

FOR INSTITUTIONAL DISCUSSION AND PARTNERSHIP EXPLORATION

INSTITUTIONAL PARTNERSHIP OVERVIEW

Company, approach and collaboration model

PREPARED FOR

Institutional Partner Discussion

Partnership exploration – UAE / Dubai context

PREPARED BY

Potential U Education | September 2026

Ben Mishal • Founder & Director

benmishal@potentialu.co.uk • potentialu.co.uk

01 / WHO WE ARE

An international education and skills brand with UK roots

Potential U Education is an international education and skills brand with roots in the UK. The organisation is registered in the UK; its first operations were UK-oriented. It has since expanded to India and is currently working with Indian colleges.

We are looking to build meaningful institutional partnerships internationally, including in the UAE — partnerships that help universities and colleges deliver programmes that are industry-aligned and employment-ready.

UK

Registered; first operations
UK-oriented

India

Expanded; working with
Indian colleges

UAE

Seeking meaningful
institutional partnerships

02 / OUR AIM

Bridge skills, practical experience and employment

What we help institutions achieve

Help universities and institutions deliver industry-aligned, employment-ready programmes. Bridge student skills, practical experience and employment opportunities — especially for early-career and junior talent — so graduates leave with clearer capability, evidence and pathways into work.

01

Industry-aligned programmes

Curriculum shaped around
real employer needs,
emerging technologies and
local market context.

02

Practical experience

Project-led learning and
portfolio evidence so
capability is visible, not only
claimed.

