

## Case Study: Empowering over 227,000+ Learners Through the Deloitte SkillUp Partnership - A Model for Scalable Education Impact

April 2, 2026

### Overview

In a strategic collaboration launched in October 2023, [SkillUp](#) partnered with [Deloitte Southeast Asia](#) as part of Deloitte's [WorldClass initiative](#), which aims to empower 100 million people globally by 2030 through education and skills development.

This partnership focused on bridging the education-to-employment gap in Southeast Asia by delivering free, accessible e-learning programs in STEM, sustainability, job readiness, and emerging technologies like AI and cloud computing. Over the ensuing 1.5 years, the initiative has transformed the lives of 227,000 learners across the ASEAN countries, equipping them with job-ready skills and fostering innovation in underserved communities. This case study highlights the partnership's approach, execution, and measurable outcomes, demonstrating SkillUp's proven ability to scale high-impact educational programs with corporate partners.

### The Challenge

Southeast Asia is facing a noticeable digital and professional skills gap. Surveys across Asia–Pacific show that around three in four employers have roles requiring digital skills, and more than 70% say it is challenging to find candidates with the right capabilities (AWS–Gallup Asia Pacific Digital Skills Study, 2023; ManpowerGroup Global Talent Shortage, 2024).

At the same time, youth unemployment in Asia and the Pacific remains close to 13% on average, with rates around 10% in many ASEAN economies and some markets, such as Malaysia, higher than this, leaving millions of young people at risk of unemployment or underemployment (ILO, *Global Employment Trends for Youth 2024*). The OECD's *Skills Strategy Southeast Asia* further highlights that a large share of young people and adults still lack the digital and transversal skills needed for emerging jobs, despite rapid growth in technology-intensive sectors (OECD, 2023).

Against this backdrop, Deloitte, through its WorldClass ambition to reach 100 million people with education and skills by 2030 and its Impact Every Day commitment to social responsibility, sought a scalable way to deliver inclusive, high-quality learning aligned with SDG 4 and SDG 8 (Deloitte, WorldClass / Impact Every Day, 2023).

SkillUp was selected as a strategic partner for its extensive network and shared commitment to empowering students. Its strong connections with schools, universities, and employers across ASEAN, along with a proven track record in co-designing industry-aligned courses and training programs, highlight its capability to deliver a scalable learning platform.

### The Solution

SkillUp co-developed a customized e-learning platform with Deloitte, integrating Deloitte's industry insights into interactive courses on STEM education, sustainability practices, and job readiness. The platform features:

- **Gamified Learning & Student Leaderboards:** Mobile-first design with rewards, live leaderboards, and badges to boost engagement, achieving completion rates higher than traditional online courses.
- **Industry-Aligned Content:** Modules co-created with experts from leading companies like Deloitte, AWS, IBM, BOSCH, Jobs DB, The British Council and National Geographic, covering topics like responsible AI, data analytics, English, and career development, ensuring relevance to global job markets.
- **AI-Powered Job Matching:** An AI engine that maps learner skills, assessment outcomes, and interests to real job roles and internships across ASEAN and beyond, helping students see concrete career pathways.
- **Teacher & Institution Dashboards:** Real-time dashboards for teachers and academic leaders to track progress, identify at-risk learners, compare cohorts, and plan targeted interventions at class or campus level.

This partnership leveraged SkillUp's existing network of more than 150 partner schools, over 18 universities, and 38 companies, amplified by Deloitte's regional and global presence and mentorship to create a scalable, data-driven success story.

### Approach

- **Hybrid Online + On-Campus Delivery:** Core learning, quizzes and dashboards run on the SkillUp platform, while key moments happen via on-campus bootcamps, expert guest talks and in-person and virtual career fairs. This keeps the model scalable while ensuring the human-in-the-loop approach, as in-person interaction is still key.

