



Ark^x
Into The Future

We are a factory of innovative “Talent Solutions” to accelerate the Tech ecosystem and unlock the potential of Moroccan African & Arabic youth.

TRAINING • MATCHING • CAREER MANAGEMENT

What challenges encouraged the emergence of Ark-x?

Making the IT sector more competitive

Situation

- 10% annual growth for 15 years
- Risk of reduced competitiveness

Challenges

- Secure a massive “job-ready” talent pool to drive growth
- Optimize the skill-cost ratio
- Supporting rapid developments in technologies

Facilitate access to “future-proof” employment

Situation

- 3 out of 5 young graduates unemployed
- A stock of 2M+ unemployed young people
- Strong mismatch with business expectations and challenges

Challenges

- Promote the Talent-Opportunities match
- 360° support to unlock potential

Making Morocco a Sovereign Technological Hub

Situation

- wants to place Morocco as a Regional Champion in the technological sector

Challenges

- Promote the adaptability of traditional training systems
- Streamline collaboration Market <> Training in Agile mode
- Train massively in New Tech, with relevance.

✦ Ark-x reinvents the Talent value chain in

“Future-Proof” mode and 100% made in Morocco.



Solution



Problems

The traditional talent value chain is incomplete, even obsolete, to meet the challenges of Digital Morocco.

Classic training methods do not keep up with the rapid pace of market developments
do not prepare for new working methods (hybrid, autonomous, flexible, etc.)

Current recruitment solutions are costly for the company

- are not optimized for performance and agility



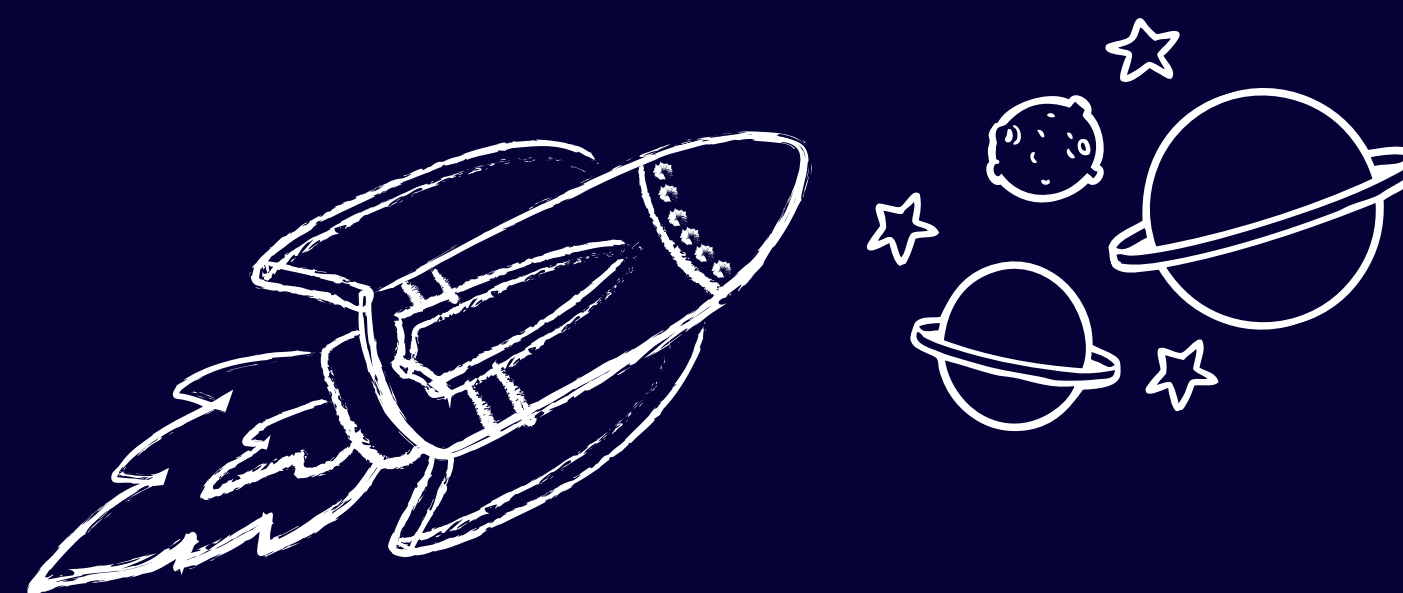
The solution will necessarily be

- Agile: updates at the same time as the market
- Scalable: responds to the volume of need at scale
- Competitive: optimizes the cost-skill ratio
- Reliable: acts as a trusted third party for the recruiter
- Flexible: relevant for today and tomorrow

