Vodafone Campus Lab 1st International Edition

Greece, Romania, Turkey & Spain*





Welcome to the 1st International Edition of Vodafone Campus Lab



Vodafone Campus Lab is the **training and coaching programme for Vodafone's future talent.**

Learn how to **lead a team**, **solve complex challenges** and **get a position in one of the most innovative companies in the world**.

The programme has already welcomed **more than 1900 students**. These students have **improved their employability rate by 40%** and their **average salary by 117%**, compared to the national average for young people.

*Based on the employability surveys of the 5 editions in Spain.



Why Vodafone?



Only in 2022, we hired 5,615 young people globally

Vodafone is a leading telecommunications company with **323 million mobile customers across 21 markets and 48 partner markets** around the world.

We connect for a better future, using technology to improve people's lives and enable an inclusive, sustainable digital society.

Through our business, we aim to **build a digital society** that enhances **socioeconomic progress**, is **inclusive** for all and **does not come at a cost to our planet.**



During the Programme

Discover and implement the model for **solving complex challenges** used at Vodafone and other top companies worldwide.

(i) Learn to work within a **high-performance team** and navigate team conflicts.

Apply everything you've learned and initiate a project addressing real-world problems.

Develop your brand and present your ideas to the Vodafone board, persuading them to believe in both your project and you.

Access exclusive content crafted by Vodafone's global technology leaders, your potential future colleagues.





Awards



Just by participating, you're guaranteed priority access to **Vodafone's early careers programmes**.

🏅 Gift cards:

1000€/person for the 1st team
700€/person for the 2nd team
500€/person for the 3rd team



Calendar



UNTIL DECEMBER 2023

SIGN UP

Fill in your details and apply to join the programme.

*Remember, valid applications are processed on a first-come-first-serve basis until all spots are filled.

JANUARY 2024



TEAM CONFIRMATION

Whether you've assembled your team or received a team proposal from us, you'll need to confirm your participation in the programme.

JANUARY 2024 (OPTIONAL, BUT RECOMMENDED)

TEAM CREATION

Form your ideal team with top talents you know: colleagues, friends, etc. We recommend multidisciplinary teams: encompassing technology, business, and creativity.



JANUARY 2024

WELCOME PACK

You'll receive detailed programme insights and preparation tips before kickoff.





Calendar



JANUARY - MARCH 2024

PROGRAMME PHASE 1

Dive into leadership and problem-solving and start the journey to your dream job.

APRIL - MAY 2024



PROGRAMME PHASE 2

The top 3 teams will refine their business model and master effective communication.

Most teams end this phase with real customers or key partnerships.



FAST TRACK TO VODAFONE ASSESSMENTS

Benefit from **priority access to the Vodafone selection process**, making your hiring smoother and faster.

FEBRUARY - JUNE 2024

EARLY CAREERS OPPORTUNITIES

During the programme, we will share early careers opportunities to join Vodafone. **Remember: <u>you will have priority access.</u>**

JUNE 2024



The best teams present their projects to panel of Vodafone experts.

You have a high chance of joining the company if you reach this stage.



NEXT STEPS

You will develop your leadership skills and master the art of teamwork, **enhancing your employability.**

If selected, you will find a supportive environment at Vodafone and **the opportunity to further your career in a leading global telecommunications company.**



Challenges





During the experience, you and your team must solve one of the following challenges. Please note that the solutions you come up with must use some of these technologies: Augmented Reality, 5G, Cloud, Artificial Intelligence, Big Data (Analytics) or IoT.

Challenge 1 · Environment

How could we help society to **decarbonise**, reduce carbon footprint and enable a **global green recovery**?





Challenge 2 · Digitalisation

How can we support **cities to become smarter** in order to adapt to the demands of **urban growth**, as well as **improve the lives of citizens**?



Challenge 3 · Socio-economic impact

How can we **bridge the rural digital divide** to help create **new jobs**, improve **agricultural productivity** and enhance **local public services**?



Challenge 4 · Social impact

How could we help our elderly improve their **quality of life** with new technologies?





Challenge 5 · Health

How could we optimise **primary care resources** to improve patient outcomes and deliver a **better caregiver experience**?





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Learning process





Learning itinerary

We coach teams to solve Vodafone challenges.

