



PATHFINDER

12.11.2024

PathFinder

App
Profile



Agenda

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2 Company Description

3 Services & Products

4 Market Analysis

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The Problem

- ▶ Rapidly evolving job market due to AI and automation
- ▶ Students face uncertainty and lack clear guidance
- ▶ Traditional services often do not provide data-driven insights



Our Solution - Pathfinder

- ▶ **Interactive visualisations of job market trends**
- ▶ **Risk assessment of automation impact on jobs**
- ▶ **Salary projections across industries and locations**
- ▶ **Skills gap analysis to highlight in-demand skills**

Our Mission

- Empower individuals to navigate the AI-driven future of work
- Provide data-driven insights
 - Evolving skill needs
 - Automation risks
 - Job market trends
- Enable proactive adaptation to changing workforce
 - Informed education choices
 - Strategic career planning
 - Targeted skill development



Target Market & Industry

Target Market: Students (high school, undergraduate, graduate), career switchers

Career Guidance Industry: Experiencing a shift towards personalised, data-driven tools





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Key Features



AI Risk Assessment

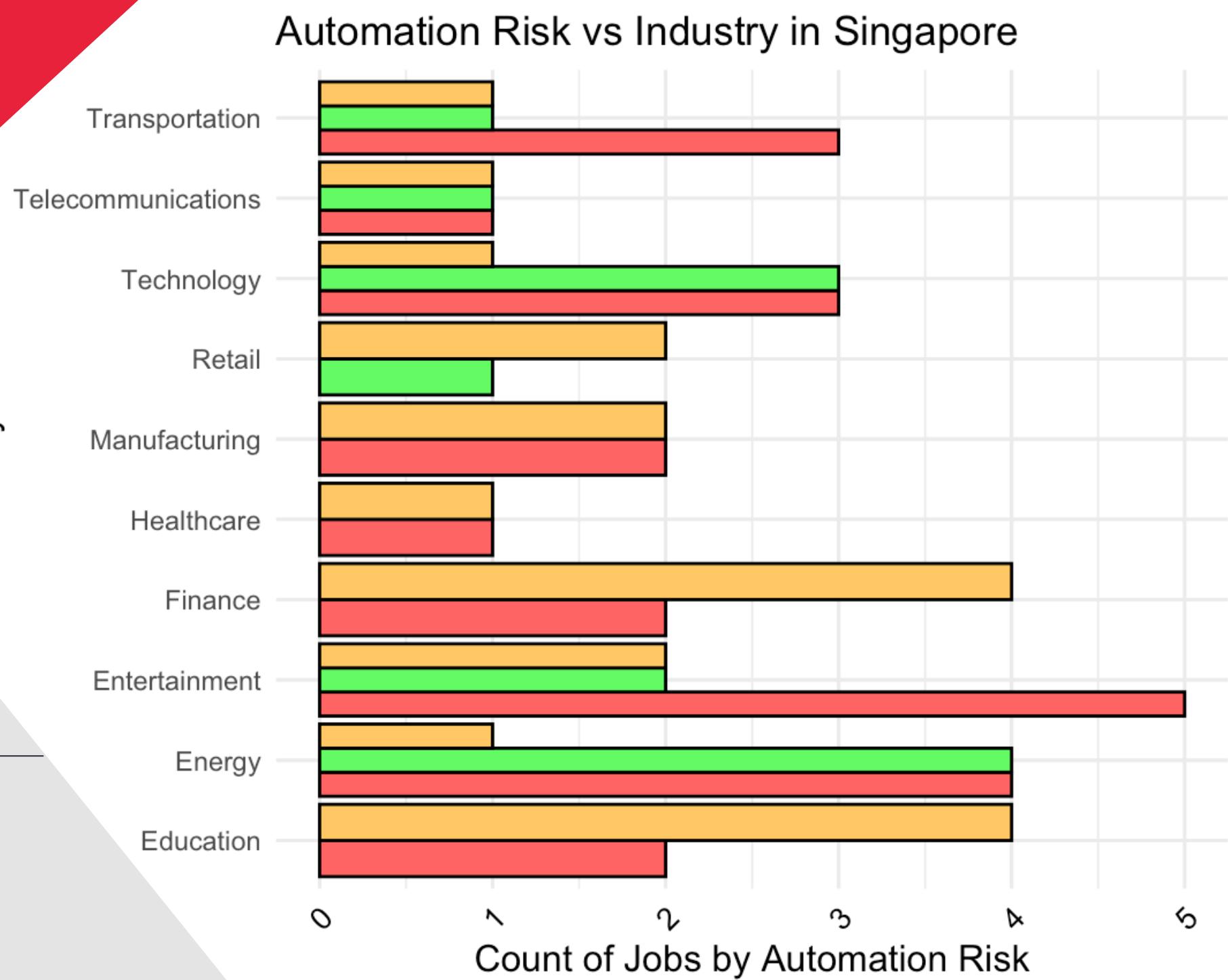
Analyze AI Adoption and Automation risk role and skills

