

ECONOMIC IMPACT

IMPACT | TESTIMONIALS | SUMMIT

**SHAPING THE
FUTURE OF WORK**





FOREWORD

Dear Reader,

It is a pleasure and an honor to present the first mission report of SnapIT Solutions™, a company that began as a vision to improve the lives of brilliant young adults in challenging circumstances, using technology as a platform.

Five years after its inception, SnapIT can look back on a truly extraordinary track record. With our core competency of delivering IT application development services and upskilling our junior employees to take on IT development roles at partner companies, we have firmly installed ourselves in the technology landscape – and we're scaling at an exponential pace. We are actively helping shape the future of work by bringing together IT talent from diverse sources and delivering critical solutions.

I am happy to say that SnapIT has become a pillar of the Kansas heartland community. I have been involved in the Federal Reserve Bank of Kansas City Community Development Advisory Council as well as placed on the Workforce Board for Kansas. In addition, I have had the unique opportunity to contribute to the Strengthening People and Revitalizing Kansas (SPARK) Taskforce deployed by Kansas Governor Laura Kelly. SnapIT has also been recognized by the Kansas Department of Commerce as Outstanding Minority Business of the year.

Based on our healthy growth, we have continuously expanded our workforce – on average more than doubling annually. We now have a growing team of talented professionals and a pool of more than 500 students trained in IT in the Kansas City metropolitan area alone. Amid the hardships and uncertainties of the current pandemic, the team has remained focused, creative and committed. We have even established new corporate headquarters in Overland Park, Kansas, and expanded our satellite office location to Kansas City, Missouri. It is thanks to these dedicated individuals that SnapIT has achieved the milestones detailed in these pages.

I wish you engaging and informative reading.

Neelima Parasker, President and CEO

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SAVE THE DATE

FUTURE OF WORK SUMMIT

March 25 and 26, 2021

The upcoming Future of Work Summit is a unique leadership conference aimed at exploring what work will look like the post-COVID world. Along with our partner organization The Digital Economist, SnapIT Solutions will convene technology CxOs and other top experts from around the world to partner in building an impact-driven and diversity-focused future of work. We are looking for additional organizations to join us in this important mission – feel free to reach out!

A portrait of Neelima Parasker, a woman with long dark hair, wearing a dark patterned top. The image is overlaid with a semi-transparent dark grey filter. The text 'NEELIMA PARASKER' is in the top right corner. The main title 'ABOUT THE CEO' is on the left side. A paragraph of text is at the bottom left, and a vertical page number is on the bottom right.

NEELIMA PARASKER

ABOUT THE CEO

Neelima Parasker is the founder, President and CEO of SnapIT Solutions. She founded SnapIT in 2015 with the mission to empower communities and create opportunities in technology and engineering. In 2020, she was appointed to the Federal Reserve Bank of Kansas City's Community Development Advisory Council. Neelima is also a member of the KansasWorks State Workforce Board, which advises the Governor and state agencies on ways to align workforce development with the state's economic development needs. She is also an Inaugural Innovator in Residence with the Ewing Marion Kauffman Foundation. Neelima has a Bachelor of Science in Mechanical Engineering and a Master of Science in Computer Science.



IMPACT

It all began with the recognition of a disconnect that affects career entrants and companies alike: not everyone has the resources to complete a 4-year university program and earn an IT degree, while companies urgently need people with advanced IT skillsets to grow and compete in the globalized marketplace. To bridge this gap, SnapIT Solutions has developed an approach aimed at cultivating microcredentials in professionals – including those entering the job market as well as those with experience – while at the same time encouraging employers to hire qualified candidates without a university degree.

