



- 1 **Thumbs Up**
- 2 **Thumbs Up Map: aim and targets**
- 3 **Thumbs Up Map: the structure**
- 4 **Thumbs Up Map: how it works**
- 5 **Conclusions**

1

Thumbs Up

2

Thumbs Up Map: aim and targets

3

Thumbs Up Map: the structure

4

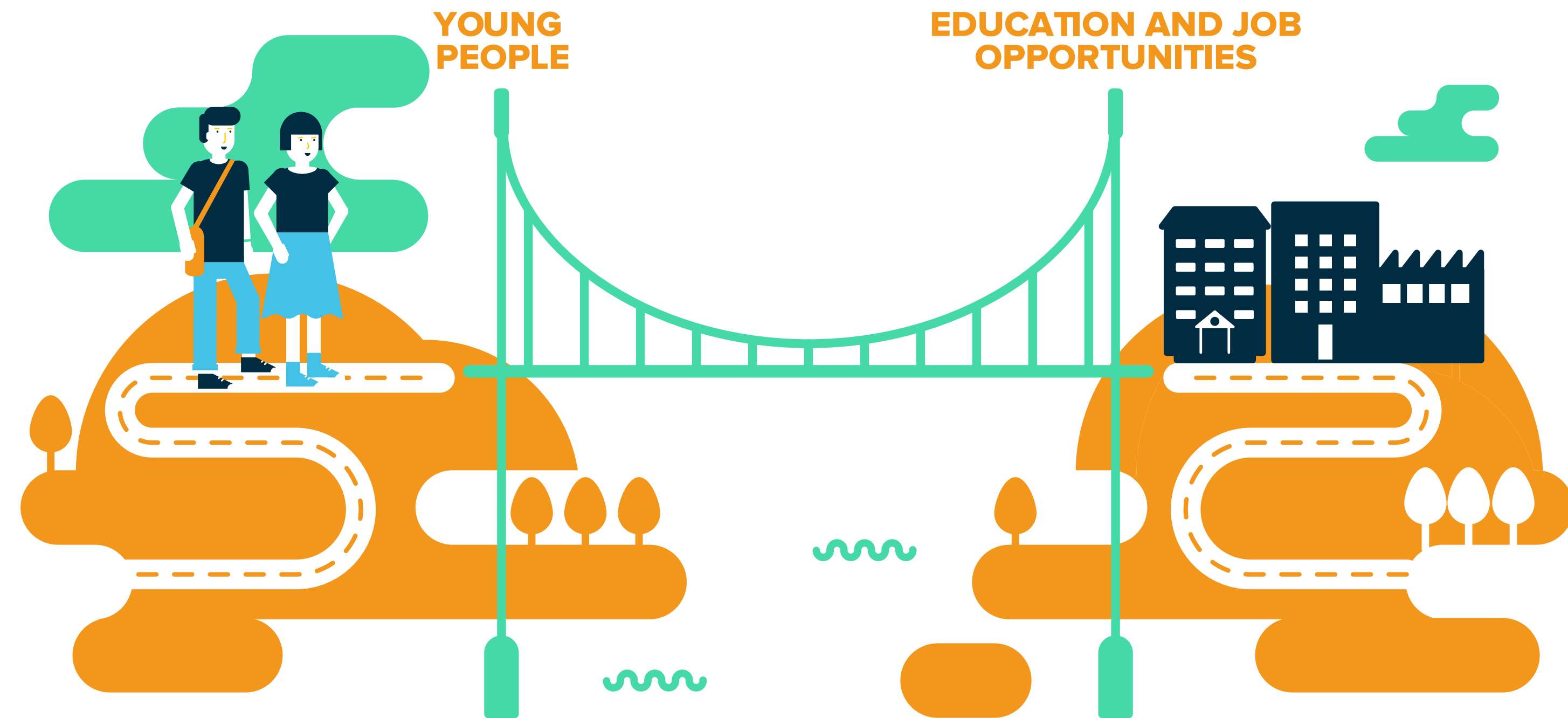
Thumbs Up Map: how it works

5

Conclusions



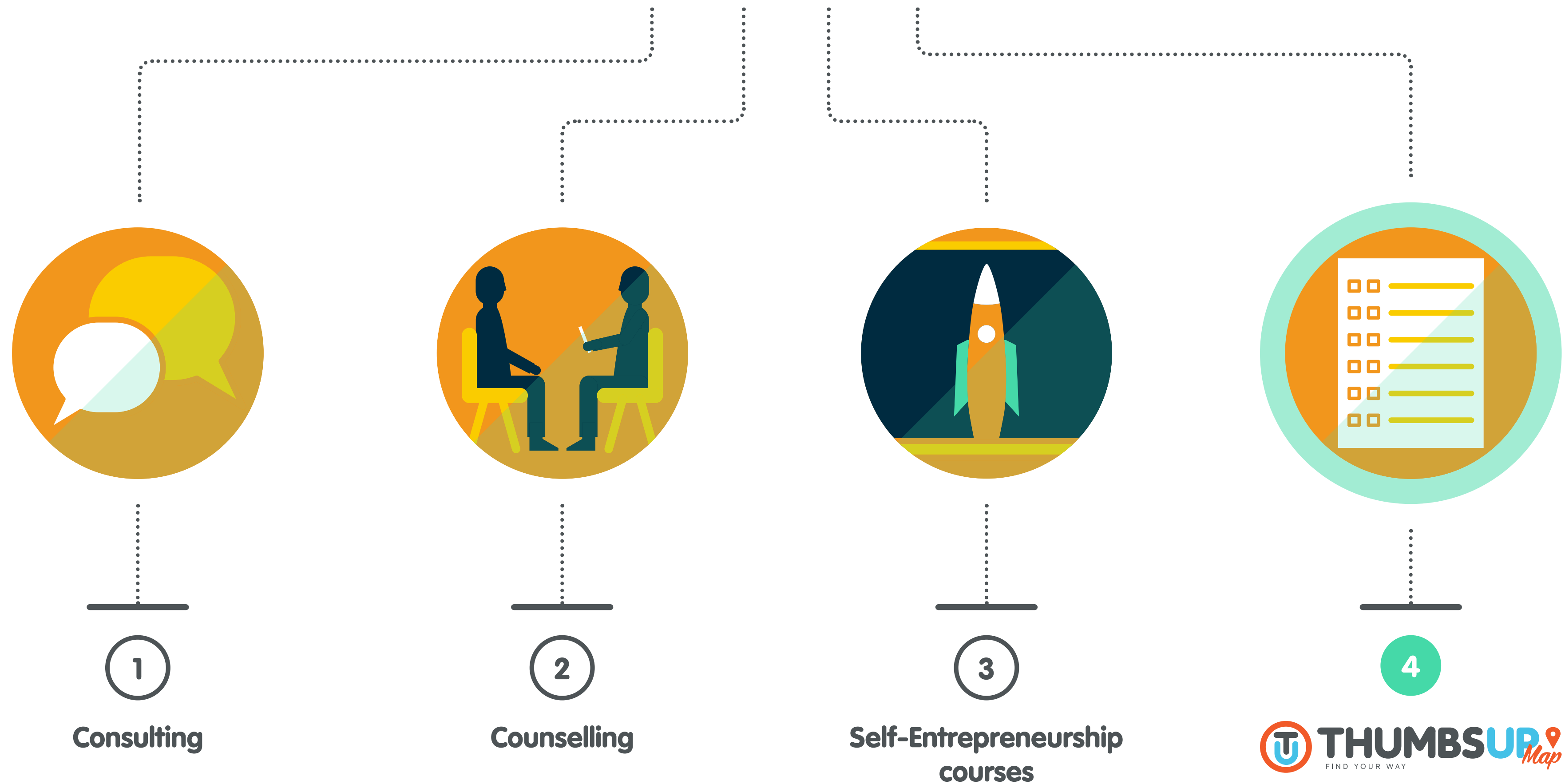
Thumbs Up's mission



Reduce the gap between **education** and the **workplace**, raise the **awareness** of young people and bring their expectations into line with the needs of companies



Thumbs Up Services



1

Thumbs Up

2

Thumbs Up Map: aim and targets

3

Thumbs Up Map: the structure

4

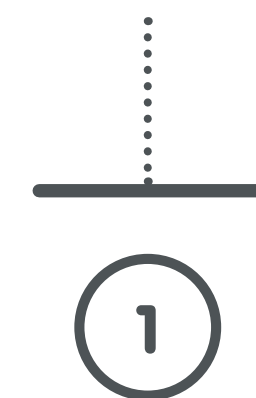
Thumbs Up Map: how it works

5

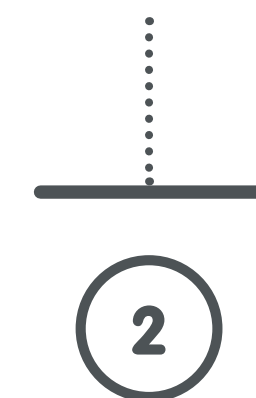
Conclusions

Thumbs Up Map, an innovative **online assessment** tool assessing the profiles and motivation of young people checking whether they are in line with the requirements of the workplace

