

# PROJECT STATUS REPORT (PSR)

07/01/2022 - 12/31/2022 - PSR-09582

## PROJECT SUMMARY

Operation number

CR-T1174

Suboperation number

ATN/ME-16673-CR

Project Name

The Crystal Ball for Jobs of the Future in Costa Rica

Team Leader

William Ernest Mondol

Executing Agency

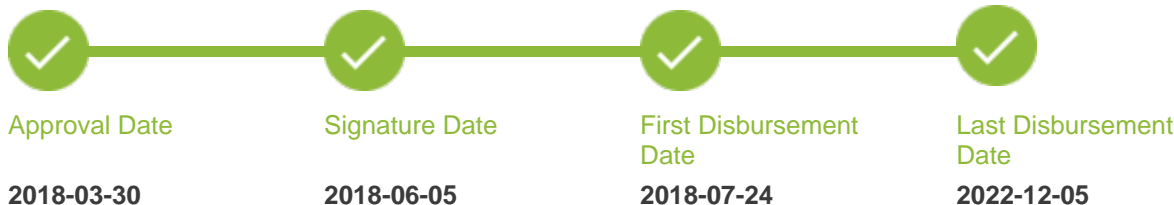
Asociación Coalición Costarricense De Iniciativas De Desarrollo

Purpose

Crear un mecanismo que contribuya a alinear la oferta y demanda de empleo en los sectores de la economía del conocimiento en Costa Rica



## Project cycle



## PSR SCORE



- 0 - 1 Red Flag
- 1 - 2 Yellow Flag
- 2 - 4 Green Flag

# LEARNINGS

## 1. Risk and Lessons

### 1.1. Risk

1.1.1. What do you think is the biggest risk that threatens the achievement of the project objectives?

All project objectives were achieved except the number of people registered. Registering users in the platform mainly depended on guided activities and that was very time consuming and expensive. The Future Up team have traveled the country visiting communities all across Costa Rica displaying the platform and registering people but its reach was limited.

### 1.2. Greatest Achievement or Failure

1.2.1. What has been the greatest achievement or failure in the last semester that affected the implementation of the project?

The greatest achievement was to turn the project into a established program at CINDE, migrating from a concept that was born as "Bola de Cristal" and turning into a program called Future Up, consolidating a very mature team that now is pursuing the program's sustainability and expansion to other countries and regions.

### 1.3. Findings and Lessons

1.3.1. What are the most useful findings and lessons from this project that when taken into consideration could improve the execution and results of existing projects and the design of similar projects in the future? A finding describes an action, circumstance or decision that was critical in determining the positive or negative evolution of the project (for example, switching from the development of a blockchain platform to a web-based shared database reduced the cost and time devoted to implementing the traceability capabilities required by the project). A lesson is a concrete, actionable proposal based on a finding that, in similar circumstances, would facilitate problem solving, risk mitigation, and the achievement of results (for example, Develop guidelines and criteria to identify candidates that could benefit from the implementation of a blockchain platform, and assess during the design if the selected project satisfies the criteria before committing to develop one).

The existing AI engines are not based on skills but rather on job vacancies that do not align with the requirements of businesses in the key sectors of the country, thus making the identification and update of the necessary skills for various job opportunities within each of the key 17 sectors highly manual and time consuming. The existing AI engines match job seekers to job vacancies, the project had to develop its own AI engine and skill taxonomy manager because the objective was not employment but rather the discovery and learning of new skills, a match between the interests of the person and the learning opportunities in the knowledge economy of Costa Rica. The search for content providers to outline the most relevant learning pathways and curate training courses that respond to the various learning needs and knowledge levels across the country has proven crucial yet challenging to procure. The functionality and effectiveness of Future Up relies not only on the quantity of individuals using the platform but mainly on the type and depth of use of the platform. This requires a strong culture and mindset around the use of technology for skills development which currently is not broadly widespread in the country. The development of digital products and platforms is hindered by the lack of a widespread adoption of a digital culture, specially at using education technology for learning.

## 2. Scalability and replicability

### 2.1. Scalability Plan

2.1.1. Now that the Project is in the execution phase, have you developed any concrete plan or action that will allow it to reach a greater number of users/clients/beneficiaries (or broader environmental or resilience to climate change and natural disasters impacts) in the future?

