

Mentorship App

By THE HASHIRA TEAM



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Unemployment amongst educated Moroccan youth

The GCCO:

Education and Job Creation

WHY the problem matters :

The issue of unemployment among educated Moroccan youth is a significant socioeconomic problem that hinders the country's overall development. It matters because it leads to the under-utilization of human resources, increased social unrest, brain drain, and economic stagnation, impacting both the affected youth and the nation as a whole. Addressing this problem is essential for fostering a robust and inclusive labor market, harnessing the potential of the youth, and achieving social stability and economic prosperity in Morocco.

Unemployment amongst educated Moroccan youth

One group impacted by the problem of unemployment among educated Moroccan youth is the families of the unemployed individuals. The inability of their children or young family members to secure suitable employment places financial and emotional burdens on families. They may need to support the unemployed youth financially, leading to increased stress and strain on household resources. Additionally, the sense of disillusionment and frustration experienced by the unemployed youth can affect family dynamics and overall well-being, making it a significant concern for families in Morocco.

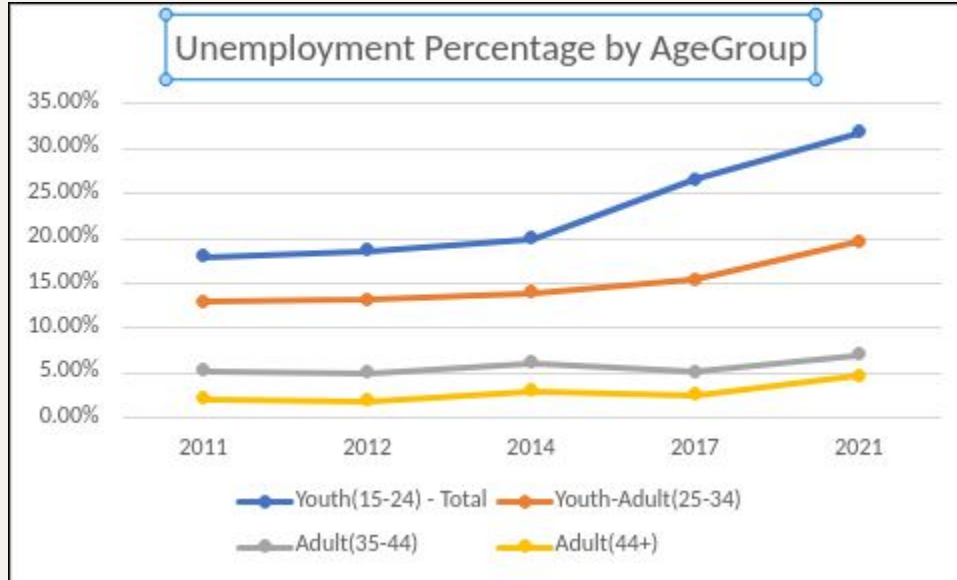


Unemployment amongst educated Moroccan youth

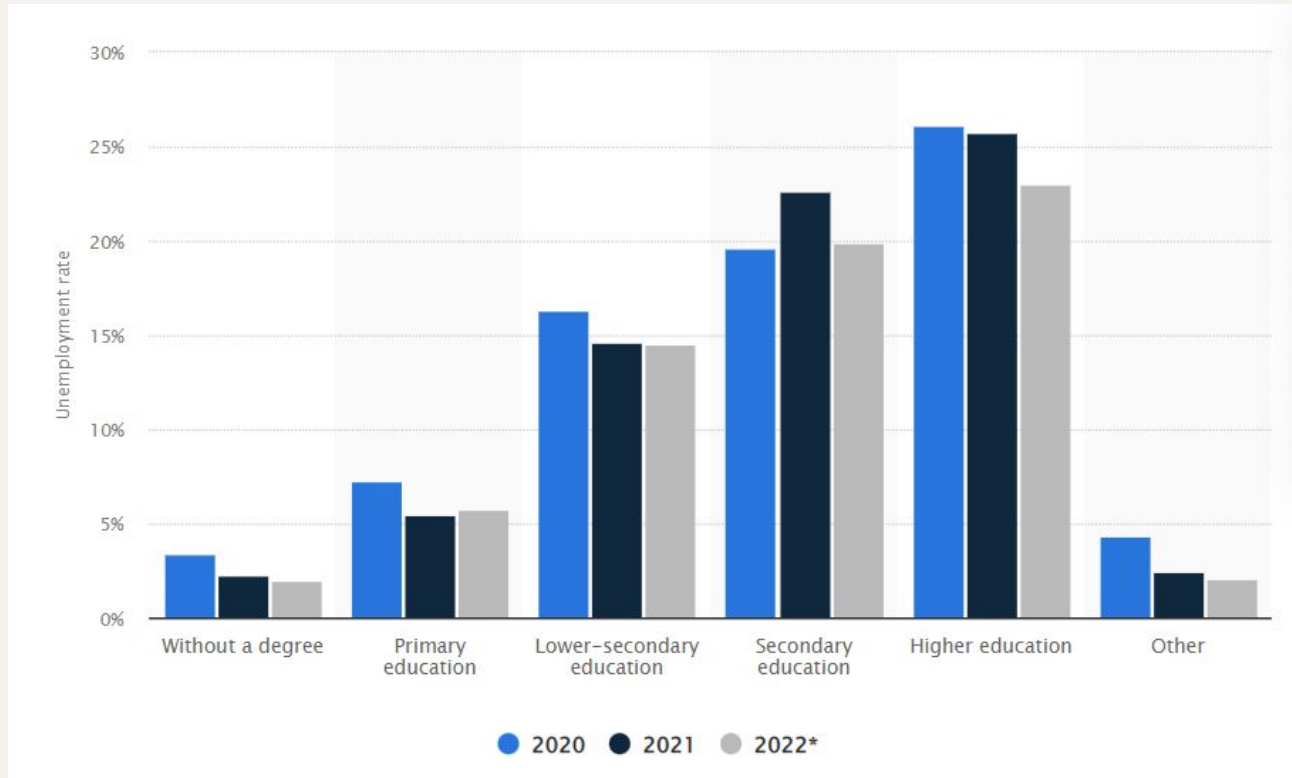
According to the High Commission for Planning, general unemployment across Morocco dropped from 12.8% in 2021 to 11.2% in the second quarter of 2022 – from 18.2% to 15.5% in urban areas, and from 4.8% to 4.2% in rural areas. However, unemployment rates remain elevated among the youth between 15 and 24 years old (30.2%), degree holders (18%), and women (15.1%).³