REGENERATIVE LEARNING

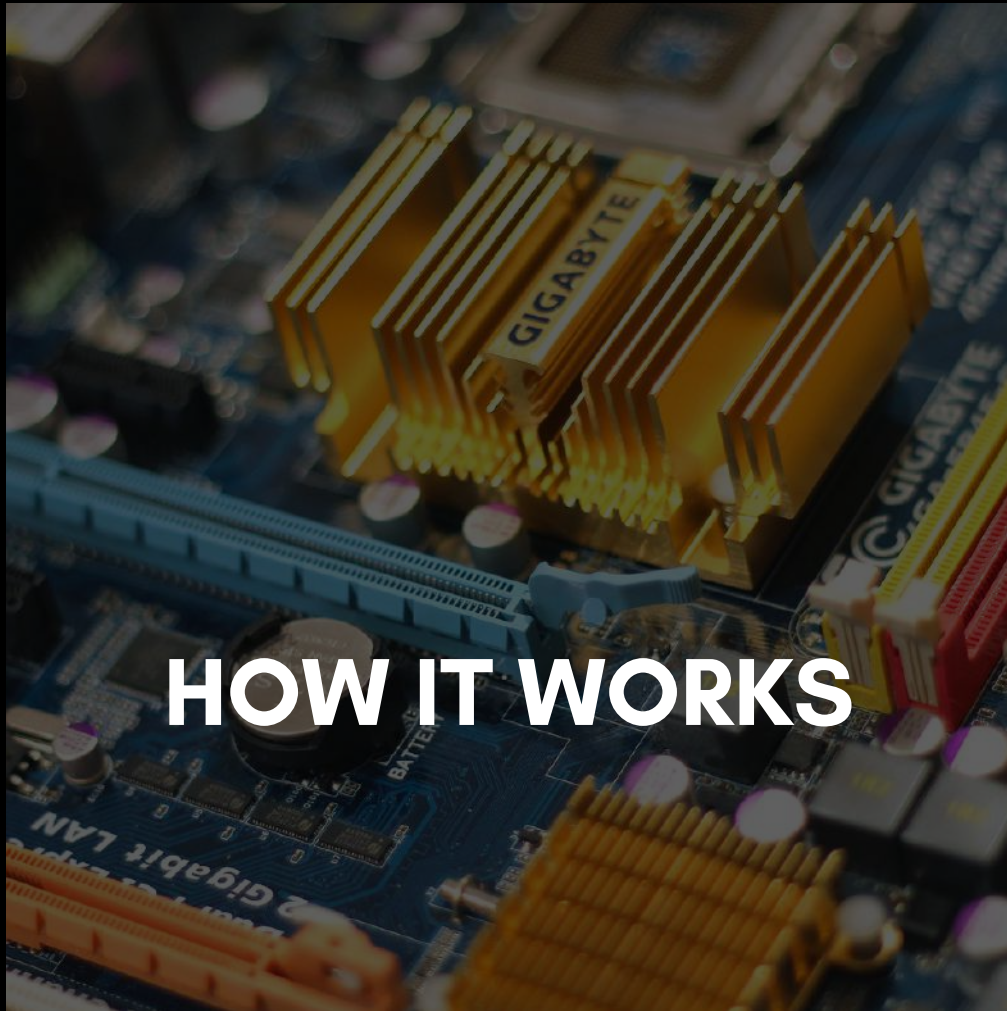
We call this concept, which creates ongoing feedback loops of learning in response to changing needs, "regenerative learning." The term "regenerative," which is used to describe systems in areas like thermodynamics, sustainable agriculture and the Circular Economy, represents a decisive departure from traditional education. As explained in a recent whitepaper focused on SnapIT, published by Stanford University (Ade Mabogunje et al. 2020), in typical education cycles, students learn and then go to work. The regenerative approach, in contrast, integrates students in a work environment where skilled professionals mix with and teach them.

“TWENTY YEARS FROM NOW YOU WILL BE MORE DISAPPOINTED BY THE THINGS YOU DIDN'T DO THAN BY THE ONES YOU DID DO.”

