



BUSINESS PLAN

PathFinder

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Group : 3

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Pathfinder - A Detailed Business Plan

Executive Summary

Pathfinder is an innovative solution that targets some of the issues students face in the perspective of an evolving due to the automation and AI development processes, complex labour market. Our application tackles what problems do the students experience in choosing their prospects backed up by the context of widening skill gap, the pay gap, and redundancy. As part of its interactive visuals, Pathfinder allows students to analyse information and be more confident about their choices in terms of education and career development.

Our app allows students to explore career opportunities in any number of fields and any part of the world, giving them a broad perspective of the job market as well as specifics for targeted areas. The Pathfinders' mission is to help students further their vision for their careers by encouraging them to look into industries that may surge in the future. By focusing on the provision of data visualisations, the Pathfinder team helps students deepen their comprehension of the opportunities and threats related to automation and artificial intelligence impact on the labour market. To enhance user experience, Pathfinder integrates the "AI-Powered Job Market Insights" dataset, the excellent R data visualization tools, and OpenAI's advanced GPT model. Job-specific, real-time automation risk assessment, future salary potential, skill demand and job availability, remote-friendly settings all provide students with inspiring real-time insights unattainable from regular career guidance platforms. Using a built-in AI Risk Assessment capability, professionals will utilise our platform to predict which jobs and competencies of the future will be surpassed by technology. Salary projections help learners make financial decisions that are in line with their objectives by offering them a clear picture of earning potential across industries and locations. High-growing regions are highlighted by job growth forecasts, and students may find the skills they need to succeed in their chosen sectors with the aid of our skills gap analysis. Last but not least, our Remote Work & Job Security Analysis function helps students find jobs that strike a balance between job security and the capacity to work remotely, taking into account the growing significance of work flexibility and stability.

Pathfinder is a useful tool for students getting ready to enter a technologically advanced workforce because of its unique combination of location-based data, industry-specific insights,

and forward-looking projections. Pathfinder helps students create resilient and satisfying careers in a time of change by bridging the gap between their goals and the realities of a dynamic, AI-influenced labour market through clear and individualised career assistance.

1. Company Description

Pathfinder seeks to transform career counselling in response to the increasing importance of AI. We acknowledge that swift progress in AI and automation is fundamentally changing the job landscape, presenting both thrilling opportunities and considerable challenges for students joining the workforce. Therefore, students require clear, evidence-based support to comprehend these changes and make informed choices regarding their education and career trajectories. Conventional career advice services mainly provide uncertain recommendations and do not include the data-informed insights or interactive visualisations required to effectively tackle the challenges of the AI-enhanced job market. Thus, Pathfinder addresses this need by offering a complete, intuitive platform that enables students to:

Analyse Automation Risks: Pathfinder provides a feature which is named as AI Risk Assessment, it evaluates the likelihood of certain jobs being automated in the near future. This feature, which analyses industry-specific trends, skill needs and rates of successful AI adoption, allows users to discover which career paths could be more vulnerable to the impacts of automation. This helps students make informed decisions and avoid risky sectors, fostering a more sustainable career path.

Project Future Salaries: Users can use Pathfinder's Salary Projections tool to find out the wage trajectory of various industries and locations, including the impact from automation and artificial intelligence. Salary trends are represented visually, allowing users to compare what they can expect to earn in each field and use the data in their decision-making evolution to focus on such high-paying secure industries.

Assess Work Security: The Job Security Index from Pathfinder analyses employment stability across industries, emphasising those that are least likely to be automated. By highlighting sectors where job security is projected to stay strong, this tool gives consumers peace of mind by

assisting them in finding industries with more solid employment opportunities. Students wishing to choose careers in fields where their skills are expected to remain relevant can particularly benefit from this.

Assess Skill Vulnerability: In addition to helping students understand current threats, Pathfinder's platform assists them in identifying specific skills that are vulnerable to automation. Students can organise their professional and academic growth by focusing on abilities that are likely to remain in demand, promoting long-term career sustainability, by learning which competences are durable and which may become obsolete.

Mission Statement: To enable our users to comfortably navigate the workplace of the future in a time when automation and artificial intelligence are progressively influencing it. Our goal is to give professionals and students thorough, data-driven insights into changing skill requirements, automation dangers, and job market trends. Our customers may proactively adjust to a workforce that is changing quickly by using the clear, useful data we provide to help them make decisions about their schooling, career pathways, and skill development.

