

**Name** Iconoclass  
**Website** [iconoclass.eu](http://iconoclass.eu)  
**Year Launched** 2018  
**Area** Education



**Description**

Iconoclass is a Software sales training academy providing an omnichannel portfolio of courses to up-/re skill individuals.

The Company offers students the possibility to pay tuition fees with deferred payments, starting after they secure a job. This mechanism aligns incentives between Iconoclass and students, as it is optimal for all involved to push students to integrate the job market as soon as possible.

Together with the deferred payments, the comparatively low price of tuitions is more likely to appeal to all social classes, including students with lower financial capabilities, which are those mostly underserved by traditional education degrees.

**SDG Analysis**

Iconoclass focuses on sub-goal 4.3, to ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university and sub-goal 4.4, to substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship.

The deferred payments mechanism and the focus of Iconoclass on unemployed people and high school dropouts improves the access to quality education, that otherwise might have not been affordable.



**Impact Management Project assessment**

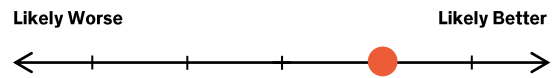
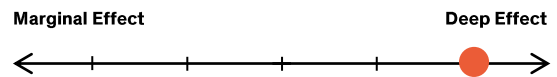
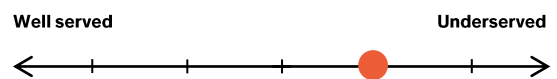
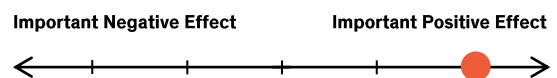
**What:** By providing sales training and a deferred payment option, Iconoclass is contributing to important positive outcomes related to the up-/re-skilling of students and higher employability outcomes.

**Who:** Iconoclass targets people underserved by traditional education degrees, who struggle to find hands-on-training for future application in their jobs. The Company’s goal is to improve access and diversity; thus, it is targeting previously unemployed individuals and school dropouts.

**How much:** Iconoclass can achieve a deep impact by integrating re-skilled students in a job market with high demand, while impacting their financial situation by placing them at higher paying jobs. Note that in Iconoclass’s first bootcamp, 97% of the students were employed one month after graduation.

**Contribution:** The likely relationship between better skills and each job integration, allows for a better outcome contribution of Iconoclass, i.e., the outcome happens because of Iconoclass. In addition, given the limited availability of hands-on software sales training, we consider the contribution of Iconoclass towards the outcome to be significant.

**Impact Risk:** There is a risk that Iconoclass students are placed in jobs not related with software sales. Even though, in this situation, the impact would not contribute to the decrease in sales skills’ shortage, the students would still benefit from accessing a high-education degree.



**Conclusion**

According to the IMP framework, the impact classification of Iconoclass is a C (Contributing to solutions) given the potential for depth of the solution, and given its potential to drive long-term impact by helping students access and learn sales skills, which are highly valued in the market, and push them towards employability.