SKILLPROOF

WE RECORD YOUR PORGRESS

A platform that verifies, tracks, and showcases professionals' skills and achievements through trusted micro-credentials and badges.

Kawther AlNazwani, 115253

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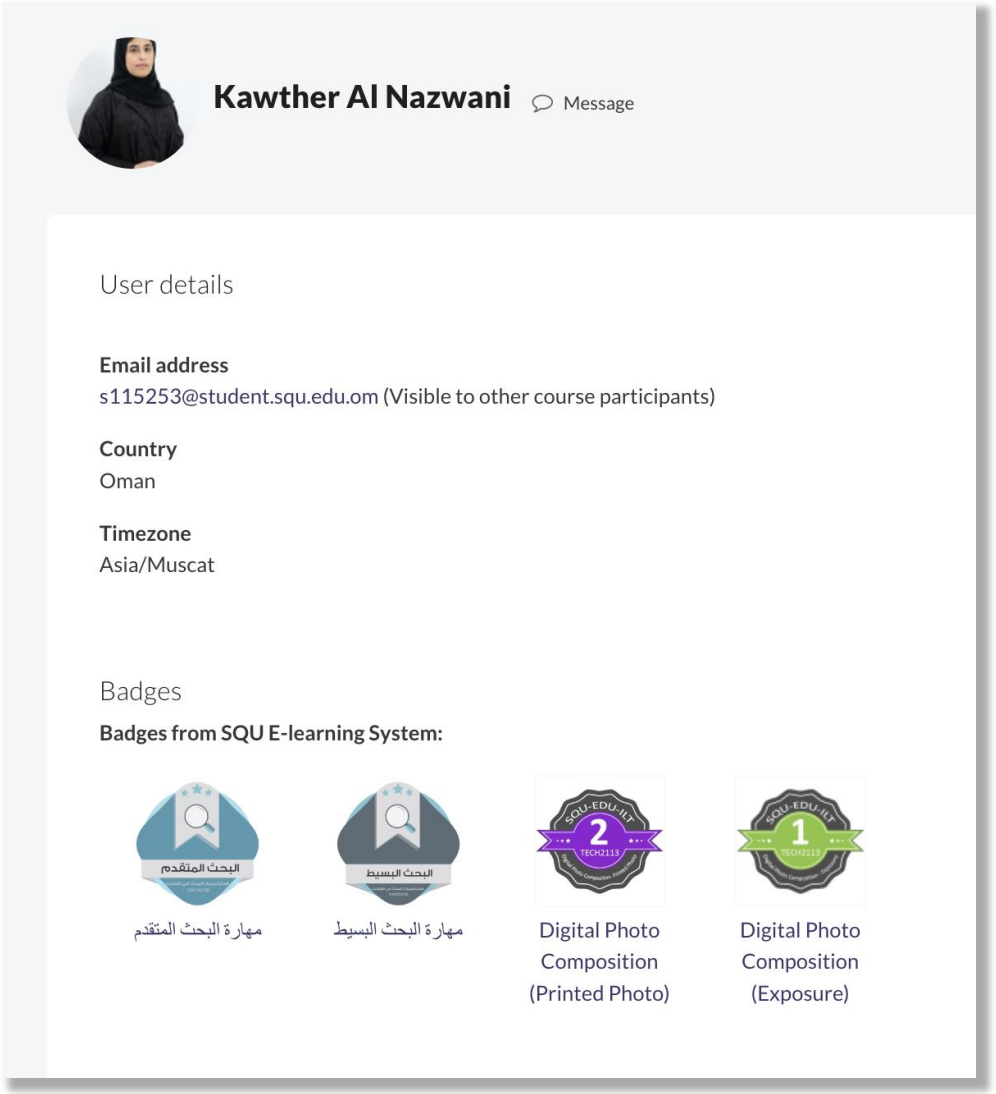
About SkillProof

Challenges in e-learning

Skills verification & showcasing

With the abundance of learning options comes a new challenge: tracking and recording progress. It’s difficult to keep track of the many courses, certifications, and skill-building experiences that shape our expertise.



Challenges in e-learning

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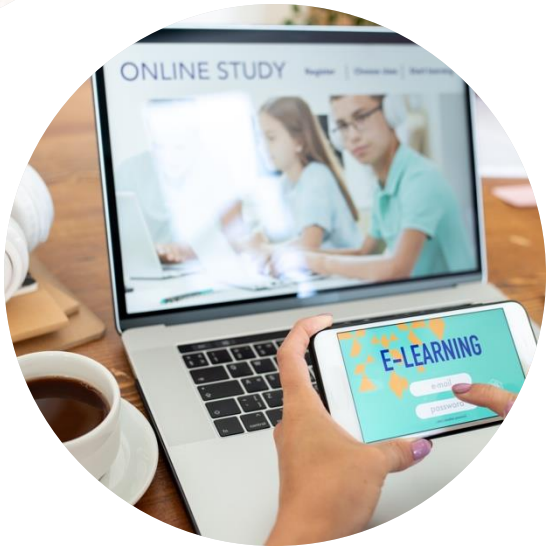
The concept of

Micro-credentialing

A framework for delivering competency-based qualifications that are shorter than a comprehensive certification.

Also known as **micro-degrees** or **nanodegrees**, they are often on-demand online courses that can be completed in your own time and provide certification upon completion.



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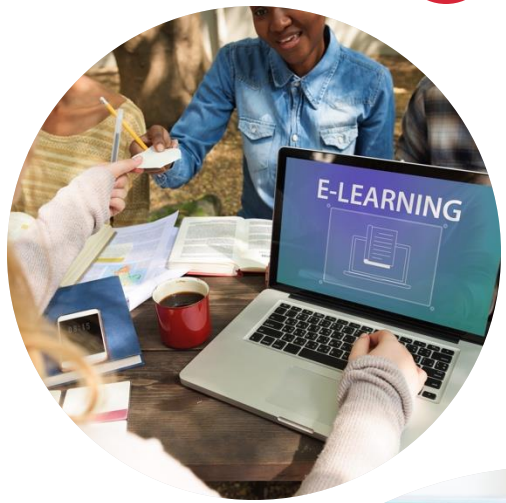
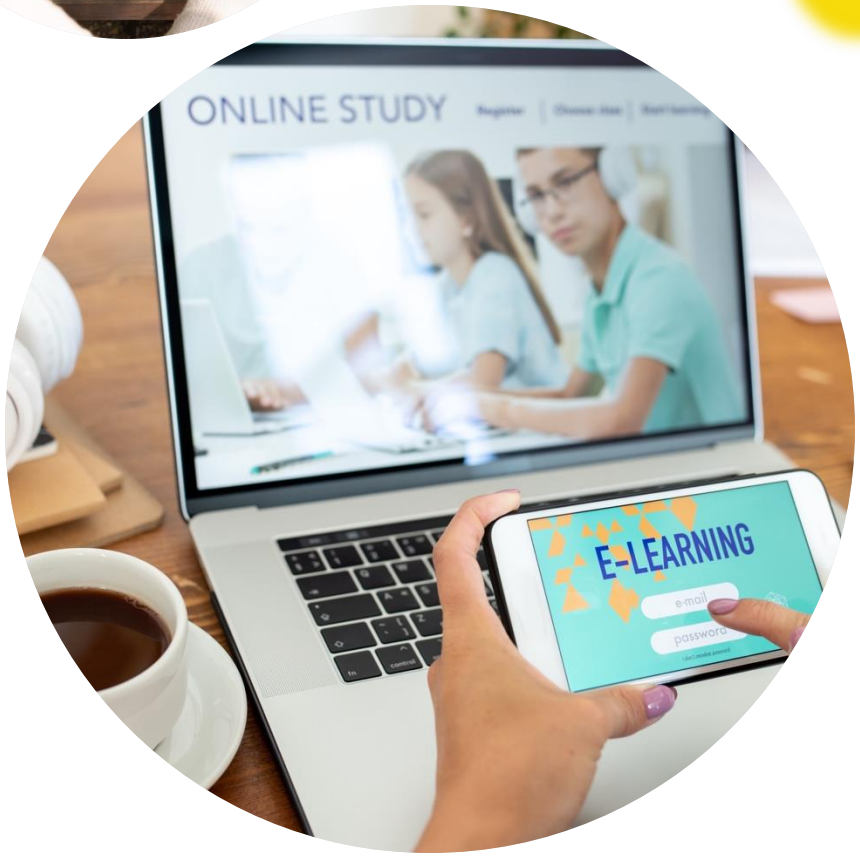


The concept of

Micro-credentialing

> “A micro-credential is a certification of assessed learning that is additional, alternate, complementary to or a formal component of a formal qualification” (Oliver, 2019, p.19).



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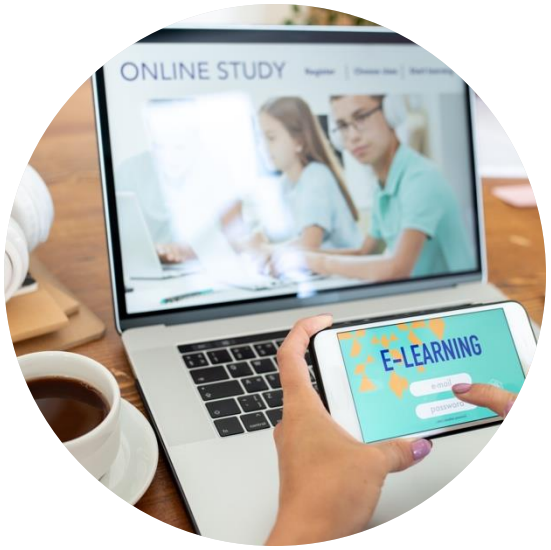
The concept of

Micro-credentialing

Digital badges

A verifiable representation of an award, accomplishment, or skill acquisition.

can be earned in a wide variety of environments and are used by individuals to showcase their competencies.



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SkillProof is a digital platform that empowers professionals to validate, showcase, and share their expertise through trusted micro-credentials and skill badges.

It provides a unique advantage by creating transparent, verifiable proof of skills, helping both individuals and employers make informed connections.

Logo

Colours

Fonts

Tone

Values

Applications

SkillProof logo features a sleek modern design that combines a shield icon with clean, bold typography.

The shield shape symbolises protection and trust.

The checkmark reflects precision in skill assessment and proof of competence.