Identify resilient roles and future-proof career choices.

Support career alignment with interests and low automation risk.

Importance: By 2030, automation is projected to displace around 20-25% of current jobs across industries globally

(McKinsey Global Institute)



Salary Projections

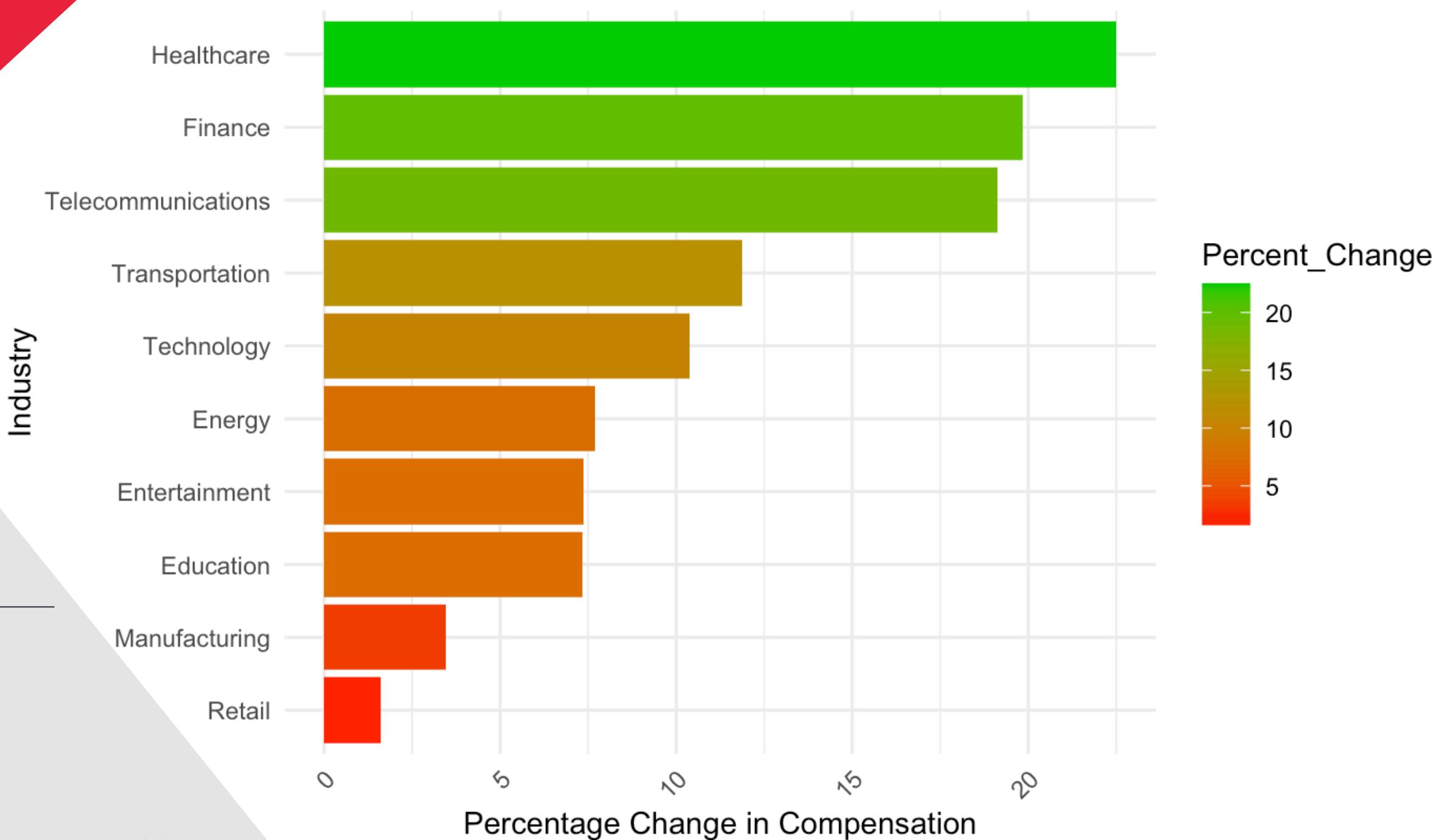
Enable data-driven decisions to meet financial goals

