

A black Amazon Echo smart speaker with a glowing blue light ring at the top sits on a light-colored wooden surface. In front of it, a white smartphone is propped up, displaying a colorful screen with text. The background is a plain, light-colored wall.

# IMPACT REPORT

## Global Amazon Alexa Skills Challenge 2021 - Virtual

Shauna Ruyle, Executive Director, EDequity.Global



Advancing Cloud Education & Economic Opportunity for Women, Underrepresented  
College/University Students & Entrepreneurs



# Problem Statement

Now, more than ever, is the time to provide in-demand cloud computing skills, training and a connection to jobs that pay a living wage. Emerging technology is significantly transforming the way we work and live. We believe that marginalized communities should not be excluded from the opportunities that these changes create.



- ✓ 57% global cloud vacancies require specific AWS cloud skills



- ✓ Women in STEM jobs will earn 33% more than women in non-STEM jobs

# COVID Has Raised The Economic Stakes



- ✓ Up to 150M pushed into poverty globally – with women and people of color disproportionately affected



- ✓ In April 2021, workers aged 18 to 24 faced 27 percent unemployment, with 13 percent of this segment ceasing to look for work



- ✓ 56 percent of all workforce exits since the start of the pandemic were women



- ✓ Employment disparities that existed pre pandemic have largely endured for all races & ethnicities



THE FUTURE OF WORK HAS CHANGED. LUCKY FOR YOU WE SAW THIS COMING.

# GLOBAL AMAZON ALEXA SKILLS CHALLENGE 2021

**JAN 9 - FEB 13**



LEARN IN-DEMAND SKILLS & SOLVE REAL WORLD PROBLEMS.



HELP KICKSTART A MORE EQUITABLE, INCLUSIVE & SUSTAINABLE  
ECONOMIC RECOVERY.

**POWERED BY**



**WE CONNECT THE DOTS**  
SCIENCE. TECHNOLOGY. ENGINEERING. ARTS. MATH.

THANK YOU!

# 30+ Partners & Sponsors

A Special Thank You to:  
AAUW San Diego

for Sponsoring the '21  
AWS AI Challenge!



# Highlights

- ✓ 300+ registrations from 14 countries
- ✓ 87 global colleges/universities
- ✓ 46 participating women, underrepresented college/university students & entrepreneurs from 6 countries:
  - NIGERIA
  - MEXICO
  - USA
  - BRAZIL
  - INDIA
  - KENYA
- ✓ AWS Experience Level: Foundations

## Alexa Skills Challenge

- 5 WEEKS ONLINE SHORT COURSE
- 8 TEAMS
- 9 MENTORS
- 5 TRAINERS
- 6 JUDGES
- 19 AWS SCHOLARSHIPS
- 12+ UN SDG's ADDRESSED

