DIGIEDUHACK SOLUTION CANVAS

Title of the solution: Integra

Team name: Datacraft

Challenge addressed: "How might we co-create human flou

Challenge category: Emerging technology for education

Background of the team:

(multiple selections possible in case of mixed teams)

- [x] **Higher Education Students**
- [ ] **Researchers**
- [ ] **Professionals**
- [ ] **Teachers**
- [ ] **Primary School Students**
- [ ] **Secondary School Students**
- [ ] **Others** (please specify)

Solution description

What is the final product/service/tool/activity you're proposing? What are its main elements, technologies and objectives? Could you please include a brief implementation plan with some key overall milestones, resources required and eventual barriers foreseen?
How could your solution be used to enhance digital education nowadays? How could its success be measured?

Eliminating the opportunity gap for students transitioning from high school to higher education (or the workforce), particularly for those who lack the skills required to compete in the labor market.
This gap prevents individuals from reaching their full potential, limiting their personal growth, economic opportunities, and societal contributions. Bridging this gap is essential for fostering equity and reducing unemployment among young people.
Who It Affects:
Primarily individuals aged 14 to 20, especially those transitioning from high school to university or preparing for certification exams after dropping out.

Context

What is the current or future problem you're trying to solve? How does your solution align with DigiEduHack 2024 annual theme?
How does your solution confront the challenge posed by the hackathon organiser and how does it address the challenge category?

The current problem we're addressing is the significant skill gap that students face when transitioning from high school to higher education or the workforce, particularly for those lacking the necessary skills to compete in the labor market. This gap limits their economic opportunitiesand personal growth. Additionally, many students, especially from vulnerable communities, struggle with access to quality education, leading to higher dropout rates andunemployment

Target group

Who is/are the target group/s of your solution and how will they benefit from it? Why is your solution relevant to them? how do you plan to engage these groups so you fully meet their specific needs?

The project targets 14-20 year olds who face skills gaps to continue their studies or enter the labour market, as well as those who have dropped out and are seeking certification. It offers technical training, soft skills, affordable access through offline modules and connectivity subsidies, and an AI assistant that personalises learning. It is relevant because it removes educational and economic barriers, promoting personal and professional development. It will be implemented with local partnerships, gamified incentives and ongoing support to ensure its effectiveness.

Impact

How will your solution catalyse changes in education and what impacts will it have at social and environmental level? Could you provide examples or scenarios illustrating how such changes and impacts might unfold?

Our solution will transform education by using AI to personalize learning, making it more accessible and engaging, especially for students transitioning from high school to higher education or the workforce. By offering affordable, scalable, and interactive education, we can bridge the skill gap, reduce dropout rates, and increase employability, particularly for vulnerable communities. This approach will empower marginalized groups, promote equity, and reduce youth unemployment. Additionally, the digital nature of the platform will lower the environmental impact of traditional education methods. Ultimately, this solution fosters social and economic mobility, creating a more sustainable and inclusivesociety.

Describe it in a tweet

How would you describe your solution in a short catchy way with maximum 280 characters?

A personalized learning app bridging skill gaps for youth, empowering them with technical and soft skills to excel in education and the job market. Accessible, affordable, and AI-driven, it supports growth and employability, transforming challenges into opportunities.

Innovativeness

What makes your solution different and original? Are there similar solutions or approaches currently available or implemented by education sector practitioners? If so, why and to what extent is your solution better?

Our solution is unique in combining personalisation with AI, gamification and affordable access. Unlike platforms such as Duolingo or Prepanet, we offer micro-credits, real-time support and content tailored to the labour market. This ensures greater inclusion, motivation and relevance for people with limited resources.

Transferability

Can your solution partly or fully be used in other education/learning contexts or disciplines? Could you provide any example?

Yes, the solution is adaptable to other educational contexts, such as technical training for adults or digital inclusion programmes. For example, it could be applied in digital literacy courses for rural communities or in specific skills training, such as basic programming, for emerging employment sectors.

