# SCOURSE

Your digital academic advisor

*Don’t let your dreams get blurred!*

# Vision

***To empower students to tackle decision fatigue and make informed career choices***

# Problem

**Course Selection**

**Career Outcome**

***Disintegrated information*** *across platforms makes CMU students waste* ***several hours per semester*** *to choose the* ***wrong courses.***

*… while figuring out life and coping with the workload*

***CONFUSION. FATIGUE. REGRET.***

# The Gap - Current Scenario

**Course Selection**

*Browse through courses*

*Understand the syllabus*

*Browse through SmartEvals*

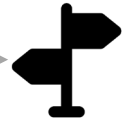
*Conversations with Academic Advisor and alumni*

**On average**

**36 hours / semester**

+

**Career Outcome**



*Decide what to do*

*Research past trends on LinkedIn, Handshake*

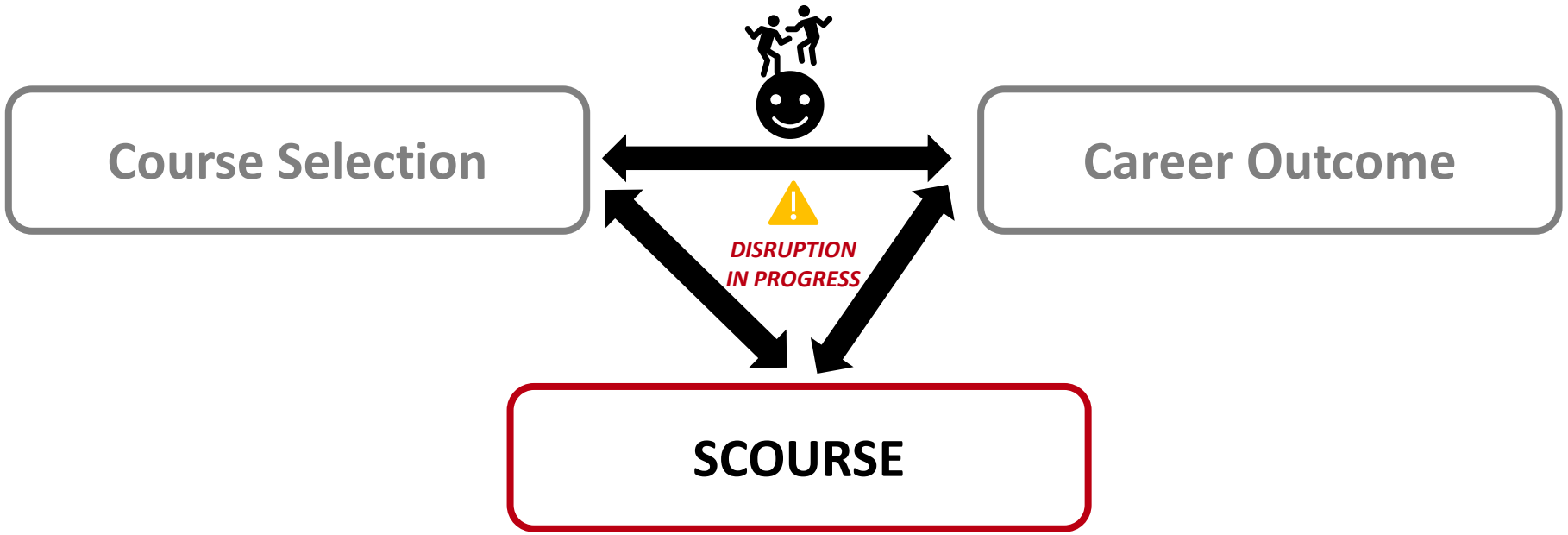
*Speak with Alumni and Career Advisors*

*Talk more. Think more. Repeat*

**Lifelong process. At least**

**20 hours / semester**

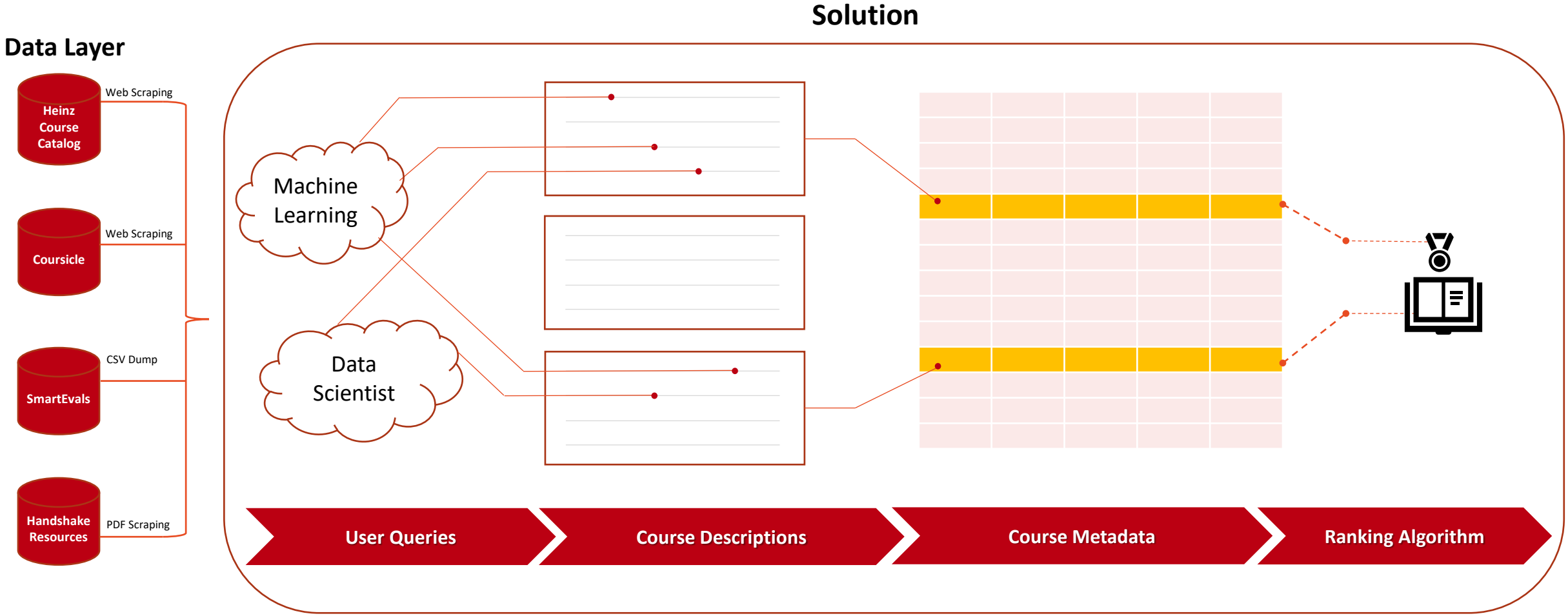
# Solution




*A **centralized solution** that **correlates** information **across platforms** to provide a **smart recommender** of courses based on a **student's interest**, and desired career outcome.*

***SCOUR A COURSE FOR HIGH SCORES.***

# Process


Solution
Data Layer
Heinz Course Catalog
Web Scraping
Coursicle
Web Scraping
SmartEvals
CSV Dump
Handshake Resources
PDF Scraping
Machine Learning
Data Scientist
User Queries
Course Descriptions
Course Metadata
Ranking Algorithm

# Value Proposition

**Course Selection** ⟷ SCOURSE ⟷ **Career Outcome**

*Industry gains correlated data from Academia*

*Direct time savings for students*

*CMU establishes a higher credibility in academic advising*

*CMU community engages more effectively, studying relevant courses*

# Market

**Colleges and University Market Size**

**$580.7 billion in 2021**

***Universities***

***(Client)***

***Students***

***(Target Group/Consumers)***

***Industry***

***(Future Scope)***

Source: https://www.ibisworld.com/industry-statistics/market-size/colleges-universities-united-states/

