

UP THE LADDER

NOVELTY OF THE PROJECT IDEA

Up The Ladder is a unique platform for enthusiastic undergraduates and working professionals. The vision is to help everyone grow into whatever they want to be, the idea is to help people answer the question “Where do you see yourself in the next 5 years?”. Up The Ladder, unlike any other career growth support platforms provide the user a customized roadmap to their dream profession irrespective of which discipline a user might belong to. A common problem in today’s supremely competitive professional market, a newbie or an enthusiast is never asked the question “What do you want to learn?”, a person’s journey is always influenced and directed towards the common trends and flows in the respective fields. No existing platform allows the user to set their goal and help them reach it starting from scratch, all existing platforms come with a set of pre-requisites which are expected to be fulfilled by the user however the main issue being no instructions are provided as to how one is expected to fit perfectly into the list of prerequisites.

The idea for Up The Ladder came from the modern day plight of skill development and lack of a robust roadmap which would instruct and depict the stages. The idea is to further widen the base of education and encourage the enthusiasts to reach expertise in fields of their choice. Up The Ladder unlike any other platform creates a custom roadmap so user friendly that even a layman with a knack in learning can use it to gain expertise in a field of choice.

Creation of Value:

1. With India’s growing active and participating workforce in technical, semi-technical, business and humanities fields, there is an increasing need to build a smart tool connecting industry enthusiasts with industry experts. We have created value by creating a unique platform by providing our customers with detailed career development progression in various fields - **encompassing what the career stream entails, skills (technical and soft) required to become an expert, competitive exams required, educational skills required, average salaries for different positions and future of career stream.**

2. Our service is the first platform that serves as a one-stop shop for students, teachers, budding entrepreneurs, existing independent contractors and employees to discover the different financial, social and personal features of industries, recent trends and career development. Unlike LinkedIn and other business and employment-oriented services, Up the Ladder will be **India's most informative career development forum helping experts and enthusiasts alike.**

SCENARIO:

1. An undergraduate in Computer Science in her 1st semester wants to become a cyber security expert but has no clue as to how to go about it. Any online portal she visits provides her with a huge list of prerequisites which she has no clue as to how to fulfill, Up The Ladder provides instruction and course details to fulfill the prerequisites and then provides further details and approaches to help her reach her goal as a cyber security expert.
2. A high school teacher wants to educate the students of her class regarding the career prospects. Considering the cut-throat competition in the modern economy, it is important to enlighten the students about future jobs and give them enough information to make an informed decision. The teacher can help the students in doing so by enrolling all the students on our web app and helping them see the various career streams and everything that comes with them.
3. A recently passed out post graduate student with a degree of Business Management who has a ground-breaking idea for his startup and needs to further pursue on that idea. He/She can sign up on our web app and get all the information and resources required to run a successful start-up, ranging from courses on entrepreneurship to Human Resources Management.