

The background features a complex, abstract geometric pattern composed of various shades of blue and orange. The shapes are angular and interlocking, creating a sense of depth and movement. The colors range from deep navy blue to bright, vibrant orange and light peach tones.

# Bridge the Gap

## Pitch Deck

Team 1: Adrian Szeto, Kelly Lau,  
Nivethan Karalasingam

# Our Team



## **Adrian Szeto**

Grade 12  
Life Sciences Major

## **Kelly Lau**

Grade 10  
Math and Statistics

## **Nivethan**

Grade 12  
Business major

# Table of Content

## **Problem**

What's going  
on?

## **Solution**

How we will help

## **Plan**

How will we  
execute the idea?

Students can't  
properly adapt to  
university life.



sgo,

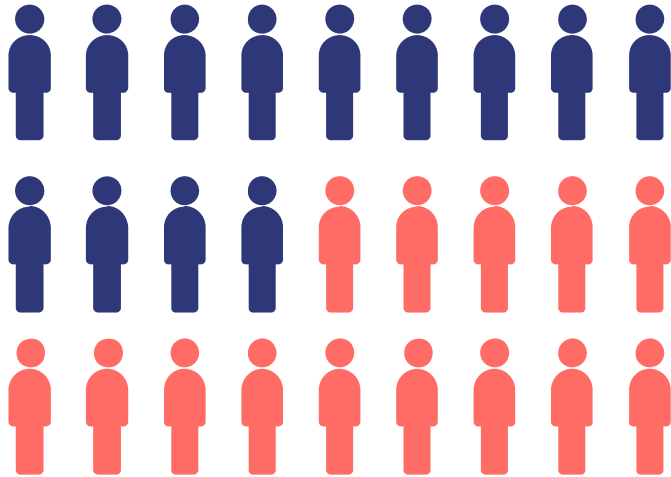
including icons by Flaticon, and infographics & images by Freepik

# Story

Izzy

- Heavier workload
- Time management
- Much higher expectations from professor

# Findings



- Half said they felt like their highschool didn't fully prepare for what was to come
- Over two-thirds said they would welcome a first-year course in academic skills such as effective studying, critical thinking, writing in university standards

# Problem

**There is a skills gap between high school and university.**

- a mismatch between the lack of training on critical and analytic thinking skills in high school curriculum and expectations in university and the workplace.

## **Possible consequences**

- vulnerable to failure in both the university and the real world, affecting the future of human kinds



# Solution

Creating community program from an existing platform, consisting material on essential skills needed to help students succeed in both the courses and the real-world.

sgo,  
including icons by Flaticon, and infographics & images by Freepik



# Bridge the Gap

1. **Read** -Receive materials on enhancing analytical & critical thinking skills, academic writing, support your transition to university, and give you a head start on your academic success
2. **Practice** -Practice on writing strategies, expand your critical thinking skills
3. **Listen** -Get advice from professionals and university seniors with experiences/knowledge regarding essential skills and adapting to new environments.

# Our Audience

- High school students entering university/ college
- Those who wish to improve certain skills in order to better adapt in their transition from highschool to university/college
- Those with similar experience and knowledge who would like to volunteer



## If we solve this:



Canadian youth will  
be better prepared  
for the transition  
from secondary to  
post-secondary  
education

# How will we do it?



**01**

Work with experts and authorities to form a content coalition and curate free training resources.

**02**

Select a platform to curate and disseminate our free online resources.

**03**

Partner high schools and universities to offer our platform.

## **Who's in Our Content Coalition?**

- Qualified and accredited educators in teaching analytical and critical thinking skills
- Programs with proven results in enhancing analytical and critical thinking skills that have been reviewed or recommended by experts

# Choosing a Platform

Deciding how we will deliver our content to our audience.

	<b>Build our own</b>	<b>Instagram</b>	<b>Pinterest</b>	<b>Facebook Group</b>
Pros	It can be customized to what we need.	Our target audience uses it often.	Compatible to all formats so long as it lives on a website.	Allow people to connect and share individual content
Cons	Expensive and difficult to build. It's time consuming.	Not compatible to all formats such as books.	Not made for offline content	Not popular amongst target audience

# Meet Rumie.org

**Rumie-Learn** is a free digital microlearning library that delivers Byte sized insights in minutes, to build transferable life and career skills.

## Why we want to partner with Rumie

- They already built a compatible platform that meets our requirements, particularly Data Insights.
- Our missions are aligned.
- We can help expand their content collection to cater to University/College students.