— Logo

→ Colours

— Fonts

— Tone

— Values

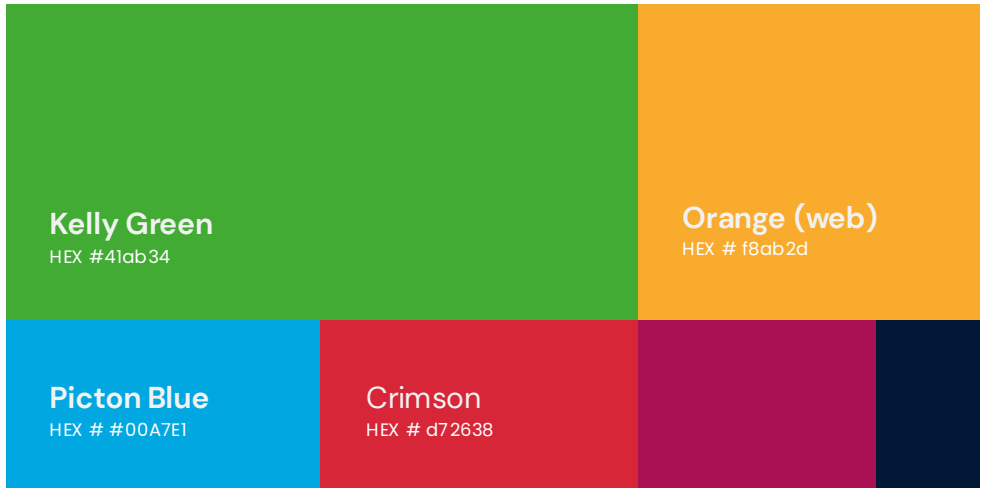
— Applications

Primary Color

41ab34 #6bce5f #95dc8c #b1e5aa #cdeec8

Secondary Color

#f8ab2d #f9b340 #fac266 #fbc979 #fde8c5



Green stands for progress, stability, and success. It conveys the idea of development and achievement.

Orange symbolizes optimism, learning, and innovation. It reflects the bright future that comes with acquiring new skills and knowledge.

— Logo

— Colours

→ Fonts

— Tone

— Values

— Applications

AaBb

Labora

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqUuRrSsTtUuVvWwXxYyZz

1234567890

Poppins

Brand Typography

Labora is a versatile sans-serif font often used for logos due to its clean, modern, and professional look. It offers a great balance between contemporary style and readability, making it ideal for various branding needs.

Poppins is known for its clean, modern, and highly legible style. It's widely used in branding and digital media due to its versatile and approachable appearance.

— Logo

— Colours

— Fonts

→ Tone

— Values

— Applications

SkillProof brand tone is carefully crafted to reflect the platform's mission of supporting, validating, and motivating professionals on their learning journeys.

Supportive

Encouraging and aims to empower users

Motivational

inspires users to progress and improve

— Logo

— Colours

— Fonts

— Tone

→ Values

— Applications

Authenticity

SkillProof values genuine achievement and ensures all skills and credentials are accurately verified.

Empowerment

SkillProof believes in empowering individuals by providing tools to showcase their growth and achievements.

Lifelong Learning

SkillProof champions continuous learning and personal development.

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WE RECORD YOUR PORGRESS

— Logo

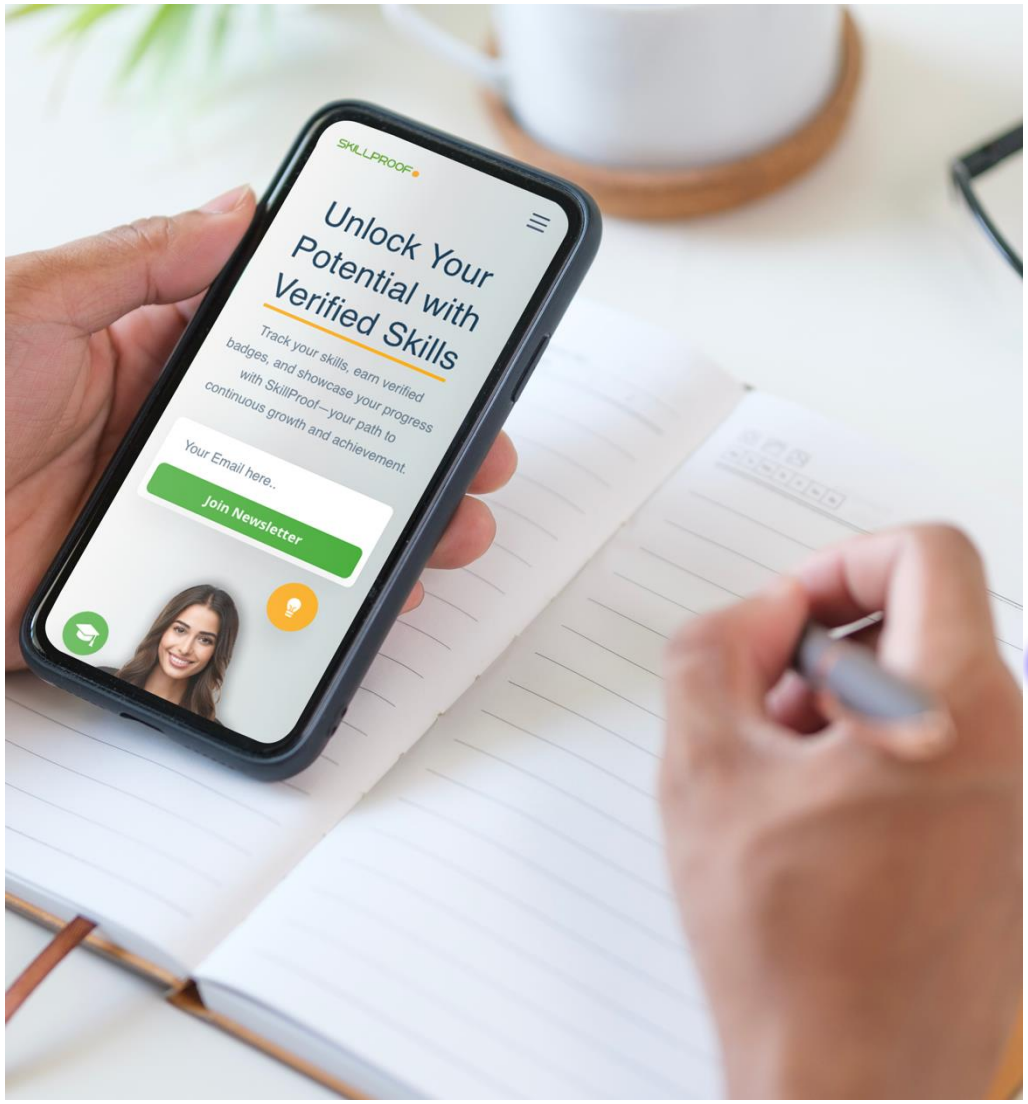
— Colours

— Fonts

— Tone

— Values

→ Applications



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Market & Beneficiaries

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Market Analysis

About the market

Actual situation

The e-learning market is rapidly growing, with millions of people worldwide using online platforms to gain new skills. However, learners often face challenges in tracking and validating their progress across multiple platforms.

Gap definition

- Need for Verified, Portable Micro-Credentials wallet
- Demand for Lifelong Learning and Skills Tracking
- Difficulty for Employers in Identifying Verified Skills

Anticipated situation

SkillProof has the potential to bring clarity, credibility, and organization to the e-learning ecosystem, benefiting both learners and employers in an increasingly skills-focused market.

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Market Analysis

needs analysis tools

Research

I searched the internet for similar platforms / tools and trends in the field.

Surveys

I used two survey to find out the general trends of the targeted audience.

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Market Analysis

Research findings

1. Existing tools:

Accredible

accredible.com

MyCreds.ca

Mycreds.ca

Credentify

credentify.eu

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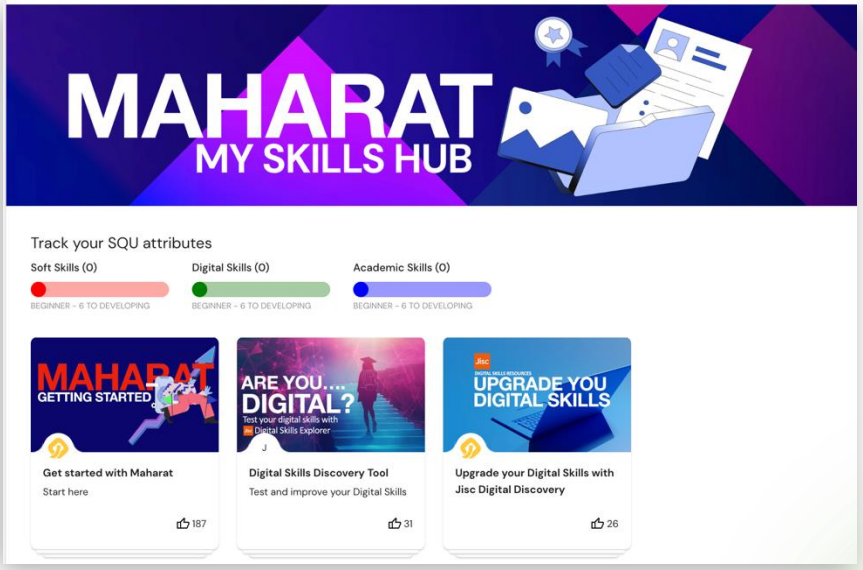
Market Analysis

Research findings

1. Existing tools:



maharat.squ.edu.om

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Market Analysis

Research findings

2. Trends in e-learning:

1. Focus on Lifelong Learning and Upskilling

2. Competency-Based Learning

3. Integration of Learning with Employment Platforms

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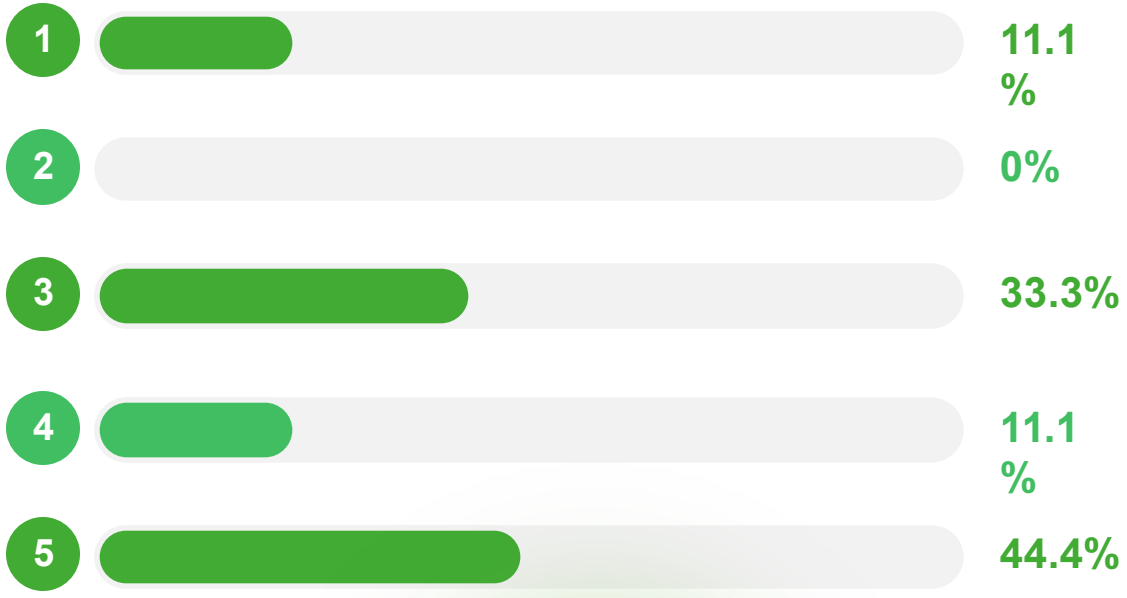
Market Analysis

Survey findings

1. Value of verified badges when applying for jobs or networking:

On a scale of 1-5, how valuable do you find having verified proof of your skills (e.g., badges, endorsements) when applying for jobs or networking?



