

DIGIEDUHACK SOLUTION CANVAS



Title of the solution:

Challenge addressed:

Team name:

Challenge category:

Solution description

Please describe your solution, its main elements and objectives as well as a brief implementation plan with some key overall milestones, resources required and eventual barriers foreseen. What is your final product/service/tool/activity? How could the solution be used to enhance digital education in the your challenge area? How could the success of the solution be measured? How will the solution provide benefits to the challenge owner?

Target group

Who is the target group for your solution?
Who will this solution affect and how?
How will they benefit?

Impact

What is the impact of your solution? How do you measure it?

Context

What is the problem you are facing?
What is the challenge that you are solving?

Describe it in a tweet

Describe your solution in a short catchy way in maximum 280 characters

Innovativeness

What makes your solution different and original?
Can anything similar be found on the market? How innovative is it?

Transferability

Can your solution be used in other contexts?
What parts of it can be applied to other context?

Sustainability

What is your plan for the implementation of the solution and how do you see it in the mid- and long term?

Team work

Explain why you are the perfect team to develop this work and what are the competencies you all bring in so the solution is developed successfully. How well did you work as a team?
Could you continue to work as a team in the future?



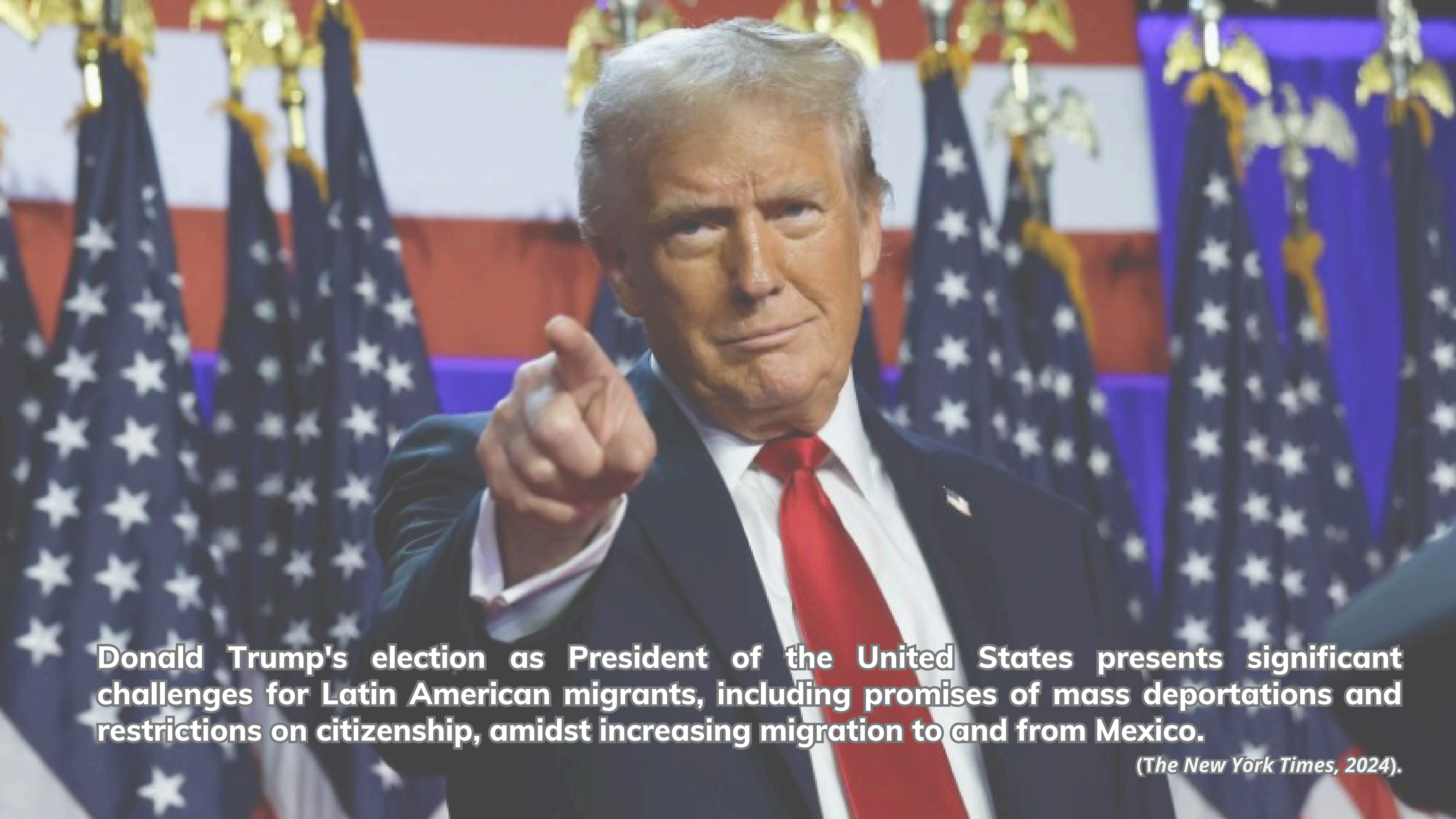
LEI4Edu

EducaTech



Education, technology and
a fresh start.



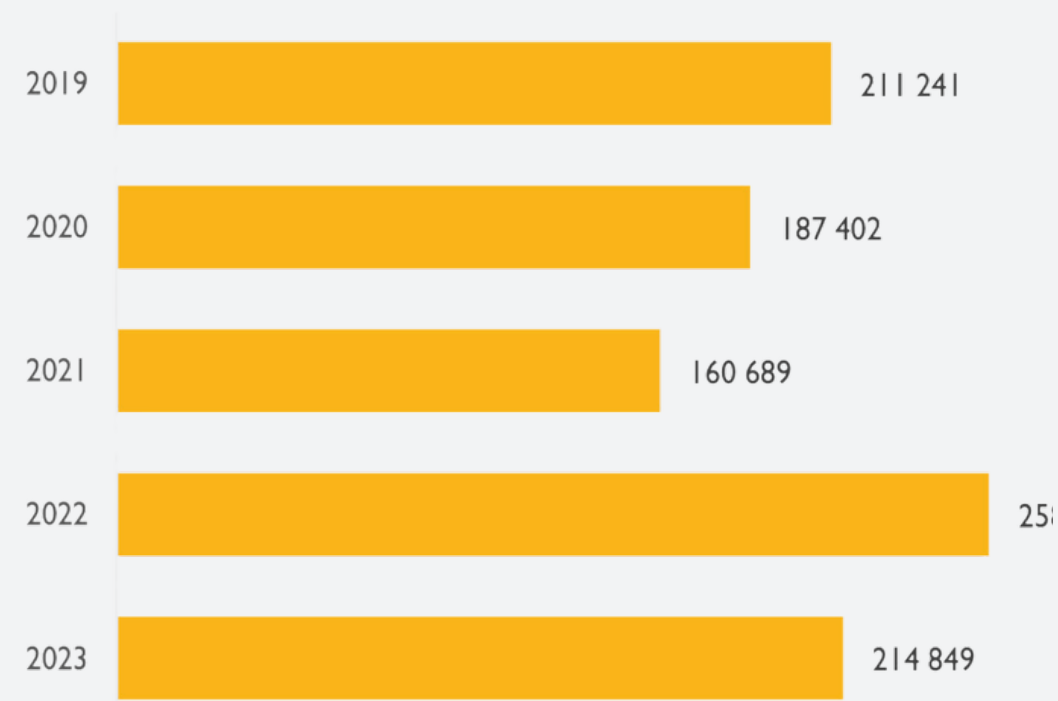


Donald Trump's election as President of the United States presents significant challenges for Latin American migrants, including promises of mass deportations and restrictions on citizenship, amidst increasing migration to and from Mexico.

(The New York Times, 2024).

