

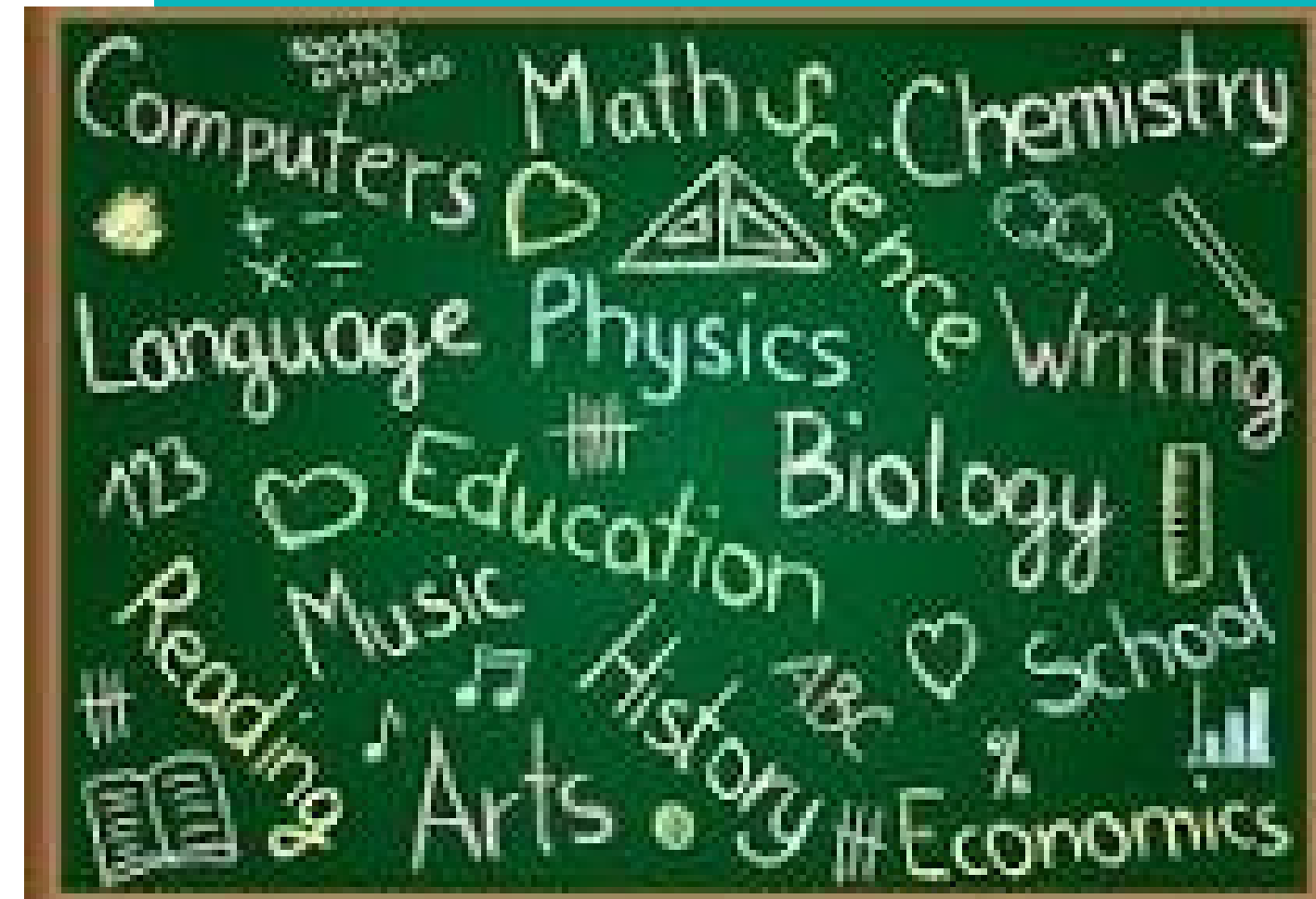
Career Path Finder App



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High School Subjects That Lead To Great Careers

Making it easy for students to find career paths that will lead them to success and it all starts with the subjects and courses they choose in their learning journeys.



