

THE CAREER GUIDANCE CRISIS



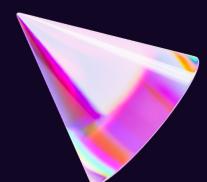
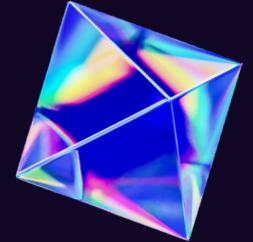
THE PROBLEM

- Parents make career decisions based on fear, trends, and peer pressure
- Decisions are often made too early or too late, without understanding a child's actual strengths

Career decisions are irreversible — but the data to guide them already exists.

WHO'S AFFECTED

- **Parents** → anxiety, confusion, regret
- **Students (Classes 8–12)** → misaligned streams, loss of confidence
- **Schools** → lack of scalable, explainable guidance tools



OUR UNIQUE INSIGHT

KEY INSIGHT

CAREER GUIDANCE SHOULD BE:

Longitudinal
(year-by-year, not one test)

Deterministic & explainable
(same data → same result)

Human-friendly
(parents need reasoning, not scores)

What Others Do Wrong

- Student data → AI → Career decision
- Non-reproducible
- Not trustworthy for schools

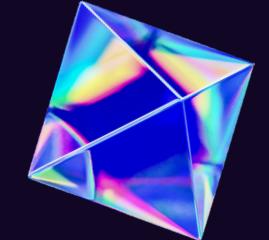
Our Insightful Shift

- Student data → Deterministic analytics (math & rules) → Structured facts → AI only for explanation & conversation

Why us?

Strong system design mindset Clear separation of decision vs explanation Built for schools, not just demos

THE USER EXPERIENCE



TEACHER / SCHOOL FLOW

1. Upload CSV (marks + extracurriculars)
2. Click "Generate Student Profile"
3. System computes strengths & career scores

PARENT FLOW (CORE EXPERIENCE)

→ Student Timeline

Year-wise academics & achievements

→ Career Recommendation Cards

Top 3 careers with scores & confidence

→ Explainability Button

"How was this calculated?" (formulas + data)

→ Chat Interface

- "Why Engineering?"
- "What should improve in 2 years?"
- "Compare Engineering vs Design"

AI answers always cite student data

TECHNOLOGY & ARCHITECTURE

Core Principle: AI explains decisions — it does not make them

CSV / Manual Input



Analytics Engine (Java)
Trends, Consistency, Subject
strength, Career scores



Student Fact Builder
Text summaries

Your paragraph text

VALUE & GO-TO-MARKET

KEY INSIGHT

CAREER GUIDANCE SHOULD BE:

Value — For Parents

- Clarity over confusion
- Data-backed reasoning
- Reduced career regret

Value — For Schools

- Scalable career guidance
- No counseling overhead
- Trustworthy AI (audit-friendly)

Who Pays?

Schools (B2B) — annual license

Optional parent premium reports

Go-To-Market

1 Pilot with private schools 2 Offer as "Career Guidance Dashboard"

3 Expand via:
School networks, EdTech
partnerships, Parent referrals

ROADMAP

PHASE 1

- MVP with 10 career paths
- Classes 8–12 only
- Explainable UI + chat

PHASE 2

- Multi-school support
- PDF export for parents
- More extracurricular depth

PHASE 3

- State board / CBSE mapping
- Language localization
- Counselor dashboard