

Individual Project Overview

Name: HAMMACHI Kamelia

Country: ALGERIA

Job Title and Employer: Business Developpement & Operations' Director The Campus International

Category of workplace: Educational institution

U.S. Placement: Washington DC

Project Theme(s): *Civic Engagement, Entrepreneurship, Good Governance*

Project Objective: *ClustertIn a bridge connecting experts to organizations needing them, improving collective Intelligence via learning and sharing, enhancing know-how transfer speed & quality, empower local experts to take part on their region's development.*

Framing the Issue: *The traditional process to find the right expert in any domain either to hire or to associate him in a strategic development' project is lengthy, inefficient and compromises the final quality of deliverables, with our digital platform ClusterIn we aim to improve the quality & efficiency of Experts selection & engaging, to cope with the ambitious development' plan and great resources and potential of our Country, as:*

- Algeria' GDB growth is estimated to 0.43% by 2024 driven mainly by 1912 million small and medium enterprises that engages several projects requiring specifics expertise
- Algeria dispose of 1034 technical professional training centers and 672 private institutes that constantly needs new and divers experts' inputs.
- Over 250 000 students graduated yearly and + 260 000 active and skilled seniors' professional



Project Timeframe: Nov 2019 – Apr 2020

Action Plan

- Market study: required features Dec 2019
- Marketing strategy definition Dec 2019
- Design the platform & create prototype : Jan 2020
- Testing & adjustment : Feb 2020
- Launching ClusterIn Platform Mar 2020
- Discover ClusterIn open Day Event: April 2020

Impact and Involvement:

- People impacted by the project: we aim to reach out: 10 training centers/students Clubs and 70 qualified Experts to be registered in the platform by Dec 2020.
- People directly involved in the project: 01 Web designer, 01 infographist, 01 community manager & B2B sales representative.

Long-term vision: *With ClusterIn we aim to reach local experts engaging rate of 80% by 2025. It will be the Carrefour for know-how sharing & the address to reach qualified network of Experts. Data gathered via ClusterIn will help to estimate future skills & competencies needed and support shaping strategic development of the region so every Algerian' Competency will have his chance to contribute to shape the Future Algeria continuously.*