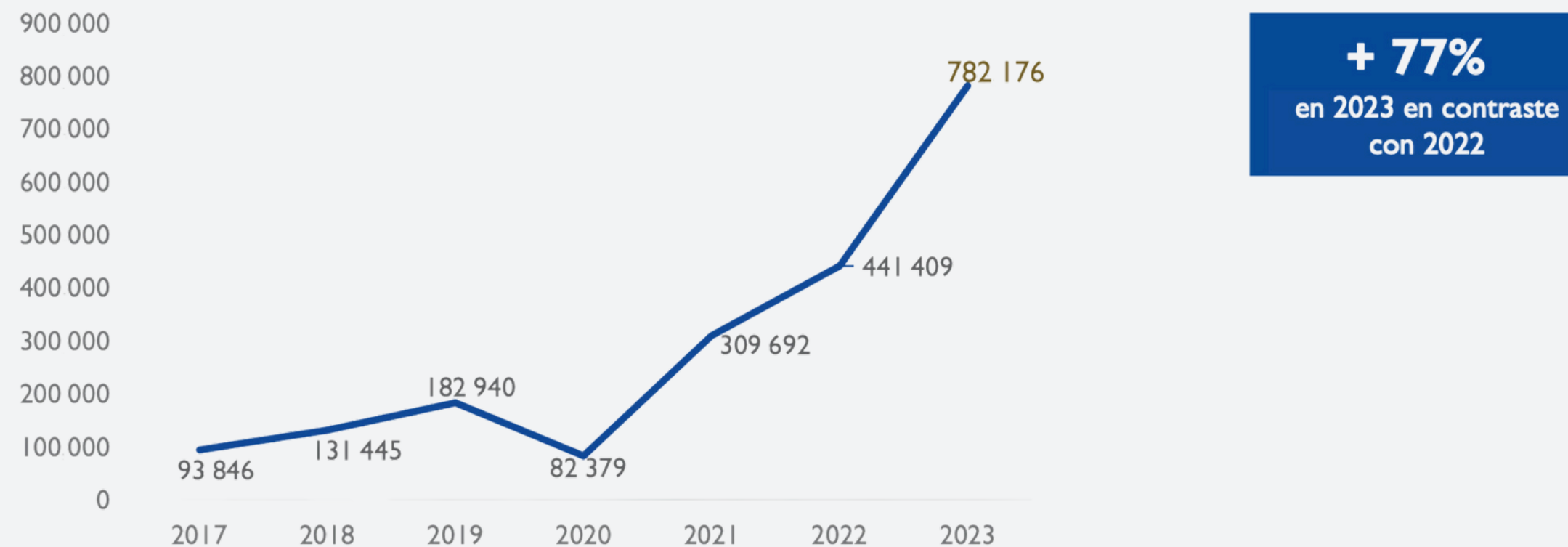
Trends In Irregular Migration and deportation

Figure 1. Irregular migration.



In recent years, irregular migration and the number of Mexicans deported from the United States have increased, and the predicts a 20% rise by 2030. (International Organization for Migration, 2023)

Figure 2. Mexicans deported from the United States



Is it truly **viable and necessary**?

“En México estimamos que hay hasta 5 millones de vacantes en este momento y con el nearshoring hay mucha demanda de mano de obra que no podemos llenar con la población mexicana”

Dana Graber Ladek
Jefa de la misión de la OIM

Forbes MÉXICO

The most in-demand job areas in Mexico **laboratory, electricity, and mechanics** (Castillo, 2024). Therefore, we will focus on preparing migrants through education in these fields, with the goal of ensuring their workforce integration, improving their quality of life, and contributing to the development of Mexico.

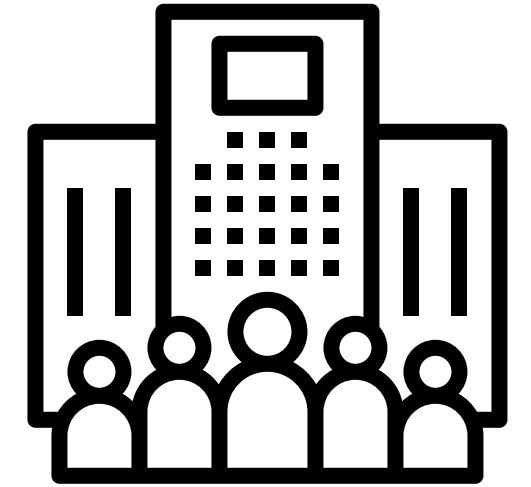
Migrant profile and company requirements

