



DIGIEDUHACK SOLUTION CANVAS

Titleofthe solution: **Soft**

Challenge addressed: **Soft Skills**

Background of the team:
(multiple selections possible in case of mixed teams)

Higher Education Students
Teachers
Others (please specify)

Team name: **hackgdl**

Challenge category: **Education**

Researchers
Primary School Students
Professionals
Secondary School Students

Solution description

Our solution is an AI-powered app designed to develop, measure, and certify soft skills such as communication, empathy, teamwork, and critical thinking. Through an intuitive interface, users participate in interactive simulations, empirically based role-play exercises, repetition methodologies, and challenges using AI-driven avatar simulations that adapt in real time to their performance—pushing users to practice their skills and enabling personalized, quantifiable, and measurable growth.

The platform integrates an analysis system based on real-life and workplace simulation scenarios through AI avatars that evaluate users' responses, tone, and decision-making to generate feedback focused on the proper use and practical application of soft skills. Educators and institutions can access a dashboard that visualizes group progress and identifies key areas for improvement, while users receive scores, experience points, and digital certifications that validate their competencies.

By combining technology and behavioral science, this tool makes soft-skill development dynamic, data-driven, and accessible, empowering students and young professionals to be better prepared for the human challenges of the future workforce.

Context

In Latin America, the educational system rarely prioritizes the development of soft skills such as communication, empathy, and critical thinking, even though they are essential for employability, personal growth, and everyday life situations. According to the World Economic Forum and the IDB, this gap limits productivity and opportunities for young people, while 41% of business leaders believe that Generation Z is not prepared for the workforce due to the lack of these abilities. This disconnect between education and real-world labor demands perpetuates low preparedness, frustration, and limited professional growth. In Mexico, 7 out of 10 people show a deficit in the development of at least one soft skill, representing a challenge both personally and professionally.

Target group

Our initial target group consists of students and young professionals (B2C) who aim to improve their communication, adaptability, and emotional intelligence to stand out in the job market. They will benefit from a personalized and interactive platform that helps them identify, develop, and certify their soft skills in a measurable way—turning personal growth, traditionally abstract, into visible progress they can confidently present to employers. We also aim to reach underserved markets, such as the current workforce, by giving them the opportunity to enhance their prospects through proper soft-skill development, ultimately improving their personal and professional quality of life. In addition, we consider it essential to include highly technical profiles that may not have developed strong soft skills, enabling them to access better opportunities and helping reduce the disparity gap in this area. A person without soft skills does not have access to the same opportunities as someone who has developed them. Our goal is to strengthen both personal and professional abilities in every user.

As the platform matures and we achieve the necessary validation and traction, we will expand our reach to educational institutions and companies (B2B) seeking to strengthen the development and assessment of soft skills within their learning or recruitment processes. For these organizations, our solution offers analytical dashboards and group insights that allow them to monitor performance, engagement, and growth.

To ensure we meet their specific needs, we will co-design and pilot the platform alongside experts in app development with AI integrations, engineers specialized in AI training and development, students, educators, and human-resources professionals. Their feedback will help us refine the experience and ensure that both content and assessments remain relevant, inclusive, and aligned with real labor-market demands.

Impact

Our solution will drive a radical transformation in the way soft skills are developed across individuals, workers, and students. It will generate undeniable impact by adopting a 1-for-1 value-sharing model: for every membership purchased, we will grant one free membership to people and communities facing risk or inequality. In this way, we help reduce the existing gap in education, communication, and the proper development of essential human skills.

One of our key differentiators is our dual approach: we strengthen soft skills in professional environments to boost a company's effectiveness and performance metrics, while also empowering users on a personal level. Our platform enables individuals to improve their abilities, build meaningful relationships, and gain the confidence needed to navigate everyday situations—ultimately contributing to a clear improvement in their quality and style of life.

Describe it in a tweet

Soft App @DavidAlber23056 · 39s
An AI-powered platform that helps students and professionals develop, measure, and certify soft skills like communication, empathy, and leadership — turning human potential into measurable growth for the future of work.

Innovativeness

What makes our solution different is its simplicity, accessibility, and engaging design. While most platforms that teach soft skills are complex, expensive, or limited to institutional settings, ours is mobile, affordable, and built for everyday use. It transforms personal growth into an enjoyable experience through gamified challenges, levels, and interactive missions that users can complete anytime, anywhere. This approach makes soft-skill development consistent, practical, and appealing to new generations who learn best through short, dynamic activities. Unlike traditional workshops or enterprise tools, our solution democratizes access to professional development — making learning soft skills as easy and motivating as using a fitness app, but for your mind and communication.

Transferability

Our solution can be easily integrated into different educational, personal, and professional contexts because soft skills are universal and relevant across all disciplines. For example, universities can use it as a complement to academic courses, helping engineering or medical students strengthen communication and teamwork, since their profiles often lack strong soft-skill development. Teachers can also incorporate it into classroom activities to foster collaboration and empathy.

In corporate or technical training environments, the platform can be adapted for employee onboarding and professional development, allowing organizations to evaluate leadership, adaptability, and problem-solving through interactive challenges. At the same time, it helps individuals strengthen their human skills so they can access better opportunities and reduce the disparity gap in this area. Its modular design and mobile accessibility make it ideal for any learning environment that aims to combine technical knowledge with human development.

On a personal level, it is a tool designed to teach, develop, and guide users in learning and improving soft-skill competencies, promoting human flourishing and addressing the problem at its root to enable comprehensive, adaptable growth across different sectors.

Sustainability

This solution uses a SAAS (Software as a Service) model, which not only allows it to scale within private schools and companies but also makes it easy to implement in any type of educational institution thanks to its capabilities for personalized, simulated, adaptive, and educational content generation.

Soft is available to all students, professionals, and individuals with internet access. One major advantage is the growing investment trend in both the corporate and educational sectors toward soft-skill development, with market projections estimating a global value of 6 trillion dollars by 2034. This demonstrates a clear pain point in society and highlights that the market is actively seeking disruptive and innovative solutions to rebuild human skills at scale.

Team work

Our team combines design, technology, and business expertise to create a solution that is both functional and engaging. We are composed of two software developers, responsible for the AI and mobile architecture; a UX/UI designer, focused on creating an intuitive and motivating user experience; and a financial strategist, who ensures the project's sustainability and scalability. This mix allows us to merge technical innovation, human-centered design, and business vision into a single, cohesive product. While we recognize the value of including future collaborators — such as experts in psychology or ethics — our current structure gives us the agility and creativity needed to build and validate the first version efficiently. We plan to continue working together beyond the hackathon, as we share a common purpose: making emotional intelligence and communication as trainable and measurable as any technical skill.