

Group: Siddhi R, Sai & Sia

# PINE TRACK

***Where grads get going.***

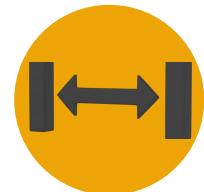


# FOR YEARS, COLLEGE GRADS HAVE FELT LOST RIGHT AFTER GRADUATION – OUR SOLUTION FUNDAMENTALLY CHANGES THAT PAIN POINTS IN THE MODERN GRAD JOB SEARCH

## **Pain Points/Observations**



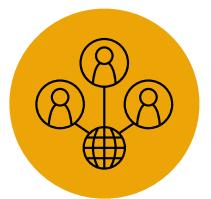
Confusing job listings and vague role expectations



Gaps between what they've learned and what jobs require



Rampant scams and ghost jobs



Hard to know who to network with or how



No personalized feedback or clear next steps



Emotional burnout from rejection cycles

## **Why It Matters**

THE WALL STREET JOURNAL  
World Business U.S. Politics Economy Tech Markets & Finance Opinion Arts Lifestyle

### **Even Harvard M.B.A.s Are Struggling to Land Jobs**

The latest crop of elite business-school graduates are taking months to find new jobs

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Still Struggling To Find A Job? Here's Why It Is So Hard

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‘The Great Stay’ is preventing young workers from getting a foot in the door

Science Advances

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Unemployment and underemployment are causes of suicide

Even with a degree, it’s hard: 25 yo fresh grad calls job hunt ‘painfully depressing’

## **Solution**

A smart, simulation-based career platform that helps recent graduates explore realistic life paths, avoid job scams, and confidently launch their careers through verified roles, personalized coaching, and interactive future previews.

# WE DESIGNED PINETRACK FOR THE GRADS TRADITIONAL PLATFORMS LEAVE BEHIND – HERE'S WHO THEY ARE

## Segmentation



### Elite Trackers:

- Highly prepared grads from target schools.
- Have access to structured recruiting but still seek precision tools and competitive advantage.



### DIY Hustlers:

- Ambitious students without elite networks.
- They apply relentlessly but struggle with tailoring, feedback, and credibility signals.



### Late Bloomers:

- Start job prep late (senior spring or post-grad).
- Often confused, feel “behind,” and want to catch up fast with smart guidance.

## Target

### Primary:

- DIY Hustlers & Late Bloomers
- They need clarity, trust, and a system that meets them where they are.

### Secondary:

- Elite Trackers, Though better resourced, they still value smart-match tools, mock interview support, and real data.

# WHY PINETRACK ISN'T JUST ANOTHER JOB TOOL – IT'S THE ONE GRADS DESERVE RIGHT NOW

## ***Positioning***

For recent graduates navigating a noisy and often misleading job market, PineTrack is the only platform that pairs scam-free job discovery with tailored guidance and high-conversion networking — so grads can stop guessing and start progressing.

## ***Benefits Provided***



Resume-to-role matching with actionable ATS feedback



Scam/ghost job flagging for safer job exploration



Transparent recruiter/alumni availability to reduce ghosting



First-hand insights and prep from verified insiders



Networking tools with built-in accountability indicators



Specialized international student support (CPT/OPT/H1B)

# GRADS DON'T NEED MORE JOB BOARDS – THEY NEED CLARITY, CREDIBILITY, AND COACHING. PINETRACK TURNS UNCERTAINTY INTO ACTION WITH REAL SUPPORT AT EVERY STEP.



## ***Fit Score***

Upload your resume and instantly see how well you match the role – and exactly what's missing. ATS-optimized and recruiter-aware, so you know where you stand before applying.



## ***Open Line***

Recruiters and alumni set real-time availability, so you know who's open to connect – and who's not. No more ghosting or guesswork.



## ***Help Signal***

See which alumni are currently open to help, how many people they've supported this month, and what kind of support they offer – making networking visible, fair, and reliable.



## ***Safe Apply***

Every job is vetted for scams, ghost postings, and duplicate spam. PineTrack flags risky listings before you waste time or fall for clickbait.



