Catalogue

Kwan

Inspire and support new talents

Growing up in Paris, I have always been fascinated by technologies and entrepreneurship. I found my passion in supporting startup mainly in the Entertainment industry. I helped the Movie Industry to run digital through my finance boutique, dedicated to management of innovation. Graduated from an engineering school and later from a finance institution, I have then been a witness of the emergence of new technologies, new media and new businesses over the last two decades. Our way to work, communicate, promote ideas, businesses, and conceive products and services have radically changed. I realised that coding and creative activities also helps shape one's way of thinking, by structurally decomposing and analysing a problem. It is rather the same when you deal with entrepreneurship.

Working in Luxembourg and living in London, I bring up solely my three handsome and smart boys. As a father, I did not find camps sustaining my kids about exploring tech and innovation, neither entrepreneurship. Indeed school does not provide any real picture about what it is to work in a company. As they have grown up and have to decide about their future and their studies, I thought as a father it was quite compulsory that I provide them with à small knowledge about innovation, digital activities and entrepreneurship. Coding is also a highly creative act, as it allows me to create in a whole new medium, i.e. technology, to transform my ideas into an app, website etc. That feeling is very empowering.

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In addition, my experience in teaching entrepreneurship or innovation management in different well known schools or conferences gave me the conviction that digital entrepreneurship is the next literacy for the millennial generation. With that, I felt compelled to help students in Western Europe to gain digital literacy, through Kwan Academy and STEM programs. Developed by a passionate and top caliber team of passionate entrepreneurs and educators, our structured, unique and robust curriculum aims to challenge students to think, act responsibly and be a creative leader in the digital era.

Pierre MICHEA
Founder
Kwan Factory + Academy

The future is ahead of you

You need to discover your passion and build your future around them

Technology has the power to do many things, and changing the world is one of them. The technology we're already exposed and accustomed to has paved the way for us to innovate further, and this list of current and future technologies certainly have the potential to change our lives even more. IA will change our world, and there is a need for young talents to develop, think, design the new apps and solutions that will revolutionize our future.

My Kwan Academy provides courses in accordance to the professional needs. The editorial committee is steered by startups aiming at supporting new talents.

Creative industry

Over the last twenty years, the number of creative and technicians in the audiovisual and performing arts sectors has doubled. This growth in the workforce comes with a highly dynamic employment market in terms of new business creation and in terms of the volume of work available.

Coding Needs

Seven million job openings in 2017 were in occupations that required coding skills, and programming jobs overall are growing 12% faster than the market average. Some analytics studies also found that programming jobs overall are growing 12% faster than the market average. The skills were defined as using a computer program to write instructions to a computer as opposed to using established applications.

Kwan aims at providing a breakthrough for students and help and assist them to define their pathway to their future.

#This_Is_Kwan

KWAN Camps features:

- 10+ innovative courses for all skill levels
- 20 + in 2020 supported by companies and innovative materials
- A taste of independence and a glimpse into collegiate life

Details

- Ages 9–17, co-ed
- Week long summer sessions
- Online and weeks sessions

A fun-filled daily schedule with approximately five hours of learning, two hours of socializing and activities, and flexible free time to finesse projects and unwind with games.

Format

- 1 day
- 5 days camp
- Terms lessons
- MOOC

Summary

#Company

KWAN Academy was founded with the mission to provide students with digital literacy and engineering thinking skills and empowering them to become creators with technology. Using proprietary curriculum adapted from Silicon Valley high schools, our learning programs are incorporated in learning environments designed to stimulate inquiry based learning, logical thinking and creative problem solving.

Since 2010, Pierre was working in startups environment as a consultant and volunteered to teach about entrepreneurship to several schools levels.

Moving back to Luxembourg in 2017, Pierre then began to design coding and STEM courses and develop curriculum for primary and secondary students to learn not just coding skills, but also computational and entrepreneur thinking.