- H. Jackson Brown, Jr., attributed to his mother

At the same time, our focus on learning in real-life job situations does not mean we downplay the value of university education in many career paths – quite the opposite. SnapIT provides support and encouragement to young people pursuing a university degree. In this regard, regenerative learning leaves all options open in the interest of helping professionals acquire optimum IT skillsets and qualifications while delivering the services our clients need to fuel their success.

SnapIT SPRNT™ patent pending set of services and training programs has continuously grown over the past five years. We divide the model into three dimensions: SnapIT Trains, SnapIT Solves, SnapIT Pods.



HOW IT WORKS

SnapIT Trains™: To date, we partnered with workforce agencies using federal grants to train more than 500 professionals in IT skillsets. The result is a constant pipeline of candidates with officially recognized post-secondary credentials and the high-tech skills companies are looking for.

SnapIT Solves™: The fast-track training is a combination of apprenticeship and mentoring, with the participants directly involved in our processes to develop scalable web and mobile applications for small and medium-sized businesses (SMBs).

Clients benefit from software development costs comparable to offshore prices.

SnapIT Pods™: Following initial training, our apprentices are placed in SnapIT Pods. Here they are further mentored by seasoned industry professionals to deliver high-quality in-demand software services and solutions. Thanks to this hands-on experience, participants leave the program with similar or even superior skills compared to a 4-year computer sciences graduate.



LEVERAGING MICROCREDENTIALS

AND FOSTERING LIFELONG LEARNING

The areas in which SnapIT Solutions is active range from healthcare and transportation to property management. We serve organizations of various sizes, including small businesses and government agencies.

Central to the SnapIT concept is our focus on microcredentials – specific skillsets that may not be associated with a university degree, but are invaluable in real-world work environments. They tend to be narrowly focused and earned within a shorter and more flexible timeframe than academic qualifications. The shortage of traditionally qualified IT professionals is driving a trend toward greater acceptance of IT job candidates who do not have a bachelor's degree in Computer Sciences.

Respected certifications for in-demand microcredentials include:

- Project Management Institute CAPM/PMP
- CompTIA A+/Network+/Security+
- AWS Cloud Practitioner
- Java SE 8 Programmer - Associate
- Salesforce System Administrator

Microcredentials have always been recognized in the IT field. They also support life-long learning and professional development while building confidence. Microcredentials show that a person has the skills needed to do the job – and they are stackable!



APPRENTICESHIP

In addition to microcredentials, the concept of apprenticeship plays an important role. Apprenticeships are familiar in traditional professions like electrician, plumber or carpenter, but it might not be the first training model to come to mind for the IT industry. IT apprenticeships enable companies to create a real-time pipeline for IT talent and ensure that their trainees are equipped with the specific skills needed for their business success.

The SnapIT upskilling program begins with intensive IT training modules lasting less than the duration of a university semester. Participants then become SnapIT apprentices. In our Pods, they are plunged into real-world IT projects, where they can quickly acquire the technical skills they need to fulfill employers' IT needs.

It is above all this "baptism of fire" that sets the SnapIT regenerative approach apart from other IT training programs. Within months, apprentices gain experience that would otherwise take years, making them ideal IT job candidates, despite lacking a university degree.

Global research has indicated that apprenticeship produces loyal employees that are more productive than hires straight out of college. This is in part thanks to lower fluctuation: former apprentices tend to be loyal to the employer that provided their training. Employees who begin as apprentices are conditioned to continuously learning on the job, acquiring the right skills in real time and in sync with industry demand.

FOSTERING TEAM WORK

A further benefit of the hands-on approach is that apprentices learn to work in close-knit teams of colleagues from diverse backgrounds. As innovation is increasingly the product of collaborative efforts - especially in IT - these teamwork skills are an invaluable asset for career entrants and their employers. In addition, a sense of belonging to a group and working together to achieve shared goals has been shown to boost job satisfaction and loyalty. This is reflected in the feedback we have received from participants.



