

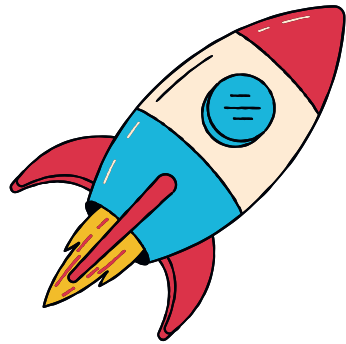
# PROBLEM?



Lack of career counselling leads to **uninformed choices**, with many students **unaware** of **hidden career** paths or the right approach to pursue well-known ones. This results in **mismatched careers**, dissatisfaction, and underemployment.



# VISION



**“Learning Has No  
Limits”**



**Navigating Career Choices: Empowering Students for  
Future Exploration**

# SOLUTION & USP

Our comprehensive **career counselling and guidance** solution offers a **personalized** and holistic approach to career development including **chatbot experience** and knowledge for different career journeys.



One-to-One Career  
Counseling



AI-Powered Career  
Guidance Chatbot



Personalized Career  
Journey Website



Skill enhancement  
courses & programmes

It solves the problem by **centralizing scattered career information** into one platform, **simplifying and streamlining the career selection process**.

Innovation incorporates **web development, machine learning**, and unique features like **interview shorts and reviews**, making it easier for newcomers to explore their future career options.

# MARKET RESEARCH

**47%** of older millennials regret their career choices

**99%** of people are estimated to have chosen suboptimal career paths

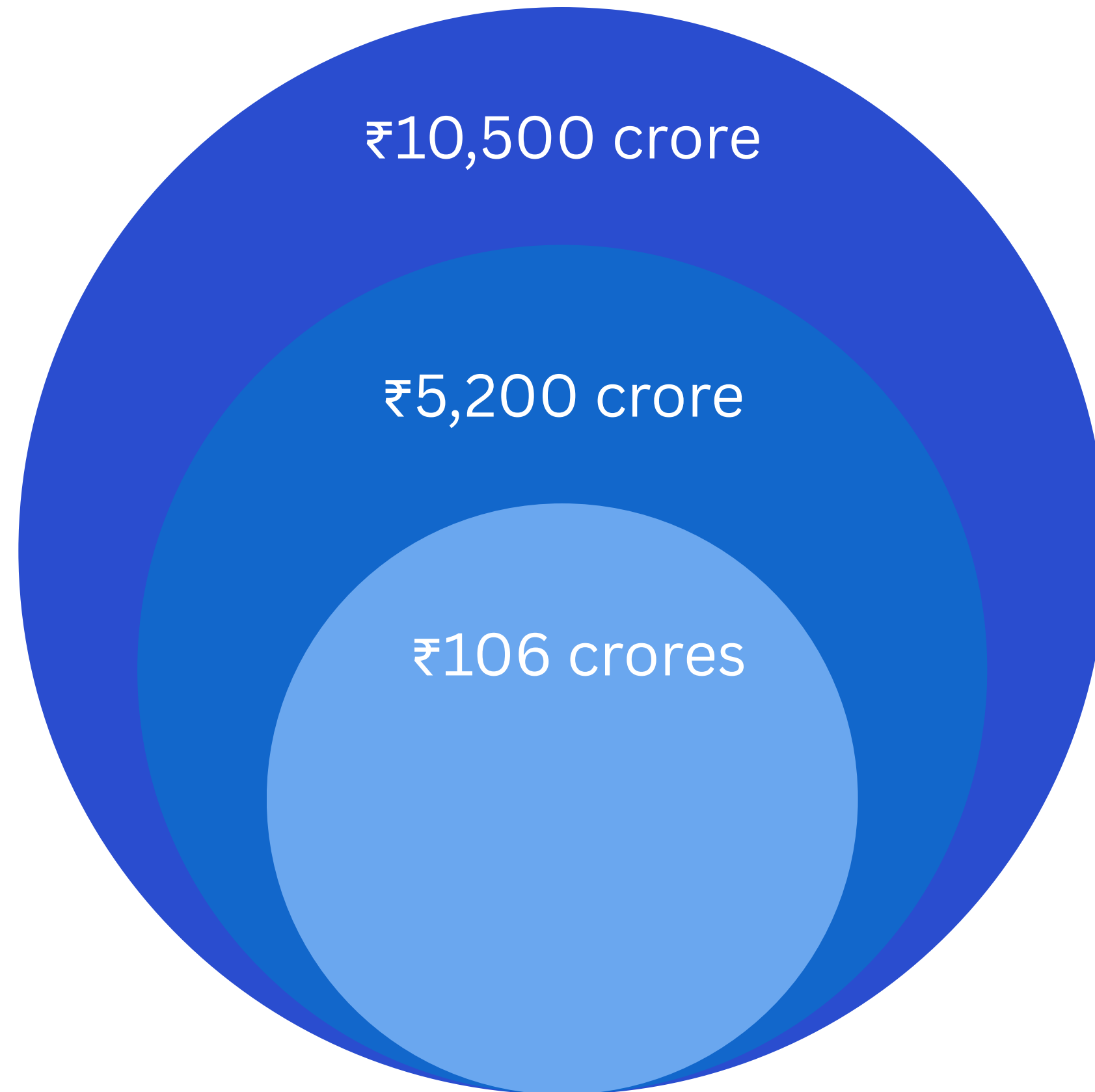
In India, **93%** of students aged **14–21** are aware of only 7 career options