We are excited to empower our next generation to become creative leaders in the digital era, for their future career and for driving social change. Join our journey! :)

Approach

With curriculum adapted from lean startup approach, our goal is to equip each student with the knowledge and skills to transform their ideas into reality with code. Adopting a project-based learning approach in the classroom, our students apply programming concepts via hands-on challenges to solve different real world problems. In an increasingly technological world, we empower students with the skills and confidence to explore their creativity, take pride in their creations and pursue their interests.

Our Instructors

KWAN instructors are a group of passionate individuals that not only love to teach, but also love working with children.
Our team of instructors take pride in challenging our students to go the extra mile, and see ourselves as facilitators and carers for our students in class. First Code instructors are often found hanging out with students after class, catching up on new STEM topics, coding languages and debugging their projects.

</Team>

We are passionate and driven change-makers who are excited about learning. Meet the team behind the scenes of the fun filled, inspiring creative and STEM camps and courses :)

Pierre
Development

A Finance graduate from HEC Paris, Pierre is an entrepreneur in the digital image and audio industries. The past 15 years have been dedicated to coaching and advising business in all aspects of financing. Pierre has focused on solutions to accelerate funding for startups.

Angelo
Operations & Customer Success

Angelo is graduated in Public policies and spent his career in the field of long life learning. He started as counsellor in professional orientation for the youngster. He became the head of rugby school of CSCE in 2008. He has now put his experience in working with youngsters for Kwan.

Clémence
Deputy project manager

Clemence has been studying at Kedge Business School Marseille for 3 years. She began a Master's degree in Marketing and will graduate next year. She passed a degree to be camp counselor a few years ago and was also young ambassador of the UNICEF in 2013.

Jean-David
Marketing

Art Director and Graphic Designer, Jean-David is specialized in innovative digital solutions thanks to his skills in User Experience and User Interface Design and also in brand creation applied on innovative products. His expertise is based on his previous experiences in several start-ups.

</Coaches>

Octave
Innovation

Vincent
Digital Marketing

Naila
Strategy

Pascal
Investors

Mathieu
Finance

Samuel
Coding

Think you have something to contribute to the team? We'd still love to hear from you!
Check out all our openings on Careers. jobs@mykwanacademy.com.

Supported by a steering committee and innovative startups

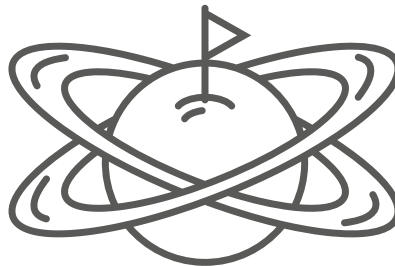**Three guiding principles drive the principle of the steering committee:**

1. Give Strategic Direction

2. Support the Project

3. Support specific program

The companies work closely with us to provide the uses cases and accurate materials. They also support financially and technically the project but among all they will coach workshops and attend keynotes. The entrepreneurs from the committee are keen to have a with young generation and empower it with ideas and try to make something BIG.

ymagis
SMART SOLUTIONS IN ACTION

Bienvenue
Wifi everywhere

Cypheme

DIVERSION
cinema

DV

Firefly
CINEMA

EasyRoommate
THE NO.1 FLATSHARE WEBSITE

eclair
COLOR

[... edit-place]

EUROPACORP

FILM DOO
FILM DISCOVERY

GENERATION
NUMERIQUE

IVORy

kapptivate

KNIGHTWORKS
VISUAL SPECIAL EFFECTS
3D ANIMATION

L'ANTENNE

STUDIO100
ANIMATION

faune
média

13

MELUSYN

Risk'n tic
Simple Risk Management Solution

room
checking

sacem

Setkeeper

Skydrone

Skydrone
AEROMAKER

Smiirl

MIKROS | technicolor

TRINNOV
AUDIO

izir

webedia.
ENGAGING AUDIENCES WITH PASSION
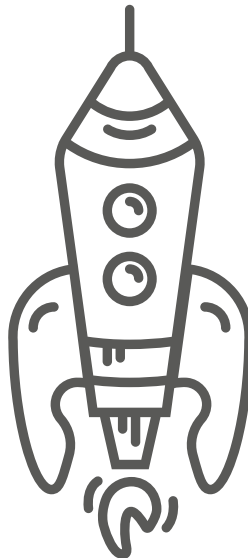
Steering committee members.

