

The digital platform: Titritapp.com

Platform owner :

eSTEM Morocco, a Moroccan non-profit organization founded in 2013, focuses on promoting studies and careers in science, technology, engineering, arts and mathematics (STEAM) among girls Moroccan women aged 8 to 18. After 10 years of field work and thanks to Aspen Digital Equity Accelerator and HP, eSTEM Morocco launched, on March 1, 2023, **the web and mobile digital platform TITRIT “Brilliant Star in Amazigh”** to connect, train, guide and digitally support 50,000 people. young girls from the 12 regions of Morocco by 2025.

About Titrit :

TITRIT, more than just an educational digital platform, is a true life companion for the future success of young girls determined to realize their full potential in the fields of science, technology, engineering, arts and mathematics by capitalizing on the power of digital . It is their gateway to STEAM careers offering students a roadmap to know themselves, define and pursue their dreams.

With personal development and self-assessment tools, they can track their progress, identify areas for improvement and set clear learning objectives.

Titrit also provides a treasure trove of resources and opportunities for training and putting into practice the concepts learned to enrich their journey towards adult life.

Tagline : "Connected, Confident, Competent"

“Connected, Confident, Competent” This tagline concisely captures the essence of digital inclusion and empowerment of young girls. It conveys the idea that through connectivity and self-confidence, they become competent digital leaders.

Direct Target Beneficiaries :

- Girls aged 8 to 18 with access to a computer and an internet connection
- Men and women mentors over 18 years old
- Women entrepreneurs

Indirect Beneficiaries :

- Experts
- Women Role Models
- Parents
- Boys
- eSTEM Members (Think Tank Team, Volunteers & Advisors)
- Small and Large Businesses
- Moroccan and foreign government entities
- NGO partners

- Public and private educational establishments: Schools, Colleges, High Schools, Universities
- Investor Partners / Donors
- Media

Main Features of Titrit :

- **Skills Expansion:** Access a diverse range of enriching training courses, unlocking new skills and abilities.
- **Horizon expansion:** enroll in stimulating programs that broaden their horizons and spark their curiosity.
- **Career Exploration:** Engage with mentors who introduce them to various fields of study and career options, broadening their perspectives and opening doors to exciting opportunities.
- **Networking:** Fostering meaningful connections with like-minded girls and inspiring mentors, creating a network of support and collaboration.
- **Assessment of personal growth:** assess their strengths and areas for improvement, based on personality tests.
- **Dream Achievement:** Transforming their most daring dreams and projects into reality, equipped with the necessary confidence and resources.
- **Task Optimization:** Effortlessly plan and manage their tasks, thereby optimizing their time.
- **Inspiration:** connect with inspiring role models
- **Learning circles:** join student circles to collaborate and progress together
- **Streamlined calendar management:** Seamlessly track their calendars, ensuring they never miss an important event and always stay one step ahead.

How it works ?

- Registration on the Titritapp.com platform
- If you are between 8 and 18 years old, you are automatically assigned to a “Student” profile. Otherwise, we are assigned to a “Visitor” profile.
- Visitors can apply for one of the following roles: Organization Representative, Mentor, Female Entrepreneur, Female Role Model, Expert, Parent, eSTEM Member
- Each user accesses a suitable menu and can participate in the programs intended for them.
- Gradually, the Powerbook is filled with achievements and successes.

Visit our platform www.titritapp.com

- **When you are a “Representative of an organization”,** you can choose between the 5 types of partners below: Private Sector, Public Sector, Academia, Civil Society, Media
- All Titrit users access one or more of the following main sections according to their role:
 - Personal growth
 - eSTEAM programs
 - Partner Programs
 - Ressources Submission

- o Powerbook (exclusive to students, mentors and women entrepreneurs)
- o Repository of Mentors
- o Dashboard

Screenshots :