Visual view of salary trends across industries and locations

Compare current earnings and future compensation projections

Importance: Worker surveys at both CultureAmp²⁶ and Randstad²⁷ suggest that SALARY LEVELS are the main reason workers decide to change their job.

Percentage Change in Total Compensation per Industry in Singapore



Job Growth

Access growth and decline projections for various sectors.

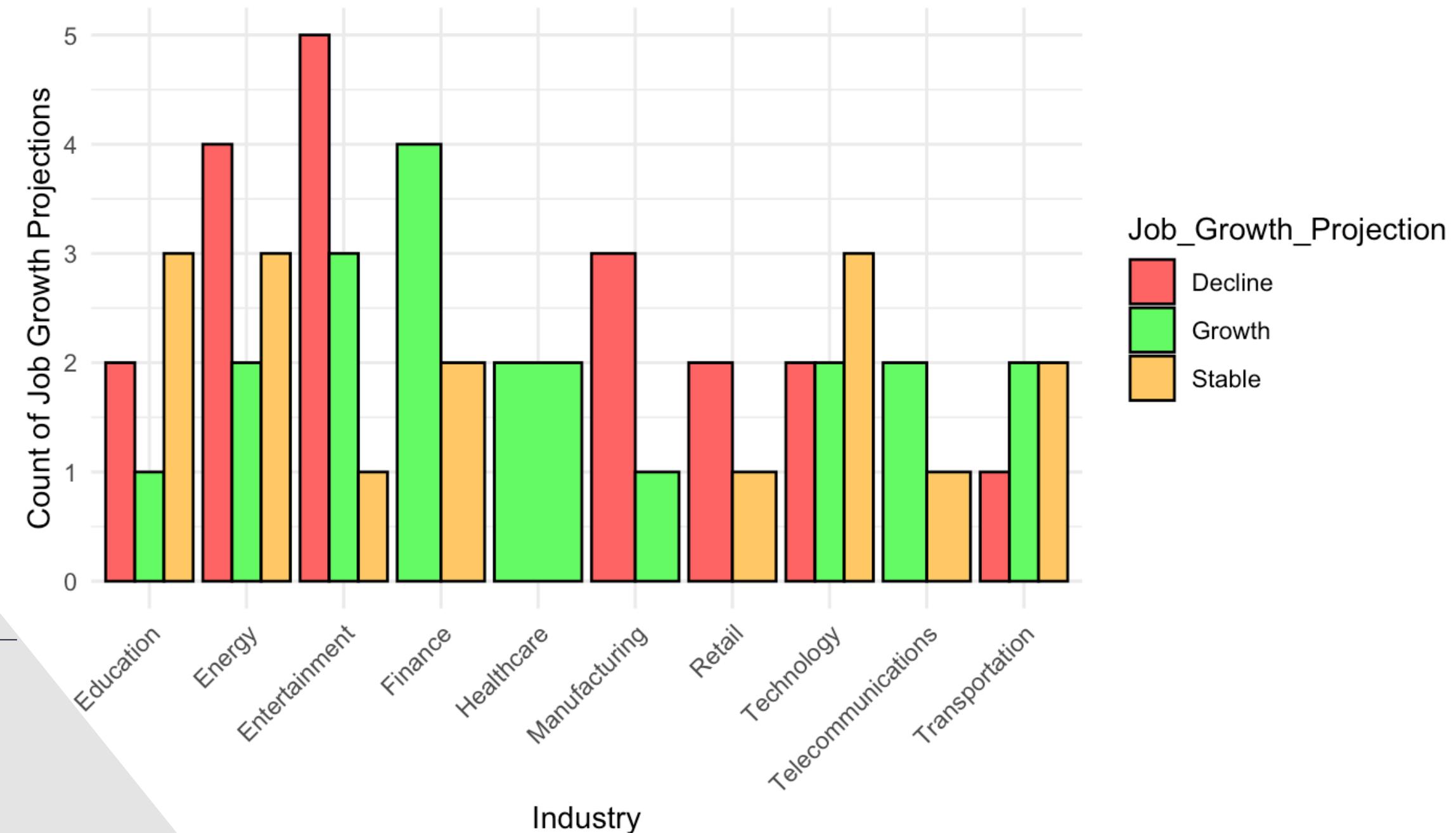
Highlight high-growth areas and emerging career opportunities.