Company Goals & Objectives

Short-term (1 year): Attain 10,000 distinct users by enhancing brand visibility via focused marketing and outreach efforts. Furthermore, form collaborations with no less than 5 universities to incorporate Pathfinder into their career advising services, allowing students to gain direct advantages from Pathfinder's analytical insights while enhancing our reputation and presence in educational institutions.

Mid-term (3 years): Broaden our dataset to include new technologies and developing AI applications, ensuring our insights stay pertinent in the rapidly shifting job market. Furthermore, enhance our brand visibility in the education sector by creating educational materials, facilitating workshops, and connecting with student organisations. This stage seeks to establish Pathfinder as a reliable source for career advice within educational establishments.

Long-term (10 years): Position Pathfinder as the world leader in AI-based career assistance by moving into corporate training and professional growth. During this stage, we intend to expand

our services to facilitate continuous education and career development, modifying our platform for employers and industry experts seeking to address the effects of automation and AI on their employees. Our aim is to cultivate a strong, flexible workforce that is equipped to handle upcoming challenges.

Business Philosophy: We believe in transparency, data-driven decision-making, and empowering individuals to take charge of their own lives. We are dedicated to delivering factual, objective information and fostering a community of informed and empowered students.

Target Market: Our main target audience consists of students (high school, undergraduate, and graduate) actively exploring career options and seeking guidance on educational pathways. Secondary target markets include career counsellors, educational institutions, and parents.

Industry Analysis: The career guidance industry traditionally focused on career counselling, aptitude tests, and general job market insights. However, recent trends have shifted towards more personalised, technology-driven tools that leverage data analytics, AI, and machine learning to offer customised career paths. This trend is being further accelerated by the development of AI and automation, which brings a rising need for specific tools that can handle the particular difficulties presented by the changing labour market. Pathfinder is in a strong position to take advantage of this rising need by providing a state-of-the-art solution that combines AI, data science, and user-friendly design.

Competitive Advantages:

Data-Driven Approach: Pathfinder spells out great insights using triangulation within a specific “Job Market Insights Artificial Intelligence Template”, which provides in-depth information on the AI Take Up, Threats from Automation, Industry Level Dynamics and Skills Demand. By concentrating on this data-centric approach, Pathfinder does not rely on guesswork as users are provided with insights regarding the most current job opportunities. This is beneficial to students and job adults alike as they now have data-driven support that meets the needs of an AI and automation powered job market.

Interactive Visualisations: The Pathfinder interface is filled with interactive charts, graphs, and visualisations which are easy for the user to comprehend. Users can analyse data on different industries, areas of work, and job roles to find trends and insights that assist them in making those decisions. As a result of exposure to these visuals, users are better placed to understand the complexities of the automation risk in salaries, the possible growth within the different sectors, and employment opportunities so that they can better their career paths.

AI in data analysis using an intelligent interface: Pathfinder employs Artificial Intelligence (AI) through the Advanced GPT-4o model of Open AI to examine information and create summaries and recommendations. The content acknowledges the AI enabled analysis, which gives endorsed recommendations to users based on their interests, level of expertise, and their respective industries. The AI framework interprets complex and scattered data in simple but precise forms with actionable insights for users looking ahead on possible career avenues. This is why Pathfinder would be better than conventional career advice applications; by framing their perspective in line with the needs and the involvement of the user in that particular setup.

Low-Cost Strategy: By using publicly available datasets and the R programming language, a free and open-source data visualisation tool, Pathfinder is dedicated to affordability and accessibility. This strategy reduces expenses while preserving excellent data analysis and visualisations, opening up advanced career insights to a wider range of people, including students and professionals in their early careers. Pathfinder is able to provide useful tools without the hefty prices usually connected with premium career consulting services by leveraging open resources.

2. Products and Services

Pathfinder offers a comprehensive suite of features within a user-friendly web application, consisting of 4 main functions, AI Risk Assessment, Salary Projections, Job Growth Forecasts and Skills Gap Analysis.

