

**FOR IMMEDIATE RELEASE****Contact:**

Kayla Erb

communications@win-nextgen.org

## **WIN-NextGen™ Launches to Tackle America's Workforce Crisis and Prepare the Next Generations for the AI Era**

### **Seeks Future-Focused Partners to Help Youth Ages 13–24 Explore, Prepare, and Lead in STEM, Supply Chain, and Skilled Trades Careers**

**LANHAM, MARYLAND, August 1, 2025** — At a time when the United States faces one of the most urgent workforce challenges in decades, **WIN-NextGen™** has officially launched as a 501(c)(3) nonprofit organization, committed to building the future-ready talent America needs in **STEM, Supply Chain, and Skilled Trades—the 3S Workforce™**.

With over 85 million jobs projected to go unfilled due to global talent shortages and nearly 40% of workers needing to reskill by 2030, the U.S. must act now.

**WIN-NextGen™ is meeting this moment with a new kind of solution—one that goes beyond traditional education platforms.** Designed as a workforce innovation network powered by emerging technology, WIN-NextGen™ equips young people ages 13–24 with the tools, guidance, and exposure to real-world opportunities they need to thrive in a rapidly changing, AI-driven economy.

"This generation isn't waiting—they're looking for purpose, pathways, and people who believe in their potential," said Elisa Basnight, Founder of WIN-NextGen™. "We focus on building interconnected systems, workforce pipelines, and career pathways—linking schools, training institutions, employers, community organizations, and families—so talent can flow and grow."

Unlike most EdTech platforms that serve students within traditional classrooms, WIN-NextGen™ operates as a **WorkTech platform**, built to connect NextGens directly with employers, mentors, and industry experiences—bridging the gap from exploration to employment.

“It’s about creating a coordinated, scalable ecosystem that supports NextGens from exploration to career entry, regardless of whether they’re in school, homeschooled, working, or in transition,” explains Basnight.

## **Why Partners Matter Now More Than Ever**

**WIN-NextGen™ offers its partners a strategic way to engage early, build trust, and shape the future workforce from the ground up.** Employers, funders, and institutions have a unique opportunity to co-create solutions—not just sponsor them.

As a WIN-NextGen™ partner, your organization can:

- **Inspire Early:** Position your company or organization as an employer of choice for Gen Z, Gen Alpha, and emerging talent.
- **Close the Skills Gap:** Co-design meaningful experiences—from customized courses and certifications, mentorship to work-based learning.
- **Showcase Your Culture:** Share your company’s values through testimonials, interactive content, and digital profiles.
- **Lead the Future:** Support dynamic learning spaces that connect youth with real industry opportunities.
- **Expand Your Reach:** Engage youth often overlooked by traditional education systems—including homeschoolers, student-athletes, and GED earners.

## **The WIN-NextGen™ Solution: Where Technology Meets Talent**

At the heart of WIN-NextGen™ is the **GT3S™ Platform**—a gamified, mobile-enabled career development system that transforms workforce readiness into an interactive journey.

Through five mission-aligned community brands, WIN-NextGen™ delivers personalized guidance, incentives, and visibility across the most critical sectors of the modern economy:

- **STEM:** Cultivating scientists, tech leaders, and innovators
- **Supply Chain:** Preparing talent to power global logistics and operations
- **Skilled Trades:** Opening doors to hands-on, high-demand careers
- **AI Incubator™:** Equipping NextGens with digital fluency and tech-forward thinking
- **GAN:** Advancing opportunity for girls and young women in the 3S Workforce™

## Impact at a Glance

WIN-NextGen™ builds on two decades of impact-driven programming with a future-forward approach.

- **2,000+ individuals served**
- **20 years of grassroots youth empowerment**
- **\$220K+ in scholarships awarded**

## JOIN US.

As America faces urgent challenges in building a resilient, future-ready workforce, **WIN-NextGen™ invites companies, foundations, educational institutions, and champions of youth opportunity** to join as strategic partners.

Whether through funding, co-creation, mentorship, or thought leadership, your organization can help shape a new generation of purpose-driven workers and innovators.

**Learn more and partner with us at [www.WIN-NextGen.org](http://www.WIN-NextGen.org)**

## About WIN-NextGen™

WIN-NextGen™ is a 501(c)(3) national nonprofit leveraging smart technology and cross-sector collaboration to help young people ages 13–24 discover meaningful careers in the **3S Workforce™**—STEM, Supply Chain, and Skilled Trades. Through its **GT3S™ Platform** and five mission-driven brands, WIN-NextGen™ is redefining career readiness for the AI era and beyond.

##