

Building a better future by alleviating digital distress.

Executive Summary

Surmise a world where every young person and new local business had access to high quality digital resources and expertise regardless of their sociocultural or socio-economic background. We envision a world where underserved creators and vendors have access to consumers anywhere. Wrkz Inc. is committed to alleviating digital distress for youth/young adults and local entrepreneurs in low-income areas across Los Angeles County. Our mission is to empower underserved communities with the education, training and coaching to forge pathways of achievement in the digital technology and creative economy.

Problem Statement

In Los Angeles County, over 200,000 youth (ages 16–24) are not in school or working, with the majority living in South LA and similar neighborhoods. These young, talented creators lack access to digital tools and training needed for in-demand careers. How might we engage with and enhance their ability to learn new skills which would position them for long-term career stability and mobility in a competitive industry? As well, 60% of small businesses in the same communities lack the digital skills or resources to compete online, limiting growth and perpetuating cycles of economic inequality. How might we enable them to retain and reach new customers, market their products online, and scale their operations?

Solution

Wrkz Inc. is a self-sustaining nonprofit digital technology and creative marketing agency. Unlike traditional programs, our creators immediately apply their skills by supporting real local vendors, generating tangible community impact. Our career and workforce development platform delivers hands-on training in User Experience (UX) Design and Content Strategy-skills, ranked among the top 10 most in-demand by LinkedIn in 2024. We emphasize critical thinking, facilitation, and collaboration skills, preparing participants for leadership in the digital economy and creativity. By partnering directly with local businesses, we ensure our solution addresses real-world needs and opportunities that keep pace with the high speed digital economy.

Impact

The early stages of our work has made a lasting impact in Los Angeles. In our first year, we educated and trained (3) creators who gained hands-on paid work experience through our program which led to a 33% contract job placement rate. Our first cohort also scaled (1) start-up bakery vendor business to new heights. Streamlining their customer experience resulted in a 900% revenue increase in only 6 months. Building on our successes, we aim to expand our reach and impact. By 2027 we aim to increase the number of creators and vendors we serve by 400%. We plan to introduce our UX design and Content Strategy curriculum focusing critical thinking, problem solving and collaboration skills development. By continuing to adapt and innovate, we strive to create a model that can be replicated in other communities facing similar challenges.

Budget and Call To Action

To continue our mission and expand our reach, we're seeking \$500,000 in funding for the coming year. This will allow us to serve 15 creators, 5 vendors, hire a program director, a fundraising director, two curriculum instructors, equipment and materials. A detailed budget breakdown is available upon request. Ready to fuel the future generation of untapped UX Design and Content Strategy leaders? Together we can unlock potential and drive growth. Join our mission today!