- **Hyper-Localised Experience:** Content, examples and assessments are localised in Thai (with the goal to introduce other languages such as Mandarin and Bahasa Indonesia). There are also case studies drawn from local industries and employers. Campaign calendars and messaging are tuned to each country's academic cycle so learners feel the programme is "built for us."
- **SkillUp University Ambassadors:** Selected students act as SkillUp Ambassadors, driving onboarding, running peer clinics and promoting success stories. They create a peer-led movement that sustains engagement between formal campaigns.
- **Teacher & Leader Enablement:** Faculty and programme coordinators receive short, practical training on using the dashboards to track progress and support at-risk learners. Academic leaders get simple insight reports that inform course design and institutional planning.
- **Campaign-Based Onboarding & Re-Engagement:** Structured campaigns, such as orientation challenges, two-week SkillUp Skills sprints, and career-readiness weeks, help keep the platform top of mind. Each campaign has clear goals, communication assets and rewards to keep participation high, including prizes and access to internships, as examples.
- **Integrated AI Job-Matching Pathway:** After completing core modules and assessments, learners unlock AI-powered job and internship recommendations mapped to their skills and interests. This makes the pathway from learning to real opportunities with Deloitte and partners very explicit.
- **Data-Driven Continuous Improvement:** Usage, performance and outcome data are reviewed regularly with Deloitte and institutional partners. Insights from each cohort are used to refine content, campaigns and targeting for the next cycle.

### Some of our Partners

| Partner Name        | Partner Type | Collaboration                                                                                                                                                                                                                                                                                                                                                                                                              |
|---------------------|--------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| AWS<br>(Global)     | Industry     | SkillUp partners with AWS by embedding AWS Skill Builder directly into the SkillUp platform via LTI 1.3, giving students across Asia free, seamless access to official AWS courses with single sign-on. SkillUp handles outreach, engagement and learner support, while AWS provides the core cloud learning content, so students can build industry recognised skills and progress toward cloud career pathways at scale. |
| IBM<br>(ASEAN wide) | Industry     | SkillUp collaborates with IBM SkillsBuild to bring free IBM digital skills learning paths into the SkillUp platform for students across Asia. Learners can discover and launch IBM SkillsBuild courses from inside SkillUp, then use SkillUp's challenges, reflection activities and career tools to turn those courses into clear steps toward real opportunities in                                                      |

|                                                          |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|----------------------------------------------------------|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                          |            | technology, business and data driven roles.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| TPQI<br>(Thailand)                                       | Government | SkillUp Global partners with TPQI via an October 2025 MOU to build custom career pathways in AI and cloud skills, certify all courses to national standards, and grant access to its platform for all Thai technical colleges.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| SEAMEO<br>STEM-Ed<br>(Thailand)                          | Government | SkillUp partners with SEAMEO to deliver STEM courses and competitions, like Function Art, to students across ASEAN via its platform, prioritizing underprivileged learners through free, accessible online access.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Bosch<br>(Thailand)                                      | Industry   | SkillUp collaborates with Bosch Home Thailand through events like "Bridging Academia and Industry with DeepTech AI Innovation" to identify industry-relevant training, offering certifications that connect students to job opportunities supplied by Bosch.                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Jobs DB<br>(Asia wide)                                   | Industry   | SkillUp partners with JobsDB (part of SEEK) via an MOU to promote its courses on the platform across ASEAN, connecting students to vetted job and internship opportunities provided by employers.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Department of<br>Learning<br>Encouragement<br>(Thailand) | Government | SkillUp's partnership with the Department of Learning Encouragement (DOLE), the Ministry of Education's key agency responsible for lifelong learning and reskilling initiatives across Thailand. Under this collaboration, SkillUp is delivering specialized Train-the-Trainer programs to hundreds of DOLE educators and program coordinators. These intensive sessions equip DOLE instructors with full mastery of the SkillUp platform, curriculum design tools, and learner engagement strategies, enabling them to independently deploy and customize SkillUp courses within DOLE's extensive reskilling and upskilling programs targeting working adults, career changers, and underserved communities. |
| Srinakharinwirot<br>University<br>(Thailand)             | Academia   | Srinakharinwirot University (SWU), one of Thailand's most prestigious public universities located in Bangkok. Through this strategic partnership, SkillUp and SWU have jointly developed a series of high-impact digital and future-ready skills courses that are now mandatory for SWU undergraduate students across multiple faculties. These co-created courses ensure that every SWU graduate is equipped with essential industry-aligned competencies in different areas. SWU will fully link and embed SkillUp's courses                                                                                                                                                                                |