Migrant



- With a pending or already regularized migration status
- Incorporation into working life more than into an educational system
- They want to validate their competences
- Time it takes to legalize (Regular)

Companies



- Workforce need
- Demand for specialized knowledge
- Investment in recruitment and training
- Less rotation
- People with competences and values

Solution Proposal

EducaTech is an AI-powered platform designed to support migrants in accrediting and certifying their competencies in key areas such as laboratory work, electrical, and mechanical technology, or in acquiring future skills. By providing personalized training and course recommendations, EducaTech empowers users to enhance their employability and connects them with partner companies to facilitate social and professional integration. Through this approach, the platform promotes economic stability and improves access to quality job opportunities.





Educa | Tech

We promote the development of migrants through certification,
training and access to decent employment.

Prototype

Home Screen

In addition to an overview and description of the project and additional information such as requirements and physical locations to take the test. Access to the questionnaire will be restricted only to devices registered at these physical locations.

Question I

Imagine you have a new coworker who has made several mistakes due to lack of experience and seems to be frustrated and unmotivated with his job. How would you respond or what would you say to him?

Type your answer here... Or try answer by voice.



Continue

Prototype

Example of a Case Study Question

In this type of questions aimed at assessing competencies and skills, the user will be able to respond, either by text or voice, how he or she would act in a carefully designed practical case. Their answers will be evaluated by artificial intelligence trained to recognize, through prose, competencies such as problem solving, dialogic communication, critical thinking, contextualization, and integrity.

Question LXII

You are the new network technician for a medium-sized company. When you start your work, you encounter a series of reports from users about network connectivity problems. The most common symptoms are:

- Intermittent Internet connection: Users experience frequent interruptions in their connection.
- Slow loading of web pages and files: Applications take a long time to respond.
- Shared resource access issues: Users are unable to access printers, shared folders, or files on the network.

Additional information:

- The company has a wired and Wi-Fi network.
- The network infrastructure includes a main router, switches, a file server, and a firewall.
- Users use a variety of devices: desktops, laptops, smartphones, and tablets.
- The predominant operating system on the computers is Windows 10.

How would you address these challenges?

Type your answer here... Or try answer by voice.



Continue

Prototype

Example of a Technical Case Study Question

These types of questions are aimed at assessing disciplinary skills according to the technical profile that the user has selected when applying the test. In the same way, the user will be able to respond, either by text or voice, how they would act in a practical case carefully designed to test the technical skills and competencies related to their profession. Their answers will be evaluated by artificial intelligence.

Where we going to start to implement it?

EducaTech will initially be implemented at Casa Monarca and UNHCR in Monterrey due to their key role in supporting migrants and refugees. Casa Monarca provides comprehensive assistance to migrants in transit, while UNHCR focuses on refugee protection, ensuring the platform reaches those seeking stability and opportunities.

In the future, we plan to expand EducaTech to other strategic locations across the country with high migrant flows, such as Tapachula (Chiapas), a key entry point for Central American migrants, and Tijuana (Baja California), a major border crossing. This expansion will allow us to reach more beneficiaries, fostering their social and professional integration in Mexico.





Legal Viability

Article 3 of the Political Constitution of the United Mexican States establishes that everyone has the right to receive education (DOF, 2019).

In Mexico, the minimum number of Mexican workers that a company must have is 90%, according to article 7 of the Federal Labor Law (LFT). This means that the maximum percentage of foreign workers that a company can have is 10%. (El Economista, 2023).

How will this project be **economically sustainable?**

This project will be economically sustainable through several key strategies:



Donations made by individuals or legal entities.



Support from the US our Mexican government or embassy.
Collaboration with businesses and governments.



Public and private companies that will be costumers of the platform.
Reinvestment of profits.

KPI'S

How can we measure if it is really working?

- Certification rate: Percentage of migrants who complete the certifications.
- Employment placement: Number of users employed in related fields.
- User satisfaction: Satisfaction level based on surveys.
- Strategic partnerships: Number of companies and institutions partnered.
- Economic impact: Increase in users' income.



Future Perspectives.

Where do we see
our project in 3
years?



Have a presence in more states of the country.



