

# LUMINUS EDUCATION

Leveraging Technology for Employment-focused TVET

**LTUC**  
LUMINUS TECHNICAL  
UNIVERSITY COLLEGE

A member of Luminus Education 

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# 01 Luminus Education Overview

# YOUTH UNEMPLOYMENT & SKILLS MISMATCH

- The young generation in the MENA region demands **access to employment**
- Employers in growth sectors complain about a **lack of skills** among graduates from traditional educational institutions
- A major factor contributing to the high unemployment rate is the **mismatch between skills** available in the labor market and private sector demands
- Luminus Education was found to **close the skills gap** to solve youth unemployment in the MENA region



>31%

Youth unemployment in MENA – highest in the world



>48%

Unemployment rate for women in MENA



Employers

Luminus  
Education



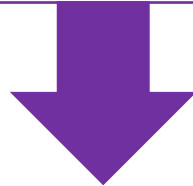
Students/ graduates

- Luminus Education is a leading For Good, For Profit educational institution providing high-quality, **market-oriented degrees and qualifications** that equip Arab youth for the job market
- With its focus on **competency based learning**, Luminus is a champion of education for employment
- With a keen eye on alleviating the unemployment problem in the MENA region, Luminus **designs its programmes alongside private sector employers**, and partners with top international programme developers
- **Partnerships with key industry players** is a major driver of Luminus' continued success in **matching its graduates with suitable jobs**.
- Luminus currently serves 12,000 students from across the Arab world in four campuses. The vision is to reach 100,000 students in 5 years by expanding operations across the MENA region



Luminus Education – operating through Luminus Technical University College (LTUC) and Luminus ShamalStart – is a leading educational institution in Jordan with the vision to foster an empowered and employable generation of Arab youth in the MENA region through education for employment and entrepreneurship services.

## Education for Employment



**Luminus Technical University College (LTUC)**, formerly Al-Quds College, provides quality, employment-focused vocational training, soft skills and technical education according to its proven and scalable Education for Employment (E4E) model. LTUC delivers through 10 Schools of Excellence providing education and training in 50+ market-relevant disciplines.

## Entrepreneurship pathway

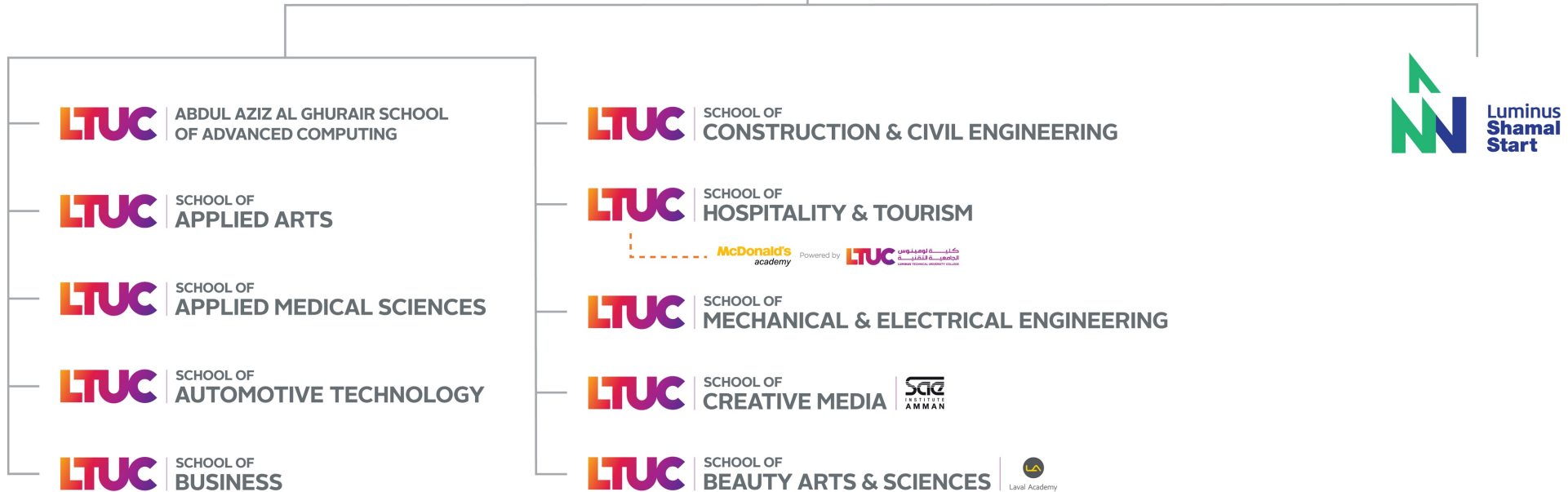


**Luminus ShamalStart** supports and enables entrepreneurs in creating sustainable businesses with a focus on manufacturing and related services. It provides comprehensive business development services including entrepreneurship-focused training, strategic mentorship, networking and linkages, creative workspace, seed funding and access to a makerspace (Fabrication Lab). Luminus ShamalStart has trained 250 start-up teams, incubated 120 start-ups, provided >€1.5M in seed funding and created 300+ jobs

