

## QUICK FACTS

- AudaciousYou is an AI-powered, future of work start-up on a mission to help individuals and organizations become and stay future-ready.
- AudaciousYou's model is one of the firsts of its kind globally: a debt-free, degree-free, lecture-free, AI-powered career accelerator that guarantees job interviews with leading employers upon successful completion.
- AudaciousYou's first offering, the Futures Skills Accelerator, is a 14-week experience that will welcome its first cohort in September 2018.
- Candidates will learn through working on real-world challenges supported by one-on-one coaching and peer groups. They will also receive personalized career and learning recommendations based on their strengths and experiences.
- Upon successful completion of the Future Skills Accelerator, candidates are guaranteed an interview with one of the participating employers, which include Deloitte, Royal Bank of Canada, TD Canada Trust, CIBC and Sun Life Financial.

## MEDIA BACKGROUNDER

### About the Context

The world of work is changing rapidly and creating new challenges for society. As advancements are made, it is becoming clear that the jobs of tomorrow will be heavily impacted by automation, digitalization and the incorporation of new technology:

- According to the [World Economic Forum](#), 33% of skills demanded today by employers are forecast to change by 2020.
- A [report](#) produced by McKinsey & Company in 2015 found that 83% of education providers surveyed felt youth were adequately prepared for the workforce. In contrast, only 34% of employers and 44% of youth themselves felt the same way.
- According to the UN's [International Labour Organization](#), "Meeting this challenge will not be easy. The mismatch between the current skills, and the skills required for newer jobs, is creating economic and social imbalances. Already, there are growing signs that skills training is out of step with the demands of local economies."



### **About Us**

AudaciousYou is a startup incubated by Audacious Futures and is supported by a group of global advisors that represent diverse leaders, thinkers and decision makers from from across sectors and around the world.

### **About the Founder**

Hamoon Ekhtiari is the Founder and CEO of Audacious Futures, a global launchpad for bold innovation. Previously, he worked in management roles in business and civil society as well as as a management consultant at Deloitte in both Canada and the Caribbean. Hamoon is a member of the Governor General's Canadian Leadership Conference, an AdR Fellow at University of Cambridge, a recipient of University of Waterloo's Alumni Achievement Medal, and a Canada Millennium Scholar. He is passionate about unlocking the potential of people, organizations, and societies to re-imagine and build the future.