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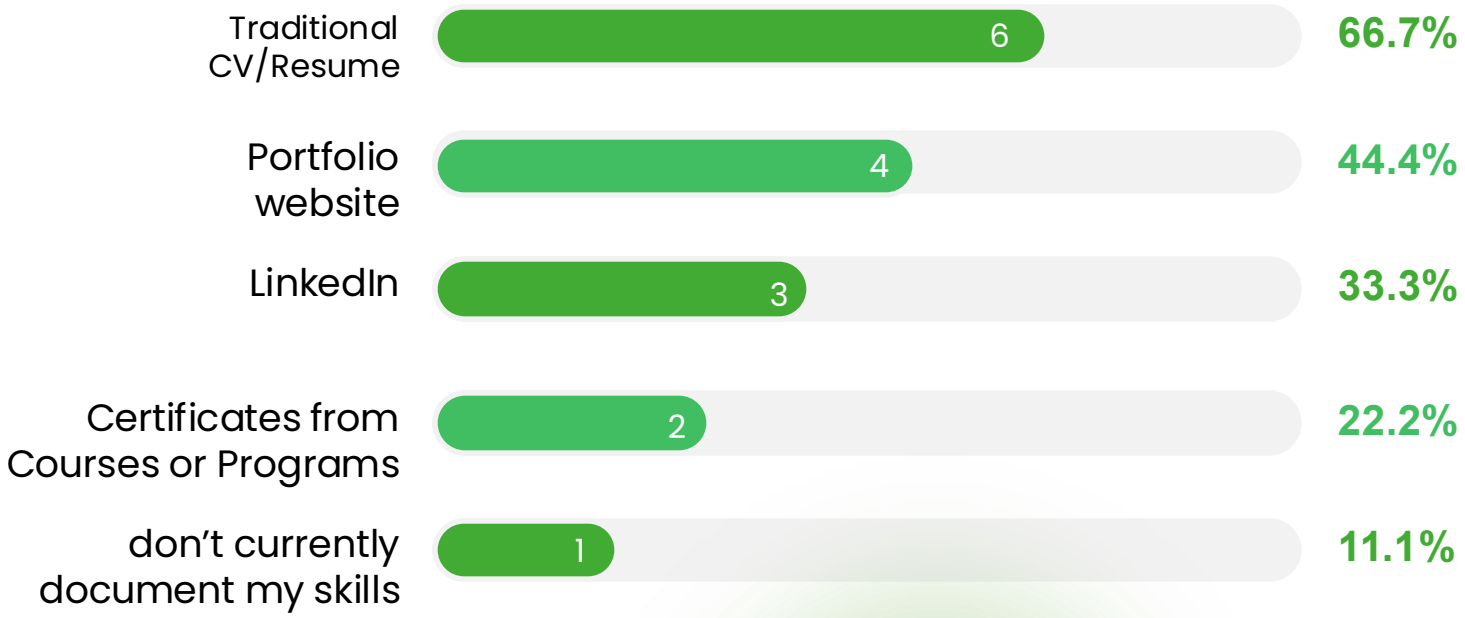
Market Analysis

Survey findings

2. Tools for showcasing skills:

How do you currently document or showcase your professional skills and achievements?



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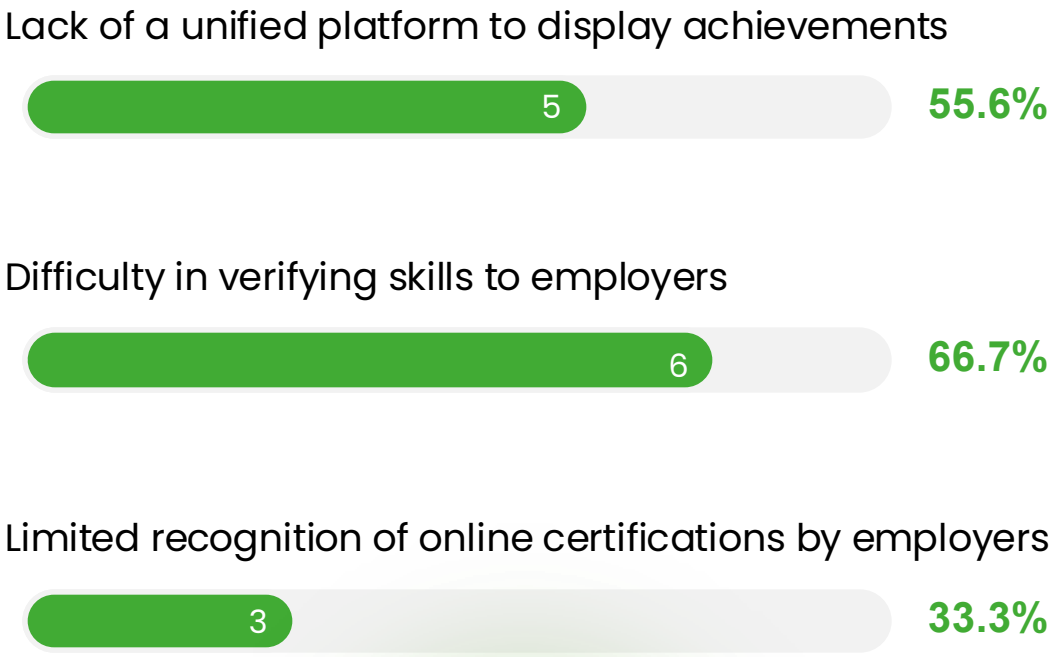
Market Analysis

Survey findings

3. Challenges in showcasing skills:

What challenges do you face when it comes to showcasing your skills and professional growth?



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Professionals and Job Seekers

Freelancers and Gig Workers

Educational Institutions and Training Providers

Targeted Audience

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Professional profiles

Presenting and showcasing verified professional skills and projects.

Skill verification & showcasing

Verifying skills through the issuer platform.

Progress tracking

Providing an overview of professional growth and learning paths.

Freelancing & recruitment

Opportunity for employers and individuals to work with professionals in different fields.

Services

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Platform Overview

Ecosystem
and procedures

User
Takes a verified course on Issuer's website.

Credential Issuer
Provides verified credentials, badges, and certifications.

SkillProof Platform
digital environment where users interact with the ecosystem.

Employers and Recruiters
hiring managers seeking verified candidates with specific skills.

Features

Verified Badges

Showcase verified authentic digital badges recognised by trusted organizations.

Skill Tracking

Monitoring skill development and learning progress in real time.

Integration

seamless with existing learning management systems

Personalization

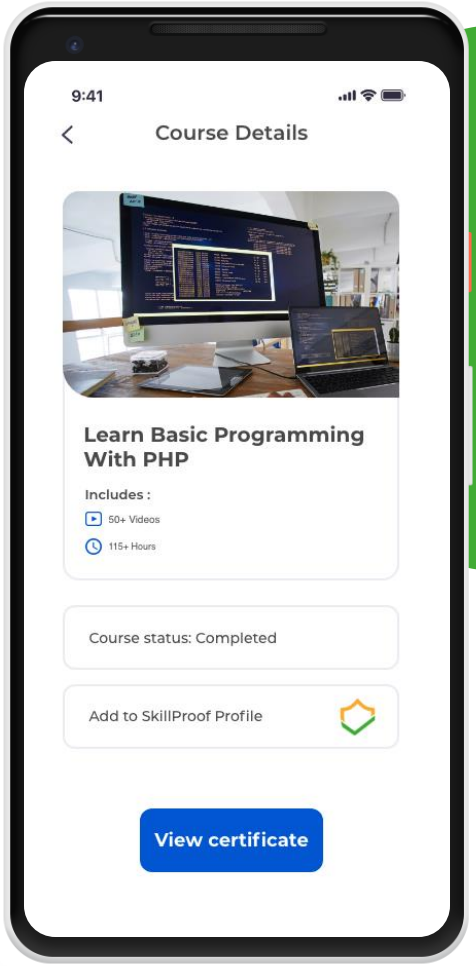
Personalised profiles and learning paths

User-Friendliness

A simple and intuitive interface

Gamification

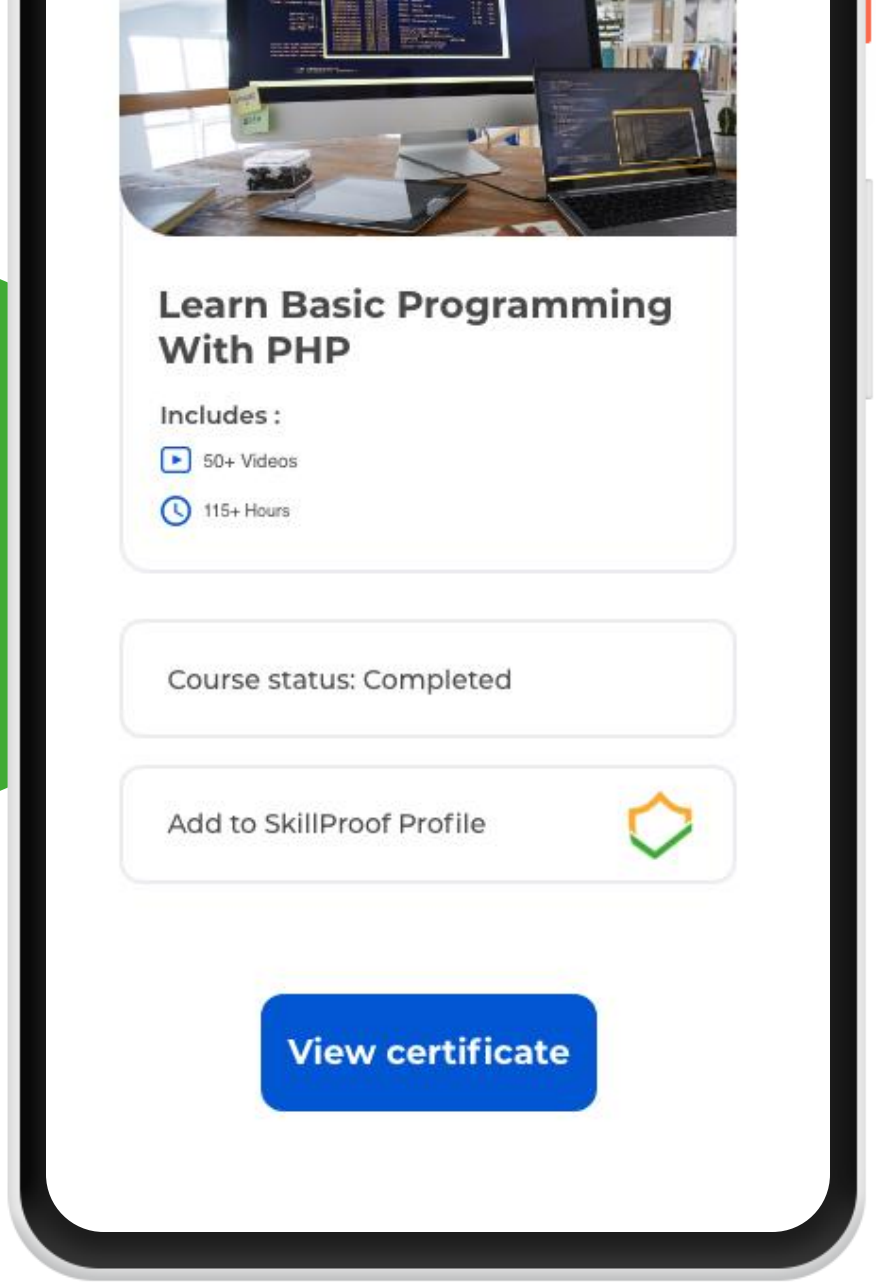
Gamifying Badges, awards, and achievements