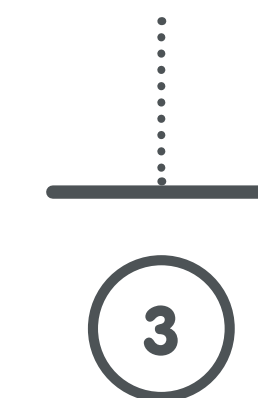
Thumbs Up Map:
aim and targets



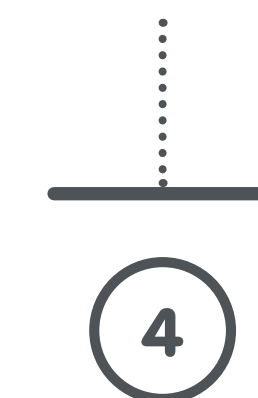
My Story



My Skill



My Will



My Job

Thumbs Up Map:
aim and targets

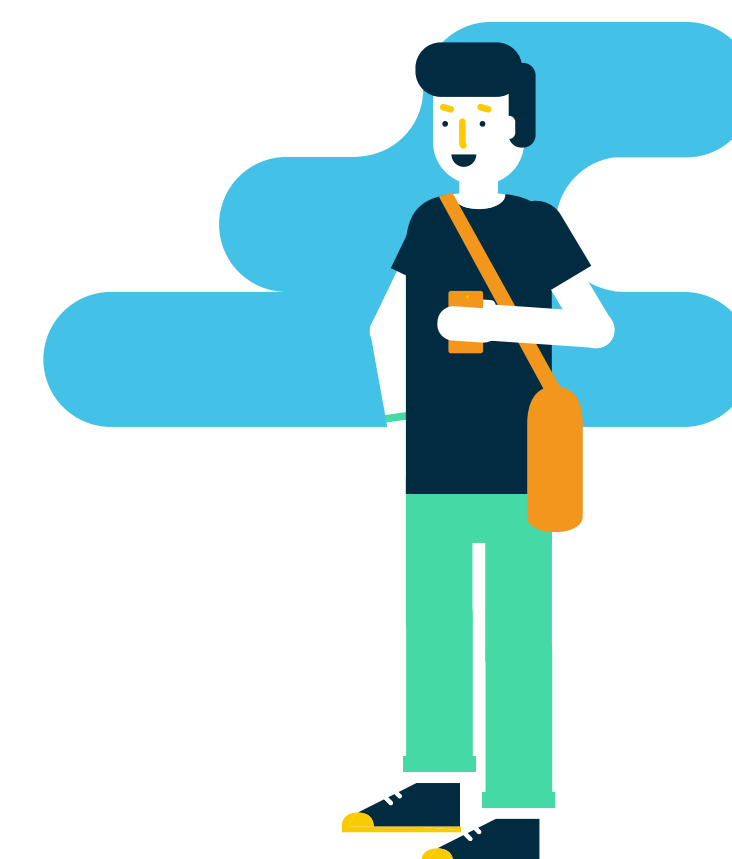
Targets



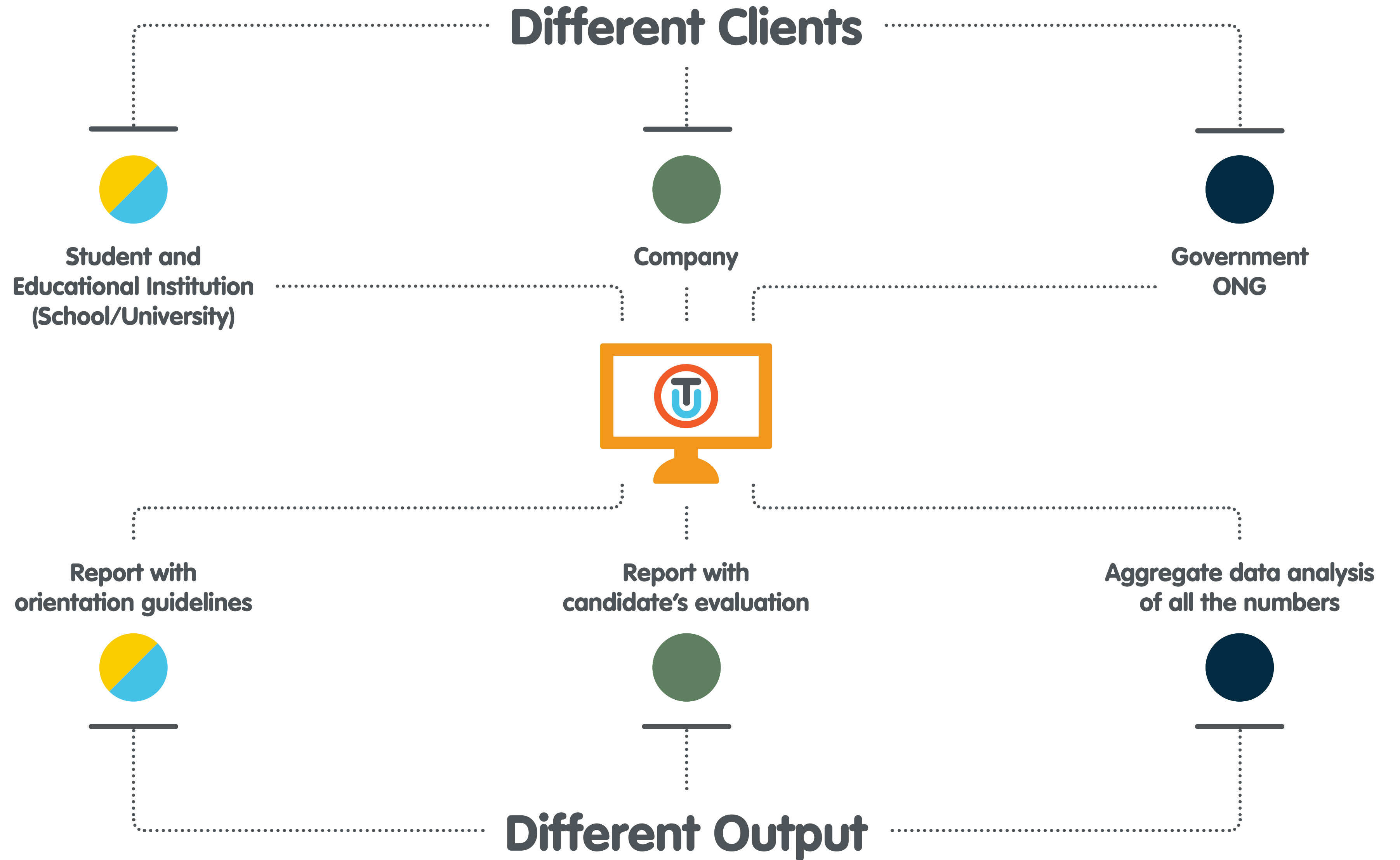
Students aged **16-18**



People aged **18-25**

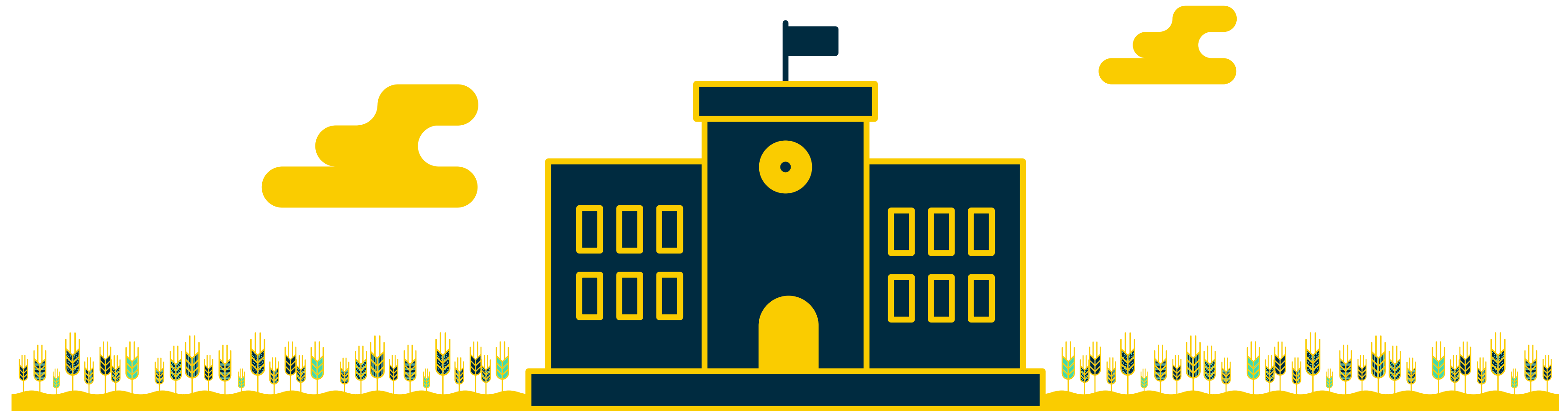


Thumbs Up Map:
aim and targets



School: how it can use TUM

Thumbs Up Map:
aim and targets



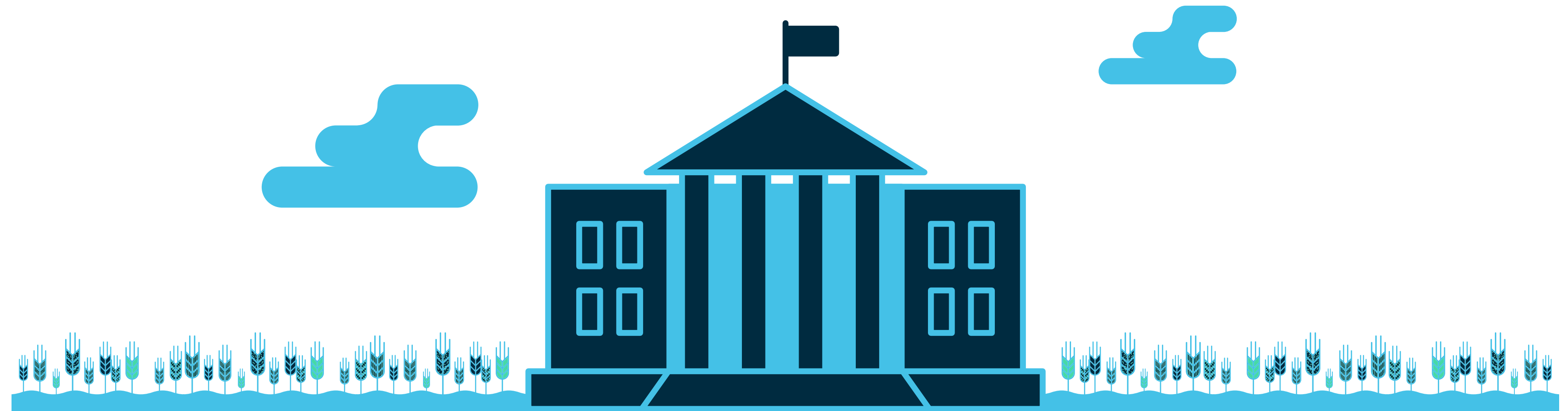
Orientation tool

**Empowerment and
development of
leadership** within a group

Tool to link **school
work** to research
internships

University: how it can use TUM

Thumbs Up Map:
aim and targets



Helping students
enter the **workplace**

Assess students at
the beginning and
end of **courses/
masters**

Orientation tool

Helping students
to become more
proactive and
self-aware

Company: how it can use TUM

Thumbs Up Map:
aim and targets



Preselection tool

Matching the **needs**
of the labour market
with student profiles

Evaluating the
company's **staff**

1

Thumbs Up

2

Thumbs Up Map: aim and targets

3

Thumbs Up Map: the structure

4

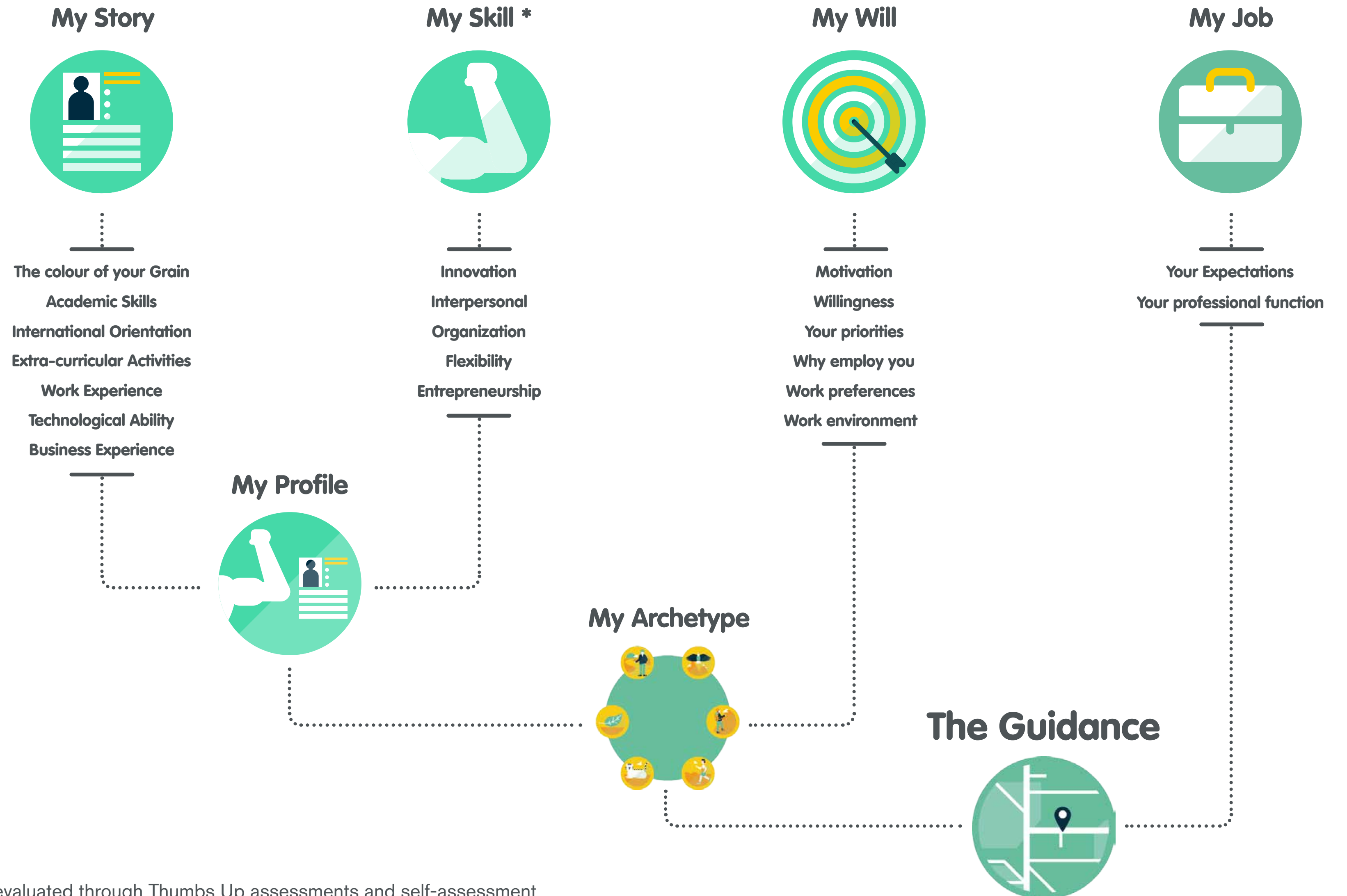
Thumbs Up Map: how it works

5

Conclusions



**Thumbs Up Map:
the structure**

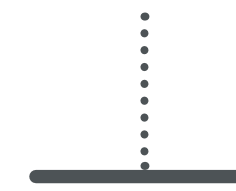


* The Skills are evaluated through Thumbs Up assessments and self-assessment



① My Story

Evaluation areas



The colour of
your Grain



Academic
Skills



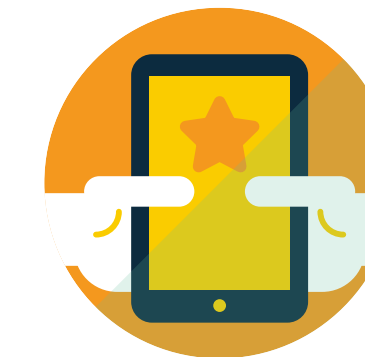
International
Orientation



Extra-curricular
Activities



Work
Experience



Technological
Ability



Business
Experience

Thumbs Up Map:
the structure

