

at Toshiba UK Len Daniels, who joined the interview panel to select the digital leaders, was impressed with the process:

“There are now over 50 schools and almost a 1000 digital leaders in the network”

“The digital leaders have become powerful agents for change within

their schools and their self-confidence and skills have been really impressive. I hope some of them will consider a career in the technology industry”

The digital leaders and participating schools have developed, in partnership with the Open University Vital project, a number of online programmes to train

pupils for a variety of digital leader roles. There are now over 50 schools and almost a 1000 digital leaders in the network who are helping ensure that teachers are confident using digital technology for teaching and learning, as well as developing their own digital and leadership skills. ★

Twin brothers Carl and Mark Cassar’s web development business began in their bedroom and is now adding clients from across Europe

Twin brothers from Malta, Mark and Karl Cassar (24), are a dynamic digital duo. “It all started in our bedroom at home,” says Mark about where they started their creative web development studio - www.casasoft.com. mt - at the tender age of 16. Bursting with energy, innovative minds and the will to push the boundaries in online solutions, the Cassar twins won an array of clients. They then graduated to a

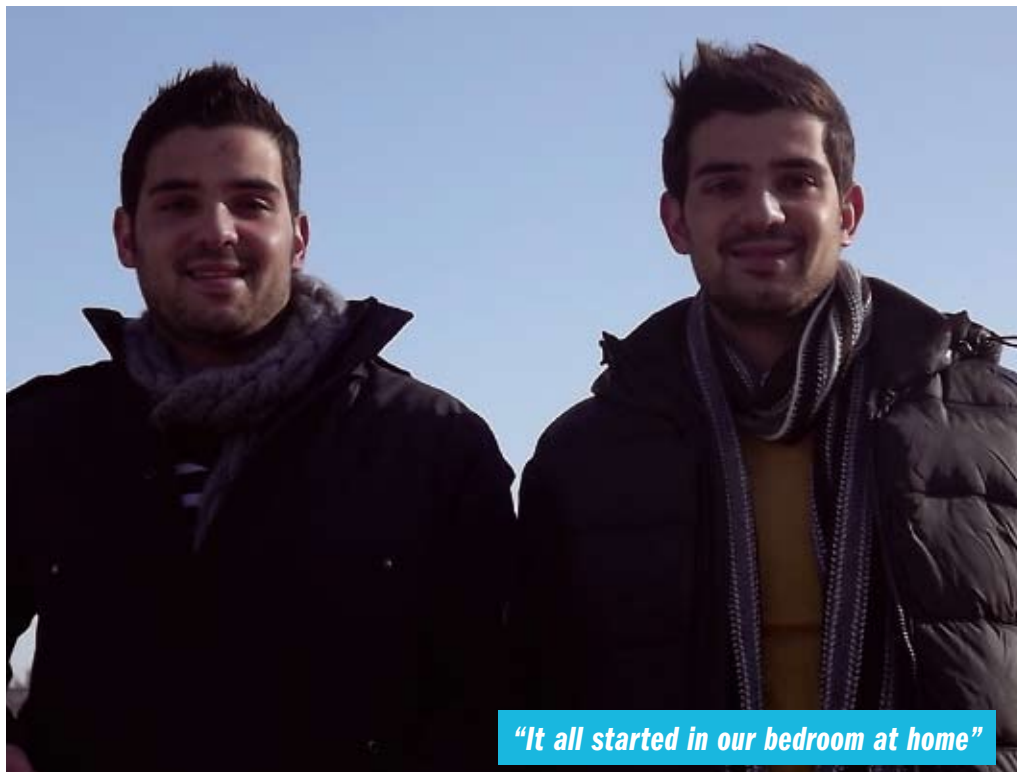
bigger space in the family home’s garage, which became the engine room of their burgeoning webdev business.

“We started our business while we were still studying our bachelor of computer science degrees,” explains Mark. Completing their degrees in 2009, they incorporated their fledgling business in 2010, and things started to really take flight. “We started increasing our team; we employed one developer in 2010 and today we are a team of five,” they proudly

declare. Mark Cassar is the creative director, while Karl handles the technical end of the business as its technical director.

Mark and Karl Cassar were the Malta Imagine Cup winners in 2008, and subsequently became part of the Microsoft BizSpark programme; an opportunity that helped the Cassar brothers’ kick-start their digital web agency. Recognised early on by Microsoft for their abilities, the Imagine Cup project that propelled Mark and Karl into entrepreneurship was a very forward thinking use of smart phones to reduce carbon emissions. A simple and brilliant concept to facilitate car-pooling using a GPS application within a smart phone to navigate the shortest distance between two given pick up/drop off points. “Our idea was before its time; smart phones weren’t as advanced in 2008 as they are today,” the Cassars’ explain. They are thinking about revisiting the idea and may seek FP7 funding to further develop this concept.

Microsoft’s development network academic alliance provides software to students such as the Cassars. Subsequently, it became the technical basis of the Cassars’ service provision. “When we got into the BizSpark programme these tools were available for free for start-ups for up to three years,” they explain. With the focus being on quality and high-profile niche clients, the Cassar brothers are well on their way with clients in Italy, France, the UK. ★



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