AI Risk Assessment: Pathfinder's AI Risk Assessment feature helps students and job seekers understand the potential impact of AI and automation on specific job roles. By analysing factors

like industry and locations, this tool provides a detailed assessment of how vulnerable various roles are to automation. This insight empowers users to make career choices that align with their personal interests while reducing their exposure to job displacement risks. With this tool, users can proactively identify industries and skill sets that are more likely to avoid automation, making it easier to choose a career path with stability and longevity. This feature is crucial in app as by 2030, automation is projected to displace around 20-25% (Lund et al., 2021) [1] of current jobs across different industries globally

Salary Projections: The Salary Projections tool allows users to explore comprehensive visualisations of salary trends across different industries and regions. Users can see how salaries compare in various fields and view projections for total compensation in the coming years. This feature is invaluable for individuals who want to make informed decisions about their earning potential. By providing insights into potential salary trajectories, the tool helps users weigh their financial goals against the realities of the job market, enabling them to pursue careers that align with both their ambitions and financial needs. These aspects are very important as worker surveys at both CultureAmp²⁶ and Randstad²⁷ (World Economic Forum, 2020) [2] suggest that salary levels are the main reason workers decide to change their job.

Job Growth Forecasts: This feature gives users a window into the future of the job market by showing growth and decline projections across multiple sectors. Pathfinder's Job Growth Forecasts highlight areas of emerging opportunity in high-growth industries, providing users with essential information on where job demand is expected to rise. This knowledge helps students and early-career professionals identify promising career paths in sectors with strong future demand. By staying informed about high-growth areas, users can position themselves for success in careers that are set to thrive in the coming years. Job growth is critical for career planning, as industries with high growth rates are expected to contribute up to 80% (World Economic Forum, 2023) [3] of new job opportunities by 2030.

Skills Gap Analysis: The Skills Gap Analysis tool enables users to identify the skills most in demand within their chosen industry and location, while also considering the associated automation risks. This feature is especially useful for individuals looking to tailor their education and skill development to meet market demands, job flexibility is increasingly valued, with

remote work options enhancing employee well-being and engagement (Gallup, 2024) [4]. By pinpointing critical skills that are less likely to be automated, users can strategically build a skill set that enhances their employability and resilience in an AI-driven job market. This tool supports proactive career planning, allowing users to focus on acquiring in-demand skills that align with both industry needs and future-proofing their careers.

3. Market Analysis

Market Research: Our market research focused on identifying the primary users of career guidance applications, particularly students and professionals looking for career switches. An inter-university survey released in June revealed that “career prospects after university” was the third highest source of stress overall across 470 respondents [5]. Furthermore, the World Economic Forum’s Future of Jobs Report 2023 says that two-fifths of the core skills workers have today will be disrupted by technological change by 2027 [6]. In an increasingly interconnected world, career counselling will have to address this growing trend of global career disruption. As such, there is a significant need for a data-driven career guidance solution that specifically addresses the challenges of the AI-driven job market [7].

Target Market Segmentation:

Pathfinder aims to launch globally for students and career switchers worldwide. Our main target demographic would be students who are motivated, career-oriented, aged 18-25, with a focus on those pursuing higher education (Bachelor’s, Master’s, PhD’s) or individuals looking to switch and want a secure job opportunity.

Market Size: The most recent estimates of the career guidance industry’s global market size was estimated to be USD \$2232 million in 2021 with the market being projected to touch USD \$5218.95 million by 2032 at a CAGR of 8.03% during the forecast period [7].

TAM (Total Addressable Market): \$2.814 billion (Global Market Size as of 2024) [7]

SAM (Serviceable Addressable Market): \$2.814 billion X 60% = \$1.6884 billion (Online Career Education Counselling Market Share) [7]

SOM (Serviceable Obtainable Market): \$16.9 million (Considering a minimum estimate of 1% market share capture in 1 year) [8]

Competitive Analysis: Existing career guidance platforms primarily offer generic advice and lack the data-driven insights and/or interactive visualisations provided by Pathfinder. Our competitive advantage lies in our focus on AI and automation, our interactive visualisations and GPT-powered analysis. Key competitors are shown in the table below. A detailed report with SWOT analysis can be found in the appendix [9-11].