Integration with other systems

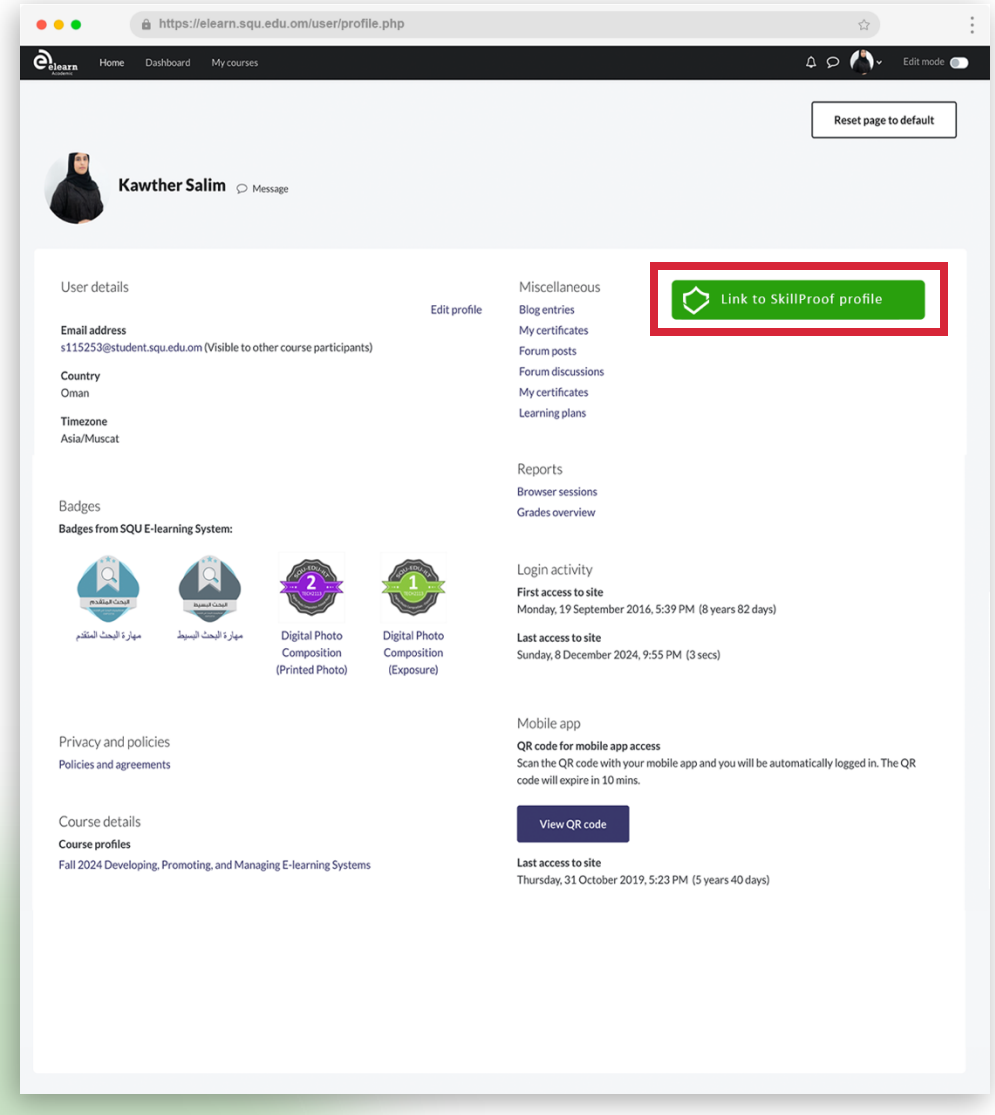
SkillProof will be connected through a plugin to systems like:

- E-learning platforms,
- Universities & colleges websites,
- MoL and MoE,
- Recruitnment platforms.

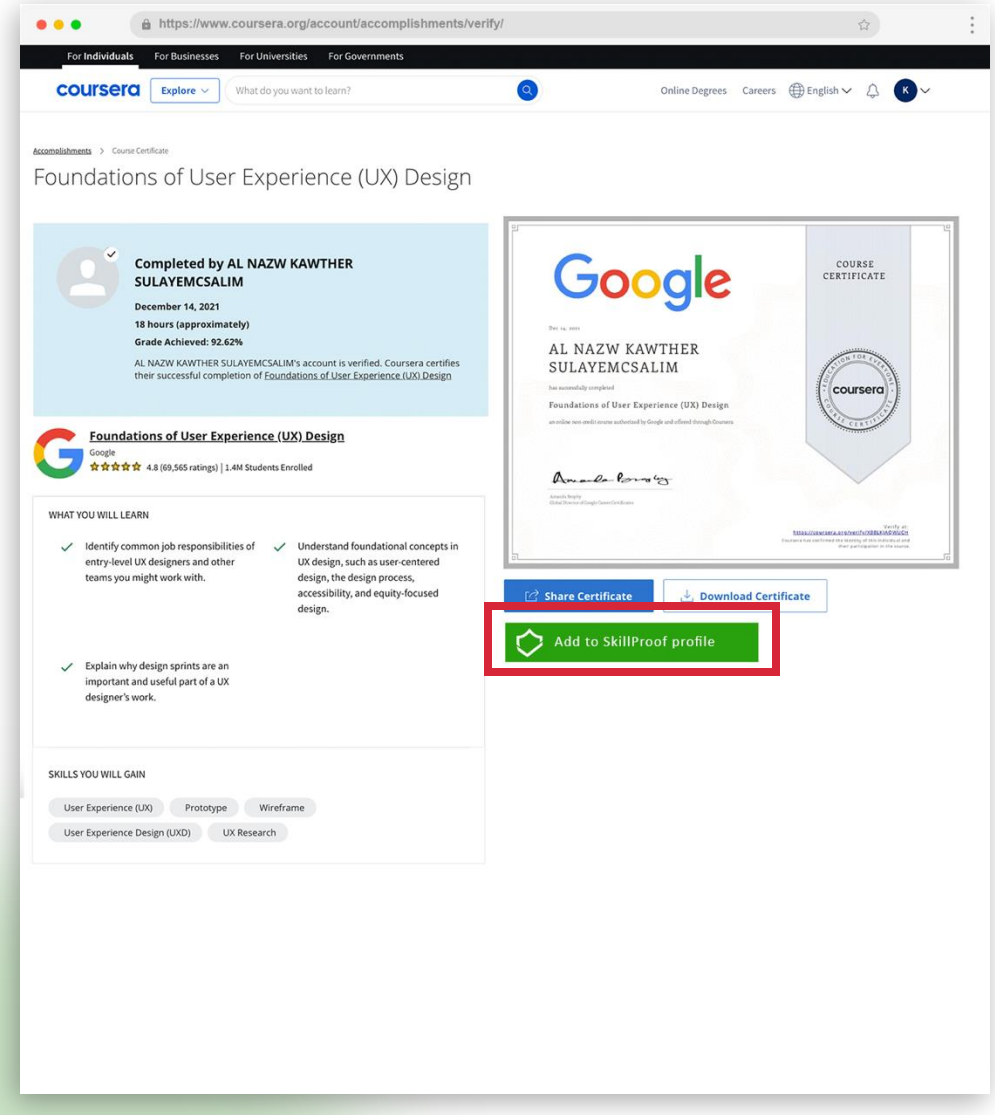


Plugin

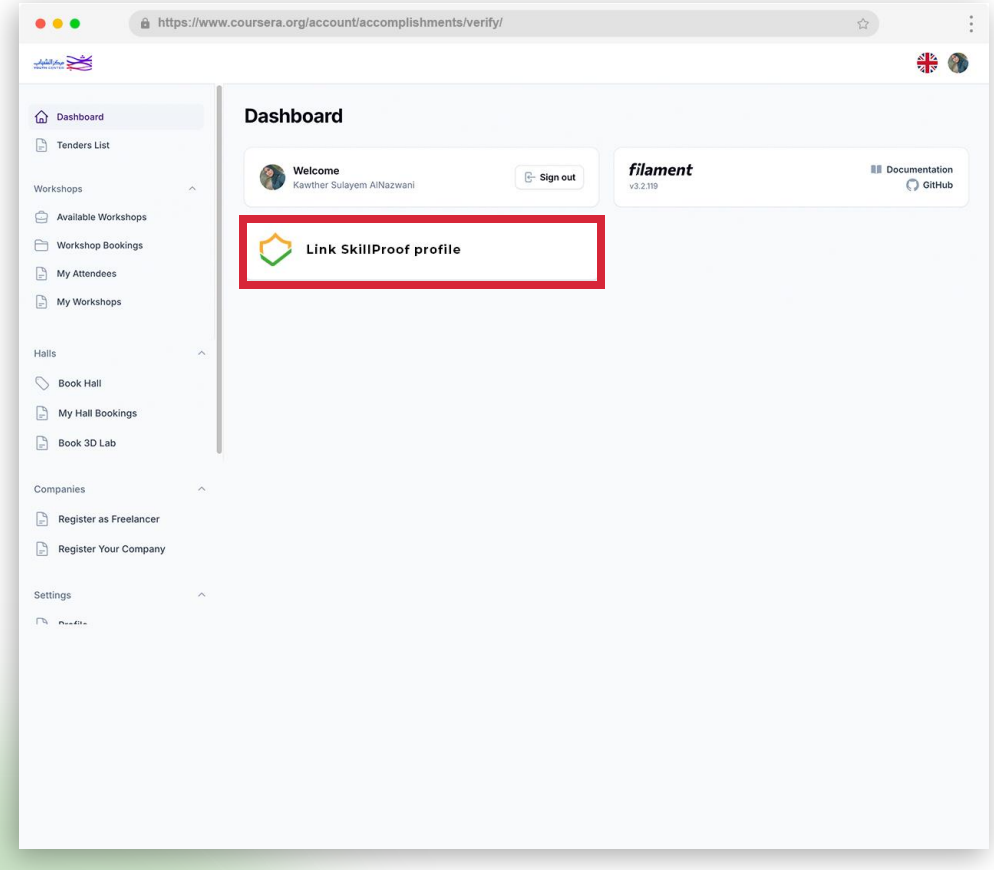
A software add-on that is installed on a program, application, or website, enhancing its capabilities.