"At community college, I took computer information system classes, including coding and accounting. I worked at General Electric and Blue Shield of Missouri doing customer service and claims. More recently, I have been working as a Service Advisor/Consultant at a local car dealership, but I was laid off last year due to COVID. I saw the SnapIT program on facebook, did some research and decided this course would be a good fit for me. I enjoyed and learned quite a bit through this course. It definitely brought me up to date with more current software and hardware."

CAROL PYCIOR

IT Support Specialist graduate, Basehor, Kansas

CARES ACT STUDENT TESTIMONIALS



SCOTT ANGLEMYER

Project Management graduate, contractor to the
Kansas Department of Commerce

"I found myself unemployed in April when my employer let me go for COVID-related reasons. After making the decision to pursue project management training and reaching out to area schools, I found out about the SnapIT funding, which I decided worked better for me. Shortly after starting the course, I landed a temporary contract job that cut into my time for working on the course. However, the online nature of the course was perfect for me, and what really made it valuable was the resources provided – the videos, the books and study guide, and even the laptop. I am still studying, and am scheduled to take my exam in February. I would recommend SnapIT. It is clear to me that you have instructors that know the material.

Sitting in on webinars about the testing and certification process, I got to witness instructors and students of programs other than project management, and it was clear to me that those instructors were top notch and the students were engaged in the program, just as I have found in the project management course. Finally, I want to add one other thing: The contract position that I landed was with the Kansas Department of Commerce, working with their COVID grants, including the one that funded this program. To avoid any conflict of interest or appearance of one, I have recused myself from anything involving SnapIT. However, in a meeting with Secretary Toland this week, I gave your program high marks. I said the support that I had gotten was incredibly valuable, and I told him about my observations of people across all of the programs."



"I have always had some itching interest in technology exploration and problem-solving. Though I never truly took a dive in, I would spend my free time researching and teaching myself different coding languages or creating applications. Most recently, I became very interested in CyberSecurity and have also been contemplating a change in career path, which led me here. I had a conversation with a friend who proposed the opportunity to take the SnapIT training, and I just had to jump on it. It all seemed perfect. The course is very straightforward and very easy to follow. Though there is a ton of information to digest it is broken down into pieces that you are able to swallow. I would recommend not only following the course, but to supplement with reading and exploring in your free time. I would definitely recommend SnapIT, because they give you the blueprint and lay everything out for you. The skills I have learned have improved my current job role and we are actually in conversation about moving into a department and role that more aligns with my goals and abilities, which is very exciting!"

DINSDALE MORGAN

CyberSecurity graduate, Leawood, Kansas

"I am originally from Addis Ababa, Ethiopia. I have a Master's Degree in Social Work and a Bachelor's Degree in Language and Literature. I have been working in different positions for the last 15 years, including positions as a college instructor, tour guide coordinator and humanitarian officer in Ethiopia from 2005 to 2016. I heard about SnapIT courses through the Ethiopian community. I highly recommend SnapIT Solution. The training is designed to give you all the necessary information, and the instructors also share real-life experiences and what to expect in the future in the cybersecurity field. I didn't have any IT knowledge before I joined SnapIT, but now I am CompTIA Security+ certified."

KIBRU KASSA

CyberSecurity graduate, Olathe, Kansas





KANSAS CITY

Kansas City straddles the border between the states of Missouri and Kansas. While Kansas City, Missouri, has a population of around 500,000, the entire conurbation has approximately 2.5 million residents. It is home to a large number of manufacturing facilities, including Ford and General Motors assembly plants and greeting-card producer Hallmark.



