

Runwayz: Elevating the User Experience

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The challenge

To connect non-degree seeking highschool students with career opportunities.

Specific goals

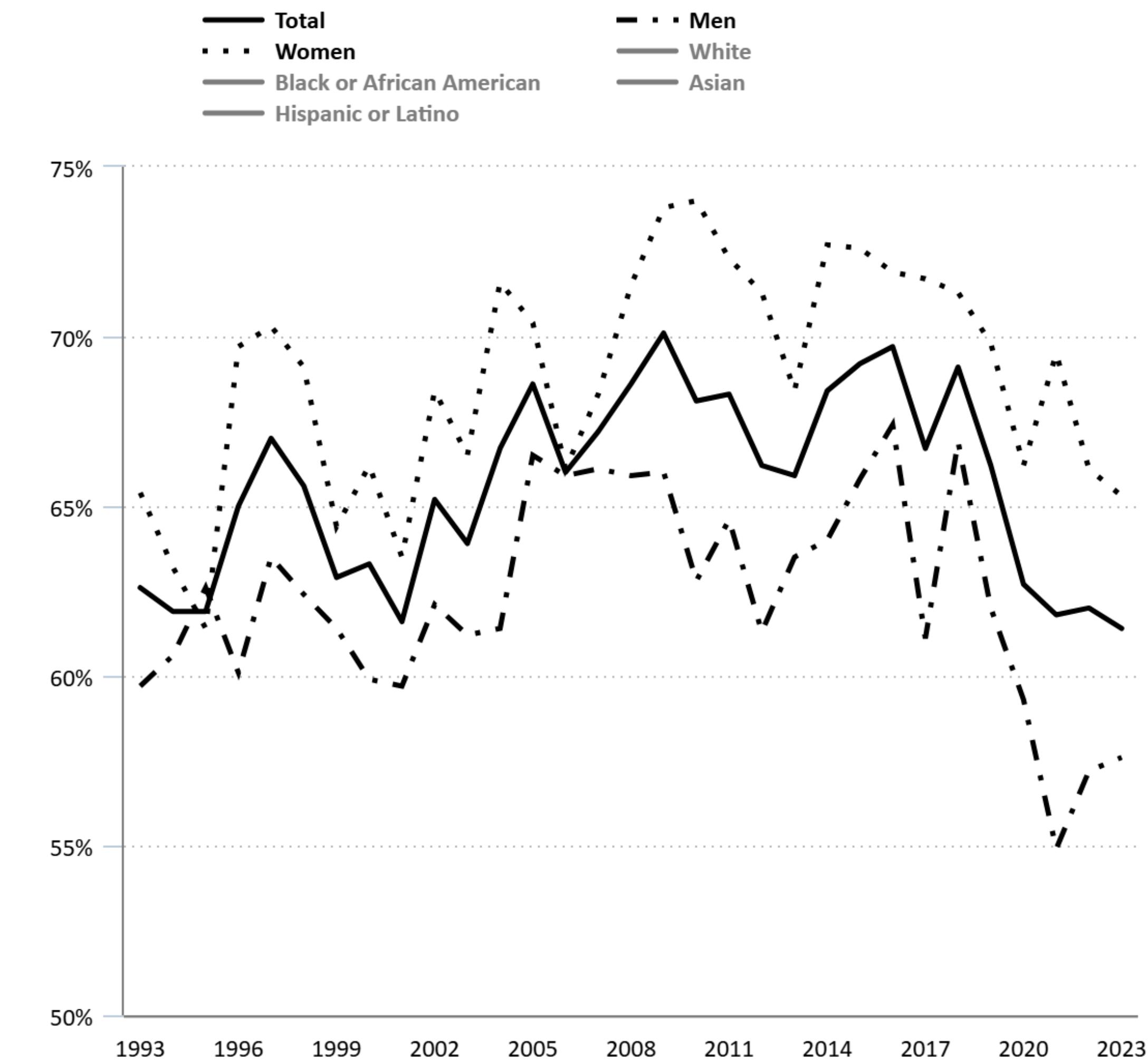
- Bridge the Gap Between High School and the Workforce
- Utilize AI for Personalized Career Guidance
- Enhance Student Engagement in Career Exploration
- Ensure Equal Access to Career Opportunities
- Improve Employer–Student Connectivity
- Expand Workforce Readiness Nationwide

**Synopsis: What problem are we trying to
solve?**

There is a notable decline in college enrollment among recent high school graduates.

From 70% to 55% in the past 10 years.