Phase 1 Complex Problem-Solving & Teamwork

Phase 2 Business Model Generation & Pitch

WELCOME WEBINAR							ONLINE MENTORING	
MODULE #0 WELCOME AND TEAM	MODULE #1 PROBLEM	MODULE #2 USER	MODULE #3 SOLUTION	MODULE #4 Validation	MODULE #F COMMUNICATION & FEEDBACK	MODULE #5 BUSINESS MODEL	MODULE #6 PITCH	MODULE #F2 FEEDBACK
- Informative session - Registration on the platform - Welcome video - Learning Contract - Team building	- History and lexicon - Trends and technologies - Mapping of affected users - Interview preparation - Conducting the interviews	- Interviews analysis - Making People Sheets - Searching for contradictions - Redefining the Challenge - Mission, Vision and Values	Principles of idea generation Selection of ideas Definition of hypotheses Choice of prototyping technique Construction of the Minimum Prototype	- Experimentation - Solution interviews - Validation of hypotheses	- Conclusions and lessons learned - Our story - Team feedback and itinerary - Documentation of learnings - Next steps	- Customer focus - Business model design - Business model validation	- Pitch design - Video pitch - Real-world testing	- Team and programme feedback - Documentation of learning - Next Steps

Chack

- Informative session

- Welcome video

- Team building

- Learning Contract

- Registration on the platform

- Interview preparation

- Conducting the interviews

Redefining the Challenge

Mission, Vision and Values



*Tentative dates

Learning itinerary

We coach teams to solve Vodafone challenges.

Phase 1 Complex Problem-Solving & Teamwork -WELCOME WEBINAR ONLINE MENTORING ONLINE MENTORING ONLINE MENTORING ONLINE MENTORING ONLINE MENTORING ONLINE MENTORING **MODULE #0 MODULE #1 MODULE #2** MODULE #3 **MODULE #4 MODULE #F** WELCOME AND TEAM PROBLEM VALIDATION COMMUNICATION **BUSINESS MODEL** USER SOLUTION ñ Pr (0)

- History and lexicon Interviews analysis Principles of idea generation - Experimentation - Conclusions and lessons learned - Trends and technologies Making People Sheets Selection of ideas - Solution interviews - Our story - Mapping of affected users Searching for contradictions - Definition of hypotheses - Validation of hypotheses - Team feedback and itinerary

- Choice of prototyping technique

- Construction of the Minimum

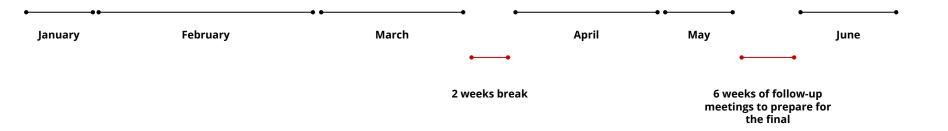
Prototype

Phase 2 **Business Model Generation &**



Final





- Documentation of learnings

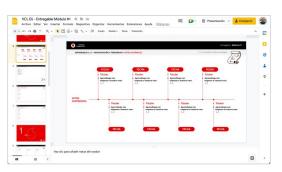
- Next steps

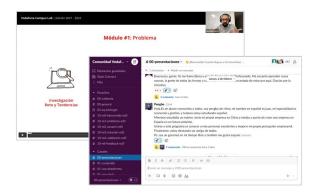


Learning process

Learn 🔁 Build 🔁 Improve







Learn Content Platform **Build** Deliverables of each Module (To be submitted before the end of each module)

Improve

Feedback during online sessions and throughout the week in the chat



Community | Mentors

We bring the experience and talent of 5 years of alumni to this edition



We promote **peer-to-peer learning**, inviting previous participants to mentor new teams.



Community | Vodafone Expert Sessions

Learn from Vodafone's top experts

We will be holding online sessions with <u>Vodafone's best technology</u> <u>experts</u>. Those who could be your future colleagues.

You will also have access to an exclusive repository of past editions.





Community | Early Career Programmes

The opportunity to join the Vodafone team.

Joining Vodafone Campus Lab gives you priority access to **Vodafone's early career programmes**, increasing your chances of landing a great job at one of the world's best companies.







Final event

Pitch your project to the Vodafone board

The top teams pitch their projects to the panel of Vodafone experts .

In the final, the teams demonstrate live how they have designed and validated a solution and business model based on Vodafone's challenges.





Badges & certificates

Or how to validate what you have learned during the programme.

Throughout the programme, you will have the opportunity to **earn badges that** recognise your outstanding Vodafone Campus Lab performance on the programme. Maria Elena Feria Sordo Vodefore Connect Next 0 Líder de Comunicación 🍊 Líder de Feedback Líder de Innovación Once you have completed the programme, we will issue you with a **Blockchain** O Vodafone Campus Lab certificate that attests to the Fase 1 del programa de Liderazgo colaborativo e innovador (Ed. 2022competencies you have acquired during 2023) the programme. Descargar Opciones -🌔 Equipo Finalista 🍝 Equipo Ganador Maria Elena Feria Sordo :Comparta su logro



Sign up at vodafonecampuslab.com