Guide users toward sectors with strong future demand.

Importance: Job growth is critical for career planning, as industries with high growth rates are expected to contribute up to 80% of new job opportunities by 2030

(World Economic Forum)

Job Growth Projection by Industry in Singapore



Job Security

Assess the availability of remote work in chosen industries.

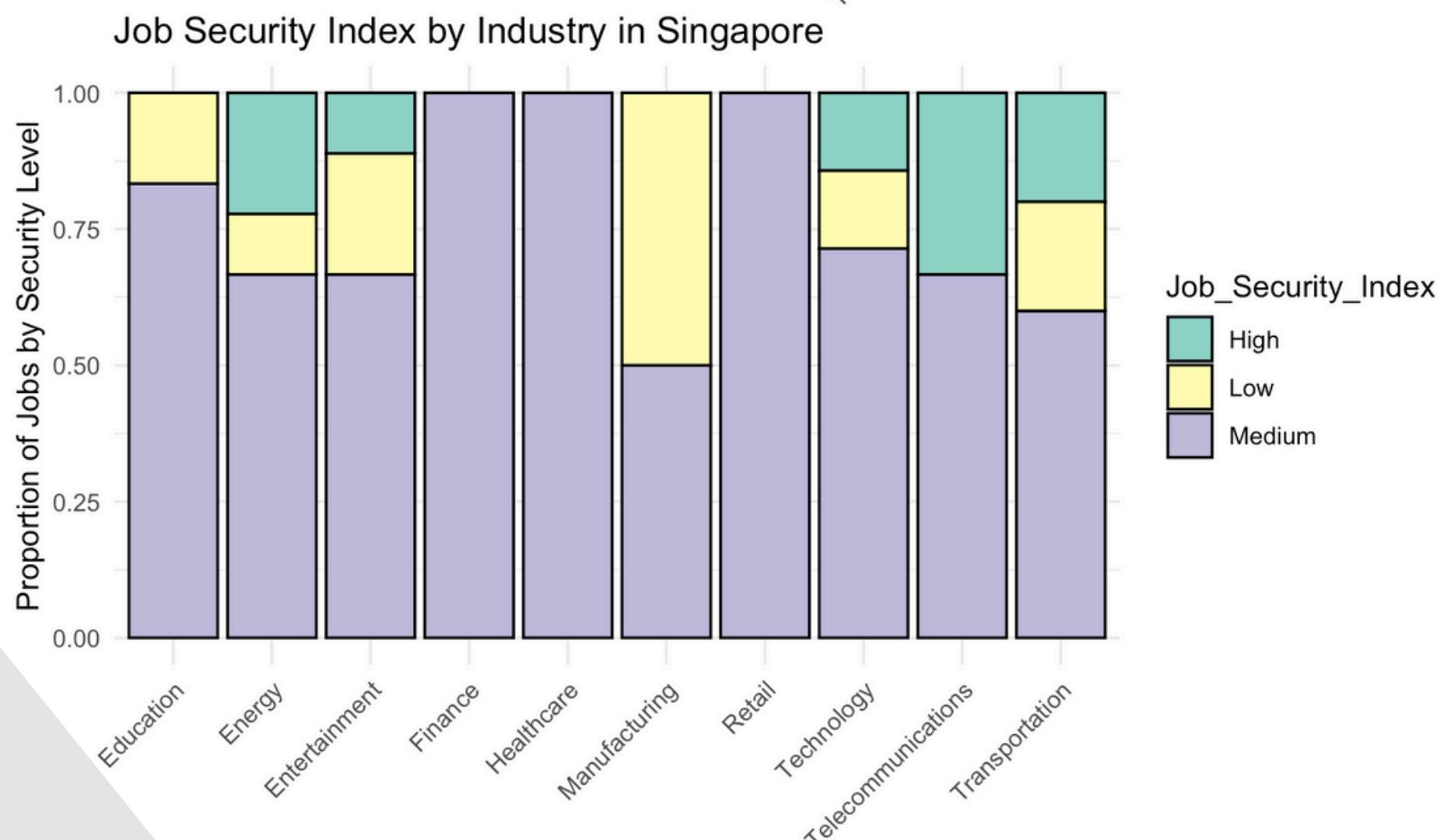
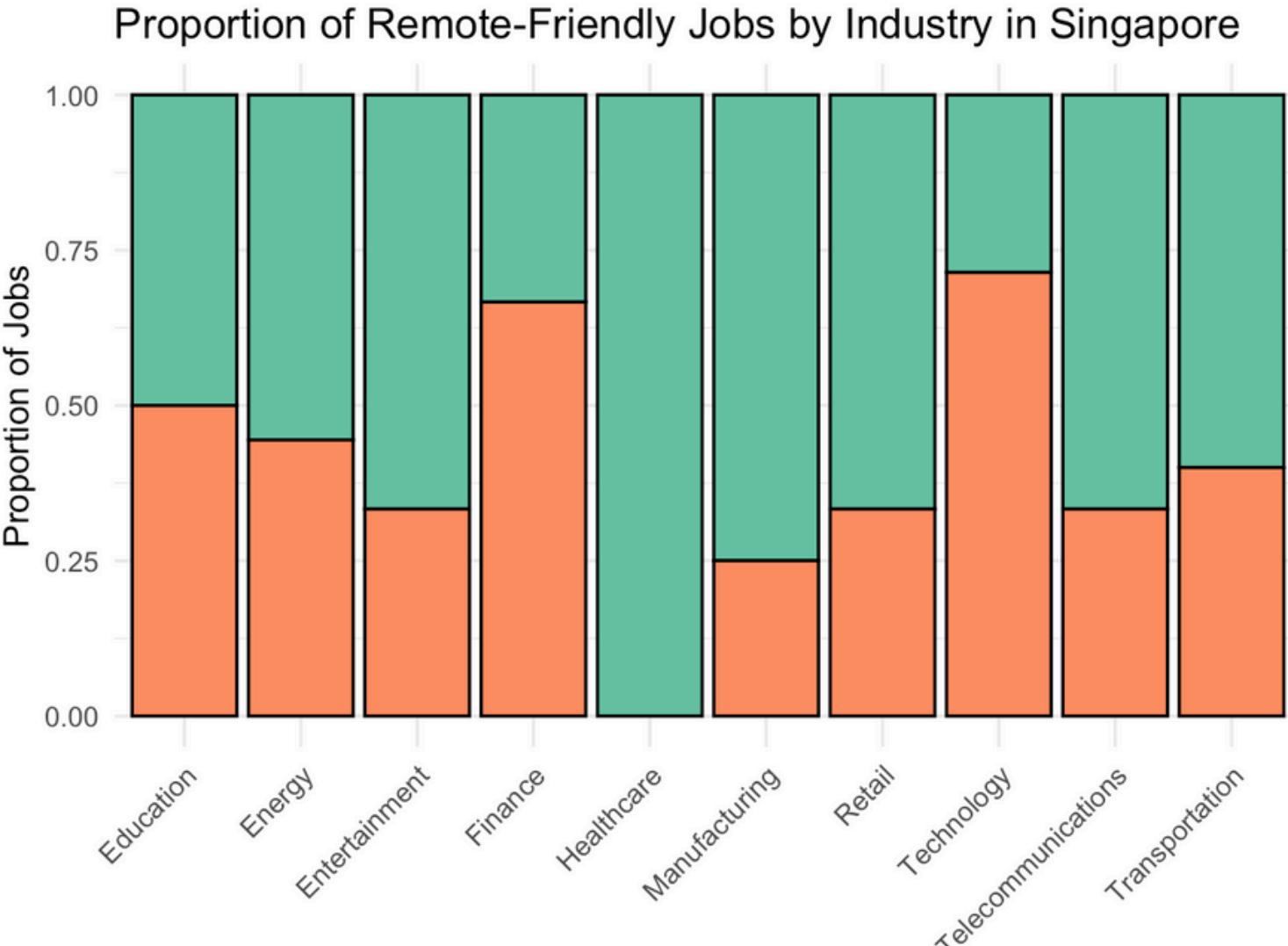
Get insights with the Job Security Index for stability and flexibility.

Find career options that combine job security, earnings, and remote work options.

Importance: job flexibility is increasingly valued, with remote work options enhancing employee well-being and engagement.



