

COD  
ING

ACADEMY

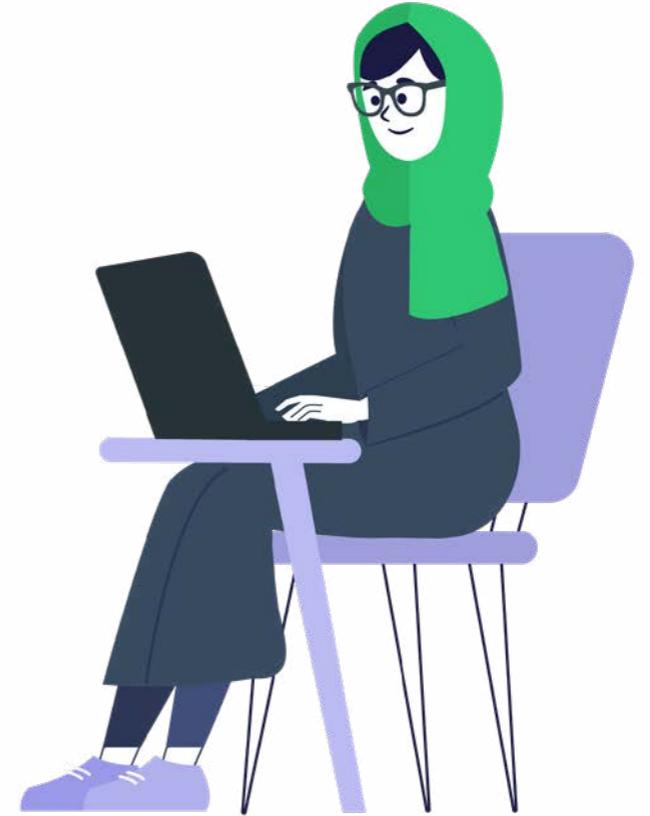
Powerd  
by رواد

# ROWAD Coding Academy

**2018 -2021**

Digital Industry Launchpad

Establishment – Taking off and Beyond





## About Rowad:

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**ROWAD Foundation** was established in 2013 in Sana'a, Yemen. with the aim of creating an encouraging and fruitful ecosystem for entrepreneurship in Yemen. Since then, ROWAD has grown to be one of the most active and effective organization in the field of business development and entrepreneurship in Yemen. The foundation is based in Sana'a and covers activates all over the country.

The Foundation works on economic empowerment by investing in startups and micro enterprises entrepreneurs of the youth by facilitating their ability to access and benefit from economic opportunities through the implementation of many programs and activities with the aim of investing in innovative and creative ideas.

## **Toward creating a digital industry in Yemen**



## Coding Academy Bio,

A program that is targeting Digital industry in Yemen by building the capacity of Yemeni tech talents, developing market-oriented programs, channeling tech talents to different job creation paths and supporting the Yemeni digital industry to grow leveraging the generated talents and programmes.

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### Vision

To become the launchpad for digital industry in Yemen and create the new tech hub in the region.

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### Mission

To increase the capacity of Yemeni tech talent leveraging market driven curriculums. And to connect this talent with channels to operate this capacity wither via employment, freelancing, outsourcing or creating startups.

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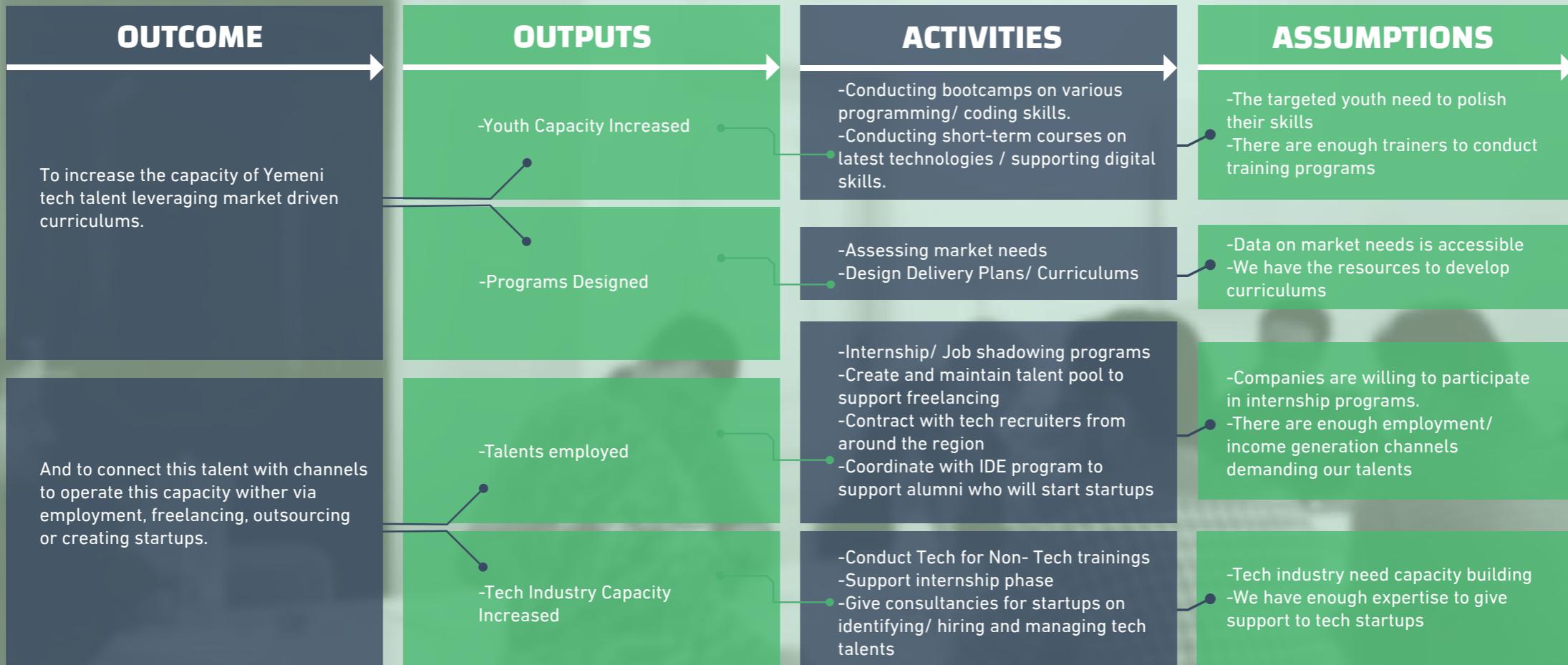
### The problem we are trying to solve:

- Weakness of Yemeni tech talents graduated from educational institutions.
- Market access to qualified Yemeni qualified tech talents.

## **Coding Academy in Numbers:**

# THEORY OF CHANGE FOR CODING ACADEMY

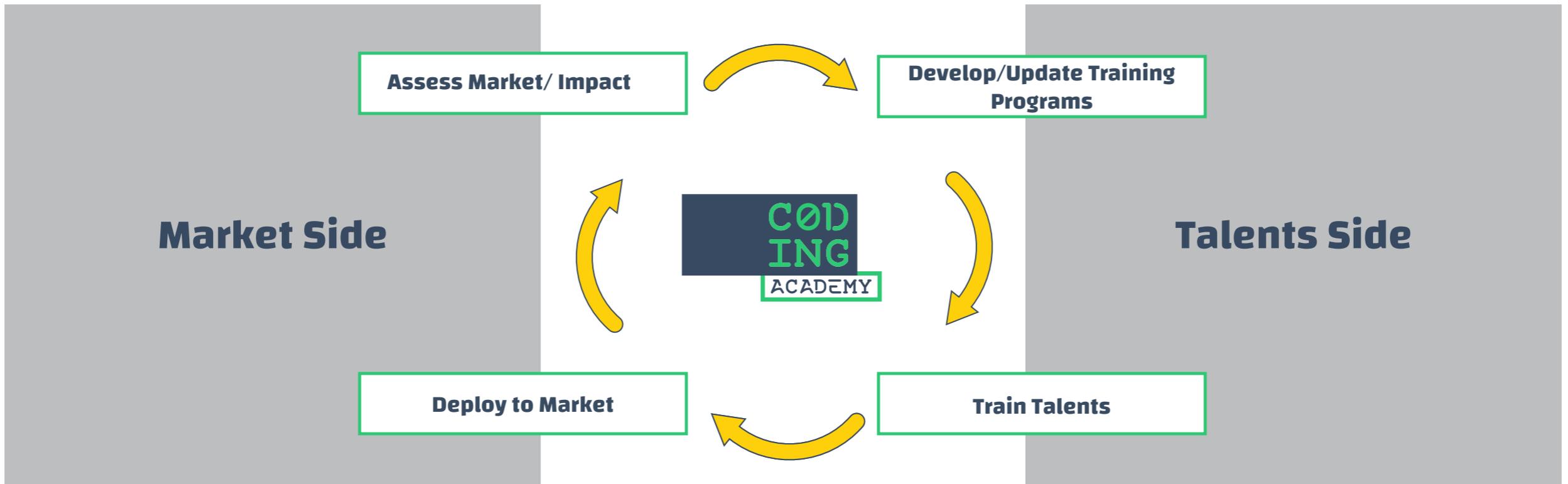
**IMPACT/ GOAL** → To become the launchpad for digital industry in Yemen and create the new tech hub in the region.