Problem Statement

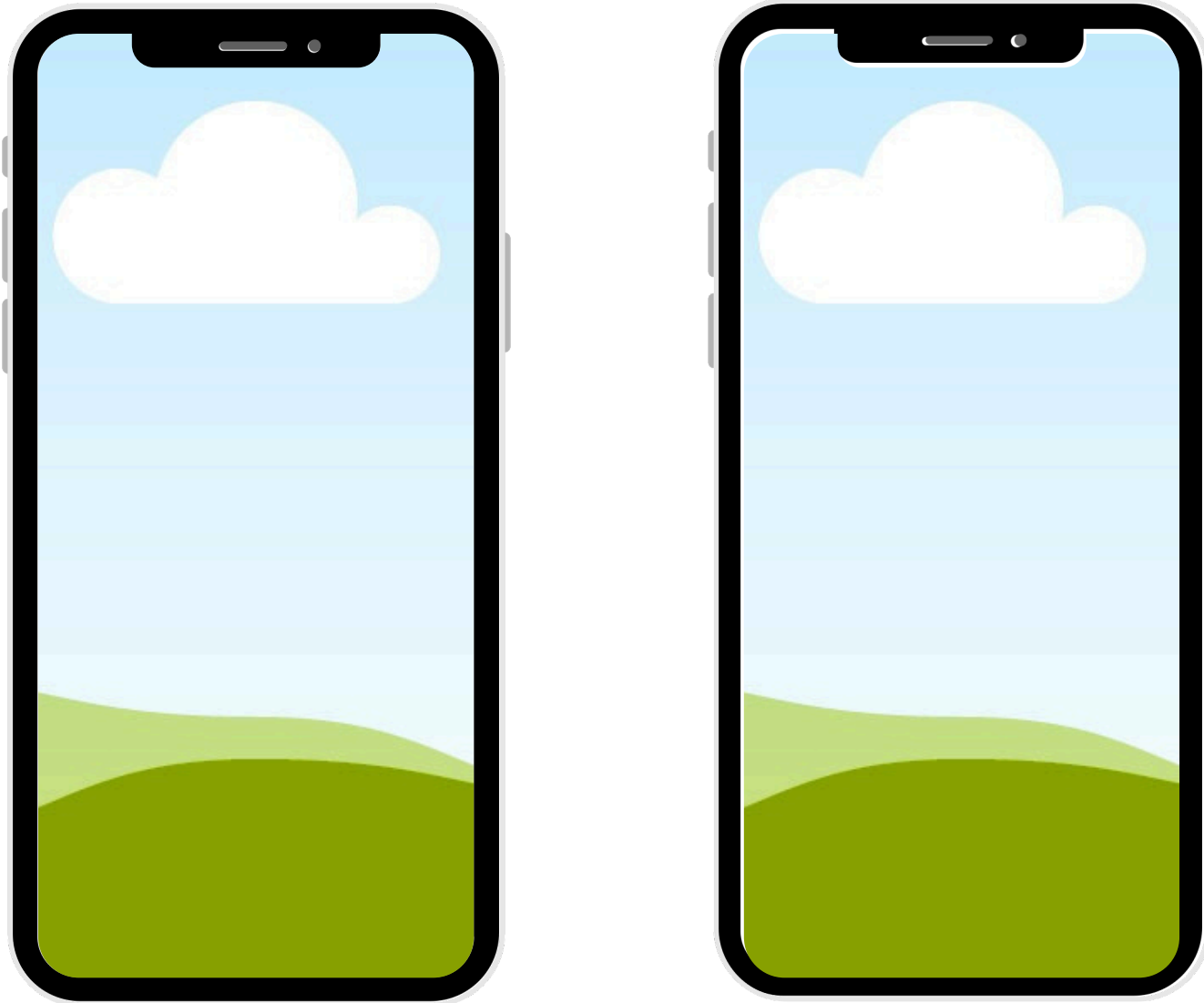
- Students often struggle to connect their subject choices with relevant career paths.
- Lack of clear guidance on which university courses or training are required for specific careers
- Difficulty in understanding which careers align with their strengths and interests.