Sustainability

Once you have a prototype, what are your plans for a further development, implementation upscale and replication of the solution? How do you see it working in the mid- and long term?

Once the prototype is ready, we plan to pilot it in vulnerable communities, gather feedback, and refine the platform. For scaling, we will form partnerships with local governments and manufacturing companies. Long-term, we envision nationwide adoption, integrating evolving labor market needs and continuous updates.

Team work

Present the members of your team.
Why are you the perfect team to develop this work and what are the competencies you all bring in so the solution is developed successfully? What is your expertise within the thematic field concerned? Are you planning to continue working as a team in the future? If so, why?

Our team combines expertise technology and social impact. We include instructional designers and Data analyst ensuring a comprehensive approach to the solution. With proven experience in digital education and a shared commitment to equitable learning, we plan to continue collaborating to expand and refine this initiative.

Integra

Your highschool in an app

Main problem

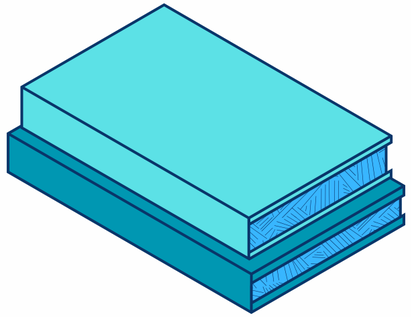
In Oaxaca over **200,000** students leave elementary and middle school school, posing a significant challenge for **education continuity**.

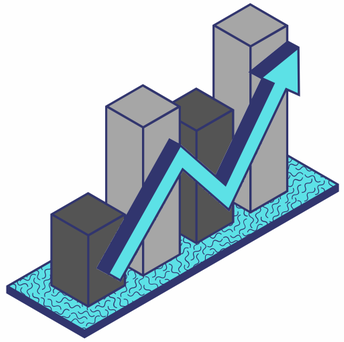
El Universal (2023).

Why?

Need to work

Lack of interest





Associated costs

Inflexible schedules

How might we co-create human flourishing through education with emerging technology?

Key facts

57%

of 18 to 29 year olds work in **low-skilled**, **low-paying jobs**

97%

of students aged 15 to 18 in Mexico have **internet access**

15%

of middle schoolers in Chiapas **abandon school**

Value Proposition

Empower middle-school graduates in Mexico to achieve their high school CENEVAL certificate through a **gamified app** **that seamlessly integrates with their work schedules**.

Partnership with employers

Personalized learning

Mobile-First Design

Differentiators

Transforming SEP learning, made simple

AI support

Plan order, lesson load, **evaluations** and **assistance** powered by **AI**

Achievements and badges

Recognition of acquired **skills** that can be shown in a **CV**

Intuitive UI

Ease of access to **lessons** and **additional features**

Fintech Integration

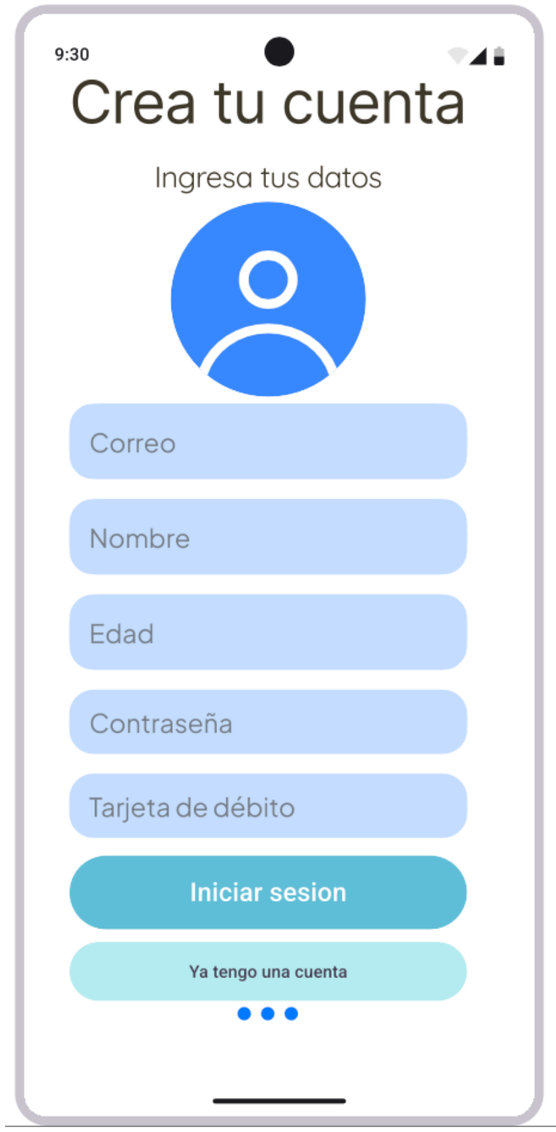
Debit card add-on feature for milestone **compensation**