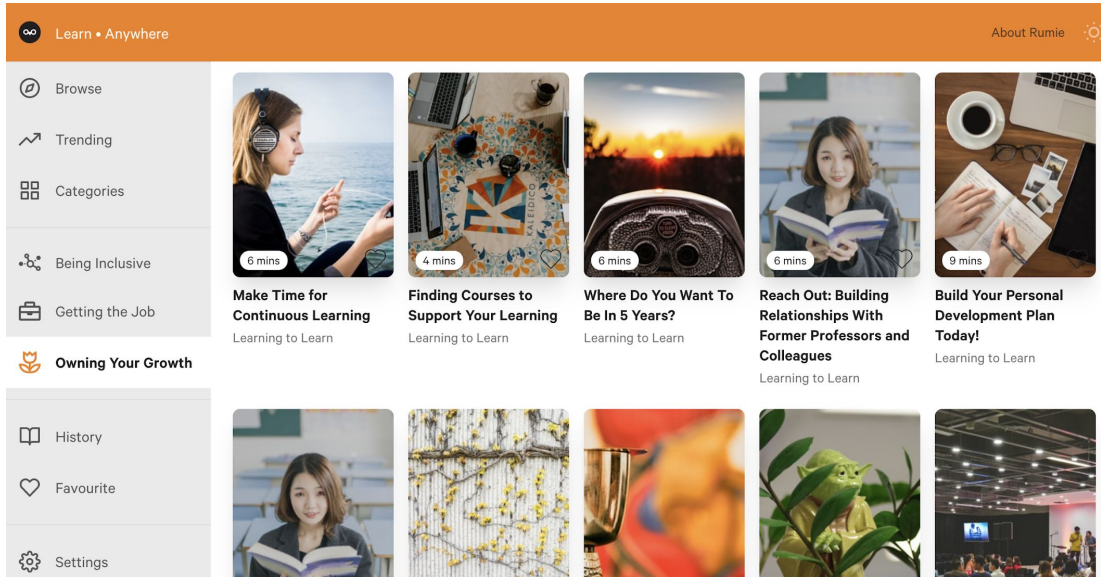
The background consists of a complex, overlapping pattern of geometric shapes, primarily triangles and quadrilaterals, in various shades of blue (from light to dark) and orange (from light to dark). The shapes are arranged in a way that creates a sense of depth and movement, resembling a stylized architectural or crystalline structure.

# How it works



# Step 1

We will add the content developed by the coalition using the Rumie Build tool.



## Step 2

We will promote the content through social networks.

- We will use social media with daily posts about our goal and sneak peak of our content. Instagram, Facebook and Twitter are all fast growing social media platform , used by our target audience, that will help us spread the word
- Showcasing stories of university/college students and their challenges. Getting their feedback of what they believe should have been taught in school that would have helped them be more successful in university/college

## Step 3

We invite our target audience to view content on Rumie. They will be able to see content in these 4 focus areas:

**A**

**Analytical  
Critical**

**C**

**Personal  
Finance**

**B**

**Writing**

**D**



**Social**





# Sample Content:


## Analytical Critical Thinking Skills


Learn • Anywhere


About Rumie  analytic thinking 


 Browse


 Trending


 Categories


 Being Inclusive

 Getting the Job

 Owning Your Growth

 History


 Favourite

 Settings

### What's The Difference Between Creative And Logical Thinking?

**Logic** uses reasoning and analytical abilities. It seeks to identify the cause and effect.

**Creativity** involves elements of innovation, emotion, and chance. It seeks to discover new solutions.



### Conformers vs. Outliers

Someone who shows strong logical skills is often seen as a *conformer* to established patterns and rules. While the answers from conformers are seen as reliable, logical thinkers may be seen as lacking in passion or empathy.

English



Share










Favourite

Feedback

# Sample Content: Writing

Learn • Anywhere


About Rumie  writing 


-  Browse
-  Trending
-  Categories
-  Being Inclusive
-  Getting the Job
-  Owning Your Growth
-  History
-  Favourite
-  Settings

## Resume Writing


Create a resume that will land you the interview.


### All Bytes



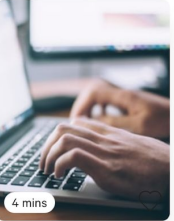
6 mins 


**Format Your Resume**  
Career Skills




6 mins 


**Create A Master Resume**  
Career Skills



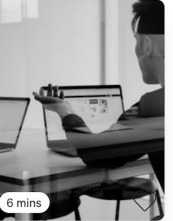
4 mins 


**Tailoring Your Resume For Specific Job Descriptions**  
Career Skills



6 mins 

**Understand And Adapt To Resume-Filtering Software**  
Career Skills



6 mins 

**Proofread to Perfection**  
Career Skills

Feedback

# Sample Content:

## Personal Finance



### Do Your Own Financial Health Check

Feedback

Business Acumen / Personal Finance / Financial Planning

In this Byte, you will discover how to do a personal financial health check.

