

Unifrog

Mon, 30 Jun 25

About UniFrog

- Educational platform used by 3,000+ UK schools (60% of state schools) and 1,000+ international schools across 100+ countries
- Helps students explore career paths, universities and apprenticeships through data-driven tools
- Currently has 1.9 million active students (ages 11-18) using the platform this academic year
- Recently expanding into primary schools
- Platform includes comprehensive careers library with 600-700 career profiles
- Founded around 2013, now has 100+ employees

Platform Features & Content

- Interactive tools for skills profiling (based on **Holland codes**)
- TalentPool: New feature allowing students to create profiles for employer matching
- Virtual Work Experience (VWEX) **week with employer-sponsored activities**
- Comprehensive knowledge base with jobs information, guides and **employer content**
- **Video content creation** (significant portion of current work)
- Data **integration from UCAS, National Apprenticeship Service, National Careers Service**
- Management tools for schools to track careers education and Ofsted evidence

Business Model & Partnerships

- Schools pay subscription fee for platform access, training and support
- **Partner organizations** pay for content creation and platform presence
- Sample partnership costs:
 - **Basic employer profile: £500**
 - **Single video sponsorship: £1,000**
 - **School sponsorship program: £975/year**
- Current partners include PWC, Airbus, Stagecoach, ASDA, HSBC, GSK
- Looking to expand partnerships in IT/technology sector

Platform Usage Insights

- Parents remain top influencer in student career choices, followed by teachers
- Accounting apprenticeships represent 12% of all apprenticeship searches
- Growing interest in engineering sectors due to targeted content

- Students increasingly using platform post-university
- Focus on maintaining independence and impartiality in sponsored content
- Platform helps broaden student awareness beyond traditional career paths

Discussion Outcomes

- Potential future collaboration opportunities identified:
 - Advocate UniFrog to larger corporate clients
 - Possible apprenticeship program development
 - School workshop opportunities
 - Identified gap in technology sector representation on platform
 - Agreement to stay in touch regarding future opportunities
 - Discussion about AI's impact on entry-level positions and career pathways
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Chat with meeting transcript:

<https://notes.granola.ai/d/88f41124-d0fe-4901-bab5-dabb43dd4a5d>

PARTNERS UF MENTIONED



Content Creation / Sector Awareness

These partners provided funding to create educational content, career profiles, or videos:

- **Tesco** – Sponsored VWEX (Virtual Work Experience) activity (e.g. design a meal deal).
- **AAT** – Sponsored apprenticeship videos and sector awareness content.
- **Airbus** – Involved in engineering sector content.
- **Stagecoach** – Involved in engineering content.
- **ASDA** – Partner in engineering-related content.
- **GSK** – Provided career profile content in pharmaceuticals/engineering.
- **RWE** – Sponsored a project management career video.
- **Institute of Mechanical Engineering** – Partner for sector-specific awareness.
- **Electrical Contractors Association** – Linked to green/energy careers content.

- **Electro Technical Skills Partnership** – Used to demonstrate job growth in green sectors.
 - **National Tire Distribution Association** – Sponsored video content (e.g. tyre fitter career).
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University / Education Institution Partnerships

These organisations used Unifrog for visibility or student recruitment:

- **University of Derby** – Sponsored webinars and university opportunities.
 - **HSBC** – Participated in apprenticeship and job awareness events (e.g. webinars).
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Employer Recruitment / Talent Pipeline

These companies used Unifrog to build direct employer-school connections:

- **Aldi** – Targeted apprenticeship recruitment in specific regions.
 - **QuickFit** – Mentioned in context of career pathways in the tyre industry.
 - **UltraCyber** – Paid for a company profile to attract local student interest.
 - **Matrix (Manchester)** – Sponsored a local school's use of Unifrog and ran one workshop/year.
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Professional/Industry Bodies

These were involved in outreach or content strategy:

- **Institute of Student Employers** – Conference and trends insight.
- **Association of Accounting Technicians (AAT)** – Sector partner (as above).