**RISKS:** →

- Lack/ Shortage of expertise to perform certain interventions
- Not being able to engage stakeholders and create needed support.
- Lack/ Shortage of resources.

## Change Approach



**Bootcamp Design**

**Best Practices Coaching**

**Designing New/ custom Curriculum**

**Crash/Job Creation extra Courses**

**Lean Bootcamp Project  
16 trainee/bootcamp  
in one Governarate**

**Internship Support**

**Governerates:  
Adding More Governerates**



# Talents Side

The 3 qualities young Yemeni men and women who are

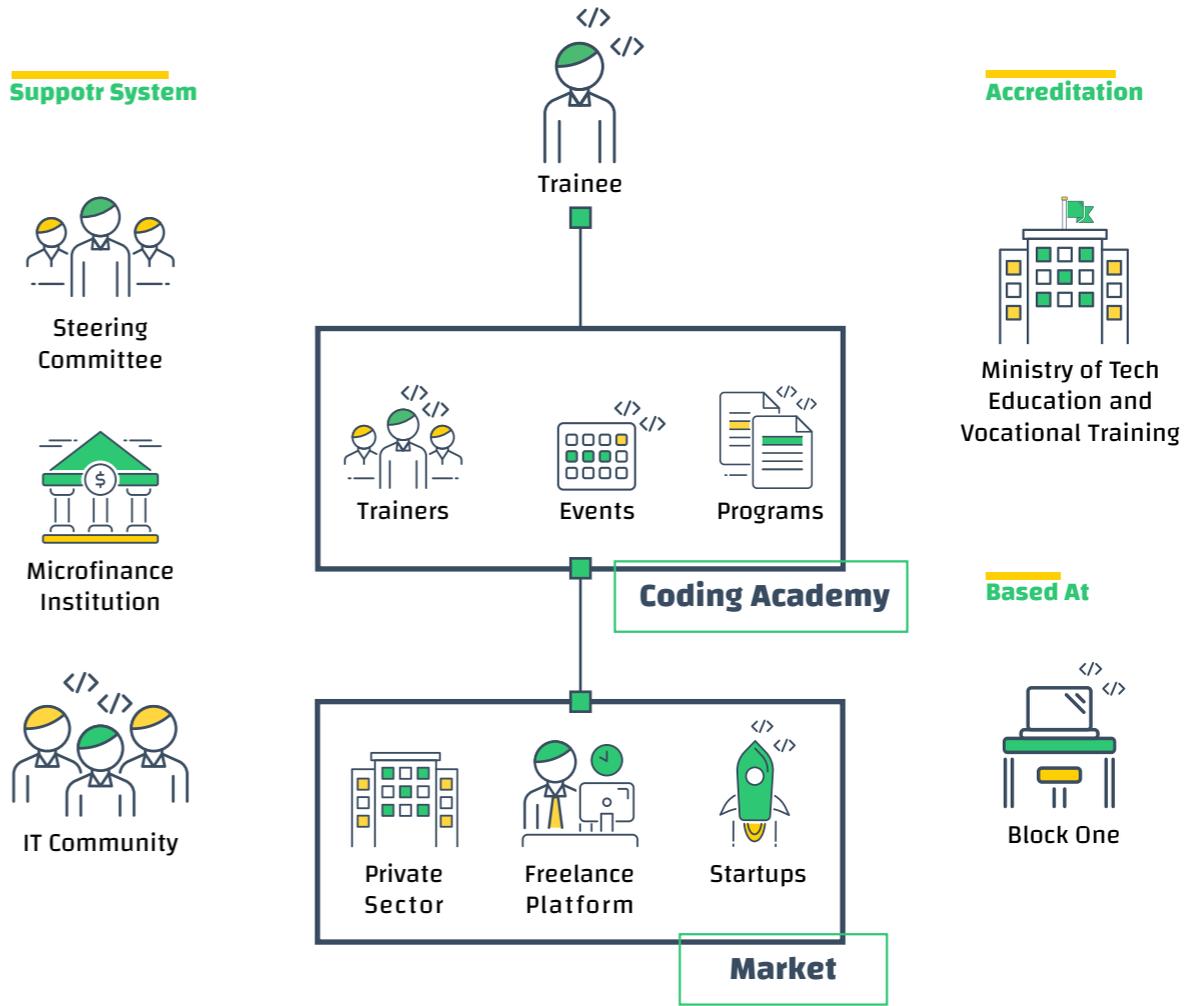
- 1** **Passionate** (for programming)
- 2** **Committed** (to do what it takes)
- 3** **Resourceful** (overcoming challenges)



## Mentions

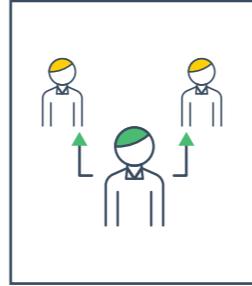
**50%+** Females    **30** Teens    **42** Online Trainees

# Stakeholders



# Impact Stories

## IT Outsourcing



Yemen always had a young nation with high unemployment rates, while the conflict didn't give these rates any favor as the labor market has been damaged severely, IT outsourcing can become one of the most promising solutions to provide decent income

opportunities for the untapped Yemeni talent-pool.

In several developing countries, IT outsourcing helped the national economy to grow, not only by decreasing unemployment rates, but also by providing the opportunity for local talents to get more sophisticated experiences. Not to mention its contribution of generating hard currency.

## Outsourcing: a path to decent income

Finding a new path is always challenging, the path we choose determines our future and how it will shape up.

Maged Al-Moqbeli just like anyone at a young age was at a loss on what path he should pursue. The first thing that caught his interest was Computer Science, but due to personal reasons, he had to enroll into a different, yet somewhat similar major, Mathematics and Computer Science. As a student, he struggled to settle into his major, but managed to go through the journey and reach his senior project, and that is where his story starts.

His idea was to create an app of Real Estate and Property. While working on his project, there were a lot of bumps in the way that were challenging to overcome, because he still did not fully understand how everything works, but because he did not let anything hold him back, he always managed to find a way around it, even if it still did not make sense to him.

After graduating, he tried to take work related to creating applications and websites as much as possible. Although he was able to make a few cash here and there, it still was not enough to make a living. After

that, Maged joined Coding Academy, an initiative program of ROWAD foundation. There, he was able to fill in the gaps. The program aided him in obtaining all the knowledge he was missing and could not figure out on his own.

While training in the Academy, he started getting more and better opportunities. As his knowledge expanded, he gained more confidence to accept bigger jobs. His first big project was during his training, a week after that, he got another job. Because of those two opportunities, he was able to attain a more stable income reaching 1300\$ in just two weeks.

Maged is also a character that lives in his own comfort zone, coming to the Academy and ROWAD helped him changing and forming more work relations, meeting more acquaintances, and getting out of his usual habits. Today Maged is one of the most demanded and successful freelancers in the field of programming. His clients are both national and international. Maged aims at making a name for himself, not only in Yemen, but all around the globe, too.

# Impact Stories

## Women in Tech



Gender gap in tech is a global issue; whereas the problem symptoms might be common worldwide, the causes and solutions vary from one region to another.

In the immature Yemeni tech sector, it is not very rare for tech talents to fly-solo, wither when working as freelancers, or when starting tech small businesses. This tendency implies certain practices that might contradict with the nature of

Yemeni young girls, who can be less empowered than their male peers due to the different social constraints they face while growing up.

One of these constraints is the lack of professional, socially approved

working in teams' experiences. Another example is public speaking and communication experiences.

