



# INTRODUCTION to HP LIFE

A virtual tour of the HP Foundation's free, global skills-training program for entrepreneurs, business owners, and lifelong learners

# HP LIFE

Free business and IT skills training for entrepreneurs and innovators

32 courses

8 languages

Online, off-platform, and  
in person

Certificate of completion

Train the trainers tools

[www.life-global.org](http://www.life-global.org)



# SERVING GLOBAL LEARNERS

32 courses available in eight languages

English

French

Mandarin Chinese

Arabic

Hindi

Portuguese

Spanish

Bahasa Indonesian

[www.life-global.org](http://www.life-global.org)



# HP LIFE LEARNING

Best-in-class IT and business skills training –  
free online, off-platform, and in person

Supporting individuals worldwide to start up and run  
successful enterprises

Students

Unemployed and underemployed

Micro- and small-business owners

Mid-career changers

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Supporting facilitators to strengthen their services  
using HP LIFE

Integration in curriculum

Career planning and development

Lifelong learning



# KEYS TO A BRIGHTER FUTURE

HP LIFE provides skills that transform lives and economies

1,000,000+

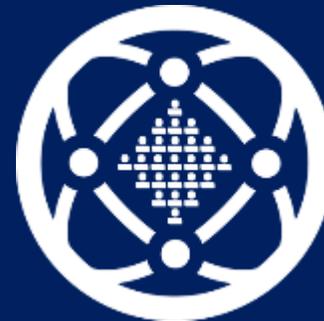
Online courses taken in seven languages since 2012



84%

of users credit their success to HP LIFE courses<sup>1</sup>

32 interactive learning modules covering business and IT skills



74+

million

unemployed youth worldwide need access to educational resources<sup>2</sup>

# FOCUS ON CORE BUSINESS COMPETENCIES

[HTTPS://WWW.LIFE-GLOBAL.ORG](https://www.life-global.org)

- Interactive content
- Designed around core business competencies
- Apply learnings to create a business plan using “My Plan”
- Resources for trainers and educators

COMMUNICATION	STARTUP/INNOVATE	FINANCE	MARKETING	OPERATIONS
Business communications	Starting a small business	Basics of finance	Social media marketing	Inventory management
Effective leadership	Design thinking	Profit and loss	Unique value proposition	Maximizing capacity
Effective presentations	Strategic planning	Cash flow	Effective business websites	Energy efficiency: Do more for less
Presenting data	Social entrepreneurship	Sales forecasting	Marketing benefits vs. features	IT for business success
Business email	3D printing	Finding funding	Setting prices	Managing contact information
	Success mindset		Selling online	Updated :Customer relationship management (CRM)
	Growth engine for your business		Your target audience	Hiring staff
			The art of sales: Fundamental of selling	

# HP LIFE

[HTTPS://WWW.LIFE-GLOBAL.ORG](https://www.life-global.org)



ALL COURSES ▾

HP LIFE ▾

Search For Courses 🔍

LOG IN

JOIN FOR FREE

ENGLISH ▾

## Create Your Successful Future

Get the skills you need to start your own business, enter the workforce or find a better job with our free, accessible, online learning courses.

JOIN FOR FREE

EXPLORE ALL COURSES



HP LIFE is a free, skills-training program for entrepreneurs, business owners, and lifelong learners all over the world.



**Learn relevant skills free of charge.**

Including social media marketing, business communications, basics of finance, and more.



**Get a certificate of completion.**

Endorsing your new skills every time you complete a course.

[MORE ABOUT HP LIFE](#)

# JOIN FOR FREE AND AUTHENTICATE

[HTTPS://WWW.LIFE-GLOBAL.ORG](https://www.life-global.org)



ALL COURSES ▾

HP LIFE ▾

Search For Courses 🔍

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JOIN FOR FREE

ENGLISH ▾

## Create Your Successful Future

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JOIN FOR FREE

EXPLORE ALL COURSES

### Create Your Profile

New user? Sign up



Or sign up with email

Full Name \*

Note: The name you enter will appear on your course completion certificates.

Email \*

Create Password \*

Confirm Password \*

Language \*

English ▾

Gender

Please select an option ▾

How did you hear about HP LIFE? \*

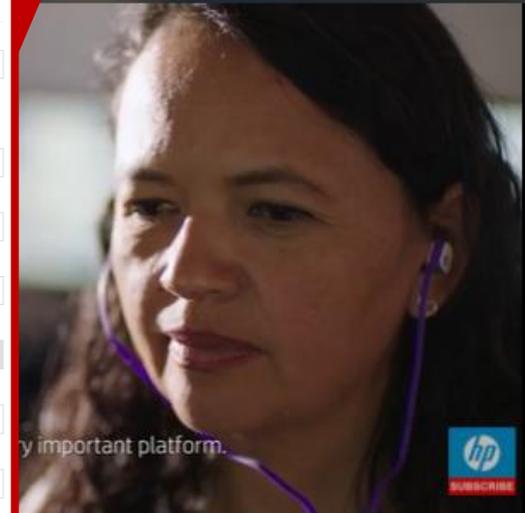
Please select an option ▾

By creating an account, I accept HP LIFE's [Terms of Use and Privacy](#).

Please update me on HP LIFE news and events.