(Gallup Workplace Study)





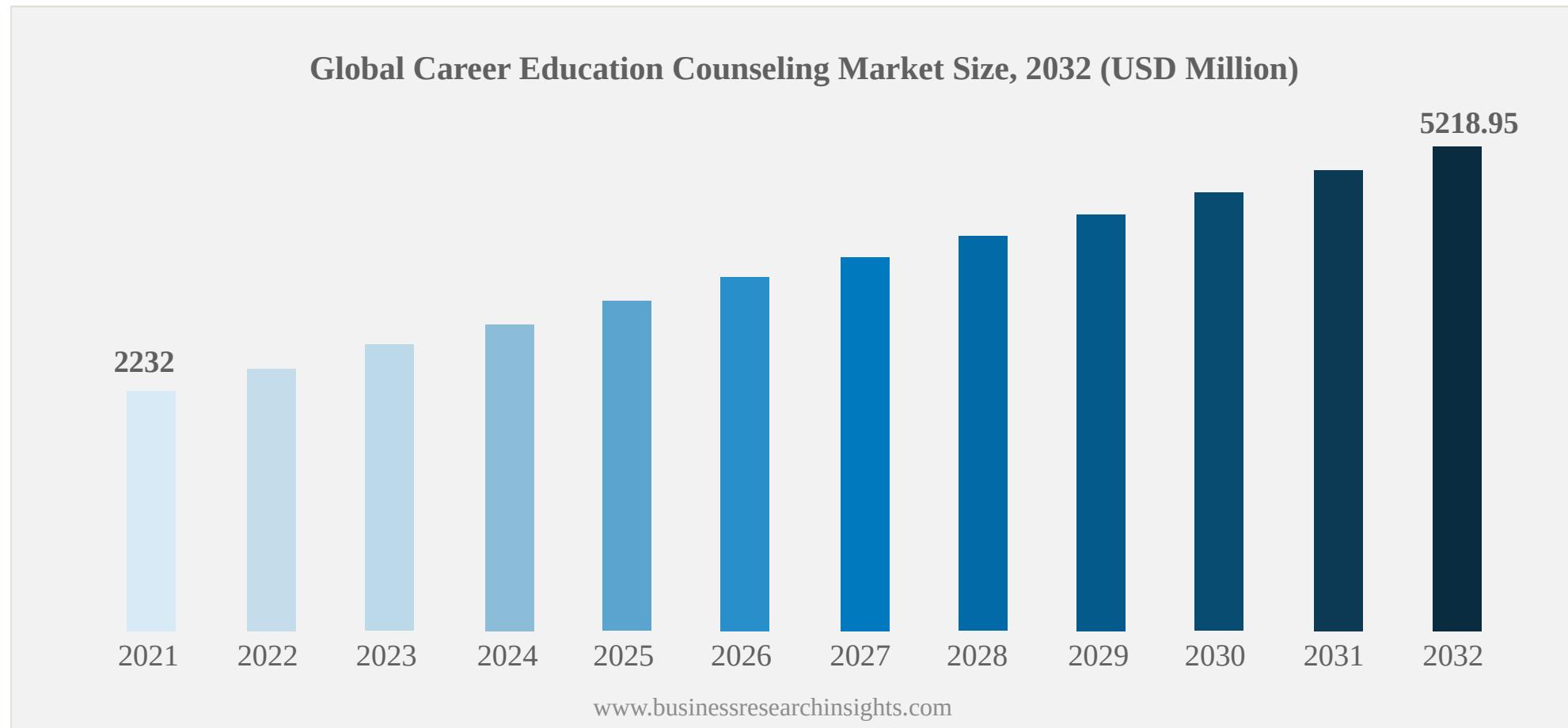
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Market Analysis



Industry Trends



Market size 2024

\$2.8 billion

Projected market size 2032

\$5.2 billion

Projected CAGR (2024 - 2032):

8.03%

Reasons for the rising demand:

- “career prospects after university” is third highest source of stress for students
- 40% of the core skills workers have today will be disrupted by technological change by 2027
- career counselling will have to address this growing trend of global career disruption

Our Market

Total Available Market (TAM):