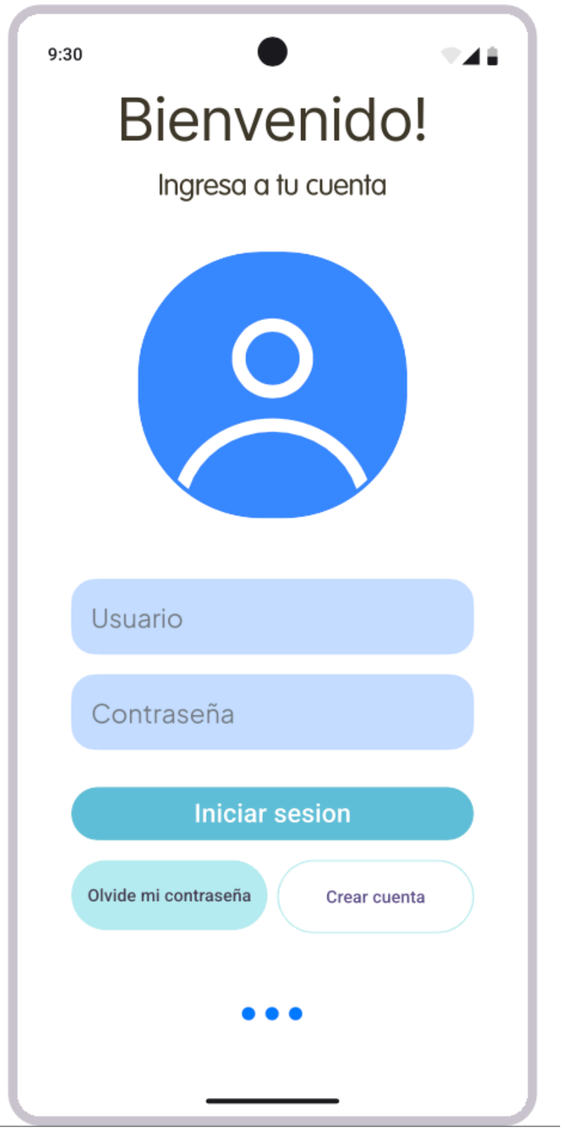
User Journey

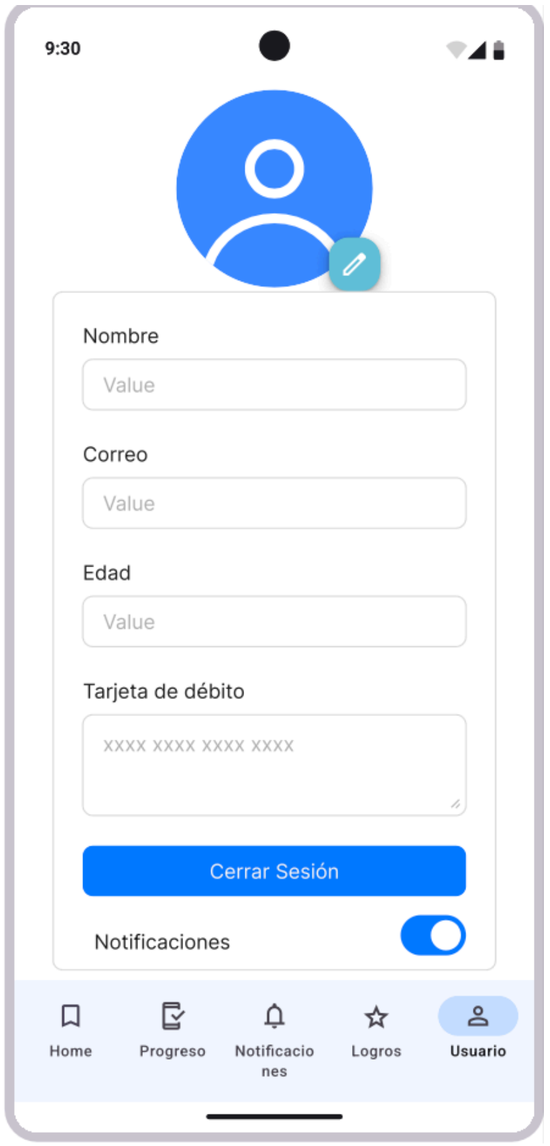
Awareness	Registration	Lessons	Evaluation	Loyalty
Deciding to **continue education**	Add **personal information**	**Learning** modules	Be tested in a **general knowledge**	Complete Ceneval **preparation modules**
Educational campaign	Register part and **admission test**	**General knowledge** assessment	Middle quizzes	Several **attempts** to trial **Ceneval** test

Prototype

INTEGRA .
Accesible learning app


9:30
Crea tu cuenta
Ingresa tus datos
Correo
Nombre
Edad
Contraseña
Tarjeta de débito
Iniciar sesion
Ya tengo una cuenta


9:30
Bienvenido!
Ingresa a tu cuenta
Usuario
Contraseña
Iniciar sesion
Olvide mi contraseña
Crear cuenta


