a year in Albania and that comes along with a huge hunger for employment.

# TARGET MARKET AND OPPORTUNITY



## Market Size

**259,112**

Total Population of Elbasan

**82,371**

Total population from age 15-29 in Elbasan

## Targeted Market

**Year 1: 411 students**

0,5% of total population from age 15-29 in Elbasan is 82,371

**Year 2: 1,235 students**

1,5% of total population from age 15-29 in Elbasan is 82,371

**Year 3: 2,059 students**

2,5% of total population from age 15-29 in Elbasan is 82,371

## Ideal Customer

### Persona 1

High school students on their last year, exploring the tech path as an option to build a career

### Persona 2

University students that are located in Elbasan, might be from Elbasan or other cities, that want to gain skills and/or build a career in tech but can not access Tirana for this goal, or Tirana is too costly

## Total Market Size

**615,352**

Total population from age 15-29 in Albania

## Customer Base

Youngsters from 15 - 29 years old located in the city of Elbasan or surroundings

# SOLUTION

We offer programming courses, based on the companies needs and the youngsters abilities, in order to obtain the right skill-set for them to start building a career in tech development both locally and internationally.

While coding we incorporate knowhow on soft skills and critical thinking.

The curricula can be self paced fully online, hybrid with occasional visit in classroom, fully in person in classroom with the mentors and other classmates.



# COMPETITION



## Direct Competitors

- **Elite Academy** - €150 (local in Elbasan)
- **SDA** - €480 (located in Tirana, only on weekends)
- **KODO** (located in Tirana, frequent traveling to attend)
- **Tirana Center of Technology: TCT** - €250 (In-Person), €200 (Online Course)
- **Holberton Albania** - \$5.000/Year (Full-Time 9am-5pm)
- **Hardsoft** - €150 (Basics), €200 (C++ Course)
- **Impact Education** - €150 (Located in Durrës)
- **Informal ICT** high school teachers/university professors (teaching privately at their homes, at school, can't provide certificate or network)

The main competitors usually charge too much for what they are giving.

The main goal of other academies is to fill entry-level job positions, not to help them to get to a higher rank.

## Alternative Solutions

YouTube is a nice alternative, but it can only get you so far as long as you are a solo disciplined learner.

Self-learning on YouTube might prove chaotic and far from human touch.

## Unique

Our hybrid teaching method will help the participants to follow the course at their own time schedule, while also organizing physical meetings with our mentors on a specific and welcomed space while being part of a wider community of learners as well.

# MARKETING STRATEGY



It's all about NICHE & FOCUS on the non Tirana market!

## Offline Marketing Strategy

In place activities in both high schools, Vocational Education Schools and University in Elbasan:

1. **Tech Day/s** (informative days on programming and self learning tools)
2. **Tech Career Fair** (a career fair for high schoolers, VET students and university students)
3. **Hackathons** (for high schoolers, VET students and university students)
4. **Tech Talks** (inviting ecosystem actors from Tirana to deliver talks on tech in Elbasan)

## Online Marketing Strategy

1. Build SwitchTech as a friendly youth tech brand for a tech community in Elbasan through social media campaigns
2. Each social media channel will have a different purpose:

Website: Professional layout of the company

Instagram: It's all about the community and how SwitchTech is part of it's building through people stories.

LinkedIn: Bring the community into a professional network of young professionals.

3. Real stories of SwitchTech founders, supporters, students.
4. Software development companies endorsing SwitchTech.



# TRACTION



## 2 bootcamps

20 participants from high schools and university students in Elbasan participated



## Outcome

Participants built a simple calculator following through the production creation stages



**4.8**

Participants happiness ratio



# TEAM AND WHY US

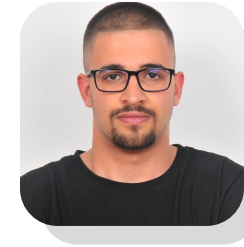


## 14 years of experience

Our team has more than 14 years of experience in software development and managing.

We have past experience in mentoring junior level developers for different companies. Our developer team has worked on projects including warehouse management applications, HR systems and web applications in the tourism field.

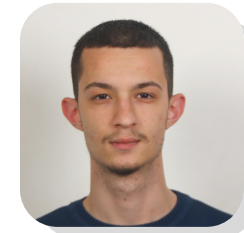
We also have experience in managing and directing different local businesses and mentoring on local organisations like: Liburnetik, Open Society for Albania, Red Cross etc.



**KLISED RUNGO**  
Director/Manager



**KLEO ZANE**  
Trainer/Software Developer



**ELVI XHAFFERRI**  
Trainer/Software Developer



**ANDI SHALZI**  
Trainer/Software Developer





# BUSINESS MODEL

Revenue streams are related to the 3 types of courses we are selling: Online, Hybrid and In-Class

## ONLINE €49.99/Module

- Fully online while being monitored by our mentors and organizing online meetings from time to time.

## HYBRID €59.99/2 Months

- This is our new method of teaching, by combining both in person and online courses and giving you the full experience.

## IN CLASS €69.99/2 Months

- The dates are prepared alongside with modules and the lessons will take place in a classroom.

# FINANCIALS



	Q1	Q2	Q3	Q4	TOTAL
INCOME					
Online courses	1	5	5	3	14
Hybrid courses	12	24	18	18	72
In classroom courses	48	46	44	30	168
Revenue	2,064 €	2,454 €	2,204 €	1,664 €	8,388 €
GROSS TOTAL					8,388 €
Expenses					
Initial investment					4,000 €
Operational	4,055 €	4,055 €	4,055 €	4,055 €	16,220 €
TOTAL EXPENSES					20,220 €

# INVESTMENT ASK

Funding already on the pipeline

**\$10,000**

Junior Achievement of Albania  
Startup Program

**\$4,500**

Personal Invested Funds

**\$4,000**

**ASK**

Sponsorship of 50 scholarships for vulnerable youth:

- 20 high schoolers
- 10 VET students
- 20 university students

**ASK**

## Mentoring

We don't and can't pretend to know all the latest programming languages out there!

We would love to work with mentors and professionals from the tech market to mentor our students.

Also mentor us on how to make this scalable in other areas of Albania and why not in countries in development who can use this approach!



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