

# Upskill & engage engineers with AI for Good Challenges

FruitPunch is a Challenge-based training program and platform to develop your engineers AI skills while making an impact



# Purpose-driven, upskilling and team-building

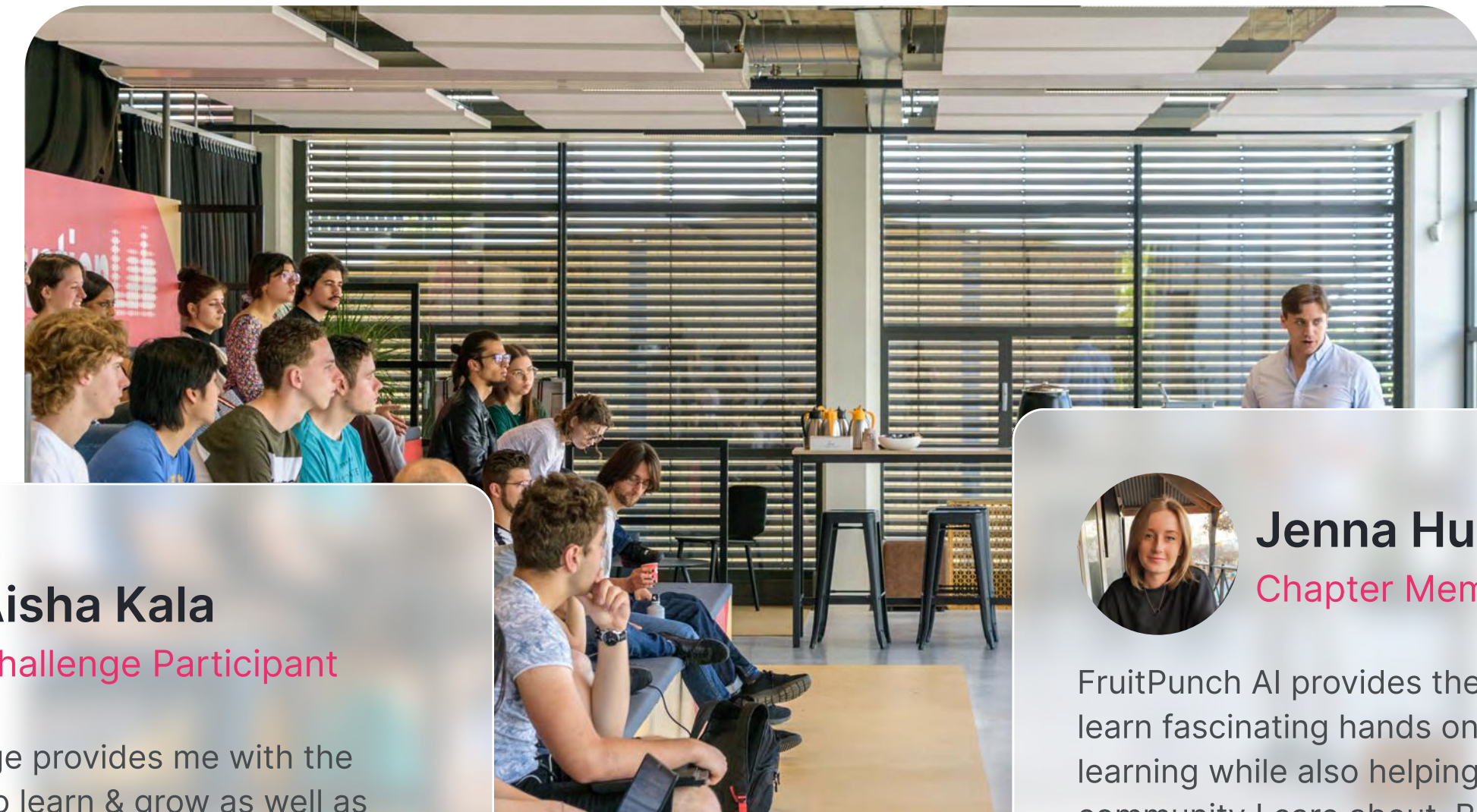
One platform to drive engagement, upskill and team-build your engineers - whilst making a positive impact

Over the last 3 years we've recruited and trained a global community of **3000+ AI engineers** to solve humanity's greatest challenges with world leading organizations like Stanford, WWF and the European Space Agency.