# Business and Revenue Model

***Universities***

***(Client)***

- ✓ ***Subscription:*** *($4000 yearly)*

***Students***

***(Target Group/Consumers)***

- ✓ ***Interview Prep:*** *($99 yearly)*
- ✓ ***Our priority - students never pay for recommendations!***
- ✓ ***Skill Assessment Test:*** *(free)*
  *On-demand Assessments*

***Industry***

***(Future Scope)***

- ✓ ***Recruiting:*** *($2000 per drive)*
  *Employers are matched to the right talent*
- ✓ ***Interview and Testing:*** *($500 per test)*
  *Coursework-based and industry-driven*

# Competitors

- ✓ *Several individual players serve a specific part of our proposed solution*
- ✓ *Lack of a one-stop platform that combines all concerns into one, a gap we shall fulfill*

Coursicle

RATE MY PROFESSORS

Stellic

# Launch Strategy and Go-to-market

*No cost for students for using the course recommender system*

*Partnering with the school's Career Services office for extended reach*

*Partnering with a corporate company, boosting visibility for pilot*

# Team

**ABHINAAV SINGH**

*4 years at Schlumberger as a Software Engineer*

***LinkedIn***

**AKSHAY BAHADUR**

*4 years as a Data Scientist*

***LinkedIn***

**CHIRAG HURIA**

*3 years at Deloitte as a Data Analytics Consultant*

***LinkedIn***

**NAMAN AROA**

*3 years at Deloitte as a Consultant in Analytics & Regulatory Compliance*

***LinkedIn***

# SCOURSE

*We are here for you.*
*Let's **unblur** and live your **dreams** together.*

*Next Semester onwards…*
***SCOURSE your next Course** and **unlock new potential***

THANK YOU
Carnegie Mellon University
Empowered by SCOURSE at CMU
Andrew Carnegie
CARNIVAL
MELLON INSTITUTE
CARNEGIE TECH
SWEEPSTAKES
START
FINISH
FOUNDED 1900
BOOTHS OF MIDWAY
MOBOT FINALS
BE THE FIRST PENGUIN
— Randy Pausch
MY HEART IS IN THE WORK
ANDREW CARNEGIE
1900
PGH
TURN TARTAN
Diplodocus
Cardaus Marie,
Ladies Thistle.