



STEM App

EY STEM App is an innovative gamified mobile platform for girls aged 13-18 that aims to identify, inspire and empower the next generation of girls in STEM to create a more equal future.

The program was successfully piloted for 7000+ girls across New Delhi, Seattle and Atlanta and is now being scaled globally for 100,000 girls by June 2022 in line with our commitment to impact One Billion Lives by 2030.

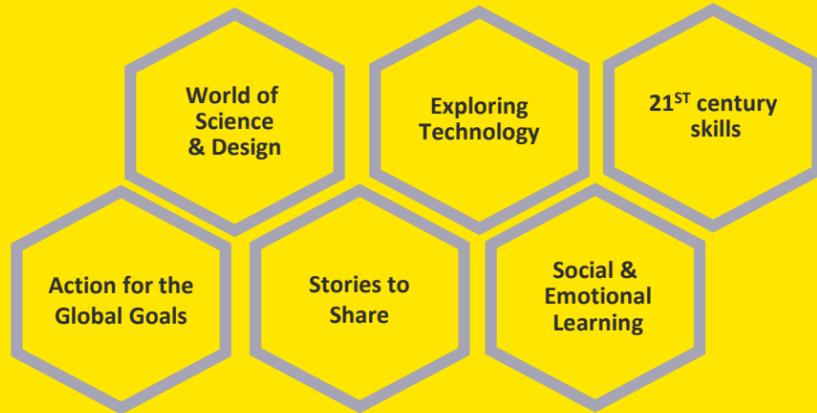
To spark engagement, cross collaboration and scale our impact, we have created an ecosystem of governments, content providers, schools and non-profit organizations. The platform is free of cost and aims to impact out-of-school learning.



Content

The app has **17 Channels** that have over **450 activities** and further channels and enhancements are coming. Content is sourced from renowned institutions such as Stanford, NASA, UC Berkeley, MIT and aligned to the OECD P21 Framework and all 17 UNSDGs

Topics Include



Rewards

The platform has an incentivize learning model. Girls earn points as they complete an activity, such as reading an article, answering thought-provoking questions or watching a video. These points can then be redeemed for Fun, Important or Lasting Rewards

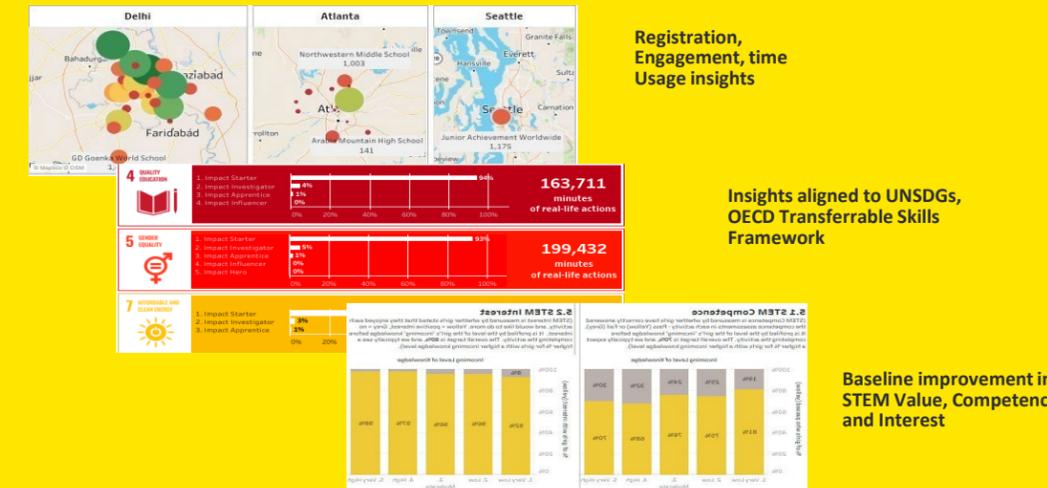
Types of Rewards

- Fun (reward myself)**
 - A Digital Voucher**
That can be redeemed for exciting merchandise that girls can chose
- Important (develop myself)**
 - Mentoring**
Virtual sessions, one-on-one, Spotlight sessions
 - Work Shadowing**
In-depth work shadowing experiences across different sectors in an organization
 - Big Social Challenge**
 - STEM Activation Sessions**
- Lasting (support others)**
 - Donate their points to causes they care about – environmental sustainability, COVID-19 relief, gender equality, LGBTQIA+ alliances. EY matches their points donation with a financial one

Insights

Behind the mobile platform, a big data analytics platform provides insights on usage, actions, rewards, STEM interest, competence and value

Insights



Program Pilot

The platform was launched for 7000+ girls across Delhi, Seattle and Atlanta for a 10 month pilot

- Engagement**
 - 7000+ Middle and High School girls 50 schools and non-profits
 - 91,000 activity steps completed
 - 98.5% girls said they enjoyed the App experience and activities
- Rewards**
 - 2 million Reward points bid, ~600 Rewards won, 370,000 points (\$10,000) donated to charities
 - 'Work Experience with Female EY Leader' most popular Reward
- UNSDGs**
 - Nearly 1 million minutes of 'real life' actions by girls in support of the UNSDGs
- Program Recognition**
 - Nobel Prize Summit, UNGC on Gender Equality, ITU EQUALS, International Centre for Research on Women (ICRW), OECD, UNSDG Festival, Government of Delhi,



Target scaling locations

We are engaging with EY offices and client partners in **Australia, New Zealand, Philippines, Kenya, South Africa, India, UK, Ireland, Brussels, Canada, MENA and the US.**



Scaling

EY STEM App is now working towards scaling to 100,000+ girls across the world by June 2022 building off our learnings from the Pilot

- Collaboration Options**
 - User Acquisition:** Help identify potential users for the App
 - Important:** Identify seasoned professionals that can host virtual mentorship, Host work shadowing experiences and STEM Activation sessions
 - Lasting:** Monetary contribution to charities and suggest new foundations
 - Content:** Allow 100,000 girls learn from your thinking! If you have STEAM content we can gamify it and include it onto the App
 - Stories:** Share snippets of inspirational employees' journeys that we can included in our STEM Superstar Stories channel.