Source: The High Commission for Planning, 2022. “Information Memo on the Status of the Labour Market in the Second Quarter of 2022”.





There is a significant disparity in unemployment rates, with Moroccan youth being particularly impacted, even when considering the period of COVID-19.



The unemployment rate in Morocco from 2020 to 2022, by educational qualification

Our Solution: Mentorship APP

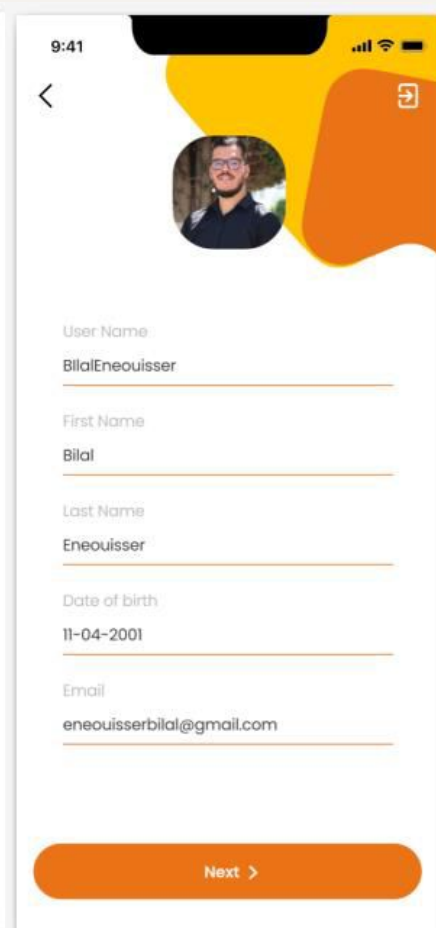
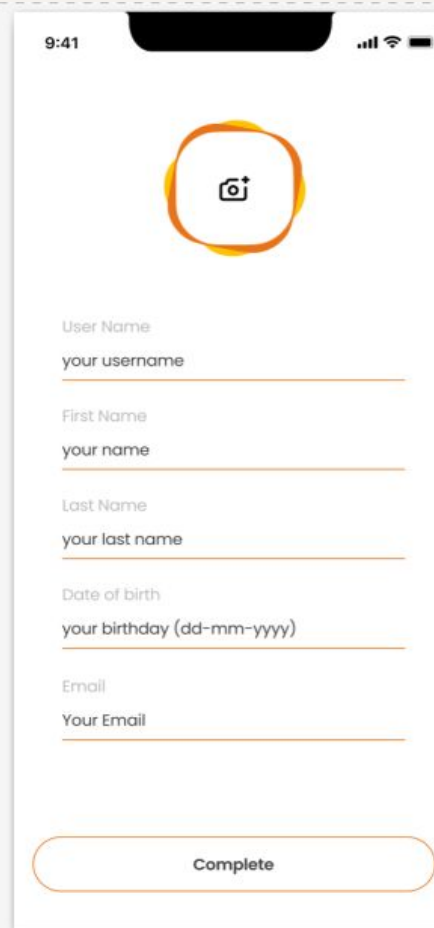
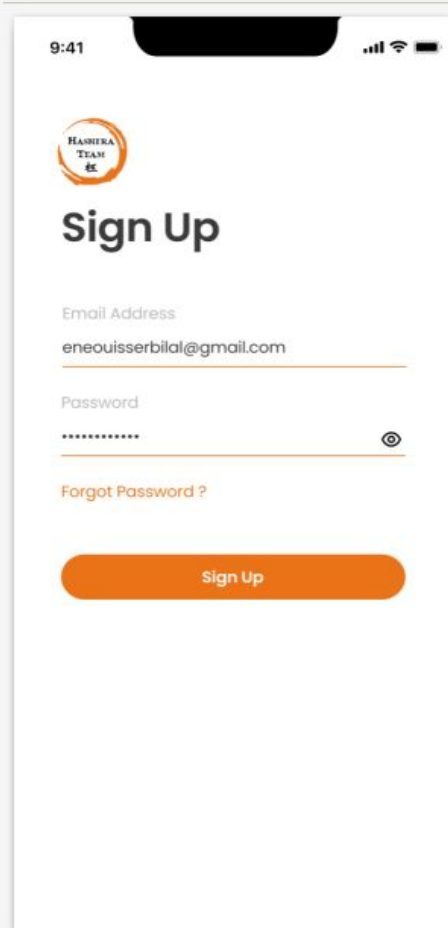
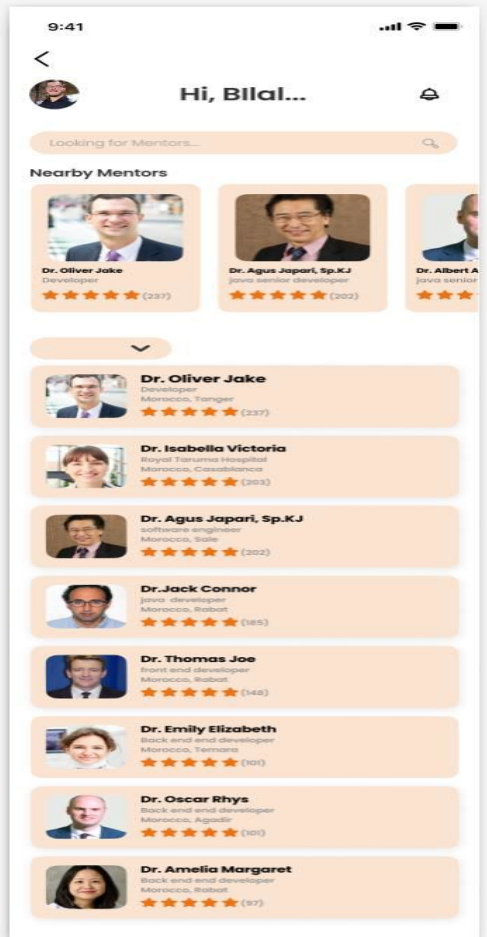
Our solution of creating a mentorship app to match mentors with mentees: The proposed solution is to create a mentorship app that matches mentors with mentees seeking career advice, promoting meaningful interactions and knowledge exchange. By providing personalized guidance and support, the app aims to empower educated Moroccan youth in their career pursuits, addressing the issue of unemployment among this demographic. It was chosen because:

