



I joined TechUp because of my deep-rooted interest in the highly demanded data analysis and visualization field. TechUp's interactive and hands-on approach improved not only my skills but also my preparation for the workforce. Moving forward, I strongly believe that the technical and transferable skills I acquired through TechUp will better position me in the technology industry.

Salama Al Nuaimi, TechUp Graduate

Overview:

TechUp was launched as a Nomu pathway with the goal of upskilling 20,000 Emiratis in the UAE. Nomu is a market-driven approach to learning that the Foundation launched in 2021.

Since digital fluency is in high demand for UAE priority sectors, TechUp provides upskilling in UX Design, Agile Software Development, and Data Analysis & Visualization with Power BI.

TechUp has two phases:

- **Foundational Phase:** offers foundational digital skills supported by subject matter experts.
- **Nanodegree Phase:** provides advanced content co-developed by some of the world's leading companies like Google and Amazon.

Why Digital Upskilling:



50% of the global labor force might need reskilling by 2025 due to increasing adoption of digital technologies. ([World Economic Forum](#), 2023)



Employers are 72% more likely to hire someone with a professional certificate. ([Coursera](#), 2023)

Impact to Date:

Since its launch, TechUp has reached **21,000+** learners.

5% over the initial target of 20,000 learners

45% of nanodegree learners received their certification

58% females

90%* of learners reported positive career outcomes 6-12 months after completing their nanodegrees

*Of survey respondents

Elements for Success:

- ◆ **Real-World projects** to help learners acquire job-ready skills
- ◆ **Interactive and bite-sized content** to encourage self-paced learning
- ◆ **Career coaching** to boost learners' job-readiness
- ◆ **Live virtual sessions** to promote interactions with peers and instructors
- ◆ **Partnerships** to facilitate career opportunities in emerging fields

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