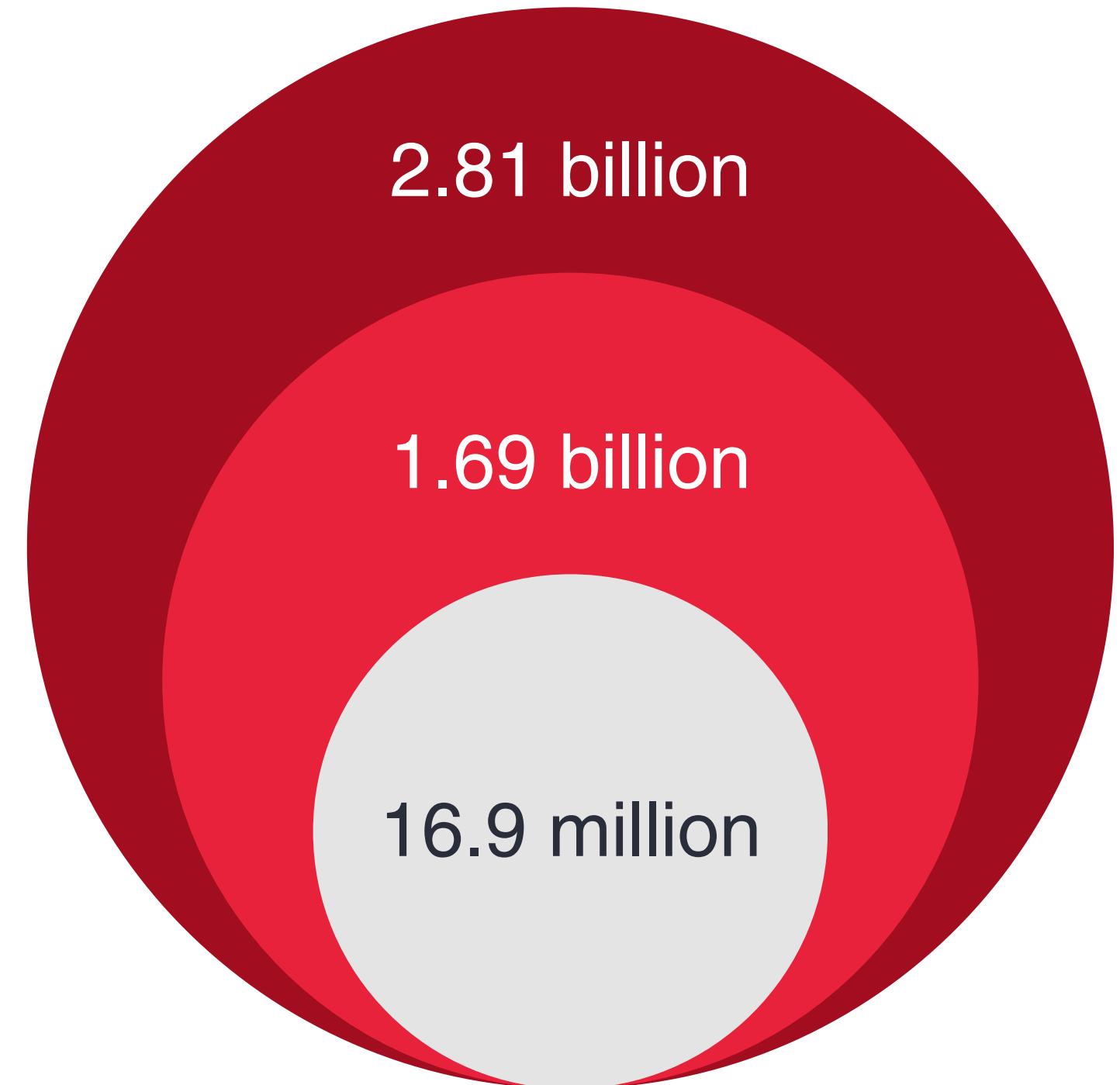
2.81 billion (career guidance)

Serviceable Available Market (SAM):

1.69 billion (online career guidance)

Servicable Obtainable Market (SOM):

16.9 million (1% target market share)



Competitive Analysis

	DevSkiller	Career Navigator	Edumilestones	PathFinder
Target Audience	HR Teams and recruiters	Individuals and educational institutions	Career counsellors and job seekers	University students
AI-powered Analysis	AI benchmarking engine	Powered by Eightfold AI	No	Open AI's GPT 4o
Price	\$200-500 / month	\$50-200 / per user	\$200-1000 / year	Free for students, financed via ads
Automation Risk Assessment	No	No	No	Yes