## ***Inside Answers***

Insights from grads who've worked the job – interview formats, manager styles, work culture, and what they wish they knew before applying.



## ***Int'l Hub***

A dedicated space for international grads with CPT/OPT/H1B guidance, live forums, school-specific visa resources, and peer-driven support.

# NOT JUST POSSIBLE – PINETRACK IS PRACTICAL. EVERY FEATURE IS BUILT TO SHIP FAST, SCALE SMOOTHLY, AND ACTUALLY WORK FOR GRADS.

## FitScore

### Low-Moderate

Resume parsing + JD keyword matching is widely supported by open-source tools (spaCy, TF-IDF). Easy to test, scalable with user input.

## Safe Apply

### Moderate

Ghost job detection via repost matching, user flagging, and domain trust logic. Requires logic + data, but no advanced ML.

## Open Line

### Low

A simple recruiter/alumni availability toggle synced with status logic. Can be built in one sprint with clear UI/UX triggers.

## Inside Answers

### Moderate

Q&A system with upvotes and edu-verified access is a well-documented forum pattern. Needs community seeding but easy to launch.

## Help Signal

### Low-Moderate

Tracks how often someone helps and displays their live availability. Built on existing behavioral UX patterns (like Calendly or Slack presence).

## Int'l Hub

### Moderate-High

Uses public visa resources, gov APIs, and school policy scraping. Initial manual work, but scalable through user-contributed data + curation.

# WHAT PINE TRACK LOOKS LIKE IN ACTION – BUILT FOR HOW GRADS ACTUALLY SEARCH

## Fit Score

Apply to: Marketing Analyst  
Location: New York, NY | Full-time  
Upload Resume [Choose File] [Submit]  
**ATS Match Score Panel:**  
Your Match Score  
**78% Match**  
Keywords found: Excel, CRM, Copywriting  
Missing: SQL, HubSpot  
Tip: "Consider adding specific tools mentioned in the job description."

## Int'l Hub

PineTrack Dashboard Jobs Resume Forum Int'l Hub  
**International Student Resource Center**  
Resources, guides, and community support for international students and graduates  
CPT Guide OPT Steps STEM-OPT H1B Prep Taxes & Work Authorization  
**Forums**  
"Got my offer — now what?" Started by Mei L. • 23 replies • Latest post 2h ago  
"Anyone tried XYZ company for H-1B?" Started by Ahmed K. • 15 replies • Latest post yesterday  
"CPT denied — advice needed" Started by Carlos M. • 31 replies • Latest post 4h ago  
**Resources**  
School-specific policy docs  
Government links  
USCIS Latest Updates  
**FAQ:**  
How to not violate visa status while job hunting  
Read More

## Open Line

PineTrack  
Networking > Company Directory  
**Company Directory**  
**TechCorp Solutions**  
Software & IT Services | 1000-5000 employees  
Current Roles: Software Engineer, UI/UX Designer, Product Manager  
Recruiters:  
Sarah Johnson Senior Technical Recruiter Available to connect  
Michael Rodriguez Technical Recruiter Currently not accepting messages  
Not available for: 1 week, 24 hours, 1 month, Always  
Contact Unavailable: This contact is unavailable for 1 week (until Apr 26) — try again later or connect with others from this company.  
Got it

## Help Signal

Alumni Connect  
Home Jobs Events Networking Messages  
Search users...  
Filters: Open to helping Has capacity this month Role Graduation Year  
**Sarah Johnson** in Open to help with: Resume Review, Referral, Career Advice  
Senior Product Manager at TechCorp Class of 2019 Has helped 3 of 5 this month Capacity: 3/5 Request Help  
**Michael Rodriguez** in Open to help with: Resume Review, Referral  
Software Engineer at InnovateCorp Class of 2021 Has helped 5 of 5 this month Capacity: 5/5 At Capacity  
**Jennifer Lee** in Open to help with: Career Advice  
Marketing Director at LinkedIn Class of 2017 Has helped 1 of 3 this month Capacity: 1/3 Request Help

