

CodeBridge

Empowering Underserved Youth Through Technology Education

Business Concept

CodeBridge is a social enterprise providing affordable coding bootcamps and mentorship programs for Black, Indigenous, and low-income youth in Winnipeg, Manitoba. We bridge the digital divide by combining professional tech instruction with peer mentorship, creating a supportive community that empowers the next generation of diverse tech leaders.

Product & Service Description

CodeBridge delivers 8-week weekend coding bootcamps (Saturdays 10am-2pm) teaching web development, mobile apps, and game design. Students receive one-on-one mentorship, laptop lending access, and Skills Canada competition training. Programs conclude with real-world projects for local nonprofits, building portfolios while serving communities. Students apply via sliding-scale fees (\$200-500) with full scholarships available. Successful graduates return as paid junior mentors, creating a sustainable giving-back cycle.

Visual Representation



Target Market & Value Proposition

Target: Black and Indigenous youth (14-24), low-income students (<\$50k family income), young women in tech, high school/college students preparing for competitions.¹ Traditional bootcamps cost \$10,000-15,000 and require full-time commitment.² CodeBridge offers equivalent education for \$200-500 with scholarships, weekend schedules, and culturally relevant mentorship.

Competitive Edge: No prerequisites or equipment required; focus on confidence, community, and leadership beyond employment; all profits reinvest into scholarships; graduate-to-mentor pipeline ensures sustainability; locations in community centers, not downtown tech hubs.

Financial Plan

Startup Costs		Revenue (Year 1)		Net Surplus: \$16,100
Laptops (10)	\$6,000	Tuition (40 students)	\$14,000	Reinvested into scholarships and expansion.
Website	\$2,000	Corporate sponsors	\$10,000	Funding:
Instructors	\$8,000	Grant funding	\$15,000	• Self-funding: \$5,000
Space rental	\$2,400	Nonprofit services	\$6,000	• Kickstarter: \$10,000
Software	\$1,500	TOTAL	\$45,000	• Grants: Winnipeg Foundation, United Way
Marketing	\$1,000	Expenses (Year 1)		• Angel investors: \$10,000
Legal	\$1,500	Instructors/mentors	\$12,000	• Sponsors: Local tech companies
Contingency	\$2,600	Space & materials	\$3,900	
TOTAL	\$25,000	Scholarships	\$7,000	
		Other	\$6,000	
		TOTAL	\$28,900	

Implementation Plan

Mo 1-2: Register business, build website, secure 3 community center partnerships, recruit 5 mentors.

Mo 3-4: Launch Kickstarter, apply for grants, purchase equipment, develop curriculum.

Mo 5: Pilot program with 15 students, gather feedback, document progress.

Mo 6-8: Full bootcamp (25-30 students), partner with nonprofits, host graduation showcase.

Mo 9-12: Second cohort (40 students), recruit graduate mentors, Skills Canada prep, impact evaluation.

Social Impact

CodeBridge dismantles systemic barriers keeping talented youth out of tech careers. In Canada, only 3% of tech workers are Black and <2% are Indigenous, despite representing 13% of the population.³ This disparity reflects inequities in access to quality tech education and mentorship.

100+

Youth Trained
(Year 1)

60%

Scholarships
Funded

15+

Nonprofits
Served

\$0

Student
Debt

Long-Term Goals:

- **Economic Mobility:** Help 500+ youth access \$50k-80k/year tech careers by Year 5
- **Representation:** Increase Black/Indigenous tech representation in Manitoba by 15% over 10 years
- **Community Wealth:** Retain tech talent locally, fostering neighborhood economic development
- **Mentorship Pipeline:** 50% of graduates return as mentors for program sustainability
- **Nonprofit Support:** Provide \$100k+ annually in free web services to amplify nonprofit missions
- **Environmental:** Refurbish donated tech, reducing 2 tons of e-waste annually

Measurement & Accountability

Success metrics include: student confidence assessments (pre/post surveys), portfolio completion rates, community service hours, mentor retention, scholarship accessibility (% receiving aid), and long-term career outcomes via alumni surveys. All data transparently reported to funders and stakeholders for continuous improvement.

Scalability & Vision

By Year 3, expand to 3 Manitoba cities (Brandon, Thompson, Portage la Prairie), serving 200+ students annually. By Year 5, license curriculum nationwide, creating a network of community-based tech programs. Licensing revenue funds Winnipeg scholarships, ensuring our founding community always benefits. Our ultimate vision: a Canada where every young person accesses high-quality tech education regardless of background. We measure success in lives transformed, communities strengthened, and barriers dismantled.

Why CodeBridge Will Succeed

Strong Foundation

- Proven demand: Youth want tech skills but lack affordable access
- Strong community partnerships ready to host programs
- Available grant funding for social enterprises in Manitoba
- Tech industry actively seeking diversity pipeline solutions

Sustainable Model

- Multiple revenue streams reduce single-funder dependency
- Graduate mentors lower long-term staffing costs
- Real nonprofit projects create self-funding opportunities
- Replicable curriculum enables scalable growth

Call to Action

Technology is reshaping every industry, yet marginalized communities face compounding barriers to entry. CodeBridge doesn't just teach code—we cultivate belonging, confidence, and economic opportunity. By investing in CodeBridge, funders invest in equity, innovation, and the future leaders who will build more inclusive technology. Join us in bridging the digital divide and empowering the next generation of diverse tech leaders.

Works Cited

1. Statistics Canada. "A portrait of Canadian youth: March 2019 updates." Government of Canada, 2019. <https://www150.statcan.gc.ca/n1/pub/11-631-x/11-631-x2019003-eng.htm>
2. Course Report. "2024 Coding Bootcamp Market Size Report." CourseReport.com, 2024. <https://www.coursereport.com/reports/coding-bootcamp-market-size-2024>
3. Brookfield Institute for Innovation + Entrepreneurship. "Diversity in Tech: Who's Really Benefiting?" Ryerson University, 2022. <https://brookfieldinstitute.ca/report/diversity-in-tech/>