

# Rafiki Reach Brizy No-Code Hackathon Project

## Introduction

Did you know that the acceptance rate at some top universities is lower than 10%? When it comes to university applications, the realization often dawns that there were countless missed opportunities during your high school journey. The path to applying to universities abroad is a highly competitive one, as each institution sets specific criteria and requirements. In some cases, like applying to U.S. universities through the Common App, you're left with limited space to convey your true passions and achievements. It becomes clear that a tangible method for showcasing your accomplishments is sorely needed. This is where Rafiki Reach steps in. Our mission is to make every student's dream of joining esteemed universities a reality. We've introduced a revolutionary point system that objectively measures your involvement in clubs, sports, volunteer work, and more. This not only benefits students but also aids admissions and scholarship officers in identifying talent and potential through real-world engagement.

## Why This Cause/Industry Is Important

In the intricate journey towards higher education, students encounter obstacles that can obscure their dreams. Rafiki Reach recognizes the significance of this cause because access to quality education can be the cornerstone of one's future. It can break the chains of generational limitations. Yet, students often face barriers—resources may be limited, guidance may be elusive, and the support to balance academics with extracurricular passions can seem out of reach.

## Website Structure and Purpose

### **1. Homepage**

- Header: Includes the Company name and navigation menu section for easier access to the blog, About and contact information. A sign-in button for users who already have accounts
- Hero Section: Captivating title and subtitle to attract users, CTA button; Explore your path for new users to sign up
- Main Page Section: Image in PNG of an aesthetically pleasing university building to attract students, a short description of what to expect with the website. A CTA button; Find out more so as to encourage questions for further clarification
- About us Section: Explaining the company's mission and vision so as to show users what our core values are and to gain their trust in joining.
- Contact Section: A get-in-touch section to encourage users to ask more questions and understand Rafiki Reach well.

- Footer Section: Navigation menu section including a how it works section that directs users to a story that explains Rafiki Reach in detail with the use of Belinda.

## 2. Blog

A dedicated page to direct users to more information on how the point system works. A CTA button; Get Started so as to attract new users to join.

## 3. Story

A golf story inspired by Belinda explaining how Rafiki Reach could help her which could also act as a motivator and inspire someone to join.

## How Rafiki Reach Addresses the Cause/Industry Problem

### 1. Showcasing Passion:

Rafiki Reach understands that every student's journey is unique. We provide a canvas for students to paint their passions, skills, and achievements, creating a vivid, personalized portfolio.

### 2. Academic Guidance:

We don't just provide guidance; we're the steady hand that students can rely on. Our platform offers assistance in maintaining academic excellence, setting clear grade expectations, and recommending relevant courses. Students can input their grades after each semester, receiving instant feedback on their performance.

### 3. Extracurricular Opportunities:

For students like Belinda, who dreams of pursuing medicine at renowned institutions like Yale, Rafiki Reach is a guide and a companion. We help them find nearby volunteer opportunities in their chosen field, simplifying the process of gaining practical experience and expanding their horizons.

### 4. Points-Based Recognition:

At Rafiki Reach, we believe that every achievement, no matter how small, should be celebrated. Our point system captures academic improvements, community service hours, and every instance of recognition. These points are not just numbers; they are the motivation that fuels students' journeys.

The cause of Rafiki Reach, which is to empower students to pursue their dreams through education and extracurricular passions, is immensely important for several reasons:

**Equal Opportunity:** It ensures that every student, regardless of their background, has an equal opportunity to access higher education and work towards their aspirations.

**Personal Growth:** Education and extracurricular involvement contribute significantly to a student's personal and intellectual growth, making them well-rounded individuals.

**Career Opportunities:** Access to higher education opens doors to a wider range of career opportunities, allowing students to follow their passions and fulfil their potential.

**Social Mobility:** Education is a powerful tool for social mobility, enabling individuals to break the cycle of poverty and achieve a better quality of life.

**Economic Development:** A well-educated and skilled workforce is crucial for a country's economic development and innovation.

**Global Competitiveness:** It helps nations remain competitive on a global scale by nurturing talents and producing highly skilled professionals.

**Community and Societal Benefits:** An educated and engaged citizenry contributes to stronger communities, active citizenship, and positive societal change.

Rafiki Reach is more than a platform; it's a supportive community that believes in the potential of every student. By addressing the challenges faced by students worldwide, Rafiki Reach humanizes the journey to higher education, transforming dreams into realities. Our platform's purpose is to empower, to inspire, and to make higher education accessible to all. We are your partners in the pursuit of dreams.