

PROBLEM	SOLUTION	UNIQUE VALUE PROPOSITION	UNFAIR ADVANTAGE	CUSTOMER SEGMENTS
<p><b>Lack of early career clarity:</b> Many students choose streams or degrees without understanding their interests, strengths, or long-term career implications, leading to regret and frequent career switches.</p> <p><b>One-size-fits-all career counselling:</b> Traditional career guidance relies on generic aptitude tests or static questionnaires that do not adapt to individual personality, motivation, or evolving interests.</p> <p><b>Poor awareness of skill requirements:</b> Students often don't know what skills are required for a target role or how far they are from being job-ready.</p> <p><b>Information overload:</b> Thousands of degrees, careers, and courses exist, but no structured path connects interests → career → skills → learning.</p>	<p><b>CareerLens AI</b> is a Gemini-powered multi-agent career counselling system that provides personalized career, degree, and skill guidance. It analyzes user background, personality, and interests to recommend suitable career paths, identify skill gaps, and suggest targeted courses, all through a conversational AI interface.</p> <p><b>Personality &amp; Interest Analysis Agent:</b> Analyzes user responses to understand cognitive style, motivation, and preferences, going beyond marks or grades.</p> <p><b>Career &amp; Degree Recommendation Agent:</b> Uses reasoning-based AI prompts to map user traits and interests to suitable streams, degrees, and career paths.</p> <p><b>Skill Gap Analysis Agent:</b> Compares current skills with industry-required skills for a chosen role and computes a Skill Match Score.</p> <p><b>Course Recommendation Agent:</b> Suggests targeted, beginner-friendly courses to bridge identified gaps and improve career readiness.</p>	<p>Not just career advice - an AI team that understands you, explains choices, and builds your path.</p> <p>Gemini-powered reasoning and explanation</p> <p>Personalized, explainable recommendations</p> <p>Skill-gap driven learning roadmap</p> <p>Scalable, private, and accessible guidance</p>	<p>Multi-agent architecture (harder to replicate than single-bot systems)</p> <p>Gemini-powered reasoning &amp; explainability</p> <p>Career → Skill → Course pipeline in one system</p> <p>SDG-4 alignment (education impact)</p> <p>Highly modular and scalable design</p>	<p><b>School students (≤10th)</b> exploring streams</p> <p><b>11th–12th students</b> deciding between competitive exams, degrees, or domains</p> <p><b>College students &amp; young adults</b> planning careers or reskilling</p> <p><b>Educational institutions &amp; career cells</b></p> <p><b>EdTech platforms</b></p> <p><b>NGOs working in education access &amp; awareness</b></p>
<p><b>EXISTING ALTERNATIVES</b></p> <p><b>Human career counsellors:</b> effective but expensive, time-limited, and not scalable</p> <p><b>Online aptitude tests:</b> shallow, rule-based, and non-explainable</p> <p><b>Generic AI chatbots:</b> conversational but lack structured multi-agent reasoning</p> <p><b>EdTech platforms:</b> focus on courses, not career alignment</p>	<p><b>KEY METRICS</b></p> <p>% users completing full counselling flow</p> <p>Average session length &amp; engagement time</p> <p>Career recommendation acceptance rate</p> <p>Skill Match Score improvement over time</p> <p>Course enrollment &amp; completion rate</p> <p>User satisfaction &amp; confidence feedback</p>	<p><b>HIGH-LEVEL CONCEPT</b></p> <p>A virtual team of AI agents that collaboratively understands the user, recommends the right career path, identifies missing skills, and builds a personalized learning roadmap through natural, explainable AI conversations.</p>	<p><b>CHANNELS</b></p> <p>Web-based AI counselling platform</p> <p>College &amp; university career cells</p> <p>Internship &amp; placement portals</p> <p>EdTech partnerships</p> <p>Hackathons, bootcamps, and student communities</p>	<p><b>EARLY ADOPTERS</b></p> <p>College students exploring careers or skill upgrades</p> <p>11th–12th grade students choosing streams or degrees</p> <p>University career cells and EdTech platforms seeking scalable guidance tools</p>
<p><b>COST STRUCTURE</b></p> <p>Gemini API usage</p> <p>Backend infrastructure &amp; hosting</p> <p>Database storage &amp; analytics</p> <p>Frontend development &amp; UI maintenance</p> <p>Continuous prompt &amp; agent optimization</p>		<p><b>REVENUE STREAMS</b></p> <p>Freemium access for students</p> <p>Premium personalized counselling plans</p> <p>Institutional subscriptions (schools &amp; colleges)</p> <p>Course affiliate partnerships</p> <p>White-label licensing for EdTech platforms</p>		<p><b>LEAN CANVAS</b></p>

