

# 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!



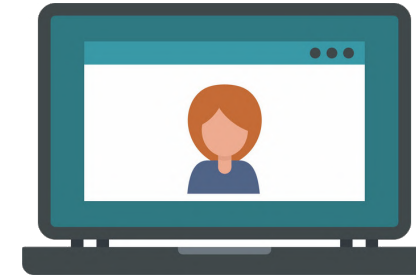
Around 3 in 4 youth lack skills needed for employment – UNICEF 2022.

## 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.

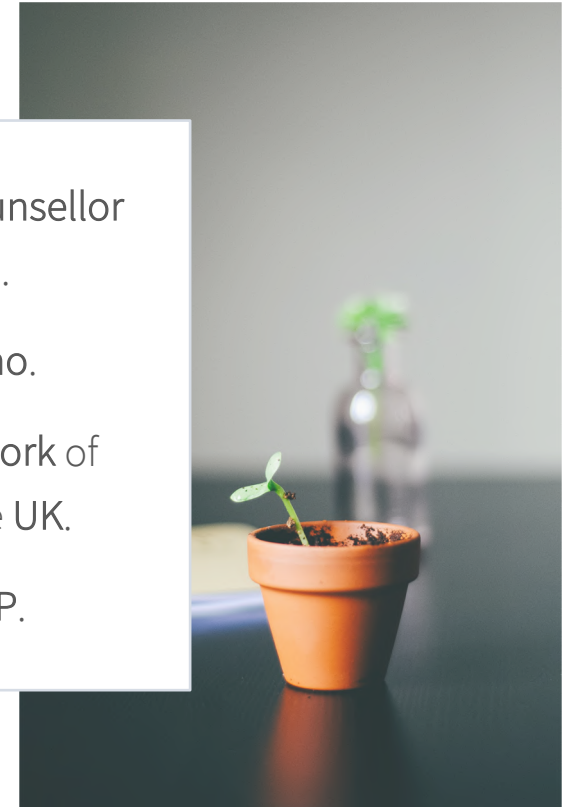


## Yarro Sinko

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 £250K for a 12 to 18 months round to:



Transition into full time commitment.



Partner with schools and counsellors.



Create career education content.



Build the chat software.