Coding Academy doesn't only provide learning experiences, but it also makes the trainees get involved with bigger tech community while conducting seminars, organizing panel discussions, demo days and project showcases.

The Coding Academy also leverages ROWAD's vibrant entrepreneurship environment, that provides girls from coding academy the opportunity to participate in competitions, hackathons and business events that eventually helped shaping more confident personalities among the academy girls.

## It is all about the bootcamp experience

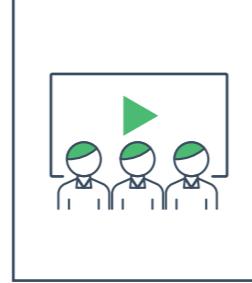
"I used to work in the period between graduation and joining ROWAD coding academy "Samar Zaid – Coding Academy graduate said "the jobs were not neither sophisticated nor well paid".

Samar joined the Android Development bootcamp with cohort of January 2019. "After joining the coding bootcamp my income increased dramatically" Samar said that capitalizing on the national and regional escalated demand for mobile application development was not the only factor that helped her make that income increase "It was all in the experience, I gained business and marketing skills while at the academy, this gave me the courage

and confidence to talk to costumers and convince them that I am capable of developing their applications" The demand for Samar's work is increasing day after day, she never stopped making decent amount of income through developing to national market, she even shortly after graduation started to work for neighbor market which exposed her to bigger markets and better opportunities, Samar now is an active member of ROWAD environment she participates in hackathons and business pitch competitions and she is considering to start her own enterprise.

# Impact Stories

## Online Trainings



In terms of IT trainings, the Yemeni capital (Sana'a) suffers from the shortage of them, where the rest of Yemeni cities - even the major ones - are facing the lack of them all together. Due to language barriers and the specific nature of Yemeni fresh talents, learning from online existing trainings was not a very effective approach either.

When COVID-19 pandemic overrun Yemen, Coding Academy had to adapt to the new situation. The silver lining of this crisis was the ability to make this training available for less privileged Yemeni cities.

## Quality Training Access

For 2 years after graduation, Hamas struggled to find an opportunity to uplift her coding skills. It is very common to find that IT graduates are lacking market-oriented coding skills as the curriculums in Higher education institutions are outdated.

Hamas always wanted to register in ROWAD coding academy programs, however due to her permanent residence in Marib found it impossible to join the Academy.

"I immediately applied for the online bootcamp when announced" Hamas said, "this was my first time to experience online learning, it was different, full of challenges but the

The experience -of course- had its ups in downs, basically facing the challenge of weak telecom infrastructure, but overall, it opened the quality learning opportunity to new beneficiary segments.

These segments did not vary only on geographical basis, but also on gender basis as well. Many of the enrolled trainees in the online bootcamps were women who faced social constraints that prevents them from attending the in-real-life bootcamps, stay at home moms, recently married, and girls based in remote areas were present in these bootcamps which resulted to create bootcamps with a majority of female trainees.

outcome was satisfying, I always tried to self learn using available online courses, but the skill set I gained here was different, debugging, research and analytical thinking. I feel like now I can understand the logic behind the code".

As a rapid response to COVID19 ROWAD coding academy shifted its physical trainings using online tools. This made access to high quality training accessible by new beneficiaries segments, individuals in less fortunate governates, new moms and girls who are not allowed to go out.

## Impact Stories

### Teen Programmers



One of the most rewarding programs Coding Academy have executed was the teens coding summer camp.

This camp has always attracted a very high attention from parents all over the year and causes a load on booking the available seat every time Coding Academy announces for opening, shows an urge for quality education

in general and for modern-time skills like coding.

Although there were no pre-requisites to attend this program, the learning ability among teens was surprisingly high.

The program that targets teens within the age range of (11 – 15) emphasizes on programming basics. This allows this segment to get exposed to coding in early age and the results and the way every trainee interact in camp is always a pleasure to witness.

### The young entrepreneur

When the conflict in Yemen escalated at 2015, the attention of donors and government totally shifted toward responding to the ongoing human crisis. After 3 years the effect of this shift started to appear in many faces, the massive drop in the education quality is one of them. Khaled is one of the shift affected teens.

When Khaled joined Rowad Coding Academy he didn't stick to the academy training programs. On contrary, he attended each of BlockOne (ROWAD's Business Incubator) weekly seminars who Khaled was the youngest person to attend.

"How can I program a virus?" Khaled surprised his instructor with

out of the box question.

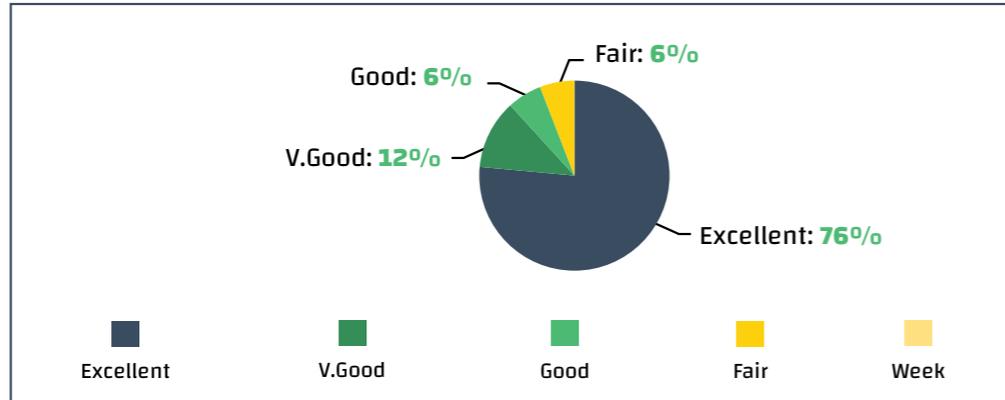
"He always creates the most optimal solutions" Naham -the instructor- said.

Many situations happened to support that Khaled is going to be an innovative, one-of-a-kind teen, programmer and entrepreneur.

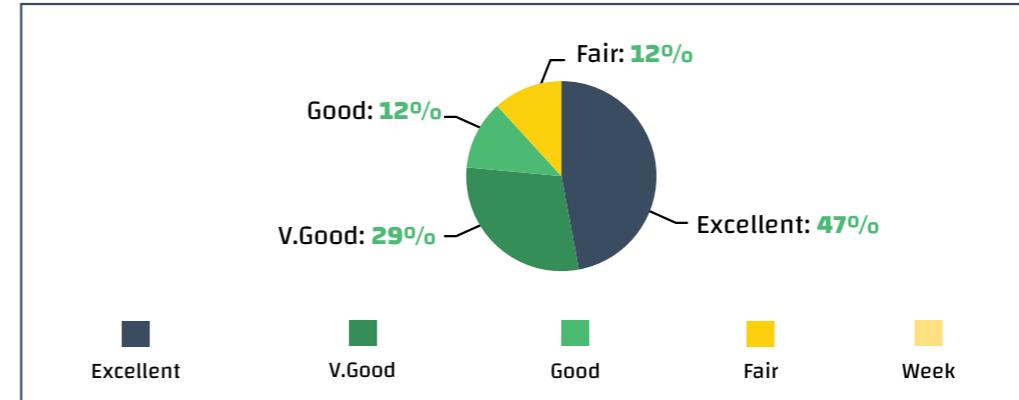
If ROWAD Coding Academy got the sufficient support it will continue improving the education quality for youth who got affected by the not seeming to end soon conflict helping them to get better economic resilience

# Impact

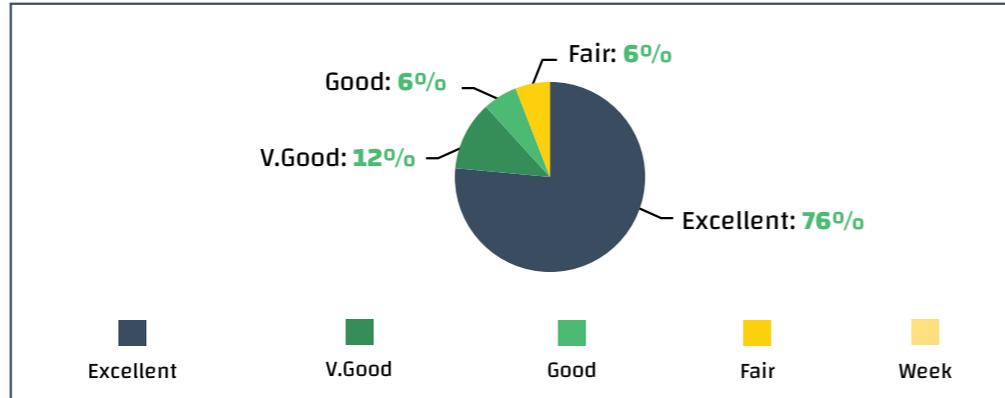
How did you find Collaboration and Team working skills in the trainee?