My Story

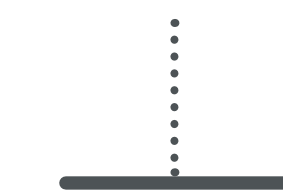
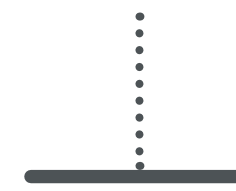
Thumbs Up Map:
the structure

My Skill



② **My Skill**

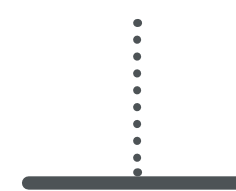
Evaluation areas



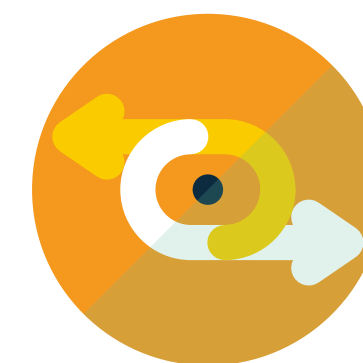
Innovation



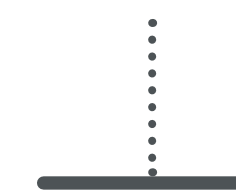
Interpersonal



Organization



Flexibility



Entrepreneurship

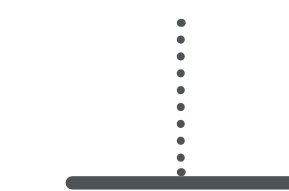
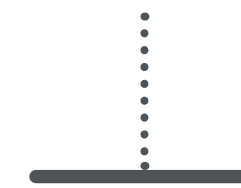
Thumbs Up Map:
the structure

My Will



3 **My Will**

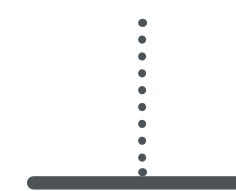
Evaluation areas



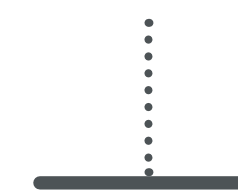
Motivation



Willingness



**Your
priorities**



Why employ you



**Work
preferences**



**Work
environment**

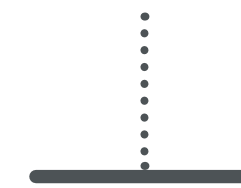
Thumbs Up Map:
the structure

My Job



④ **My Job**

Evaluation areas



Your Expectations



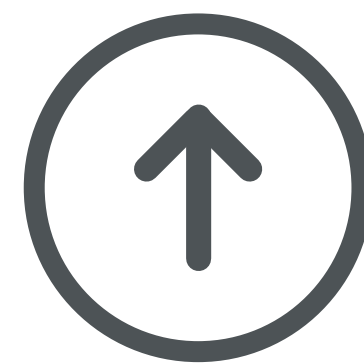
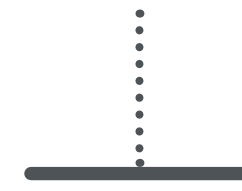
Your professional
function

Thumbs Up Map:
the structure

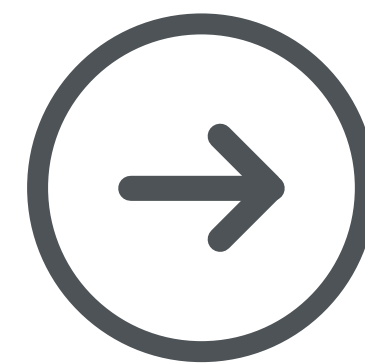


Test

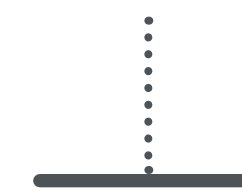
Score bands



High



Average



Low

1

Thumbs Up

2

Thumbs Up Map: aim and targets

3

Thumbs Up Map: the structure

4

Thumbs Up Map: how it works

5

Conclusions

My Story



- The colour of your Grain
- Academic Skills
- International Orientation
- Extra-curricular Activities
- Work Experience
- Technological Ability
- Business Experience

My Skill *



- Innovation
- Interpersonal
- Organization
- Flexibility
- Entrepreneurship

My Will



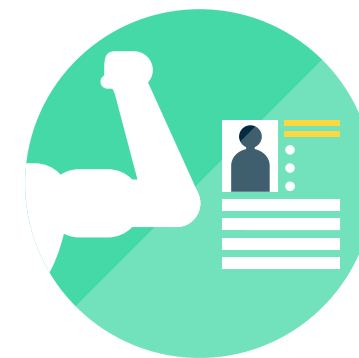
- Motivation
- Willingness
- Your priorities
- Why employ you
- Work preferences
- Work environment