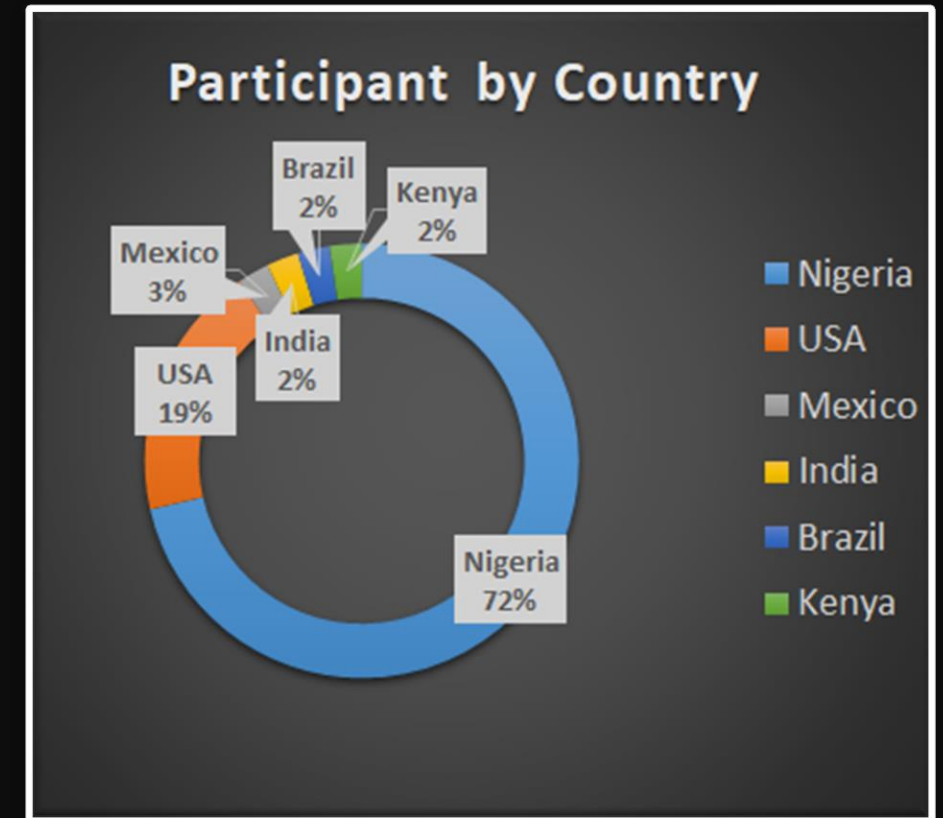
## Innovation Summit

- 8 FAST-PITCH DEMOS
- 2 AWS KEYNOTES; 1 UN KEYNOTE
- 2 LEADERSHIP ROUNDTABLE DISCUSSIONS
- FUTURES IMAGINED WITH VOICE!



# Demographics

- ✓ Gender: 43% female/55% male/2% binary
- ✓ Majority age: 18-24
- ✓ AWS experience: 64% none
- ✓ Coding experience: 46% none
- ✓ Interested in getting an AWS certification: 95%
- ✓ Interested in virtual, instructor-led training: 90%
- ✓ Interested in learning about internship, apprenticeship or employment opportunities related to technology: 99%





# Survey Highlights

	Pre-Event	Post-Event
I want to have a career in computer science	1.05%	1.73%
I feel prepared for my future	74%	100%
My computer skills have greatly improved as a result of the program	81% of respondents	
Top 5 new technical skills gained in this program	Amazon Developer Account, AWS Educate, AWS Lambda, Microsoft Teams, UX/UI – Designing for Voice	
Top 5 new soft skills gained in this program	Innovation/Think Big, Teamwork/Collaboration, Creativity, Communication, Learn & Be Curious	

# Web/Social Analytics



- ✓ 1688 new website visitors
- ✓ Visitors by top 7 countries: US, Nigeria, India, UK, Brazil, Canada, China
- ✓ Top 3 Referrals: WhatsApp, Partners, LinkedIn




- ✓ 4 press releases
- ✓ 2 media publications
- ✓ 3 podcast interviews
- ✓ 20+ blog posts



- ✓ 359 new social media followers
- ✓ 567 new email subscribers
- ✓ 1386 video views

A Warm Thank You to Our Speakers,  
Trainers, Mentors, and Team!

A solid orange horizontal bar spanning the width of the slide, positioned below the text.

# Keynote

Diya Wynn

AI/ML Ethics Lead,  
Emerging Technologies  
& Intelligent Platforms  
at Amazon Web  
Services





Keynote

# Mariana Holliday

Sr. Program Manager,  
International AWS  
Educate

aws  educate



# Keynote

London J. Bell, J.D., LL.M.

2020 African Descent Fellow, U.N. Office of  
High Commissioner for Human Rights,  
Founder and President Bell Global Justice  
Institute, National Council Member,  
United Nations Association of the USA





Sam Rastovich  
Alexa Trainer



Octavio Menocal  
Alexa Trainer



Niles Pyelshak  
Cybersecurity



Maria Dyshel  
UX/UI Design for Voice



Laurie Carey  
Microsoft Teams



Maria Lupetini  
Alexa & AI



Komal Devjani  
Computer Vision



Francisco Fuentes, Ph.D.  
Stanford Design Thinking

# Thank you, Trainers!



Seema Moorjani



Sedleigh Adams



Nicholas Gatehouse



Niles Pyelshak



Maria Lupetini



Mariam Hazali



Jason Koo



Woody Zuill



Francisco Fuentes, Ph.D.

# Thank you, Mentors!





Kjell Hegstad



Ruth Stanbridge



Mary Bonk Isaac, Ph.D.



Mike Roberts



Silvia Mah, Ph.D.

Thank you, Judges!



Thank you, EDequity.Global Team!



Joshua Terkimbi



Hobson Lane



Natasha Balac, Ph.D.



Sabrina Sanders, Ed.D.



Hayde Hernandez



Ann Greenberg



Jane Niemeier



Dr. John Watson

# Thank you, Panel Speakers!



# Congratulations to 4 Winning International Teams!





# 1<sup>st</sup> Place Team GlowUp Damas

5 GENDER  
EQUALITY



# 2<sup>nd</sup> Place Team Sudavoco

**1** NO  
POVERTY



**SUDAVOCO**  
(Team-2)



3<sup>rd</sup> Place  
Team  
Edubox

4 QUALITY  
EDUCATION



# 4<sup>th</sup> Place Team Eco P.A.

11 SUSTAINABLE CITIES  
AND COMMUNITIES



12 RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION





# Unlocking Potential.

Virtual Networking & Fundraising Event.

June 23, 11am PDT / 2pm ET



**REGISTER**

<https://EDequity.Global/unlock>