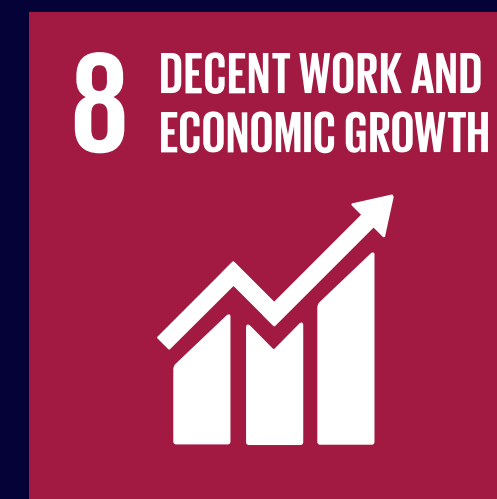
Ark-x reinvents the Tech talent value chain.

Reskilling ▪ Upskilling ▪ Matching ▪ Career Management

- Agile offer focused on professions and skills
- Educational technologies to ensure quality, at scale
- Integrated training-talent integration approach



We combine Ed-Tech | HR-Tech with global best practices from Learning XP Design to develop high-impact solutions, adapted to the specific challenges of our ecosystem.



Proudly Made In 

✦ The “Talent Factory” – initiated in 2019, growing.

Challenges :

- Strengthen the competitiveness of the IT sector
- Promote the integration of young people

Solution :

Industrialize the training of massive pools of “job-ready” tech talent at a competitive cost

Differentiation :

- Upskilling & Reskilling in accelerated mode (4-6 month bootcamps)
- Competitive “Blended” Learning model that ensures quality “at scale”
- Offer focused on skills, co-constructed in agile mode with recruiters

Impact :

- 1000+ profiles trained
- 89% insertion at 3 months
- Selection rate at entry: 4.8%





Enterprise Solutions, initiated in 2023, accelerating

Challenges :

- Accelerate the performance of IT teams
- Supporting the digital transformation of large groups

Solution :

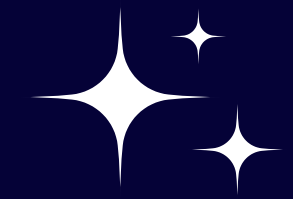
Optimize recruitment, onboarding and talent upgrading processes through a skills-centered, “technology-enabled” approach.

Differentiation :

“Fast-track” onboarding: operational resources in 4-6 weeks instead of several months

Impact :

- 2 ESN accompanied
- Feedback: The 6 weeks of bootcamp were more effective than a 6-month internship in building skills and evaluating new recruits.



✦ Talent Agency, initiated in 2024, in pilot phase.

Challenges :

- Make the deployment of tech talent more flexible and secure for recruiters
- Offering a unique work experience for freelancers #futureofwork

Solution :

