

PROJECT SUMMARY

GROW BY ABSTRACTA: EXPERIENTIAL NANO PLATFORM FOR WORKING IN THE DIGITAL SECTOR

(UR-T1261 AND UR-G0002)

According to the [Economic Commission for Latin America and the Caribbean](#), the first job search is one of the most important drivers of unemployment and informal employment rates among the young adult age group. After finishing their education or dropping out of school for economic or family reasons, young people find themselves on a market that increasingly demands more qualifications but also views “prior experience” as a must. However, many young people do not have that experience due to hurdles to labor market entry. This situation has been exacerbated by the COVID-19 pandemic: the economic contraction and severe impact on job losses among young people and women, coupled with a new landscape with remote or hybrid training, entering the workforce via a remote hiring process, and the possibility of having to telework, make it even harder for young people to land their first job.

This intervention aims to help close existing gaps on the labor market between the supply of human capital (graduates of technology training programs) and the industry’s demand for workers in the digital sector. This gap is particularly significant for those looking for their first job, especially young people and women. To that end, the project **objective is to create, consolidate, and grow a scalable and sustainable platform that will give graduates of digital skills training programs an opportunity to obtain their first work experience**, while also offering other “workertech”¹ services to these platform workers.

[Abstracta](#), a Uruguayan firm specialized in software testing services, will be responsible for project execution. The firm will create a new business unit, **Grow by Abstracta**, which, through “nano jobs,” will help the target population join the digital economy workforce in virtual work environments while offering quality services to firms that need them.

The beneficiaries will be mainly young people with digital skills training certified by certain institutions/programs belonging to the training provider network, with which Abstracta will forge partnerships under the framework of this project. The project will benefit people who are socially disadvantaged in terms of employment,² who will look for their first work experience in the form of a digital platform job. Priority will be given to young people and women. The project is expected to serve 1,400 people who will complete their first work experience on the platform. Of that total, 70% will be young people and at least 40% will be women.

The project would also partner with and benefit at least 30 firms that will contract services and at least six institutions belonging to the training network, which will be able to help their graduates secure their first virtual work opportunity in the technology sector. Bearing in mind the vulnerability of the target population, Abstracta will build onto its platform

¹ “WorkerTech” services are digital services offered to independent workers to help: (i) guarantee access to basic labor rights and social protections; (ii) optimize productivity and professional development; and (iii) facilitate collective organization at the trade union and professional levels.

² In “Global Employment Trends for Youth 2020,” the International Labour Organization classifies these disadvantages as unemployment, difficulties finding entry-level jobs, informal or insecure employment, and the lack of digital skills, which keep these individuals in poverty.

“WorkerTech” services such as agreements for access to credit, ongoing professional development, and other services like child and dependent care. Those services will be determined based on the demands detected.

At the end of project execution, the “**Grow by Abstracta**” platform should be operational and should have the installed capacity to expand its testing and other services across the region and beyond. The ability to secure agreements with organizations that train young people and women in digital skills in other countries in the region, international industry certifications, and connections with impact investors will be key to this expansion.

Through this project, IDB Lab and the Bank’s Labor Markets Division will be able to glean lessons learned from the business model for a broader audience that includes digital service providers, firms that offer additional services to their workers, organizations that work with vulnerable groups, and employment advocacy institutions.

This project is aligned with the Bank’s Vision 2025 and the IDB Group Country Strategies with Uruguay and Chile.