|                                                           |          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|-----------------------------------------------------------|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                           |          | <p>into its in-house online learning platform (SWU e-Learning). This integration allows students to access SkillUp content directly through their existing SWU accounts, track progress alongside regular coursework, and receive official SWU credit upon completion.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Surindra Rajabhat University (Thailand)                   | Academia | <p>Surindra Rajabhat University (SRRU), one of Thailand's leading regional universities with a student body of approximately 37,000 students.</p> <p>Under the signed Memorandum of Understanding (MoU), SRRU is integrating SkillUp's upskilling programs into its ecosystem, providing students and faculty with access to industry-relevant digital skills training. Furthermore, SRRU has committed to promoting SkillUp across the entire Surin province throughout 2026 in collaboration with the local higher education authorities. This province-wide initiative, formalized through an additional MoU with the Surin Provincial Education Office, aims to extend SkillUp's reach to educational institutions, vocational colleges, and communities throughout the district.</p>                                                               |
| Rajamangala University of Technology Ayutthaya (Thailand) | Academia | <p>SkillUp and the Rajamangala University of Technology (RMUT) network, beginning with a flagship implementation at one of its key campuses.</p> <p>In close collaboration with the Thailand Professional Qualification Institute (TPQI), SkillUp is rolling out nationally recognized TPQI-certified courses, launched first with the Faculty of Business Administration. This initial phase serves as the official blueprint and proof-of-concept for full university-wide adoption across the selected RMUT campus in the coming semesters.</p> <p>Following successful implementation and measurable outcomes from the pilot faculty, the program is structured to expand progressively to all faculties within the campus and subsequently scale across the entire network of nine Rajamangala Universities of Technology throughout Thailand.</p> |
| Chiang Mai University (Thailand)                          | Academia | <p>Chiang Mai University (CMU), Thailand's flagship institution in the northern region and one of the country's top five research universities. The collaboration officially launched with the Faculty of Business Administration (CMUBA), CMU's largest and most internationally recognized faculty. SkillUp and CMUBA are jointly introducing a comprehensive set of industry-certified digital and professional skills courses that will be progressively</p>                                                                                                                                                                                                                                                                                                                                                                                        |

|                                               |            |                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|-----------------------------------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                               |            | integrated into the undergraduate and graduate curricula. As the first faculty to adopt the program, CMUBA will serve as the strategic pilot and showcase model for the rest of Chiang Mai University. Upon successful rollout and validation of learning outcomes, the initiative is planned to expand across additional faculties including Economics, Humanities, and Science with the ultimate goal of university-wide adoption. |
| UNESCO<br>(Global)                            | NGO        | SkillUp partners with UNESCO's Global Skills Academy to share data insights and reports, identify most in-need demographics, and provide free platform access for upskilling underserved populations worldwide.                                                                                                                                                                                                                      |
| KAUST<br>(Middle East)                        | Academia   | SkillUp partners with KAUST via a working relationship with its Alumni Office to guide implementation strategies for the Middle East, promoting certified courses to students across the ME region for enhanced access and career pathways.                                                                                                                                                                                          |
| <a href="#">Deloitte</a><br>(Global)          | Industry   | SkillUp Global's founding partnership with Deloitte integrates the firm's global expertise into its online learning platform, focusing on re-skilling and up-skilling for job readiness in STEM and sustainability. This collaboration merges practical education with industry insights, empowering students worldwide through certified courses and talent pipelines aligned with corporate goals.                                 |
| SEAMEO-CISTEM<br>(Philippines)                | Government | SkillUp is in the final signing stage of an MOU with CISTEM Philippines to deliver free AI and cloud computing training to over 1,000,000 teachers nationwide, enhancing STEM education through the ASPIRE program.                                                                                                                                                                                                                  |
| SEAMEO<br>VOCHTECH<br>(Indonesia &<br>Brunei) | Government | SkillUp is in discussions to deliver free, certified training in AI, cloud computing, and STEM skills to all technical colleges and polytechnic universities across Indonesia, empowering underserved students nationwide.                                                                                                                                                                                                           |
| SDG Academy<br>(Malaysia)                     | NGO        | SkillUp partners with SDG Academy to deliver sustainable development-oriented courses, utilizing their global network to expand reach and provide free, accessible education for underserved learners worldwide.                                                                                                                                                                                                                     |
| National<br>Geographic<br>(Asia Wide)         | Industry   | SkillUp collaborates with National Geographic Learning ELT to integrate their English language teaching materials into its platform, enhancing global education for diverse learners.                                                                                                                                                                                                                                                |