When companies asked to put their engineers in our challenges during work time, we realized the need for **upskilling, team building, employee engagement** and **retention**.

They knew that employees who find purpose at their work are **3x more likely to stay**, **70%** find **purpose more important** than pay and highly engaged employees result in a **23% increase in profits**.

Now we've designed a platform and program to facilitate just that. To help your AI heroes on their journey.



**Aisha Kala**  
Challenge Participant

Each challenge provides me with the opportunity to learn & grow as well as apply my mind to solve complex problems, gain confidence in my abilities and interact with incredible people from around the globe.



**Jenna Hurlow**  
Chapter Member

FruitPunch AI provides the opportunity to learn fascinating hands on machine learning while also helping the community I care about. Being a part of the SA chapter is so exciting!



**Bram Volbeda**  
Project Manager

FruitPunch AI enabled me to engage with renowned organisations and actually start making a real-world impact. I am incredibly proud of what we were able to achieve together with our team!

SOME OF THE CLIENTS WE HELPED UPSKILL & RETAIN TALENT

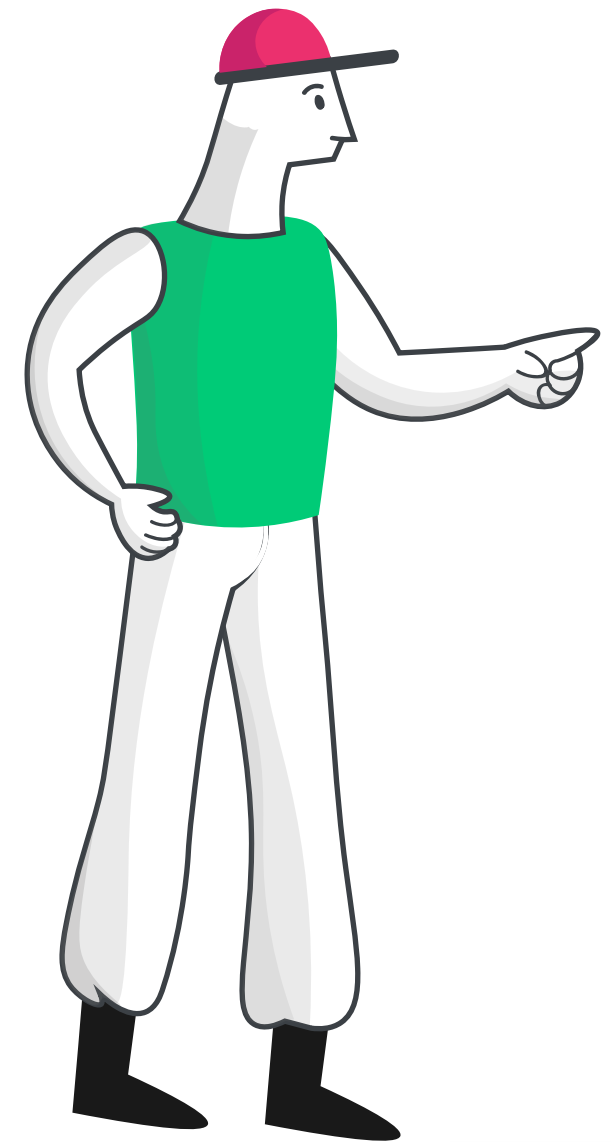


# Why your engineers need a purpose-driven, upskilling and team-building side-husstle



Typical upskilling solutions are not motivating and don't teach real-world skills

