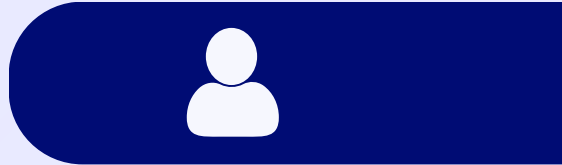




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Masar

Your second chance to choose right



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Masar

Your second chance to choose right

**Brand
Concept**

**Vision
& Mission**

**Problem
Statement**



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- **Brand Concept**

Masar is a career guidance platform that supports youth in exploring alternative career paths aligned with their skills and the job market.

- **Why This Name ?**

- Represents a second chance, not failure
- Reduces fear of change
- Fits career transitions naturally

- **Meaning**

Linguistic: Path or direction

Symbolic: Hope & redirection

Emotional: “There’s still a way”

Vision & Mission

Problem Statement



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Masar

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Vision & Mission

Empowering youth to
make informed career
decisions through
guidance, personalization,
and real job market
alignment

**Brand
Concept**

**Problem
Statement**



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Problem Statement

- Lack of early career guidance
- Mismatch between education and labor market
- Wasted time and money on wrong paths

**Brand
Concept**

**Vision
& Mission**



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Masar

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Solution

Target Audince

**Brand
Personality**

USP



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Solution



- Self-discovery
- Personalized career roadmap
- Local market alignment
- Real job readiness

Target Audince

Brand
Personality

USP



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Target Audince

- University students
- Fresh graduates
- Career shifters

Solution

Brand
Personality

USP



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Brand Personality

- Supportive
- Smart
- Realistic
- Youth-friendly

Solution

Target Audince

USP



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Masar

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Solution

Target Audince

**Brand
Personality**

USP



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USP

- Masar starts from “I’m lost” and ends with “I’m ready.” Not just jobs. Not just courses. A complete career guide

Solution

Target Audince

Brand
Personality



- **Similarity:** Job opportunities
- **Difference:** No career guidance



- **Similarity:** Skill development
- **Difference:** No clear career path
- **Conclusion:** Masar combines guidance, learning, and readiness in one platform



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- **Symbol:**
Circle
- **Meaning:**
Continuous learning



- **Symbol:**
Forward arrow
- **Meaning:**
Growth and progress



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Thank You