

## Clevio Coder Camp: Developing 21st-century life-skills in children through programming courses

Jakarta, Indonesia



Fransiska Oetami



Year Founded:  
2013

**Organization type:**  
for profit

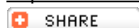
Project Stage:  
Growth

**Budget:**  
\$10,000 - \$50,000

Website:  
<http://clevio.co/camp/>

**Twitter:**  
<https://twitter.com/cleviocamp>

**Facebook:**  
<https://www.facebook.com/ClevioCamp>

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### Project Summary

#### Elevator Pitch

**Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.**

Clevio Coder Camp builds 21st-century life-skills & positive characters in 6-15 year olds by coaching them to develop, program & sell edu-games in teamwork. The Coder teams work by the principles of Self-Organized Learning Environment and Project-Based Learning. Delivered in-school & out-of-school.

**WHAT IF - Inspiration: Write one sentence that describes a way that your project dares to ask, "WHAT IF?"**

What if our children can be addicted to learning, creating and sharing for the greater good?

#### About Project

**Problem: What problem is this project trying to address?**

1. The Indonesian formal education system is not preparing students with necessary survival skills in 21st century. Critical thinking, learning skill, and cooperation are not cultivated, while neglecting the importance of computer-science in public schools. 2. Many modern Indonesian families have immersed themselves in the world of gadgets and virtual social-entertainment lifestyle, without adequate understanding of its powers and dangers.

**Solution: What is the proposed solution? Please be specific!**

By using Self-Organised Learning Environment and Project-Based Learning in coaching teams of children to learn developing & selling computer edu-games we help them develop: 1. learning skills through exploration and discovery; 2. critical thinking through analysis and creating problem solving methods; 3. cooperation and social intelligence through teamwork (design/program/manage); 4. competition and innovation through entrepreneurship. Through articles, workshops and seminars we help: 1. Parents and educators to empower children and turn their obsession of games and curiosity into joy of learning, creating and sharing for the greater good. 2. Families learn to use technology productively instead of consumptively or destructively.

Impact: How does it Work

**Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.**

In our 3 days Coder Camp, kids start from no programming skill to producing and launching edu-games in front of audience, on CDs/ GooglePlay/ the web. They learn logical thinking through simple logical structure to complex algorithm. School subjects are creatively infused into the games. As they work in trios (i.e. project manager, game designer, game programmer) they learn cooperation, empathy, and consensus building. We have observed kids' enthusiasm - they can't wait to start and refuse to go home when class is over. Passionate arguments and cheers of success alternately fill the air. Parents told us how the kids came home inspired – they wrote business plans, started game business, invented clever solutions, and share the knowledge.

**Impact: What is the impact of the work to date? Also describe the projected future impact for the coming years.**

We have granted 100 "License to Code" to our Coder Camp graduates in year 1. Our kid-technopreneurs created, published, presented, shared, sold their edu-games in various communities and worldwide. They learned to be Changemakers by coaching, helping, inspiring hundreds of other children and adults to learn creating computer programs for themselves and others in Clevio's workshops. 10 years ahead, our future generation must be adept to play integrated roles in a new world powered by human-enhancing technologies. Those who fail to adapt, will either be enslaved by technology, or be left in behind in "digital stone-age." The key impact is not about game programming. The key impact is unlocking children's minds with critical thinking, learning skill, positive characters, and the empowerment to impact greater-good with the software they share and the people they help, coach & inspire.

**Spread Strategies: Moving forward, what are the main strategies for scaling impact?**

From a small fan-base, we are building a community of supporters to help us grow through various channels, i.e. social-media groups, seminars, workshops, media, newsletters, bazaars, sponsors, school activities. They help us raise awareness and change mindsets in parents & educators, how to take advantage of gamification and technology for children's greater good. Motivated parents, schools & businesses have come to aide our expansion with their facilities, networking and good advice. We are now gathering sponsorships to help us offer more free education to the underprivileged communities.

Sustainability

**Financial Sustainability Plan: What is this solution's plan to ensure financial sustainability?**

1. Build cooperations with more schools. Target 5-10 schools this year. 2. Raise demand from parents through various promotion channels: news media, social media, advertising, seminars, referrals. 3. Approach CSR funders to finance sponsored scholarships, sponsored classes and sponsored seminars. 4. Build a community of like-minded parties to support our greater-good cause, including parents, educators, companies, media & government.

**Marketplace: Who else is addressing the problem outlined here? How does the proposed project differ from these approaches?**

From the many "similar projects" we see in the market, we are the only one that focuses on the socio-psychological benefits using edu-game programming as learning tool. Parents and educators have given such positive response toward our program as they see that it provides children with an array of important life skills that often time are not included in school curriculums, yet crucial in preparing them for their future. Realising the importance of these skills, school principals recommend our program to other schools, assisting us not only in marketing, but also educating the public.

