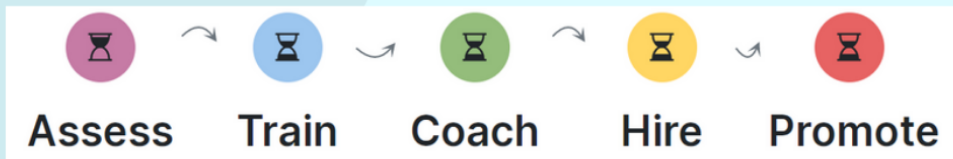# eBridge

Assess → Train → Coach → Hire → Promote

BRAND STORY

The Bridge To A Successful Cloud Computing and Cybersecurity Career.

eBridge is one of the rare institutes combining expert teaching and career counselling for cloud computing and cybersecurity training and certification. We are bridging the gap between people and technology, empowering candidates to achieve their full potential in the tech industry.

Being from the industry, we see a strong demand for skilled cloud engineers with a huge gap in supply. We understand that many individuals are eager to work in the tech industry but may feel intimidated or unsure of where to start. That's why we've created a safe and supportive environment, where candidates can learn, develop their skills, network with industry professionals, and build a successful career.

Founded by a seasoned technical trainer with decades of experience working with major corporations we have created a comprehensive approach to getting our candidates ready for a tech career.

Our process begins by understanding the candidate's core strengths with a comprehensive skill and personality assessment, followed by personalised recommendations for the most appropriate AWS certifications for their respective career goals. Building on that with a unique combination of online and offline training, as well as mentoring and coaching, to ensure that our candidates receive a well-rounded education.

Our commitment to our student's success goes beyond the training program. With a personalized approach and partnering with local banks to provide financing, we not only guide the candidates with interview coaching but also help connect them with businesses for hiring opportunities empowering candidates to launch a successful career in the tech industry.

Thus, making sure that our candidates don't just learn the needed skills but also receive guidance and support every step of the way.

MISSION STATEMENT

Our Mission

Our mission at eBridge is to empower candidates to achieve their full potential in the tech industry by bridging the gap between people and technology. We are dedicated to providing comprehensive cloud computing and cyber security training and certification through a unique combination of online and offline courses, mentoring and coaching.

Our mission is to be your partner, mentor and guide in your journey to successfully build a career in cloud computing & cyber security.

VISION STATEMENT

Our Vision

Our vision at eBridge is to be the leading provider of cloud computing & cyber security training and certification, empowering individuals to achieve their full potential and build a sustainable career in the tech industry, helping shape the future of technology.

BRAND POSITIONING ANALYSIS

Brand positioning is based on the illustrated diagram called as the bulls-eye of branding it encompasses:

WHAT?

WHY?

HOW?
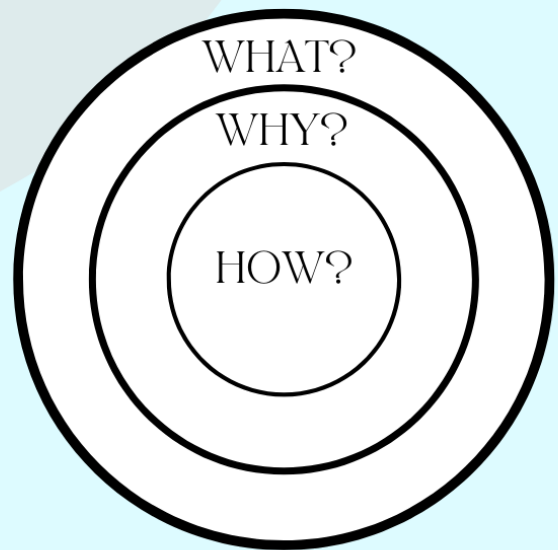
THE BRANDING BULLSEYE

What does your company do? (Primary Business)

We impart training, coaching and career counselling to individuals looking to build a career in cloud computing & cyber security

How do you do it? (The Secret Sauce)

We focus on understanding the student and suggest the best program fit for his skills and provide mentoring for interviews and help them connect with potential employers.

Why? (This is the brand purpose)

We believe in a comprehensive approach to training, being a partner in their connect them to the technology of tomorrow.

BRAND POSITIONING STATEMENT

"

eBridge is the educational partner to a brighter future in cloud computing. As a trusted partner in career development, we are a bridge empowering candidates to build successful careers in the tech industry. With a focus on personalized training and support, we bridge the gap between education and employment by offering a comprehensive approach that includes skills assessment, tailored program suggestions, mentoring, financing and connections with potential employers.

"

CONTENT PILLARS

01

PERSONALIZED TRAINING

Focus on how the skills and personality assessment, combined with personalized suggestions for the most appropriate AWS certifications, sets eBridge apart from other training programs.

02

COMPREHENSIVE APPROACH

Highlight the combination of online and offline training, mentoring, and coaching that makes eBridge's approach comprehensive and effective.

03

INDUSTRY EXPERTISE

Highlight the founder's experience and expertise in the tech industry, and how that informs and strengthens eBridge's training programs.

04

ACCESSIBILITY

Emphasize eBridge's commitment to making the tech industry accessible to everyone, regardless of experience level or background, and how the brand serves as a bridge connecting individuals to their future in technology.

OUR VALUES

EMPOWERMENT

Our brand is dedicated to empowering candidates with the right skills and network to succeed in the tech industry and reach their full potential.