## Safe Apply & Inside Answers

PineTrack  
**Only Verified Jobs Make It Through**  
**Job Header**  
**Marketing Analyst – Acme Inc**  
New York, NY | Full-time | \$65,000/year  
Verified Scam-screened AI Trusted Job  
**Section 1: Job Description**

- Responsibilities
- Qualifications

Posted: 3 days ago  
**Section 2: ATS Match Score** [Upload Resume] ATS Match: 82%  
Missing: SQL, HubSpot Optimized for Applicant Tracking Systems  
**Section 3: Insights from Alumni & Insiders**

"Here's what I learned interning here..." [Read More] [Ask a Question] Time Analy

**Section 4: Resources to Prepare**

- YouTube: "Day in the Life at Acme Inc"
- Reddit Thread: Interview experience from a recent hire
- Exponent: Mock interview guide for this role
- Read: "How to talk about soft skills as a generalist"

**Section 5: Explore Similar Roles**

- Strategy Associate – Greenview Partners (87% Match)
- Marketing Intern – Neura Insights (91% Match)

[View All]

[Apply Now] [Save Job] [Report if outdated]

# Sample Customer Journey

## Aarav:

International student from Bangalore, India, studying Government at Dartmouth. Currently on OPT and seeking roles in consulting or public policy. Despite strong academics and campus leadership, he finds the U.S. job market opaque and discouraging – ghost listings, no replies to networking, and unclear application feedback. He worries about visa sponsorship and constantly wonders if he's "doing it wrong."



Wants / Desires	Inhibitors	Solution
Land a visa-friendly, relevant role based on his degree	Gets ghosted or rejected due to ATS filters	PineTrack ATS Score flags missing keywords and recommends improvements
Understand how other international grads succeeded	No access to trusted alumni or inside stories	Read alumni insights (Priya '23), ask questions directly
Learn how to navigate the U.S. job market as a non-citizen	Career Services lacks global-job readiness focus	Resources tailored to international grads; match to visa-friendly firms

# Sample Customer Journey

## Rachel:

Recent grad from Nashville, Tennessee, with a degree in Journalism. Initially aimed for publishing, but pivoted to marketing and strategy roles after graduation. She's talented and articulate but feels underqualified. She's overwhelmed by online advice and struggles with imposter syndrome in interviews. Her dream is to land a creative strategy role in a dynamic, mission-driven company.