Write Your Solution

- Solution: Create a website or app that shows a list of career paths related to each subject, along with required university courses or training.
- Feature: Students select subjects they enjoy or are taking.
- Example: Math + Physical Science → Engineering, Data Science, Architecture



Product



- Subject Selection: Students can select subjects they enjoy or are taking.
- Career Path Suggestions: Based on selected subjects, suggest relevant career options.
- University Course Requirements: Display necessary courses for each career.
- Search Functionality: Allow students to search for careers directly.
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- Filters by Industry: Career paths can be filtered by industry (e.g., Tech, Engineering, Healthcare).

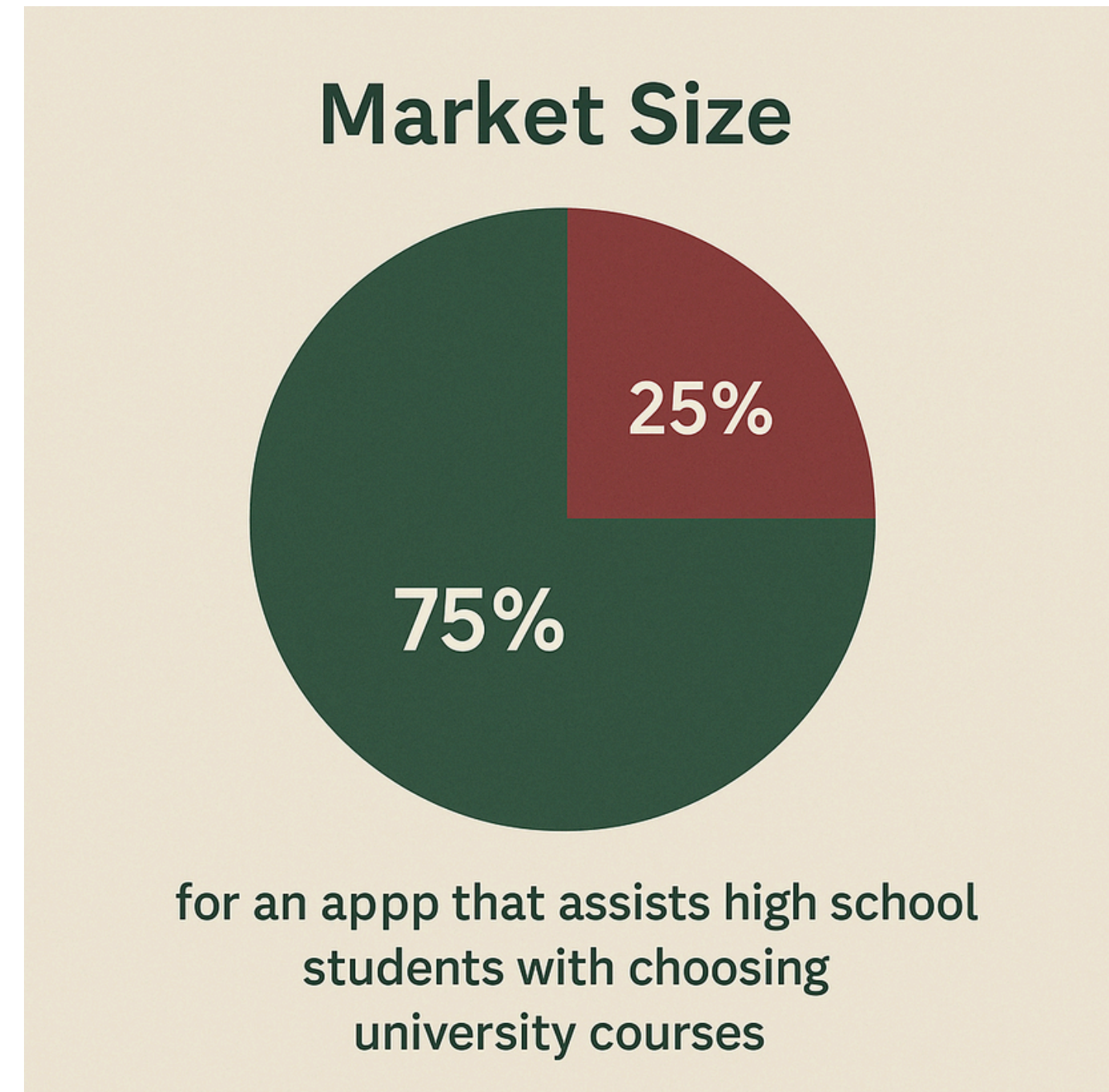
Target Market