	Pathfinder	DevSkiller	CareerNavigator	Edumilestones
Target Market	Students aged 18-25 pursuing higher education, individuals looking for career switch	Companies and organisations, particularly in the tech sector, looking to assess and recruit technical talent	HR professionals seeking career development tools and resources	Students and educational institutions focused on career readiness
AI/Automation Risk Assessment	Yes	No	No	No
Interactive Visualisations	Yes	Yes	No	Yes (Through their Career Lab platform)
AI-Powered Analysis	Uses OpenAI's GPT-4o model	Employs AI Benchmarking Engine with machine learning algorithms	Powered by Eightfold AI	No
Ease of Use	User-friendly	Rated 8.7 out of 10	Not specified	User-friendly and available in both

				online and offline format
Benefits	Offers intuitive visualisations and AI-powered summaries and recommendations, focusing on the impact of AI and automation on careers	Comprehensive assessments, real-life testing methodology, live coding interviews, detailed reporting	Personalised career planning, skill assessment guidance, AI-driven insights for market alignment	Access to 6000+ career counsellors, detailed psychometric assessments, mobile/tablet responsive
Price	Free for students, financed via ads	\$200-500 / month	\$50-200 / user	\$200-1000 / year

4. Operational Plan

After launch, to ensure that Pathfinder stays continually relevant and self-sustaining, we would need an operational plan to maintain and grow the business.

Data Acquisition and Management: In order to ensure that the data reflected on Pathfinder remains up to date, we would have to continuously update as well as expand our existing “AI-Powered Job Market Insights” dataset making sure to keep up with emerging technologies and job roles. Additionally, we would also have to ensure that we continuously develop, test and maintain our R scripts to ensure that Pathfinder dynamically reflects the most accurate picture of the current job market landscape for users.

Marketing and Sales: With such heavy global competition, Pathfinder would have to actively carve out its slice of the market. As such, upon launch, we will begin launching marketing campaigns globally on social media and at physical locations to raise awareness of Pathfinder and increase initial foot traffic. As our main target audience are students looking to make career decisions, we would start by placing ads around the university campus and liaise sponsorships

with the student union such that we can feature our branding on university products such as tote bags or t-shirts for increased publicity. The highlight of this campaign would be a focus on the university open house days where we can actively target prospective students looking to decide on their path to further their studies, thereby driving user acquisition. We would also place our advertisements around the central business district (CBD) areas of the city, where office workers frequent. This would therefore engage our second target audience, individuals looking to switch careers, allowing Pathfinder to remain top of mind for them and further driving user acquisition.

Key Resources:

"AI-Powered Job Market Insights" Dataset: The core data source for our app, providing information on automation risks, salaries, and job growth projections [7]. This dataset examines the effects of automation and artificial intelligence while providing a realistic depiction of job postings. It features variables such as industry, company size, AI adoption level, automation risk, required skills, salary, and job growth projections. This resource is valuable for understanding how the labour market is changing and how AI is affecting employment patterns and skill requirements.

GDP Datasets: Additional data sources about GDP and GDP growth to strengthen our data analysis [9].

R Programming Language: Used for data analysis and visualisation

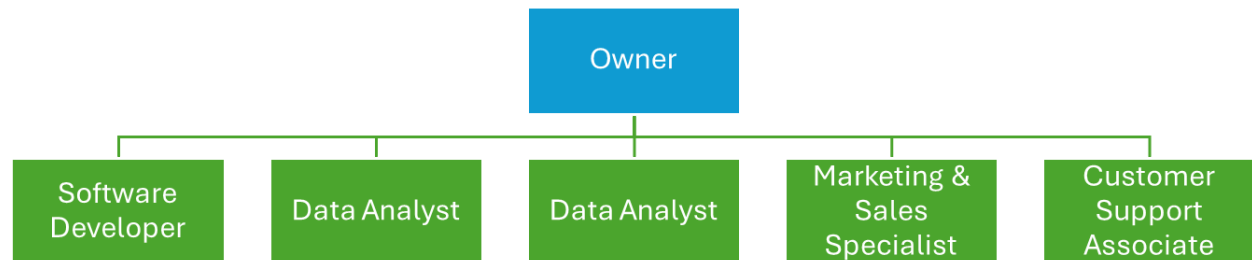
Shiny Server Platform: Open source back end programme that provides infrastructure for hosting the app.

OpenAI's GPT-4o Model: Provides AI-powered analysis and summarisation of data and visualisations within the application.

5.Organisational Structure and Success Metrics

Organisational Chart: Initially, a flat organisational structure will be used as we have a lean team of only 5 people, with each team member's functions and responsibilities being well-defined. However, as the business grows, we will reorganise the organisation and expand

the team to accommodate such growth. A marketing and sales department, a data analysis department and a software development department will all be key requirements the business will need in the future.