START LEARNING

Created by:



On behalf of:

THE CARLYLE GROUP

Tags:

#sdg10-reduced-inequality

🕒 6 minutes

🌐 English

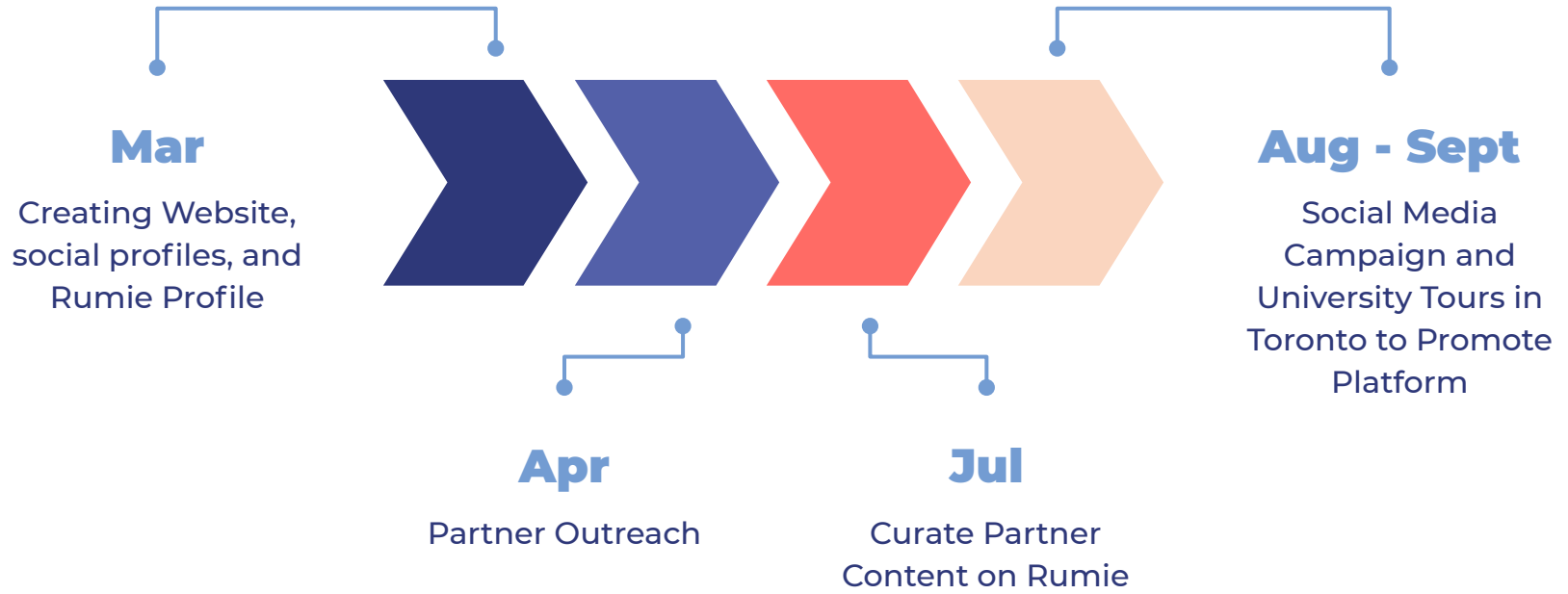
🔗 Share

# Our Pilot

Target Toronto area first year university and college students.



# Pilot Launch Timeline





# 12-month Pilot Budget

Item	Cost
Social Media Organic Content (Adobe Photoshop, Stock Images and Music Licenses)	\$750
Promoting at UofT, Ryerson and York University Campus	\$1,000
Website (wix.com, domain name)	\$500
Print Collateral	\$250
<b>TOTAL</b>	<b>\$2,500</b>

# What will we measure?

## # of Content Views

What content is most effective, well liked, and most viewed using Rumie analytics.

## Survey Results

Information from University graduates on what is needed.

Interview participants before and after they use our platform.

## # of Users

200 active users for the first year

## Critical Thinking Test

### Results

Provide quiz and skill tests to see the improvement of the students.

# Pilot Goals

- 200 student users
- 10 Partnership (Universities, Teachers, Student Associations)
- 50 Pieces of Content
- 200 Followers on social media page



# Thanks

Do you have any questions?  
siateam1.2021@gmail.com

sgo,  
including icons by Flaticon, and infographics & images by Freepik