

Riipen

Hello!

It's great to hear you're interested in the Riipen Student Advocacy Kit. Here at Riipen, we support your decision to take control of your education and want to provide you with the resources to do so. We've created a simple kit consisting of a one-pager to help explain how Riipen works, why we do what we do and an email template for you to send to your professors/administrators to get started.

If you have any questions, please do not hesitate to contact us at community@riipen.com.

Contents:

1. Why Riipen?

A simple infographic on why Riipen exists, focusing on the issues around underemployment and how we directly benefit students to counter these issues.

2. Riipen For Students One-Pager

A one page summary of how Riipen works and its benefits for companies, institutions and students.

3. Email Template

A sample email to send to a professor or administrator about what Riipen is and to get started on the process of bringing to your institution.

Why Riipen?

Riipen is North America's **largest online marketplace** that connects students with companies to work on real-life projects and earn course credit.

The Problem

43%

of recent university grads are underemployed in their first job after graduating

2/3

of those grads continue to be underemployed for the next five years

13%

of US adults have confidence that universities are preparing students well for the workplace

Where Riipen Comes In:

What is a Riipen Project?

A Riipen project is a challenge or opportunity that a business wants to explore that educators can embed into their course. Students will then work on the project to provide **insights, recommendations, and deliverables** such as designs and software applications - all while in the classroom.

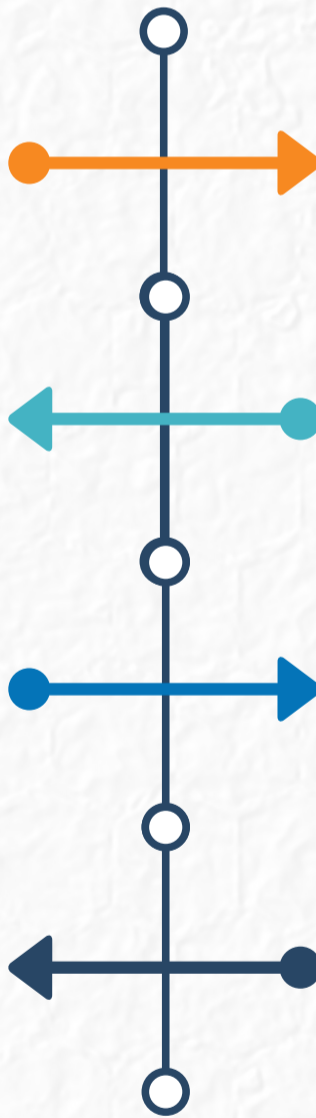
Network with Employers

Kickstart your employer network by interacting with real clients.



Build Employable Skills

Learn and practice soft skills like communication and problem-solving that top employers value.



Gain Experience

Gain valuable experience in navigating a workplace within the comfort of your classroom.



Create Virtual Portfolio

Complete projects and gain feedback to showcase your quality of work to future job prospects.

Access the Riipen Network

Students have access to our vast marketplace featuring companies from around the world. Join other institutions in the marketplace that opens up possibilities of collaborating with companies outside of your local network.



Deloitte
Digital

IBM



UNIVERSITY OF
TORONTO



Schulich
School of Business

Riipen

FOR STUDENTS

Riipen is North America's **largest online marketplace** that connects students with companies to work on real-life projects and earn course credit.



HOW IT WORKS

1.

ENROLL

Check if your school already offers Riipen or speak to your professor about bringing it to your class

2.

MATCH

Your course will be matched with an industry partner looking for your fresh insights and skills

3.

COLLABORATE

Work with the industry partner to complete a real-life project for their company.

4.

REVIEW

Exchange feedback with your industry partner and build long-lasting connections.

THE RIIPEN EFFECT



- Expand Classroom Experiences
- Connect with Industry Partners
- Manage In-Class Projects
- Improve learning outcomes



- Network with Employers
- Gain Experience
- Build Employable Skills
- Create Virtual Portfolio



- Engage with Students
- Build Talent Pipeline
- Promote Brand
- Gain Fresh Insights



Email Template

Here is what an email to a professor or administrator may look like when you're trying to get in touch with them to bring Riipen to your institution. The purpose is to introduce Riipen to a member of your university/college and get the conversation started. Please CC us in the email in order for us to support any questions they might have!

To: Professor/Administrator
CC: community@riipen.com

Hello {{Insert Professor Name}},

{{Introduce yourself if you are not familiar with the professor/administrator}}

Hope you're doing well! I'm writing this email to discuss the possibility of bringing a Riipen project to {{university name}}. [Riipen](#) is North America's largest online marketplace that connects students with companies to work on real-life projects and earn course credit.

Their mission is to end graduate underemployment and as a student about to enter a challenging job market, I believe that this issue is more relevant than ever. Students connect with a company to work on a project that lets them practice their course materials while learning soft skills as well. Experiential learning allows students to network with employers, build a portfolio and apply their classroom theories in a real-life setting. Especially with COVID-19, students are entering a challenging work force and need to be equipped with both the hard and soft skills to thrive at work and gain experience to build their career. Online education needs to be more engaging and with the help of real projects, students can immerse themselves more in their education.

If you're interested, I've included some more information in the links below and there's an email you can reach out to learn more: community@riipen.com. I would love to discuss a way to bring Riipen to our institution and make the next phase of online learning more engaging for everyone. I look forward to hearing from you soon!

<https://www.riipen.com/educators>
<https://app.riipen.com/search/courses>

Thank you,
{{Your Name}}