There has been some very important actions taken place, firstly, we now have the Future Up brand architecture and its marketing plan, these have helped us to identify its value, and our "buyer persona" to target our audience.

## 2.2. Costs and Partners to Scale

2.2.1. Now that the project is in the execution phase, do you know how much it costs to offer your product / service per user / client / beneficiary? Is this a factor that could affect reaching a greater number of users / clients / beneficiaries in the future? Has any public or private institution requested this information from you, looking for scaling or replicating the model / product / service?

At this stage of the program, we are starting to find possible leads to reach out with a sales pitch. Our price have been established and we are developing our marketing campaign

## 2.3. Facilitating or Hindering Factors

2.3.1. Has any of these factors affected the number of users/clients/beneficiaries (more/fewer) reached by the project compared to what was originally planned (or environmental or resilience to climate change and natural disasters impacts)?

[Coordination with third parties, Knowledge of the existence of the solution by potential users/clients/beneficiaries]

## 2.4. Scalability Scope

2.4.1. How feasible it is that the organization could reach a number of users/clients/beneficiaries 5, 10 or 100 times the number originally planned in the project design, five years after the project ends?

[It could reach less than 5 times the number of users/clients/beneficiaries originally planned in the project design five years after its closure]

2.4.2. How likely is the organization to reach that number five years after the project ends?

[Highly probable (above 90% chance)]

## 2.5. IDB Group business relation

2.5.1. Has a business relation been created with another part of the IDB Group different from IDB Lab?

We are speaking with other parts of the IDB (LMK, EDU) but haven't created any relation yet.

## 2.6. Replicability Partners

2.6.1. Are you aware of any other entity at a national or international level that has copied / replicated completely or partially the business model of the project? Did you collaborate in the process with that entity?

[No]

## 2.7. Replicability Scope

2.7.1. Number of users / clients / beneficiaries reached by entities that have fully or partially replicated / copied the business model / products / services implemented with the support of the project?

[N/A]

2.7.2. Have you experienced, in the last year, significant expansion (50% or more) of the reach of the business model of the project beyond what was expected in the original project design (due to increasing of the organizational size, operational scope or geographic spread)?

[No]

2.7.3. Number of users / clients / beneficiaries reached as of the end of the year?

[At least 2 times but less than 5 times the number of users / clients / beneficiaries planned in the original project design]

## 2.8. Sustainability

2.8.1. How do you think the project will continue once the IDB Lab financing ends? Examples: it has identified external financing sources to continue operating, it has reached the breakeven point through the sale of services and products, it has obtained the support of public institutions or the private sector, it will adjust the business model to remain viable (via franchises, etc.)

We have developed a sustainability plan that involves working with training providers, companies and organizations to sale consultancy services, platform licenses and tailor made training programs.

### **3. Implementation**

#### **3.1. Facilitating or Hindering Factors**

3.1.1. What specific aspects have (positively or negatively) affected the implementation of the project the most?

[Available resources]

3.1.2. Explain in detail how these factors that you identified have made the implementation of the project easier or more difficult

Not having resources to merchandise our services and platform have been the biggest challenge. The Future Up platform is a service that needs to be advertise in many ways. It serves a big population target and not been able to position the program in people's mind affect the outcome. Have people to use the platform constantly, interacting with it and its services is difficult if you don't have the proper follow up automatization.

#### **3.2. Novel Technologies Factors**

3.2.1. If the project makes use of novel technologies or methodologies, what factors have facilitated or hindered the implementation of the technological solution initially proposed by the project?

[Previous experience of the executing agency / client with the technology]

### **4. Development Outcomes (Quantitative)**

4.0 Has your project contributed to any of the following indicators in the last 12 months (last year)?

[4.6. Not contribute]

### **5. Development Outcomes (Qualitative)**

#### **5.1. Target population identified in the design**

Is the target population that was identified in the design being reached by the project? Select the target population actually reached by the project that was originally identified in the project design.

[Urban/periurban population, Rural population, Afro-descendants, People with disabilities, Poor/vulnerable/low income population, LGBTQ+, Migrants and displaced persons, Child and young, Senior adults, Entrepreneurs, SMEs, Women]

#### **5.2. Population served NOT identified in the project design**

5.2.1. Select if there are Groups that were NOT originally identified in the project design but are being reached in the execution phase?

