

THE DIGITAL PLATFORM :

Titritapp.com

Platform Owner

eSTEM Morocco, a Moroccan non-profit organization founded in 2013, focuses on promoting studies and careers in science, technology, engineering, arts and mathematics (STEAM) among girls Moroccan women aged 8 to 18. After 10 years of field work and thanks to Aspen Digital Equity Accelerator and HP, eSTEM Morocco launched, on March 1, 2023, **the web and mobile digital platform TITRIT "Brilliant Star in Amazigh"** to connect, train, guide and digitally support 50,000 people. young girls from the 12 regions of Morocco by 2025.

About Titrit

TITRIT, more than just an educational digital platform, is a true life companion for the future success of young girls determined to realize their full potential in the fields of science, technology, engineering, arts and mathematics by capitalizing on the power of digital . It is their gateway to STEAM careers offering students a roadmap to know themselves, define and pursue their dreams.

With personal development and self-assessment tools, they can track their progress, identify areas for improvement and set clear learning objectives. Titrit also provides a treasure trove of resources and opportunities for training and putting into practice the concepts learned to enrich their journey towards adult life.

TAGLINE

**Connected,
Confident,
Competent**

"Connected, Confident, Competent" This tagline concisely captures the essence of digital inclusion and empowerment of young girls. It conveys the idea that through connectivity and self-confidence, they become competent digital leaders.

Direct Target Beneficiaries

- Girls aged 8 to 18 with access to a computer and an internet connection
- Men and women mentors over 18 years old
- Women entrepreneurs

Indirect Beneficiaries

- Experts
- Women Role Models
- Parents
- Boys
- eSTEM Members (Advisory Group, Team, Volunteers & Advisors)
- Small and Large Businesses
- Moroccan and foreign government entities
- NGO partners
- Public and private educational establishments: Schools, Colleges, High Schools, Universities
- Investor Partners / Donors
- Media

Main Titrit Features

- **Skills Expansion:** Access a diverse range of enriching training courses, unlocking new skills and abilities.
- **Horizon expansion:** enroll in stimulating programs that broaden their horizons and spark their curiosity.
- **Career Exploration:** Engage with mentors who introduce them to various fields of study and career options, broadening their perspectives and opening doors to exciting opportunities.
- **Networking:** Fostering meaningful connections with like-minded girls and inspiring mentors, creating a network of support and collaboration.
- **Assessment of personal growth:** assess their strengths and areas for improvement, based on personality tests.
- **Dream Achievement:** Transforming their most daring dreams and projects into reality, equipped with the necessary confidence and resources.
- **Task Optimization:** Effortlessly plan and manage their tasks, thereby optimizing their time.
- **Inspiration:** connect with inspiring role models
- **Learning circles:** join student circles to collaborate and progress together
- **Streamlined calendar management:** Seamlessly track their calendars, ensuring they never miss an important event and always stay one step ahead.

How does it work?

- Registration on the Titritapp.com platform
- If you are aged between 8 and 18, you are automatically assigned a "Student" profile. Otherwise, you are assigned a "Visitor" profile.
- Visitors can apply for one of the following roles: Organization Representative, Mentor, Female Entrepreneur, Female Role Model, Expert, Parent, eSTEM Member
- Each user has access to a customized menu and can participate in the programs designed for them.
- Achievements and successes are gradually added to the Powerbook.
- As an "Organization Representative", you can choose between the 5 types of partner below: Private Sector, Public Sector, Academia, Civil Society, Media
- All Titrit users have access to one or more of the following main sections, depending on their role:
 - Personal growth
 - eSTEAM Morocco programs
 - Partner programs
 - Resource submission
 - Powerbook (exclusive to students, mentors and women entrepreneurs)
 - Dashboard
 - Contact directory
 - Titrit in Numbers