Employees expect to find purpose at work and leave if they don't



Trillions of €€ in lost productivity



**Costs** to replace an engineer are up to **200% of their year salary**  
Average software engineer **turnover is 57.3 percent**  
**85%** of employees are not engaged or actively **disengaged at work**

\*\$500B yearly in the USA alone, more statistics in data room

# Purpose, self-development and community are essential to happy, productive engineers

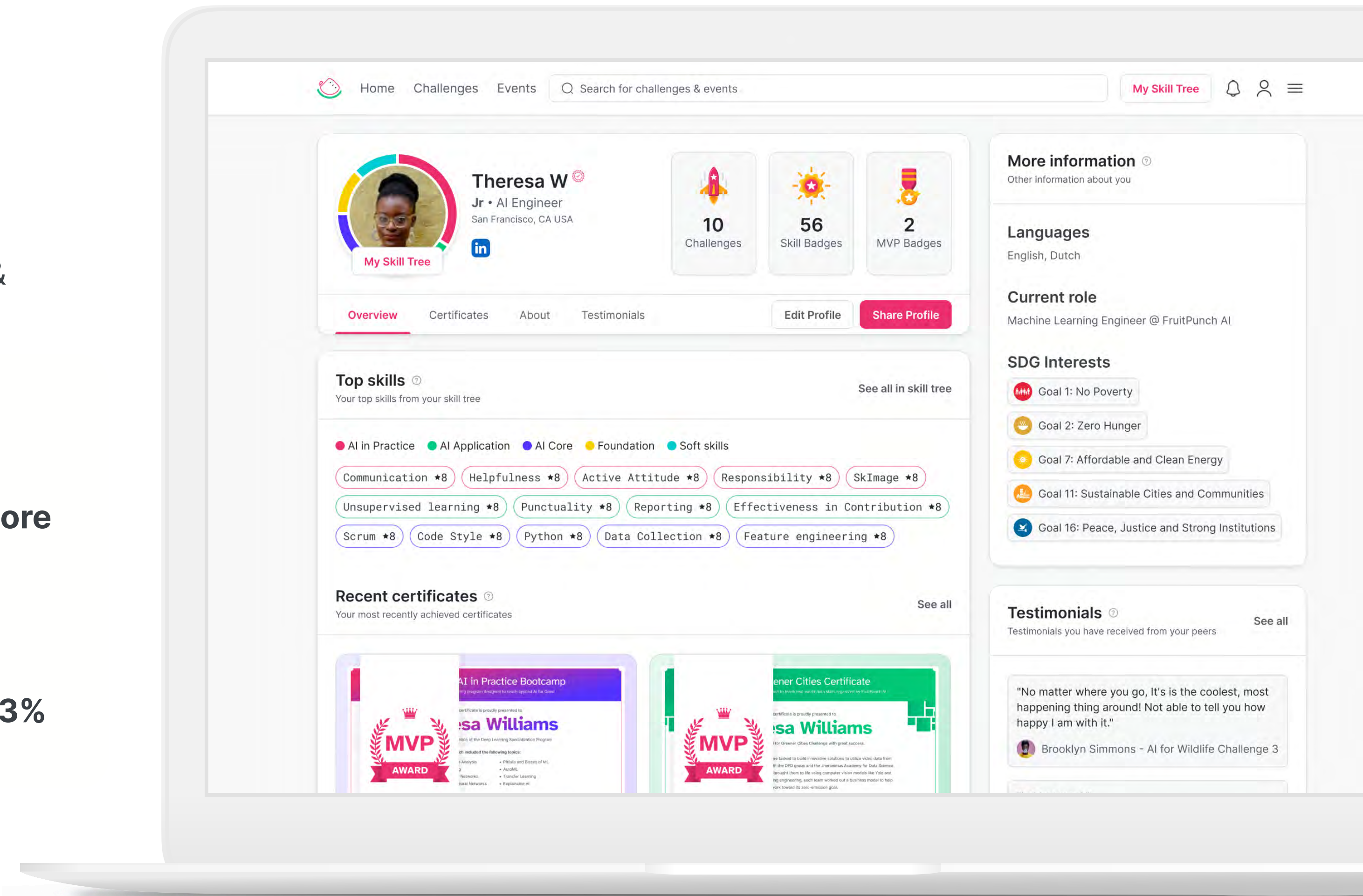
## Employee engagement

- Businesses who actively engage employees see **turnover drop by 18%**
- Highly engaged employees result in a **23% increase in profits, 41% less absenteeism, 53% decrease in stress & health issues and 13% higher productivity**

## The Importance of Purpose

- Employees who find a passion and purpose at work are **more than 3 times as likely to stay** - NYT & HBR
- **70%** rank **purpose as more important than pay**
- **90%** would even take a **pay-cut** for it, for an average of **23% less pay**






- Harvard Business Review



## OUR SOLUTION

# Learn how to apply AI by solving a real-world challenge guided by experts, in 10 weeks.

- ✓ Coaching & Mentoring by AI experts
- ✓ Real-world positive impact
- ✓ Teamwork
- ✓ Authorized Certificate
- ✓ Set learning goals
- ✓ Masterclasses

Generative AI	Hyperspectral Data	Object / Face Detection	Time series Analysis	Computer Vision
<b>AI for Impact Assessment</b> Use genAI to classify product descriptions and estimate their carbon footprint 	<b>AI for Earth</b> Detecting forest fires on sentinel 2 satellites. 	<b>AI for Seals</b> Facial recognition of seals for population monitoring. 	<b>AI for Preterm Babies</b> Detect & prevent sepsis in preterm infants. 	<b>AI against Toxic Clouds</b> Detecting & reporting illegal toxic clouds coming out of Tata Steel factories. 