My Job



- Your Expectations
- Your professional function

My Profile



My Archetype



The Guidance



**Thumbs Up Map:
how it works**

The Schema

* The Skills are evaluated through Thumbs Up assessments and self-assessment

My Profile

My Story



+

My Skill

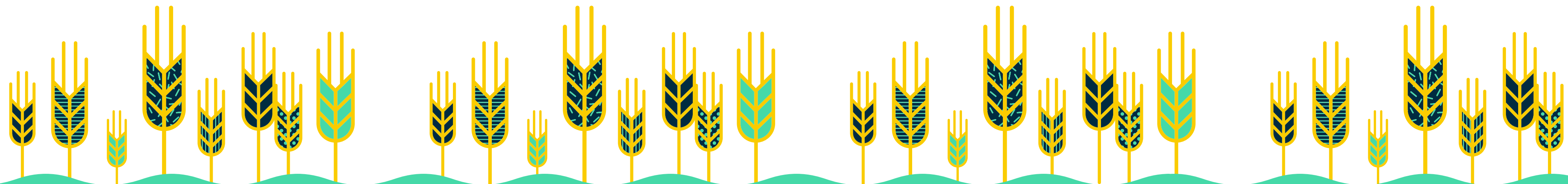


My Profile

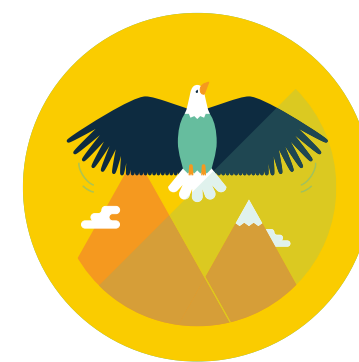
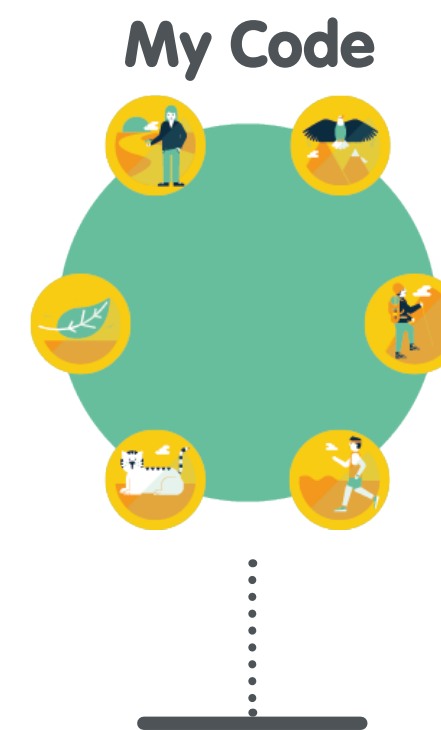
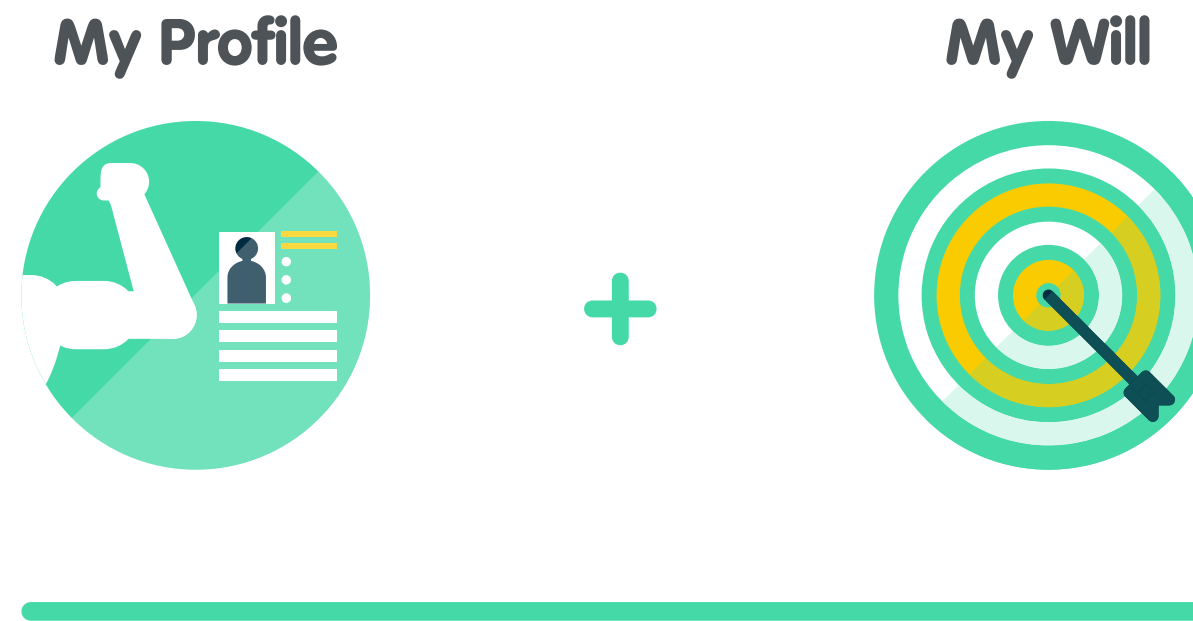


Thumbs Up Map:
how it works

My Profile



My Archetype



Eagle



Mountaineer



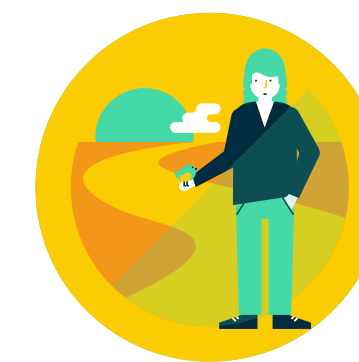
Marathon Runner



Cat



Leaf



Wanderer

Thumbs Up Map:
how it works

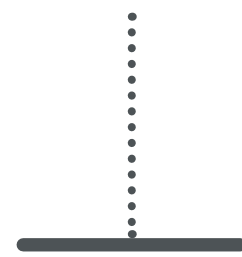
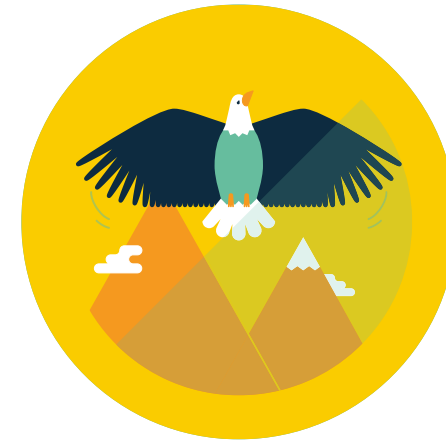
My Archetype



Thumbs Up Map:
how it works

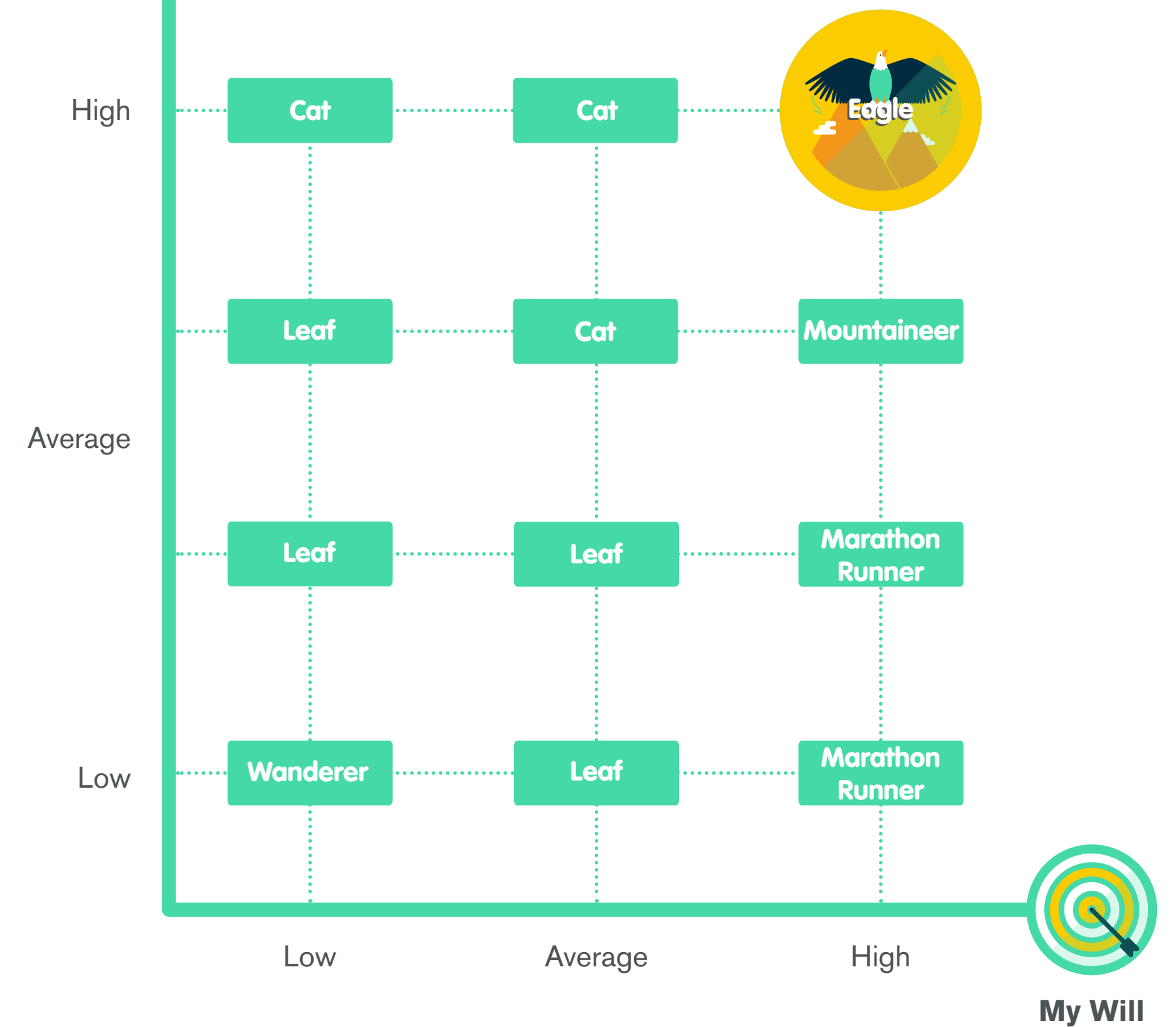
My Archetype

Eagle



Study and work are an extremely important part of their life. They are prepared to commit themselves fully and are capable of working steadily and achieving excellent results.