What we believe in

It is important to inspire the new generations and help every boys and girls to discover new horizons. We want to sustain their self esteem by providing opportunities to find their path for life by discovering, learning and applying new knowledges. All this must be easily done, in à very relax and positive environment. Friendship, and Fun are also mandatory to get everyone happy to join the track and enjoy their time at KWAN ACADEMY.

1. Discovering

2. Learning by experimenting

3. Applying

#Young_Instagrammer

_Why attending this program

There's never been higher demand for talented designers, video producers, and photographers. Visual art is where it's at! Whether you want to become the next YouTube sensation, capture awe-inspiring photos for Vogue or National Geographic, or produce animated movies at Pixar, your design path starts here!

_Course Description

Craft a personal brand and follow-worthy online presence on Instagram as you capture the perfect shot and **build your own photography portfolio!** With tools from **Adobe** and **professional DSLR cameras**, the technical and creative aspects of photography and digital editing are at your fingertips. Trend to the top with your new skills and photography expertise.
Ability to work in a team. Each student will be provided with an individual computer for editing and will share photography equipment.

_Student's Progress

Start by exploring the fundamentals of computer science using block-based language
Students dive into a set of real life problems, using the framework of **design thinking** to tackle the problems. Our professional coaches teach from **real use cases** provided with the Startup supporting MyKwanacademy. Student interacts with entrepreneurs and visit their company.

In this course, Your student will:

- Capture images with **DSLR cameras**
- **Use aperture and ISO** to determine exposure
- Edit photos in **Photoshop**
- Create an Instagram gallery featuring portrait and landscape photography

Your student will take home:

- Project files

Ages : from 12 to 18
Skill Level >Beginner–Advanced
Format: 5 days
From 9.00am 6.00pm
Lunch
10 max per class*
Term: View Class Calendar
Language(s): English
What to Bring: A creative mindset :)

For the information on venues, see on website.

*Requires at least 4 students to form a class
Late and early pick up and drop off upon request available

Young 3D developer for FX and Animation

_Why attending this program
The path to becoming a 3D modeler begins now! Create stunning 3D characters, environmental assets, and more with Autodesk Maya—a powerful toolset the professionals use. Understand and implement best modeling practices, taking inspiration from the real world. Then render those creations to include lighting, shadows, and textures, bringing your assets to 3D life.

_Course Description
Craft a personal brand and follow-worthy online presence on Instagram as you capture the perfect shot and build your own photography portfolio! With tools from Adobe and professional DSLR cameras, the technical and creative aspects of photography and digital editing are at your fingertips. Trend to the top with your new skills and photography expertise.
Ability to work in a team. Each student will be provided with an individual computer for editing and will share photography equipment.

_Student's Progress
Start by exploring the fundamentals of computer science using block-based language
Students dive into a set of real life problems, using the framework of design thinking to tackle the problems. Our professional coaches teach from real use cases provided with the Startup supporting MyKwanacademy. Student interacts with entrepreneurs and visit their company
They must promote their ideas by speaking in front of the audience.

In this course, Your student will:

- Use polygon and curve modeling tools
- Practice environment and hard surface modeling techniques
- Add lighting and texturing
- Translate visual inspiration to effective 3D models

Your student will take home:
- Project files

Ages: from 10 to 15 (Must turn 10 by 31-12-19)
Skill Level >Beginner–Advanced
Format: 5 days
From 9.00am 6.00pm
Lunch
10 max per class*
Term: View Class Calendar
Language(s): English
What to Bring: A creative mindset :)

For the information on venues, see on website.
*Requires at least 4 students to form a class
Late and early pick up and drop off upon request available

Develop your own ecommerce website

_Why attending this program
Building your own professional looking website is now a possibility. How to design and develop your own website is now the first step to understand how to sell online or promote your ideas.