# Why Challenge Based Learning?

AS ALL ENGINEERS KNOW:

“The best way of learning is by doing.”

Our AI for Good Challenges allow your engineers to build production ready state-of-the-art AI solutions for impact organizations that contribute to the SDGs, **in 12 weeks**.

During the Challenge the participants will be guided and mentored by a team of AI experts to make sure they'll **reach the learning goals** and make a positive impact.

The collage features several key elements:

- Dashboard:** A user interface for 'Become a Data Engineer' showing progress: 72% completed for the main goal and 10% for the challenge 'AI against Toxic Clouds'. It includes sections for 'Your Hero's Journey' with 'Introduction: Getting to know you', 'Follow the Master(s)' (5/5 tasks completed), and 'Coaching' (5/15 tasks).
- Video Call:** A window showing two participants in a video call, with a '1-on-1 Coaching' callout box stating: 'Together we set goals and objectives to improve your personal soft skills and capabilities.'
- Challenge Callout:** A box titled 'Guided AI for Good Challenges' with the text: 'Join a challenge, mentored by an AI expert.' It features an image of elephants.
- Certificate:** A 'FruitPunch AI Deep RL Track Certificate' for 'Martial Laleye', certifying completion of the Deep Reinforcement Learning Track with outstanding performance. It lists topics like 'The RL Problem', 'Tabular Q Learning', and 'Policy Gradient Methods', and includes signatures of Daniel Christiaens and Buster Franken.

# Specialization tracks & Certification

Together with our expert AI Mentors the engineers set a learning goal. Based on their current skill level we design a personalized learning path.