- 78% of high school students do not know which courses to choose in varsity due to the fact that they are unsure about which subjects lead to what careers.
- Around 60%, change their major at least once, suggesting that a substantial number don't have a clear direction from the outset,

Market Size

- 75% (Green): This represents the portion of students or schools who are interested in or in need of such an app – essentially, the target market actively seeking guidance tools.
- 25% (Maroon): This represents students who don't require or aren't currently using such a tool – maybe they have other resources, aren't planning to attend university, or prefer traditional counseling.





Competitors

These are our competitors:

- CareerOneStop
- MyNextMove
- LinkedIn Career Explorer
- Coursera Career Pathways

Difference between them and us:

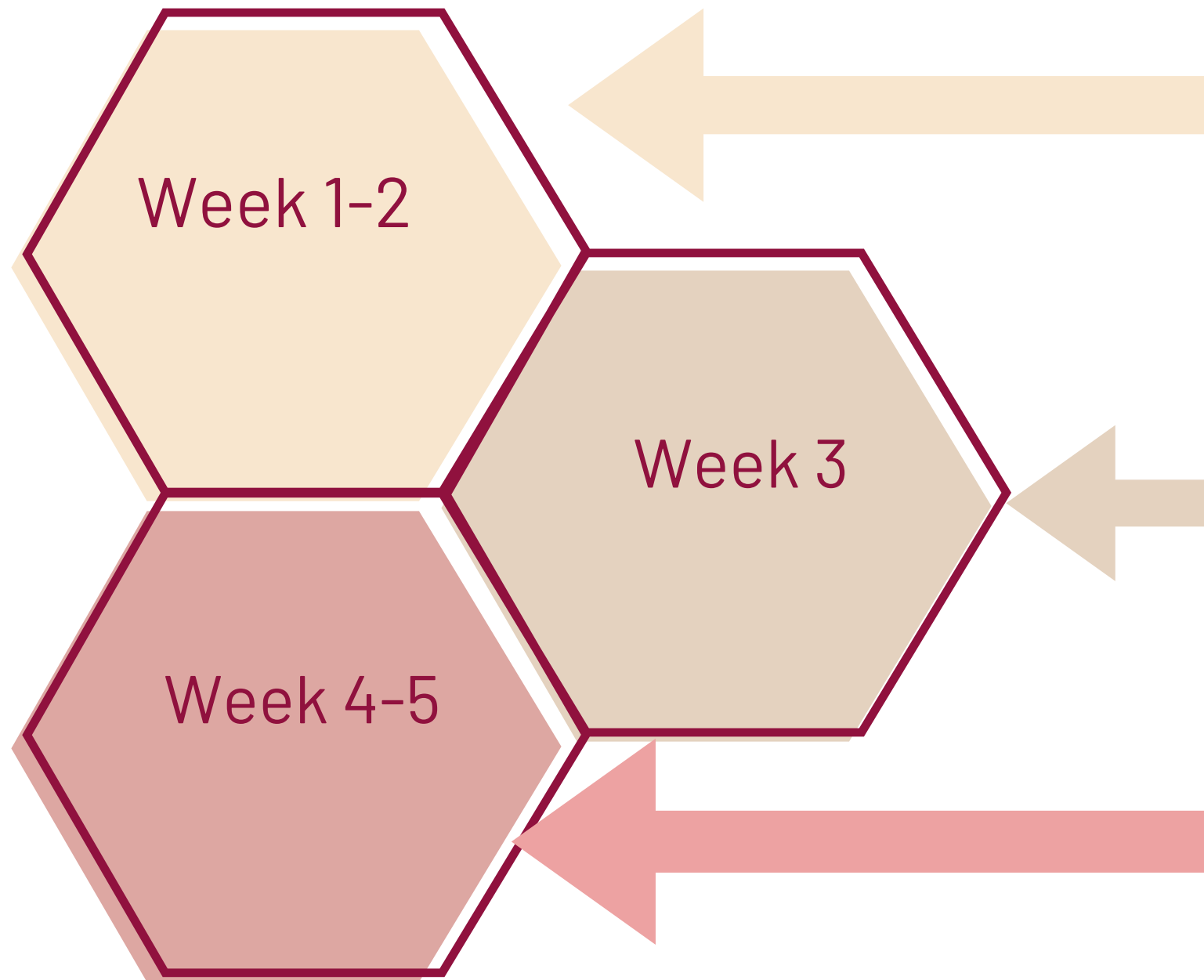
- Limited focus on the relationship between high school or university subjects and specific careers.