PARTNERSHIP

eBridge values the power of partnership and aims to understand and guide its candidates in their professional journeys.

CAREER ORIENTED

eBridge is committed to career focussed training helping individuals build careers in the tech industry that are sustainable over the long term.

PERSONALIZED

eBridge believes in tailoring training programs to each candidate's skills and career goals providing a personalized approach to learning.

VOICE & TONE

UNDERSTANDING OF THE CANDIDATE

CREATIVE STORY TELLING

SERIOUS BUT FUN

CONFIDENT AND ASSERTIVE

VOICE & TONE

Suggested Brand Tone	Description	Do	Dont
UNDERSTANDING OF THE CANDIDATE	We need to position ourselves as a trustworthy service that aims to primarily help our candidates. We need to showcase that we understand our candidate's apprehensions and pain points.	-Research your candidate and your competitors -Show how you tailor your approach based on different candidate backgrounds	-Don't use false assumptions -Don't use fake clients
SERIOUS BUT FUN	We want to not sound serious. We want to have a serious but with an underlying playful tone, that a confident person has when he knows what he is doing.	-Be knowledgeable about candidate pain points based on different current industry trends -Be kind and assertive in your tone	-Don't sound goofy -Don't develop a motherly or fatherly tone. -Don't undermine the knowledge of the customer.
CREATIVE STORY TELLING	We use this element of creative story telling by using the approach of storytelling. Storytelling is a crucial part of our voice and tone. It will help us build credibility over time. Entangle your product with stories of how candidates have had successful career developments with our training and mentorship	- Focus on your own/candidate stories -Have only positive stories -Highlight the pain of the customer and how you solved it.	-Don't make up false painpoints - Keep the story relevant to the present day candidate painpoints. -Be abreast of issues and problems faced by the industry -Be aware of what the candidates are looking for.
CONFIDENT AND ASSERTIVE	We need to sound knowledgeable and confident which will help us build credibility and appear authentic to our audience.	-Have a gentleman's tone -Do showoff your problem solving experiences in the past -Always double check on facts and figures.	-Don't sound arrogant -Don't sound like a know it all person -Don't sound like a boss.

SOCIAL MEDIA STRATEGY

The Customer Spotlight Strategy

The Customer spotlight strategy revolves around making the customer narrative as the focal point of communication and messaging rather than the product or service.

All the value propositions of the product will be communicated by fusing them with our target audience's pain point.

The Customer-Spotlight strategy has the following components that we need to focus on:

a. Build Perception through Repetition.

In this aspect, we aim to build credibility through the repetition of core distinctions based on the suggested content pillars and the red flags which highlight the painpoint of the candidates. Thus, reassuring them that we understand their pains and are keen to help them.

b. Build Authenticity through Customer Stories

Our students are our biggest assets; we want our visitors to know that— "we know what we are talking about". We do this by showcasing positive experiences of candidate' stories and testimonials, talking about how you helped them to advance or switch careers or help them connect with the right employer, etc.

c. Create Credibility through Content

Content will be your best friend to position yourself as an industry leader which will attract candidates. Bite-sized content that talks about the pains of the audience/informative goes a long way.

d. Create an Approachable Environment

We need to create an approachable environment where our potential candidates feel safe to connect, share and grow. Where they can ask for help. An easy-to-book evaluation call can do wonders

TARGET AUDIENCE OVERVIEW

A basic understanding of the target audience is necessary to help us formulate our strategies and who exactly are we dealing with. It will also help us be in a position to understand the audience's pain points better.

a) GEOGRAPHIC CRITERIA:

Our customers would be based mainly in The United States, Northern Virginia but also around the globe, being a digital presence we are unrestricted by geographical boundaries.

b) DEMOGRAPHIC CRITERIA
Ideal Age range: 21-40
We want to target an audience that is looking to start. or change their careers in cloud computing and cyber security with AWS certification.

c) PSYCHOGRAPHIC MAKEUP:

Personality: The ideal candidate is looking for a trusted training institute that will help them not only learn but also guide them through mentorship and networking and help them build long-term careers.

Lifestyle: Our candidates are from varied backgrounds and ethnicities, but the common thing is that they are looking to build or advance their careers in the tech industry. They are digitally literate and have some knowledge and experience in working with computers. They are solution-oriented and are looking to find effective and quick solutions.

Religion and Ethnicity: Our audience is not limited by any religion or ethnicity.

Interest: Modern Trends, Digital Trends, Staying in sync with the modern marketplace, Comprehensive solutions

TARGET AUDIENCE OVERVIEW

d) BEHAVIOURAL TRAITS:

Brand Loyalty: Our ideal candidate is not tied to a particular brand but is looking for solutions with training institutes that provide more than just learning. They are research-based decision makers who would ideally like to be associated with service providers who understand them and their pain points.

Benefits Sought: Time-saving, Simple, Modern, Easy to use, Quick, Honesty, Friendly, Experience, Effective ROI

Expectations: Our candidates are looking to build or advance their careers in the tech industry. They are looking not for a course that will just add qualifications to their resume, but something that they can leverage immediately to find full-time jobs. They want to network with potential employers and get prepped for interviews in the field ideally from someone who has hands-on experience in the relevant industry.
They are looking for someone who is more than just a teacher, but rather like a partner helping them chart the path of their new career choice. They want someone who can understand them and suggest the best way forward based on their existing skills and not just provide them with a generic cookie-cutter approach.

THANK YOU