## Implementation

The rollout began with the platform's launch in November 2023 offering initial courses in STEM, sustainability, and job readiness. Below are just **some** of the events which have been ran, in total we have ran over 49 in person engagements over the last 24 months (which is an average of 1 every 2 weeks):

| Engagement Date | Description                                                                                                                                                                                                                                                                                                          | Reference                                                                             |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| January 2024    | Deloitte Singapore hosted SkillUp ambassador and former NASA astronaut Charles "Sam" Gemar at NorthLight School, inspiring over 500 students through interactive sessions on space exploration and engineering. This event generated widespread media coverage and drove 15,000 new sign-ups in the following month. |    |
| February 2024   | A SkillUp event at Srinakharinwirot University in Thailand, organized by Deloitte Thailand, featured Astronaut Gemar beaming in virtually. The workshop engaged 300+ university students in real-world problem-solving challenges, resulting in a 25% increase in course enrollments from Thai institutions.         |  |
| August 2024     | Surindra Rajabhat University Thailand invited 3000 school and university students, teachers and officials from all across Thailand to join our SkillUp event "Ready4work" led by SkillUp ambassador and NASA astronaut Charles Gemar.                                                                                |  |

|                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                       |
|-----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| <p><b>February 2025</b></p> | <p>Together with the Department of Learning Encouragement (DOLE), SkillUp successfully organized a professional development training for 400 educators from across Thailand that is expected to positively impact approximately 40,000 students nationwide.</p>                                                                                                                                                                                                                                                                        |    |
| <p><b>April 2025</b></p>    | <p>SkillUp, in partnership with the Bangkok Metropolitan Administration (BMA), organized a full-day “SkillUp4Work” training event for 800 students from the Bangkok metropolitan area. The event aimed to bridge the gap between education and employment by equipping participants with essential job-readiness skills and foundational knowledge in Artificial Intelligence (AI), two of the most in-demand areas identified by Thai employers in 2025.</p>                                                                          |    |
| <p><b>June 2025</b></p>     | <p>SkillUp, in collaboration with Rajamangala University of Technology Isan (RMUTI) Khon Kaen and Kaennakorn Wittalayai School, delivered a large-scale job-readiness and digital-platform training program for 1,400 students (vocational, undergraduate, and high-school levels) across both institutions in Khon Kaen province. The one-day intensive event focused on interview preparation and hands-on training on how students and teachers can maximize the SkillUp platform for lifelong learning and career development.</p> |  |