Competitive Advantage

- While the platforms mentioned are valuable resources, Career Path Finder App stands out by focusing specifically on:
- Subject-based career mapping: Connecting high school and university subjects directly to careers.
- Personalized recommendations: Offering customized career paths based on the subjects students enjoy or are currently taking.
- Educational Course Integration: Displaying the university courses required for each career path.

Project Traction



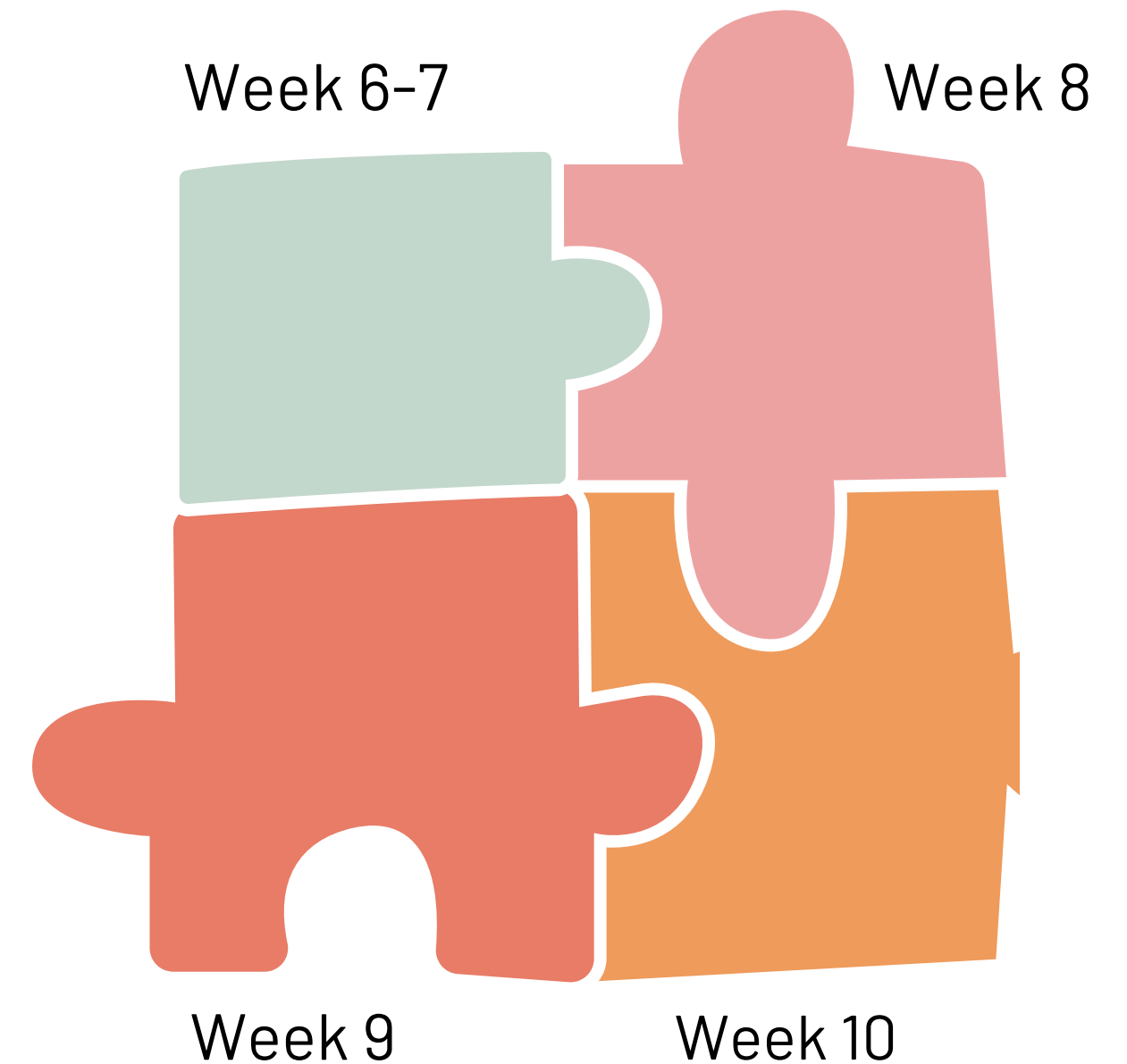
Tasks

- Planning & Research: Define features, gather data, and create user personas.
- Design: Develop wireframes, branding (logo, colors, fonts).
- Backend Setup : Build backend (Node.js/Django), set up database (Subjects, Careers), and create APIs.

Project Traction

Tasks

- Frontend Development: Design UI (HTML/CSS/JS or React), integrate with backend.
- Testing: Functional and user testing, bug fixes, and UX improvements.
- Launch Prep: Host app, set up domain, prepare marketing materials.
- Launch : Soft launch to schools, gather feedback, plan future updates.



Business Model



Feemium model

- Basic features (subject selection, career suggestions) are free.
- Premium features (detailed career paths, personalized advice, downloadable career reports, or expert consultations) are paid.
- **Revenue source:** Students, parents, and schools.

Business Model



Institutional Licensing (B2B Model)

- Sell licenses to:
- High schools, career counselors, tutoring centers, or education departments.

Why they'd pay:

- They get a powerful tool to help guide their students.
- Easier subject choice guidance in Life Orientation or career classes.

How you charge:

- Monthly/annual subscription per institution.
- Or charge per student seat.

Business Model



Career Counseling Add-ons

- Offer paid one-on-one virtual sessions:
- Students/parents can book time with a career coach.
- Get custom reports or mentorship.
- **Revenue source:** Direct payment per session or package.

Business Model



Job/Internship Board Integration

Idea:

- Partner with platforms like Internshala or local internship/job boards.
- Charge companies to list jobs or sponsor internships relevant to students' chosen careers.
- **Revenue source:** Companies and recruiters.

Business Model



In-App Marketplace

Sell digital tools like:

- Subject-specific study guides.
- University application planning templates.
- Online workshops or webinars on careers.
- **Revenue source:** Direct digital product sales.