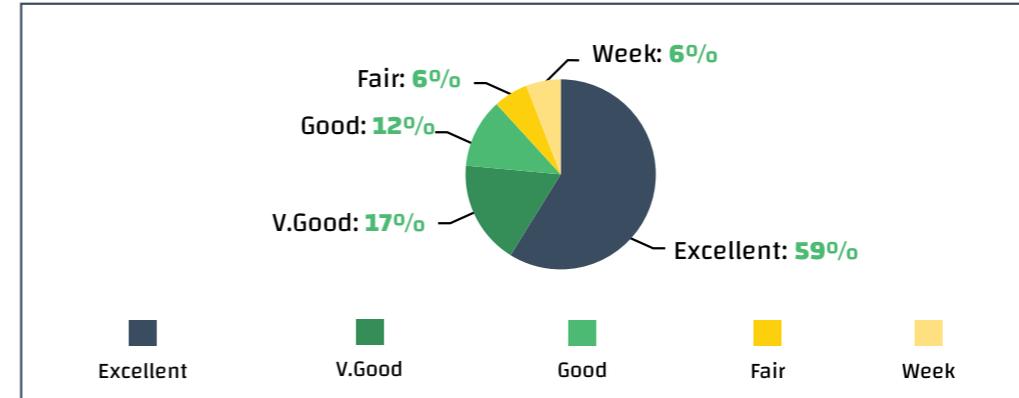
How did you find trainee's technical knowledge in comparison with your need?



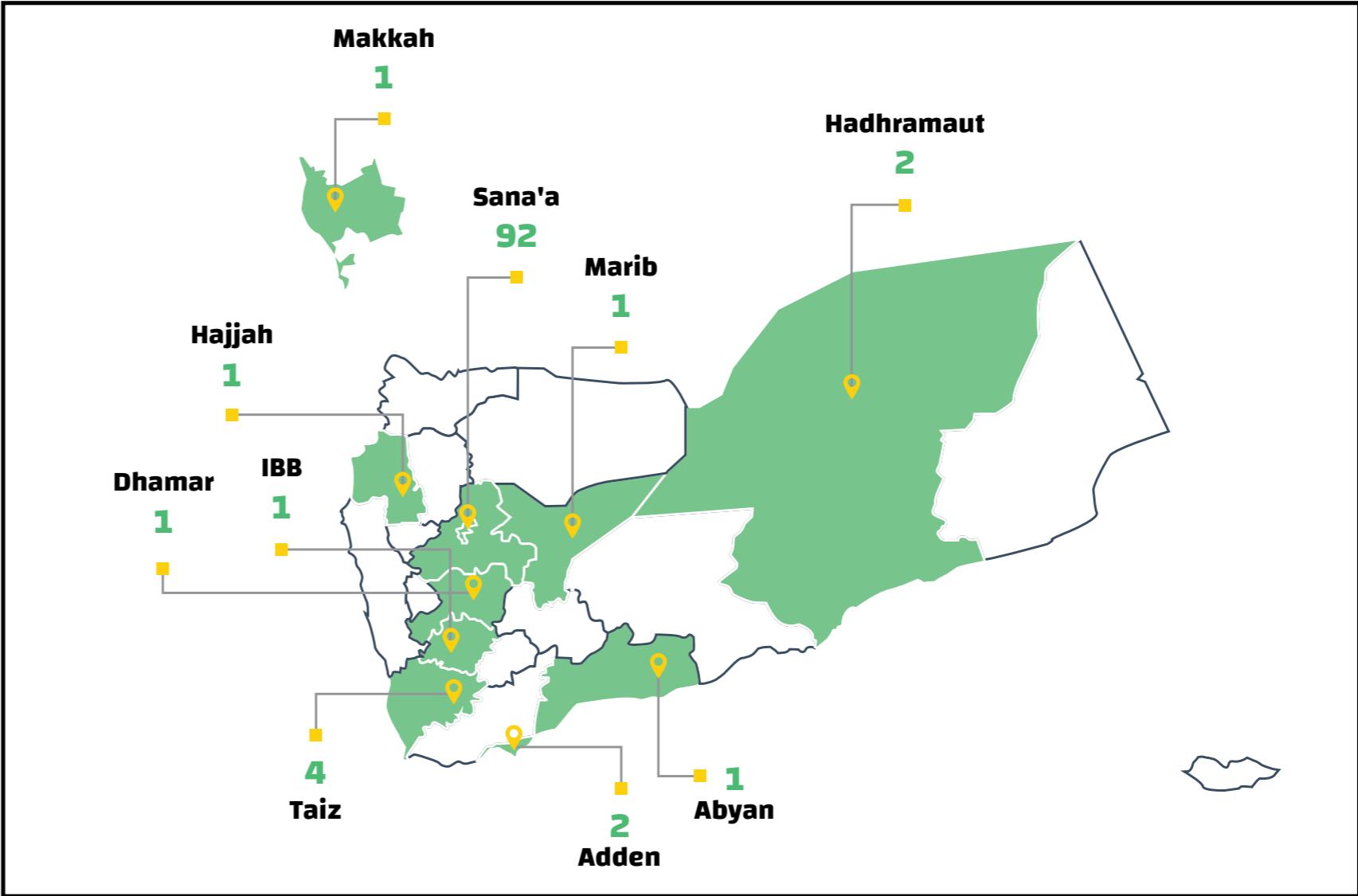
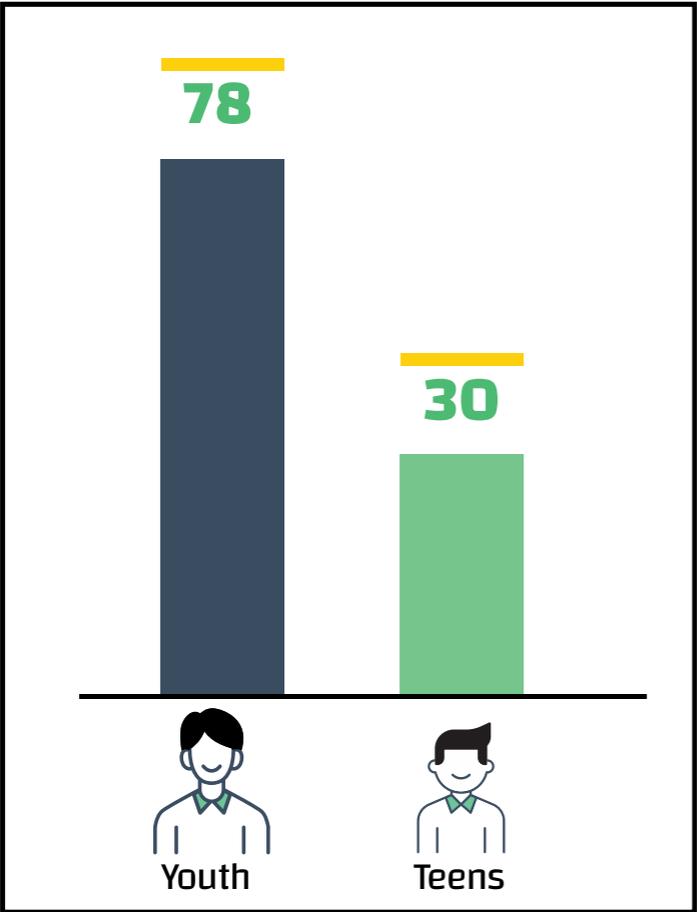
How did you find trainee's efficiency in general?



