CodeTribe

Community Coding & Industry Skills Impact Proposal

2025/2026

Computer Science: AI & Coding Initiative

Partnership Opportunity

Background
Motivation
Goals
Monitoring & Evaluation
Benefits
Build Your Partnership:
Course Mapping
Supporting Pillars
Origin Story
Unique Pedagogy & Outcomes
Web-Dev Track
Game-Dev Track
AI & Automation Track

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Background

CodeTribe was founded based on the successful CodeJIKA program which teaches 160,000 students per year.

CodeTribe differentiates itself radically from other platforms in that it is focused on skills which are industry-transferable.
It does this while providing a creative and gradual learning curve through an encouraging, self-guided model. - This plays out in a truly astounding way, such that teachers can easily manage a large class of students who have never coded before.

Teachers across hundreds of districts and thousands of schools can attest to the incredible ease with which especially girls and non-technical students engage and create their own artifacts - Games, Websites and AI Tools.

Motivation

The goal of this venture is to enable great career confidence and opportunity to, starting with pre-teens and teens. The duration of the venture allows the skills of both students and teachers to mature.

Studies show how being exposed to Computer Science and coding significantly demystifies technology, increases creative confidence in other subjects and, surprisingly, also boosts math scores. The attention to detail, creative nature, debugging and immediate feedback of the coding give a sense of autonomy and confidence that other subjects find hard to rival.

Goals

The goal of the program is to rapidly build momentum and to both sustain and expand skills year on year.

Year 1:
Starting Point: Provide platform and run pilot with 25 students.

Adjust duration, content and certificate goals based on feedback.
Three “Tracks” offered: Web-Dev Basics, Web-Dev React Intermediate and AI & Automation.
Students Trained and Impacted: 800

Year 2: Rollout to expand remote and in-house students.
Students Trained and Impacted: 2400

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Monitoring & Evaluation

The core metrics that will be tracked are:

Students engaged
Total Lessons completed
Schools actively teaching
Teachers trained
Teachers teaching

At the end of the cycle CodeTribe will collate photos, videos and statistics of the impact and present this to the school, district and partners as part of the annual evaluation process.

It will also present recommendations and critical feedback of how the CodeTribe team could perform better based on feedback from students, teachers and administrators.

Benefits

The benefits of this program, while certainly hard to measure in entirety, will be clearly identifiable and the team expects them to be visible immediately.

Due to CodeTribe's expertise in rollouts with teachers from all subjects and students from all income levels the approach will be fun- and creativity-driven.

Expected Outcomes for Schools:
1. Improved Teacher confidence around STEM and CS.
2. Improved student confidence, skill and motivation around technical and analytical subjects.
3. Improved relations with parents as they see their students showcasing impressive coding projects. (Which is the unique outcome of the CodeTribe platform.)
4. The opportunity to run school- or district-level hackathons.

Expected Benefits for Partner:
5. Closer connection with the surrounding education eco-system.
6. Volunteering opportunities for students.
7. A technical-oriented pipeline for students from the region.

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Build Your Partnership:

Partnerships may compose of 4 components:

1. **Platform** - Number of Licenses, capabilities (white-label, etc.)
2. **Support** - Select level: Email support or Interactive/VIP support (zoom calls, etc.)
3. **Custom Features Retainer** - Use our expert in-house dev team to quickly add integrations or custom learning IDEs.
4. **Content Creation & On-boarding** - The team will quickly implement adding/adapting existing content or courses to the platform. Or source a solution.

Platform

Monthly Cost	User Accounts	Description
$200	1,000 Users	Getting started
$500	3,000 Users	Building momentum
$960	10,000 Users	Major traction
$1,750	25,000 Users	Snowballing
$2,500	50,000 Users	Armageddon

Support

Monthly Cost	User Accounts	Description
$250	Unlimited	Email support
$500	Unlimited	VIP Support: Calls & Zoom meetings

Custom Features Retainer

Monthly Cost	Custom Dev Hour	Description
$1,000	5 Hours	Building Integrations
$2000	5 Hours	Features and custom learning implementations.

Note: Hours roll-over and accumulate or can be reimbursed.

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Content Creation & On-boarding or Professional Development

The team will quickly implement adding/adapting existing content or courses to the platform. Or source a solution.

Once-off Costs	Custom Dev Hour	Description
$3,000	5 Hour Course	Example: Auto-graded React Course/Existing.
$2,000	5 Hours Teacher Training	Teacher Community and Pedagogy

Note: The team will quickly implement adding/adapting existing content or courses to the platform. Or source a solution.

