



Digital Innovators

Unlocking Potential



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DIGITAL INNOVATORS

Project Guide



Building bridges between employers and young people

Digital Innovators' mission is to **enable young people to be the best they can be.**

We aim to **unlock the potential** of young people in the West Midlands and **connect this budding network of innovators with leading employers.**

Our **innovative and fresh approach to employability training** paired with **projects for local businesses** has enabled hundreds of young people to **provide tangible business improvements for employers.**

How does this benefit your business? Our students will enable your business to thrive by **tackling a challenge or developing an opportunity** that you do not have the **time or resources** to address.

Our projects are free, so all we ask is that you dedicate some time to supporting students whilst they complete their project – and who knows, **you may even discover a future employee that you will want to hold on to!**



Mick Westman, CEO and Founder

Struggling with a lack of time and resources?

Have a problem which needs addressing?

Help us to help you!

It is not uncommon for businesses to be **stretched for time, people and resources** - especially considering the impact of the COVID-19 pandemic.

If there are **challenges** that are impacting your business, get in touch and we will tap into some of the brightest **workplace-ready talent** in the region to provide a **dedicated project team** to tackle a **business improvement project** for your organisation.

So, why not make the most of this **unique opportunity** to enable your business to **thrive**?

How do our programmes and projects work?

Step 1

Our unique **psychometric assessment** analyses the students' personalities and interests to **uncover their greatest strengths** and point them in the **right career direction**

Step 2

We take teams of young people through **skills development training** which covers the core skills that **employers tell us they need in their workforce** and that are lacking due to the **ongoing skills shortage**

Step 3

Teams are then assigned to groups for **practical work projects** with employers - and that could be your business. Supported by a Delivery Manager, teams will work towards providing **business improvements** by the end of the programme



Who are these young people?

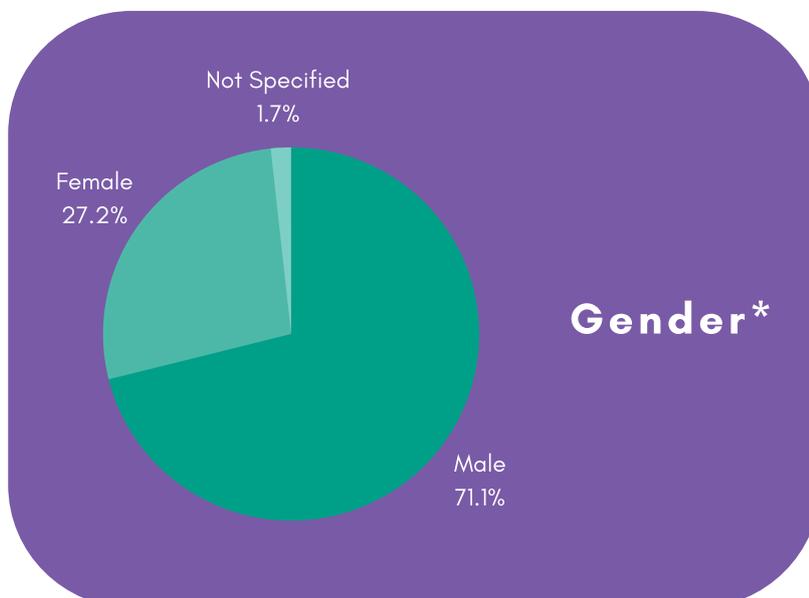
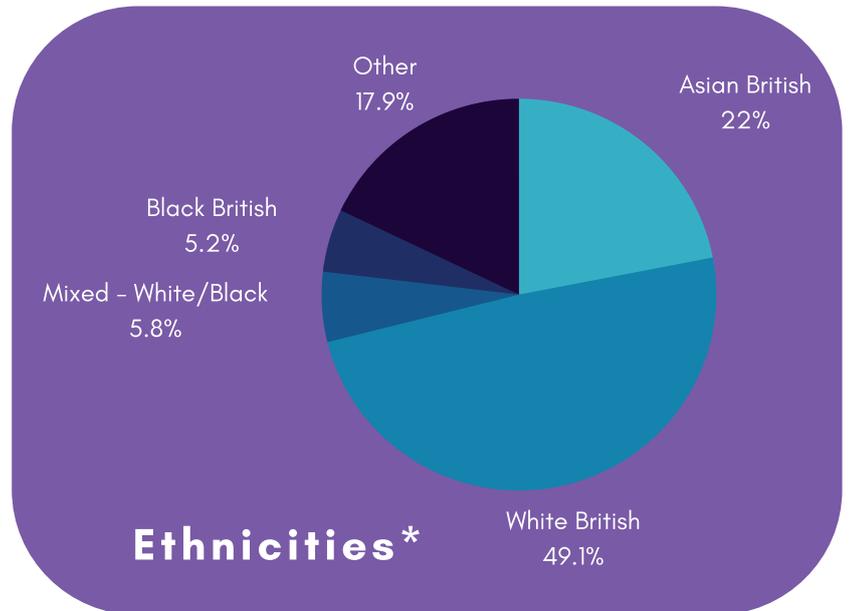
They are **ambitious, capable problem solvers**. We specialise in unlocking the potential of those who have been **overlooked** and **face barriers** to employment opportunities, including those who are:

Currently in education (14-19)

Not in full-time education (18+)

Not in full-time employment (18+)

At risk of becoming unemployed (18+)



*Statistics taken from a sample of 173 students (out of 713) as at April 2021.