SkillProof can be added as a plugin to higher education websites to allow students to add badges and certificates from related courses.



SkillProof can be added as a plugin to e-learning websites to allow students to add badges and certificates from the courses they take online.



SkillProof can be added as a plugin to initiatives and centers websites to allow users and beneficiaries to showcase their skills and support their presence.

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Interface

& website design

shorturl.at/WfrDg

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Cost Analysis

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Cost Analysis

Total Cost

Cost	Amount
Non-recurring	23,600 OMR
Recurring	36,700 OMR
Supplementary Costs	5000 OMR
Total	65,300 OMR

Cost Analysis

Non-recurring Costs

Initial Platform Development

Item	Amount
Design and Development	3,000 OMR
Pilot testing and QA	1,500 OMR
Total	4,500 OMR

Legal and Administrative Setup

Item	Amount
Legal and Regulatory Costs	1,500 OMR
Company Registration and Licenses	2,500 OMR
Total	4,000 OMR

Infrastructure Setup

Item	Amount
Hosting and Server Setup	3,500 OMR
Security and Compliance Measures	2,000 OMR
Total	5,500 OMR

Branding and Initial Marketing Setup

Item	Amount
Brand Identity	2,100 OMR
Initial & launch Marketing Campaigns	5,000 OMR
User Onboarding Materials	2,500 OMR
Total	9,600 OMR

Recurring Costs

36,700 OMR

Infrastructure, Maintenance & Platform Updates

Item	Amount
Hosting & Server Costs	5,000 OMR
Technical Maintenance & Bug Fixes	2,000 OMR
Feature Upgrades & Scaling	2,000 OMR
Data Security & Backup Solutions	1,200 OMR
Total	3,200 OMR

Recurring Costs

36,700 OMR

Operations & Staffing

Item	Amount
Project Management	8,000 OMR
Customer Support Team	4,800 OMR
Administration team	7,000 OMR
Total	3,200 OMR

Recurring Costs

36,700 OMR

Marketing & Growth

Item	Amount
Digital Marketing	4,000 OMR
Total	4,000 OMR

Legal & Compliance

Item	Amount
Ongoing Legal and Compliance Fees	1,500 OMR
Software and Licensing Costs	2,000 OMR
Total	2,500 OMR

Recurring Costs

36,700 OMR

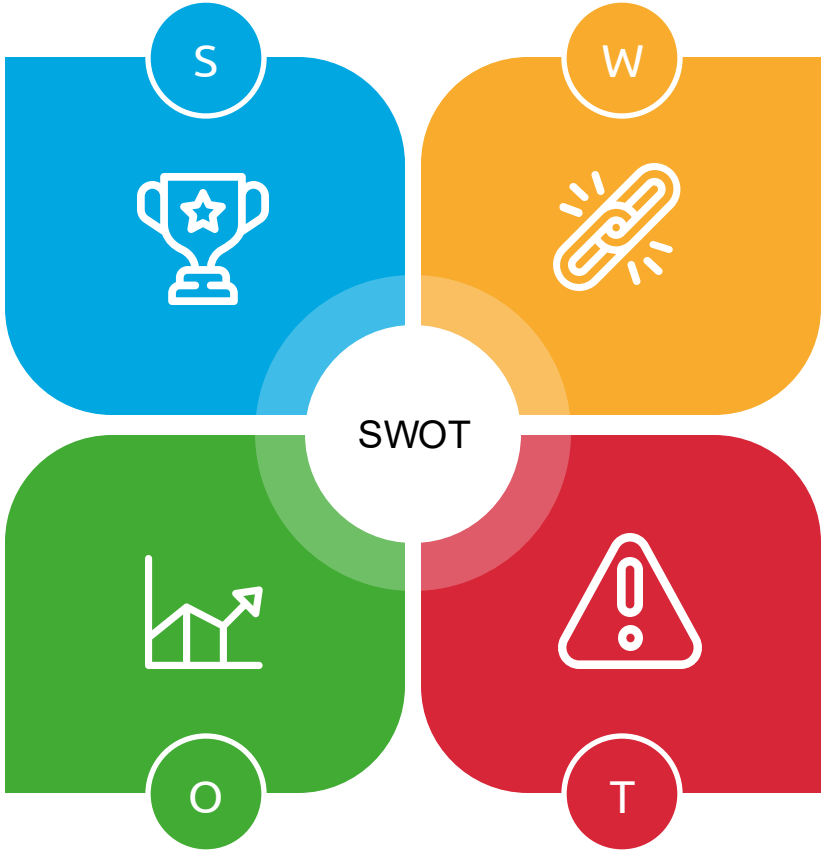
Outreach and Engagement Initiatives

Item	Amount
Outreach and Engagement Initiatives	5,000 OMR
Total	5,000 OMR

Data Analytics and Performance Monitoring

Item	Amount
Analytics Tools and Services	2,000 OMR
Total	2,000 OMR

SWOT Analysis

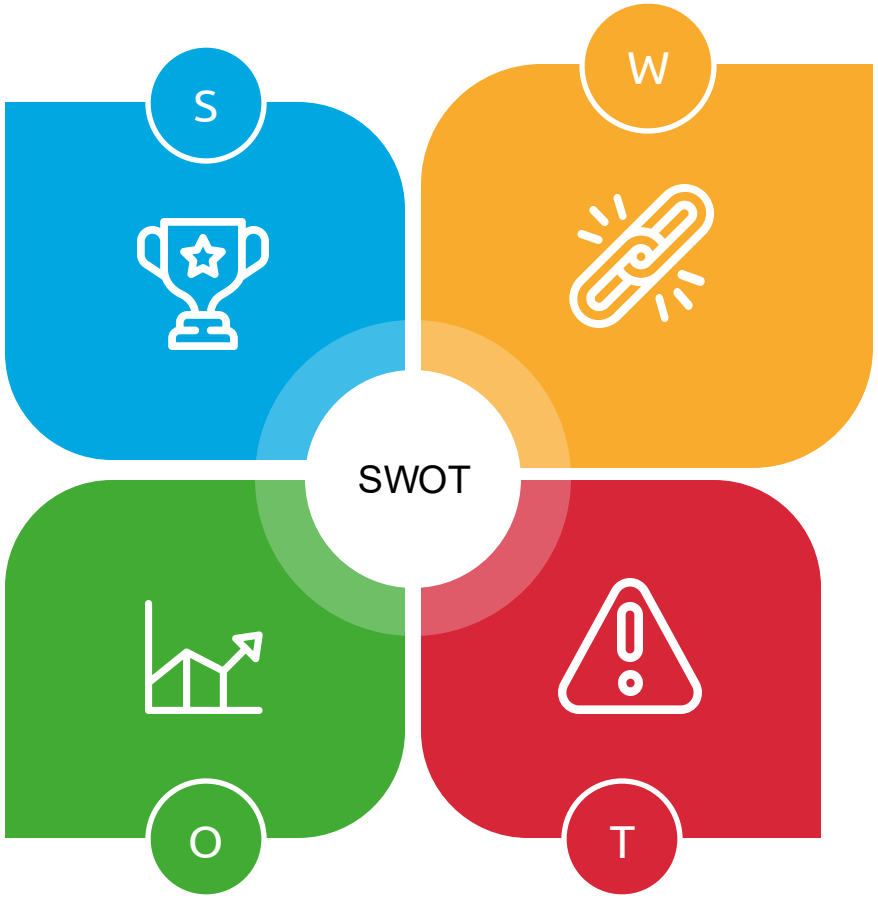


SWOT Analysis

STRENGTHS

- Verified Skill Validation
- User-Friendly Interface
- Personalization
- Comprehensive Portfolio Builder
- Integration with Learning Platforms