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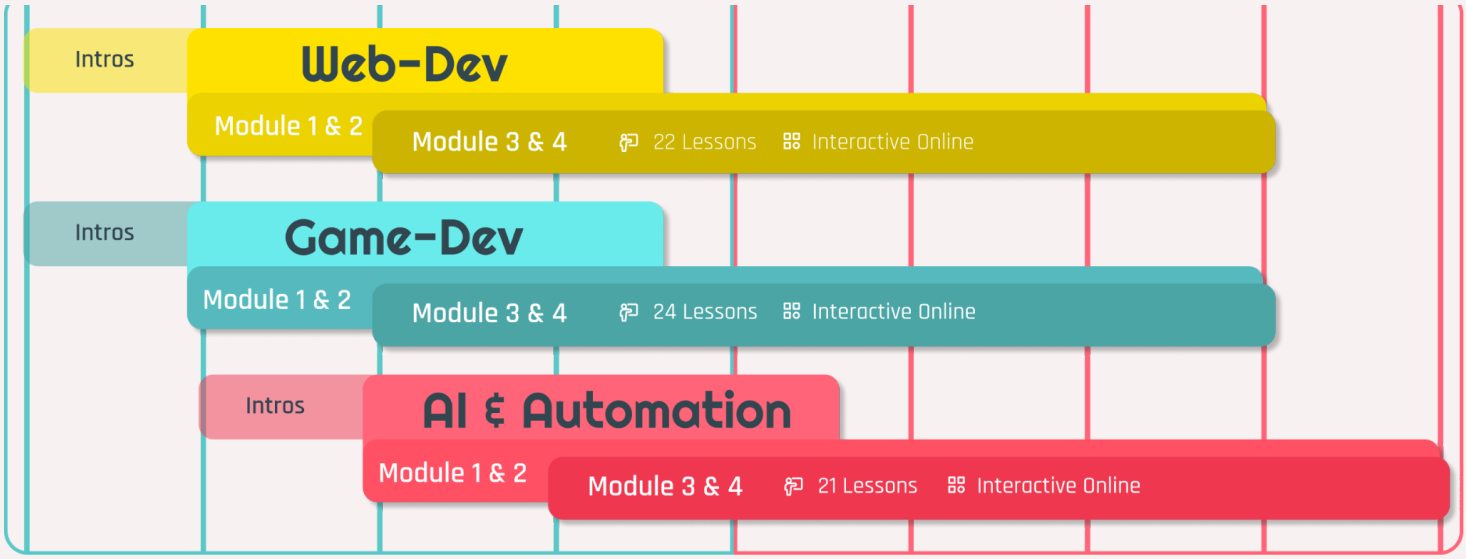
Course Mapping



**Module 3 & 4 of these courses may be revised every 24 months to ensure relevance.*
*** The courses linked and supplied under the supporting pillars may not be eligible for full online progress tracking due to the nature of the content or the platform hosting the interactive activities.*

Supporting Pillars

Design Thinking
How to build and design solutions.
From design, to prototyping to creating a purpose-built app
21 Lessons | Partner
Mainly Offline | Code.org

Problem Solving & Computing
Computational thinking and how computers and the internet work.
A flow of mainly offline activities, videos & discussion points.
8 Lessons | Partner
Activities | Code.org

Data & Society
Data Structures, Data uses and manipulating data.
Securing your data online and providing data automations.
21 Lessons | Partner
Interactive | Code.org

CAPSTONE:
Digital Entrepreneurship & Social Impact Project
Partnerships with various non-profits: US-based & International.
6 Lessons
Planning & Coding

Standards-aligned curriculum | Built on a web-based, mobile-friendly collaborative and teacher-oriented learning environment.

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Origin Story

Founder Jonathan, launched CodeJIKA in South Africa in 2018 as a way for teens to learn how to code without: A teacher, money or an internet connection.

The first version used fun and engaging PDFs to show learners how to code in Notepad and run it in the browser of any PC. This then evolved into a project to help learners get introduced to coding via a browser on their phone.

After initial prototypes the team began designing a mobile friendly version which could work on any device with an absolute minimum of bandwidth, as data is still costly in many developing countries.

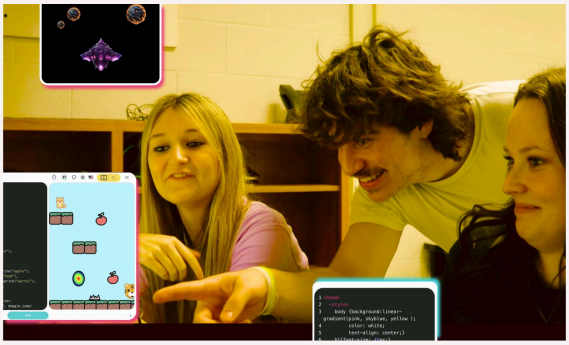
After many iterations CodeJIKA launched a full version with an online version of the curriculum. After partnering with CodeTribe a revised curriculum and a Game Dev course was launched in late 2023. These modules received very positive feedback and resulted in the platform being adopted and replacing other platform providers.

