Organization: GoIT, Ukraine

An EdTech company that helps people to get Tech qualifications with courses that will be relevant to the labor market in the next 10 years. GoIT's mission is to help every person to build their success story.

GoIT offers courses in: Front end; Go QA; IT Bootcamp; Software Project manager; Go JAVA; Python for data science; Full Stack. Members and the graduates of GoIT can become part of large product companies after their completion of the course. They have great daytime Software development courses in Europe and many online activities. GoIT works with many partners who are in need of young professionals. Successful graduates of GoIT courses are guaranteed to be employed in Tech no matter what occupation they used to have.

GoIT promotes employment and gives students practical recommendations on how to properly prepare for interviews and further the employment process. After programming courses, graduates will have not only professional knowledge, but also understanding how to profitably sell talents to software companies.

GoIT is also multiple award winning school, namely: Best IT Education 2015 for his contribution to the training of strong Junior-specialists, UKRAINIAN IT AWARDS 2016 co-founder Andrey Pivovarov for outstanding contribution to Tech training of Ukrainian Junior developers, UKRAINIAN PEOPLE'S AWARD. Four years in a row victory in the IT education nomination, The All-Ukrainian National Project has identified GoIT as a leader in the IT education industry in 2018, 2019, 2020 and 2021.

After GoIT got funded in 2020-2021 the company has started its geographical expansion and has entered Russian, Turkish, and Polish markets. The next big goal for GoIT is to launch the US and LatAm presence.

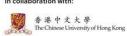**Project Title:** GoIT - Entering Latin America

Project objectives: GoIT is in process of pilot launching in Mexico and its goal is to penetrate in other Spanish speaking countries of Latin America and expand high quality education which is currently in high demand and will be relevant to the labor market in the next 10 years. The main goal is preparing the road map for entering major markets of Latin America and becoming a leader in mid-term online tech education.

Expected Outcomes and Deliverables:

1. Market analysis for TOP 8 countries of Spanish speaking Latin America (country by country)

2. Strategy on localizing (tropicalization) the products and defining cultural aspects for each country and Go-to-Market strategy for each country.

3. Legal aspects exploration and finding the ways to be able to sell to every citizen in LatAm in the easiest way possible (legal entities, taxation, financial providers of scholarships and loans, legal structure, etc.)

4. Marketing plan/road map to quick launch

5. Identifying potential investors, partners for launching JV or targets for acquisition in the region.

* we are not targeting Brazil yet, but if there is another group settled we can have the same objectives for Brazil as well.

Is this project reoccurring?

Yes

Would you like for this project to be delivered by more than one team?

Yes

Which sector is this project focused on?

Education in Software development / Digital

Which skills might be required for the successful delivery of your project?

As we work in multinational environment and launching startup project - we'd like to collaborate with open minded people who are proactive in achieving company goals. Speaking Spanish is a big plus.

Can the project outcomes be shared with the public?

Yes, after review and approval by GoIT

SDGs related to this project: #4, 5, 8, 10, 17

Resources available to the team: All the info and experience from the teams from other countries. We have huge data from other countries which can be implemented but need to be localized. Also an experience team from Ukraine and Mexico is ready to assist in all upcoming questions