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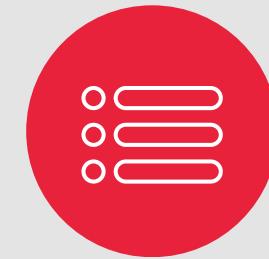
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Operational Plan



Operational Plan

Maintaining and growing PathFinder



Goal #1

Data Acquisition and Management

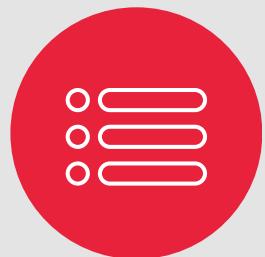


Goal #2

Marketing and Sales

Operational Plan

Maintaining and growing PathFinder



Goal #1

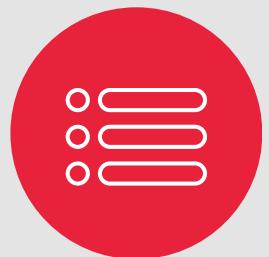
Data Acquisition and Management

Steps to meet Goal #1:

- Expand existing “AI-Powered Job Market Insights” dataset
- Continued development and testing for the existing R-scripts to ensure informative visualisations

Operational Plan

Maintaining and growing PathFinder



Goal #2

Marketing and Sales

Steps to meet Goal #2:

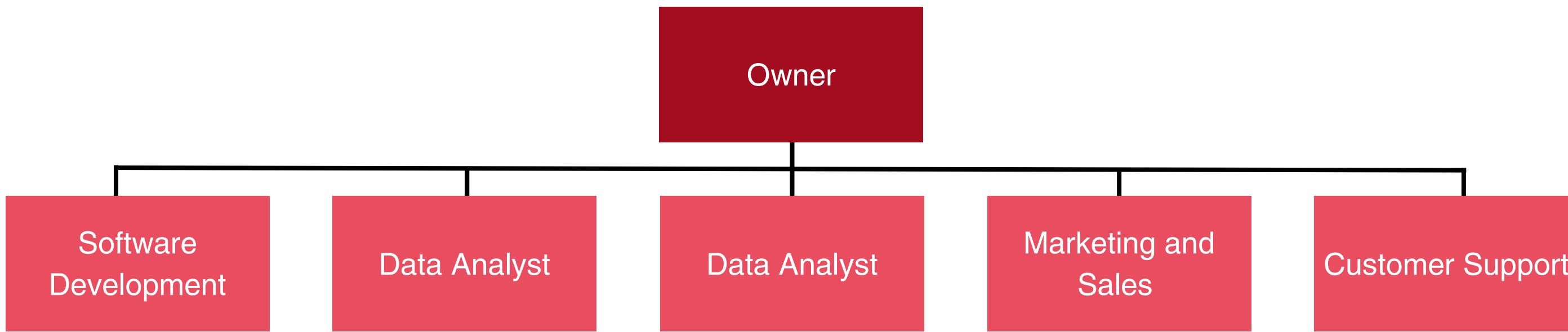
- Global Marketing Campaign launch (social media & physical locations)
- Targeted areas: University Campuses and Central Business District Locations



Organisational Structure and Success Metrics



Organisational Structure



Organisational Chart:

- Initial flat organisational structure as the team is still lean
- Will be expanded into different key departments (Software Development Team, Data Analyst Team, Marketing and Sales Team and Customer Support Team)

Success Metrics

Key Performance Indicators (KPIs)

User Engagement

- Track active users
- Track total users
- Popularity of PathFinder

Customer Satisfaction

- Feedback Surveys
- Holistic view of PathFinder

Social Impact

- Total number of partnerships conducted
- Universities, student bodies and advertising agencies

Organisational Plan

Short-Term (1 year)

- 10,000 users
- Partnerships with 5 universities

Mid-Term (3 years)

- Expand dataset
- Establish PathFinder as a trusted resource in education

Long-Term (10 years)

- Global leadership in AI-based career guidance
- Expand to corporate training and professional development

App Demo

Thank you!

References:

1. <https://www.mckinsey.com/featured-insights/future-of-work/the-future-of-work-after-covid-19>
2. <https://www.weforum.org/reports/the-future-of-jobs-report-2020>
3. <https://www.gallup.com/workplace/349484/state-of-the-global-workplace.aspx?thank-you-report-form=1>
4. <https://www.weforum.org/publications/the-future-of-jobs-report-2023/>