9:30
Nombre
Value
Correo
Value
Edad
Value
Tarjeta de débito
xxxx xxxx xxxx xxxx
Cerrar Sesión
Notificaciones
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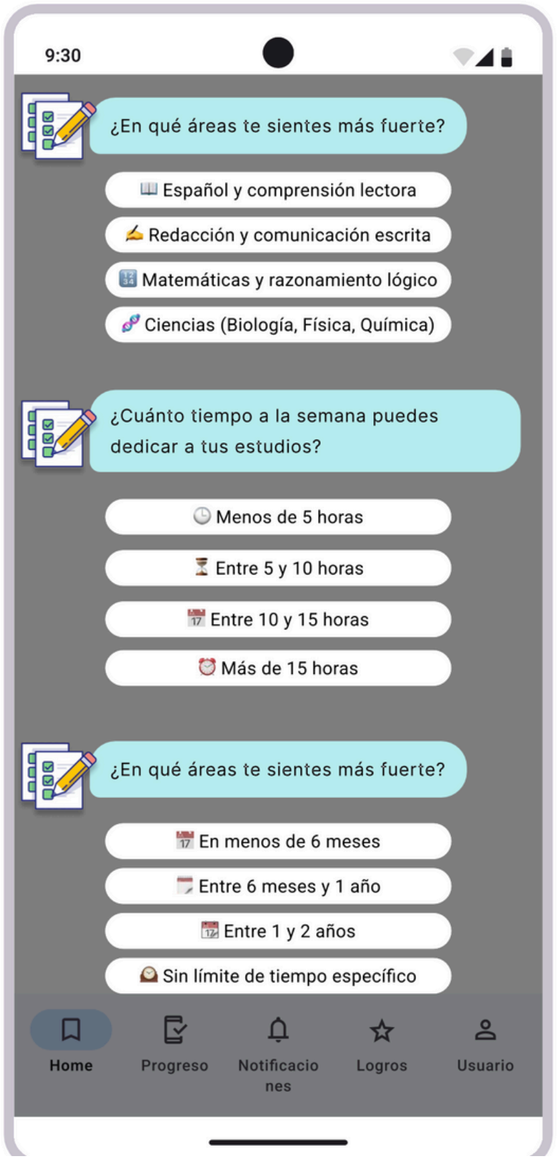
9:30
¿En qué áreas te sientes más fuerte?
📖 Español y comprensión lectora
✍️ Redacción y comunicación escrita
🔢 Matemáticas y razonamiento lógico
🧬 Ciencias (Biología, Física, Química)
¿Cuánto tiempo a la semana puedes dedicar a tus estudios?
🕒 Menos de 5 horas
⏳ Entre 5 y 10 horas
📅 Entre 10 y 15 horas
⏰ Más de 15 horas
¿En qué áreas te sientes más fuerte?
📆 En menos de 6 meses
🗓️ Entre 6 meses y 1 año
📆 Entre 1 y 2 años
🕰️ Sin límite de tiempo específico