_Student's Progress
Students dive into a set of real life problems, using the framework of design thinking to tackle the problems. Our professional coaches teach from real use cases provided with the Startup supporting MyKwanacademy. Student interacts with entrepreneurs and visit their company. They must promote their ideas by speaking in front of the audience. Now, it is time to change the world with our coding and STEM skills!

Structure:

- Create your website automatically generates with info from your Google listing.
- Customize your site with text, photos, and design themes.
- Choose a domain and put your site live. It will look great on every screen
- Understand how works Google and Google Adwords
- How to stand out

In this course, your student will:

- Design and develop your own website
- Use wordpress or wix.com
- How to refer your website
- How to create a buzz
- Create and animate your community

Your student will take home:
- Project files online

_Follow up

- MOOC
- Personal coach program
- Digital marketing

Every session ends by an oral presentation in front of the class and a vote by the class of the best project. It helps to be able to speak in public and structure slideshow timing and arguments. This can be considered as an internship. The student will be awarded à certificate of achievement.

Ages: from 15
Skill Level >Beginner–Advanced
Format: 5 days
From 9.00am 5.00pm
Lunch
10 max per class*
Term: View Class Calendar
Language(s): English
What to Bring: A creative mindset :)

For the information on venues, see on website.
*Requires at least 4 students to form a class
Late and early pick up and drop off upon request available

Boost Your YouTube Channel

_Why attending this program

Before you do anything, you need to figure out what you're hoping to get out of building a presence on YouTube. This program will help you decide what type of videos you want to create and define the right audience for your content. Having a goal in mind from the start means you'll be creating content that your audience will want to subscribe to, bookmark, and share with a friend or colleague. If you focus on content that is useful to your audience, your viewers will see you as a trusted resource of information.

Video content can help your branding efforts and show off your business expertise; but it's also a great way to entertain, educate, and connect with people. To unlock some of the amazing opportunities YouTube can offer your business, the camp will be dedicated on *how marketing for your business?*

In this course, Your student will:

- Shoot Video with an Ipad or à Cell phone indoor and outdoor
- Use light to have à nice picture
- Capture sounds indoor and outdoor
- Edit your videos
- Upload your contents
- Market your channel
- Define your branding
- Channel Icon
- Channel Art
- Create playlist
- Share yours videos
- Boost your audience on social networks
- Analyse your data

Your student will take home:

- Project files online

_Student's Progress

Start by exploring the fundamentals of computer science using block-based language. Students dive into a set of real life problems, using the framework of design thinking to tackle the problems. Our professional coaches teach from real use cases provided with the Startup supporting MyKwanacademy. Student interacts with entrepreneurs and visit their company. They must promote their ideas by speaking in front of the audience.

Ages: from 13 to 15 (Must turn 13 by 31-12-19)
Skill Level >Beginner–Advanced
Format: 5 days
From 9.00am 6.00pm
Lunch
10 max per class*
Term: View Class Calendar
Language(s): English
What to Bring: A creative mindset :)

For the information on venues, see on website.

*Requires at least 4 students to form a class
Late and early pick up and drop off upon request available

Develop your first robot

_Why attending this program

Robots are cool. Everyone can agree on that, right? Maybe we just think so, because we are nerds, but we definitely think robots are awesome and several of the little kids I know agree with me. Unfortunately, while we learned a lot of programming and machining in school, we never took any classes on robotics. That's okay, because now our kids get to learn how to build robots with coachs. We may not be able to make Baymax from the movie, Big Hero 6, but I'm confident we can still do some pretty fun stuff.

_Student's Progress

Presently, the projects on this camp are for absolute beginners. To be honest, they are not even REAL robots, since they don't have computer chips, sensors, or decision making capabilities.
What better way to get kids interested in science and technology than fun, hands-on projects that move on their own? This simple, homemade, spinning brushbot was inspired by the book how to build robots. This book recommends taking apart a battery-powered, electric toothbrush to get the parts for this project. While that sounds like fun, I have a lot of kids I plan to make this with, so I decided to just buy the little motors and toothbrushes in bulk to save money. I also added some googly eyes and changed the positioning slightly to make it look more like a cute little bug.