**78%** of Indian students rely on family for career advice

**58% among 66%** of workers globally report career regrets, staying in unsuitable roles too long

**18–25** year-olds report the highest levels of career regret globally

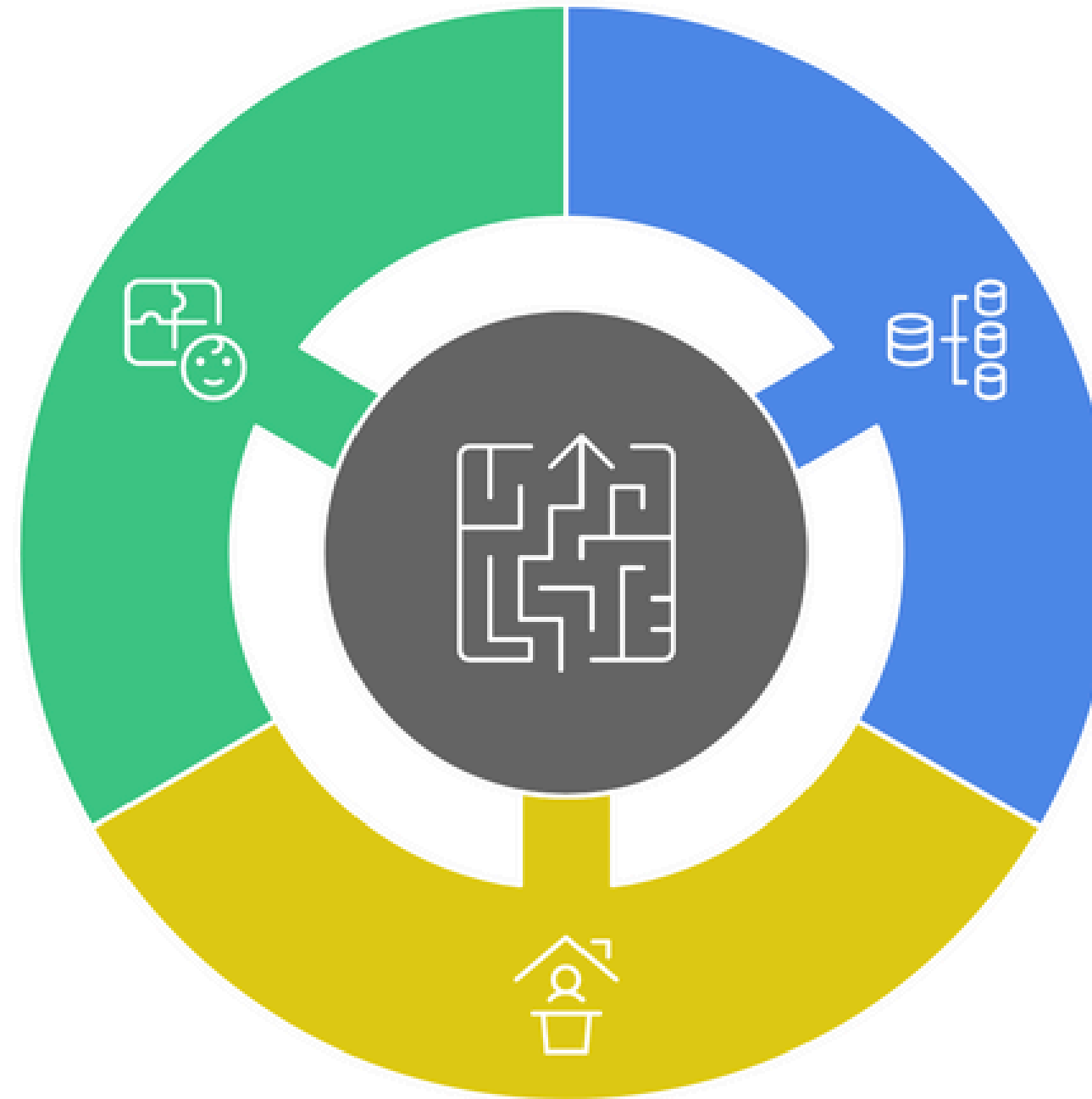
# MARKET SIZING



# CHALLENGES

**Integrating Features**  
Difficulty in implementing numerous features on a single platform

**Data Channelizing**  
Collecting and organizing vast amounts of data and interviews



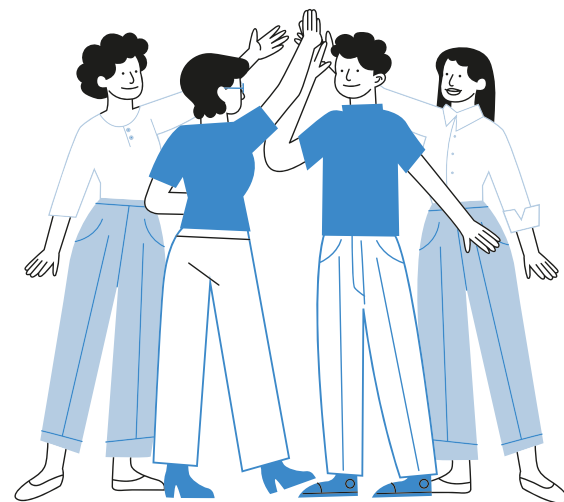
**Conservative Mindset**  
Resistance to adopting new technologies in schools