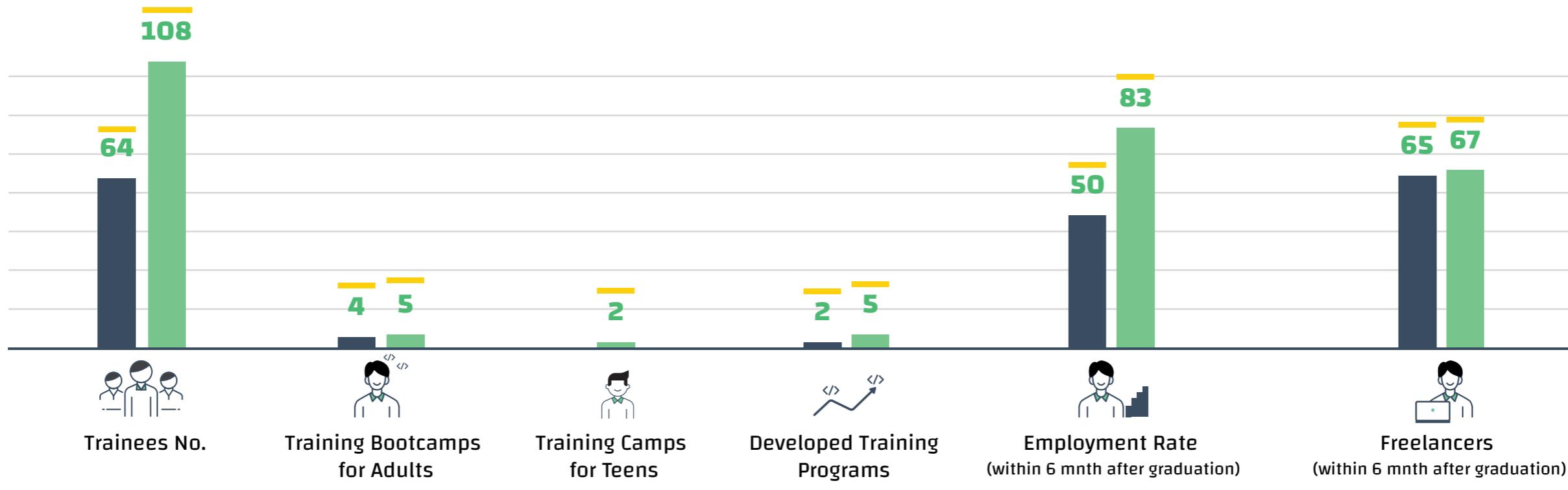
How did you find trainee's speed to deliver what you need?



# Impact



# Impact



**Target** **Actual**

How do you describe your  
experience in Coding Academy?

## Tech - Market

### Digital Transformation



Supporting digital transformation is no longer a luxury in 2020s. However, Yemeni private sector is way behind in this domain, due to many factors and availability of tech talents is a major aspect in this dilemma. Preparing trainees to be involved effectively digital



"We try to make our clients dreams become a reality by providing technical studies, designing customized systems and applications, managing digital projects, Controller programming, maintaining software for factory devices, as well as digital equipment installations

We accelerate digital transformation and provide tailored solutions to fit customers' size and type of activity. We either provide international solutions as we are representatives of elite global corporations or create custom made systems through our wide network of reliable local and international contractors"

"I chose to enter the world of innovation and digitalization firstly because it relates to my major and because of specialization as a computer engineer. But the most important reason was, my interest as a researcher in the 5G network and my global participation in innovation competitions in this field at the 5G MENA conference, where my first innovation in the development of multi-technology networks won in 2016. After that, I was nominated for the finals in 2018 in the category of the best innovation for the deployment of fifth-generation networks.

In 2019, I submitted to join the 5G Innovation Competition specialized in applications at the London Conference. Sadly, I did not win and was faced with the question of "where is your team?" That question ignited the idea of establishing an office or even having my own reliable tech team. "

transformation is

Solution we provide:

Impact story: (Anhar Al-Ansi)

Did you hire?

Are you willing to hire a gain?

If we closed the academy, what will be the alternative?

#### How was TargetsGuide established:

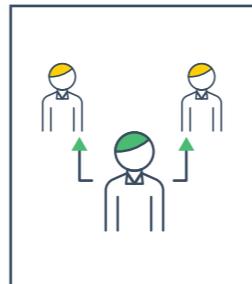
The idea first began as providing consulting services to important and big parties. The most recent one was to the Ministry of Industry and Commerce in the field of digital services for merchants. Their advice to me was to establish an individual institution through which I would practice my activity instead of individual work and that is where this was reinforced by my study of PMP Project Management in PMI via the Singapore Institute of Blockchain and obtaining a certificate of Agile Scrum in project management which helped me grow more confident.

#### Difficulties experienced:

The first year due to the lack of administrative experience I was exposed to a lot of disappointments in the workers in the field of custom programming in regard to work integrity and this is considered a disaster. We lost a lot because of the company's keenness to provide high-end work to customers and the truth is, I am very grateful to Coding Academy because it contributes to raising the level of Yemeni programmers both morally and professionally, so my experience with Coding Academy's outputs was a complete success.

## Tech - Market

### IT Outsourcing



Empowering tech recruiters and IT outsourcing companies in Yemen is a major goal as they work perfectly support the vision of creating a regional tech hub. When IT talents work to other markets this not only support their financial prosperity but also adds to the sophistication of their skills.



“Outsourcing is something that I have been working on for years. I started back in 2006 and I was the only one in this field. Since then, I have worked on branching our outsourcing activities locally and internationally both long and short terms for IT’s and companies in need.

The first type of outsourcing is contracting programmers and connecting them to international clients to provide services such as web design, building systems, and other services related to IT and programming in general.

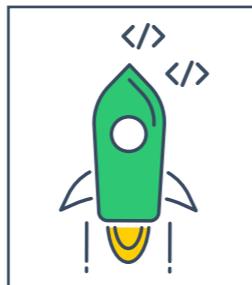
The second type is, we contract companies and provide them with software services, teach them how to facilitate IT programs such as security, protection, management, origination, and marketing through specific systems.

After conducting a study and research of the market needs, I had the advantage of being the first and only person to work in outsourcing. However, everything has a downside. The downside I faced through this was that the culture in Yemen is still unaware of the concept of outsourcing especially in a family business because they usually find it hard to trust anything and anyone with their personal data and usually have one employee that is responsible for managing everything, starting from fixing the system, designing the website and application etc, instead of distributing the work to multiple people. I want to educate people more about OS and the importance of it. Spreading awareness regarding this topic is crucial, and to achieve that, everyone’s help is needed” Mohammed Al-Raymi

Mr. Mohammed is one of the Academy’s strategic partners. He provided an extra training to (6) of graduates followed by contracting them for several projects.

## Tech - Market

### Tech Startups



The main channel Coding Academy is targeting is tech startups. As part of ROWAD's entrepreneurs' foundation, building the capacity and empowering startups is key goal to any of ROWAD's components and Tech startups have a major part ROWAD's interventions bouquet. During its operation time,

**venus**  
agency

"Since I founded Venus Digital Agency I focused our services on helping clients to digitalize their internal processes by building custom web based systems that are tailored to their needs, my main clients are international non-governmental organizations as they are the most active organizations in the current situation.

The main challenges we faced as tech startup is managing the week and intermittent revenue, in addition to acquiring the right talents in such financial state. I am trying to learn as much as I can to overcome these challenges.

While in digitalization the main challenges we face are: lack of awareness of the importance and the benefits digitalization brings, labor force resistance to change in the digitalized organization mostly because they fear losing their jobs to machines, and donors' constraints that differs from one project to another which makes creating one system for the entire NGO is hard to achieve, not to

ROWAD noticed the critical need of qualified tech talents among startups. Tech talents are the backbone of most of innovation driven enterprises and the strength and ability to access these talents is a cornerstone of millennial startups success and growth potentials.

mention the drawback of this on applying unified best practices on different donors' projects.

