skillsgapp

The workforce game changer.

THE BEST DEFENSE IS AN EARLIER OFFENSE

Building a sustainable, skilled cyber workforce pipeline

skillsgapp

Tina Zwolinski, CEO

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BACKED BY A MULTIPLAYER TEAM

SKILLIONAIRE GAMES

At a Multitude of Levels.

Economic Development - attraction to retention, and everything in-between

Marketing/PR/Data - B2B and B2C, generational and stigma-reversal

Education - K-12 and post-secondary (technical, 4-year, continuing ed.)

Gaming - AAA games to mobile apps, for the most popular games in the market

WORKFORCE CHALLENGES: 700K+ JOBS

- K-12 LACK OF AWARENESS/CS PROGRAMS BEING DROPPED
- COLLEGES: MARKETING PROGRAMS/FILLING COURSES
- LACK OF DIVERSITY AND ACCESS
- FEAR OF FAILURE OR NOT PREPARED

SCALABLE WORKFORCE SOLUTIONS

CYBER WATCHDOG™

- K-12 AWARENESS AND ACCESS TO LOCAL CAREERS + PATHWAYS
- COLLEGES CAN PROMOTE TO PLAYERS+ RECRUIT PLAYERS
- REACH THE UNDERSERVED / MORE FEMALES INTO CYBER
- TRY ON CAREERS IN NON-THREATENING ENVIRONMENTS

IMAGINE GAMIFIED CAREER AWARENESS WITH ROLL PLAYING, PATHWAY ACCESS, SCALABILITY AND TWO-WAY ENGAGEMENT

CLICK TO PLAY

PLAY WITH A HIRE PURPOSE

CYBER WATCHDOG™

> FREE-TO-PLAY MOBILE GAME WITH GEOLOCATION-BASED PLAY

GET IT ON Google Play

Download on App Store

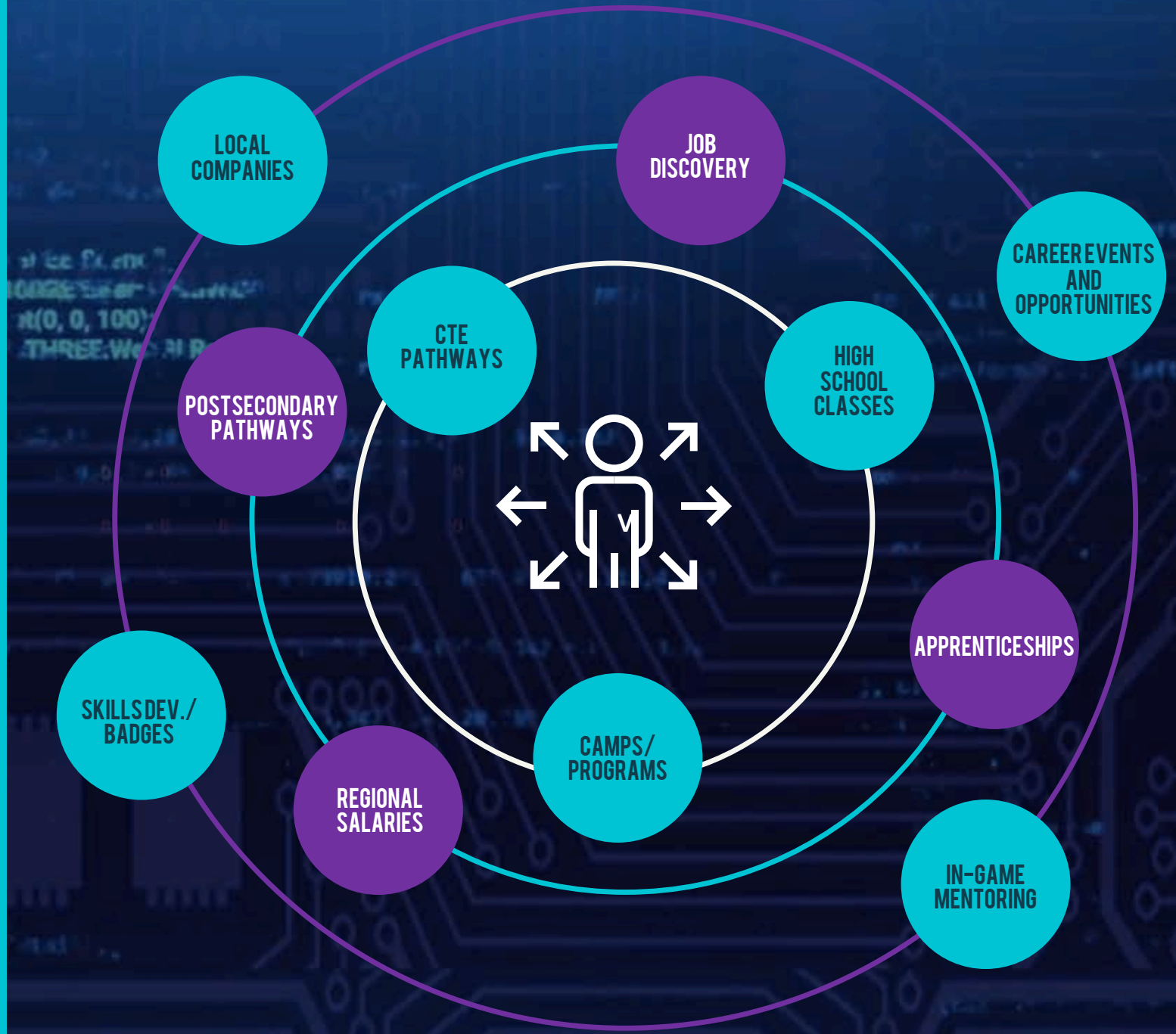
AVAILABLE ON CHROMEBOOKS

CYBER WATCHDOG™

GEOLOCATION SPECIFIC CAREER AND PATHWAY AWARENESS

ACCESS FOR ALL
(DEI/UNDERSERVED/RURAL/INNER-CITY)

RECRUIT PLAYERS



MEET YOUR NEXT WORKFORCE GENERATION: GEN Z

MIDDLE & HIGH SCHOOL-AGED YOUTH+

95% OF 13- TO 17-YEAR-OLDS HAVE ACCESS TO A SMARTPHONE.

