

# Case-study: Telefonica's Think Big

## 1) Description of initiative(s)

- Think big is aims to build a more entrepreneurial and digital future for Europe. It gives young people the training, support and money they need to get creative: the space to turn their ideas into actions, learn new skills and create projects – and even to fail. It is based upon the fundamental insight that young people will flourish but need help in the transition to adulthood and economic independence. Think Big splits into Think Big Schools and Think Big youth Programmes.
- Think Big School is a 1 day event aimed at encouraging students to think about their digital aptitudes, and potential career in the ICT sector. Learning activities are designed to inspire young people to realise the benefits of key skills directly relevant to the ICT sector and employers' expectations. The overarching objective is to inspire young people to push their knowledge boundaries, be better equipped and integrate ICT tools towards personal and professional ends.

## 2) What need does this solve for scale-ups?

(1) Coordination, connectivity and promotion	(2) Access to Skills	(3) Leadership Capacity Building	(4) Customers (Domestic & Export)	(5) Financing	(6) Infrastructure
Connect the different ecosystems. Entrepreneurs, teachers, corporation and other stakeholders.	Long term development of digital skills. Easier access to labor market Increase the competitiveness of firms	It provides mentorship at very early stages of project development, so young entrepreneurs can learn how to use external advice for self-projects early	Long term increase of the production function through better labor supply and there fore more output.		

## 3) Which stakeholders in the ecosystem are involved with running this?

Entrepreneurs	Ecosystem umbrella organisations	Government (national/ local)	Private sector	Investors/financers	Education providers
Wayra	Mozilla foundation Young Enterprise NYA Appshed UK Youth	Private and public schools all across the UK	Technology Will Save Us Bauer	Telefonica Foundation UK Govt Social Action Telefonica business	

## 4) What does success look like? What impact/outcomes are expected?

### Network Effects

- An active network of 85 alumni in the UK providing mentoring, and a broader development of the program.

### Access to Finance and mentoring – 2013 aggregate data

- 1627 funded projects out of 2809 (received ones). 58% of participants already involved in finance challenges for early stage projects
- 46 trained employees

### Win-win cases. Think big projects in Telefónica business environment

- Hannah Catmur – Wayra UnLtd; Sophie Mai Lan – Veritas magazine; Anne-Marie Immafidon – Stemmettes

### Improving competencies

- Students were asked to rate their skills across a series of skills specific statements pre-and post-programme on a rating scale of 0 – 6 (0 = definitely not – 6 = definitely applies to me) and the results were the following (ex ante – ex post results):
- Self-confidence: 4.35 – 4.88
- Project management: 4.36 – 4.69
- Communication: 4.45 – 4.80
- Creativity: 4.36 – 4.63
- Digital literacy: 3.62 – 3.91