SPOTLIGHT ON KANSAS

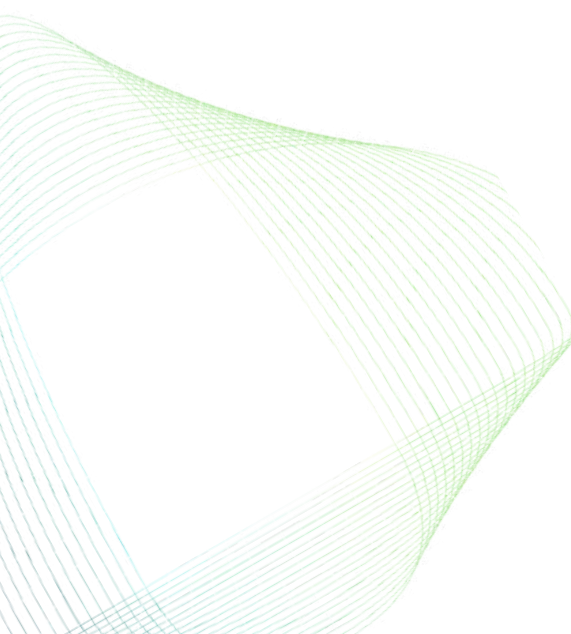
**“THROUGH BOLD ACTION WE
WILL WIN THE TALENT WAR
AND ENJOY A PROSPEROUS
FUTURE TOGETHER.”**

- Laura Kelly, Governor of the State of Kansas

The state of Kansas is on the move: traditionally focused on agriculture, with 90% of land used for farming, the state's economy is shifting toward engineering and high-tech. It is home to aerospace industry leaders like Spirit AeroSystems, Bombardier Aerospace (LearJet), and Textron Aviation. The tech sector is well represented in Overland Park, the location of the new SnapIT Solutions headquarters, where our neighbors include telecoms giant Sprint and engineering firm Black & Veatch. The metropolitan region's job-market growth has stagnated at less than half the nationwide average. The Kansas City, Missouri, unemployment rate rose in 2020 by 1.6% to 4.9%. The state's workforce has been hit hard by the pandemic, with unemployment spiking in double digits mid-2020. The most recent available figures place unemployment at 5.1%.

The report “[Kansas Framework for Growth](#)” (Kansas Department of Commerce 2021) highlights the role of tech in boosting average income and creating new jobs. For every job created in professional and technical services, it states, 2.4 jobs are added to the local economy. Against this backdrop, the need for upskilling of young professionals to work in the IT sector is acute. Enhanced digital literacy not only opens up new opportunities for career entrants, but also acts as an enabler for companies seeking to expand their IT capabilities. The federal CARES Act grant enables us to better serve these needs on a state-wide basis, with the majority of students coming from Topeka, Wichita and Springfield.

At the same time, there are around 4000 tech employers and only 102,000 tech professionals in the greater metropolitan area. Despite the pandemic, an average of 3,700 tech jobs per month have been posted online in Kansas City over the past six months. The Kansas City Tech Council has attested to a lack of talent and diversity in IT.



INNOVATION ECOSYSTEM

The SnapIT Solutions model of bringing together diverse underrepresented talent, SME businesses and major corporations, in conjunction with policymakers and workforce agencies, has proven to be a winning combination. Thanks to this end-to-end innovation ecosystem, we are able to support public and private organizations in driving innovation and realizing our combined boldest visions.

Between 2018 and 2020, SnapIT trained a total of 500 students in IT skills, with software development courses attracting the most interest. The training took place through our partnerships with local workforce agencies.



COVID-19 RESPONSE

Like virtually all aspects of day-to-day life and business, our operations have been impacted by the COVID-19 pandemic. We have responded to the needs of people seeking to acquire IT skills and qualifications with large-scale initiative to enable online training. In the state of Kansas, the first 250 students to register received funding from a federal Coronavirus Aid, Relief, and Economic Security (CARES) Act grant. The grant placed SnapIT in a position to address potential trainees directly, without the need for employment agency oversight. Students were also issued laptops at no cost. During the pandemic, interest has been focused on data analysis and networking courses.

Find out more about SnapIT Solutions [here](#).

