

Weprendo: Massive Open Online Community on App Development and Entrepreneurship

Project Description:

Qualcomm, through its Wireless Reach™ initiative, CSEV Foundation (Center for Virtual Education), UNED (Spanish National University of Distance Education) and Telefonica Learning Services, have teamed up to create a mobile educational environment and a global entrepreneurship community for mobile application development. The project aims to foster a highly skilled workforce in today's digital economy and drive employability and entrepreneurship among unemployed young adults in Spain and Latin America.

The partners are creating a **Massive Open Online Community on App Development and Entrepreneurship**. This online educational platform called **Weprendo (www.weprendo.com)** provides access to massive open online courses (MOOCs) for creating mobile applications using cutting-edge Qualcomm technologies, and enables students to become part of a global, mobile entrepreneurship community that allows them to share knowledge and experiences.

These MOOCs will provide students a learning opportunity on how to develop software for Qualcomm technologies like Vuforia™ augmented reality (AR), Alljoyn™ peer to peer communication technology and Gimbal™, a context awareness platform for Android and iOS. The online educational platform hosts training materials such as lessons, case studies, videos, challenges and interactive tools. Students use smart mobile devices like tablets to access the courses, learn from university professors and successful entrepreneurs, and connect with the online community.

This project makes it possible for anybody with an idea related to the ICT business to acquire competitive skills in mobile application development; connect with a dynamic, global network of like-minded individuals; validate their business ideas in the market; and receive training and counseling from experts for building and growing a business and commercializing and monetizing their ideas – wherever they are in the world.

The project seeks to promote new, innovative methodologies for virtual learning environments in collaboration with universities, experts, institutions and leading businesses in the technological sector in Spain and Latin America. The project partners also hope to foster a highly skilled, digital workforce and entrepreneurship culture, helping to overcome the high unemployment rate among

young adults (960,400 unemployed individuals in Spain¹, and 7.5 million in Latin-America²) and improving workforce competitiveness in the Digital Economy.

To summarize, this initiative addresses the overall theme of science, technology, innovation and culture for the MDGs by: promoting mLearning tools to improve access to education, facilitating the technological know-how and fostering the acquisition of app development skills through MOOCs. The community supports young ICT entrepreneurs and promotes the culture of innovation and the creation of new jobs opportunities.

About Qualcomm Wireless Reach:

Qualcomm believes access to 3G and next-generation mobile technologies can improve people's lives. Qualcomm Wireless Reach is a strategic program that brings wireless technology to underserved communities globally. By working with partners, Wireless Reach invests in projects that foster entrepreneurship, aid in public safety, enhance the delivery of health care, enrich teaching and learning and improve environmental sustainability. For more information please visit www.qualcomm.com/wirelessreach.

Comunidad de emprendimiento móvil

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Un entorno de colaboración y aprendizaje para el desarrollo de aplicaciones móviles



Acceder





Entra en la comunidad

- Aprende y consigue badges >
- Participa y haz contactos >
- Plantea y resuelve tus dudas >



Curso Emprendimiento y Desarrollo de Aplicaciones de Realidad Aumentada

Convocatoria: Junio del 2013

Objetivos: Introducir a los nuevos emprendedores en el campo de la Realidad Aumentada para dispositivos móviles y su aplicación en diferentes campos



Actualidad

Qualcomm realiza formación para desarrolladores en AR y Comunicaciones P2P en el Movilforum

La jornada tuvo lugar en Madrid, en el marco del Wireless Reach, en la sede de Telefónica

¹ EPA 2013 1st quarter

² International Labor Organization