Ages: 9+
Skill Level >Beginner–Advanced
Format: 1 days
From 9.00am 6.00pm
Lunch
10 max per class*
Term: View Class Calendar
Language(s): English

For the information on venues, see on website.
*Requires at least 4 students to form a class
Late and early pick up and drop off upon request available

Build and drive your own drone

_Why attending this program

Unmanned aerial vehicles have been around for decades, but they have achieved the greatest popularity in recent years with small commercial drones. The new so-called FPV (first person view) technology gave us a unique experience of flying and the advancement of GPS systems in drones opened a whole new world for passionate individuals.

Of course, drones are not the only RC flying devices on the market, but their agile multi-rotors and their capability to take amazing photos and record stunning videos during flight made them the most popular. That's why commercial drones are in great demand nowadays but have you ever wondered how to build a DIY drone from scratch?

_Student's Progress

properties. You just need to visit some popular online stores, where the drones are being sold, and find some ready to use a model that best suits you according to its features and price.

Most people do it. On the other side, people who like do it yourself projects, enjoy building these devices from scratch. If you also like this craft, you can buy drone kits and enjoy piecing them together like a Lego puzzle.

However, the real challenge is to construct a drone from scratch without using a special kit. You would have to find the necessary pieces and imagine the drone structure yourself.

Structure

- Build the frame
- Propeller, electronic speed controllers and motors
- Assemble the motors
- Mount the electronic speed controllers
- Add the landing gear
- Flight controller
- Choosing the remote controller
- Connect the open remote to your drone
- Check out and test your drone
- Take off
- Landing techniques

__Ages :__ from 15
__Skill Level >__ Beginner–Advanced
__Format:__ 5 days
__From__ 9.00am 6.00pm
__Lunch__
__10 max per class*__
__Term:__ View Class Calendar
__Language(s):__ English
__What to Bring:__ A creative mindset :)

For the information on venues, see on website.

*Requires at least 4 students to form a class

Late and early pick up and drop off upon request available

Digital Entrepreneurship Track

"Startup success can be engineered by following the process, which means it can be learned, which means it can be taught."
<div align="right">

- Eric Ries
</div>

_Why attending this program

Who is an entrepreneur ? The one who is able to start, fail, restart, and have records of building up a few successful companies. Entrepreneur is able to transform, or shift to new opportunities when existing ones are not going anywhere. Knowing when to continue and knowing when to stop and try new thing are the wisdom and emotional strengths of the serial entrepreneur. One more thing, most common wisdom says that Entrepreneurs are risk takers. Such is wrong. Entrepreneurs are risk minimizers. Here, the track aims at getting the students aware about risks and learn methodology to develop their projects and having fun discovering the ways to run à project by listening successful entrepreneurs, simulate their project on web, and interact with coaches.

_Student's Progress

The Lean Startup provides a scientific approach to creating and managing startups and get a desired product to customers' hands faster. This method teaches you how to drive a startup-how to steer, when to turn, and when to persevere-and grow a business with maximum acceleration. Too many startups begin with an idea for a product that they think people want. They then spend months perfecting that product without ever showing the product to the prospective customer. When they fail to reach broad uptake from customers, it is often because they never spoke to prospective customers and determined whether or not the product was interesting.

Structure

- Build the frame
- Propeller, electronic speed controllers and motors
- Assemble the motors
- Mount the electronic speed controllers
- Add the landing gear
- Flight controller
- Choosing the remote controller
- Connect the open remote to your drone
- Check out and test your drone
- Take off
- Landing techniques

Ages : from 17
Skill Level >Beginner–Advanced
Format: 5 days
From 9.00am 6.00pm
Lunch
10 max per class*
Term: View Class Calendar
Language(s): English
What to Bring: A creative mindset :)

For the information on venues, see on website.
*Requires at least 4 students to form a class
Late and early pick up and drop off upon request available

Online and week session

Our Online Private Lessons are the perfect way to prep for a summer course, continue learning after camp, or dive into a new topic anytime. With one- on-one remote instruction, your student will build in-demand tech skills from the comfort of home.