We're blessed to work with amazing team members and are excited to launch our teacher-centric platform version, as well as building a new AI & Automation course.

Come build with us!

Why Girls Love Learning Coding with CodeTribe

Girls love learning to code when using CodeTribe.com because of the impressive customization, iterative encouraging graphics, the step-by-step guidance and the full projects which the learner creates throughout each module.



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On the CodeTribe platform, the kids were able to "make it their own" and change the background colors, whereas with the previous one, CodeHS, they had to follow exactly in order to go to the next step.

CodeTribe.com is the easiest way to teach CS, because it's also the most fun way to teach Text-based Coding in Middle- and High School.
– Audrey Fipps | Rio Vista, Texas
How to Teach Girls Text-based Coding in 2024 | Audrey Fipps with CodeTribe

Unique Pedagogy & Outcomes

IN CONTROL
Everyone wants to feel in control – Drag and Drop is
great for conceptual understanding, but it creates a dependency on the specific platform on which it was created.
At CodeTribe, teens actually feel like developers; Debugging & managing files.

SERIOUS, SIMPLIFIED.
Reducing barriers and bottle-necks includes building the system for the learner as well as the teacher. We expect self- & peer-learning & created a conservative learning curve so that no one gets left behind.

UNIQUE OUTPUT
We respect learner's time and maximize the number of sessions to accelerate subject expertise.

Imagine if almost every single character typed from Lesson 1-8 contributes toward a singular, impressive project with a student-customized message, colors and design. Something to be proud of -And that's what our vision is, to allow kids to get excited building WHILE learning, not after.

THE CREATOR ECONOMY

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Ready to create your lessons, slides and courses?
Yes, it's as simple as writing or modifying the course you wish to implement and pasting text and graphics into the slides.

Web-Dev Track

A super-beginner-friendly course for anyone needing an intimidation-free and fun start to their web-dev journey.
All lessons are auto-graded with micro-challenges that encourage the learner to build slowly, one line of code at a time.

28 Lessons

Module 1: My First Landing Page

Introduces you to building a website. The outcome is a simple, colorful landing page.

6 Lessons (Including "Intro Lessons")

Module 2: My Web CV

Present your skills and plans in an attractive and engaging Website CV built with HTML, CSS, and emojis.

6 Lessons

Module 3: My First Business Website

Build your first website for a business.

6 Lessons

Module 4: My First JavaScript Game

Build your first JavaScript Game.

10 Lessons

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Game-Dev Track

A like-you've-never-seen-before, insanely fun, easy to build game development opportunity that throws you deep into the mechanics in the simplest and most fun way imaginable.

Powered by the incredible Kaboom.js, the student understands game controls in 3 lines of code and can focus on building without worrying about unnecessary syntax. A natural and comfortable progression for any students moving from block-based programming to syntax.
24 Lessons

Module 1: Space Explorer 🚀

Build an incredible and complete game with only 60 lines of code. Interact with your game at each step and watch as you enable space exploration for generations to come. 😜

6 Lessons (Including "Intro Lessons")

Module 2: My First Platformer Game 🍄 ⭐

Draw and launch your map in the very first lesson. Then create gifts, enemies, and customize the look. Finally create a portal for new worlds - How many levels will yours have?

6 Lessons

Module 3: Platform Pros 🎮🤩

Add scores, sounds and new functionality of your amazing game.
Understand how to customize more elements.
This module build on the previous one. The final output is over 100 lines of code and includes 12 lessons.

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6 Lessons

Module 4: RPG & Game Dialog 💬👋🏽

Create incredible branching scenarios where players can explore multiple maps, characters and choices. Communicate with instructions, dialog and notifications.

6 Lessons

AI & Automation Track

Start by connecting directly to a tensorflow engine and image recognition model with only 10 lines of code. Make your simple websites and apps integrate from 5 different apis.

Learn how to send text messages, emails, and automate anything you want with the power of the API and AI.

22 Lessons

Module 1: APIs & Img Recognition 🤖

Learn how LLMs work while building a simple prediction website - Then connect it with Image Recognition capabilities. 😮

8 Lessons (Including “Intro Lessons”)

Module 2: How AI’s Large Language Models “Guess” 🤔💡

It seems much less complicated when you realize AI is just “Guessing” - Millions and millions of times just to make that image or respond to your question.

6 Lessons

Module 3: Building & Coding with AI 💡

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Here students will create and improve practical projects by testing, improving and requesting snippets with AI Chatbots. Working in tandem with AI they will create a social impact project, test and launch it.

8 Lessons

We can’t wait to get started on this project with you.
Let’s do great things!

The CodeTribe Team

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