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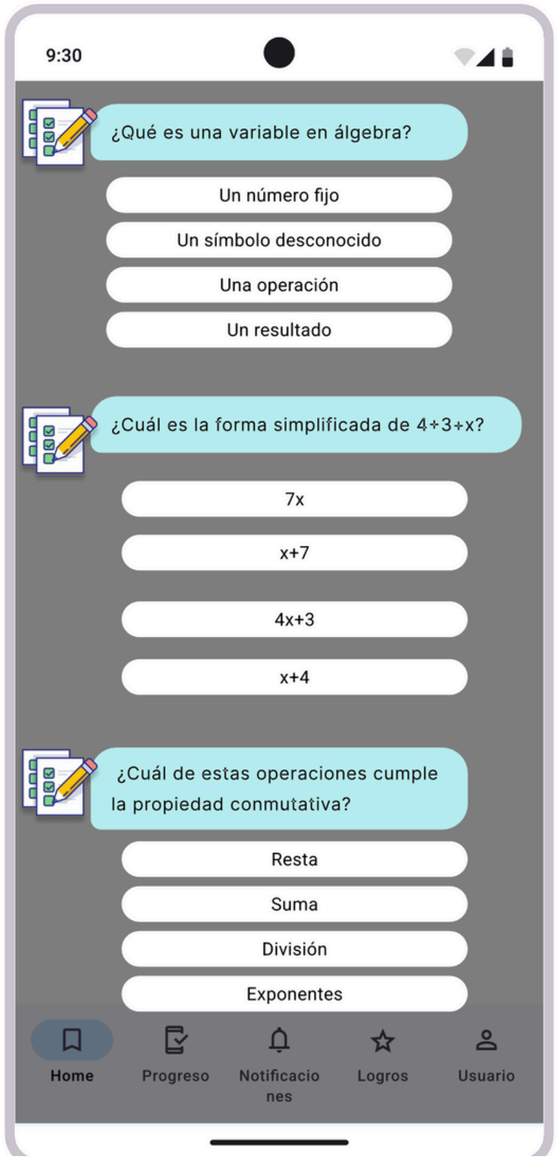
9:30
¿Qué es una variable en álgebra?
Un número fijo
Un símbolo desconocido
Una operación
Un resultado
¿Cuál es la forma simplificada de 4÷3÷x?
7x
x+7
4x+3
x+4
¿Cuál de estas operaciones cumple la propiedad conmutativa?
Resta
Suma
División
Exponentes
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9:30
¡Bienvenido! Basado en tus respuestas, crearemos un plan de estudio enfocado en ti, con un enfoque en lecciones prácticas y cuestionarios.
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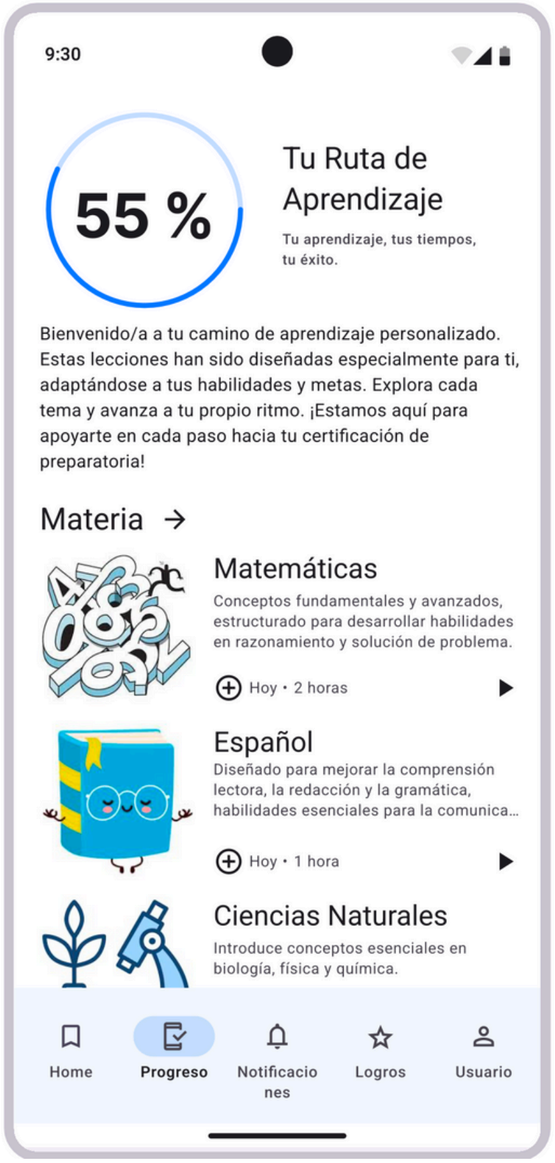
Usuario