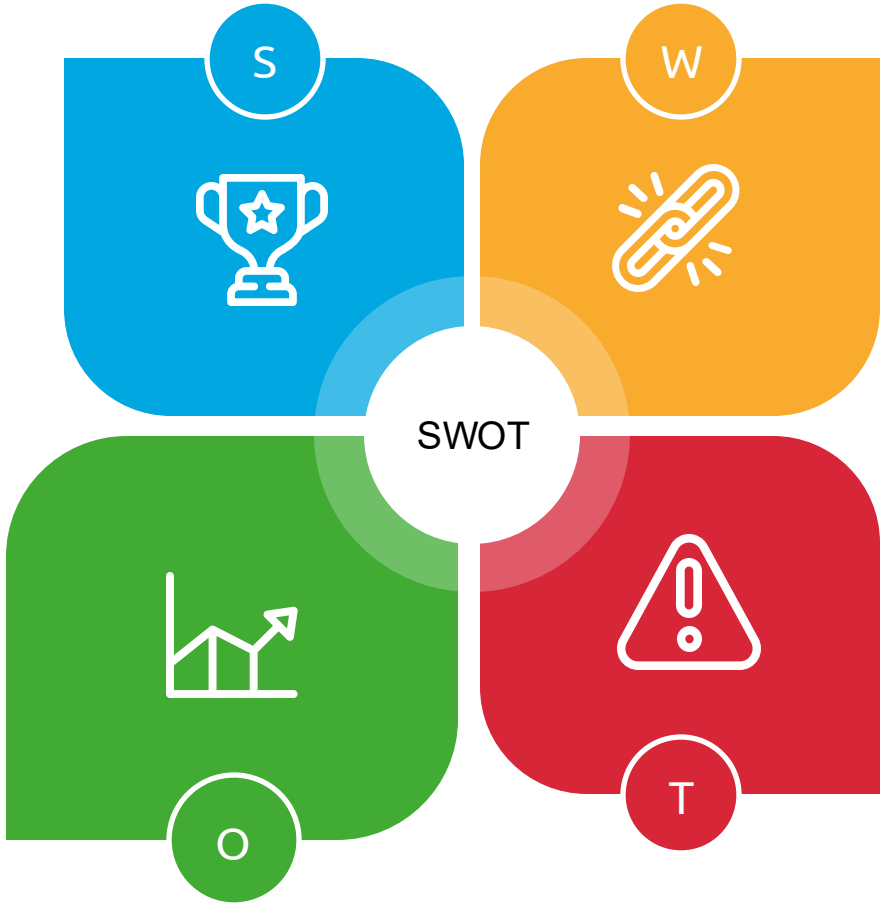
SWOT Analysis



WEAKNESSES

- Resource Intensive
- Dependence on Partners

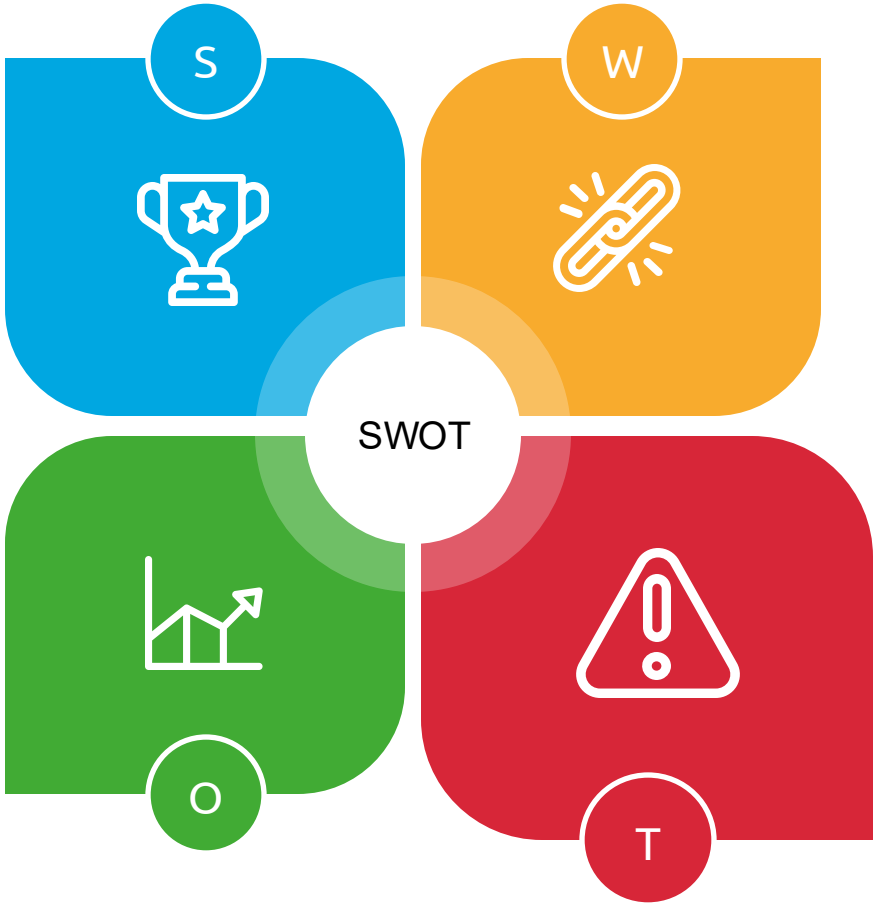
SWOT Analysis



OPPORTUNITIES

- Growing Demand for Micro-Credentials
- Remote and Hybrid Work Trends
- Corporate Partnerships

SWOT Analysis



THREATS

- Technological Advancements
- Data Security and Privacy Concerns

Funding
& financial investment

Government Funding

- Ministry of labour,
- Ministry of higher education,
- Government Grants and Subsidies.

Private Sector

- Strategic partnerships: Collaborations with corporations or organizations that provide funding, resources, or expertise.

Individual Investment

- Starting the project as an independent initiative and then promoting it to the beneficiaries.

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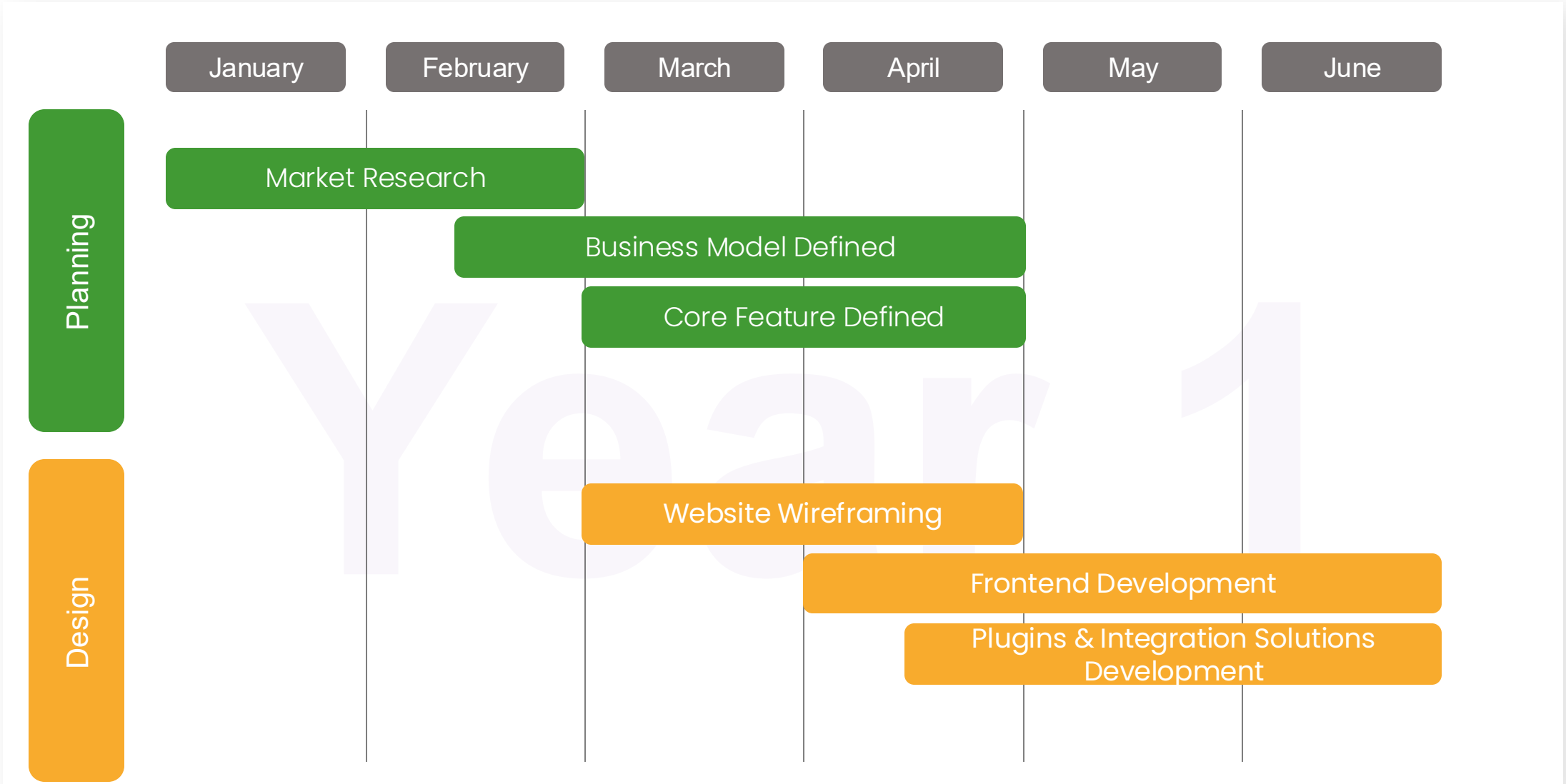
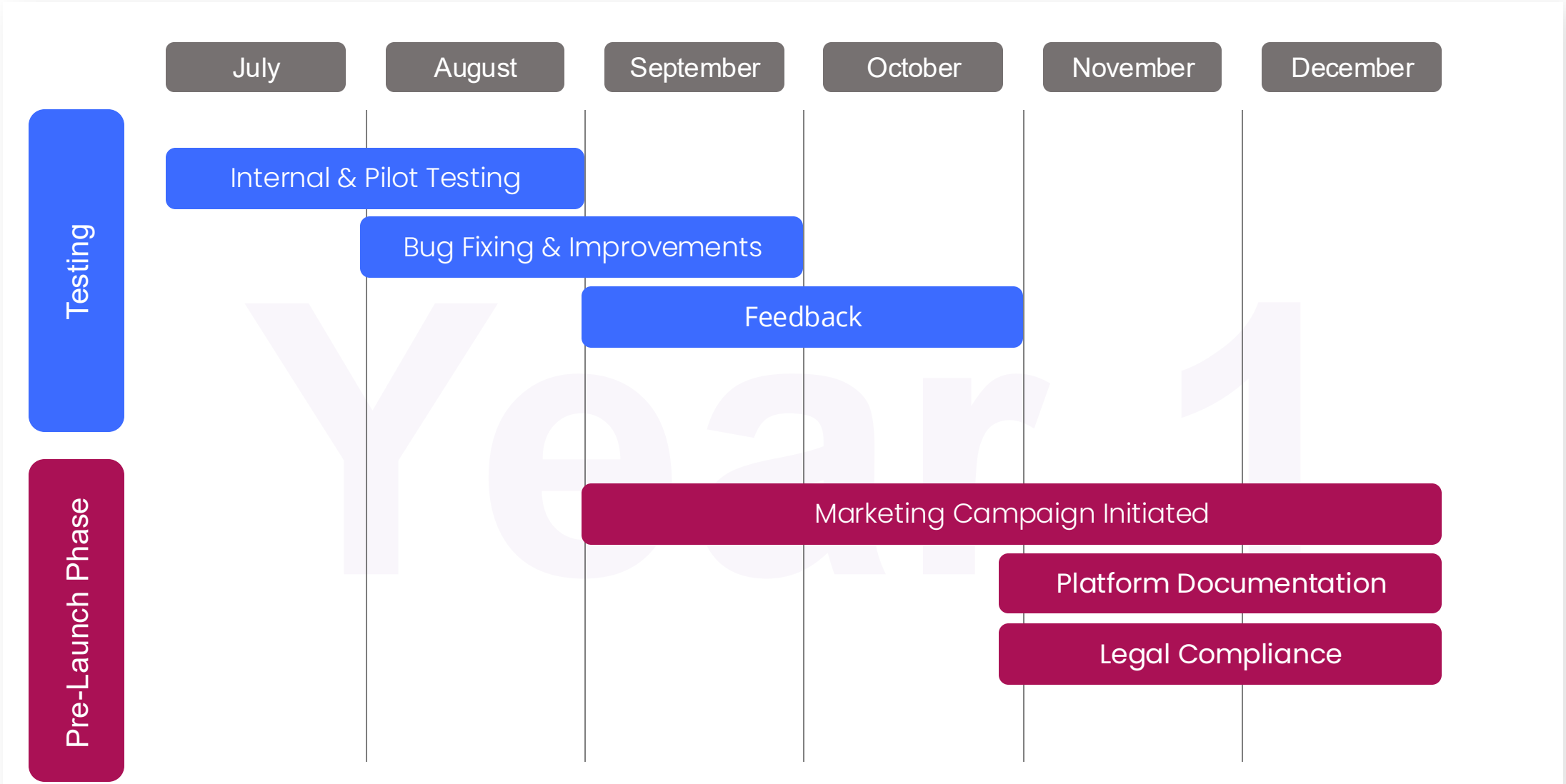
Launch & Marketing