|                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                       |
|-----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| <b>July 2025</b>      | <p>SkillUp partnered with the Faculty of Business Administration, Chiang Mai University (CMU), to deliver a high-impact, business-focused career acceleration day for 1,200 students. The program combined hands-on training on entering the professional world with direct exposure to real internship and entry-level opportunities listed exclusively on the SkillUp platform.</p>                                                                                          |    |
| <b>September 2025</b> | <p>500 students from Chiang Mai University and the Faculty of Business Administration joined SkillUp for live sessions on interview preparation and internship opportunities with our partners from: Deloitte, AWS, and Bosch Thailand.</p>                                                                                                                                                                                                                                    |    |
| <b>October 2025</b>   | <p>The “SkillUp: Bridging Academia and Industry with AI Innovation” event in Bangkok at Srinakharinwirot University (SWU) in Bangkok, brought together educators, industry leaders, and innovators, with the Ministry of Education, Thailand in attendance. The event also included a showcase of SkillUp’s platform, featuring new tools, career pathways, certifications, and gamification, and celebrated top students from SWU who led the SkillUp course leaderboard.</p> |  |
| <b>March 16, 2026</b> | <p>SkillUp, in partnership with CISTEM, officially launched the ASPIRE Program (Accelerated STEM Pathways for Industry-Responsive Education) at Tanghalang Rizal. 6,000 senior high</p>                                                                                                                                                                                                                                                                                        |  |

|                              |                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                       |
|------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| <p><b>March 17, 2026</b></p> | <p>During the Biyaheng ASPIRE NorthMin tour, SkillUp and CISTEM delivered dynamic sessions to over 1,500 senior high students at Iligan City East National High School. Participants explored real-world STEM and digital skills through the SkillUp platform, gaining free certifications in AI, IT support, and software development.</p>                                            |    |
| <p><b>March 18, 2026</b></p> | <p>SkillUp and CISTEM extended the ASPIRE Program to St. Michael's High School (including basic education programs), reaching approximately 750 students with interactive SkillUp workshops. Learners discovered strengths in AI pathways, cloud technologies, and sustainability education while receiving free platform access for ongoing self-paced learning.</p>                  |   |
| <p><b>March 19, 2026</b></p> | <p>As part of the Biyaheng ASPIRE NorthMin rollout in SDO Lanao del Norte, SkillUp and CISTEM engaged over 1,500 students from Lala National High School (and affiliated primary programs) in a full-day skills immersion. Students accessed free SkillUp courses covering entry-level IT, AI, and workplace readiness, with facilitators highlighting real industry applications.</p> |  |

|                          |                                                                                                                                                                                                                                                                                                                                      |                                                                                      |
|--------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| <b>March 20, 2026</b>    | <p>SkillUp collaborated with CISTEM to conduct a targeted ASPIRE session at Mindanao State University, reaching 250 university students with advanced SkillUp modules on AI, cloud computing, and professional certifications. The intimate format allowed for deeper engagement, mentorship, and immediate platform onboarding.</p> |   |
| <b>March 23, 2026</b>    | <p>SkillUp and CISTEM brought the ASPIRE Program to Florentino Torres High School in Tondo, Manila, delivering focused SkillUp sessions to 250 senior high students. Participants received free access to AI and IT career pathways, along with hands-on guidance on digital skills and industry certifications.</p>                 |  |
| <b>Ongoing Expansion</b> | <p>Virtual webinars, co-branded campaigns, and integrations with our partner networks aimed at reaching learners in remote areas. Our goal is 2,000,000 students by 2028.</p>                                                                                                                                                        |                                                                                      |

## Results and Impact

**227,000+**

Learners reached

**67%**

Average completion rate

**2-3 hrs**

Average weekly active learning time

### Employability pull from platform usage

86% interested in applying directly to internships and jobs

92% said job matching functionality would be of particular value

### What the Philippines baseline mapping validates



Source metrics used: learner reach, completion, weekly engagement, internships and job matching interest, and baseline mapping demand signals discussed in the uploaded case study and baseline mapping files.

Over three years, the Deloitte-SkillUp partnership has delivered strong, measurable, and field-validated outcomes across ASEAN and the Philippines.

**Learner Reach:** The initiative has now reached 227,000+ learners across school, university, and early career segments. This demonstrates the partnership's ability to deliver at scale across diverse learner groups and implementation contexts.