**Our specialization tracks include but are not limited to:**

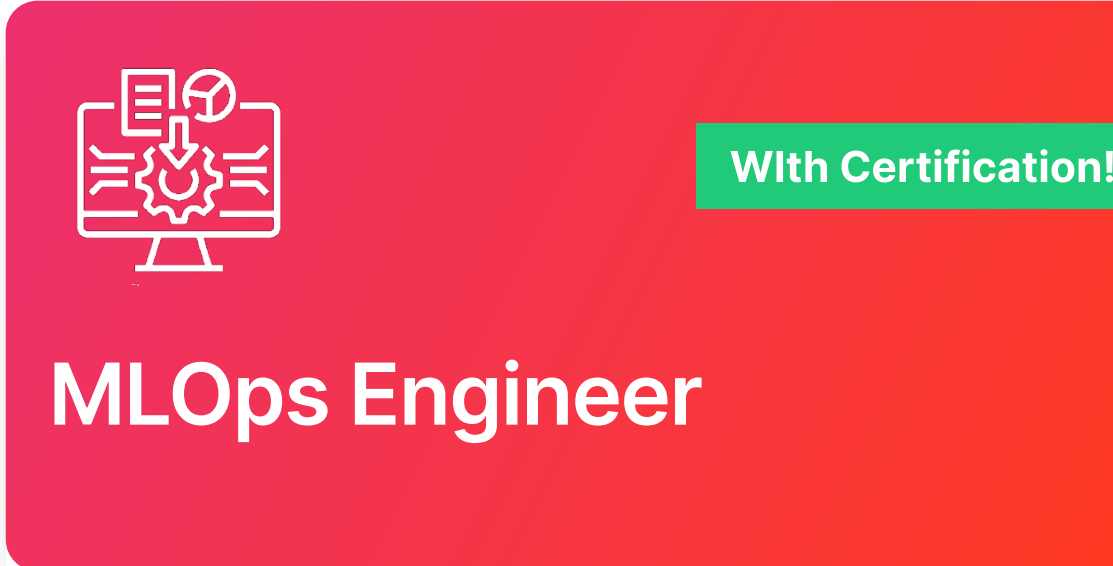
- MLOps Engineer
- Data Engineer
- ML Engineer
- Product Owner
- Object Detection Engineer.

*Each we provide on the levels junior, medior and senior!*

## Accreditation & Certification

Upon completion of the AI Hero's Journey the engineer will be **accredited** in the **professional and tech skills** they've shown during the AI for Good challenge!

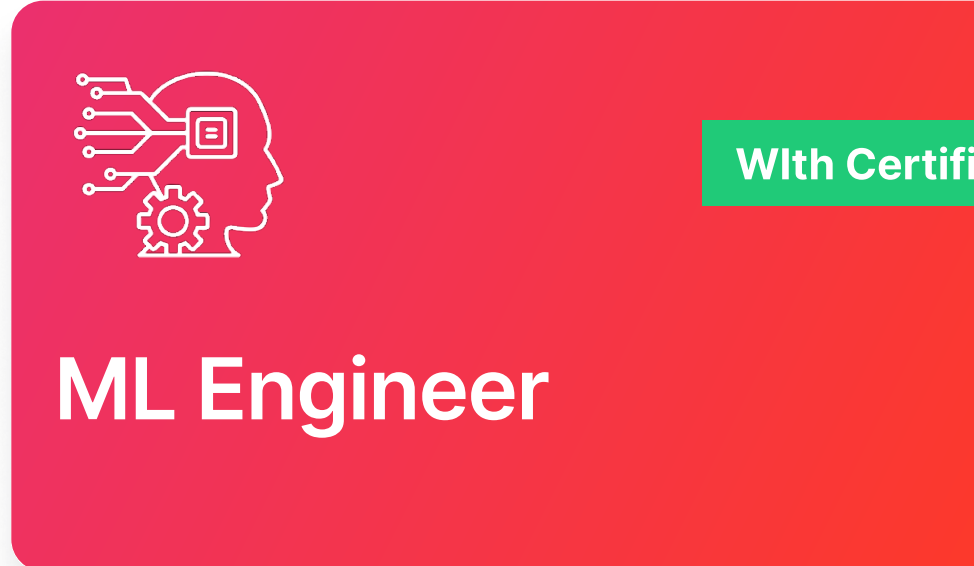
**They will not only be certified** with unique testimonials by their peers and mentor, but also have **solved a real-world project** for an impact organization to strengthen their portfolio.



