



## ManoMano and Ada Tech School sign a partnership for more diversity in tech

**Paris, 30 March 2021** - In 2019, 88,000 jobs were created in the digital sector and 191,000 will be created by 2022 in France. Yet women represent only 11% of IT graduates and only 17% of developers\*. These low figures can be explained by stereotypes, gender bias, and a lack of education for women and girls from their schooling and during their careers.

ManoMano is European leader specialising in online DIY, home and garden. For 7 years, its teams have been developing a European e-commerce platform serving 7 million customers and absorbing 50 million unique visitors per month in 2020. In the context of the hypergrowth that the company is experiencing, this already significant traffic should increase tenfold in the years to come.

In order to offer an excellent platform and the best experience to all its customers and seller partners, ManoMano has assembled a team of 250 tech talents, which will be expanded this year by a further 200 new talents. These teams, whether front-end, back-end, SRE, product, UR/UX design, cybersecurity or data specialists, represent 50% of the company's total workforce.

Convinced that diversity and inclusion are essential to the development of the company and its teams, especially tech, ManoMano decided to set up a partnership with Ada Tech School, an IT school distinguished by its alternative teaching method inspired by the Montessori method, where it is all about learning by doing. Ada Tech School facilitates access to coding jobs for people from all backgrounds and promotes the feminisation of tech by tackling the cultural and gender bias of computing. Since the opening of its first location in Paris in October 2019, the number of students enrolled in training has continued to grow. By the end of 2021, the school will have one hundred students enrolled for a two-year course, including one year of sandwich courses.

It is within this framework that ManoMano will welcome 4 trainees, including 3 young women, from June 2021 for 1 year. This tailor-made graduate programme will allow them to discover several teams and to work on concrete medium-term projects while being fully integrated into each team.

Each student will spend 3 full months in the company's tech teams: UX design & front-end development, back-end development, and mobile development. For the last quarter, each trainee will be able to choose to return to the team of their choice in order to pursue the subjects most in line with their career aspirations.

Throughout the 12 months of the apprenticeship, the ManoMano teams will complete the first year of training for Ada Tech School students, providing them with the tools that are essential to the tech professions in e-commerce. This approach aims to facilitate the integration of young people into the labour market, making a career in digital technology accessible to all, thanks to a caring and stimulating work environment.

"We are very happy to announce this partnership with Ada Tech School. We are aware of the lack of diversity representation in the tech industry and are working, at our level, to include and train more women and diverse profiles within our teams. This partnership with Ada Tech School is a first step towards achieving this ambition," explains Sophie Muto, Head of Design at ManoMano and leader of the initiative within the company.



"We consider that training has a double objective. That of enabling sustainable professional integration, but also to give the apprentices the keys to a fulfilling career, i.e. a job and a company in which he or she feels committed and useful.

Ada Tech School is a school that carries out this double mission in the context of the most job-creating sector in Europe, Tech, and for a group that does not have access to it today.

This partnership with ManoMano allows us to ensure the continuity of our efforts and to consolidate our impact. We believe that the link between businesses and schools should be very close in order to address the issues of employment, diversity and inclusion that the sector is facing today.

Working with ManoMano makes a lot of sense because it is a company that sincerely shares our values and our vision: to place technology at the service of its users and a more responsible company", said Chloé Hermary, founder and CEO of Aa Tech School.

With this partnership, ManoMano joins a list of prestigious tech partners such as Trainline, Deezer, BackMarket, Doctolib, Clevo, Singulart and Tarides.

\*Source: [Femmes numériques](#)

#### **About ManoMano**

Launched in 2013, [ManoMano](#) is the European leader specialising in DIY, home improvement and gardening online. Co-founded by Philippe de Chanville and Christian Raison, ManoMano brings together the largest offering of DIY & gardening online products. With over 3,600 seller partners and 10 million products, ManoMano currently employs 750 people and operates in 6 markets (France, Belgium, Spain, Italy, Germany, United Kingdom).