Applicable for Mexicans too



Rural Areas

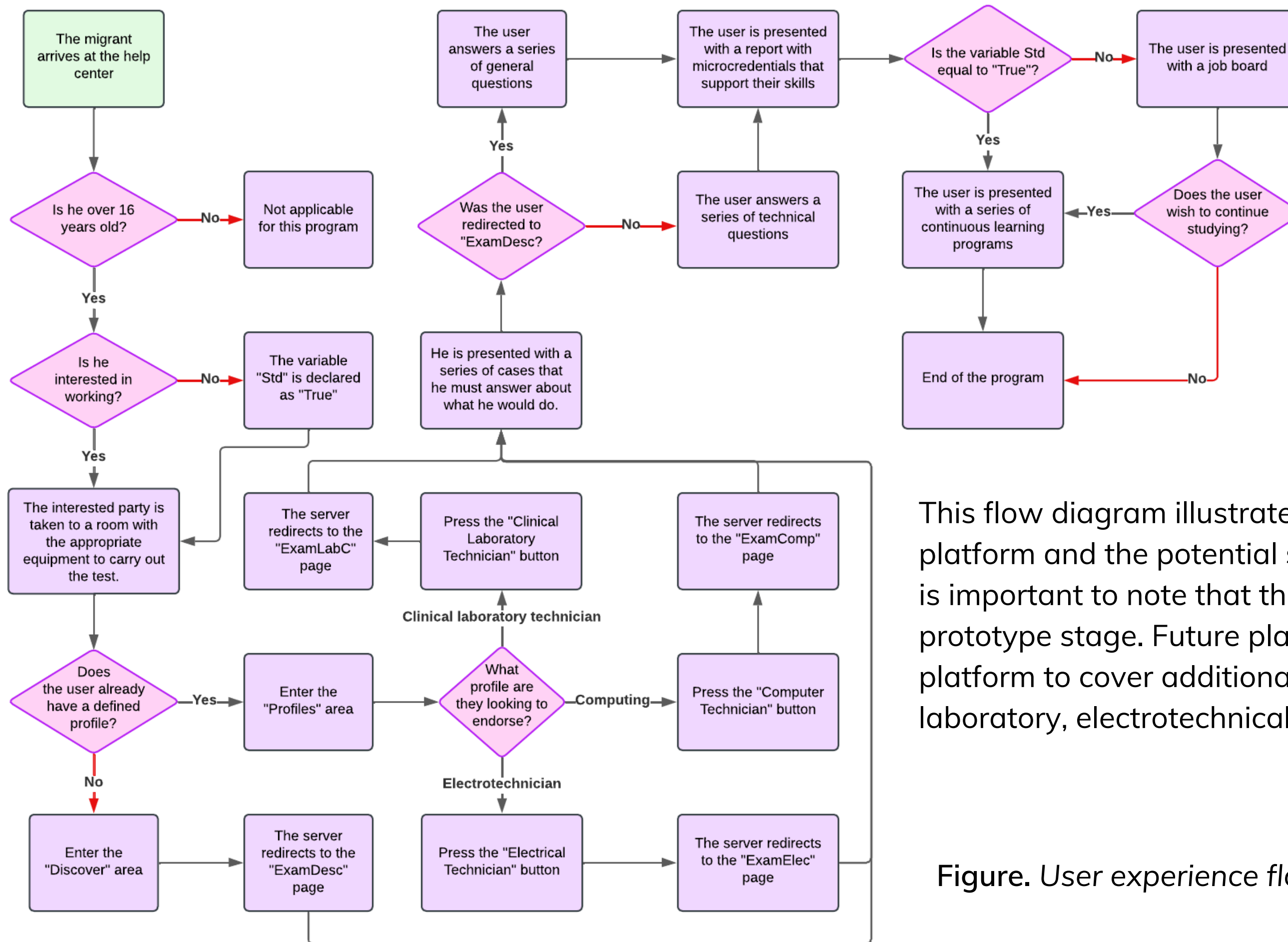


Specialized capabilities



Industrialization

Flow Diagram



This flow diagram illustrates the user interactions with the platform and the potential scenarios they may encounter. It is important to note that this diagram focuses solely on the prototype stage. Future plans include expanding the platform to cover additional areas of study beyond laboratory, electrotechnical, and computing.