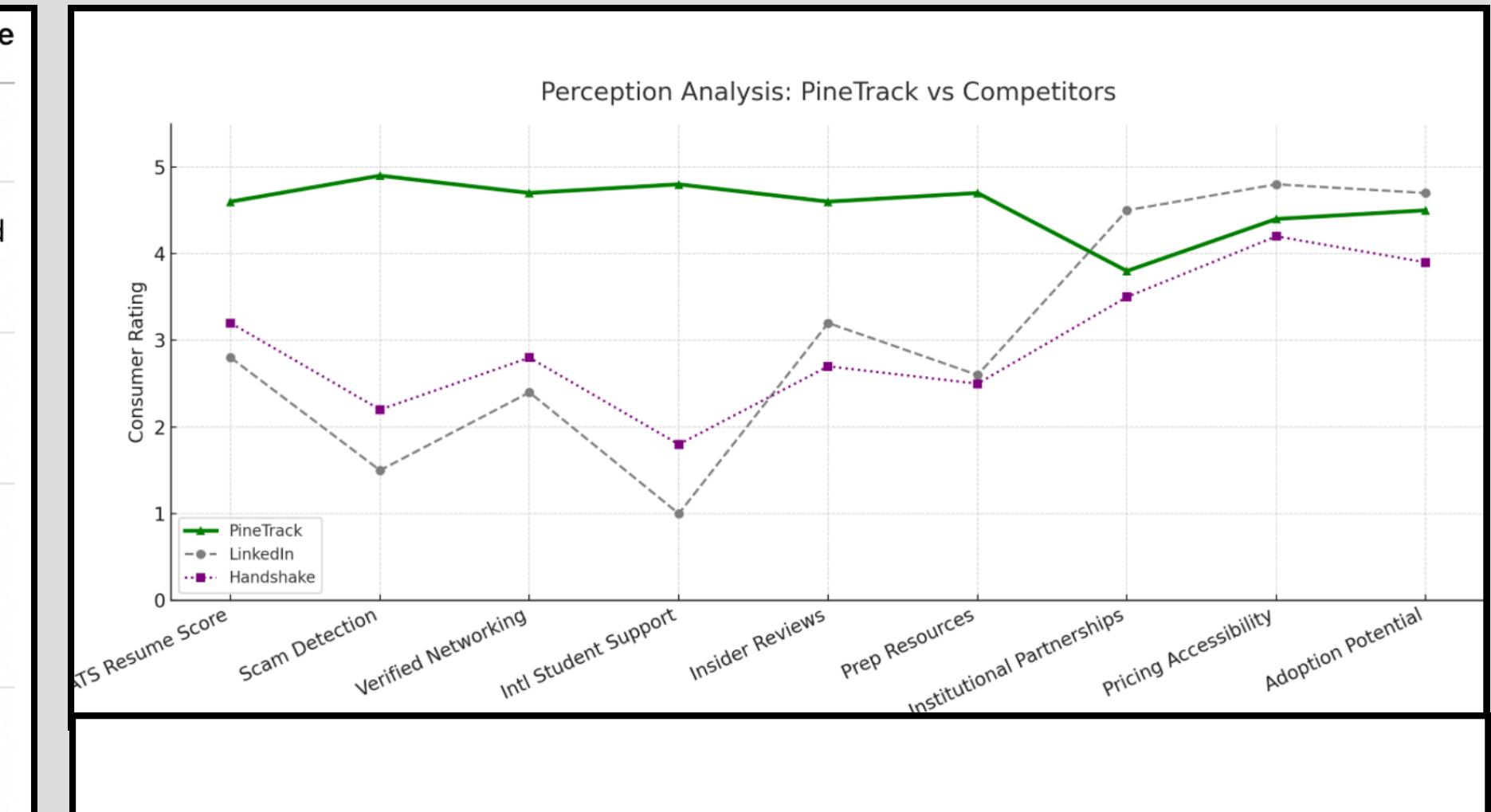


Wants / Desires	Inhibitors	Solution
Discover roles she's actually a fit for	Feels like she's always "just short" of what job listings ask for	PineTrack shows 82% Match Score + similar jobs that better align with her experience
Hear how others pivoted careers successfully	Gets stuck on generic advice blogs and vague LinkedIn posts	Reads real alumni stories, watches "Day in the Life" videos
Build confidence before interviews	Doesn't know how to frame her transferable skills	Interview prep toolkit + soft skills storytelling guide

