

PROJECT SUMMARY

REGIONAL

DEVJUMP BY ARBUSTA: TRAINING AND INTEGRATION OF UNSEEN TALENT IN THE POOR AND VULNERABLE POPULATION (RG-G1046)

In Latin America and the Caribbean, more than 20 million young people are not integrated into formal education or labor systems, 60% of whom live in poor neighborhoods and 75% of whom are women (World Bank, 2016). For years, the image of young people not in education, employment, or training (NEETs) has been associated with the stereotype of young men who are completely uninterested in assuming responsibilities in the world of work or education. Much more recently, there has been a growing realization that this demographic consists of young people who are caring for their children, siblings, or older adults and that the vast majority of these care-givers (95%) are women (CIPPEC, 2017). Although talent is a resource evenly distributed throughout society, opportunities to access jobs that harness that talent are not.

The region has unmet demand for digital talent to boost its competitiveness vis-à-vis the leading global economies. Mandatory preventive lockdowns stemming from the COVID-19 crisis have accelerated the digital transformation process, resulting in even greater demand for digital talent than before the pandemic, with such demand increasing nearly 30% in Latin America and the Caribbean (SlashData State of the Developer Market).

Since it was founded in 2013, Arbusta has sought to break the paradigm of talent scarcity and lack of opportunities for society's most vulnerable young people. To that end, it created a model to train and employ young people who are normally overlooked by the market but who have high potential as service providers in several tech fields, seeking to demonstrate that it is possible to swell the ranks of tech companies with the talents of Zoomers,¹ young mothers, and hundreds of young digital natives. To date, Arbusta has placed nearly 600 vulnerable young people (60% women) in quality formal jobs in information and communications technology industries in Argentina, Uruguay, and Colombia.

The proposed solution would build a new business unit within Arbusta that will offer actual opportunities in the information technology (IT) sector to talented young people from disadvantaged backgrounds while providing other companies with affordable, skilled programmers whom they can hire, using a scalable approach. DevJump is a process that can be tailored to each Arbusta client.

To deploy DevJump, Arbusta needs to push ahead with a digital transformation process that facilitates and expedites training processes, cuts costs, and develops a new platform that will not only bring efficiency gains but will also enable Arbusta to systematize its methodology and experience, scale up its model, extract lessons learned, and perform recurrent evaluations of the results achieved.

The main beneficiaries are young people ages 18 to 28 in Argentina and Uruguay who are from vulnerable socioeconomic backgrounds and who are currently overlooked by the market, with priority given to women. This model provides actual employment

¹ Young people who were born between the mid-1990s and the early 2000s.

opportunities in tech jobs that will unleash beneficiaries' potential and give them the freedom to plan a future for themselves and their families. According to Arbusta's projections, DevJump will directly place at least 744 young people in quality IT jobs within a three year period and transfer the methodology using digital tools so others can replicate it.

Arbusta is a tech company that supports large organizations in their digital transformation processes, with a strong focus on quality assurance services for apps, management of large volumes of data, algorithm training, and management of digital interactions that impact its clients' businesses. It was awarded the Sadosky Prize in digital inclusion (2018) and named one of the 100 TOP EdTech companies in Latin America by HolonIQ.

The project is aligned with the Bank's country strategies with Argentina and Uruguay as well as with the work of the Labor Markets Division (LMK); the Competitiveness, Technology, and Innovation Division (CTI); and the Integration and Trade Sector (INT).