# **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 assessments**.

# 🏅 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.** 

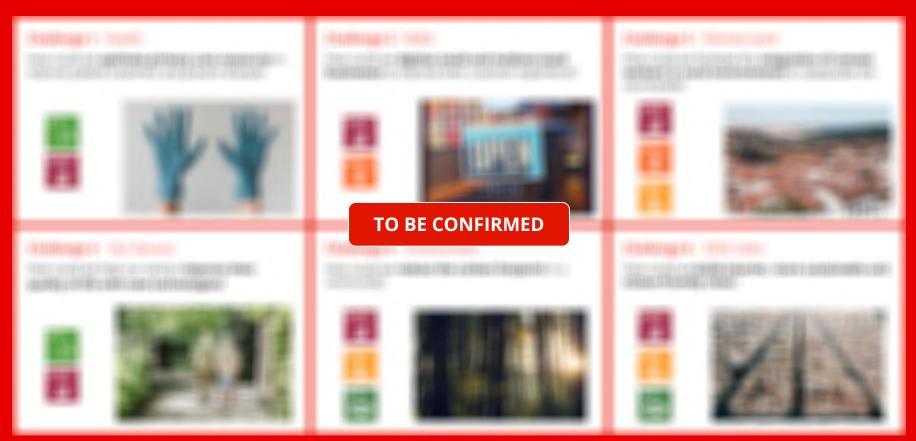


# Challenges





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



# 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

- History and lexicon

- Trends and technologies

- Interview preparation

- Mapping of affected users

- Conducting the interviews

Searching for contradictions

Redefining the Challenge

Mission, Vision and Values



\*Tentative dates

# Learning itinerary

We coach teams to solve Vodafone challenges.

- Customer focus

- Business model design

- Business model validation

#### Phase 1 **Business Model Generation &** Complex Problem-Solving & Teamwork <u>R</u> 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 USER SOLUTION ñ Pr B (0)

- Definition of hypotheses

Prototype

- Choice of prototyping technique

- Construction of the Minimum

## Interviews analysis Principles of idea generation - Experimentation - Conclusions and lessons learned

### Making People Sheets Selection of ideas - Solution interviews - Our story

- Validation of hypotheses

### Pitch \$ -ONLINE MENTORING ONLINE MENTORING **MODULE #5 MODULE #6 MODULE #F2 BUSINESS MODEL**

- Team and programme feedback

- Documentation of learning

- Next Steps

- Pitch design

- Video pitch

- Real-world testing

Phase 2

# **Final**



### April January February March May June 2 weeks break 6 weeks of follow-up (Easter) meetings to prepare for the final

- Team feedback and itinerary

- Documentation of learnings

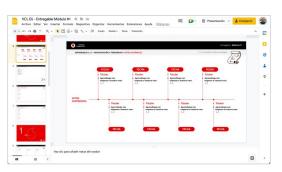
- Next steps

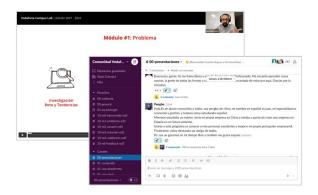


# **Learning process**

## 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