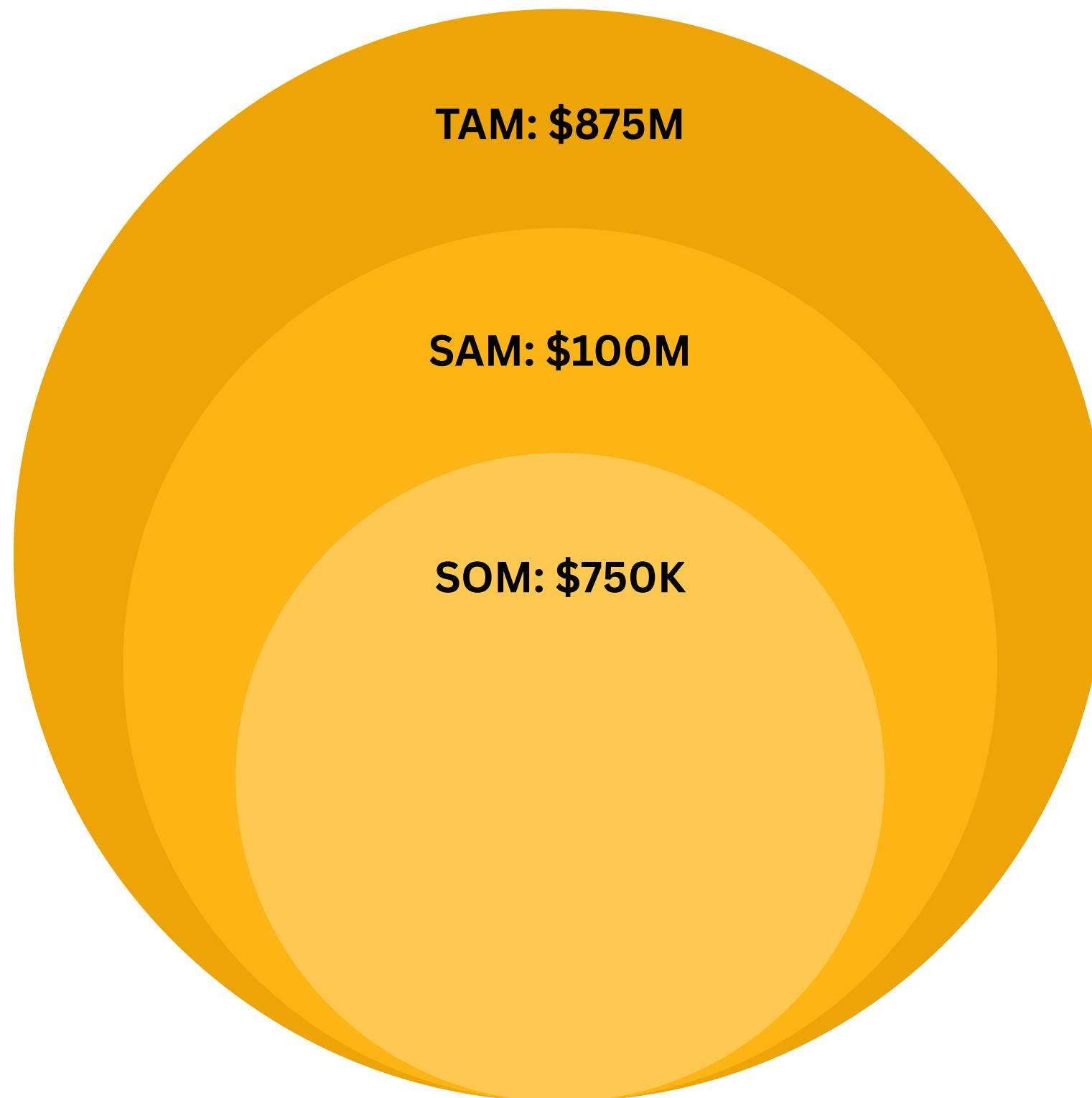
# Competitor Analysis - Graduates are burned by ghost jobs, ignored outreach, and generalized advice.

- PineTrack is the **only platform** that combines job credibility (ATS score, scam detection) with community accountability (verified alumni insights + willingness-to-help toggles).
- While platforms like **LinkedIn** and **Handshake** dominate in reach, they lack depth in areas that matter most to recent grads – trust, clarity, and targeted support.
- With international student guidance and DND toggles, PineTrack addresses **silent friction points** that current players overlook.

Feature	PineTrack	LinkedIn	Glassdoor	Handshake
1. ATS Score Giver	✓ Yes	✗ No	✗ No	✗ No
2. Scam / Ghost Job Detection & Reporting	✓ Yes	✗ No	✗ No	⚠ Limited
3. Recruiter "Do Not Disturb" (Messaging Toggle)	✓ Yes	✗ No	✗ No	✗ No
4. Alumni / Insider Reviews & Answers	✓ Verified	⚠ User Posts	✓ Reviews	⚠ Campus-restricted
5. Willingness-to-Help Indicator (Networking Accountability)	✓ Yes	✗ No	✗ No	✗ No



# THE MARKET'S NOT JUST MASSIVE – IT'S MISERABLE. WE'RE FIXING THAT.



## Illustrative Economics

**TAM:** 175M+ global recent graduates looking for jobs annually  
Assume \$5/user/year monetization = ~\$875M

**SAM:** 21M U.S. + Tier 1 international grads using English-based job platforms  
Est. monetizable SAM (via school partnerships + freemium tools): ~\$100M/year