Business Model



Sponsored Content / Partnered Programs

How it works:

- Universities or colleges can promote their programs that match a career path.
- Educational platforms (like Coursera, Udemy) can advertise relevant courses.
- **Revenue source:** Affiliate partnerships or ad placements.

Profit Margin

Business Model



Our profit margins?

Revenue Stream:

Freemium Upgrades

Monthly Estimate (Small Scale)

R15,000 (~100 users @ R150 each)

Notes

Premium users pay for extra features.

Business Model



Our profit margins?

Revenue Stream:

School Licenses

Monthly Estimate (Small Scale)

R10,000 (2–3 schools @ R3,000–
R5,000/month)

Notes

Small B2B licensing.

Business Model



Our profit margins?

Revenue Stream:

Sponsored Content

Monthly Estimate (Small Scale)

R5,000

Notes

Universities or online courses promote programs.

Business Model



Our profit margins?

Revenue Stream:

Add-on Career Coaching

Monthly Estimate (Small Scale)

R5,000 (10 sessions @ R500)

Notes

If you offer this service or partner with a counselor.

Total revenue = R35 000/pm

Conservative small-startup estimate.

Estimated Cost

Business Model



Estimated Monthly Costs

Cost Category

Hosting & Infrastructure

Monthly Estimate

R1,000–R2,000

Notes

AWS, Firebase, or Heroku. Scalable.

Business Model



Estimated Monthly Costs

Cost Category

Developer Salary or Freelancers

Monthly Estimate

R10,000–R20,000

Notes

Varies if we hire or code it ourselves.

Business Model



Estimated Monthly Costs

Cost Category

Marketing (ads, socials)

Monthly Estimate

R2,000–R5,000

Notes

To reach students, parents, and schools.

Total Costs = R15,000–R28,000/month

Profit Margin Estimate

- Revenue: R35,000
- Costs: R20,000
- Profit: R15,000
- Profit Margin = $R15,000 / R35,000 = \sim 43\%$

That's actually very healthy for a tech-based educational platform!

Go To Market

Primary Audience:

- High school students (Grades 9–12)
- University first-years unsure of their future
- Parents and Life Orientation teachers

Secondary Audience:

- High schools, career centers, and tutoring academies
- Education departments or NGOs working in youth development



Go To Market

Phase 1: Soft Launch (Pilot)

- Goal: Get early feedback and testimonials.
- How:
 - Partner with 2–3 schools to test the app.
 - Offer free access for feedback.
 - Track which features students use the most.
 - Build case studies and success stories.

Go To Market

Phase 2: Campus & School Outreach

- Approach LO teachers and school principals:
 - Offer free demo workshops.
 - Pitch it as a subject-career planning tool aligned with the curriculum.
- Run School Webinars or Career Days:
 - Interactive demo with live subject-to-career mapping.
 - Distribute flyers or QR codes linking to the app.



Go To Market

3. Use Social Media

- Create Instagram, Facebook, and TikTok accounts for Varsity Ready
- Post tips on career choices.
- Share videos of how the app works.
- Post testimonials or user experiences.

4. Attend School Career Days or Expos

- Set up a table or booth to demo Varsity Ready.
- Offer short quizzes or giveaways (e.g. career starter packs or printed guides).

5. WhatsApp Groups

- Ask teachers or school admins if they can share the Varsity Ready link in school or parent WhatsApp groups.
- Provide a short description and the app link.