College enrollment rates of recent high school graduates 16 to 24 years old by sex, race, and Hispanic or Latino ethnicity, October 1993–October 2023



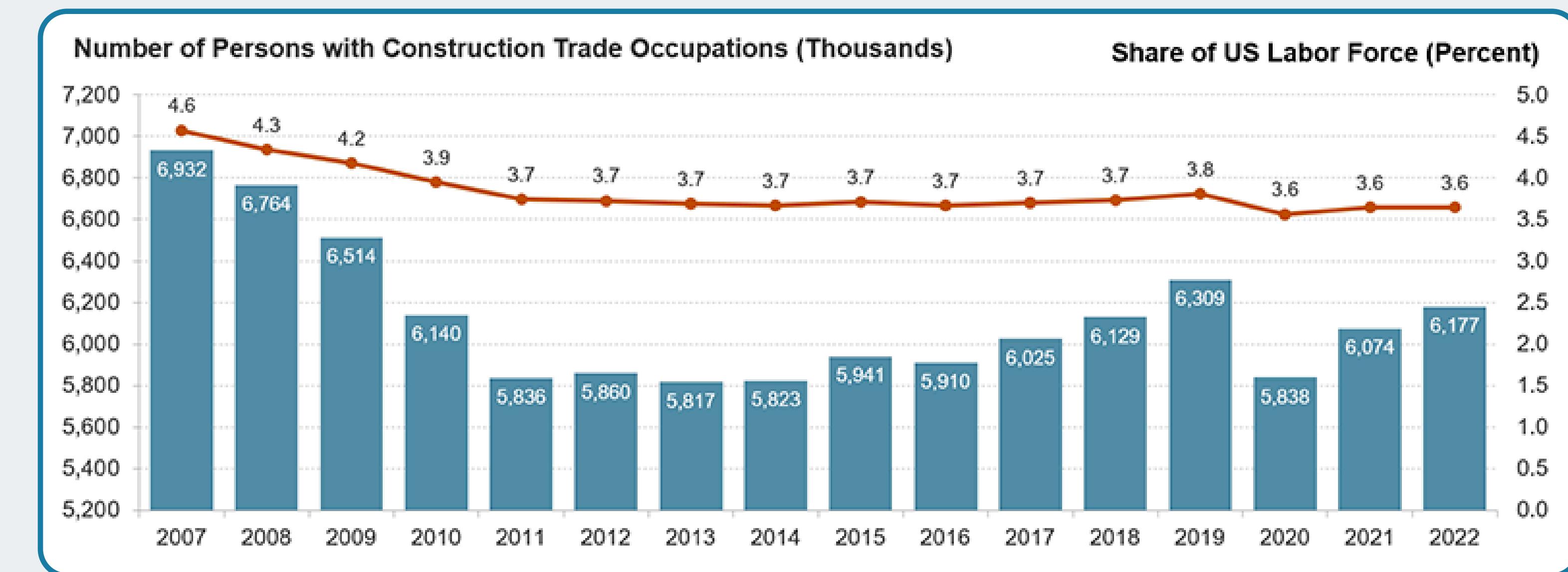
Click legend items to change data display. Hover over chart to view data.

Data for Asians only available since 2003.

Source: U.S. Bureau of Labor Statistics.

The Construction Trades Workforce Remains Significantly Smaller than During the Mid-2000s Housing Boom

From 2007 to 2022 the decline of occupations in construction trade has declined by 3.6%.