# STRATEGIES

1

## Team Onboarding

Assembling a large team to efficiently gather and integrate data



2

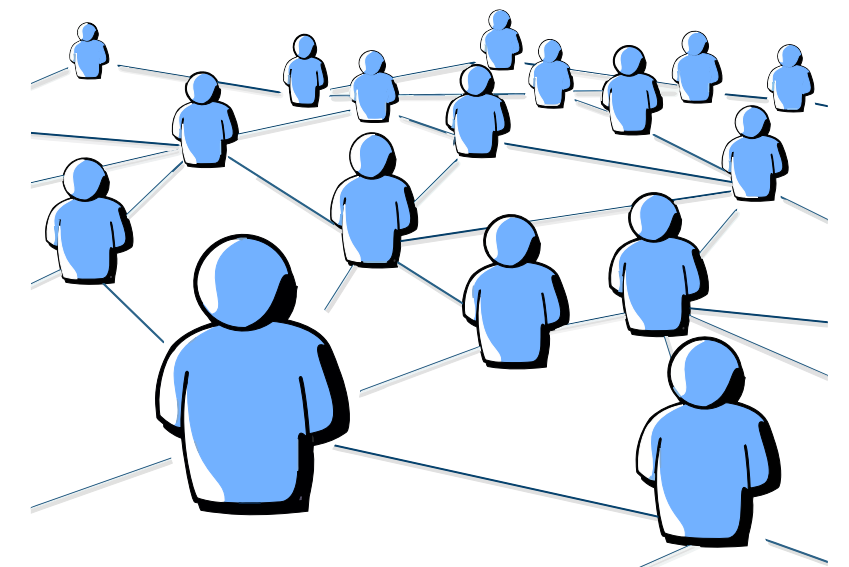
## Workshops & Campaigns

Seminars and talks with