Success Metrics: Key performance indicators (KPIs) will be tracked to monitor progress towards our goals and objectives:

User Engagement: One of the best metrics to keep track of the effectiveness of our marketing campaigns and our brand awareness would be to measure the amount of online traffic we generate on our site. As such, to measure user engagement we will track the number of concurrent users (number of users currently online now) and total users (number of users who have visited the site) to have a more comprehensive view of the popularity of our app.

Customer Satisfaction: Another way to track the effectiveness of our app would be to conduct feedback surveys with our users to track customer satisfaction. This would allow us to get a more holistic view of our web app, allowing us to know if there were any gaps in functionality that may be more apparent to users than creators.

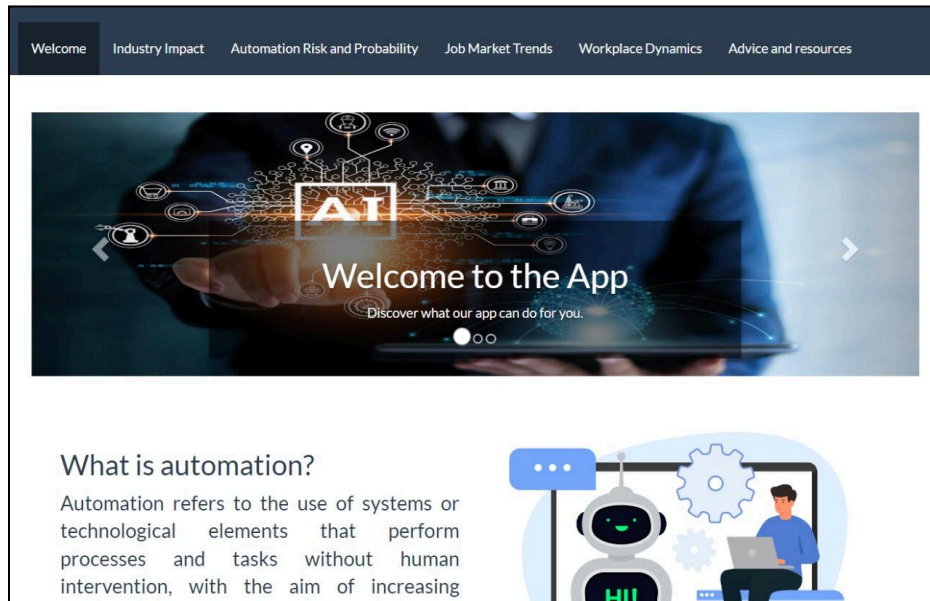
Social Impact: Lastly, we would track the social impact Pathfinder has had to evaluate the outreach efforts conducted by our marketing team. As such, another key metric we would like to track would be the number of partnerships conducted with educational institutions, their student bodies and advertising agencies around the region.

6. Conclusion

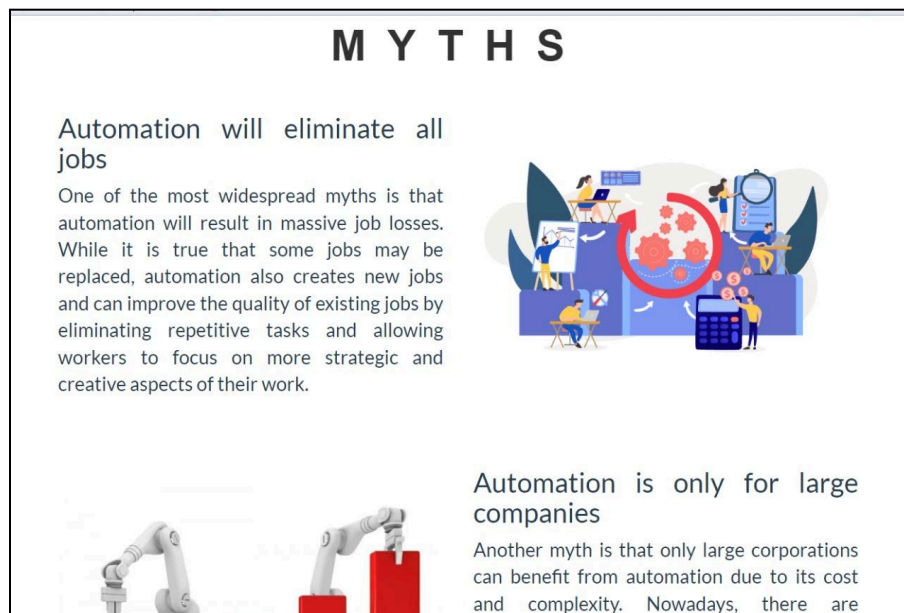
To sum up, Pathfinder offers an innovative approach of job guidance that adapts to the changing needs of the modern labour market, which is impacted by automation and artificial intelligence. Pathfinder gives students the ability to make well-informed decisions about their academic and professional paths by combining data-driven insights, interactive visualisations, and AI-powered recommendations. In contrast to conventional job advice tools, Pathfinder gives students a comprehensive understanding of different industries and locations by utilising real-time data on automation risk, salary trends, employment growth, and skill demands. Pathfinder seeks to close the gap between students' goals and the demands of a dynamic, AI-influenced industry by providing them with the knowledge they need to create resilient and rewarding occupations through its intuitive interface and extensive feature set.