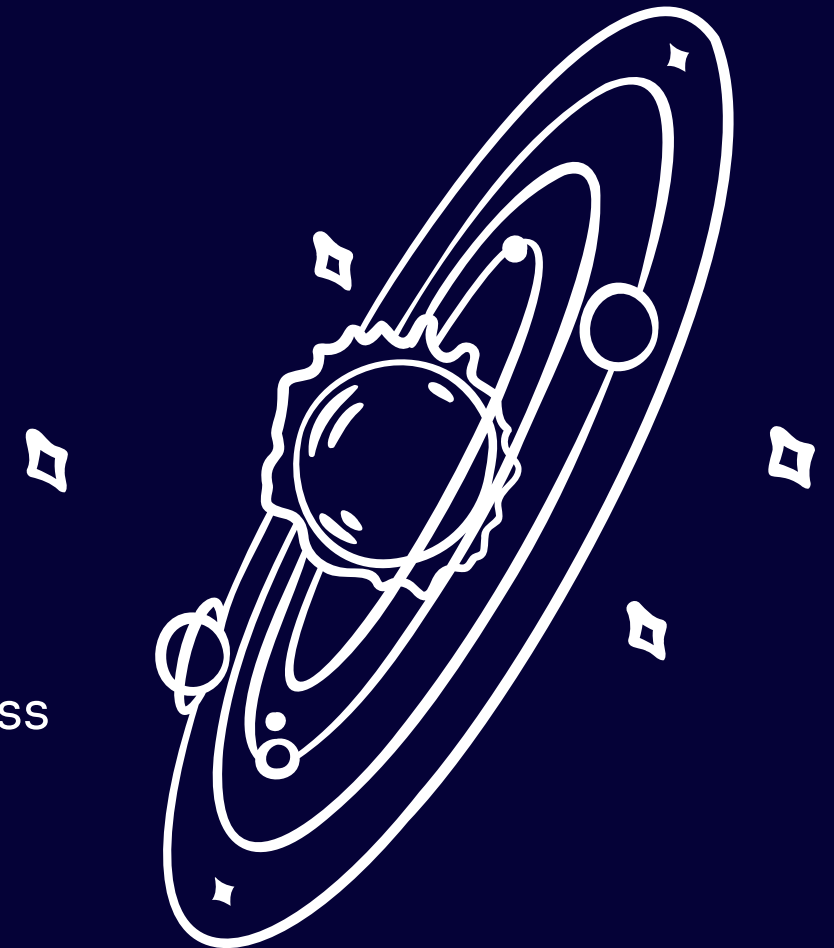
- A community of pre-validated, upgraded and 360° evaluated talents
- An efficient recruitment marketplace with transparent prices

Differentiation :

- Rigorous Assessment: Use of advanced methods for assessing technical and soft skills.
- Immediate Availability: A pool of talent ready to be deployed quickly according to business needs.

Impact :

- Project in pilot phase with ESN Partners.



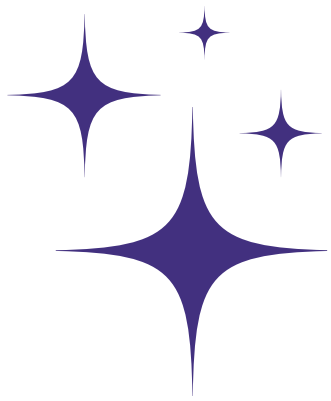
To have an impact on the scale of our issue, we have developed key capabilities

Ark-x 2024

Impact in numbers	2019	2023	2024
Average cohort size*	20-30	x10 → 200-220	x5 → 1000
% Success	100%	93%	Engagement Sup. 90%
% Insertion	86%	87% after 3 months 51% upon release	Engagement Sup. 80%

Key capabilities developed:

- Mobilization of young people: 30K+ candidates in “stock”
- Mobilization of recruiters: 500+ partners
- Training capacity at scale through a highly duplicable “blended learning” model
- Ability to integrate at scale through technological matching tools



*Cohort: group of apprentices supported simultaneously by the Talent Factory

✦ Cap for 2027

Ambitions :

- **10 000** Accelerated Careers, maintain the 80% integration threshold.

Axes of development :

- **Multi-geographies:** Ark-x will cover the main youth populations in Morocco (12 regions)
- **Multi-business:** diversification of sectors in response to market demand (software, cloud, cybersecurity, AI, data, SAP, Salesforce, Blockchain, etc.).
- **Multi-outlets:** in addition to investment partners, development of an incubator dedicated to entrepreneurs.

Standards :

- Contextualize global best practices in terms of Learning Design
- Develop our accessibility, inclusiveness, efficiency, and scalability.
- Deepen our 360° support approach focused on talent