parents and schools, both offline and online

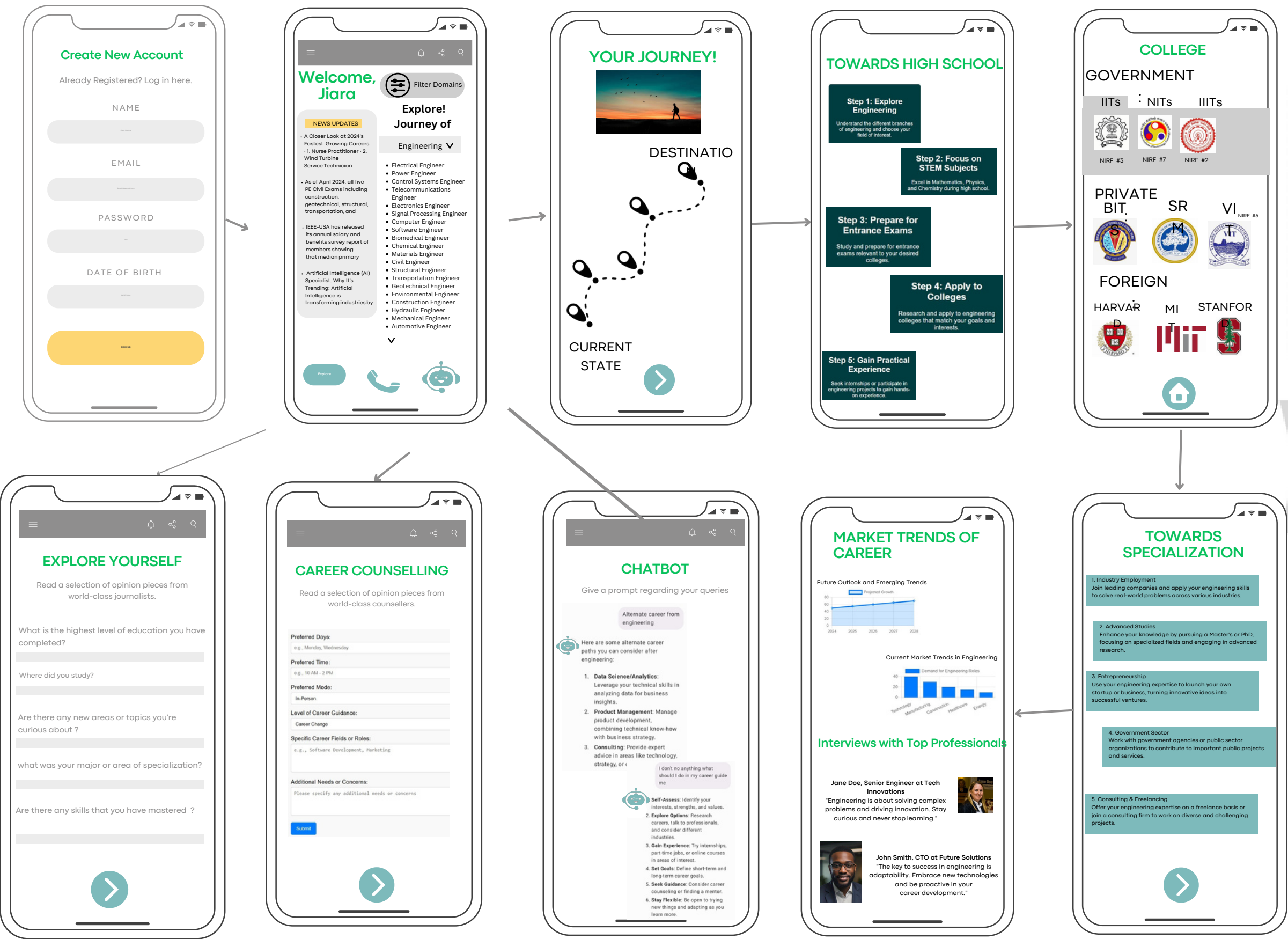
3

## Building connections

Building connections with industry experts to get industry insights about every career



