



*Our AI-powered platform
guides your professional
journey by streamlining
educated career decisions*



THE PROBLEM WITH THE LABOR MARKET



85% of people **dislike** their jobs



73% of college graduate have jobs **unrelated** to their college major



57% **never** graduate



54% take **loans** to finance their education



53% are **unemployed** or working on jobs that does not require a degree



5% **complete** their courses on time

\$1.7 trillion accumulated **debt** (\$740 billion higher than total credit card debt)

THE SOLUTION

We provide school counselors and students with **AI-based** progressive algorithms and career compatibility matrix based on 11+ thousand profession database in **5 simple steps**.

Our marketplace of mentoring is focused on professional fulfillment and execution efficiency balanced across **skills**, **responsibilities** and **compensation**.

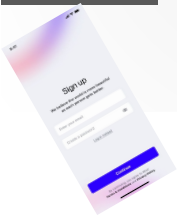


5-STEP CAREER ASSESSMENT

1

Registration

Mentee get onboard by self-registering using promocode



2

Assessment

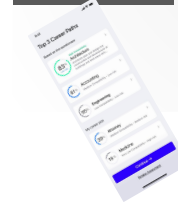
Mentee runs psychological assessment to map personality traits



3

Career

Top 3 compatible careers are presented



4

Roadmap

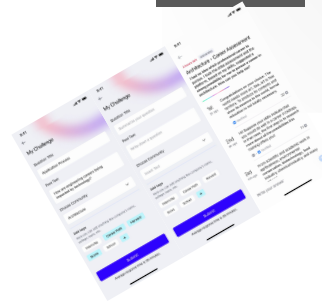
Platform suggests a career plan



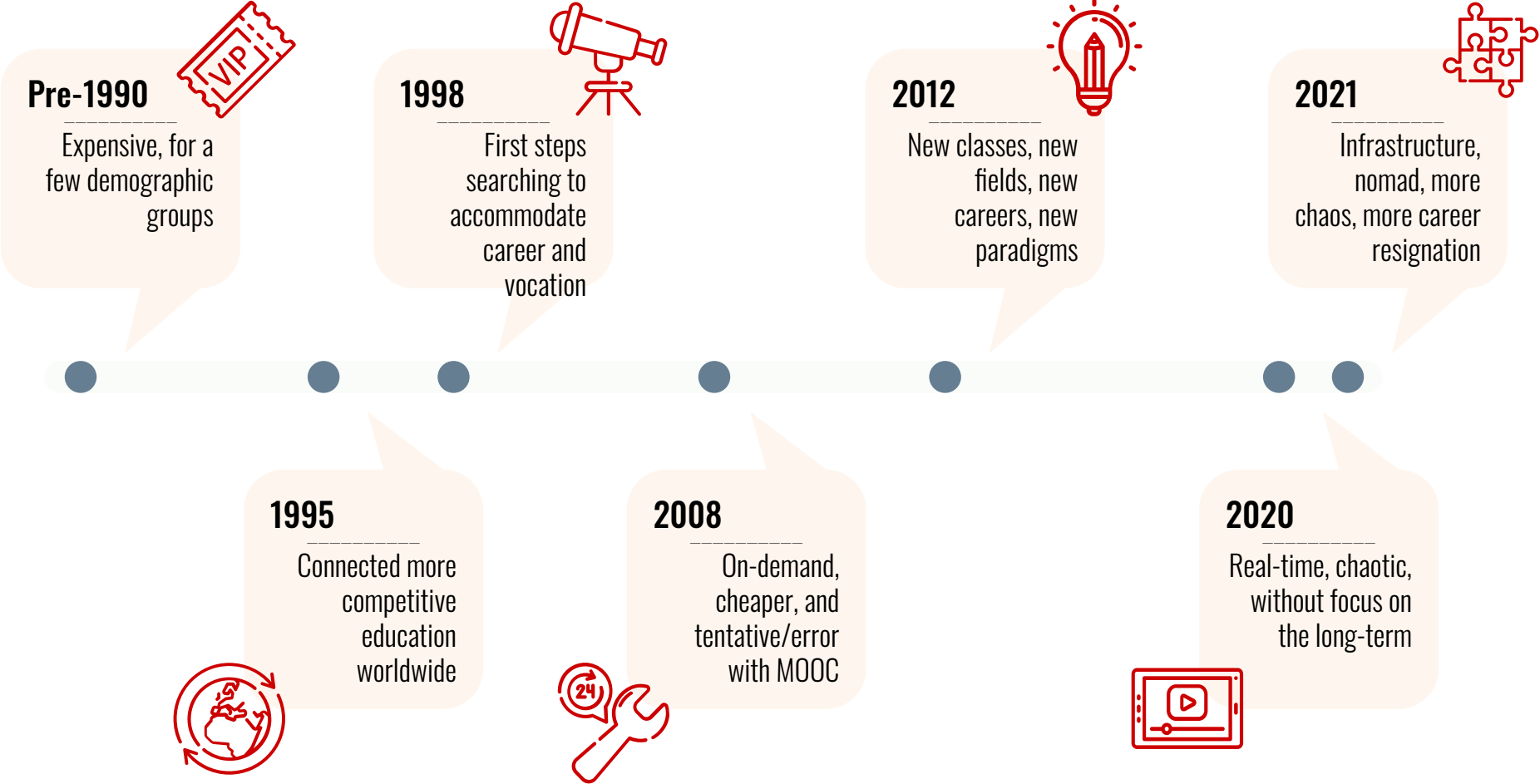
5

Mentorship

Mentee has access to online counseling through the journey



WHY NOW?



COMPETITORS

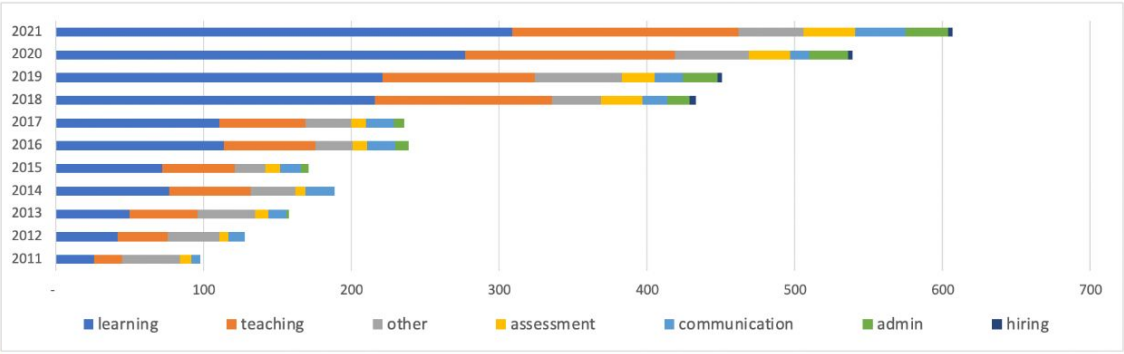
Atlas

Competition Landscape

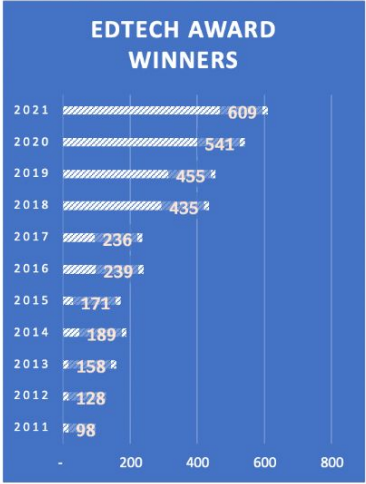
1,802

Unique Solutions

2011	98
2012	128
2013	158
2014	189
2015	171
2016	239
2017	236
2018	435
2019	455
2020	541
2021	609
Total	3,259 Solutions



Appearances	Players	
Tier 1	1,231	68.3%
Tier 2	500	27.7%
Tier 3	55	3.1%
Tier 4	10	0.6%
Tier 5	6	0.3%