Case Study

West Midlands Police



To help address the prevalence of **knife crime** in the West Midlands, the Digital Innovators team were tasked with **raising awareness of knife crime and the effects it can have on the wider community.**

So, what did the team get up to?

After a **research phase** conducted by the team with young people across the West Midlands, the Youth Support and Protection (YSAP) team developed an **online platform** to **educate** the community about knife crime using **testimonials, interviews and media content** from people affected by knife crime, victims and perpetrators alike.

Website
Development

Research & Data
Collection

Content
Creation

"I have grown in **confidence** and had experience I never would have imagined having at my age. I have gained **new knowledge** and developed **new skills** over my project work. Now **I feel prepared to take a step** into the work industry."



Eve Harding, YSAP Project Manager

Case Study

National Gas Museum in association with National Grid Metering



nationalgrid

Away from the renowned galleries and museums, smaller niche spaces often **struggle with footfall**. For the National Gas Museum this was all the same. Tasked with the challenge of increasing footfall, the Digital Innovators project team decided a **digital transformation** was in need.

So, what did the team get up to?

The team developed a **mobile-compatible educational video game** with the aim of reaching young people by engaging them through a fun, interactive medium which related to the museum.

Market Research

Coding

App development



“The work that Digital Innovators does with the students to prepare them for being in the workplace is **invaluable**. It truly makes them stand out amongst their peers.”

Case Study

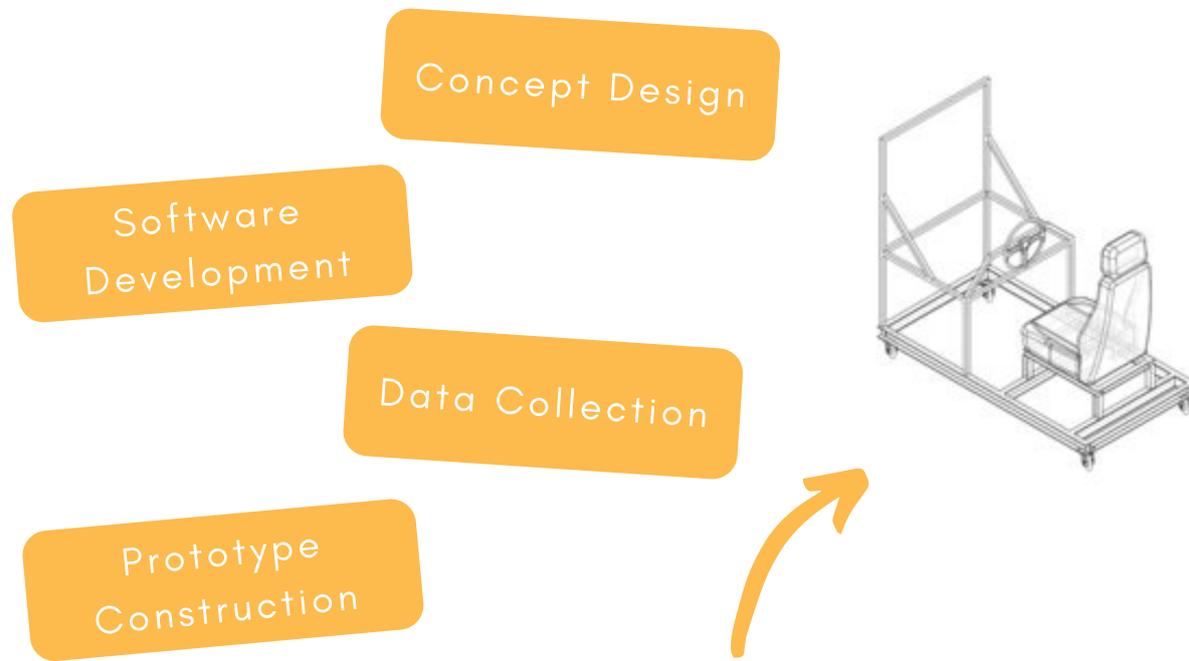
NHS Clinical Engineering



Faced with **limited time and resources**, the Orthopaedic Team at University Hospitals Birmingham sought out the help of Digital Innovators.

So, what did the team get up to?

The Orthopaedic Team wished to carry out **a study into how quickly patients are able to safely drive a vehicle following knee surgery**. The Digital Innovators project team were faced with the task of **designing and constructing a suitable piece of equipment** to test the capabilities of patients to drive.



The team successfully designed and built a prototype combining both the **physical rig with software developed to test, measure and store the information gathered from participants**, as well as **visual stimuli** to validate the output collected by the equipment.