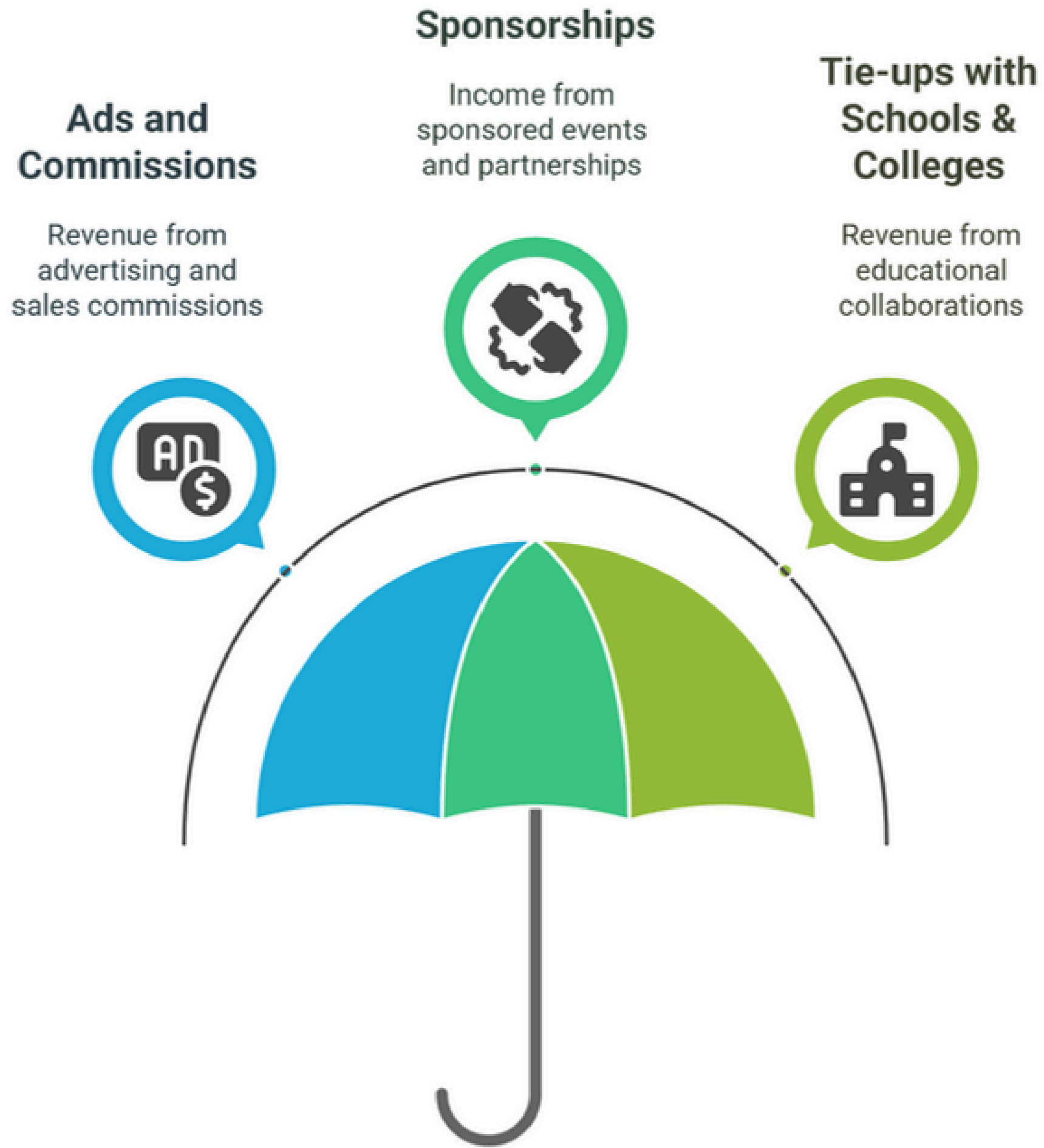
# TECHNICAL APPROACH



- Languages used:**
- HTML, CSS, ReactJS
  - Javascript
  - NodeJs, NextJs
  - MongoDB,Django
  - Flutter
  - SQL
  - Python
  - Typescript
- Machine Learning/AI**
- Web Development**
- MS Excel**



# REVENUE STREAMS



**Silver Subscription**

Offers 3 courses in 2 career options for 1 month with 1 session.

₹2000

**Gold Subscription**

Provides 5 courses in 3 career options for 3 months with 3 sessions.