**SOM:** 150,000 active grads across 25 universities + bootcamps  
\$750K ARR in 12–18 months with <5 FTEs

# SALES & MARKETING STRATEGY- FROM GHOST JOBS TO GUIDED JOURNEYS – PINETRACK MEETS GRADS WHERE OTHERS DON'T

## ***Section 1: Awareness***

### ***Build credibility and top-of-funnel visibility***

- Campus ambassador program across 10+ target schools
- Career meme reels on TikTok/IG: "I got ghosted by 30 jobs"
- Reddit/Discord soft launch in F1 & career subreddits

## ***Section 3: Retention***

### ***Keep users engaged post-signup***

- Weekly Job Pulse: "3 new jobs you're 85%+ matched for"
- Network Nudge Prompts: Automated alumni outreach reminders
- OPT/CPT sequence: 3-part intl student onboarding

## ***Section 2: Acquisition***

### ***Convert interest into activated users***

- Instant ATS Score → "Get your match in 30 sec"
- Viral referral loop: "Boost your chances, help a friend"

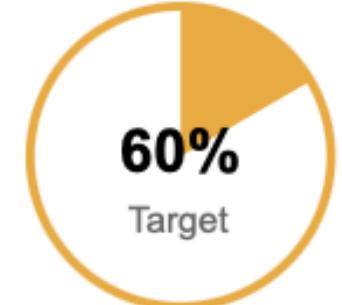
## ***Section 4: Sales Strategy***

### ***Partner with schools & bootcamps***

- University pitch: improve student job outcomes, reduce scam risk
- B2B landing page for bootcamps: "Smarter job placement, verified roles"

# Success Metrics-Our metrics prove what others miss: students need more than listings they need results

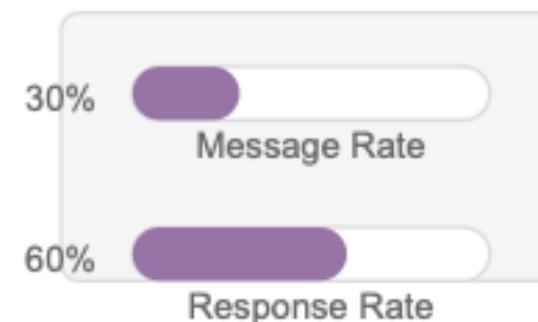
% of Users Uploading Resume & Receiving ATS Score within 48 Hours



Users uploading resume & receiving ATS score within 48 hours



% of Users Who Engaged in Alumni Networking & Received a Response



Users who engaged with alumni networking & received responses

% of Users Who Got a Job & Credited PineTrack



Users who got a job & credited PineTrack

70% Attribution

"PineTrack helped me get this job"

- Application conversion rates average around 6% across industries
- A high activation rate indicates strong user engagement and immediate value recognition, crucial for platforms offering resume assessments and job matching

- Alumni response rates typically range from 30–40% when outreach is personalized.
- Effective alumni engagement enhances networking opportunities and can significantly impact job placement rates.

- Approximately 37.5% of job seekers find employment within two months
- Tracking job placements attributed to PineTrack demonstrates the platform's effectiveness in facilitating successful employment outcomes.

