



The Academics

Impact Report

This impact report has been prepared with the consultancy of BCtA, under the **imece impact Accelerator Program** that took place in November 2020 – September 2021. imece impact Accelerator Program is an Accelerator Program run by **imece**. The program takes place with the main partnership of **Zorlu Holding**, the knowledge consultancy of **Business Call to Action** supported by UNDP, the strategic partnership of the **Business Council for Sustainable Development Turkey (BCSD Turkey)**, and the investment partnership of **Startup Wise Guys**.

Main Partner



Knowledge Partner



Strategic Partner



Investment Partner



The Academys Impact Report

Country : Turkey
Sector : Education and Creative Industries



Business Model

With the pandemic, unemployment rates have skyrocketed globally raising concerns among societies. From a local perspective, in 2020 the estimated youth unemployment rate in Turkey rose to 23%. In addition to official unemployment numbers in Turkey, more than one-in-four young people (ages 15-29) are neither employed nor in education or training (NEET), which is one of the highest in the Eurasia region. While the NEET youth can be seen as unproductive or slacking by playing video games or spending time at home, they are also part of the creative economy, an industry that can generate meaningful employment and livelihood opportunities for young people. As a part of this new economy, in 2021, the global Esports market amounted to nearly 1.1 billion U.S. dollars. According to estimates, it will reach almost 1.62 billion U.S. dollars in 2024, suggesting that the industry is expected to grow rapidly in the coming years, opening new business opportunities (Statista, 2021).



¹ Turkey has the 2nd youngest population around the world, with 22.8% falling in the 0–14 age bracket.

It is estimated that around 3 out of 4 people who receive e-sports training are likely to generate profit from the industry, mainly by working as trainers. In the specific case of Turkey, the Esports industry has already a wide audience: it hosts events that sell out fastest are, a phenomenon that can perhaps be explained by the large proportion of youth in the Turkish population. The Academics provides much needed Esports training and integration for institutions and brands in a B2B model as well as trainings directly to end clients. The trainers trained by The Academics go on to have their own customers by participating in the gig economy and creative industry by developing several partnerships with universities, local government, private and public sectors.

A: Planning for Impact

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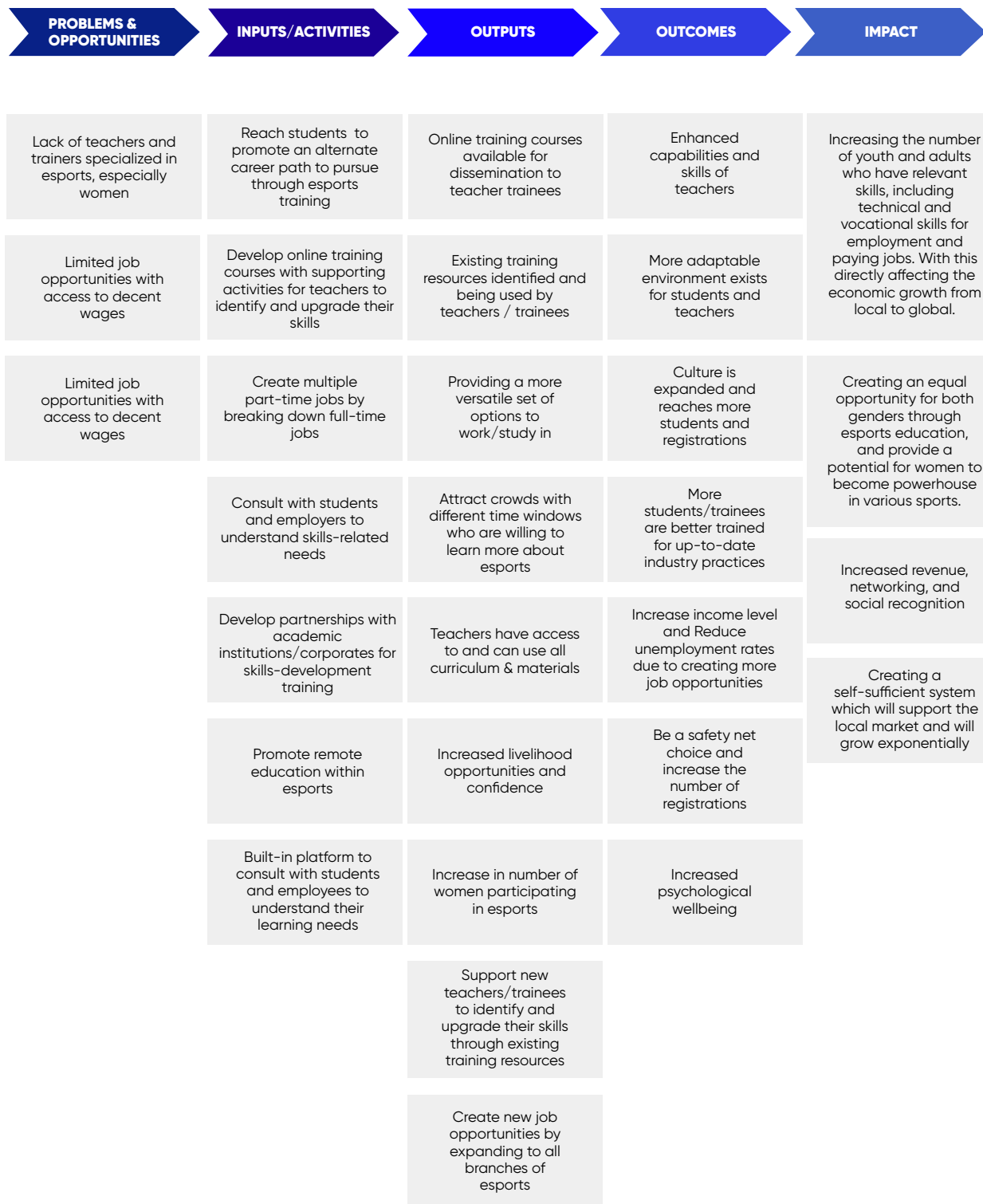
To find a solution to this problem and leverage this opportunity, The Academics has developed online training courses with supporting activities for teachers to identify and upgrade their skills, with a built-in platform to consult with students and employees to understand their learning needs. Furthermore, the Academics has developed partnerships with several universities to promote Esports as Talent Development, as an alternative career path.