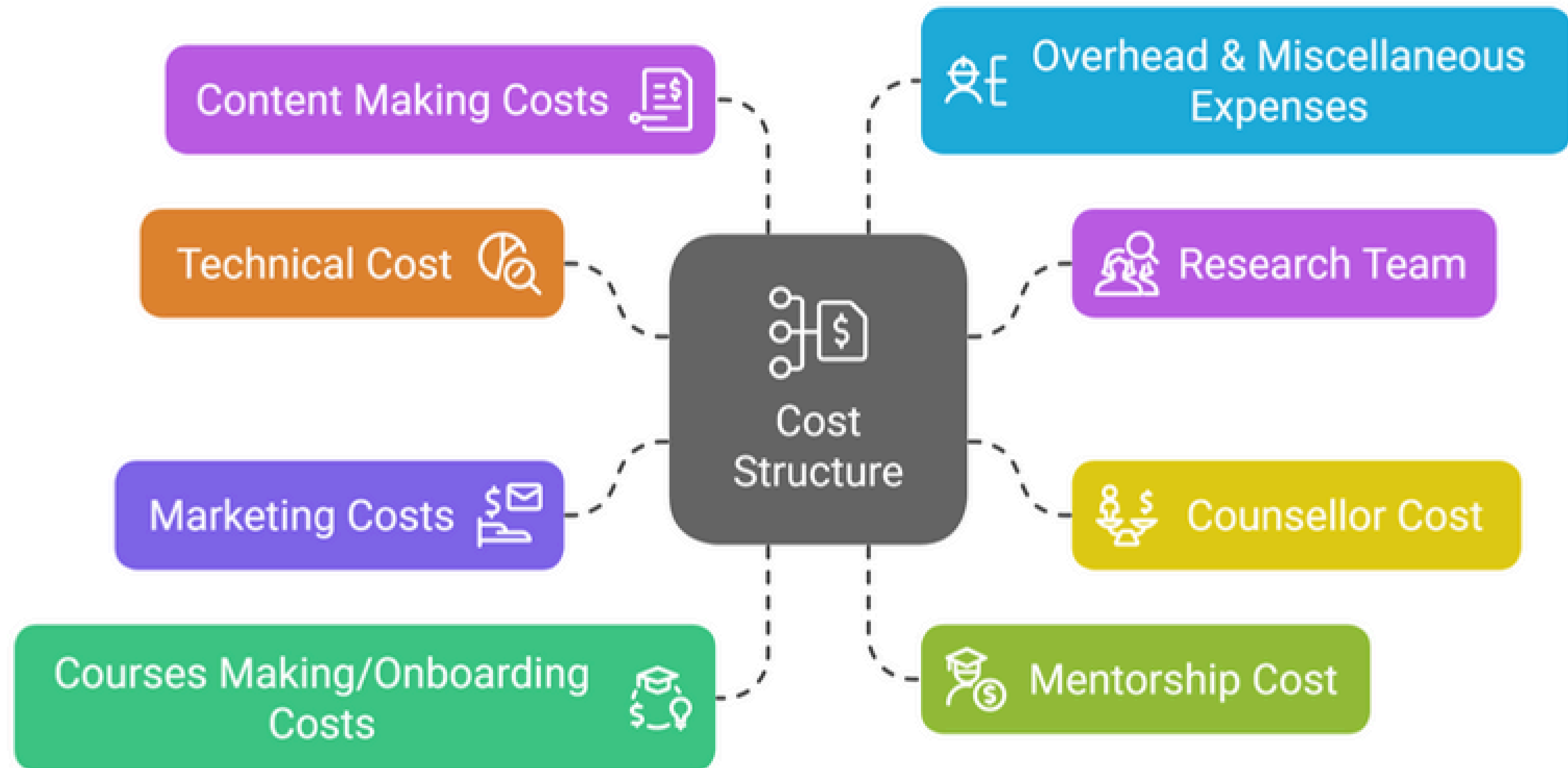
₹4500

**Platinum Subscription**

Includes unlimited courses in 3 career options for 6 months with 5 sessions and mentorship.