7. Appendix

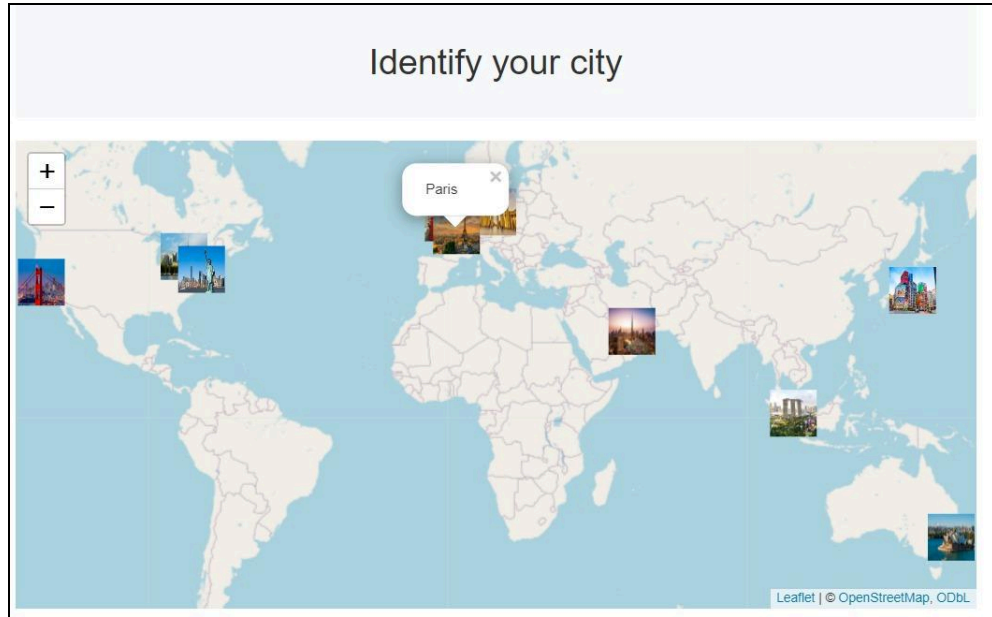
7.1. App Interface Examples



Application Main Page



Automation Myths Explainer



Interactive Map

Do you know which industry your job or job prospect belongs to?

Below you can find a list of different industries. Select one, and on the right, a cloud of professions or related university careers will appear. Recognizing which industry you belong to is very important as it helps you navigate the work and business environment better, improving your chances of success and professional satisfaction. If you want to learn more about the importance of this, click on 'Read more'.

[Read more »](#)

Select an industry:

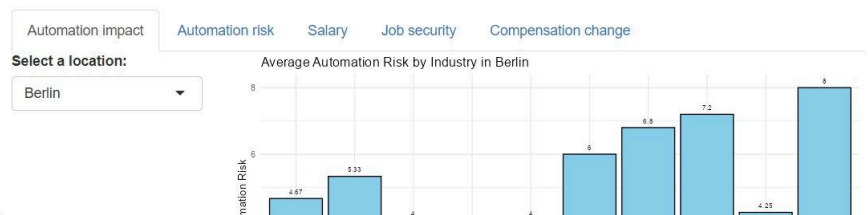
Education ▼

Educational Program Coordinator
 Special Education Teacher
School Counselor
High School Teacher
 Curriculum Designer
 Educational Technology Specialist
 Pedagogue