My Profile



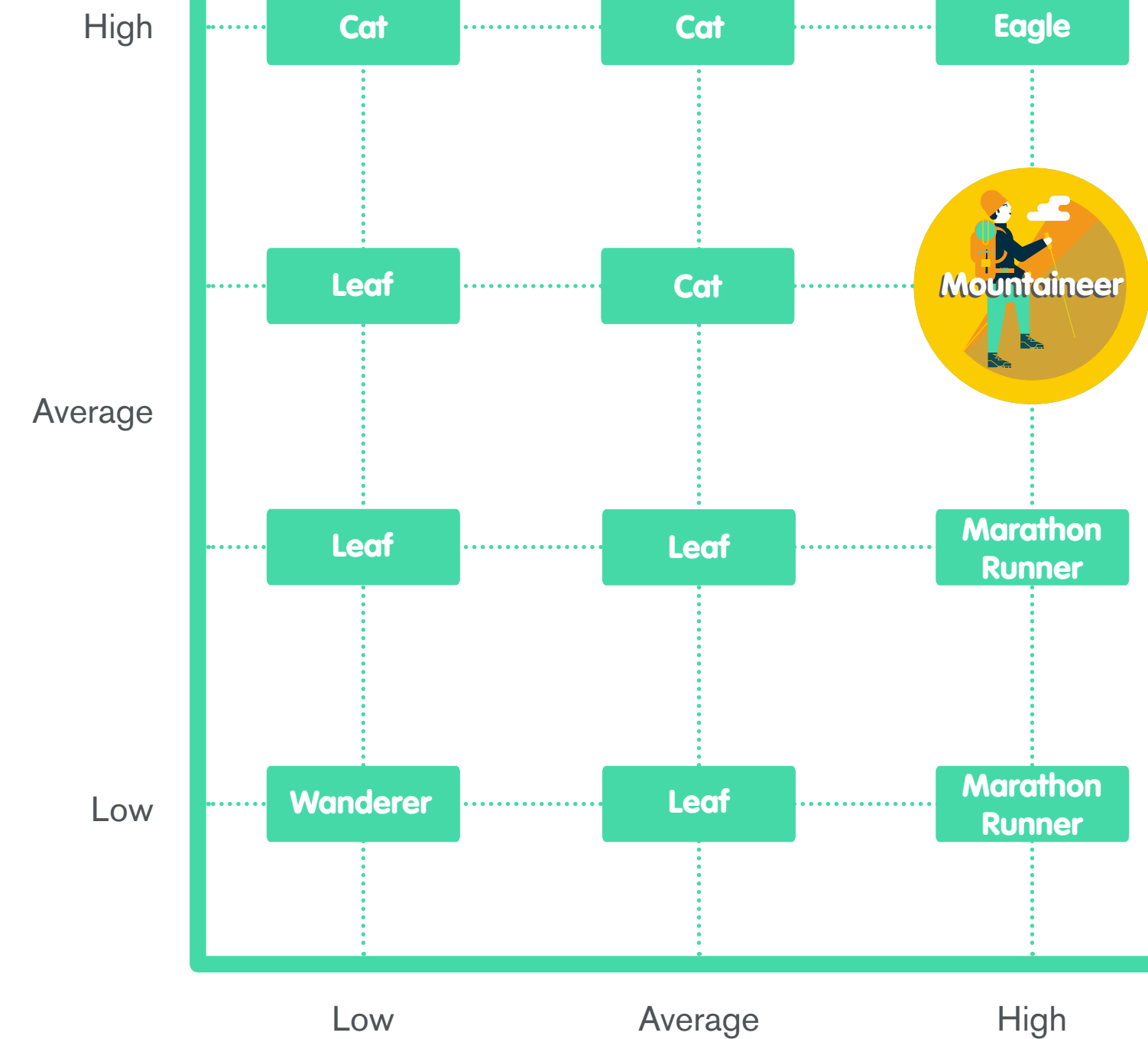
My Will

Mountaineer



These candidates have the determination necessary to strengthen their CV. With a stimulating academic or work environment they could be extremely positive classmates or colleagues.

My Profile



My Will

Thumbs Up Map:
how it works

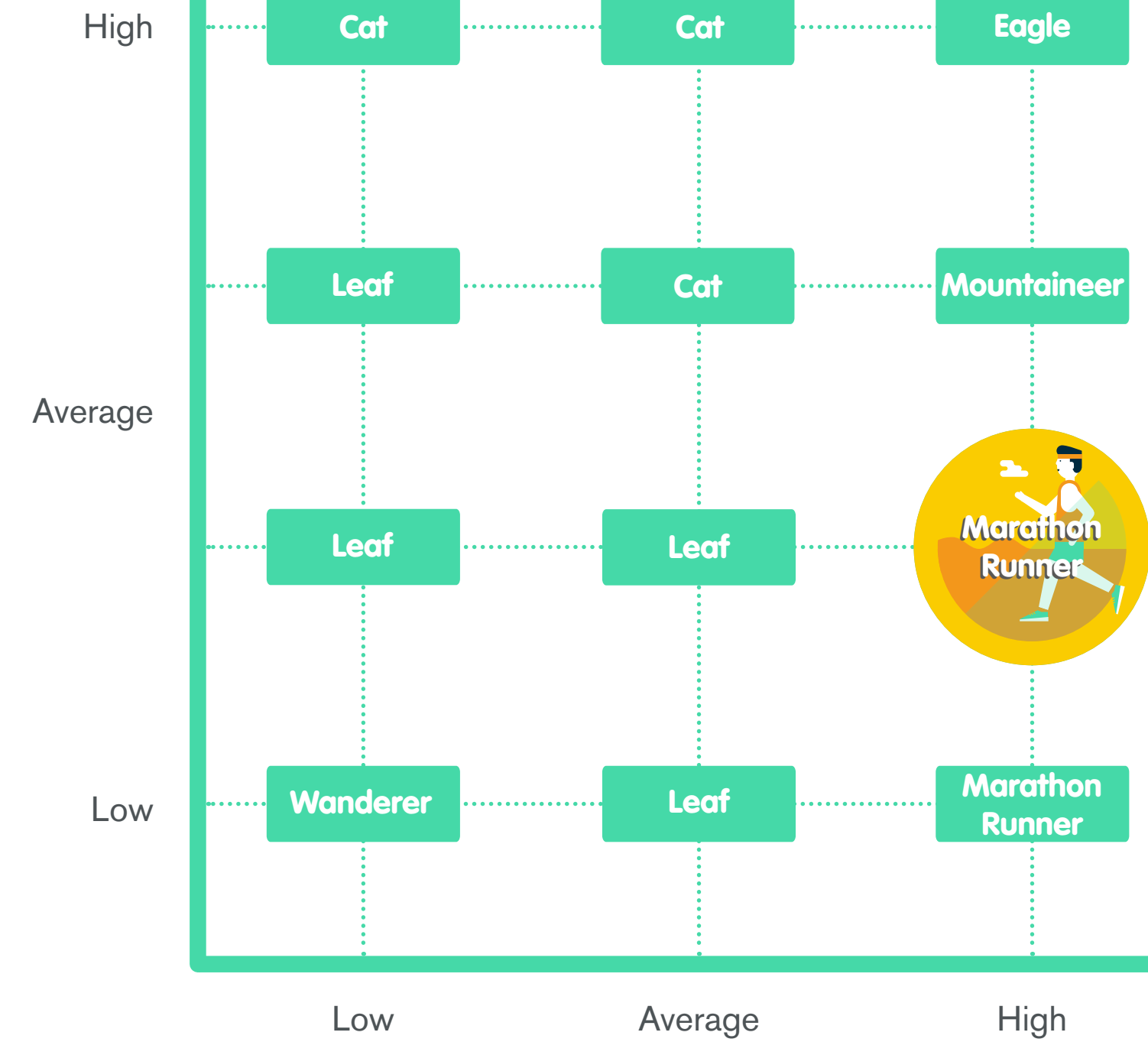
My Archetype

Marathon Runner



Study and work have a very important place in these candidates' life. However there are gaps to bridge in terms of experience, skills and training.

My Profile



My Will

Thumbs Up Map:
how it works

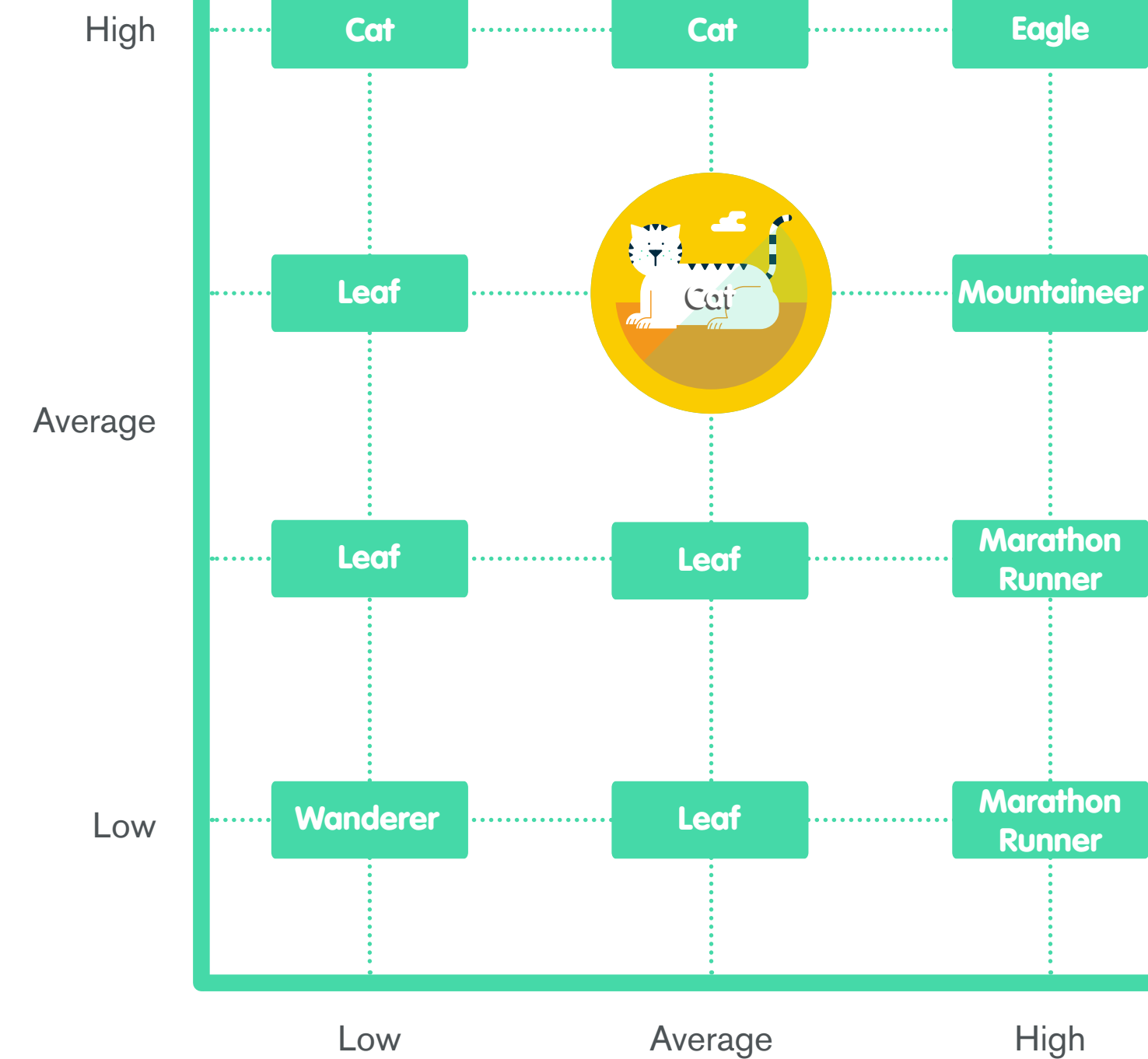
My Archetype

Cat



These candidates have no particular expectations and they are not particular inclined to make much effort. Jobs which require considerable commitment in terms of energy and time are not recommended.