# LUMINUS EDUCATION - STRUCTURE



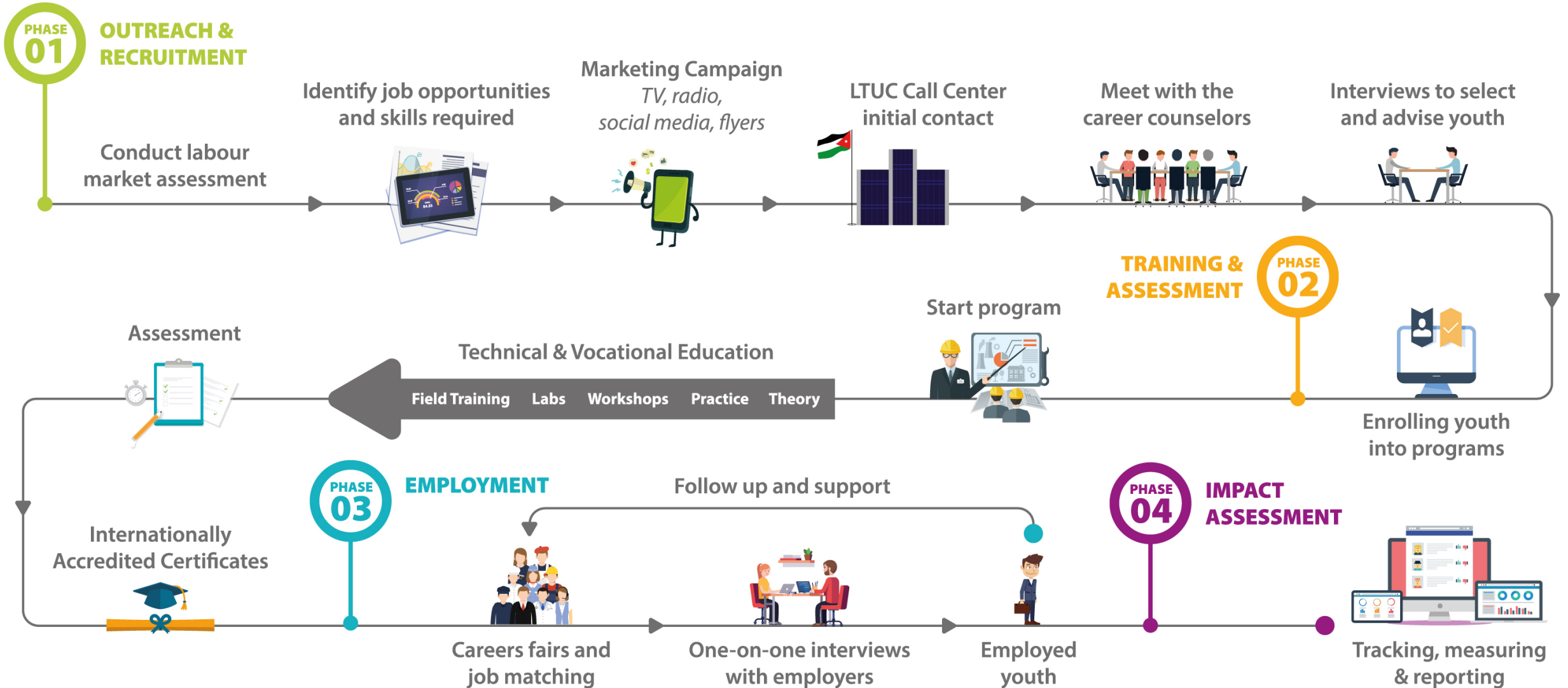
Luminus Education



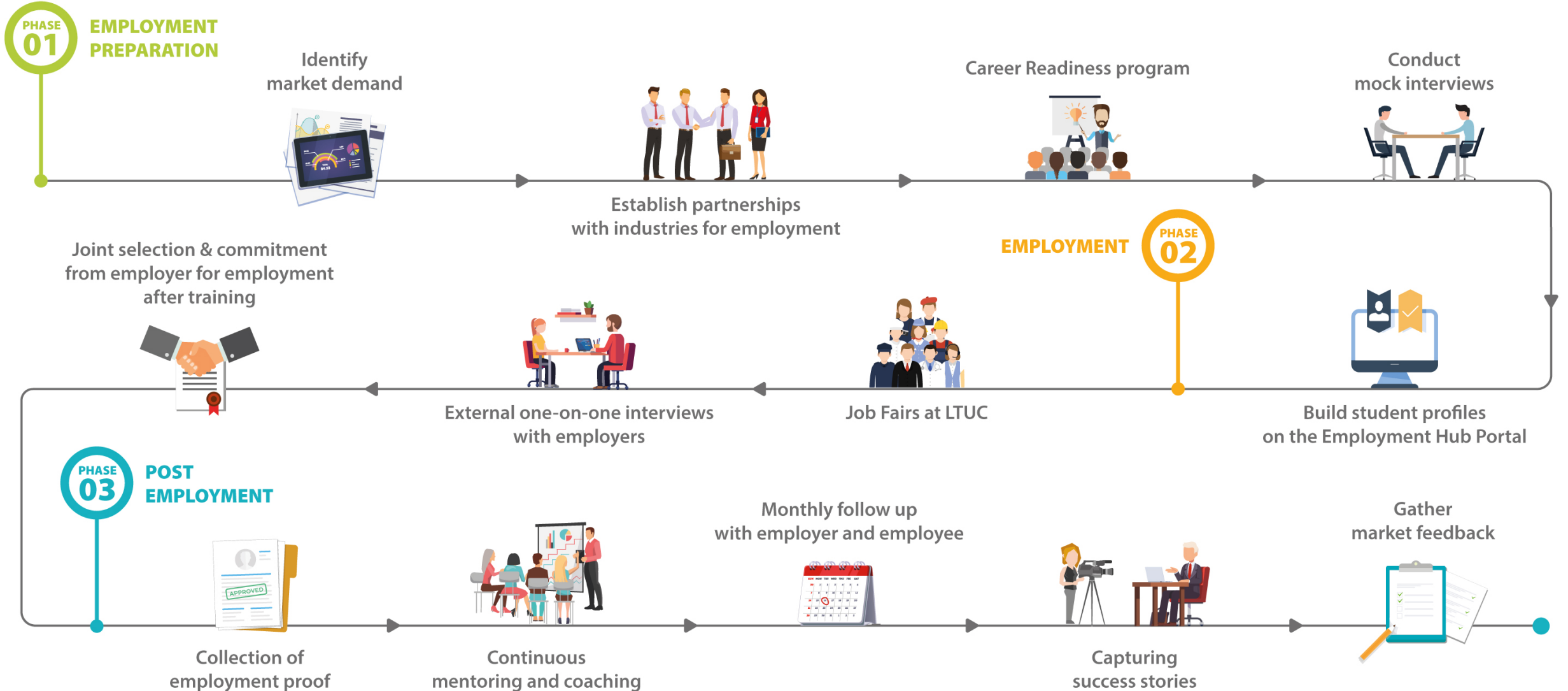
# 02 Components of the Model



# THE LTUC MODEL



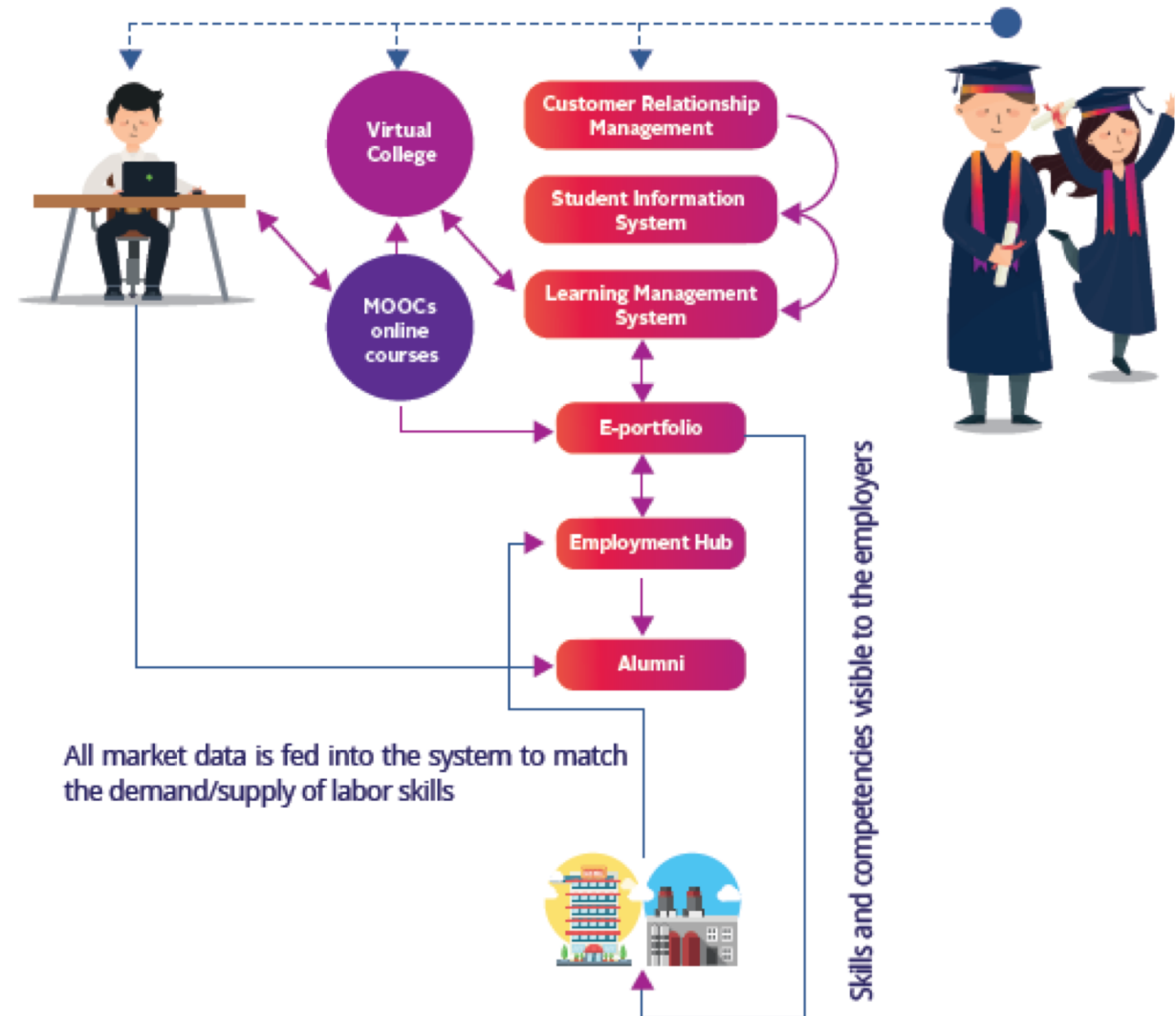
# LTUC EMPLOYMENT HUB MODEL



# TECHNOLOGY UNDERPINNING THE MODEL

Through an integrated Management Information System (MIS), Luminus Education is able to:

- Track youth from outreach to employment for effective and data-driven Monitoring & Evaluation and solving of queries throughout the student's journey
- Facilitate lifelong learning and engage alumni
- Enhance student journey and learning experience through feedback mechanisms with employers and graduates
- Improve accessibility for youth from remote areas through blended and virtual delivery
- Support scaling of the delivery in the MENA region without reducing quality
- Inform demand driven programmes through real time data from the market
- Connect to employers effectively