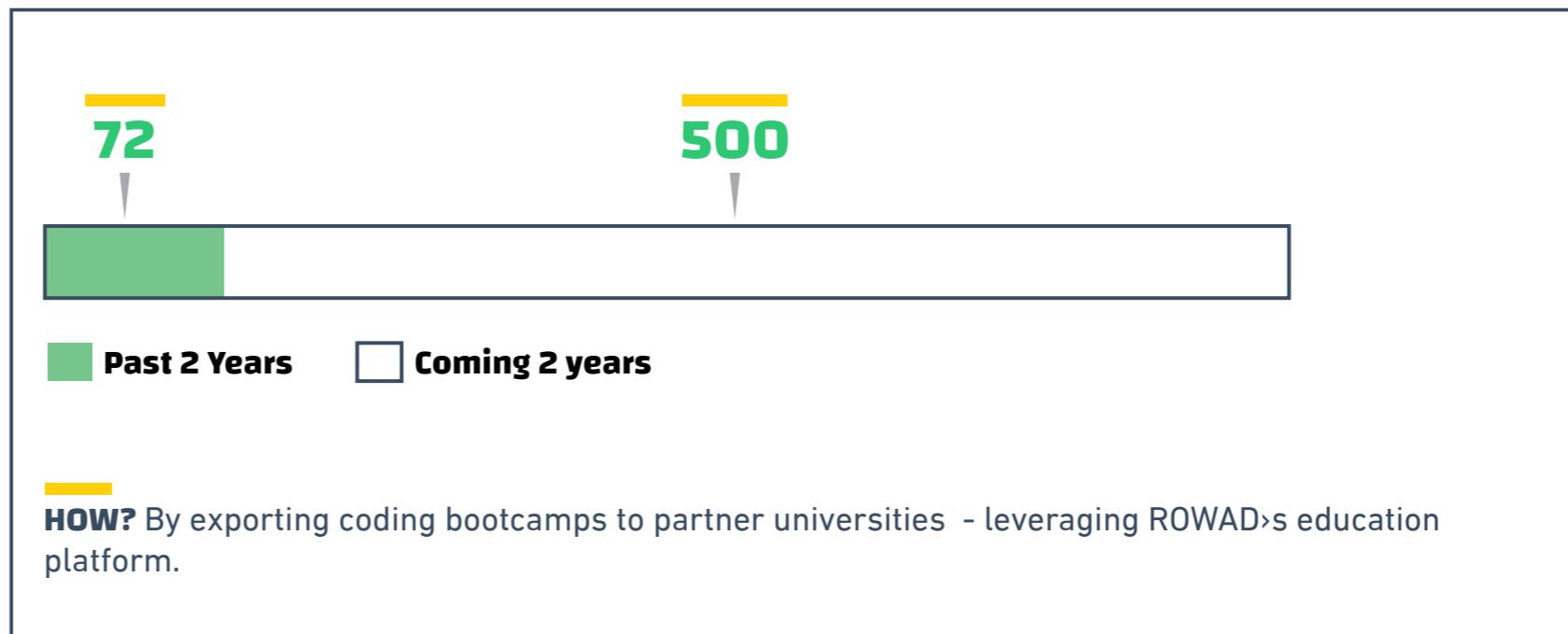
Another major challenge we face is the clients' inability to provide clear specifications and expectations of what the system should look or act like.

We believe that digitalization can provide major benefits for our clients wither efficiency-wise, cost -wise, performance-wise and integrity wise. And we wish if there is some party that could the responsibility of conducting awareness and education of digitalization issues." Mahmoud Yassin

Mahmoud is one of Coding Academy recurrent employers and a permanent service provider for ROWAD foundation. He employed 3 of academy graduates and provided different products for ROWAD.

