

PROBLEM	SOLUTION	UNIQUE VALUE PROPOSITION	UNFAIR ADVANTAGE	CUSTOMER SEGMENTS
<ul style="list-style-type: none"> High unemployment and underemployment due to skill-job mismatch Lack of personalized career guidance for students and job seekers Limited access to employment readiness assessment tools 	<ul style="list-style-type: none"> AI-powered resume and skill analysis Skill-based job role recommendation Employment readiness scoring and skill gap assessment 	<p>Personalized AI career guidance that connects individual skills to the right job roles and improves employment readiness.</p>	<ul style="list-style-type: none"> AI-driven personalized decision logic Transparent and explainable recommendations Strong alignment with SDG-focused social impact 	<ul style="list-style-type: none"> Students and fresh graduates Job seekers and early-career professionals Career switchers Training institutes and placement cells
EXISTING ALTERNATIVES	KEY METRICS	HIGH-LEVEL CONCEPT	CHANNELS	EARLY ADOPTERS
<ul style="list-style-type: none"> Traditional career counseling Generic job portals Manual resume screening Online career advice blogs 	<ul style="list-style-type: none"> Number of resumes analyzed Skills extracted Job role recommendation accuracy Employment readiness score 	<p>AI Career Counselor for Job Seekers</p>	<ul style="list-style-type: none"> Google Colab / Local Streamlit prototype Educational institutions Internship and training platforms 	<ul style="list-style-type: none"> College students Final-year graduates Entry-level job seekers
COST STRUCTURE		REVENUE STREAMS		
<ul style="list-style-type: none"> Development and testing effort Cloud or local execution resources Maintenance and future enhancements 		<ul style="list-style-type: none"> Freemium access with advanced career insights Institutional licensing for colleges and training institutes Premium skill assessment and guidance services 		