My Profile



My Will

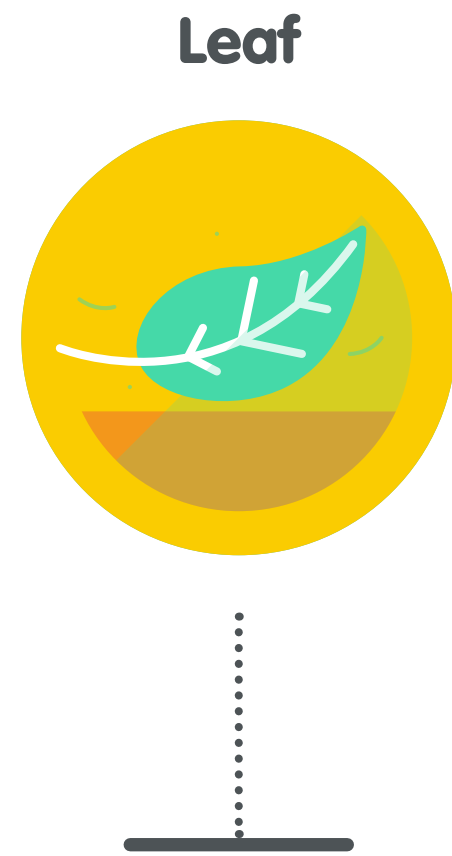
**Thumbs Up Map:
how it works**

My Archetype

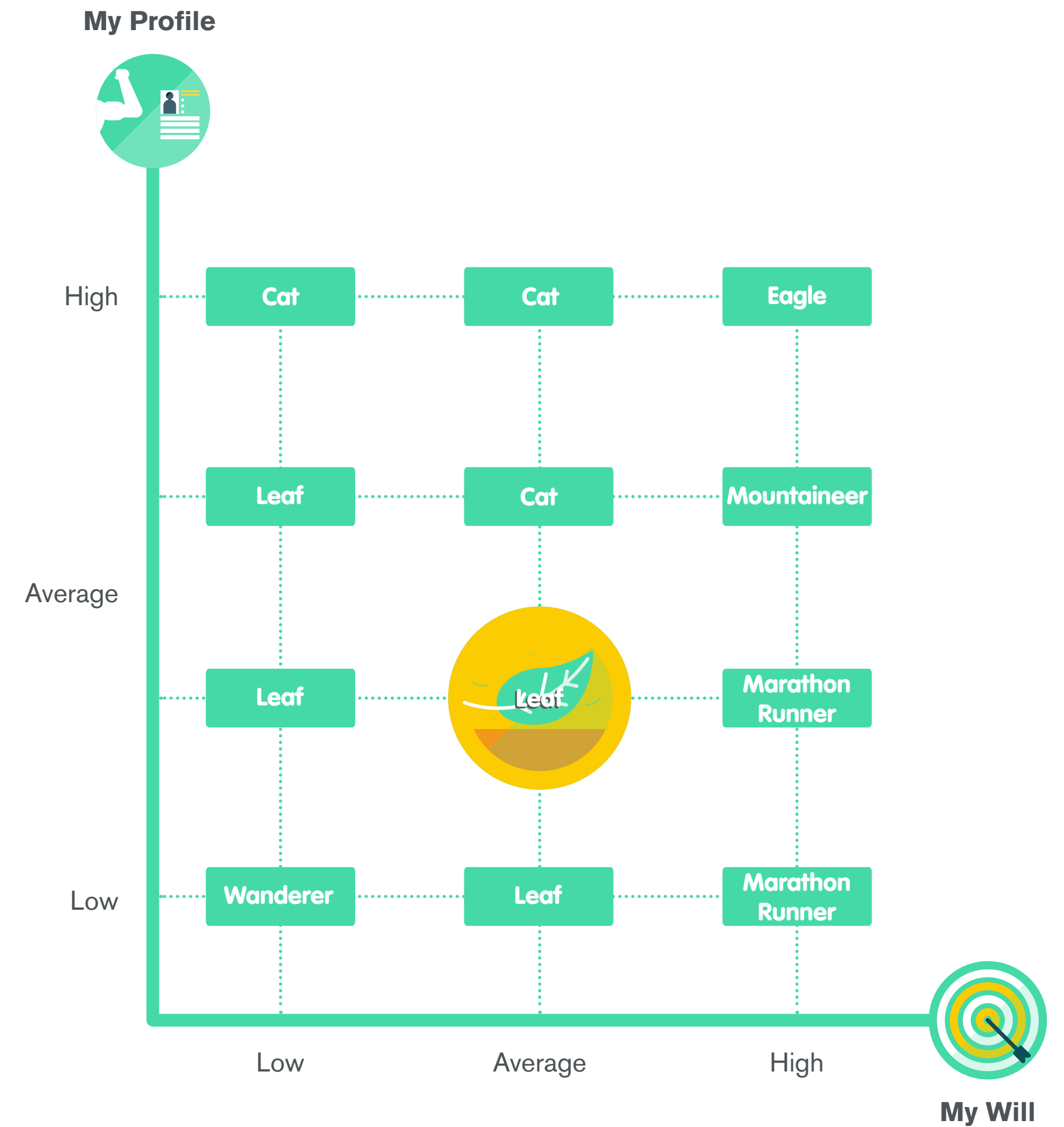


**Thumbs Up Map:
how it works**

..... My Archetype



These candidates have no interest in study or work and they would need support such as a tutor or counsellor before deciding on any particular direction.

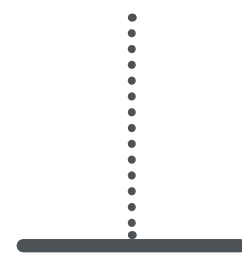




Thumbs Up Map:
how it works

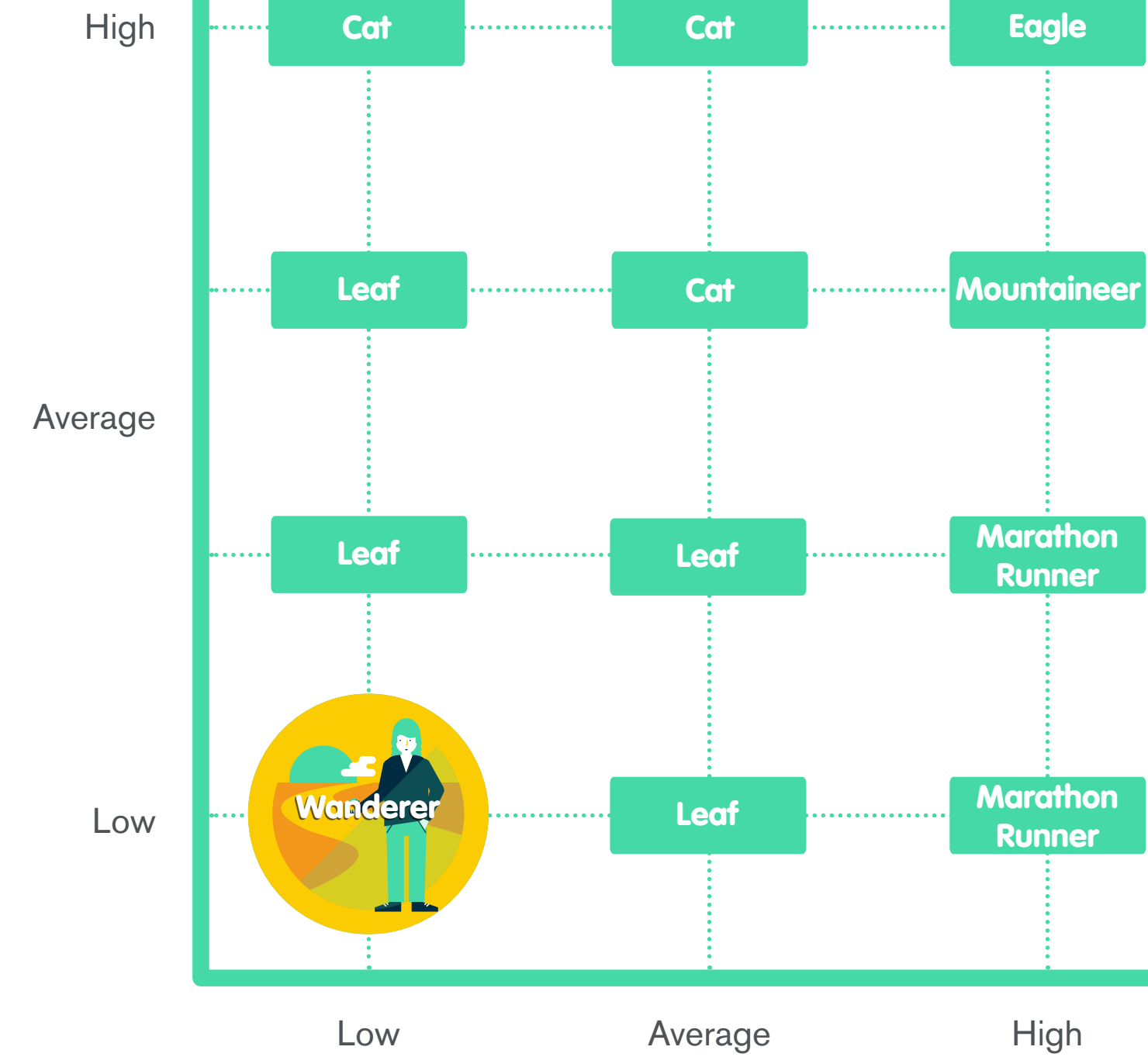
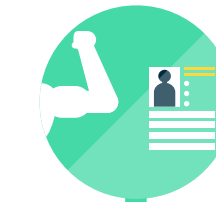
My Archetype

Wanderer



The Wanderer profile may be the result of a critical troubled moment in life. They need a specific support programme in order to get their energy back.

