



# Hello everyone! ✨



## DevQuests

DevQuests is a gamified educational online platform  
That provides real-world Virtual Internships  
For self-taught technology students in Morocco  
To sharpen their programming skills, grow their  
careers, and offer them exclusive opportunities!



Mohammed-Aymen BENADRA  
Full-stack Developer &  
Founder



Internship Hell for Junior Devs...





Internship Hell for HR...





# USER PERSONA STATUS \*

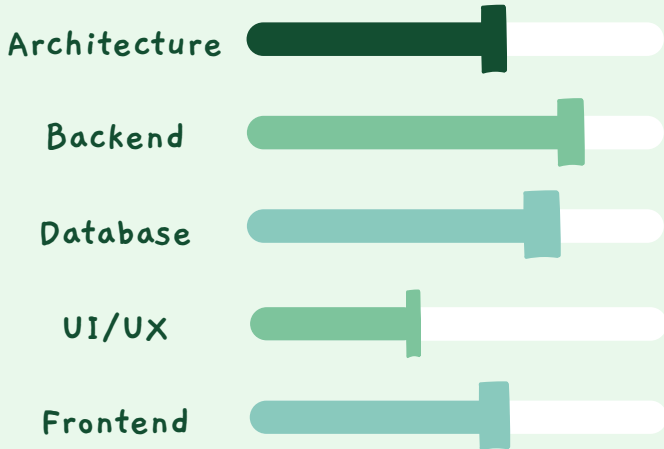


Sara



Junior Web Developer

## Skill Proficiency



## INTERESTS

- Loves coding
- Self-taught developer
- Has Cat (Garfield)

STUCK IN  
**INTERNSHIP  
HELL** 🔥





# Key Figures in Education 21/22



## Public Universities :

48k+

Undergraduates in Science & Technology tracks

15k+

Graduates in Science & Technology tracks

## Private Universities:

29k+

Undergraduates in Science & Technology tracks

5k+

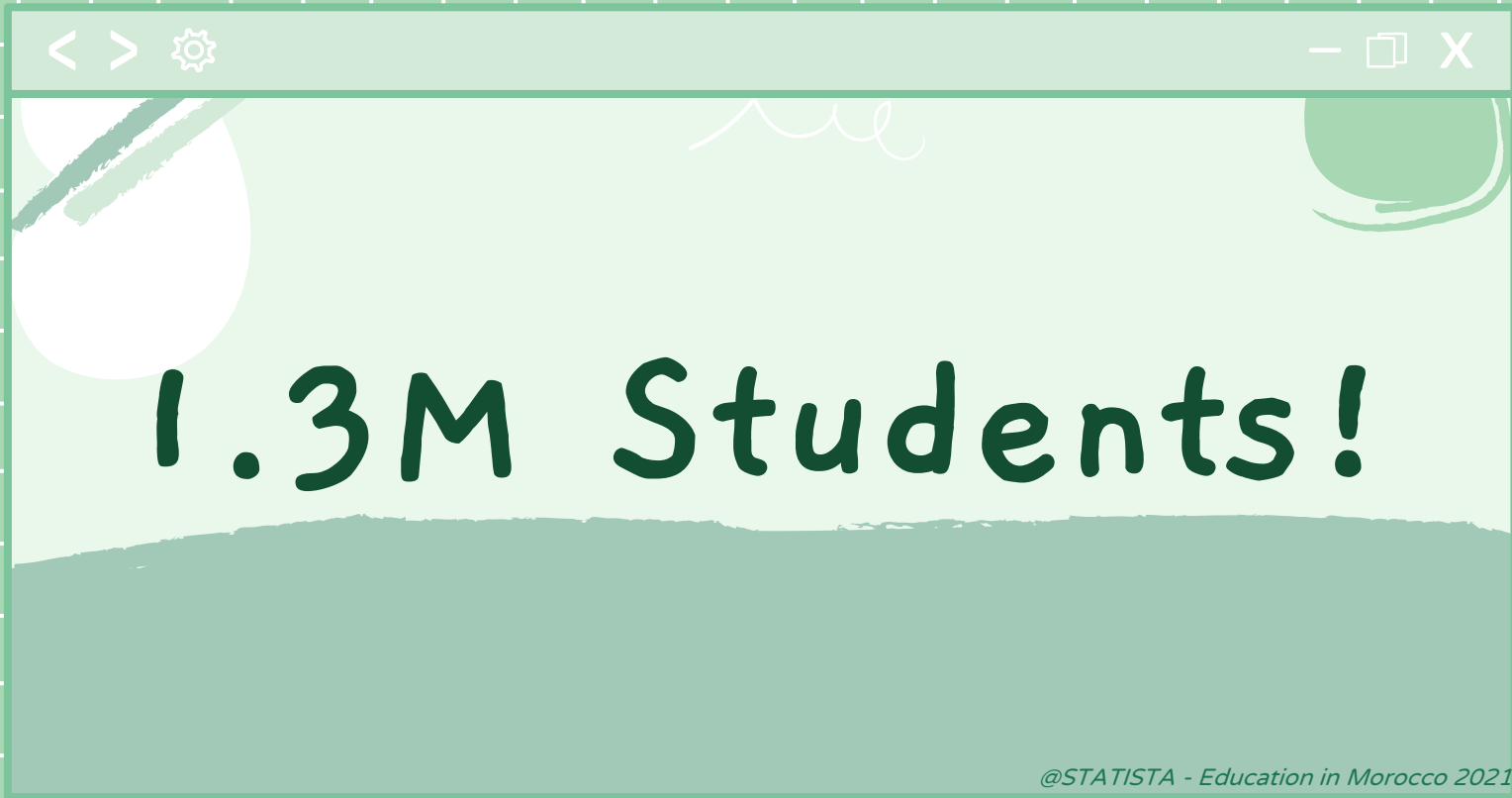
Graduates in Science & Technology tracks

55%

Consider themselves self-taught developers!

@StateOfDev - 2021 rapport .

@HIGHER EDUCATION STATISTICS - Minister of Higher Education,  
Scientific Research and Innovation.



1.3M Students!

< > ⚙️ Pillars of The Solution we propose! - 📄 ✕

Accountability



Progress



Feedback



Fun!





# Unfair Advantage\*



Content,  
Credibility,   
Gamification!

LEVEL UP!

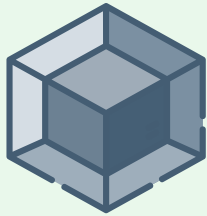
What's DevQuests' unfair advantage?







# What do we offer our Students?



Free  
Gamified  
Training



On-Demand  
Certification



Access to  
exclusive  
Offers!



# What do we offer our Partners?



Access a Pool  
of talented  
Tech staff



Interns  
Outsourcing  
options



Recruit  
interns with  
one click!

< > ⚙️ **INDIRECT COMPETITIVE LANDSCAPE** - 📄 ✕



Algorithms



Real-World  
Projects

**HackerRank** ■



Engagement



**DevProjects**  
BY **codementor**



@Engagement = Accountability + Gamification (FUN!)



# DIRECT COMPETITIVE LANDSCAPE



DevQuests



Forage

Engagement = Accountability + Gamification (FUN!)

Real-World  
Projects



## Next Steps...



Build the

**MVP**



**Recruit**

Aspiring team members

Build the

**Beta**



**Analyze**

The Feedback and Upgrade!!

Time to

**Launch!**





# Scouting more team members!





Thank you