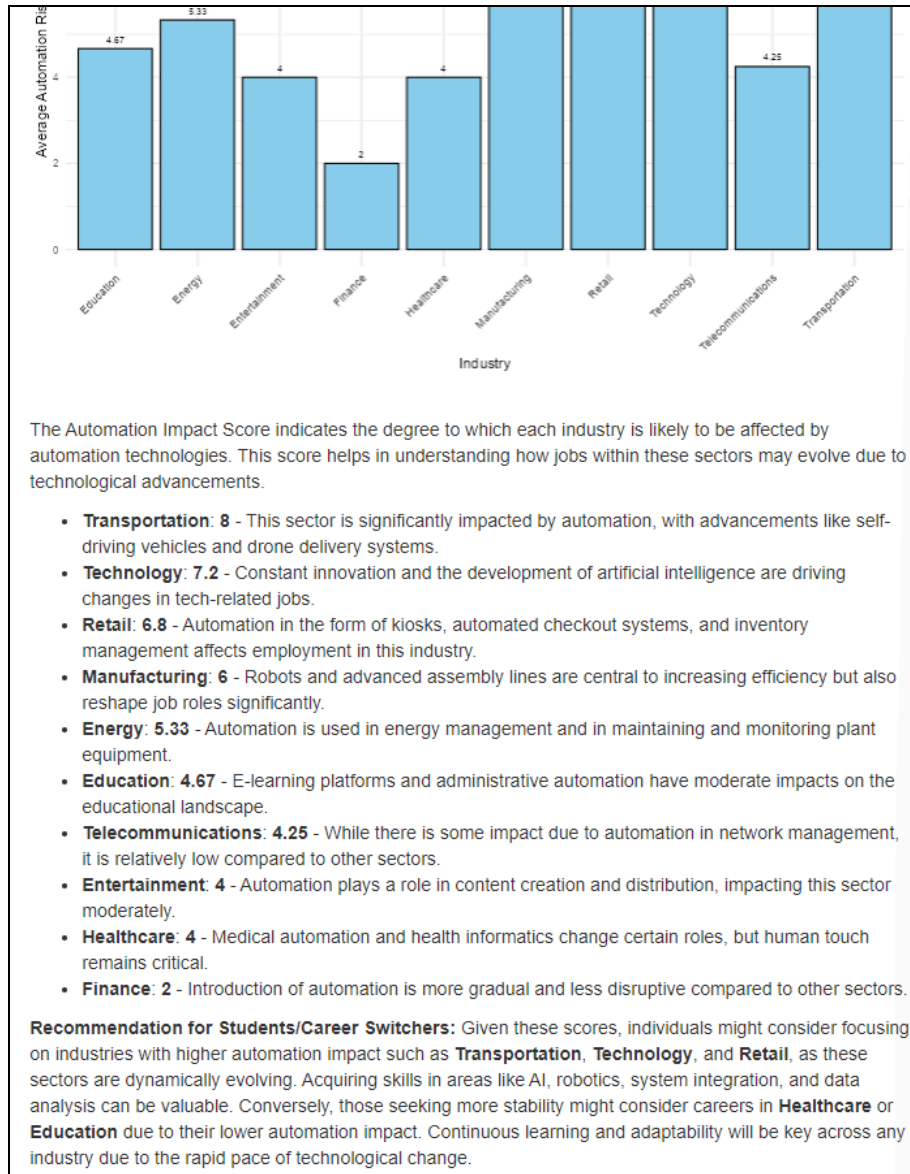
Industry Selection

Industry Impact

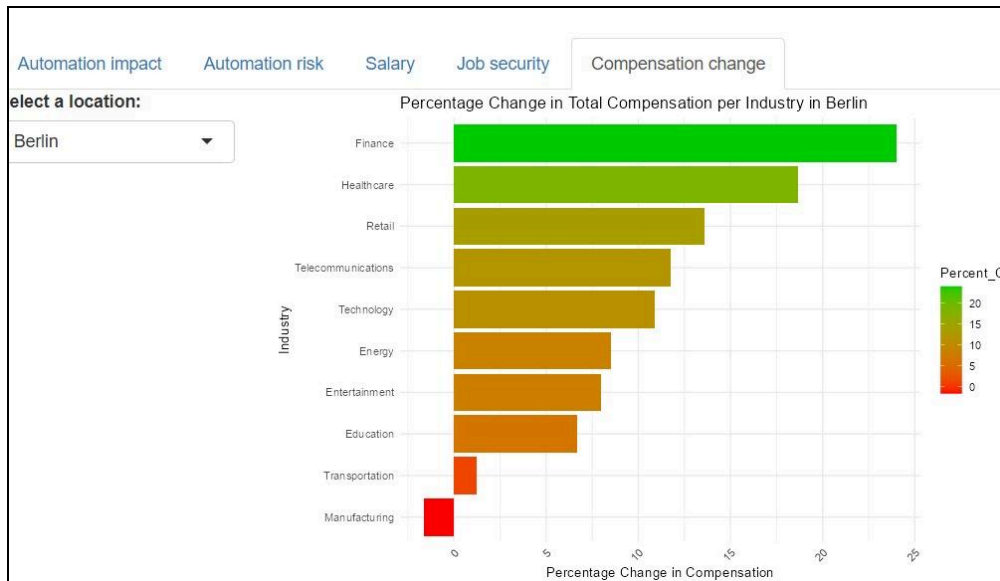
Step into the evolving world of work reshaped by automation. This section unveils how different industries are affected by technological advances, illustrated through the lens of automation probability and job security metrics. Gain insights into which sectors might face disruption and which may thrive in an automated era.



Industry Impact Page



AI-Powered Analysis with Interactive Visualisations



Examples of Other Interactive Visualisations

Welcome Industry Impact Automation Risk and Probability Job Market Trends Workplace Dynamics

Advice and resources

Automation Risk and Probability

Explore the contours of risk in an automated world. This tab delves into the probabilities of automation across various sectors, mapping out potential vulnerabilities and resilience. Uncover the intricate balance between technology advancement and job preservation, and learn how different industries are navigating the challenges and opportunities presented by automation.

Automation Risk and Probability Page

A d v i c e a n d r e s o u r c e s

Arm yourself with knowledge and tools essential for thriving in a tech-driven economy. This section offers strategic advice and valuable resources designed to enhance your skills and education, helping you navigate through the challenges and opportunities of automation. Find answers to your pressing questions and prepare to excel in a future where technology leads the way.



Advice and Resources Page

7.2. Competitive Analysis Report

Pathfinder SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none">- Data-Driven Insights (unique dataset)- Interactive Visualisations- Low-Cost Strategy (public data, R)- Focus on AI & Automation (niche market)- Uses AI to make complex information easier to understand and interpret	<ul style="list-style-type: none">- Dependence on External Dataset- Limited Scope of Current Dataset	<ul style="list-style-type: none">- Growing Demand for AI-Specific Career Guidance	<ul style="list-style-type: none">- Competition from Existing Career Platforms- Rapid Technological Change