MLOps Engineer

With Certification!

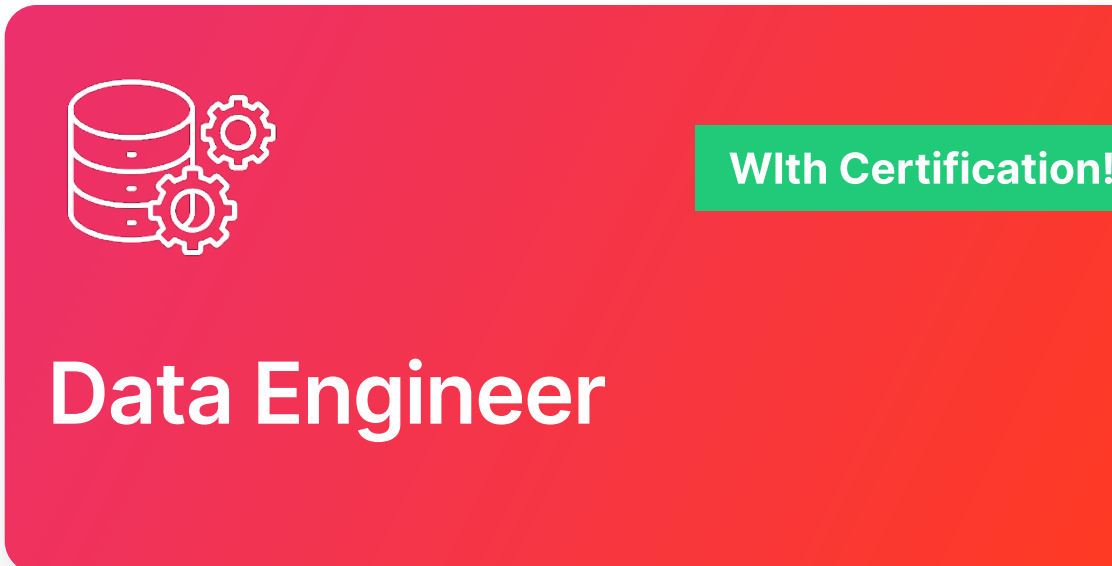
The card features a white icon of a computer monitor with a gear and a document, representing MLOps. A green banner in the top right corner contains the text 'With Certification!'.



ML Engineer

With Certification!

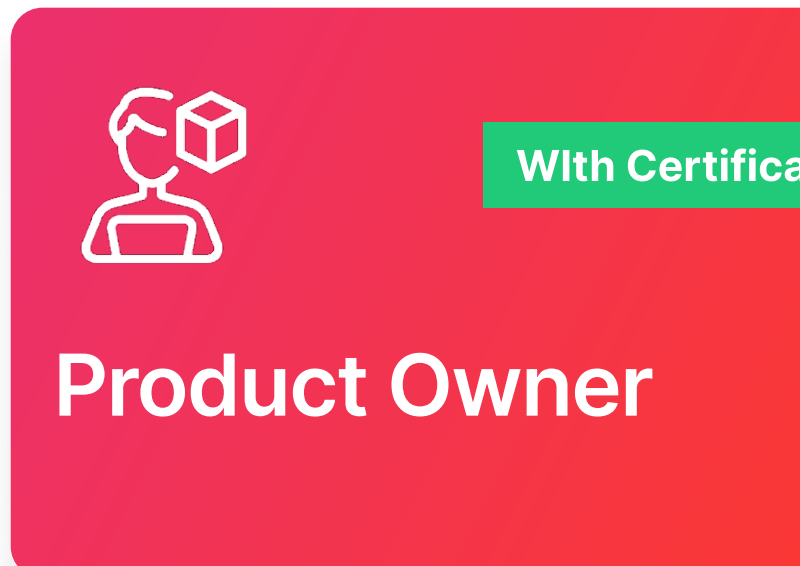
The card features a white icon of a human head profile with a gear and a document inside, representing ML. A green banner in the top right corner contains the text 'With Certification!'.