# Risks and Mitigation- Closing Gaps Before They Impact Users

## Initial User Hesitation



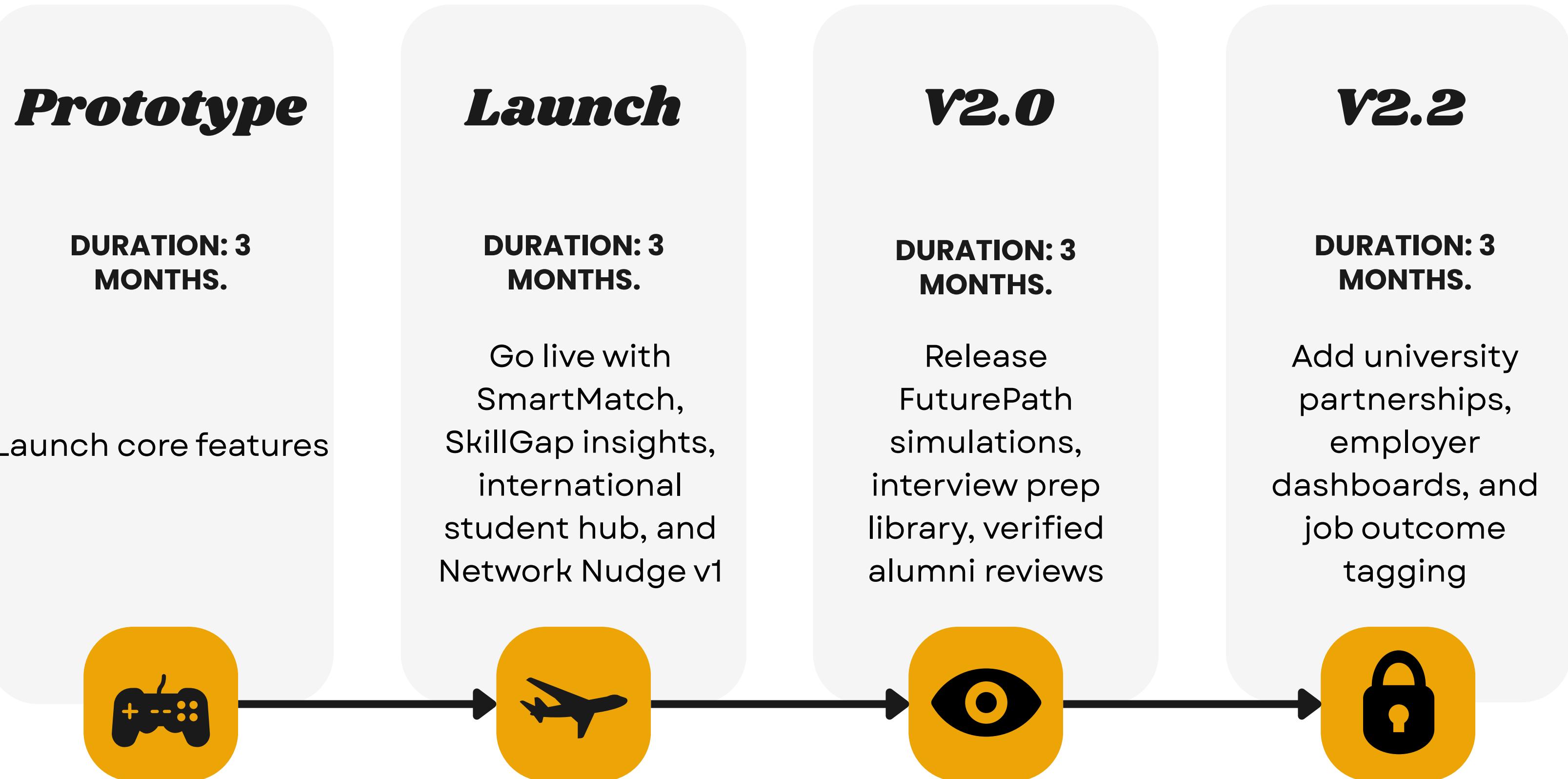
- **Risks-** New grads may be skeptical about using a new career platform over familiar names like LinkedIn.
- **Mitigation-** Anchor credibility through early partnerships with universities and student clubs. Highlight real success stories: “PineTrack helped me get this job.” Use activation metrics (ATS Score, alumni replies) to show instant value.

## Inactive Alumni = Broken Network Loop



- **Risks-** If students reach out to alumni and don’t hear back, trust in the platform declines.
- **Mitigation-** Show only recently active alumni in search results. Add opt-in “Willing to Help” badge to signal engagement. Use follow-up nudges and feedback prompts to encourage connection quality.

# HERE'S EXACTLY WHAT WE'LL BUILD, WHEN WE'LL BUILD IT, AND WHY IT MATTERS.



***Thank You***  
FOR YOUR TIME

Group: Siddhi, Sai & Sia