9:30
55 %
Tu Ruta de Aprendizaje
Tu aprendizaje, tus tiempos, tu éxito.
Bienvenido/a a tu camino de aprendizaje personalizado. Estas lecciones han sido diseñadas especialmente para ti, adaptándose a tus habilidades y metas. Explora cada tema y avanza a tu propio ritmo. ¡Estamos aquí para apoyarte en cada paso hacia tu certificación de preparatoria!
Materia →
Matemáticas
Conceptos fundamentales y avanzados, estructurado para desarrollar habilidades en razonamiento y solución de problema.
Hoy • 2 horas
Español
Diseñado para mejorar la comprensión lectora, la redacción y la gramática, habilidades esenciales para la comunica...
Hoy • 1 hora
Ciencias Naturales
Introduce conceptos esenciales en biología, física y química.
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9:30

Matemáticas

Show all

Temas →

Álgebra Básica
Introducción a conceptos de álgebra, incluyendo ecuaciones, expresiones y operaciones.

Geometría
Exploración de figuras geométricas, teoremas y demostraciones básicas.

Probabilidad y Estadística
Fundamentos de probabilidad y cómo interpretar datos estadísticos.

Cálculo Básico
Límites, derivadas e integrales básicas.

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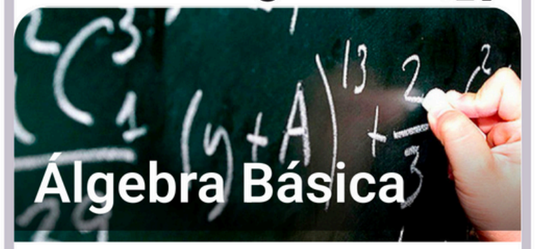

En una ecuación lineal como 2x + 3 = 11, el objetivo es aislar la variable x. Para ello, necesitamos realizar operaciones inversas.

Ejemplo: Si 2x + 3 = 11, restamos 3 a ambos lados para obtener 2x = 8. Luego, dividimos ambos lados entre 2 para encontrar x = 4.

✓ Problemas | Videos

Problema 1

✅ ¡Correcto! Buen trabajo.

2x + 3 = 11

x=3 | x=4 | x=5 | x=6

Problema 2

❌ Incorrecto, revisa la solución.