Case Study

Psytech International



PSYTECH
INTERNATIONAL

Psytech International, a world-wide leader in psychometric analysis, wished to develop a digital tool to aid with personal wellbeing and development. As a result, a DI project team was tasked with developing **a modern, web-based journal for learning, personal profiling and development.**

So, what did the team get up to?

After **market research** and numerous **design thinking** sessions, the Digital Innovators Project Team developed an **app prototype** alongside appropriate **branding** for Psytech International to use.

Market Research

Brand Outline

App Development



“That was one of the best examples of **practical, innovative and creative thinking** I have had the privilege to witness for a long time”



John Kilvington, Psytech International

FAQs

How do you select my **project team**?

We use a unique **psychometric analysis** which provides **vocational recommendations** that students' personalities and interests are suited to. Using these recommendations, as well as an evaluation of students' overall suitability to the project at hand, we place students into projects that give them the **closest experience to that line of work**.

What does it **cost** me?

We deliver projects to employers completely **free of charge**. However, in order for the projects to run effectively we require some **time and guidance** from a member of your organisation. The time dedicated to the project is completely adaptable to your organisation, but we do expect a representative to meet with the project team on a regular basis.

How long do projects last?

Digital Innovators run programmes of varying length. Currently, projects during these programmes run between **8 weeks** and **9 months**. Projects do not need to fit into these time periods and can be completely adapted to meet your organisation's needs. If your project needs longer, we are able to run it over multiple cohorts in order to deliver your project in full.

FAQs

How good will my project be?

Our project teams will work in line with a brief provided by employers to deliver a **Minimal Viable Product**. This means that the outcome delivered is a **prototype or first version** of the product that has been developed to a point where it can be used to gather initial feedback before further development. However, often our students **go above and beyond** the requirements of the brief to deliver outstanding projects!

How is my project team **supported**?

Throughout the programme our project teams are assigned a **Delivery Manager** who oversees the progress of their project. Additional support is also provided by our **internal consultants**, who support the team based on specific needs or requirements which might crop up - whether that be IT, programming, management or design.

What's **the catch**?

That sounds simple, and free... So, what's the catch? Well, **not everything has a catch!** All we ask is that you support the students throughout the duration of the project in the form of a detailed brief and regular contact.

Get in touch

Interested in developing a project? Get in touch via:



info@digitalinnovators.co.uk



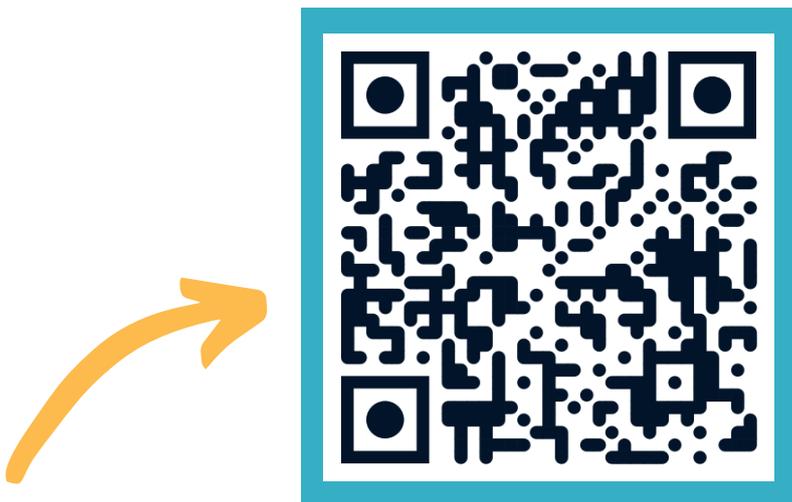
0121 678 7224



Or submit your interest [here](#).

We look forward to hearing from you!

Keep up with Digital Innovators



Visit our website for more information about Digital Innovators - including details about our skills programmes and case studies from employers and students.

www.digitalinnovators.co.uk

What happens next?

Step 1:

Once you have registered your interest, **a member of the Digital Innovators team will be in touch** to discuss the project further



Step 2:

After completing a **Project Proposal Form**, we will collaborate with you to create a **Project Brief** to outline the logistics of the project



Step 3:

A **start date** and expected **project timeline** will be determined in line with your needs and our skills programme schedules



Step 4:

A **dedicated team** of talented DI students will be carefully assigned to your project. They will work to the brief provided by your organisation whilst guided by their **delivery manager**



It's as simple as that!

Unlocking Potential

Digital Innovators

Solihull
Business of
the Year
2020



Digital Innovators
Unlocking potential

Outstanding
Small Business
of the Year
2020

With thanks to our partners

We work with a number of partners that enable us to deliver our skills programmes and provide employers with work-ready candidates and tangible business improvements

SkillsBuild

 Solihull College
& University Centre

 **WEST MIDLANDS**
COMBINED AUTHORITY

 **CORE**
EDUCATION
TRUST

 **CAREER-FIT**
PARTNERS

 **Skills Builder**
PARTNERSHIP

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Local Enterprise Partnership