Project Milestones



Project Milestones



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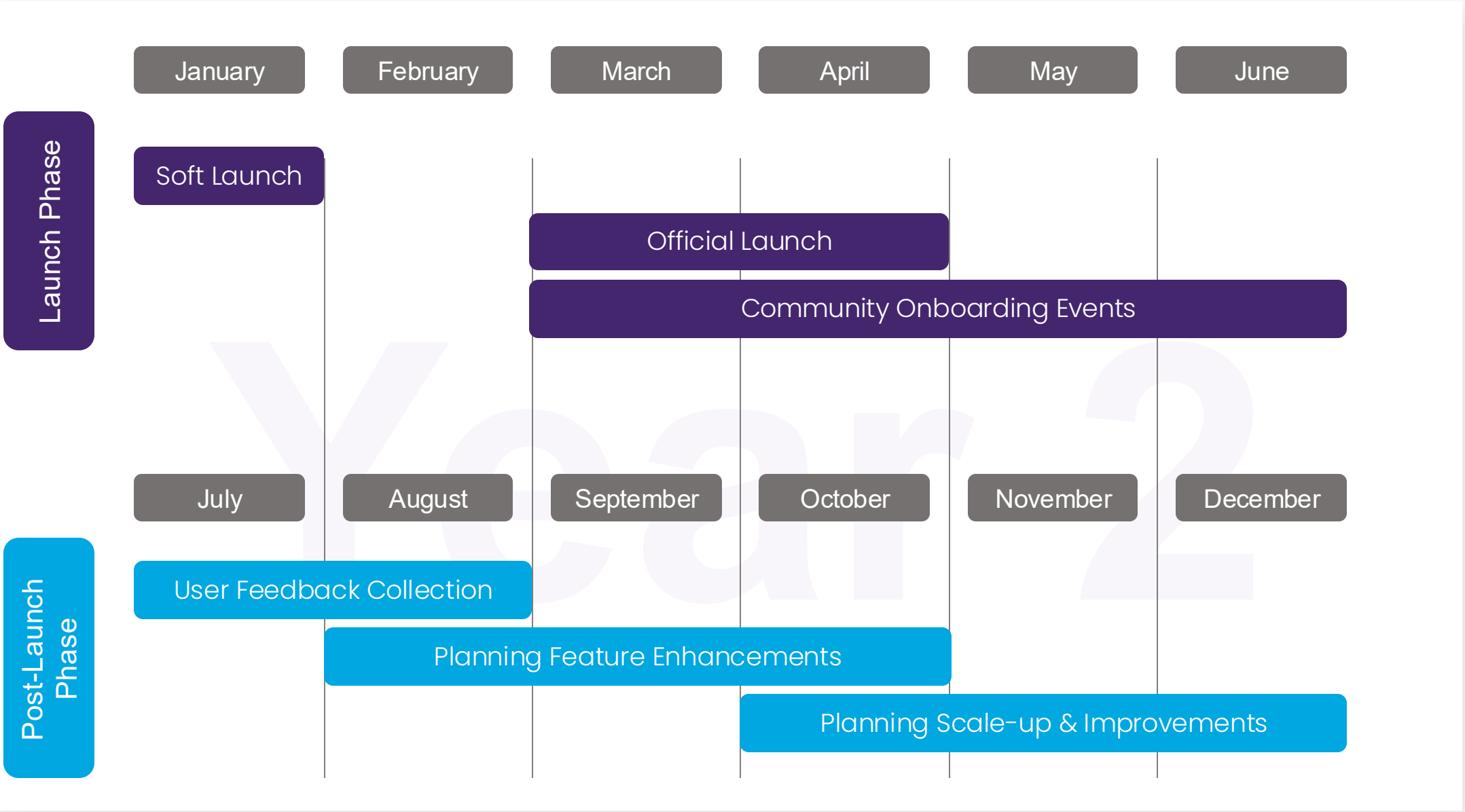
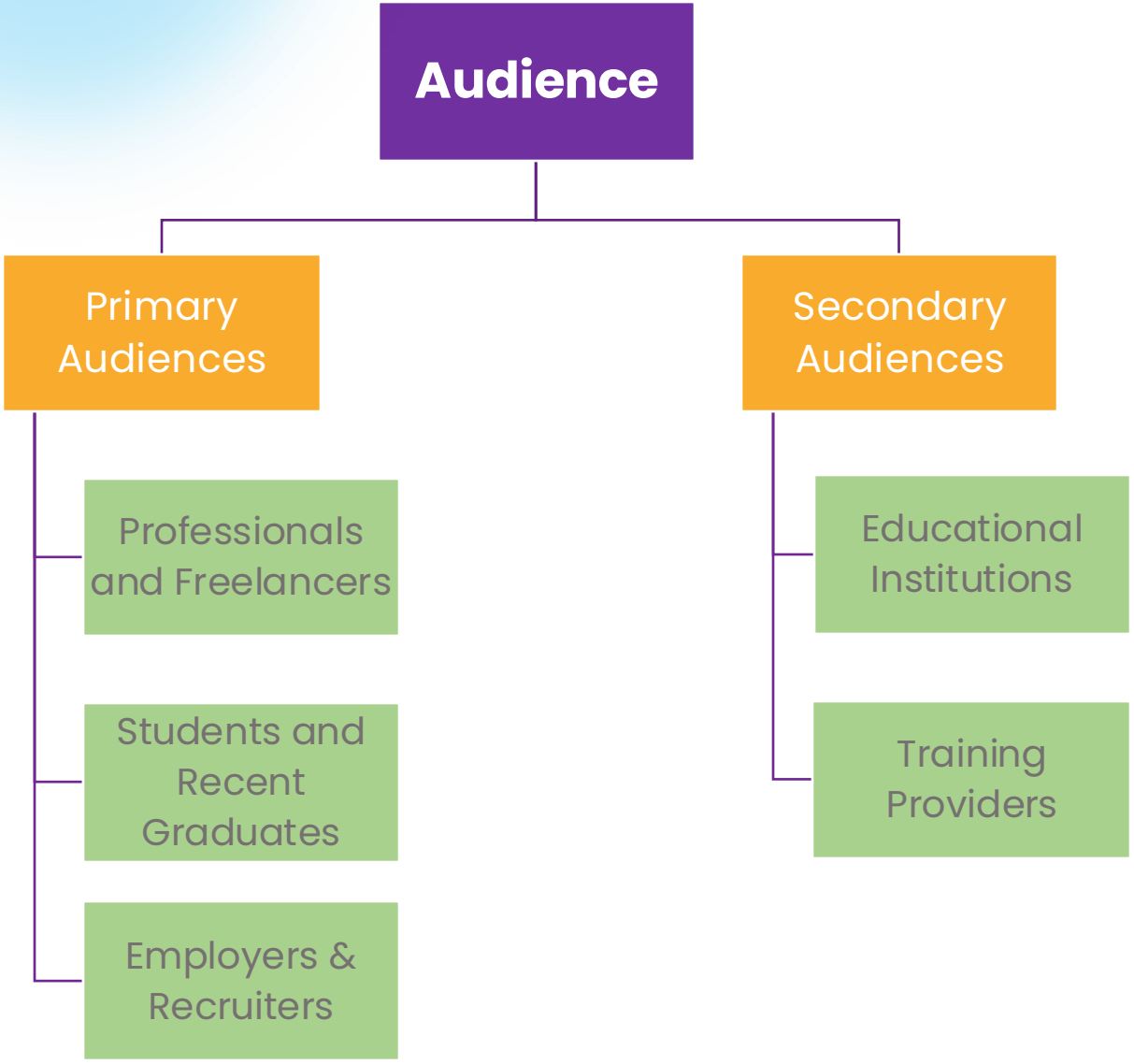


Marketing Plan

This marketing plan outlines strategies to position SkillProof as a leader in the professional validation and career advancement space.



Marketing Plan

This marketing plan outlines strategies to position SkillProof as a leader in the professional validation and career advancement space.

Marketing Objectives

Building Awareness

Driving User Acquisition

Enhancing Engagement

Generating Partnerships

Marketing Plan

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Marketing Strategies

Digital Marketing

- Content Marketing
- Social Media Campaigns

Community Building

- Webinars and Workshops
- User Forums

Marketing Plan

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Marketing Strategies

Community Building

- Webinars and Workshops
- User Forums
- Referral Programs

Partnerships

- Educational Institutions
- Employers

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Marketing Strategies

- User Forums
- Referral Programs

Partnerships

- Educational Institutions
- Employers
- Learning Platforms

Events and Outreach

- Attending Job Fairs
- Attending Conferences

- Employers
- Learning Platforms

Marketing Plan

This marketing plan outlines strategies to position SkillProof as a leader in the professional validation and career advancement space.

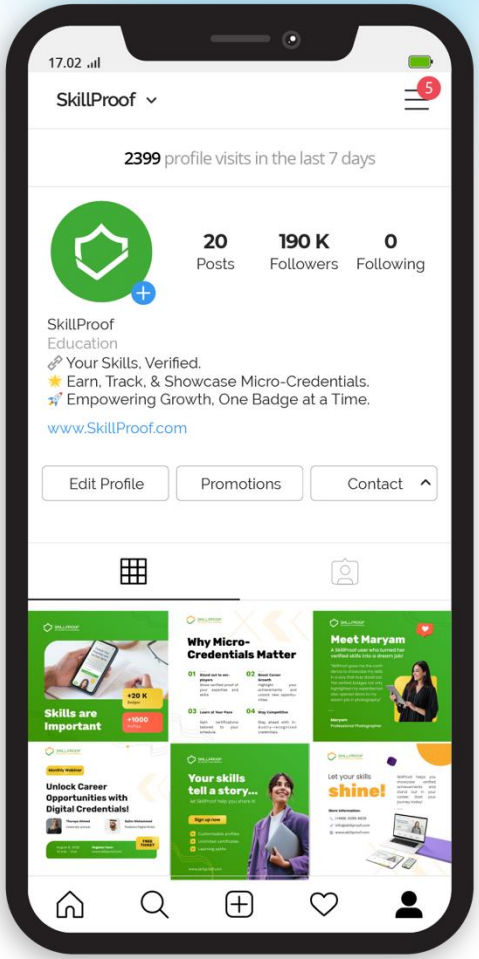
Marketing Strategies

Events and Outreach

- Attending Job Fairs
- Attending Conferences
- Increasing Visibility

Instagram Profile:

SkillProof's Instagram profile serves as a dynamic marketing tool to connect with its target audience of professionals, students, and lifelong learners.