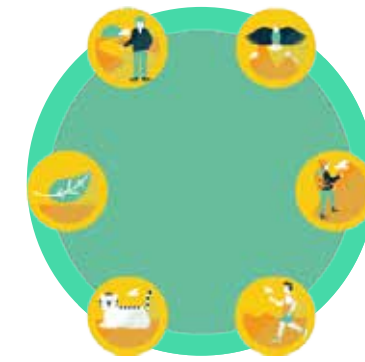
My Profile



My Will

The Guidance

My Archetype



My Job



The Guidance



Thumbs Up Map:
how it works

..... The Guidance

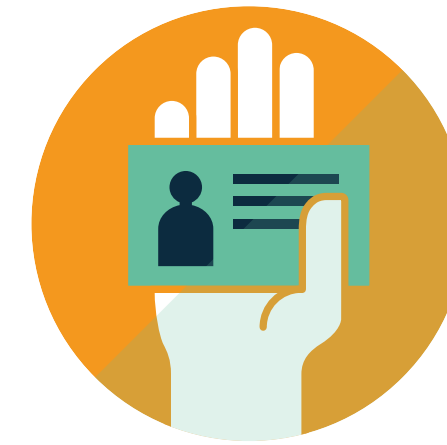


Your expectations

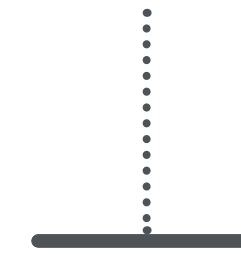


Your expectations serves to help the students become more aware of their own expectations and bring these into line with the real demands of the job market





Your professional function



Public Relations



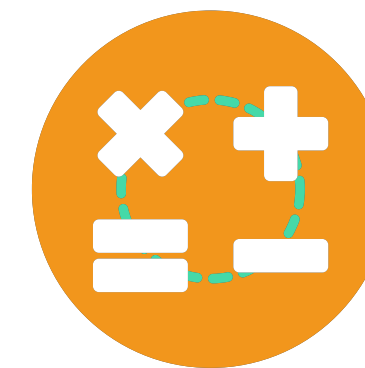
A professional who is totally exposed to the end client

Coordinator



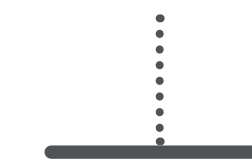
A professional assigning tasks, delegating, following and supporting the individuals in a team

Numbers



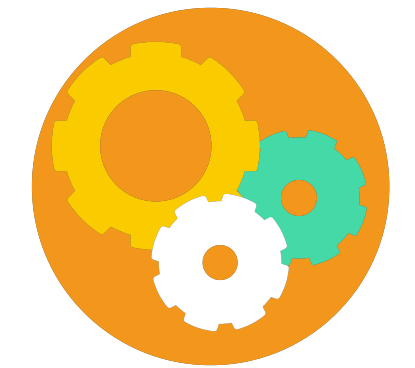
A professional who generally deals with processes of incontrovertible logic, administration and control or IT

Expert



A professional with a strong technical specialisation

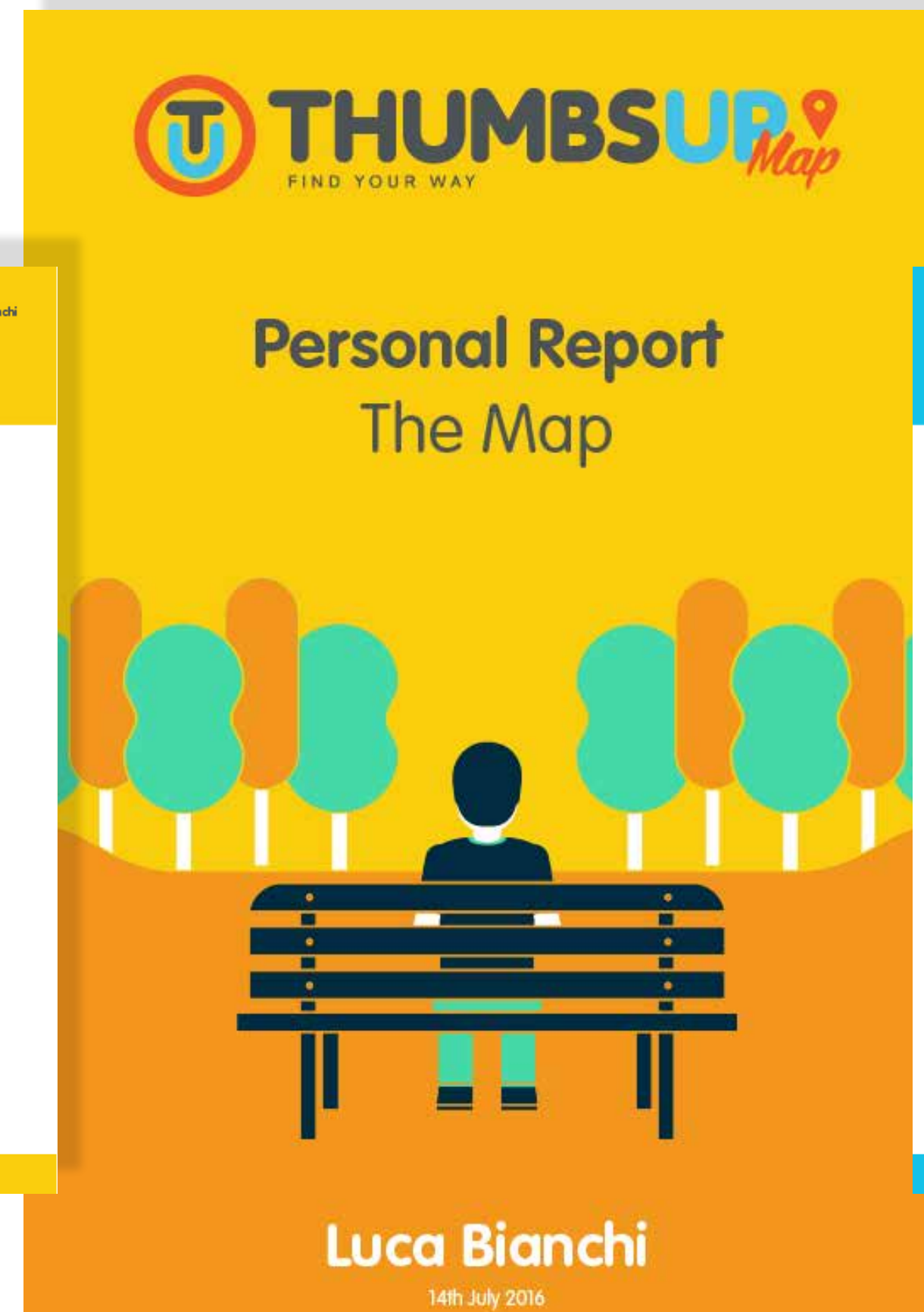
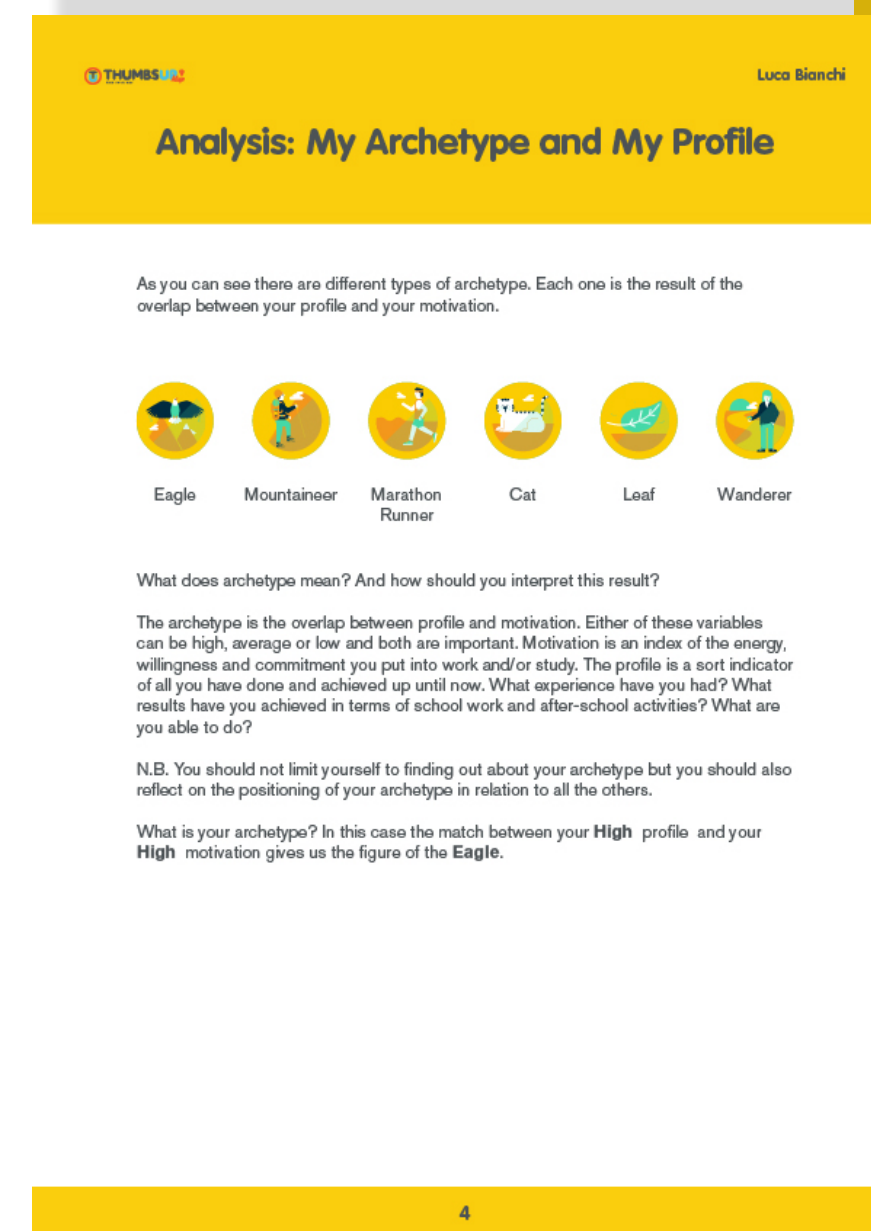
Processes