[Indigenous population]

#### **5.3. Facilitating or Hindering Factors**

5.3.1. Factors that have affected (facilitated or hindered) reaching these groups, or the resilience/environmental impacts, in the numbers/dimensions that the project had originally planned.

[Difficulties or advantages related to the adoption of technology]

5.3.2. Explain in detail how these factors that you have identified have affected the ability of the project to reach the groups (achieve resilience/environmental impacts) in the numbers/dimensions originally expected

The Future Up platform runs online, not have access to internet and not having a proper device disenable people from having proper access to the program

## INDICATORS



 Overachieved
  Achieved
  Pending
  In process
  Overdue

### C1: Diseño y desarrollo de la plataforma digital para la empleabilidad

Weight: 18%

Qualification: High Satisfactory

100%




Indicators	Planned	Achieved	Status
I1 Solución tecnológica IA de orientación persona-formación-financiamiento-empleo funcionando	1 ( 2022-03-05)	1 ( 2022-04-01)	
I2 Solución tecnológica para registrar y verificar las certificaciones	1 ( 2022-03-05)	1 ( 2022-04-01)	

### C2: Servicios innovadores de formación corta, financiamiento y prospección

Weight: 47%

Qualification: High Satisfactory

100%

Indicators	Planned	Achieved	Status
I1 Número de entidades de capacitación certificada participando en modalidad presencial y virtual	30 ( 2022-03-05)	75 ( 2021-08-02)	
I2 Número de personas certificadas en técnicas, tecnologías y habilidades	10000 ( 2022-03-05)	13548 ( 2020-08-04)	
I3 Nuevos productos para financiar capacitación certificada	4 ( 2022-03-05)	11 ( 2022-07-31)	



### C3: Comunicación y difusión estratégica

Weight: 35%

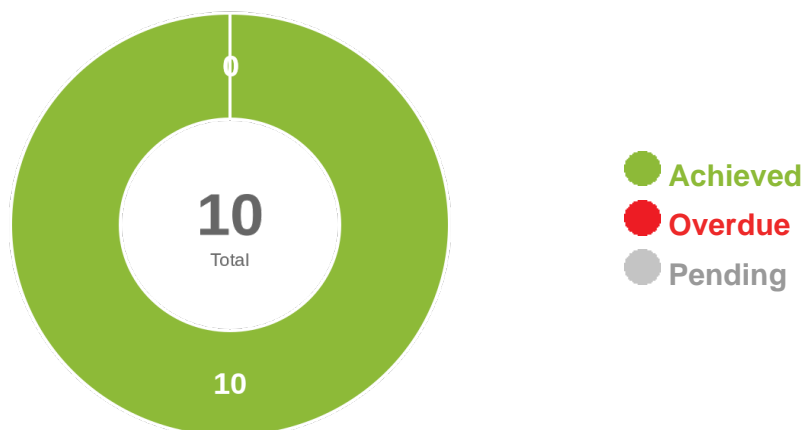
Qualification: Unsatisfactory

50%

50%

Indicators	Planned	Achieved	Status
I1 Número de personas utilizando la Plataforma	30000 ( 2022-03-05)	12511 ( 2023-01-16)	
I2 Número de empresas utilizando la Plataforma (describen puestos por competencias)	600 ( 2022-03-05)	600 ( 2022-09-01)	

## MILESTONES



Milestones	Achieved Value	Due Date	Achieved Date	Status
*Condiciones previas	1	2018-12-05	2018-12-05	✓
*Contratación de Campaña Comunicación	1	2018-12-05	2018-10-29	✓
*Contratación del Desarrollo de la Plataforma	1	2019-09-05	2019-12-19	✓
*Lanzamiento beta de la plataforma	1	2020-06-02		✓
*Estrategia del futuro de la educación en Costa Rica	1	2020-06-05	2020-04-01	✓
*Entrega estudios de caso de los pilotos de formación	1	2021-03-04	2021-03-16	✓
*Estrategia de sostenibilidad - monetización de la plataforma	1	2021-06-05	2021-07-31	✓
*Trasnferencia Tecnológica	1	2021-12-17	2021-11-25	✓
*Lanzamiento beta de la plataforma	1	2021-03-11	2021-11-25	✓
*Modelo Becas Future Up para las habilidades del futuro de mayor demanda	1	2022-06-30	2022-11-23	✓