DevSkiller SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none">- Comprehensive skill assessment tools for tech roles.- Real-life testing environments simulating job scenarios.- Strong analytics capabilities providing detailed insights.	<ul style="list-style-type: none">- Primarily focused on technical skills, limiting appeal to non-tech sectors.- Higher complexity may deter less tech-savvy users.	<ul style="list-style-type: none">- Expanding services to include soft skills assessment.- Increasing demand for remote work solutions.	<ul style="list-style-type: none">- Intense competition from other technical assessment platforms.- Rapid technological changes requiring continuous updates.

CareerNavigator SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none">- AI-driven personalised career planning.- Extensive resources for professional development.	<ul style="list-style-type: none">- Limited interactive visualisations may reduce engagement.- Complexity may lead to a steeper learning curve.	<ul style="list-style-type: none">- Growing interest in career development tools among younger professionals.	<ul style="list-style-type: none">- Competition from platforms with more gamified experiences.

Edumilestones SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none">- Extensive network of career counsellors providing personalised guidance.- User-friendly interface enhancing accessibility.	<ul style="list-style-type: none">- Lack of advanced AI-driven features compared to competitors.- Dependence on counsellor availability can lead to variability in user experience.	<ul style="list-style-type: none">- Rising demand for personalised career coaching services.	<ul style="list-style-type: none">- Increasing competition from platforms integrating AI effectively.

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