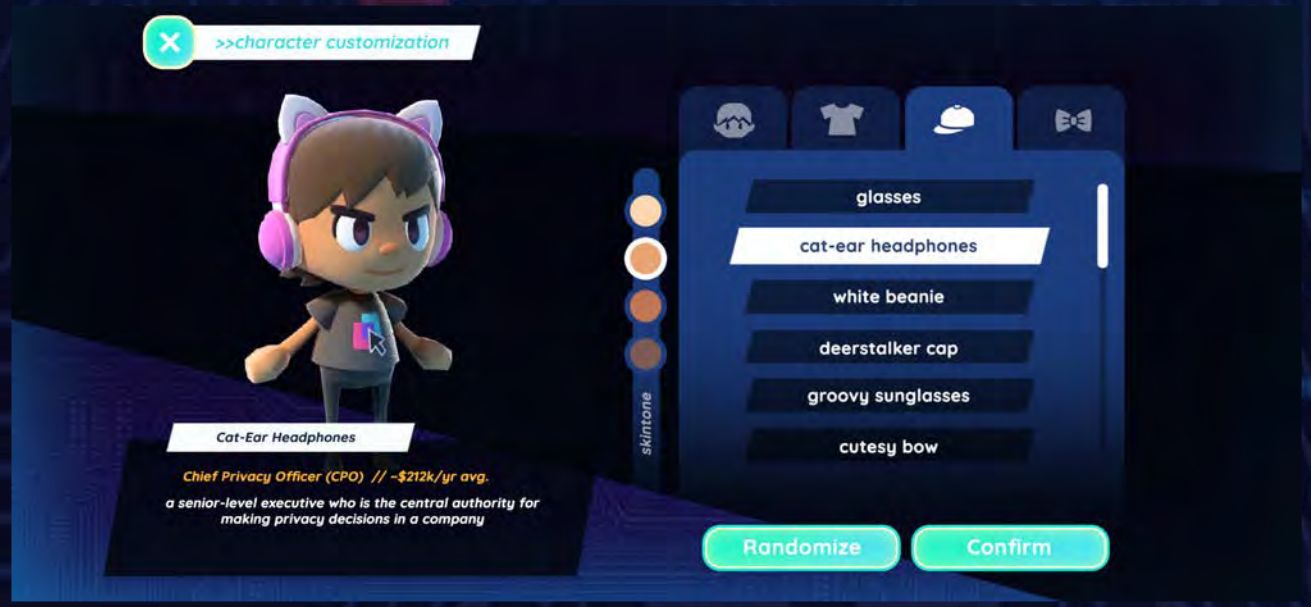
- Pew Research Center

90% OF GEN Z CLASSIFIES THEMSELVES AS GAMERS.

- Forbes

DEI INITIATIVES

> A NON-STRESSFUL WAY TO "SEE YOURSELF IN CYBER"



AVAILABLE IN ENGLISH AND SPANISH

CYBER WATCHDOG™

SKILLS GAINED

5 Proficiency Mini-Games

1. **PC Builder** - Classify the key parts of a computer
2. **Binary Code** - Analyze foundational patterns of a computer's numbering system
3. **Password Hash** - Assess integrity of passwords
4. **Phishing Scams** - Evaluate validate safety of external communications
5. **Password Strength** - Detect vulnerabilities of secure information

BADGES EARNED

1. Cyber Starter
2. Cyber Citizen
3. Cyber Staff
4. Cyber Sleuth
5. Cyber Watchdog
6. Soft Skills

CYBER WATCHDOG™

PLAYER OUTCOMES

EVIDENCE-BASED

- Recognize 100 cyber terms, job descriptions and salaries
- Recall general information security topics and concepts
- Apply better passwords that are more secure
- Understand basic cryptographic principles, processes, procedures, and applications
- Understand how a computer works
- Understand computer network basics
- Recognize various security technologies
- Understand a variety of frequent attacks
- Understand browser security and the privacy issues associated with web browsing
- Identify localized courses and pathways to further pursue cybersecurity education or employment

COMMUNITY CONNECTIONS

MARKETING AND EVENTS SUPPORT

“The game was made really well. I would play this game instead of watching TikTok.”

“I've been on the fence about taking computer science and now it's all I want to take.”

HOW TO PLAY

SUBSCRIPTION MODELS:

- WORKFORCE IMPACT MODEL
- WORKFORCE GAMECHANGER MODEL
- PILOTS AVAILABLE

GRANT PARTNERSHIPS

CLOSE THE CYBER GAP

- SCALE: REACH 10-100K+ YOUTH REGIONALLY, ESP. THE UNDERSERVED
- EXPOSE: “TRY ON” CAREERS IN NON-THREATENING ENVIRONMENTS
- ENGAGE: CONTEST + REWARDS
- EDUCATE: ALIGNMENT WITH LEARNING OUTCOMES IN STATES
- RECRUIT: EDUCATIONAL PATHWAYS AND INDUSTRY – WITHOUT BIAS

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THANK YOU

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