Start now at: *www.mykwanacademy.com*

Stress-free flexibility

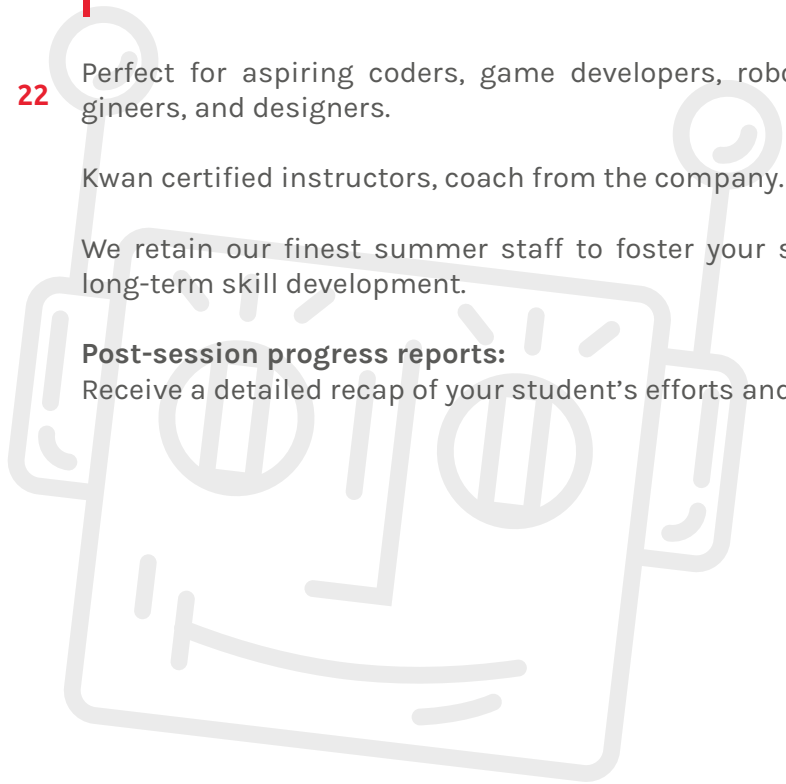Sessions can be tailored to fit your family's busy schedule

In-demand tech topics

Perfect for aspiring coders, game developers, robotics engineers, and designers.

Kwan certified instructors, coach from the company.

We retain our finest summer staff to foster your student's long-term skill development.

Post-session progress reports:
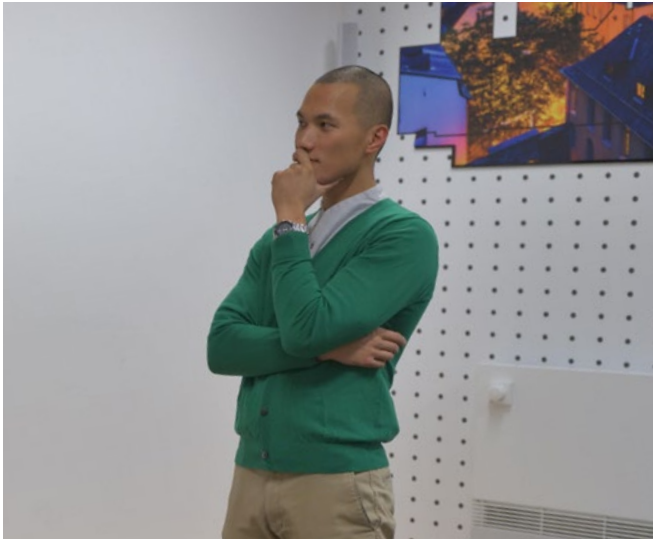Receive a detailed recap of your student's efforts and wins.