Source: Harvard Joint Center for Housing Studies

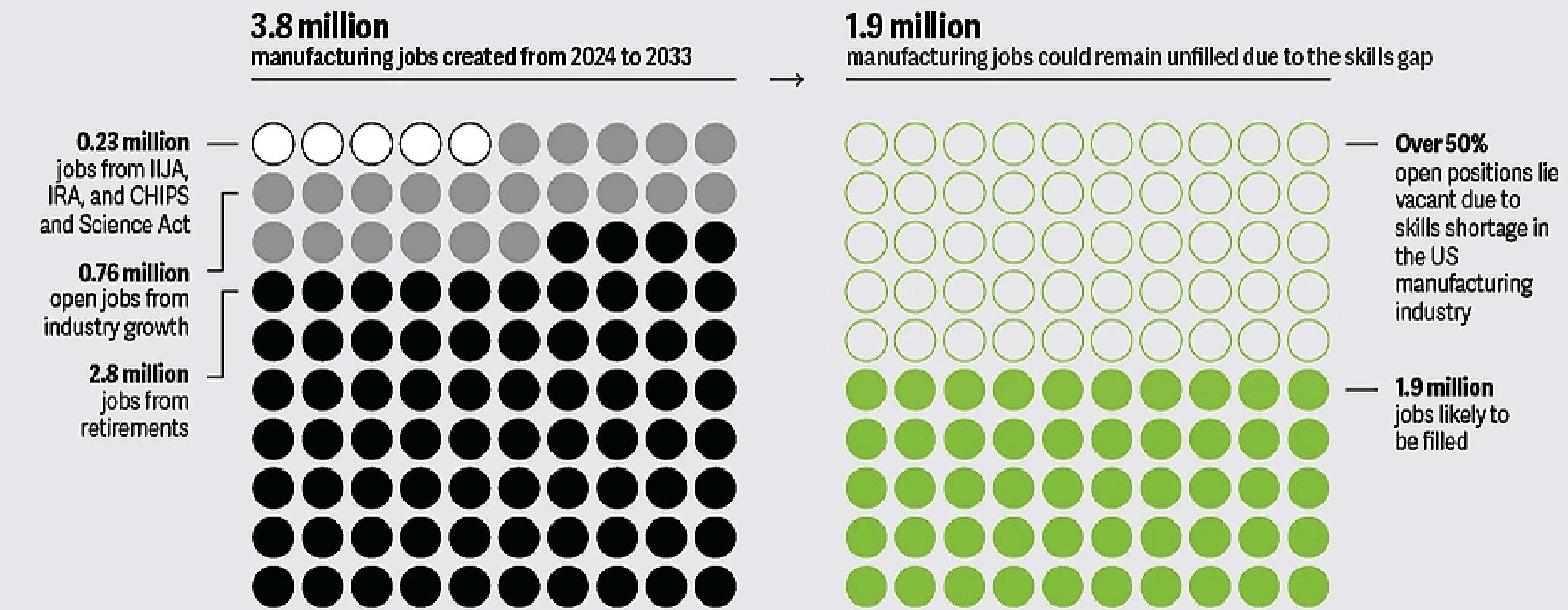
<https://www.jchs.harvard.edu/blog/rebuilding-construction-trades-workforce>

The United States is experiencing a significant shortage of skilled labor in the manufacturing industry.

The manufacturing sector could face a shortage of 1.9 million workers by 2033 if current labor gaps remain unaddressed.

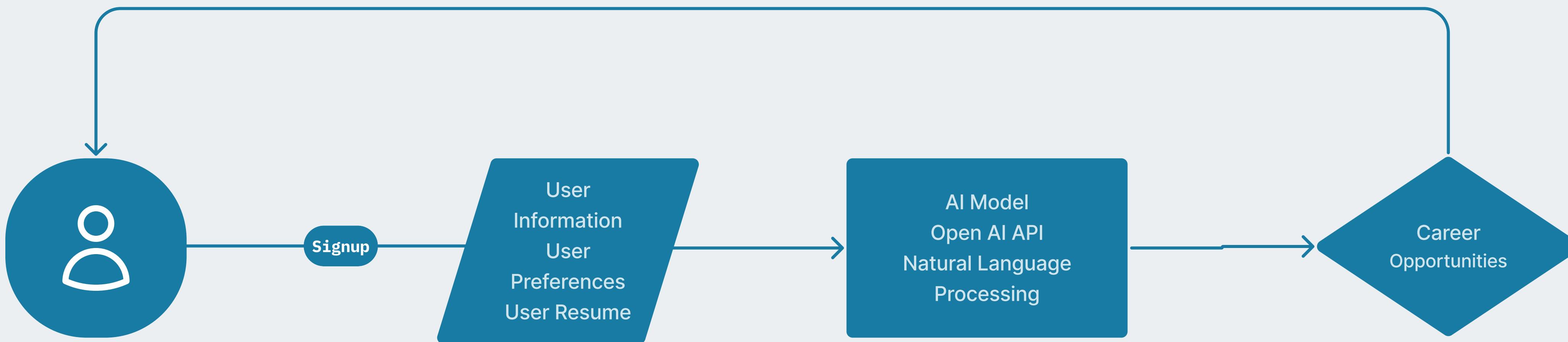
Figure 2

An estimated 1.9 million open positions may prove difficult to fill by 2033



Source: Deloitte analysis of data from US Bureau of Labor Statistics and estimates of private investments from Invest.gov.

Our Solution



Data Points

- | | | | |
|------------------|---------------------|---------------------------|--------------------------|
| 1. Full Name | 6. Resume | 11. Leadership Experience | 16. High School Attended |
| 2. Address | 7. Career Interests | 12. Volunteer Experience | 17. Graduation Date |
| 3. Email Address | 8. Certifications | 13. Languages | 18. Relevant Coursework |
| 4. Age | 9. Objective | 14. Soft Skills | 19. Grade Point Average |
| 5. Phone Number | 10. Work Experience | 15. Technical Skills | 20. Citizenship Status |

Market Research: Who are our competitors?