# 03 Partnerships

# PARTNERSHIPS FOR IMPACT

## Academic & Technology



## Donors



Implemented by



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The European Union



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والتعليم المهني والتقني



مؤسسة عبدالله الغرير للتعليم  
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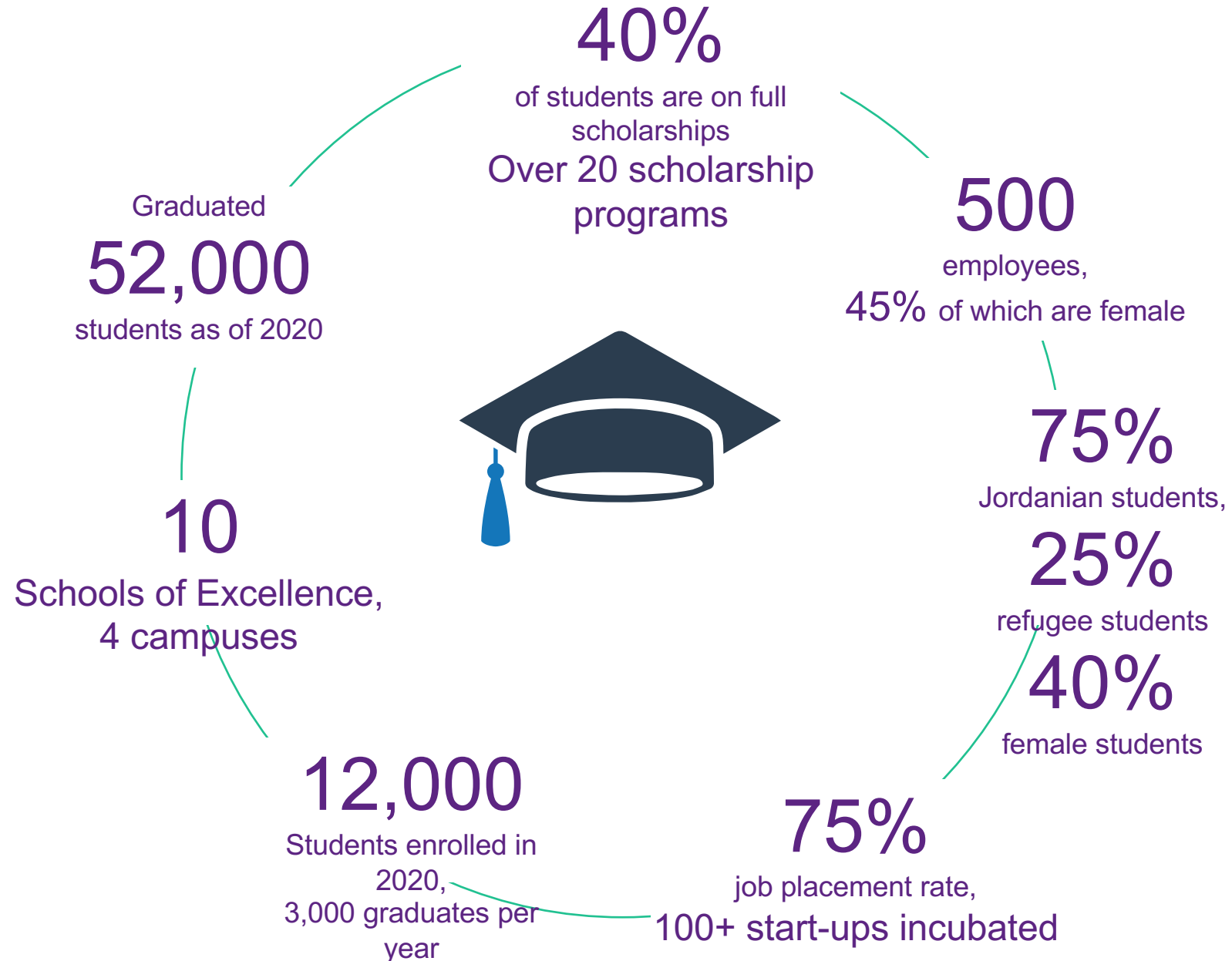
## 600+ Employers



# 04 Impact and Growth

# IMPACT & GROWTH

- Luminus Education has tripled its student population since 2014, enrolled in 50+ accredited short courses, national and international diplomas and market driven Bachelor Degree programmes
- Luminus Education has graduated over 50,000 students, the vast majority from less affluent backgrounds and placed >75% of them into employment
- Luminus' model allows less affluent youth to undertake education and gain employment, opportunities they would never be able to access without the support of Luminus Education and its partners
- Luminus Education has ambitious growth plans with the aim to reach 100,000 less affluent students in 5 years through expansion of operations to multiple countries in the MENA region and the deployment of a Virtual College



To foster an empowered and employable generation of Arab youth, Luminus Education pursues several types of partnerships to scale in Jordan and the MENA region:

- **Donors, sponsors and other financing institutions** to provide catalytic funding to support the entry of Luminus Education's model into selected MENA markets and provide less affluent youth with scholarships
- **Local partners** to provide Luminus Education with physical training infrastructure, Work-based learning opportunities, networks and on-ground support to set up and successfully implement the model
- **World-class Industry, Technology and Employer partners** to enhance delivery and impact of the model and employ graduates in growth sectors
- **TVET and Higher Education institutions in the MENA region** that want to benefit from capacity building programmes offered by Luminus Education





**THANK YOU**

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