Entrepreneur Pathway, or being part of Kwan Factory

Kwan Factory is our startup studio building tomorrow s companies. *Kwan values are Respect, Community, Friendship, Creativity, Success.* We are focused mainly on Digital, Media and Entertainment Industries. Together with you as entrepreneurs, we help and support to turn your ideas into successful companies. We act as the perfect co-founder to build strong and independent startups by providing Expertises, Facilities and Fundings.

We are looking for entrepreneurs. You have a vision and have a perfect picture of the future and the services or products you want to develop. You are able to promote your ideas and are born evangelists to transfer and share your passion and vision to us, and your team members, clients, media partners and any other stakeholders.
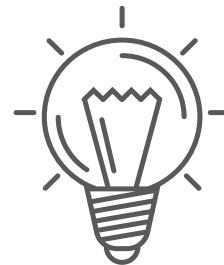
You know that building a startup is a tricky and complex matter to solve. It is also about scaling an entire business from the ground up to a unicorn, through a great deal of methodical and data-driven processes. You must have good supports and if the idea is good it should be successful if you meet the right people at the right moment.

Open minded, curious, enthusiastic

You are deeply enthusiastic about the web and innovative technologies, and at the same time, you are curious about the world around you, not to mention you've got a great sense of humor.
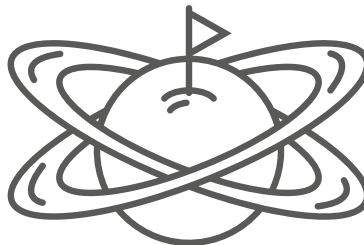
Our Methodology

1_ Kwan Factory tests business ideas with its network of experts. All of them are members of Kwan project and keen to advise and invest in selected projects. They all have signed up a Non Disclosure Agreement. Ideas pop up naturally from our daily experience. Each idea is studied and tested internally using a unique methodology before going any further.

2_ Kwan Factory carefully selects its entrepreneurs based on their entrepreneurial skills, their brilliant minds, their experience, and their ambition to run a company on the long run and to bring it to unicorn level. When selected, the entrepreneurs will be coached by several experts of Kwan to help and support the entrepreneur to find the track to success.

3_Kwan Factory' core team, a dozen experts in all product and growth issues, is fully involved in each venture. All rely on The Network, a powerful infrastructure of resources, homemade tools, and knowledge. Kwan will have shares in the selected companies.

4_ Kwan Factory' startups become independent. After 18 months, each venture becomes fully autonomous. Jobs filled by Kwan Factory' team of experts are replaced by startups' employees. The team gets its own office, and Kwan Factory remains an active - and happy - board member. All ventures remain part of the Network and benefit from its value.

We consider that part of our job is to share our knowledge, stories and experience with the ecosystem. If you want to discuss, please get in touch with us!

Our offer

About the Program.

Kwan' Associates Program welcomes recent graduates and business students for a 6-month excellence program with the goal of joining one of our startups.

Associates are led by our Operations Manager and work with several startups at the same time. Their roles are crucial to the development of our startups in their pre-financial round phase.

The Program is a unique opportunity for Business and Entrepreneurship students and graduates to learn from experienced entrepreneurs in a unique atmosphere, and hopefully, to join promising startups in the making.

Who we're looking for.

High motivation and willingness to get your hands dirty in data sets and growth hacks, a background in one of the top business schools and capacity to surprise us.

What you'll be doing.

Work hand in hand with the CEO and CTO of several startups on growing businesses, using marketing, sales, customer relations and most importantly creativity.

Ready to join the adventure?
You must surprise us and get us enthusiastic about you, your vision and your ideas.

The same energies will lead our collaboration to success.

Register today

Contact
Kwan Luxembourg ASBL
Forum Geeseknappchen
30 bd Pierre Dupong
L-1430 Luxembourg
Tel + 352 661 501 693
info@mykwanacademy.com

Kwan Factory
Luxembourg City Incubator
9 rue de l'Observatoire
1911 Luxembourg
Tel . + 352 42 33 63 24