Instagram Posts:

The profile features visually engaging posts that highlight the platform's key features, such as earning verified badges, tracking career progress, and showcasing micro-credentials.

Samples of Marketing Materials

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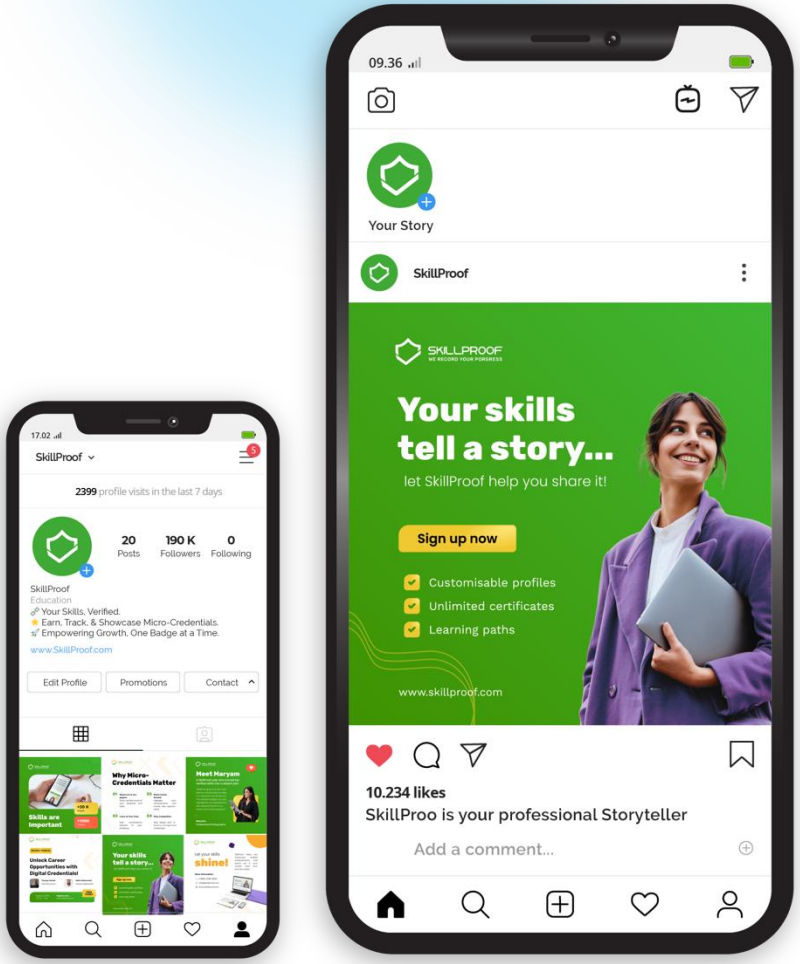

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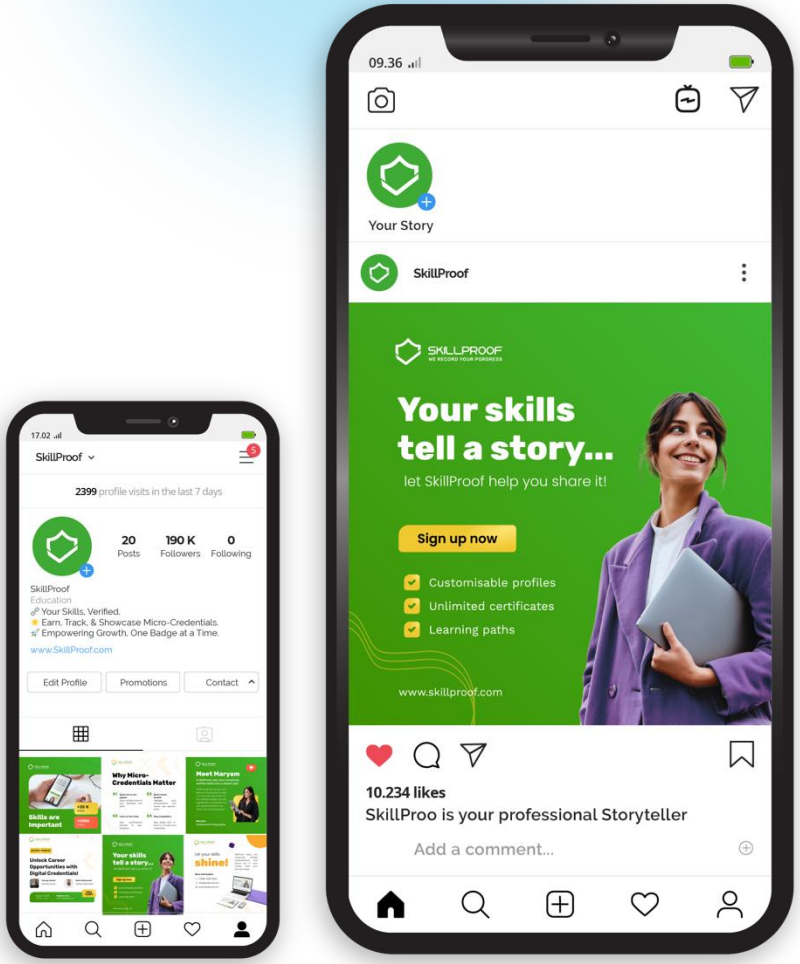

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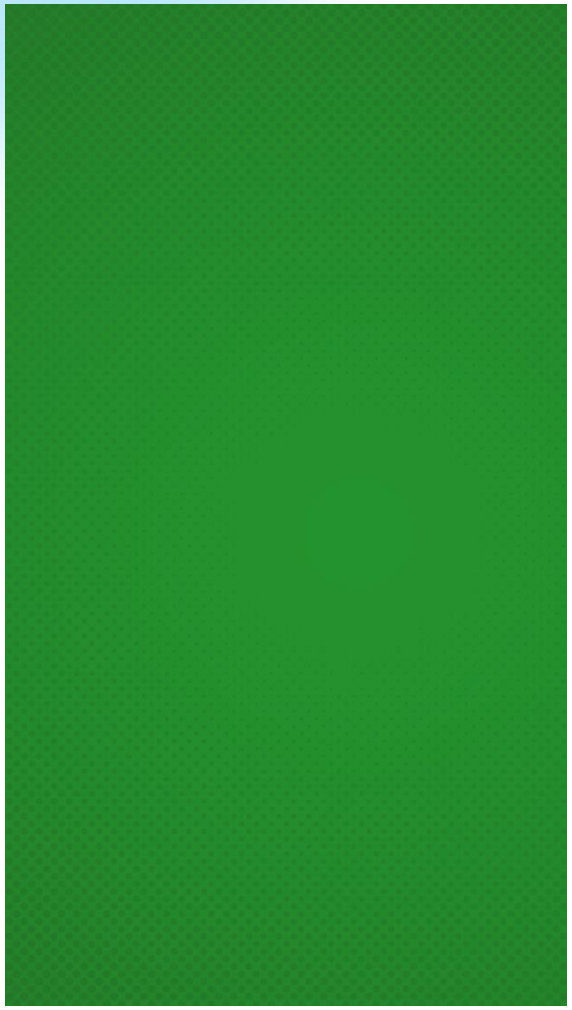
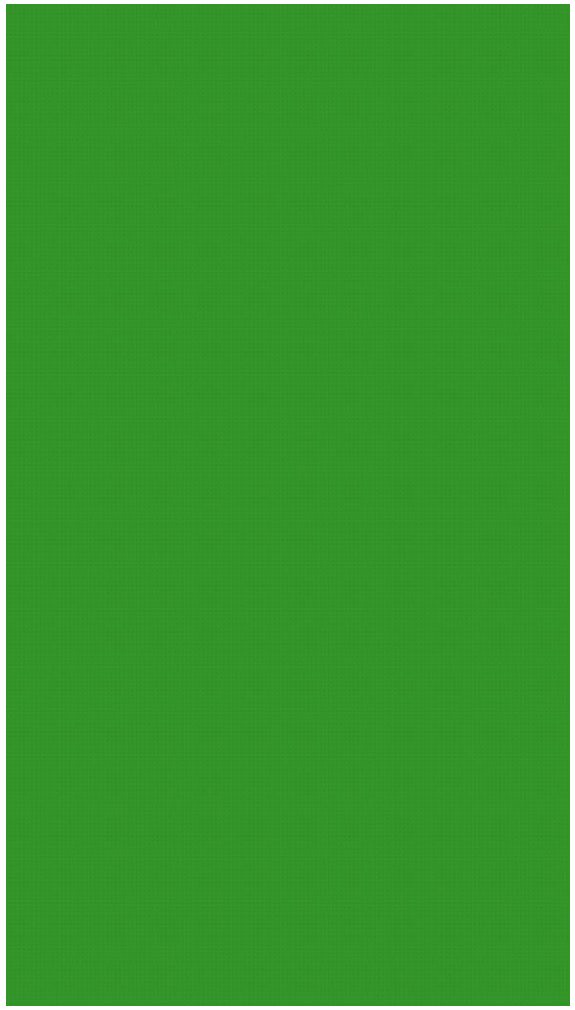
The profile features visually engaging posts that highlight the platform's key features, such as earning verified badges, tracking career progress, and showcasing micro-credentials.

Samples of Marketing Materials

Instagram Reels:

Through short visually appealing videos, Reels can demonstrate how users earn and display micro-credentials, share success stories, and highlight the ease of building a professional portfolio.





Samples of Marketing Materials

Evaluation and Performance Monitoring

To ensure the ongoing success and improvement of SkillProof, the following evaluation and performance monitoring plans will be implemented.

Platform Usage Analytics

Tracking user engagement and understanding how users interact with the platform.

Metrics to Monitor:

- Number of active users (daily, weekly, monthly).
- Profile creation and updates.
- Time spent on the platform and feature usage.

Evaluation and Performance Monitoring

To ensure the ongoing success and improvement of SkillProof, the following evaluation and performance monitoring plans will be implemented.

User Feedback and Surveys

Gathering insights directly from users to understand their needs, satisfaction, and areas for improvement through surveys.

Examples:

- Regular surveys to measure satisfaction
- Post-support service satisfaction surveys.

Evaluation and Performance Monitoring

To ensure the ongoing success and improvement of SkillProof, the following evaluation and performance monitoring plans will be implemented.

Key Performance Indicators (KPIs)

measure the success of SkillProof in meeting its objectives.

Examples of KPIs:

- Growth in user base.
- Number of badges issued and verified.
- Retention rate: Percentage of users returning to the platform.
- Employer partnerships and job placement success rates.
- Revenue growth and profitability.

Evaluation and Performance Monitoring

To ensure the ongoing success and improvement of SkillProof, the following evaluation and performance monitoring plans will be implemented.

A/B Testing and Experimentation

Used to continuously improve user experience by testing new features and updates.

Purposes of A/B testing:

- Testing homepage design, onboarding flows, and new features.
- Monitoring user responses and adoption rates for changes.

SKILLPROOF

Thanks for Your Attention

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