₹8000

# COST STRUCTURE



# IMPACT

## Potential Impacts on the Target Audience

### Better Career Choices:

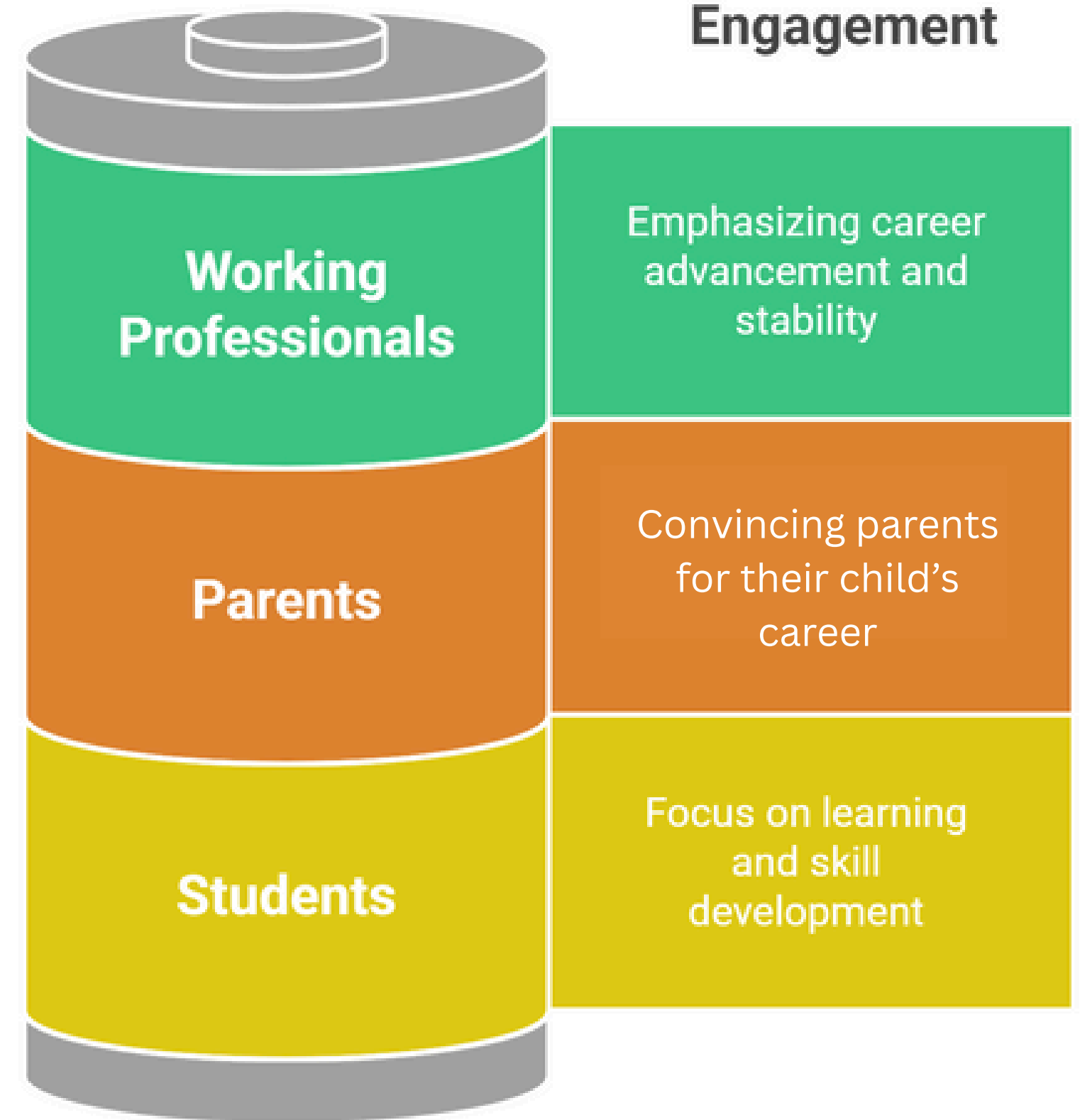
Students will be more informed about their career options, leading to better-aligned education and job satisfaction.

### Increased Awareness:

Families and students will gain a broader understanding of various career paths, reducing pressure to follow traditional or uninformed choices.

### Improved Job Readiness:

By aligning education with market demands, students will be better prepared for employment, reducing unemployment rates.