**Engagement Metrics:** The programme continues to demonstrate strong learner participation, with an average course completion rate of 67 percent and active learners spending 2 to 3 hours per week on the platform. These metrics reflect sustained learner interest and the effectiveness of SkillUp's mobile-first, campaign-led, and gamified delivery model.

**Career Outcomes and Learner Demand:** Platform data showed that 86 percent of surveyed users said they would be very interested in applying directly to internships and jobs through SkillUp, while 92 percent said job matching functionality would be of particular value. The Philippines baseline mapping further reinforces this. Among respondents, the strongest interest was in Digital Economy and E-Commerce roles at 68.6 percent, followed by IT-BPM and Digital Services at 60.8 percent. This confirms clear learner demand for digitally oriented career pathways and employment-linked skilling opportunities.

**Validation from the Philippines Baseline Mapping:** The baseline mapping also shows what learners need in order to progress. The most requested support was a clear learning path at 57.6 percent, followed by

internship or job guidance at 44.7 percent. Other areas of support included certificate of completion at 29.4 percent, mentor feedback at 23.5 percent, and practical projects and portfolio support at 17.6 percent. These findings show that learners are not only looking for access to courses. They are looking for structure, progression, guidance, and visible links to real opportunities. This directly validates SkillUp's pathway-led model and Deloitte's employability-focused partnership approach.

**Broader Societal Benefits:** The programme continues to contribute to Deloitte's WorldClass ambition by widening access for underrepresented groups, including targeted 40 percent female learners and 30 percent learners from low-income backgrounds. It also remains strongly aligned with the UN Sustainable Development Goals, particularly Quality Education (SDG 4) and Decent Work (SDG 8).

**ROI for Deloitte:** Beyond learner outcomes, the partnership has strengthened Deloitte's reputation as a regional leader in education-focused CSR across ASEAN. The initiative has generated positive visibility, including features on regional education platforms, while SkillUp's dashboard and analytics systems continue to demonstrate efficient delivery at a cost per learner of approximately USD 25.

## Testimonials

- "Working with SkillUp and its global partners like AWS and Deloitte enables TPQI to fast-track competency development nationwide, ensuring every Thai worker can gain industry recognised qualifications and advance in the digital economy" – [Phiriyaphong Chaengchenwet](#) - Bureau Director, [TPQI \(Thailand Professional Qualifications Institute\)](#)
- "Deloitte's expertise combined with SkillUp's innovative approach has equipped me with AI and sustainability knowledge I couldn't access elsewhere. I landed an internship at a tech firm within months." – Learner from Thailand.
- "This collaboration demonstrates the power of corporate partnerships to create meaningful impact. Together, we are improving the quality of education, and making learning engaging and fun, while driving measurable improvements in workforce readiness across Southeast Asia." – Jeanette Juay, Deloitte Southeast Asia Chief Purpose Officer

## Conclusion

This programme has shown that a blended digital and on campus model can deliver meaningful education to employment outcomes at scale. The initiative has now reached 227,000+ learners, with strong course completion rates, consistent weekly engagement, and clear evidence of learner demand for guided pathways, employability support, and job matching. Insights from the baseline mapping further reinforce that learners are looking not only for access to content, but for structured progression into real career opportunities. All of this has been delivered at a cost of under USD 25 per learner.

Core success factors included a mobile friendly platform experience, localized delivery, campus ambassador activation, faculty dashboards, campaign based onboarding, and AI-enabled job matching.

This model is now well positioned for adaptation by companies, foundations, universities, and public agencies seeking scalable, measurable, and employment linked learning outcomes. Please get in touch to explore next steps.

Signed,



---

Peter Longstaff  
CEO  
[peter@skillup.global](mailto:peter@skillup.global)

04 / 02 / 2026



---

Jeanette Juay  
Chief Purpose Officer, Deloitte SEA  
[jjuy@deloitte.com](mailto:jjuy@deloitte.com)

04 / 06 / 2026