A professional with an executive function

The final output

The **Final report** can be used by the students and the institution for orientation or assessment, and by the company to cross-reference the profiles required with the details of the young person



Thumbs Up Map:
how it works

..... The final output

1

Thumbs Up

2

Thumbs Up Map: aim and targets

3

Thumbs Up Map: the structure

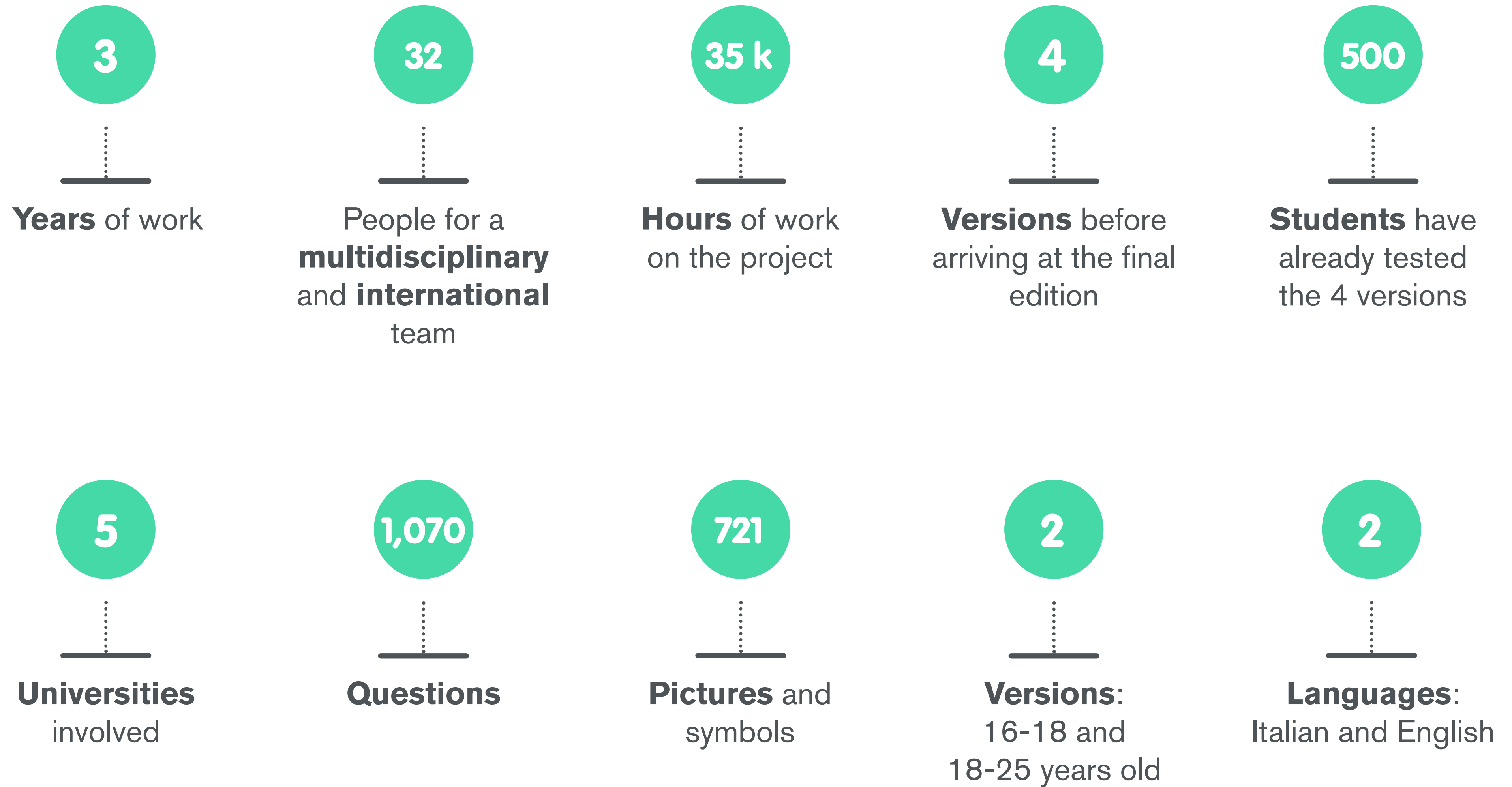
4

Thumbs Up Map: how it works

5

Conclusions

Our numbers



Results achieved

To date Thumbs Up Map has been used by **500** students in **4** universities

Politecnico Milan University



University of Milano Bicocca



University of Bologna



Bocconi University



Available on all the devices



A big opportunity

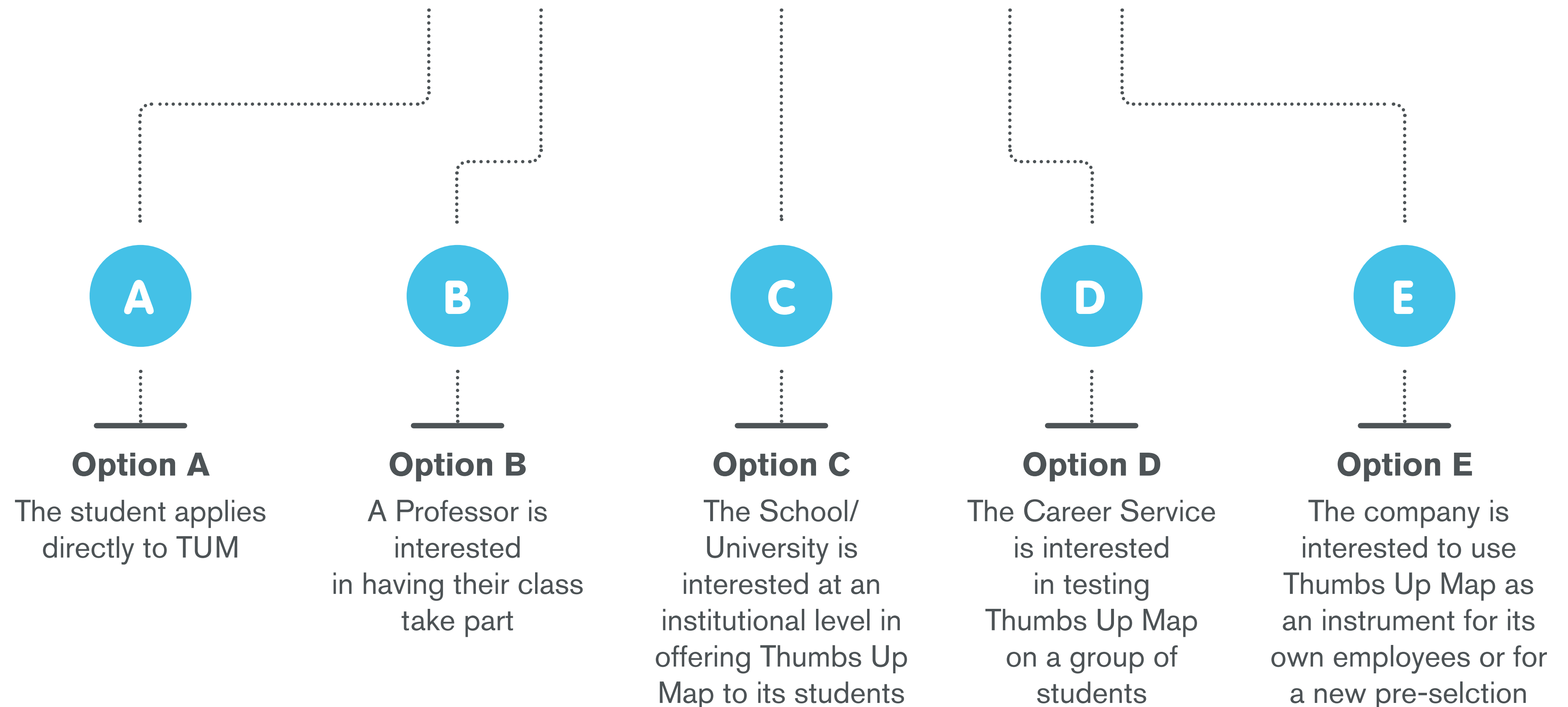
Thumbs Up won the competition organised by the **Vodafone Foundation** and will carry out an experiment offering **2,500 university students and 2,500 high school students** the opportunity to do Thumbs Up Map for free. Write to Thumbs Up and submit your request with the name of the institution, the number of the students, their age and the need.



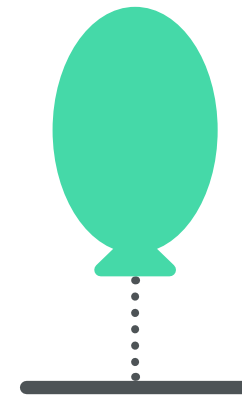
How to take part

If you are an individual Thumbs Up Map can be done directly through the website.
If you are a company or an institution you can buy Thumbs Up Map for a group of students or employees through an agreement with Thumbs Up.

The university can choose the level of involvement:



The founder's profile Anna Venturino



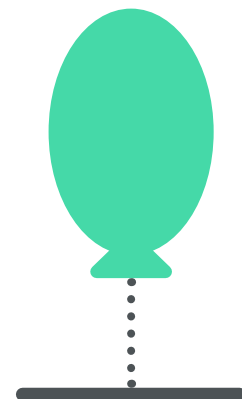
Robust academic background

- Degree in Economics (Bocconi University)
- Master in Mediation (Cattolica University)



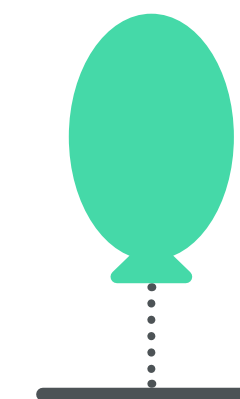
Expert educator

- 15 years in education, with focus on youth unemployment and NEET
- Self entrepreneurship course for Management Engineers at Politecnico Milan University



Proven entrepreneurial track record

- Developer of Thumbs Up Map Web Platform
- Founder and CEO – Thumbs Up (2014)
- Founder and CEO – Oliver Twist (2005, backed by Kairos)
- Founder and CEO – Umana Mente (2001, backed by Allianz)



International exposure

- German education (15 years)
- Italian and German mother tongue, English and French proficiency
- EFFER network member (European Forum for Entrepreneurship Research)
- International projects (UK)



Contacts



Thumbs Up

www.thumbsupweb.org

Anna Ida Venturino

Founder and Ceo of Thumbs Up



Mail

info@thumbsupweb.org



LinkedIn

[Thumbs Up - Find your way](#)