Team

**Founding Story**

"AHA!"#1. My son Neo started learning programming Android in 4th grade with his dad, and Neo learned faster making games than his father did. We could not find a school where Neo can further his game programming interest. So we decided to build one. "AHA!"#2. From our professional experience we discovered that in Indonesia it is difficult to recruit new graduates that has sufficient self-learning skill, critical thinking capacity, problem-solving skill and self-confidence. Most people agree that our culture, our education system, may not develop our people well to be so. So we must contribute, in our capacity, to help develop our future generation with essential 21st century life-skill to bridge our people development gap.

**Team**

-Principal / Camp Manager: Mrs. Fransiska Oetami (38), full-time, children counsellor -Founder / Marketing Director: Aranggi Soemardjan (40), full-time, ex-CEO & Sales & Marketing Director of a German multinational -2 Senior Coaches / curriculum developer: full-time, studied computer programming, extensive coaching experience -2 Trainee Coaches: part-time, studied computer programming, some coaching experience -1 Salesperson: to recruit

About You

**Organization:**

Clevio Coder Camp

About You

**First Name**

Fransiska

**Last Name**

Oetami

**Twitter URL**

**Facebook URL**

About Your Project

**Organization Name**

Clevio Coder Camp

**How long has your organization been operating?**

Please select

Project

**Organization Country**

, Jakarta

**Country where this project is creating social impact**

, Jakarta

**What awards or honors has the project received?**

**Funding: How is your project financial supported?**

Friends and family, Individuals, Businesses, Customers.

Supplemental

**Awards**

+ Student Finalists in 2013 Indonesian Informatics & Computer Technology Award, by Indonesian Ministry of Communication & Informatics, for academics & industry professionals.

+ Our children-technopreneurs were featured in Entrepreneurs Festival by Bloomberg TV Indonesia.

+ Featured in various popular media on education, children, parenting, family and technology.

**Primary Target Age Group**

6 - 12, 13 - 17.

**Your role in Education**

Administrator, After-School Provider, Coach, Counselor, Parent.

**Please specify which of the following best applies:**

I am applying on behalf of a particular program or initiative.

**The type of school(s) your solution is affiliated with (if applicable)**

Public (tuition-free), Private (tuition-based), Home-School, Other.

**Intervention Focus**

Curricular, Extracurricular, Parenting, Products or Services.

**Does your project utilize any of the innovative design principles below?**

Putting Children in Charge: Giving children a voice and cultivating agency via experiential learning, project-based learning, and civic engagement.

**Is your project targeted at solving any of the following key barriers?**

One size fits all fits none: Students are disengaged and not being prepared for "real life."

**Need**

Need marketing to educate parents & educators of the benefits of Coder Camp for students.

**Offer**

Can offer Coder Camp scholarships to the needy, Parenting Seminar, Educator's Seminar, share articles on key topics.

**What key learning outcomes does your work seek to improve?**

1. Critical thinking (i.e. problem solving, logic, algorithm, identification, classification, testing, analysing, filtering, summarising, concluding)
2. Learning skill (inquiry, discovery, research, reading, experiment, trial-error iterations)
3. Teamwork skill (empathy, conflict resolution, compromise, collaborate, communicate, planning, leadership)
4. Entrepreneurship (grit, innovation, problem-solving, selling, marketing, segmenting, presentation)
4. Positive characters (grit, social intelligence, creativity, self-control, optimism, self-confidence, creativity, team-spirit, curiosity)

Secondary Form

**PROGRAM DESIGN CLARITY: We are hungry to know more about what exactly your model consists of. Please succinctly list a) what main activities are you doing with your beneficiaries, b) where you carry out the activities? c) how often? d) for how many hours? e) who delivers the services? and f) any other brief details**

a) working on edu-game projects in groups; group presentations; review projects and presentations; positive characters appreciation; product launching presentations to parents

b) school classrooms or other locations

- c) once or twice a week (regular class)
- d) one or two hours a week (regular class)
- e) Clevio Coder Camp coaches (2/class of 15)
- f) positive characters are grit, leadership, creativity, social intelligence, self control

**INSPIRATION: What do you consider the most important trends or evidence that inspire you to believe the world is ready to Re-imagine Learning? Please elaborate.**

Professor Sugata Mitra's "Hole In The Wall" experiment is a great inspiration to Clevio Coder Camp. It proves that once their curiosity is triggered, children will start learning on their own. All we need to do is give them the right motivation, and the means to support their curiosity. We have also witnessed how children respond to technology, especially with video games and gadgets, where without much guidance, if at all, kids can independently learn how to play the games or how to use the gadgets. We also see the internet being a vast source of information, as a powerful learning tool.