Figure. User experience flowchart.

Our Team



Yamile Guzmán Saleh
Industrial Design Student
Visual design and UX



Rogelio Emiliano Lara de Luna
Biotechnology Engineering Student
Development and programming



Angeles Teresa Cisneros Aguilar
Educational Innovation student
Educational content and course development



Leslie América Ramírez García
Business Management student
Pitching and business modeling



Juan José de Jesús Hernández Beltrán
Data Science and Mathematics Student
Development and programming

Thank you



References

- ACNUR. (2024, 14 de octubre). ACNUR da a conocer resultados de encuesta de percepciones hacia personas refugiadas en México. ACNUR México. <https://www.acnur.org/mx/noticias/comunicados-de-prensa/acnur-da-conocer-resultados-de-encuesta-de-percepciones-hacia>
- Aumento de la migración en las Américas en 2023: retos para garantizar la salud de las personas migrantes y respuesta de la Organización Panamericana de la Salud. (s. f.). OPS/OMS | Organización Panamericana de la Salud. <https://www.paho.org/es/noticias/18-12-2023-aumento-migracion-americas-2023-retos-para-garantizar-salud-personas-migrantes>
- Castillo, B. C. (2024). 10 carreras técnicas de mayor demanda en México. Guía Universitaria. <https://guiauniversitaria.mx/10-carreras-tecnicas-de-mayor-demanda-en-mexico/>
- Centro de Ciencias de la Complejidad C3. (s. f.). Cuidar al migrante, una forma urgente de atender la migración. <https://www.c3.unam.mx/noticias/noticia281.html>
- Comisión Económica para América Latina y el Caribe (CEPAL). (2003). Migraciones, vulnerabilidad y políticas públicas: Impacto sobre los niños, sus familias y sus derechos. CEPAL. <https://www.cepal.org/es/publicaciones/7178-migraciones-vulnerabilidad-politicas-publicas-impacto-ninos-sus-familias-sus>
- Diario Oficial de la Federación. (2019). Decreto por el que se reforman, adicionan y derogan diversas disposiciones de los artículos 3o., 31 y 73 de la Constitución Política de los Estados Unidos Mexicanos, en materia educativa. https://www.dof.gob.mx/nota_detalle.php?codigo=5560457&fecha=15/05/2019
- El Economista. (2023, August 21). ¿Qué trámites deben realizar las empresas para contratar trabajadores extranjeros? [https://eacnur.org/es/blog/valores-humanos-lista-los-7-mas-importantes](https://www.eleconomista.com.mx/capitalhumano/Que-tramites-deben-realizar-las-empresas-para-contratar-trabajadores-extranjeros-20230821-0109.html#:~:text=Es%2C%20sin%20embargo%2C%20la%20Ley,le%20permite%20a%20la%20empresa%E2%80%9DeACNUR. (2017). Valores humanos: lista de los 7 más importantes. ACNUR España. <a href=)
- de Migrantes En Emergencias”, U. N. E. T. P. E. L. P. D. E. F. I. “reducir L. A. V. (s/f). MIGRANTES EN MÉXICO VULNERABILIDAD Y RIESGOS. lom.int. Recuperado el 13 de noviembre de 2024, de https://www.ecampus.iom.int/pluginfile.php/14566/block_html/content/MICIC_Mexico_desk_study.pdf
- Reuters. (2023). In graphics: The issues shaping the 2024 U.S. presidential race. Reuters. <https://www.reuters.com/graphics/USA-ELECTION/ISSUES/zdpxqnodovx/>
- Real Academia Española. (s. f.). Actitud. En Diccionario del estudiante. <https://www.rae.es/diccionario-estudiante/actitud>
- UNESCO, C. E. P. A. L. y. E. (2022, 21 septiembre). <https://www.cepal.org/es/publicaciones/48153-La-encrucijada-la-educaci>
<https://www.cepal.org/es/publicaciones/48153-la-encrucijada-la-educacion-america-latina-caribe-informe-regional-monitoreo>

