Andalusian STORIES

Workkola, a platform that connects start-ups with the talent that exists in the universities

LOCATION: Málaga
DURATION: 1'42"

SUMMARY: A platform to look for talent. Young entrepreneurs from Malaga have created Workkola, a channel that connects higher education students with start-ups. Students apply their knowledge to complete real projects as well as gain valuable experience, while the start-ups acquire new skills that the members of their team don't have.

VTR:

A connection channel between start-ups and the talent that exists in the universities. This is what these young entrepreneurs from Malaga have developed in a platform that unites these two groups through real projects.

Ignacio León
Workkola
"A platform that unites higher education students with start-ups in order to collaborate in projects."

Jesús Chacón
Workkola
"It's a point where you can find students and talent, and make good use of both. It's a very good way of detecting talent."

The idea is that the students can gather work experience while studying, and start-ups can use their skills to cover those missing from their team. An example is Inmertec, a start-up that offers experiences in virtual reality oriented towards psychology and sexology.

Ignacio Martín
Inmertec
"We use this tool to be able to contact students that can contribute to what our team is missing. To be able to attract this talent that is in the universities."

Ignacio León
Workkola
"The start-up publishes the projects in which they need help, and the projects only go to the students that have the necessary skills to complete it successfully, and the student is always the one to decide what project they will involve themselves in."

Workkola is the name of the platform and it has already arrived in 800 universities and to 200 start-ups from all sectors. Also, when a start-up wants to incorporate a person into their team, they can select them from the platform by proposing a concrete project and then choosing the best student to accomplish it.

Jesús Chacón
Workkola
"They are demanding more marketing, some business development, design, and some web or computer development."

The objective is to extend the platform to all of Europe and then to the United States, where these young entrepreneurs stayed in a business accelerator in Boston to develop this project.

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