

## Point of View (POV) Statement

*"Students and professionals at different career stages seek mentorship to navigate career transitions, enhance skill development, and gain industry insights. While college, master's, and PhD students require structured guidance for academic-to-professional transitions, career changers need mentorship tailored to their specific challenges. Male and female mentees may also face unique experiences in career progression, requiring personalized support to overcome barriers and achieve success."*

| User              | Need   | Insights  |
|-------------------|--|---|
| College Students  | Career exploration and industry exposure   | Many students struggle with understanding career paths and need mentorship for informed decisions.          |
|                   | Skill-building and internship opportunities  | Hands-on experience and networking opportunities increase employability                                     |
|                   | Confidence in choosing the right career  | Many students feel uncertain about their career trajectory and need reassurance through mentorship.         |
| Master's Students | Advanced career guidance and specialization advice   | Master's students need mentorship to refine expertise and position themselves competitively.                |
|                   | Networking and research-industry connections   | Strategic networking helps in securing job placements and research collaborations.                          |
| PhD Students      | Career paths in academia, research, or industry  | PhD students need clarity on whether to pursue academia, research, or transition into industry roles.       |
|                   | Publication, funding, and research collaboration guidance                                    | Navigating grant applications and research publications requires mentorship from experienced professionals. |
|                   | Overcoming gender-based barriers in research and leadership (especially for female students) | Women in academia often face additional challenges in leadership and research funding opportunities.        |
| Career Changers   | Transitioning into a new industry or role  | Many career changers struggle with how to position themselves in a different                                |

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|------------------------------|--|---|
|                              |  | field.  |
|                              | Identifying transferable skills                                    | Understanding and marketing existing skills for new industries is crucial for a smooth transition.          |
|                              | Building confidence in starting over                               | Career changers often need reassurance, networking, and upskilling opportunities.                           |
| <b>Working Professionals</b> | Leadership development and career growth                           | Professionals seek mentorship to advance in their careers, negotiate salaries, and build leadership skills. |
|                              | Balancing professional and personal life                           | Work-life balance and mental well-being are major concerns for professionals seeking mentorship.            |
|                              | Expanding networks and seeking promotions                          | Access to the right mentors can open doors to leadership positions and new career opportunities.            |
| <b>Specific for Female</b>   | Overcoming gender biases, networking, and leadership opportunities | Women often seek mentorship to navigate workplace challenges, career growth, and work-life balance.         |