1. No Real Community or Peer-to-Peer Interaction

- **Missing:** There's no youth-led or peer community. No LinkedIn-style networking, no discussion boards, no forums.

- **OffScript Edge:** Create a safe, moderated space where teens connect with each other, share learnings, and celebrate wins and failures. Investigate a private LinkedIn for Gen Z.

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2. Lack of Student Voice / Co-Creation

- **Missing:** Content is made *for* students but not *by* students. No mention of advisory boards, student contributors, or feedback loops shaping the product.

- **OffScript Edge:** Your Youth Advisory Board and reward system shows students as stakeholders, not just users. Lean into that.

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3. No AI Companion for Ongoing Guidance

- **Missing:** While Unifrog uses some light personality tools (like Holland Codes), there's no suggestion of a smart, evolving AI guide that supports students over time.

- **OffScript Edge:** Your QI Tool could be a standout. A non-judgemental, responsive "coach" that adapts as students grow.

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4. Experiential + Emotional Gap

- **Missing:** Unifrog is great at surfacing jobs and data. But there's little about emotional readiness, resilience, the fear of failure, or real-life entrepreneurial stories.

- **OffScript Edge:** You normalise uncertainty. You value *trying* over *achieving*. That builds long-term confidence.

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5. Content Tone = Institutional

- **Missing:** Their tone is professional and educational. Nothing wrong with that - but it won't excite or entertain kids.

- **OffScript Edge:** Your plan to "resemble kids' heroes" - with a creator-forward voice - could be a much-needed cultural shift. Speak *with* not *at* them. Who are there heroes?

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6. No Dual-User Journey

- **Missing:** Unifrog serves students primarily through schools. Parents are passive or absent in the user journey.

- **OffScript Edge:** ==You engage both *kids and parents*, helping them understand each other and collaborate==.

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7. Static Content Consumption

- **Missing:** Lots of video content, but mainly consumed passively. No interaction, challenge, or feedback loop in the journey.

- **OffScript Edge:** ==Use missions, challenges, quizzes and points systems to nudge exploration in an active way - something you've outlined in your YAB points system.==

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8. No Focus on Emerging Job Types / Creators

- **Missing:** They do acknowledge interest in content creators but don't deeply explore non-traditional or hybrid job paths.

- **OffScript Edge:** You treat YouTubers and entrepreneurs with the same legitimacy as lawyers or engineers. That shift in status matters.

Summary

Unifrog is strong on structure, weak on soul. It's a school-focused search and resource hub. OffScript should confidently step into the emotional, cultural, and creative space it avoids.