**LEARNING THROUGH PLAY: What does "learning through play" mean to you and why it is a must-have, instead of a nice to have?**

Play=fun: Fun motivates players to keep playing, and as actions are repeated during play, players become better. Learning process happens during play, whether it is intended or not.

Game=play: for children and adults, games means playing. By incorporating game and elements of game (fun, score, achievements, mission, etc.) into learning activities, children become more motivated to engage themselves in the activities. While playing games, children are also less afraid to make mistakes, thus create a better learning process.

**SUSTAINABILITY: Please list a quick breakdown of your funding, indicating the percentage that comes from each source.**

Start-up investment: \$60K.  
Source: 100% self-funded.

**MODEL: How does your mission relate to your business model (i.e. Non-profit, for-profit or hybrid)?**

To deliver the 4th principle in Clevio brand vision, for the Greater Good, Clevio Camp must benefit to the world, the clients, and to itself, sustainably. We proactively seek and build lasting win-win-win relationship (between us, you and others) in every touchpoint.

Our profit enables us to sustain and expand our service to create bigger impact. But as much as we can, we give free services such as workshops, seminars, and scholarships.

**FUNDING PRIORITIES: If your organization were given \$20K in unrestricted funding today, how would you use it? Why?**

Our small marketing budget limits us to free and cheap marketing resources only. Most of our growth so far is due to word-of-mouth references in niched communities. Thus a clever investment in marketing promotion can help us gain mainstream attention and general public interest.

**PARTNERSHIPS: Tell us about your partnerships that enhance your approach.**

Other than with schools, we also partner with offices and facility-owners to deliver Coder Camp at their premises with revenue-share in exchange of our use of their facility and equipments, including the computers. We have also built event-partnerships with other parties including schools, universities, bank and media, and others that found alignment between our mission and their event.

**COLLABORATIONS: Have you considered or initiated partnerships with any of the other Challenge Pacesetters? If so, please share.**

Although we have yet to initiate partnerships, we have several Challenge Pacesetters that we would like to approach for friendship (information sharing) or possible collaborations.

**VISION: If you had unlimited funding, and you could fast forward 15 years to when your program has been able to achieve wild success - what will it have achieved?**

We dream to become the "Intel inside" for schools: that Cleverly Leverage existing schools' potentials with Human-Centric technology and methodology for the Greater Good.

**IMPACT - KEY METRICS: Please list the key data points that you would cite as evidence that you are able to achieve lasting learning outcomes. Please also share one data point for which you most hope to see better results over time**

Our aim is to develop 21st Century Skills in children through project-based learning in programming edu-games. Our key measurement of learning outcomes lies in how children improve in their social skills through teamwork, problem-solving skills, and positive characters (grit, social intelligence, leadership, creativity, and self-control). Observation notes are taken throughout the program as we watch children show improvements.

**IMPACT - REPORTING SAMPLE: Please attach any examples of your impact reporting. [optional]:**

[cleviocodercamp\\_samplereport.pdf](#)

**RESEARCH AND EVIDENCE: Please link or attach any research or evidence resource you are open to sharing more widely [optional]. Building research and evidence is a key aim of this initiative, and the resources you share may be chosen for listing in the Center for Education Innovations library:**

**SOURCE: If applicable - who created the research or evidence you are choosing to share? :**

**IMPACT - REACH: How many people did your project directly engage in programmatic activities in the last year?**

1,001 to 10,000

**STUDY: Has an external evaluation or study been conducted of your organization?**

No

**Other (please specify)  
Number of Employees:**

Fewer than 10

**Number of Volunteers:**

Fewer than 10

**APPROACHES: Given the complexity of play, it is not surprising that there have been numerous research attempts to categorize the**

**different types and approaches! Please indicate which of the following your project focuses on.**

Physical Play, Play with Objects, Symbolic Play, Games with Rules, Creating a Supportive Socio-Emotional Environment, Providing a Range of Opportunities (providing the equipment and materials needed for various types of play), Educational Structuring (developing playful projects within educational contexts), Adults Participating (Ensuring adults are able to play alongside children), Challenging Play (play that disrupts - where rules are disregarded and levels of imagination are high), Other (please specify).

**Other (please specify)**

creating play & writing play rules (making games)

**AFFILIATION: Please specify if your organization has any existing affiliations with the LEGO Group.**

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**Source URL:** <https://www.changemakers.com/play2learn/entries/clevio-coder-camp>