“THE TECHNOLOGY WE BUILD HAS TO BE HUMAN-CENTERED”

-Neelima Parasker

TAKING THE GLOBAL STAGE AT THE WORLD ECONOMIC FORUM

As heads of state and decision-makers from corporations and other organizations from around the world came together for the 50th World Economic Forum meeting in January 2020, SnapIT Solutions CEO Neelima Parasker was there to send her message to the world. Among other activities, she addressed around 300 thought leaders and C-level executives at the inaugural roundtable event of The Digital Economist, a partner organization dedicated to fostering technological convergence for a human-centered economy.

Neelima, who is a Partner and Council Member of The Digital Economist, shared her bold vision of changing young people's lives through greater access to training in the IT skills most in demand. She also touched on the need for more workplace diversity and inclusion as well as the uplifting effects of IT-sector growth in communities.



PROGRAM TEAM

The achievements of the past five years would not have been possible without the outstanding IT experts who make up our program team.



AKAYLA JONES, DIRECTOR
TRAINING & CORPORATE COMPLIANCE

Akayla brings a wealth of knowledge based on more than five years of public sector experience helping grow small businesses. Akayla has experience in program compliance, federal and local reporting requirements and ensuring minority and woman owned firms utilization on relevant projects. She holds a B.A. from the University of Missouri–Columbia in Psychology with a minor in Political Science (2008), a Juris Doctor from the University of Missouri–Kansas City School of Law (2012) and Contract Compliance Administrator (CCA) certification from Morgan State University (2016). As a daughter of a small business owner, her passion is to find the tools small businesses need to succeed, which makes her a perfect fit for SnapIT Solutions. Under Akayla’s direction, SnapIT Trains has expanded its training footprint to include not only Missouri and Kansas, but Oklahoma, Colorado, Wisconsin and Iowa.



ALAN KRAUSE, VICE PRESIDENT

Alan draws on over 25 years IT experience, including roles in executive-level leadership over the past 10 years. He has a proven track record in business analysis, application development, infrastructure architecture & design, vendor management, 3rd-party integration and enterprise architecture strategy. Thanks to his executive experience, Alan is equipped with finely honed business acumen. He is a technologist with a passion for enabling high-value application of tech to drive business success and job creation. SnapIT's flexible leadership culture allows him to directly interact with trainees, who gain invaluable insights and career guidance from Alan. He holds an M.S. and a B.S. in Aerospace Engineering from the University of Kansas and has filed five patents in the software development space. He has served as a Skilled KC Technical Institute Advisory Board Member since 2019.

PARTNERS

Kansas City Technology Council and The Digital Economist

The Kansas City Technology Council is one of many organizations convinced of our regenerative learning and apprenticeship model for IT professionals. Some interesting statistics from the Kansas City Tech Council Website:

- There are over 3 million tech jobs in the US, but colleges only produce 80,000 computer science graduates per year (according to the National Center for Education Statistics and CompTIA)
- Apprenticeship represents a 20–25% cost savings over traditionally sourced talent
- Apprenticeships drive diversity in tech roles
- 8 out of 10 apprentices exhibit higher than average retention rates after becoming full-time employees

“It’s not about one technology, but what a host of technologies can do together - that’s a game changer. SnapIT Solutions is well positioned to be a key driver in defining new models that steer tech talent by leveraging convergence of human and artificial systems.”

NAVROOP SAHDEV, FOUNDER & CEO
THE DIGITAL ECONOMIST



OUR KNOWLEDGE PARTNER



This report is produced by The Digital Economist as part of a *Knowledge Partnership* with SnapIT Solutions. The partnership focused on tailored growth activities encompassing thought leadership, strategic alliances, partnerships, access to top institutions and business development.

The Digital Economist is a global advisory ecosystem dedicated to cultivating insights, products, services and programs toward human and planetary outcomes. The Knowledge Partnership offers a way to leverage The Digital Economist's collective ecosystem of top scholars, entrepreneurs and industry leaders focused on emerging tech, economic science and data governance to build an engaged and action-based leadership in the global economy.

We look forward to future collaboration!

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