

Sensei AI

Define your purpose.



Problem

- 1 in 3 students experience persistent feeling of sadness and hopelessness; 1 in 6 make a suicide plan; a 44% increase over previous years – CDC 2021.
- Our education system fails to recognise each student's unique skill and nurture it.
- There is no smart matching between students and careers.

Solution

Define their purpose, help them fulfil it!

Discover



A new software that **chats** with **students** to **match** their **skill** and **interest** with **careers**.

Learn



It **provides** them with structured **education** about these **careers**.

Apply



It **finds** and **connects** them with relevant **universities** and **apprenticeships**.

Early Validation

Urgent need!



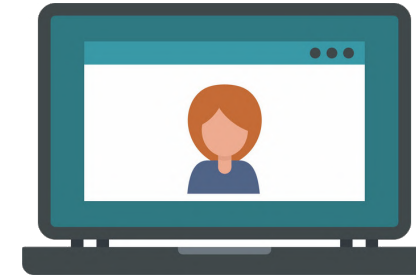
Around 3 in 4 youth lack skills needed for employment – UNICEF 2022.

Discussed it



Students, Parents, and Schools acknowledged the problem and loved our solution!

Tested it



We advised students via anonymous chat:

- ✓ Good idea?
- ✓ Like the service?
- ✓ Recommend it?

Business Models

Free Discovery



Free and unconditional career counselling for all students.

Learn as a Service



Parents or schools pay us to provide their students with career education.

Universities Marketplace



Apprenticeships and universities pay us for every student connection.

The Schools and Parents Market

Starting in the UK

4K Secondary Schools

Average EdTech budget
£500K / School

3.6M Students

Model 1: B2B

Career education
via school subscription:

- 15% Schools
- 25% EdTech Budget

£75M

Model 2: B2C

Career education
via parent subscription:

- 15% Students
- £20 / Month

£130M

The Universities Market

Starting in the UK

146 Universities

Marketing budget
up to £3.5M / University

2.75M Students

Model 3: Marketplace

Charge universities
for every student connection:

- 15% Students
- £250 Fee

£100M

Our Principles

- ✓ Free and equal counselling opportunity for all students.
- ✓ Accessible by all students:
 - Design for the disabled, dyslexic, deaf, and speech impaired.
 - Cover many languages.
- ✓ Credible, Unbiased, and Trustworthy.



Competitive Advantages

	Human Career Advisers	Steppingblocks	CiCi	Sensei AI
Counselling for self-discovery	◐			●
Chat with students	●		●	●
Available 24-hours		●	●	●
Free of charge				●
Career matching	●			●
Unbiased suggestions	◐			●
Up to date with emerging careers		●	●	●
Provide rich career education				●
Find and easy-apply to universities and apprenticeships				●

Team and Progress

Based in London



Taha Tobaili

PhD in Datascience

Language Engineer at Amazon Alexa.

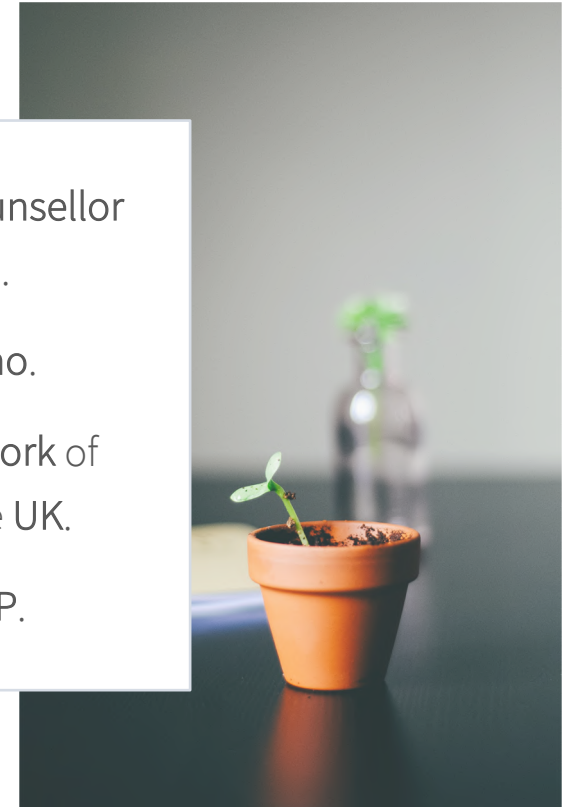


Yarro Sinko

Product Manager

6-Years experience in tech startups.

- We built a **student/counsellor platform** for validation.
- We built Sensei AI demo.
- We established a **network** of student **advisers** in the UK.
- We are **building** an MVP.



Investment Opportunity

We are looking to raise first investment of \$1M for an 18 to 24 months round to:



Transition into full time commitment.



Partner with schools and counsellors.



Create career education content.



Build the chat software.