

Startup Overview

Every year, over 2 million Matric students in Pakistan face one common question:

“What should I do next?”

Most have no access to guidance counselors, limited career awareness, and make subject choices blindly, often regretting them later.

→ This leads to misguided careers, dropouts, and underutilized potential of Pakistan’s youth.

Manzil is an early-stage **startup idea** focused on guiding Matric and Intermediate students in Pakistan toward informed academic and career choices. The platform provides personalized, bilingual (Urdu + English) career guidance through a simple, mobile-friendly interface. A functional prototype has been developed to visualize the product’s direction and validate core features.

Problem

1. Lack of Structured Career Guidance

Most Matric and Intermediate students in Pakistan make career decisions without any formal counseling or reliable resources.

2. Decisions Based on Guesswork

Students usually rely on family pressure, trends, or incomplete information—leading to poor choices that don’t match their strengths.

3. Limited Access to Trusted Information

Students often don’t know which degrees, skills, or career paths align with the modern job market, both locally and internationally.

4. No Centralized Platform

Guidance exists in scattered forms—YouTube videos, advice from relatives, social media content—but nothing personalized or organized.

5. Long-Term Impact

Wrong early decisions lead to wasted years, low confidence, and careers that don’t match a student’s potential.

The Solution

Manzil is a **bilingual (Urdu + English) digital platform** designed to guide students toward the right career path through personalized, structured tools.

1. Career Assessment Test

A short and engaging quiz that analyzes interests and strengths to help students understand what careers suit them best.

2. Personalized Career Pathways

After the assessment, students receive tailored suggestions for:

- Degree programs
- Skills to learn
- Suitable career options
- Future scope and opportunities

3. Student-Friendly Guidance in Local Language

Content is provided in simple Urdu + English to make it accessible for all students, not just those fluent in English.

4. Centralized, Trusted Resource

Manzil brings together essential information—career descriptions, degrees, entry requirements, skills, and job market trends—into one easy-to-use platform.

5. Prototype Already Built

A working prototype that demonstrates the user journey and key interactions

Target Audience

- Matric (9th/10th) & Intermediate (11th/12th) students and later add University Student also
- Students in both urban and rural Pakistan
- Parents seeking reliable guidance
- Schools and coaching centers lacking career counseling resources

Value Proposition

Manzil empowers students with **clarity, confidence, and direction** by providing structured, easy-to-understand guidance—something most students in Pakistan have never had access to.

It bridges the gap between student potential and real opportunities.

Impact

Manzil aims to become Pakistan's **first scalable, digital career guidance ecosystem**, empowering millions of students to make confident, informed decisions about their future.

Mission

To offer accessible, personalized, and bilingual career guidance through a user-friendly platform that helps students make informed decisions about education, skills, and future careers.

Current Stage

- Prototype developed
 - Core concept defined and validated internally
 - Ready for feedback, refinement, and early-stage mentorship
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Next Steps

- Find the investor for funding.
- User testing with students and teachers
- Expanding assessment logic and database of careers/degrees
- Designing a scalable mobile-first version
- Building partnerships with schools and education organizations