(x - 4)(x + 5) = 0

x=−4x y x=5 | x=5 y x=−4 | x=−5 y x=4

Explicación:
Para que el producto sea cero, uno de los factores debe ser cero:

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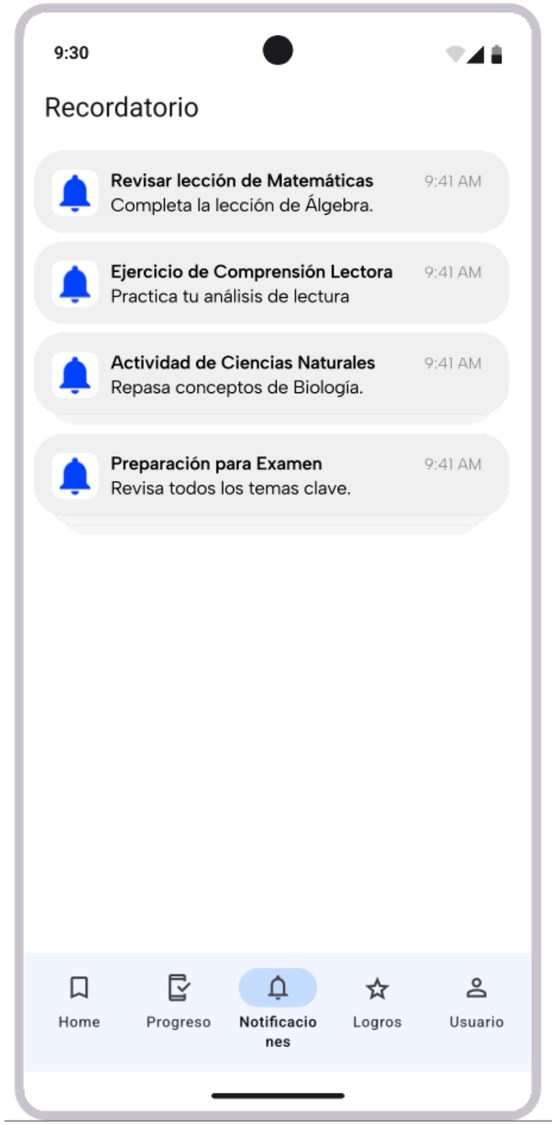
9:30
Recordatorio
Revisar lección de Matemáticas
Completa la lección de Álgebra.
9:41 AM
Ejercicio de Comprensión Lectora
Practica tu análisis de lectura
9:41 AM
Actividad de Ciencias Naturales
Repasa conceptos de Biología.
9:41 AM
Preparación para Examen
Revisa todos los temas clave.
9:41 AM
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9:30
Logros
Gestión del Tiempo
Completa todas tus actividades programadas en una semana sin retrasos.
Habilidades de Comunicación
Completa lecciones sobre comunicación efectiva, tanto verbal como escrita.
Estudiante Dedicado
Completa al menos una lección en cada materia en una semana.
Iniciativa y Autogestión
Completa módulos opcionales por tu cuenta, mostrando iniciativa.
Pensamiento Crítico
Termina actividades que requieren análisis y toma de decisiones.
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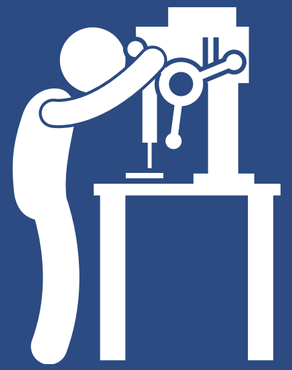
Other Potential customers



Manufacturing workers

Face long hours and **limited** access to **opportunities**.

Housewifes

Juggling **responsibilities** with **career advancement**.

Teleperformance

Monotony and lack **opportunities** for professional **development**.

Next Steps

1. Pilot launch with a select group of students and partner companies
2. Expand availability to additional areas with high dropout rates
3. Secure sponsorships from corporations for workforce development
4. International expansion to other education models

Facing change revolutionizing education

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