# RESEARCH

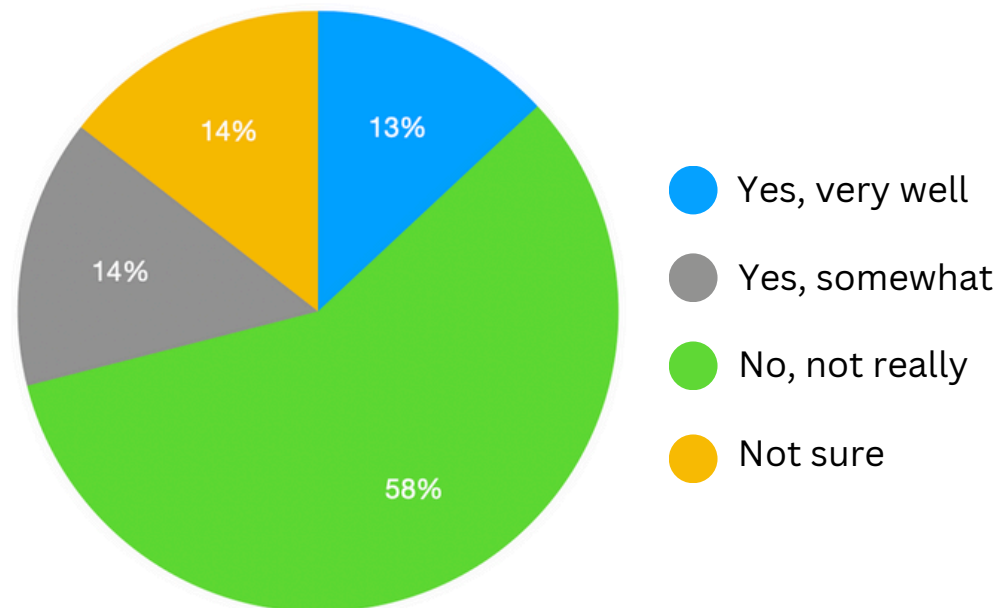


We conducted a survey at **5 schools including KV School, IIT Guwahati** to assess students' **awareness of their career choices** and the **factors influencing** their decisions, such as personal interest or external influences. A **questionnaire was distributed** to gather insights on how students perceive and select their future careers. **And here are the findings...**

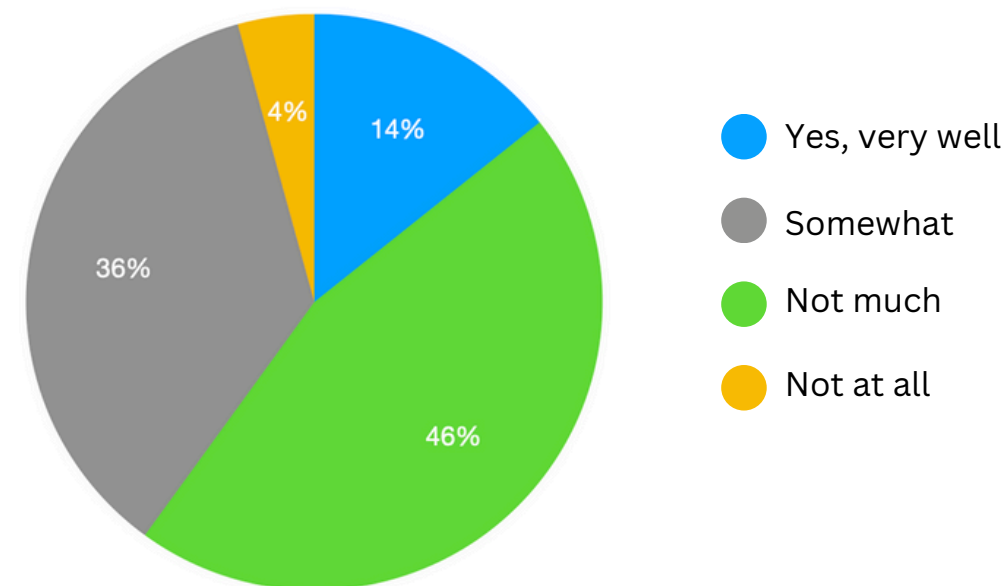
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Do you think your chosen career aligns with your interests?



Do you know the usual steps to enter your chosen career field?



Why did you choose your current career path?