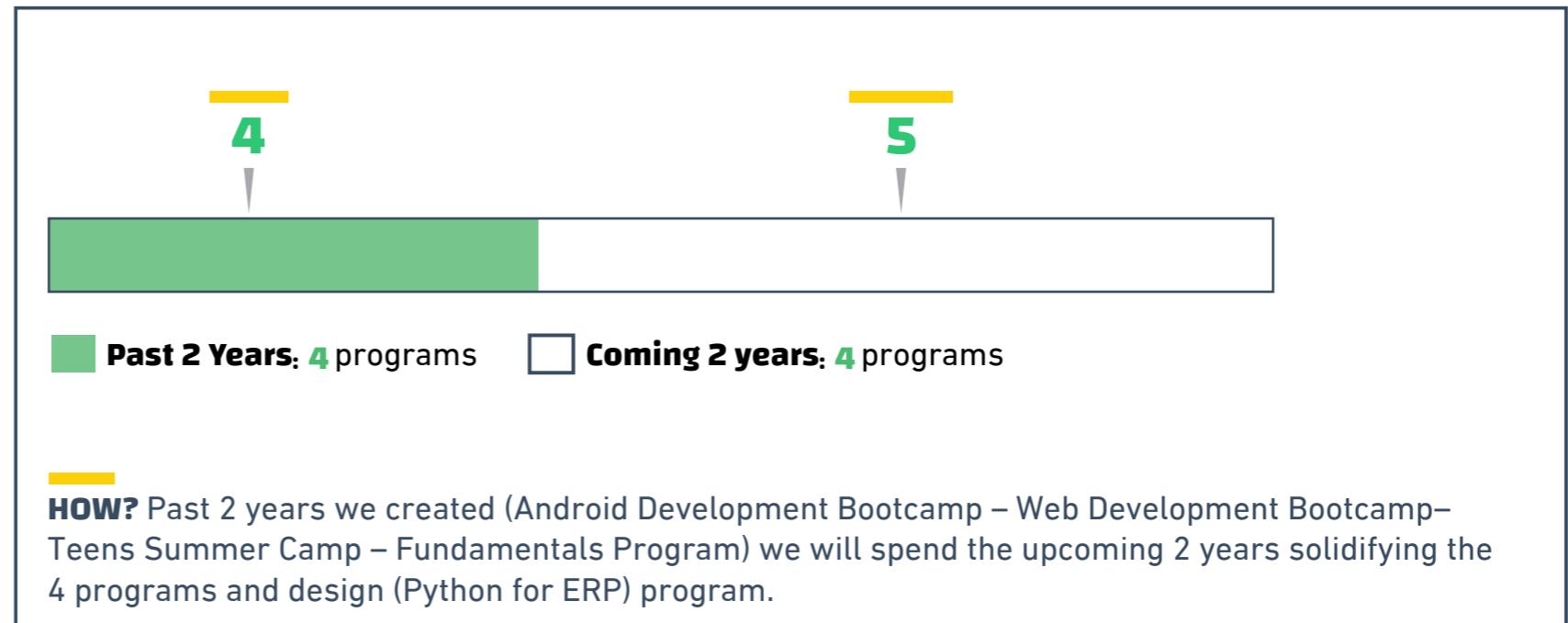
## Future Plans

### 1<sup>st</sup> GOAL: Youth Capacity Building



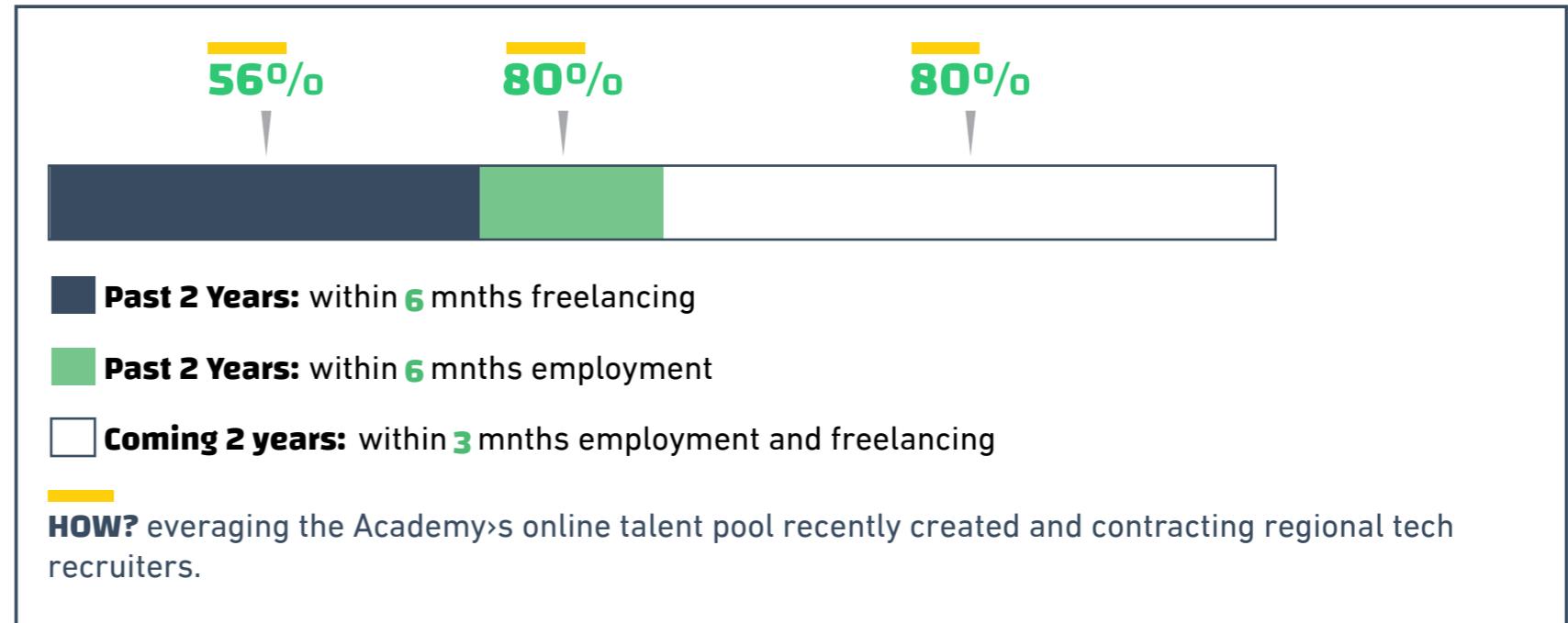
## Future Plans

### 2<sup>nd</sup> GOAL: Valuable Programs Designs



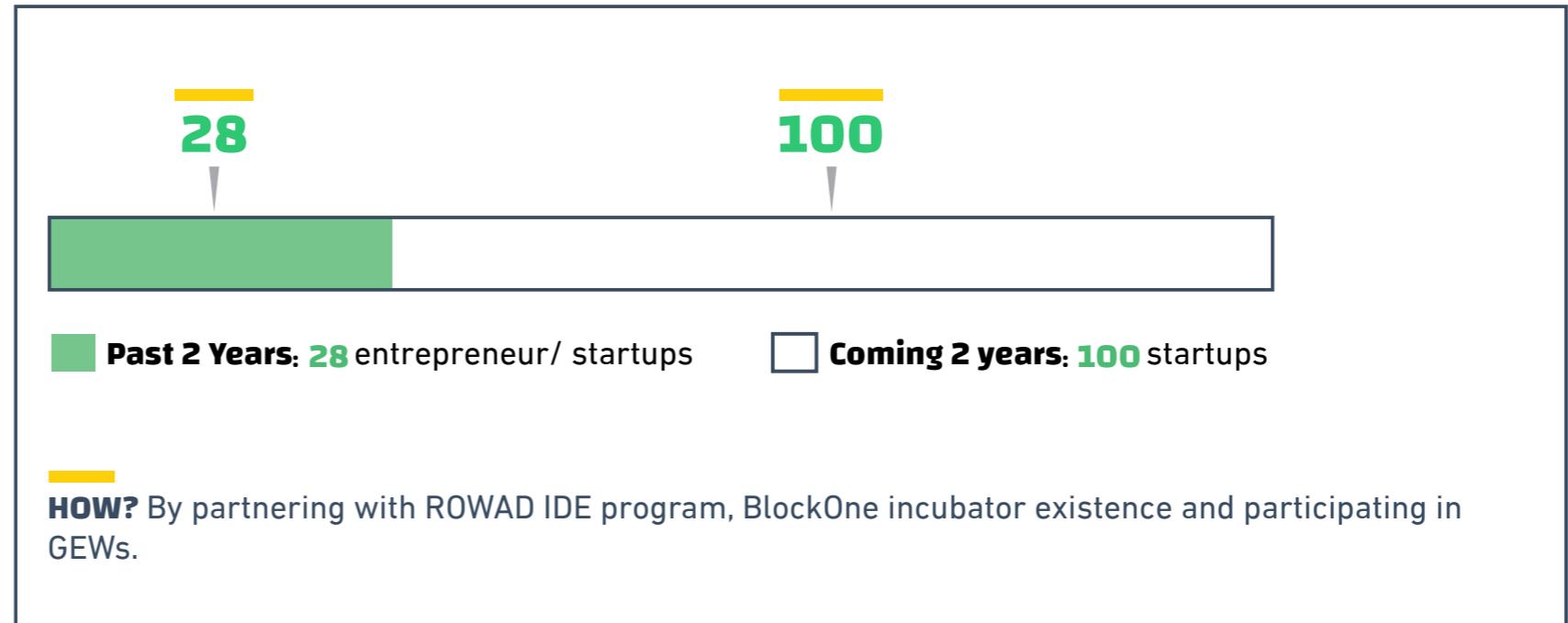
## Future Plans

### 3<sup>rd</sup> GOAL: Talents Generate Income



## Future Plans

### 4<sup>th</sup> GOAL: Tech Industry Capacity Building



**Thank you! Gurus**

**Thank you! Heros!**

**Thank you! Partners**



# Thank you! Champions

## App Jan 2019

Ruba Al-Shameri

Aml Shrfuldeen

Maisa Al-Absi

Khawlah Shaiban

Amani AlAdli

EmadAldeen Ali

Adnan Al-Aslami

Feryal Al-Khalaqy

Ashraf Al-Masri

Yousef Al-Khamesi

Majed Al-Moqbeli

Ahmed Hadnah

Shimaa Mojammel

Samar Al-Jabry

Somia Mulhi

Nora Ahmed

## Web 2019

Thuraya Abdullah

Noha Al-Wajeeh

Kholod Mohammed

Belques Darwish

Taher Samawi

Mohammed ALHomidy

Mohammed Azman

Ibtehal Ahmed

Osama Almamri

Hakim Alabbasi

AmatAllah Thabet

Somia Alsaidi

Riyad Alshatbi

Ahmed Al-Asri

## App Jul 2019

Adwa'a Al-Samei

Enas Al-Dahbali

Musheera Abdu

Waleed Al-Afif

Rahma Al-Hajeri

Lujain Almamari

Omar Al-Qubati

Bushra Al-Mahdi

Sabreen Al-Hemiry

Mushtaq Al-Absi

Abdulrahman Shaiban

# Thank you! Champions

## Teens

Waleed Khalid

Wail Talal

Mohammed Nabeel

Ibraheem Al-Anesi

Zeyad Al-Haddad

Miyad Hammoud

Anas Al-Aghbari

Efrah Al-Mahdi

Mohammed Al-Baidhani

Ali Badokhon

AlBara Talal

Ayham Al-Saqqaf

Ahmed Talal

## Web Jul 2020

Eradah Al-Fakih

Dunya Al-Masmari

Fatima Al-Wesabi

Shaima Al-Falahi

Ekbal Al-Ahdal

Suad Al-Wajeesh

Rehab Al-Ouili

Wala Nabeel

Nouf Senan

Haifa Nabeel

Hamas Abdulkareem

## App Jul 2019

Al-Aiz Hashim

Maimona Al-Rozami

Sukaina Al-Mutwakel

Maimona Muharram

Zeyad Zaid

Somia AlDoais

Fatima Al-Awami

Ruqaiah Ahmed

Hajer Salamah

Rashid Mohammed

Mohammed Fouad

Omar Al-Shikh

Wafa'a Al-Selwi

Abdullah Bakolous

Haitham Taha

Mohammed Al-Amri

Samar Al-Mahbashi

Yaseen Al-Shaibani

Abdulqader Al-Hemyari

Elham Al-Nini

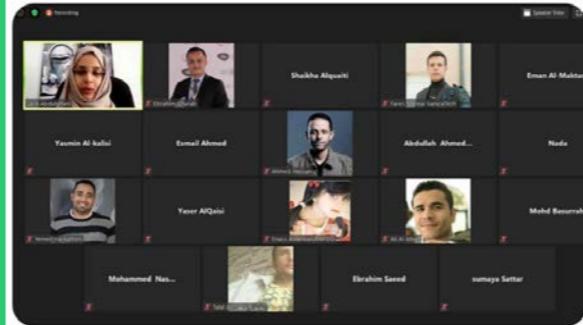
**Thank you!**

**In Rowad Ecosystem**

# Hackathons



✓ ٢٤ · @YemenHackat... **YemenHackathon**  
Happening now :  
Law and Startups seminar, presented by laila Abdulghani  
for all teams that participated in the Yemen Hackathon to #coronavirus challenge in order to acquired the necessary knowledge that enable them to establish their startups legally.  
[#Corona\\_Hackathon\\_Yemen](#)



## CoronaVirus Virtual Hackathon:

The first Yemeni virtual hackathon, organized by: Al-Otumi, Resonate!Yemen and ROWAD to confront the global pandemic. Coding Academy managed operations and provided technical support.

# Hackathons



## Mobile Game Development Hackathon:

A hackathon to come up with a game that supports entrepreneurs governance was organized by ROWAD. Coding Academy designed agendas, scoring rubrics, moderated opening and closing sessions and provided technical support.