Accessible and Scalable: The app offers a convenient and accessible platform for both mentors and mentees to connect and engage irrespective of their geographical locations. It can reach a large number of users, making it scalable and able to accommodate a diverse pool of mentors with various expertise and mentees from different backgrounds.

Why the solution is likely to be effective:

Engaging Mentorship: The app's interactive nature fosters meaningful mentorship relationships, enabling mentees to receive personalized guidance and support in their career journeys. It allows mentors to tailor their advice based on individual mentees' needs, making the mentorship experience more effective and impactful.

WIREFRAME OF OUR MENTORSHIP APP



Pain point



1. My user struggles to find mentors or establish mentorship relationships due to limited access or lack of opportunities.
2. My user needs guidance and support from experienced professionals to navigate their career path.
3. My user feels isolated and lacks a network of industry professionals to seek guidance or support from.
4. My user desires ongoing learning and growth but lacks a structured framework to engage in meaningful mentorship interactions.

Recommendation

To increase the effectiveness and reach of the mentorship app, it is recommended to collaborate with educational institutions, businesses, and government agencies in Morocco. Establishing partnerships with universities, colleges, and vocational training centers can help promote the app to a wider audience of potential mentees, while partnerships with businesses and government agencies can provide access to experienced professionals who can serve as mentors. Additionally, such collaborations can also open opportunities for internships, job placements, or skill development programs, further enhancing the app's impact on addressing unemployment among educated Moroccan youth.



What's next

If given funding, the team would develop the mentorship app with a user-friendly interface, conduct targeted marketing to attract mentors and mentees, prioritize data security, and continuously gather user feedback for improvements. The app's success would be measured through tracking impact, focusing on empowering educated Moroccan youth and addressing unemployment in the country.



Why the solution could make an important difference is restated.

The proposed mentorship app can make an important difference in addressing the issue of unemployment among educated Moroccan youth by providing a supportive platform that connects them with experienced professionals. The app's personalized guidance and knowledge exchange can empower young individuals, enhancing their employability, career prospects, and overall confidence. By fostering meaningful mentorship relationships, the app can equip these youth with essential skills and insights needed to navigate the job market successfully, leading to a positive impact on their lives and the country's socioeconomic development.