SIGN UP

CANCEL



# CHOICE OF 32 COURSES

[HTTPS://WWW.LIFE-GLOBAL.ORG](https://www.life-global.org)



Search For Courses 🔍

LOG IN

JOIN FOR FREE

ENGLISH ▼

## All Courses

### Explore by categories



CATEGORY ▼



# COURSE STRUCTURE

[HTTPS://WWW.LIFE-GLOBAL.ORG](https://www.life-global.org)

The screenshot shows the HP LIFE course page for 'Starting a Small Business'. The header includes the HP LIFE logo, navigation links for 'ALL COURSES', 'HP LIFE', and 'MY COURSES', a search bar, and a user profile icon. The main content area features a blue background with the course title 'Starting a Small Business' and a description: 'Find out what steps you need to take to start a small business and how to create a business plan to keep business development on track.' It also displays the start date '2020/10/27' and '0% Complete' progress. A 'CONTINUE COURSE' button is prominent, along with 'Free Course' and '100% Online' labels. Below this, it states '15849 Student(s) enrolled' and 'Certificate available on completion'. Social media icons for Facebook, Twitter, LinkedIn, and Email are present. The 'Overview' tab is selected, showing the question 'How can I start a small business?' and a description. A list of learning objectives follows: 'Use entrepreneurial thinking to start a business.', 'Set up My Business Plan—an HP LIFE tool to help you create a business plan.', and 'Develop metrics to measure business success.'

This sidebar provides detailed information about the course. It features a thumbnail image of a woman in a hijab standing in a clothing store. Below the image is a 'CONTINUE COURSE' button. The details are as follows:

Pace	Self-Paced
Subject	Startup / Innovate
Language	English
Course Author(s)	HP LIFE
Course Code	HP_LIFE28

This sidebar shows the course progress and a list of modules. At the top, it indicates 'Progress: 0%' with a progress bar. Below this is a section for 'Starting a Small Business' with a thumbnail image. The course is divided into two lessons:

- Lesson 1 - 0/1 Introduction (expanded)
- Lesson 2 - 0/4 Modules (collapsed)

The expanded 'Introduction' lesson contains the following modules:

- Business Concept
- Technology Skill
- Survey
- Resources

# SAMPLE STORY

[HTTPS://WWW.LIFE-GLOBAL.ORG](https://www.life-global.org)

Transcript

## What is entrepreneurship?

Creating a company to meet a market need



Product or  
service



Fixes a problem or  
gives enjoyment



Customers are  
willing to pay



< PREV

NEXT >

# CERTIFICATE OF COMPLETION

[HTTPS://WWW.LIFE-GLOBAL.ORG](https://www.life-global.org)

Must complete the Business Concept, Technology Skill and end-of-course survey.

Check Progress. If you have a total of 100%, the course has been successfully completed

You will receive an email within one hour of completing a course with a link to download your course completion certificate.



## Certificate of Completion

**Ina Progonati**

has successfully completed the HP LIFE online course

**Business Communications**

By completing this course, the above-named student has learned new skills including how to identify the characteristics of effective business communication, how to identify and analyze their target audience, and how to use communication channels to convey messages effectively.

Presented 6/4/2020

Deborah McIsaac  
Executive Director, HP Foundation



## Transcript

**Ina Progonati**

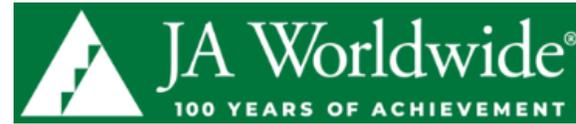
has successfully completed the following HP LIFE courses:

1. **A Arte das Vendas:  
Fundamentos de Venda**  
Completed on: 8/25/2020

2. **Gestão de  
Relacionamento com  
Clientes (CRM)**  
Completed on: 8/24/2020

# HIGH-SCALE, HIGH-REACH PARTNERSHIPS

[HTTPS://WWW.LIFE-GLOBAL.ORG](https://www.life-global.org)



# HP LIFE CENTER MEXICO

Expected to impact 5,000+ learners

Three-year partnership with UN Women under its Second Chance Education Initiative

In-kind technology grants enable beneficiaries to access skills-based content including HP LIFE

Teachers equipped and trained to teach with technology

Located in Huixquilucan, Mexico state; Zapopan & Jocotepec, Jalisco state

Executed by local NGOs Convivencia Joven, Prosociedad, and Pro Mexico Promueve



# MASHROU3I

Fostering entrepreneurship with HP LIFE to combat youth unemployment in Tunisia



Photo courtesy of UNIDO

22,000+ TUNISIAN PARTICIPANTS

230,000 COURSES COMPLETED

3,000+ JOBS CREATED BY  
MASHROU3I SINCE 2016

AIM TO REACH 25,000 YOUTH,  
CREATE 6,000 JOBS

PARTNERSHIP WITH USAID, UNIDO,  
ITALIAN AGENCY FOR  
DEVELOPMENT COOPERATION

# BECHANGEMAKER

Career development program to help youth explore social entrepreneurship for social issues



APPLICATIONS FROM 672 TEAMS,  
97 COUNTRIES (2020)

HP LIFE TRAINING, MENTORING  
AND COACHING

PARTNERSHIP WITH WORLDSKILLS

QUESTIONS? EMAIL [LIFE-GLOBAL@HP.COM](mailto:LIFE-GLOBAL@HP.COM)





keep reinventing