

GENERATING
GENIUS

GENERATING GENIUS VIRTUAL



ABOUT US

WE IDENTIFY TALENT AND GENERATE GENIUS

Generating Genius work with young people who are underrepresented in higher education and industry, particularly in STEM.

Since 2004, we have connected universities and businesses with over 450 future STEM leader, inspiring them to pursue STEM degrees and careers.





WHAT GENERATING GENIUS DOES...

We bridge the gap between the leaders of today and the leaders of tomorrow

Our impact includes:

- Inspiring hard work by showing how STEM subjects are relevant in the real world
- Creating personal connections between students, academics and the corporate world
- Showing those from less represented backgrounds that they belong in world of STEM

THE PROBLEM

1

Skills Shortage

The STEM worker shortfall is estimated to be around 69000 per year.

2

Lack of Diversity

Only 6.2% of STEM undergraduates are black and are underrepresented in the workforce

3

Attainment Gap

Black students are less likely to achieve 3 A's or achieve a 2:1 at university

4

Career Prospects

Black graduates with a 1st class degree are twice as likely to be unemployed

THE SOLUTION



ENGAGE

Engaging young people with universities and businesses through programmes and interventions



DEVELOP

Developing skills, aspirations and networks of young people through workshops and work experience



DELIVER

Well prepared geniuses, keen to pursue STEM careers

SUPPORTERS INCLUDE



BNY MELLON



dnanudge
mydna.mychoice



ipgroup



UNIVERSITY OF LEEDS

Kilburn & Strode



BARCLAYS

tech^{UK}

MIQ

BROWN
BROTHERS
HARRIMAN

M
Man



bai communications

ABOUT GENERATING GENIUS VIRTUAL

Generating Genius is now offering the opportunities it did face to face on Uni Genius and Alumni Genius Programme but online.

Generating Genius is using Zoom Webinar to facilitate its engagement opportunities online.

A reminder of some of these engagement opportunities are as follows:

- Company Insight Events
- Challenge Competitions
- Hack from Home
- Interview and Application Support
- Investment Banking Case Study
- Excel in Excel
- Fix my CV
- Life Sciences– The Mini Phd Challenge



VIRTUAL COMPANY COMPETITION

Engage and assess our talent pool ability through a virtual company competition.

1

Generating Genius to create an advertisement for you to engage your employees to support initiative

2

Decide challenge and student entrant audience -A team of employees come up with a business area or cross departmental challenge. Generating Genius and employee team decide who from talent pool to allow to enter the challenge.

3

Generating Genius to Advertise the challenge - Generating Genius advertise the competition to their students and manage sign ups.

4

Employee Team and Generating Genius host Virtual Competition Briefing - Students who have signed up attending a virtual briefing to understand the challenge and also learn more the company

5

Students then have two weeks to complete challenge

6

Generating Genius facilitate competition entree review session

7

Winners Webinar Ceremony

VIRTUAL COMPANY INSIGHT EVENTS

Inform our talent pool about your Company, Industry, Internship and Graduate Opportunities

Phase 1

Generating Genius create an advertisement to gather interest from your employees in speaking at Insight Event

Phase 2

Attend Generating Genius Planning Session – Create an agenda for your Insight Event with the support of Generating Genius. Agree student profiles you wish to attend your event.

Phase 3

Generating Genius to advertise event and manage sign ups

Phase 4

Check in Session – 30 minutes to make sure everyone knows what they are doing

Phase 5

Final Check in – 48 hours before event to make sure everyone is happy and ready for event. Demonstrate of Zoom Webinar platform.

Phase 6

Host Event – Generating Genius will manage the Zoom Webinar (present any slides and host the Q&A)

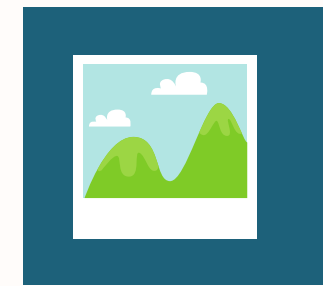
VIRTUAL EVENT AND COMPETITION FOLLOW UP



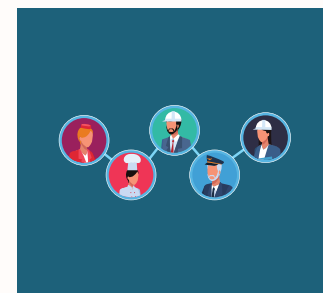
CV book of all event attendees and or competition entrants.



One of our students will write a blog about the event or competition. You can share on your social media channels. We will share on ours.



Photographs sent to you of event.



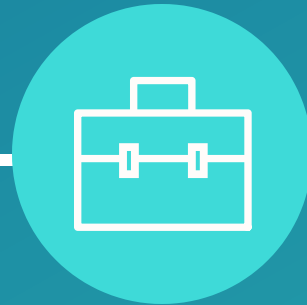
Any job opportunities to be sent to our students anytime during the process of competition and post Insight Event.

BENEFITS FOR STUDENTS



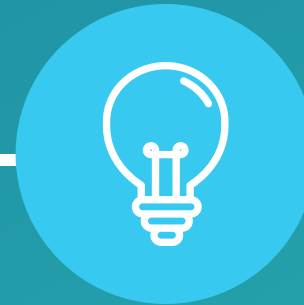
1

Provide role models and networks for students, raising aspirations



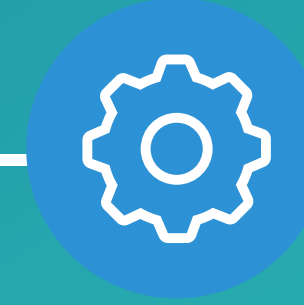
2

Trains them with skills required to compete in the 21st century



3

Gives them greater awareness of careers in STEM



4

Connects them with industry role models to raise aspirations



5

Keep them engaged during a difficult time

BENEFITS FOR COMPANIES



PARTNER TESTIMONIALS

After having 2 Uni Genius students for work experience, they could easily work for us today, even though they are only in Year 12.

Alicia, HR MIQ

We are delighted to partner with Generating Genius to prepare young people from disadvantaged and diverse backgrounds for corporate culture and develop skills needed to succeed.

Mark McLane Global Head of D&I at Barclays

Seeing each team rise to the challenge and the high standard of work presented is very impressive.

Malcom Keys – BAI
Communications Director

STUDENT TESTIMONIALS

The events gave me an idea of what a degree in Maths and Computer science could lead to!

-Bola, Aston University

Just wanted to let you know I had a really successful interview with the lady at BP and I was offered an internship with them this summer. Thank you so much again for the Hackathon Fastrack day opportunity. I really appreciate it'.
- Mariatu Davies, University of Birmingham

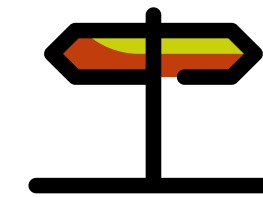
Without GG I wouldn't have picked such a brilliant degree!

-Jaevan, Southampton University

WAYS TO PARTNER



HOST WORK EXPERIENCE
PLACEMENTS



SPONSOR A PATHWAY



HOST AN INDUSTRY
CHALLENGE DAY



SPONSOR A ONE-OFF
FLAGSHIP EVENT



THANK YOU

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