Social Impact

SDG 4: Quality Education

- Provides access to career guidance tools for informed subject and career planning
- Connects classroom learning with real-world opportunities and lifelong learning

SDG 8: Decent Work & Economic Growth

- Maps students' skills and interests to relevant, in-demand careers
- Prepares youth for the future of work through subject-to-career clarity



Social Impact

SDG 5: Gender Equality

- Promotes equal access to career exploration tools
- Breaks gender stereotypes (e.g., girls in STEM or tech careers)

SDG 10: Reduced Inequalities

- Makes career guidance accessible for underserved and rural schools
- Levels the playing field for students with limited access to counselors



Social Impact

SDG 9: Industry, Innovation & Infrastructure

- Leverages digital technology to solve an education-employment gap
- Inspires youth to explore innovative fields through structured guidance

Our Ask

Funding Needed: R500,000

To build, launch, and grow the Career Path Finder App

What We'll Use It For

- Product Development (UI/UX, backend) – R200,000
- School & Student Outreach – R100,000
- Marketing & Brand Awareness – R100,000
- Team & Operations – R100,000

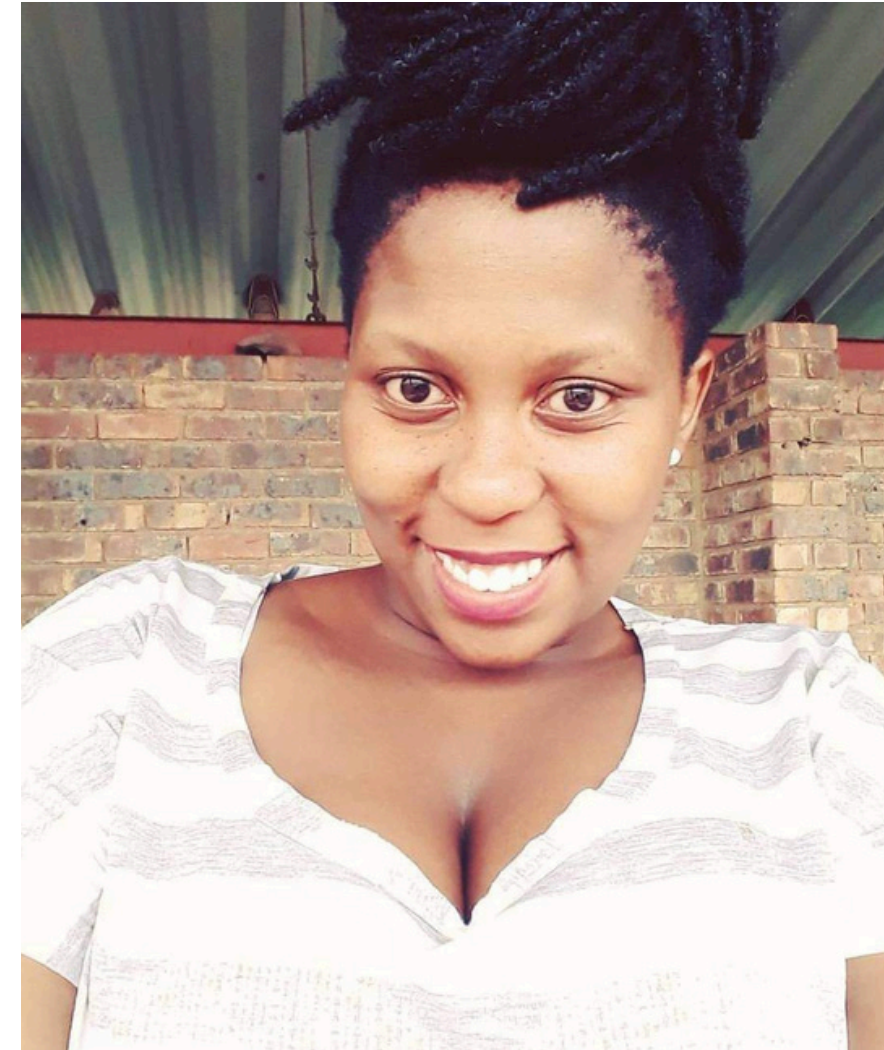
What We're Looking For

- Strategic partners in EdTech or youth development
- Introductions to schools, education departments, and NGOs
- Mentorship in scaling and impact measurement

Team Members



Simamkele Sefalane
Owner/ Developer



Mosa Mokhaneli
Owner/ Developer

Thank you!

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