Data Engineer

With Certification!

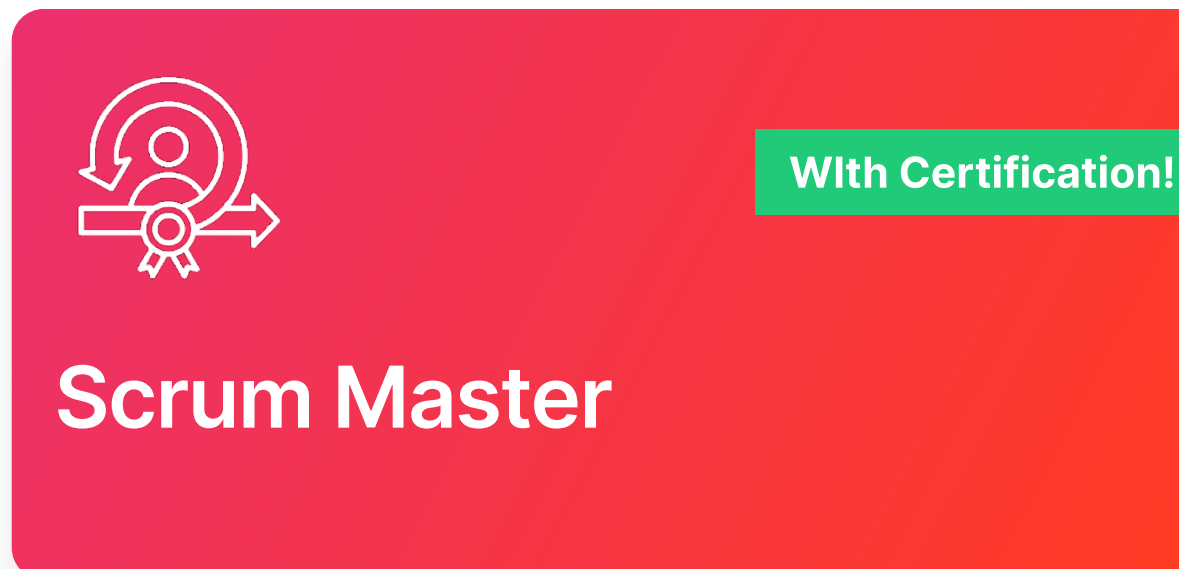
The card features a white icon of a database cylinder with a gear, representing data engineering. A green banner in the top right corner contains the text 'With Certification!'.



Product Owner

With Certification!

The card features a white icon of a person with a cube, representing a product owner. A green banner in the top right corner contains the text 'With Certification!'.



Scrum Master

With Certification!

The card features a white icon of a person with a circular arrow and a ribbon, representing a Scrum Master. A green banner in the top right corner contains the text 'With Certification!'.

# Don't just take our word for it.

Hear some of our partners and engineers:



**Xemnia**

**Martijn Beeks**

Teambuilding & Upskilling Partner

Participating in the AI for Good Challenges helped our team members acquire new skills and help the green energy transition.



**Jullieta Millán**

Challenge Participant

I learned a lot and had a great time mixing two of my biggest passions - biology and AI for Good.



**ML6**

**Joppe Massant**

Teambuilding & Upskilling Partner

Our team was very energized to take on a project which could have an actual positive impact on the planet!



**Yohan Runhaar**

Challenge Partner

As a startup we lacked the capacity to develop our AI project. Thanks to the AI for Good community, we were blessed with an enthusiastic team of AI experts that helped us develop a working solution.

