

ACADEMIC INSTITUTION	University of Alberta
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PROJECT NAME	TalkMaze
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NEED AND AUDIENCE

Public speaking is one of many skills needed to be a successful entrepreneur, however, 73% of individuals are afraid of public speaking. TalkMaze believes in changing the status quo and fulfilling this need for public speaking training. TalkMaze addresses the issue by offering individuals high-quality public speaking and debate training, turning them into impactful entrepreneurs and public speakers. Through this, we can create a more significant impact and equip individuals with the skills to be successful in their careers. Our primary focus is to target students and empower them to act within their communities and bring their entrepreneurial ideas to life. By teaching effective speaking techniques, students can pitch their ideas effectively and emancipate themselves from general speaking barriers, turning them into successful entrepreneurs.

ACTION TAKEN

From the very beginning, we have worked with more than 10 community partners to provide access to high-quality public speaking training. Recently, we partnered up with JIVAM Foundation to teach public speaking to over 20 students in rural India for absolutely no cost. We achieved this through our business model, utilizing revenue from schools worldwide to provide training to those who cannot afford our introductory training sessions. As a result, we have not only impacted 300 students, but also equipped these future entrepreneurs with necessary skills and abilities to communicate their revolutionary ideas. Ghalia Aamer, the CEO and Founder of TalkMaze, initiated the project from a personal experience. As a child, she was hesitant to speak up. However, access to opportunities allowed her to impact her community; recognizing this, she started the company for those who could not get the same opportunities as she did. As a result, TalkMaze is currently teaching schools in Canada, Hong Kong, and the United States- building a future of well-spoken entrepreneurs globally. Additionally, we have worked with partner organizations such as the Association of Independent Schools & Colleges in Alberta, League of Innovators, Edmonton Public Schools, North Central Teachers Convention (NCTCA), Startup Edmonton, eHUB, Alberta Chinese Cultural Education and more! We plan to continue to work with local community partners to uplift the world's future entrepreneurs.

IMPACT

With 100% retention of our existing customers and positive customer feedback, we have provided 300 future entrepreneurs with public speaking skills. Additionally, we see a 250% year-to-year revenue growth, with well over \$28,000 in revenue. TalkMaze continues to inspire over 100,000 people on our social media; We have had 2.1 million views and 8,821 followers on TikTok and over 1,100 followers on Instagram. Additionally, we have reached over 1000 students through our pro-bono talks and aim to get even more people by the end of this year. Finally, through our experienced coaches, we have accumulated 400 pages of curriculum and provided value to 5 schools and over 10 community partners.

STANDARD METRICS

(These metrics are related only to the project presented and represent work done since March 1, 2021)

Number of businesses started	2	Number of existing entrepreneurs helped	500+
Number of people exposed to entrepreneurship	100,000	Number of jobs created	25

PROJECT START DATE	June 2020
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IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM?	Partnership
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