MaturiJobs Project for GlobalGiving/Social Good Brasil

Workshop name: Life and Work after 50

When is it gonna be held: Oct/Nov 2016

Number of beneficiaries:
In person: 100 (50 per class)
Online: 50 live with the second class + unlimited watching the recording

Presentation
MaturiJobs, an online platform that helps people over 50 to find work, has developed a workshop called "Life and Work after 50", during 10 hours total, divided in 2 meetings, one per week, always with a coffee break in the middle. The goal is to bring practical experiences, debates, reflections, exercises and planning that lead participants to reflect on possibilities of work paths and income after 50 years old.

To support this development in practice, we'll present to the participants the main digital tools that support the worker (or the micro entrepreneur) of the modern world to put their ideas on the Internet and disseminate their work as well as find a job in digital companies or do online freelancing. Digital marketing is also essential and an affordable alternative to the professionals in order to be found online and create a virtual reputation, helping to achieve their dreams by taking advantage of the technology available and accessible to the elders.
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We strongly believe that this innovative approach will bring concrete results to meet the challenges that the market offers for these people, because we know the difficulties they have to use the power of online tools as well as they are facing a really hard time to find jobs and occupation, although most of these elders are looking for an income complement.

About MaturiJobs
We are an online platform helping people over 50 years old to find work and alternatives to keep active and generating income as well as regular jobs, consulting, freelancing and volunteering.
MaturiJobs has started to run in March 2015 and the online platform has gone live in May 2016. There are already more than 3k elders registered on the website and around 50 companies publicizing job positions for 50+ workers.
However, we're facing a great number of seniors that don't have the necessary skills to find work or start their own consultancy. That's why we see an amazing opportunity to help these elders and increase our impact by giving them the abilities to think about what they can and

what they want to do in this new phase of life and bring the essential skills that the modern economy needs so they can start it up.

How we are gonna do that
We'll do one offline course to 50 people with no broadcasting to focus on understand the questions the elders will have, the subjects that will have more and less use from the participants and so on.
The second class, also offline and with the same number of participants, will be broadcasted live to other 50 people watching and participating online too.
We'll then make an edition to publish the entire course divide by different classes online to offer to our registered members to watch and learn whenever is best for them, using appropriate e-learning platforms. This way we can achieve a big number of seniors having access to this content, specially prepared for them.

We are going to have a psychologist specialized in gerontology and also an IT specialist with experience with elders to give the lectures. They will be sending material via email to the participants before, during and after the course, in order to help them achieve success on the goals set.

Costs table

Cost Description	Amount (in USD)
Psychologist fees (classes)	800.00 (40.00/hr)
IT specialist fees (classes)	800.00 (40.00/hr)
Offline space (class place + infrastructure)	2200.00 (550 per day)
Coffee Break	1000.00 (10 per person)
Specialists transport	80.00 (10.00/way * 4 days)
Psychologist preparation hours (10 hours: meetings + material)	400.00
IT specialist preparation hours (10 hours: meetings + material)	400.00
Broadcasting (one person exclusive to manage Google Hangouts and online participants' questions on the 2nd class)	300.00 (150.00 per day)
Video editing to provide all the material online	780.00
Total cost (in USD)	6,760.00 + 7% tax = 7,233.20

How much we want to charge each elders to participate in-loco (offline in all classes)	10.00 (1000.00 total)
How much we want to charge each elders to participate live virtually (online)	5.00 (250.00 total)
How much we will charge elders to watch the recording	Free
Total cost - payments (in USD)	7,233.20 - 1250.00 = **5,983.20**

This is the amount we need to fundraise: USD 6,000.00

Goals:
- Create interaction between group members.
- Presenting principles of entrepreneurship.
- Discuss beliefs related to life stage 50+, especially in relation to work and professional fulfillment.
- Identify strengths, weaknesses, threats and opportunities.
- Think about their dreams and how to accomplish them.
- Putting dreams into practice in the next 4 weeks.
- Discuss procrastination, complaint, gratitude
- EFT technique
- Set action and task plan.
- Understand what is sharing and collaborative economy and the best cases (examples for elders)
- What is cloud computing and what is it for
- Get acquainted with creating an YouTube channel and uploading videos on it
- Create a professional Facebook page and know how to take advantage of it as well as publicizing it
- Understand what is a blog for and how it can be professionally useful having a personal website (+ a quick pass through how to register a domain and choose a web hosting)
- The main platforms you can use to create a website: Wordpress/Joomla/Wix/Strikingly/Instapage/etc
- What is digital marketing and why/when is it important
- Whats is SEO, Google AdWords and Facebook Ads
- Know how to use Skype to communicate online, as well as understand what is Google Hangouts and Hangouts On Air
- Creating a clean and powerful Linkedin profile and a modern CV in PDF
- Basic use of Microsoft Excel
- How to take advantage of Google Apps (Google Drive, Docs, Calendar and Gmail)
- Understand how the MaturiJobs platform works + getting to know other jobs/freelancing/consulting platform for seniors

Space requirements:

- Room with tables and chairs that comfortably behave up to 50 people seated (participants)
- A table in front to instructor computer
- Internet with good speed WiFi
- Air conditioning / fan or fresh air (with windows that open)
- Flipchart and/or whiteboard (pens and sheets are under our responsibility)
- Projector with HDMI cable to connect the computer and project images in front on a clear wall, whiteboard or similar
- Location inside or outside the room for coffee break, where people can make use of water, tea, coffee and food (fruit, pastries, savory)
- Clean bathroom, with paper and soap
- Located close to a metro or bus station and easily accessible for elders