The immediate output of The Academics' activities is that new online training courses and resources have been made available for Esports trainers. Additionally, the company is attracting new audiences in the Esports market by increasing the number of women participating in the industry. More importantly, The Academics is able to increase awareness of e-sports amongst a wider community.

In the medium-term, the outcomes, The Academics is contributing to a higher quality training for trainers with up-to-date industry practices, facilitating existing resource adaptability between students and teachers. Additionally, The Academics is also driving change in terms of generating increased income levels for trainers including women trainers. Increased livelihood opportunities and increased confidence are directly linked to the trainings that participants have received. Working as an alternative vocational training, participants mentioned that they feel economically and socially active, and feel valued members of the community and economy.

The Academics's long-term impact goals are to increase the number of youth and adults who have relevant skills for paid-employment in the Esports growing industry, create a self-sufficient and scalable system to support the local and global market of Esports, and to reduce gender-gaps by empowering women in Esports education; which impacts not only the livelihoods of the professionals by 6 times (an average referee earned less than 100 TL monthly in 2018 while the Academy's referees earn at least 1000 TL monthly) but also increase their psychological wellbeing where almost more than 90% of the beneficiaries reported that they feel their skills are valued.

Impact Value Chain



B: Framing Impact

Indicator	Baseline Value (2020)	Target for 2022	Stakeholders	Data Collection Method	Data Source	Linked SDG Targets
Number of students / workers with improved skills getting hired	50	900	Students	Secondary	Company	8.2 8.6
Number of courses available on the system reaching the minimum number of registered students	12	20	Company	Primary	Our education centers	4.1 4.3 5.1
Number of students with diplomas completing a single course	8	1000	Students	Primary	Our education centers	4.4 4.5 4.7 5.1
Number of students applying to night shift or part-time Esports jobs	3	500	Students	Primary	Our education centers	4.1 5.1 4.3 8.2 4.4 4.5 4.7

C: Measuring Impact

The Academics collects its data from registration forms gathered in events and trainings. The Key Performance Indicators (KPIs) include cultural contributions as well as impact metrics that track job opportunities and skills development enabled for clients.

In the surveys conducted by the community manager every 3 months, clients who are students that received training from The Academics reported that the services they've received from The Academics enabled them to accomplish their goals by being hired in the Esports labor market. The survey assesses the impact of the education provided through questions that reflect on the job experience after completing the education and developing necessary skills. One of the questions in the survey is, "What percentage of the goal and path pair you created when you started your education do you think you have completed?". More than 90% of the participants of the survey expressed the positive impact of The Academics' education and stated that they've reached more than 50% of their goals. In addition, customers mentioned other career benefits such as increased revenue, networking, and social recognition.



Lessons Learned

The impact measurement enabled the Academys team to evaluate the impact the company is generating. While the company is working in a new and booming economy, the newness of this sector can generate meaningful livelihood opportunities for course participants. The Academys is contributing to quality education by covering the talent gap in the Esports industry and through the impact measurement process, The Academys was able to identify their offering as a vocational school for the 21st century where the new skills and knowledge are accessible for everyone, particularly, for disadvantaged and NEET population, where their not only livelihoods increased but also self-confidence have been boosted by being part of a creative economy.

Way Forward

As the company started on its impact management journey, the metrics it previously used to track technical progress of KPIs evolved to include more focused indicators that allow it to measure the change in the lives of its stakeholders. The Academys used to monitor the experience and journey of its trainers only for the duration of when they were engaged with the company. Now it is also taking into account the outcomes they experience after they complete the training. This allowed the company to understand the true value of its products and services and assess the level of the transformation in its clients' lives. The Academys is able to assess the contribution of its operations on the livelihoods of its clients and increased self-value of course participants as they constantly stated in the personal interviews.

" The progress of my career and speaker training process together within months turned into a story in which I improved myself as a speaker and accomplished great works. At the end of this story, I actually got a job that I could not get anywhere in the world. "

Gökhan, Community Manager

For more information



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