	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	
learning	26	42	50	77	72	114	111	216	221	277	309	50.7%
teaching	19	34	46	55	49	62	58	120	103	142	153	25.1%
other	39	35	39	30	21	25	31	33	59	50	44	7.2%
assessment	8	6	9	7	10	10	10	28	22	28	35	5.7%
communication	6	11	12	20	14	19	19	17	19	13	34	5.6%
admin	-	-	2	-	5	9	7	15	24	26	29	4.8%
hiring	-	-	-	-	-	-	-	4	3	3	3	0.5%

Endurance	Players
Since 2015	3
Since 2016	8
Since 2017	15
Since 2018	34
Since 2019	57
Since 2020	119
Since 2021	489

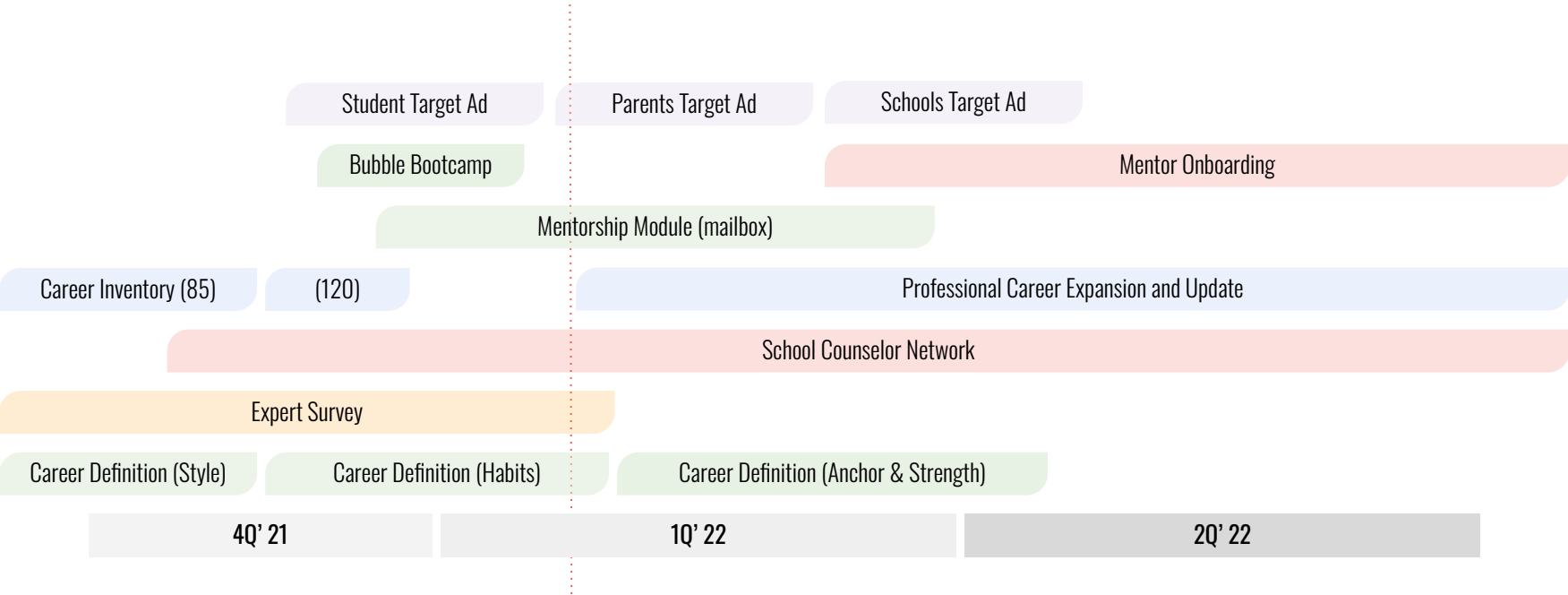
players in Atlas neighborhood

38

6%

EdTech landscape is growing fast with increased focus on assessment and hiring solutions!

