

RookieOven Academy Impact Report



Fostering the next generation of digital talent

RookieOven has identified a growing gap in the talent needs of local technology companies and the pipeline of talent currently in the education system in Scotland.

Floppy disks and magnetic tape.

The Higher Computing Science curriculum mentions antiquated technology such as floppy disks and magnetic tape. Students studying for the exam have never used a floppy disk let alone seen one.

Other subjects suffer problems too. Business Management has a lack of digital content. Concepts like social media, data driven marketing, digital advertising campaigns are not covered.



Michael Hayes
Founder, RookieOven

Digital skills are more than code

If you want to learn to code you are well catered for. As well as the excellent free content on the web and services such as Treehouse there are also a host of coding clubs like CoderDojo and Prewired as well as initiatives like CodeClan. But technology/digital is more than just code.

We need digital designers, digital marketers, animators, audio engineers, digital film makers and more.

More has to be done to inspire the next generation of digital talent in Scotland.

Developing young talent in Scotland

"Technology is going to affect every industry, from farming to DIY."



Give young people industry experience

We need to introduce young people to a modern work environment and given them insight into how modern businesses operate with technology at their core.

Inspire

Using the talent throughout the RookieOven Community to inspire young people. Many of the high achieving founders and senior staff members in scottish tech companies have inspirational stories.



Assist first steps into a career in digital

In your career its not what you know but who you know. With the RookieOven community we can be th glue between young people and their future career in technology

“RookieOven has given me a valuable insight into the tech sector. It has inspired me to start my own company and now I have opportunities I never thought possible.”

Peter Retson



RookieOven Academy: What we do

RookieOven strongly believes the current generation of world-renowned tech talent in Scotland are well placed to educate the next generation of digital talent in Scotland. Talented founders and high achievers are uniquely positioned to be able to inspire, educate and make a positive difference to young people taking their first steps in a career in digital.

We've mobilised this talent and created RookieOven Academy.

Connecting Tech Talent

Each week we invite a founder from Scotland's vibrant tech community to share their knowledge and experience at The Academy on one element of building a startup. Founders then have an opportunity to collaborate with the young people on their product ideas

Our speakers are open, honest and relate to the young people they're speaking to. They share their stories, their beginnings, the ups and downs, the highs and lows. They're generous with their knowledge and advice. Most importantly, young people can identify with them and aspire to do what they do. They're young, ambitious and energetic - just like them. Speakers to date have included Rohan Gunatillake (Buddhify), Chris Sloey (Add Jam), Craig McFarlane (Spectre) and Ashley Baxter (With Jack).

Sharing Industry Skills

The digital world moves fast. Traditional educational establishments find it difficult to keep up with current best practice and the tools and techniques that are used in industry. In The Academy we share the use of industry-standard software such as Trello, Slack and Basecamp for project management, and techniques such as Scrum.

Creating an Honest and Open Culture

From the outset RookieOven has made all the resources used in The Academy freely available. This open sharing culture is widespread in the technology sector (particularly in Silicon Valley) and we believe is something young people should be introduced to.

Making it Real, Making it Relevant

Our starting point is always the young people and what is relevant in their lives- their interests, their passions and problems they've identified. Our programme enables them to take their own ideas and turn them into something real.

100%

Of founders in the RookieOven community agree talent is an essential for Glasgow startups looking to scale.

Session Plans

Creative Thinking

How do we create a great business idea? This session we get our minds thinking creatively and surface some problems to solve in teams.



Business Models

Everyone has ideas but making a viable business involves us applying a business model to our innovation.



Digital Design

Branding, identity and visual design can help us communicate our idea to stakeholders. How can we visualise our concept?



Digital Marketing

Now we need to reach an audience. There are a host of tools, platforms and techniques for reaching customers with digital technology.



How to pitch your business

The aim of a pitch is to sell our concept. We learn to create a narrative for our concept that captures our audience.



Our outcomes and achievements

Respondents to our post-Academy survey rated us 91% for enjoyment and 94% for usefulness.

100% of students say they would recommend RookieOven Academy to others.

“RookieOven Academy exceeded my expectations. We got great feedback that we can build on for the future and we got to speak to people who could potentially help us make it happen.” - Laura Phillips

Outcomes

- 1 - Young people have a better insight into starting a tech business
- 2 - Starting a business is a feasible option for young people
- 3 - Young people are enthusiastic to pursue a career in tech/digital.
- 4 - Young people have a better understanding of how modern businesses operate.
- 5 - Under-represented groups aspire to work in the tech/digital industry.
- 6 - Young people make connections that enable them to build their professional network.

“I’m studying Software Engineering at university, which also looks at the business aspect of creating software and I’ve definitely taken things that I’ve learned at RookieOven Academy to my course. It’s helped a lot.”

Dilusha Francis Aloysious



Don't just take it from us - Evidence

I have better insight into creating a tech business

96% of respondents say they are more knowledgeable about what's involved in creating their own tech startup after attending RookieOven Academy. **"I didn't think I had the skills to be entrepreneurial but now I feel much more courageous about starting my own business."** - Alicja Siwka.

Starting a business is a feasible option for me:

70% of respondents consider themselves to be more entrepreneurial after RookieOven Academy. After attending, 78% believe they have the skills to start their own tech business, compared with 26% before they attended. **"Since RookieOven Academy I've been looking at becoming self-employed in the creative industries and I feel that I'm capable of it."** - Joseph Gracey.

I want a career in tech/digital:

After taking part in the Academy, 96% of respondents told us they are either considering or definitely want to work in the tech/digital

Do you have the skills to start up your own tech business?

Before - 26%

After - 78%

sector. 82% of respondents plan on using the skills they've developed at RookieOven Academy.

I have a better understanding how a modern business operates:

“RookieOven Academy is about learning about business as a whole. It gives you transferable skills that you can use in other sectors, not just technology.” - Joseph Gracey

RookieOven Academy is diverse:

26% of RookieOven Academy students were female. 22% of RookieOven Academy students came through the Social Mobility Fund, a charity which aims to improve social mobility for young people from low-income backgrounds.

I make connections that last and started a professional network:

74% of respondents would like to continue to be part of the RookieOven community. Five of our former students have volunteered as mentors at the last two Academies, using this as an opportunity to build their professional network as well as helping others.

“At RookieOven Academy you’ll learn about technology and you’ll learn about business but you’ll also make friends for life. It’s one of the best things that’s happened to me since starting high school.”

Zeerak Mohammed



Creating a more vibrant tech community in Scotland



@RookieOven



/RookieOven



michael@rookieoven.com



Fairfield Shipyard Offices
1046-1048 Govan Road
G51 4XS