# Tech Products



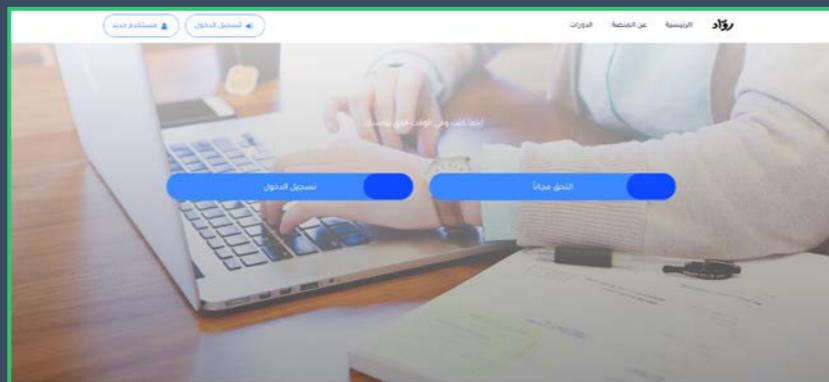
## Coding Academy web and mobile application

**Champions:** Mohammed Azman – Taher Al- Samawi Samar Zaid – Sumaia Mulhi

# Tech Products



**ROWAD education Platform**  
**Champions:** Mohammed Azman -  
 Mohammed Al-Humaidi – Ibtehal Fahd

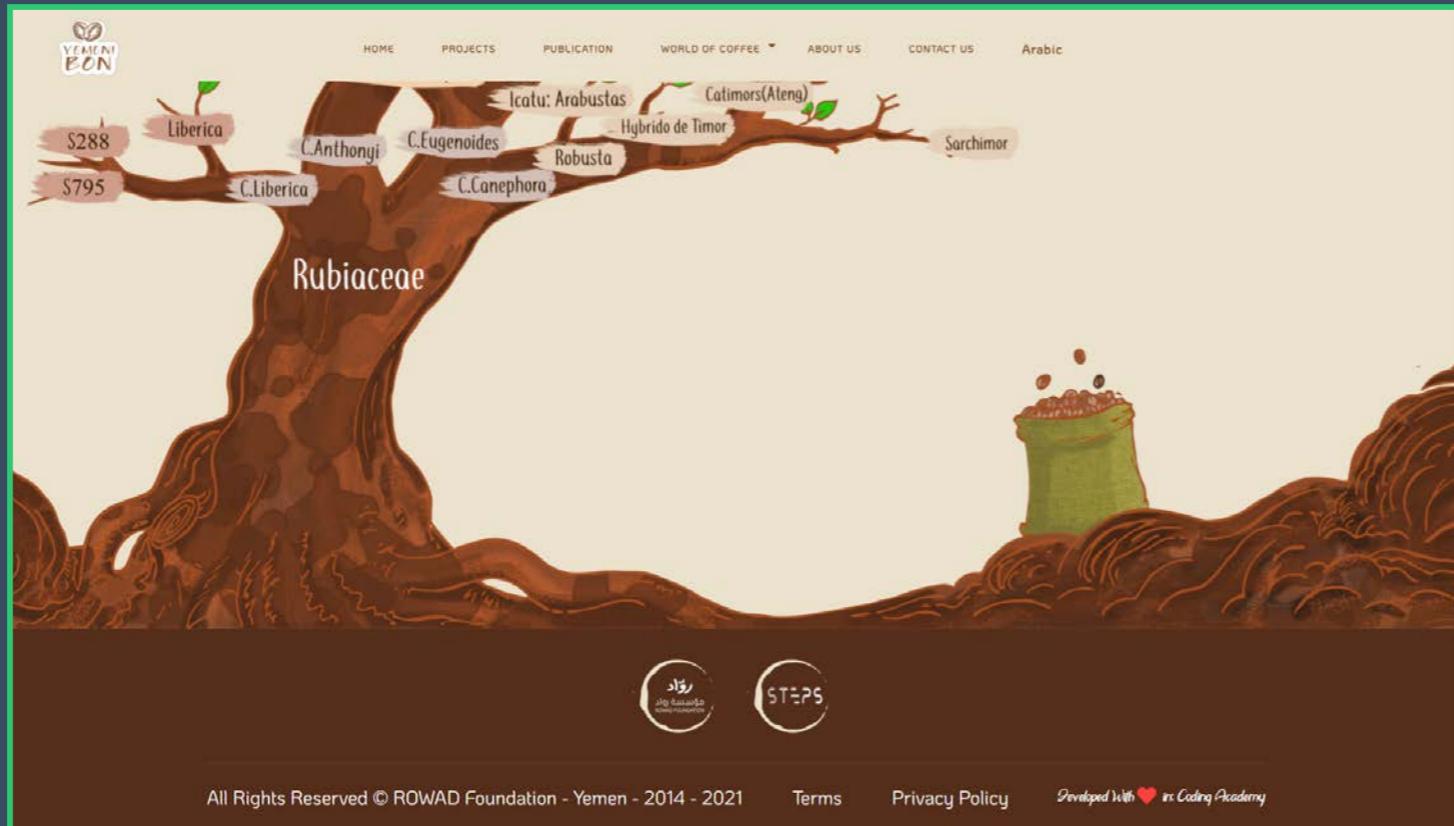


# Tech Products



**StEPS Feasibility Study Mobile Application**  
Champions: Walid Al-Afeef – Omar Farouq

# Tech Products



## YemenBon initiative website

**Champions:** Shaima Al-Falahi – Erada Al-Faqeeh – Iqbal Al-Ahdal – Feryal Al-Khalgi

# GEWs 2019



**Tech For Non-Techs:**  
Event on managing technical projects for individuals without technical background.



**Founders-Portal365**

# GEWs 2020



**Expanded Tech for Non-Techs:**  
3 days training on managing technical projects for individuals without technical background.



## GEWs 2020



### Ignite-FinTech Panel Discussion

A panel of major 3 Yemeni banks were discussed about FinTech opportunities and obstacles in Yemen, followed by a brief intervention from international guests. Coding Academy provided moderation and technical support for this event

## GEWs 2020



### Bug Fixer:

Our trainees provided their fixing bugs services for Coding Academy audience.

# GEWs 2020



## Projects Showcase



## GEWs 2020



### **Kidspreneur Robotics:**

This program targeted 16 kids from age 8 – 12 years old. The kids had a training course on programming Robots for two days.



## GEWs 2020



### Alumni Reunion:

All graduated trainees were invited for a reunion lunch and gathering.

## GEWs 2020



### Presentation in ROWAD's VIP Dinner:

A presentation of Academy performance was presented to the audience of ROWAD's Stakeholders gathering (VIP Dinner).

# BlockOne Incubator

## Startups and Freelancers:



### Login Technology:

Founded by Omar Farouk and Waleed Al-Afeef  
(2 Coding Academy Graduates)

### Yousef Al-Khamisi:

Incubated to start his LMS platform



### Majed Al-Mogbeli:

Provided mobile and web development services

### Bushra Mahdi:

Provided mobile development services

## Working for BlockOne Members:

**Samar Zaid**

**Majed Al-Mogbeli**

**Ibtehal Fahd**

**Thuraya Al-Nod**

**Noha Al-Wajeeh**

**Amal Abdullah**

**Ruba Foad**

**Sumaya Mulhi**

**Ziad Zayed**

**Kholoud Al-Jalal**

## Hosted Interns:

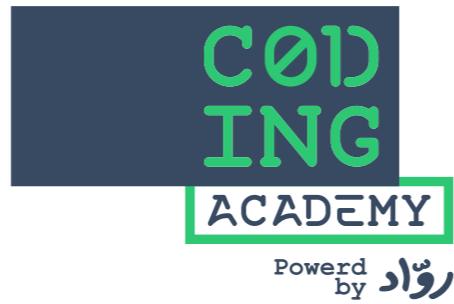
**Dunya Al-Masmari**

**Haifa'a Nabeel**

**Mohammed Azman**

**Mohammed Al-Humaidi**

**Wala'a Nabeel**



**Phone:** +967 777 44 2000

**Website:** <https://rcodingacademy.org>

**Email:** [info@rcodingacademy.com](mailto:info@rcodingacademy.com)

**LinkedIn:** [company/rowad-coding-academy](https://www.linkedin.com/company/rowad-coding-academy)

**Facebook:** [ROWADCodingAcademy](https://www.facebook.com/ROWADCodingAcademy)