**Slide 1: Title Slide**

**Project Name**: *Bridging the Gap: Empowering Graduates, Connecting Employers*  
**Team Members**: Clement Wewotah Abagna and others [List all team members]  
**Optional Design Tip**: Use a professional yet modern theme with a subtle, motivating image (e.g., graduates or hiring processes).

**Slide 2: Pr**aduates struggle to secure job and internship opportunities that truly match their skills and aspirations, often navigating a fragmented and inefficient hiring process.  
**Related GCGO**: Graduate unemployment and societal advancement.  
**Why It Matters**: This problem leads to wasted potential, delays in career growth, and difficulties for employers in finding industry-ready candidates. Resolving it can unlock a stronger workforce and a more efficient job market.

**Slide 3: Make It Personal**

**User Persona**: Meet John:

* **Background**: A motivated computer science graduate eager to secure an internship in software development.
* **Challenges**: John has applied to over 30 opportunities with no success. The lack of tailored matches and meaningful feedback from employers leaves him frustrated and unsure of his next steps.  
  **Impact**: The inefficiencies in the hiring process hinder his career development, wasting both time and potential.

**Slide 4-6: Factual Information from Research**

**Slide 4**:

* **Fact**: The youth unemployment rate in Ghana is approximately 12.1%, with many graduates struggling to find jobs matching their skills.
* **Graph**: Unemployment rate among graduates (data visualization comparing trends over recent years).
* **Source**: Ghana Statistical Service, 2025.

**Slide 5**:

* **Fact**: Studies show that 60% of employers believe graduates are underprepared for industry demands due to skill gaps.
* **Graph/Visual**: Bar graph showing employer feedback on graduate readiness across industries.
* **Source**: Local job market analysis.

**Slide 6**:

* **Fact**: On average, graduates spend over six months searching for internships, often without meaningful feedback from companies.
* **Infographic**: Timeline of graduate job search struggles.
* **Source**: Job seeker survey, 2024.

**Slide 7: Proposed Solution**

**Solution**: A mobile app powered by AI to connect graduates with tailored job and internship opportunities.  
**Why This Solution**:

1. The AI-driven profile matching ensures personalized opportunities for graduates.
2. An intuitive dashboard enables employers to provide feedback and post jobs easily.
3. Real-time analytics tools monitor trends and provide actionable insights to improve outcomes.

**Slide 8: Show Your Solution**

* **Image 1**: Wireframe of graduate profile setup and suggested job matches screen.
* **Image 2**: Employer dashboard showcasing job postings and feedback tools.
* **Image 3**: Analytics dashboard showing placement rates and skills in demand.  
  **Optional Tip**: Add captions to emphasize functionality and user touchpoints.

**Slide 9: User Needs & Pain Points**

**Feedback Pain Points from Testing**:

1. Graduates found the matching algorithm difficult to understand without guidance.
2. Employers wanted simpler analytics visualization to save time.

**Slide 10: Recommendations Based on Feedback**

**Proposed Changes**:

1. Introduce an onboarding tutorial to help graduates navigate the app.
2. Redesign analytics dashboards for improved usability, featuring simpler graphs and visual aids.

**Slide 11: Next Steps with Funding**

**Vision**:

1. Launch a mentorship program linking graduates to industry professionals for guidance.
2. Partner with educational institutions to align curricula with market demands.
3. Leverage predictive AI to anticipate and address future skill gaps.

**Slide 12: Return to Your WHY**

**Restated WHY**: Solving graduate unemployment fosters a skilled workforce, accelerates career growth, and strengthens industries.  
**Impact**: With this app, graduates can confidently step into their careers, and employers can find top talent more efficiently. Together, we can bridge the disconnect and drive meaningful change.

**Slide 13: Appendix (Optional)**

Include additional supporting materials, such as:

* More detailed research findings or statistics.
* Case studies