03

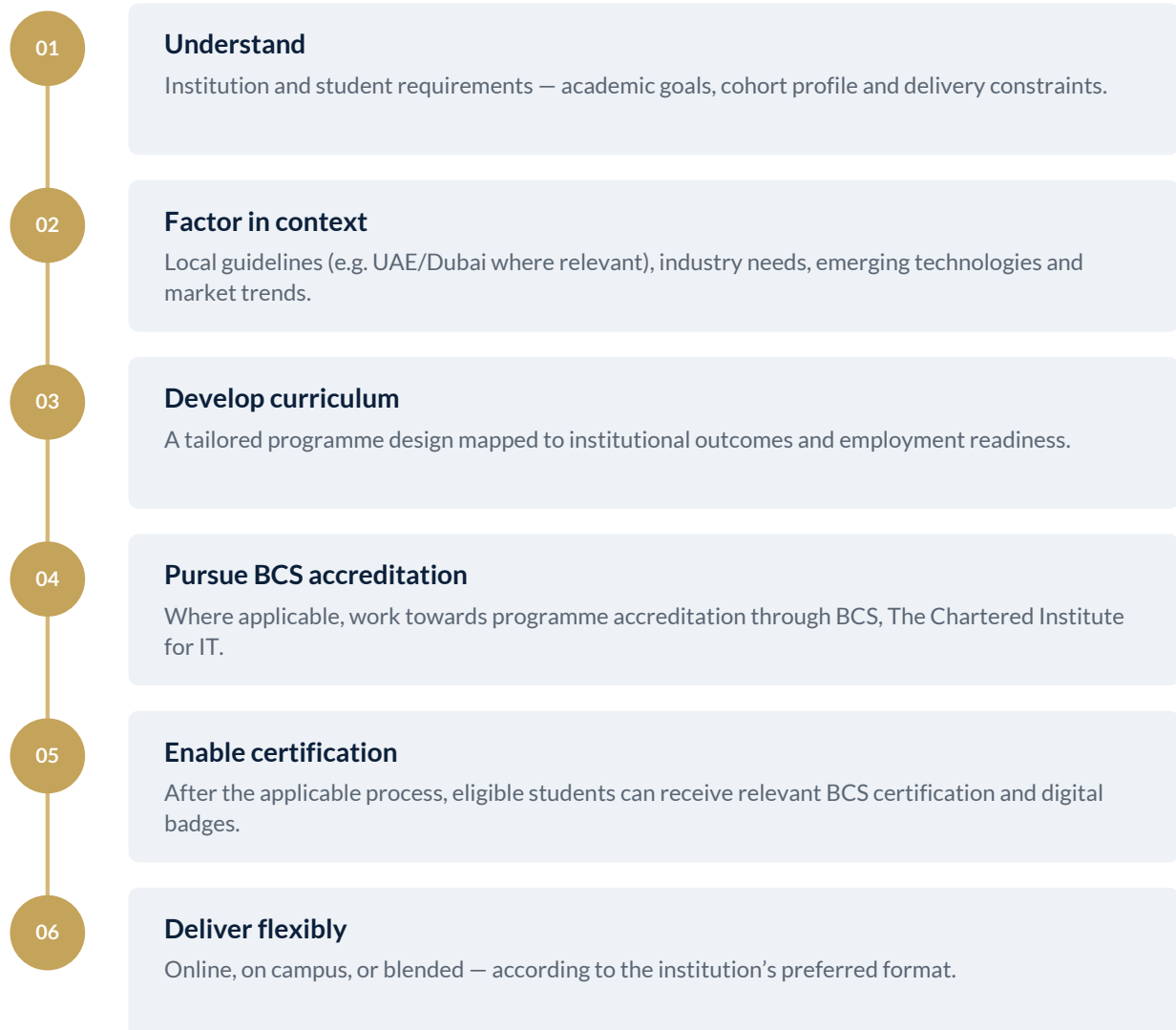
Employment pathways

Stronger link between skills,
certifications and junior-level
opportunities.

03 / HOW WE WORK

A six-step partnership process

Curriculum is tailored to the institution and the country context. For Dubai partners, that includes UAE/Dubai guidelines and local market needs.



COUNTRY CONTEXT

For Dubai partners: programmes are designed with UAE/Dubai guidelines and local market needs in mind — not a one-size-fits-all export of an existing syllabus.

04 / BCS PATHWAY

An intended route — not a pre-claimed outcome

Where applicable, we work towards programme accreditation through BCS, The Chartered Institute for IT. After the applicable accreditation process, eligible students can receive relevant BCS certification and digital badges.

Honest framing for discussion

This is the intended pathway and a topic for joint exploration. We do not claim current BCS approval for any specific partner programme under discussion. Accreditation depends on the applicable BCS process and requirements.

01

Where applicable

Identify programmes suitable for BCS discussion.

02

Accreditation process

Pursue BCS accreditation through the relevant route.

03

Learner outcomes

Eligible students: certification and digital badges.

05 / DELIVERY

Online, on campus, or blended — the partner chooses

Online

Instructor-led or structured remote delivery, suited to distributed cohorts.

On campus

Delivery at the partner's facilities, aligned to campus schedules and resources.

Blended

A mix of campus and online elements, shaped around institutional preference.

06 / COMMERCIAL MODEL

Flexible structuring to institutional preference

Commercial arrangements are flexible and can be structured to match institutional preference and governance requirements.

OPTION A

Payment by participating students directly

OPTION B

Arranged through the university / institution

07 / SKILLS-BASED PORTFOLIO PLATFORM

Stronger link between skills, experience and employment

In parallel, Potential U Education is developing a skills-based portfolio platform for junior-level talent. The platform is intended to help learners showcase practical skills, projects, certifications and capabilities to employers — strengthening the link between skills, experience and employment outcomes.

Practical skills

Visible evidence of capability beyond transcripts alone.

Projects & work

Portfolio artefacts employers can review.

Certifications

Relevant credentials earned through programmes.

Junior talent focus

Built for early-career visibility and progression.

08 / WHAT WE CAN SHARE NEXT

Materials useful to continue the discussion

Subject to mutual interest, we can share any of the following — or other information useful to the partner's review process:

- 📄 Proposed programme structure
- 📄 Curriculum development approach
- 📄 Accreditation pathway details (including BCS discussion points)
- 📄 Other information useful to the partner's review process

09 / CONTINUE THE DISCUSSION

An invitation to explore fit — not a hard sell

We welcome the opportunity to continue this discussion and explore whether a partnership is a good fit for both institutions. This overview is a starting point for dialogue.

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potentialu.co.uk • Tamil Nadu, India