

CareerWiz: AI-Powered Career Recommendation System for Kenyan High School Students

Project Title

CareerWiz: An AI-Based Career Recommendation Model for Kenyan High School Students

Problem Statement

- Many students in Kenya do not get proper career guidance.
- Students often choose careers based on what their friends or parents say.
- There is a mismatch between what students are good at, what they like, and the careers they choose.
- Students are not aware of the many career options available.

Solution

CareerWiz is an AI-powered system that helps students choose the right career. It gives personalized suggestions based on:

- Academic performance
- Personal interests
- Continuous updates as students grow and learn

Product Features

- **User Login/Registration:** Students can create accounts and log in.
- **Academic Data Input:** Students enter their grades and subjects.
- **Interest Data Input:** Students share what they like and enjoy doing.
- **AI-Based Recommendations:** The system suggests careers that match the student's profile.
- **Explore Career Interests:** Students can learn about different careers.

Target Market

- **Primary Users:**
 - 2 million Form 3 & 4 students
 - 1 million Form 4 graduates each year
 - Over 6 million students in the CBC model
- **Secondary Users:**
 - Schools
 - Parents and guardians
 - Ministry of Education
 - NGOs and EdTech partners

Market Size

- 5+ million high school students in Kenya
- Less than 15% have access to formal career guidance

Competitors

- Western-based career platforms
- Traditional school counselors
- NGOs and mentorship programs

Competitive Advantage

- Data-driven and personalized recommendations
- Localized for the Kenyan education system

Project Timeline

- **1–2 Months:** Market research and data collection
- **3–5 Months:** Build prototype and train AI model
- **6–9 Months:** Test and improve the model
- **9–11 Months:** Integration testing
- **10–12 Months:** Launch MVP and pilot testing

Business Model

- **Freemium:** Free access for students
- **Premium:** \$3/month per student
- **Schools:** \$47/month per school
- **Advertising:** \$39 per advert
- **Revenue Example:**
 - 1000 students = \$36,000/year
 - 10 schools = \$5,640/year
 - 5 ads = \$195
 - Total = \$41,835
 - Profit = \$25,835 (after \$16,000 costs)

Go-To-Market Strategy

- Work with Ministry of Education and schools
- Offer free trials
- Use school visits, NGO partnerships, and social media for promotion

Social Impact

- Help students make better career choices
- Support SDG goals like quality education and reduced inequalities

Funding Request

We are asking for \$16,000 to:

- Improve the platform (40%)
- Get updated job and university data (30%)

- Run marketing campaigns (20%)
- Conduct user testing (10%)

Team

- **Mwaniki Tifany** – Founder

Contact

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