IMPLEMENTATION ROADMAP



MANAGEMENT TEAM



Mauricio Lorenzetti
Chief Executive Officer
Founder



Sandro Lima
*Chief Finance &
Operating Officer*



Alexandre Ferro
Chief Mentorship Officer



Felipe Fittipaldi
*Chief Product &
Marketing Officer*



Uelinton Santos
*Chief Technology &
Information Security
Officer*



Hevertton Rosa
*Chief Community &
Partnership Officer*

GO TO MARKET STRATEGY

Mentees

- **Ads**
 - Tiktok, Snap, Youtube
- **Local Schools**
 - Fair presentations
 - After-school programs
 - PTA meetings
 - Sport events
- **Educational Programs**
 - Job fair and gatherings

Mentors/Counselors

- **Ads**
 - LinkedIn, Youtube
- **Schools District Events**
- **American Counselor Association**
- **Referral Program**

BUSINESS MODEL

Subscription Model

- **User:** USD \$10 (charged annually)
- **School:** Contact sales rep
- **Sponsorship:** Discounted contract

FINANCIALS

Expense Structure

Team	USD Annual Cost	Qtd	Total Cost
CEO	\$150,000	1	\$180,000
COO	\$120,000	1	\$144,000
CTO	\$120,000	1	\$144,000
Labor Market Research Leader	\$120,000	1	\$144,000
Mentorship Community Leader	\$120,000	1	\$144,000
Marketing and Communications	\$120,000	1	\$144,000
UI/IX Designer	\$50,000	1	\$60,000
Full Stack Developer	\$85,000	3	\$306,000
Bubble Developer	\$45,000	2	\$108,000
Research Assistant	\$40,000	2	\$96,000
		14	\$1,470,000

Promotion Expenses	USD Quarterly Cost	Qtd	Annual Cost
Mentorship Pool *	\$50,000	4	\$200,000
Google Ads	\$7,500	4	\$30,000
LinkedIn Ads	\$7,500	4	\$30,000
Events and Direct Sales	\$15,000	4	\$60,000
			\$320,000
Total Annual Operating Expenses			\$1,833,068

** To reduce as revenue increases*

Office Administration Tools	USD Monthly Cost	Qtd	Annual Cost
Google Works	\$12	18	\$2,592
Zoom	\$15	5	\$900
Jira	\$8	14	\$1,260
Slack	\$7	14	\$1,176
Figma	\$12	5	\$720
Bubble	\$500	1	\$6,000
LinkedIn Premium	\$7	5	\$420
AWS (Platform Hosting) *	\$2,500	1	\$30,000
			\$43,068

** To increase as mentee community grows*

Revenue Structure

	USD/Month	Qtd	Annual Revenue
Mentee Subscription	\$10	12	\$120
Sales Tax		6%	\$7
Mentor Royalty Pool		30%	\$34
			\$79

Paying Mentees Needed to Break Even	23,215	Total Annual Mentorships Requested	1,207,188
	0.03% of USA Market		
	0.005% of Global Market	Mentorship Royalty Pool	\$785,601

Net annual income per mentee

Addressable Market

	Total	% of Population
USA College Annual Admissions	17,000,000	5%
USA Higher Degree Labor Force	70,000,000	44%
Global Higher Degree Labor Force	433,000,000	31%

5-Year Target Active Paying Mentees	1,500,000
Target Annual Revenue	\$118,440,000

Community Capacity

	Average Weekly Qtd	Nbr of Required Mentors
Mentorships Needed per Mentee	1	
Mentorships Given per Mentor (20 mins effort)	15	1,548
AI-Engine Optimization Factor	75%	387
Average Annual Royalty per Mentor		\$2,030
Income per worked hour		\$39
USA Average School Counselor Pay per Hour		\$15

SEED ROUND OF USD \$4M

Use of proceeds

- Full-time team
- Finishing MVP
 - Better UI/UX
 - iOS and Android
- Infrastructure
- Marketing and onboarding
- Mentors and Counselors onboarding

**THANK
YOU!**

visit us at www.go2atlas.com
contact us at *mauricio@go2atlas.com*