Competitors

Our competitors share a few qualities:

- AI usage to enhance job searching, personalized recommendations, and candidate screening.
- All platforms offer job notifications and ways to communicate with employers, such as chat features or community-based discussions.
- Each platform collects extensive personal and demographic information, including education, and work experience.

Indeed



Zip Recruiter



Glassdoor



Handshake



LinkedIn



Competitors

Year Up United offers similar for the same target audience as Runwayz, but:

- They offer a much longer sign up process with several steps including an interview.

With this, we can implement a similar sign up that takes less time by using Artificial Intelligence.

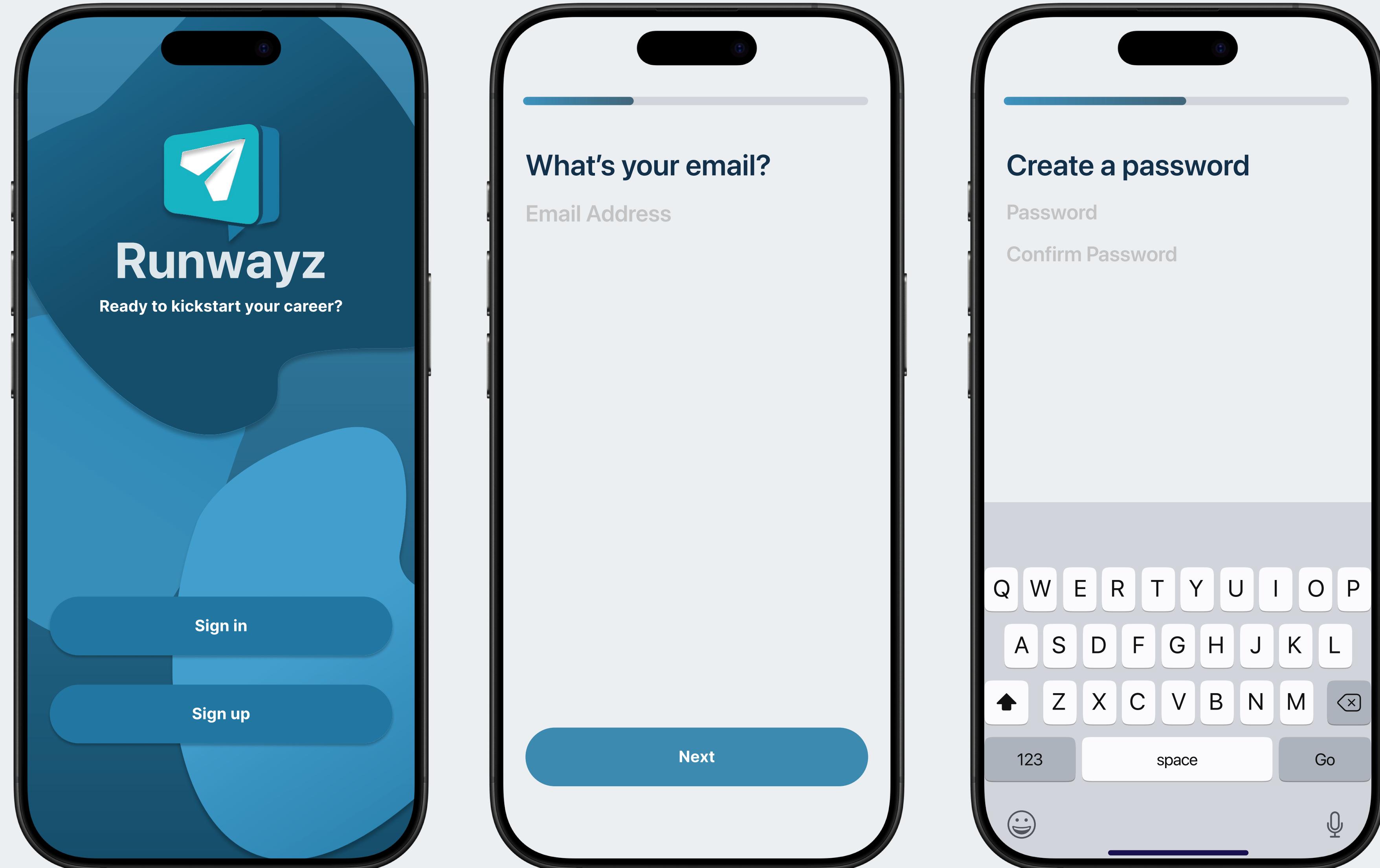


Competitors comparison chart

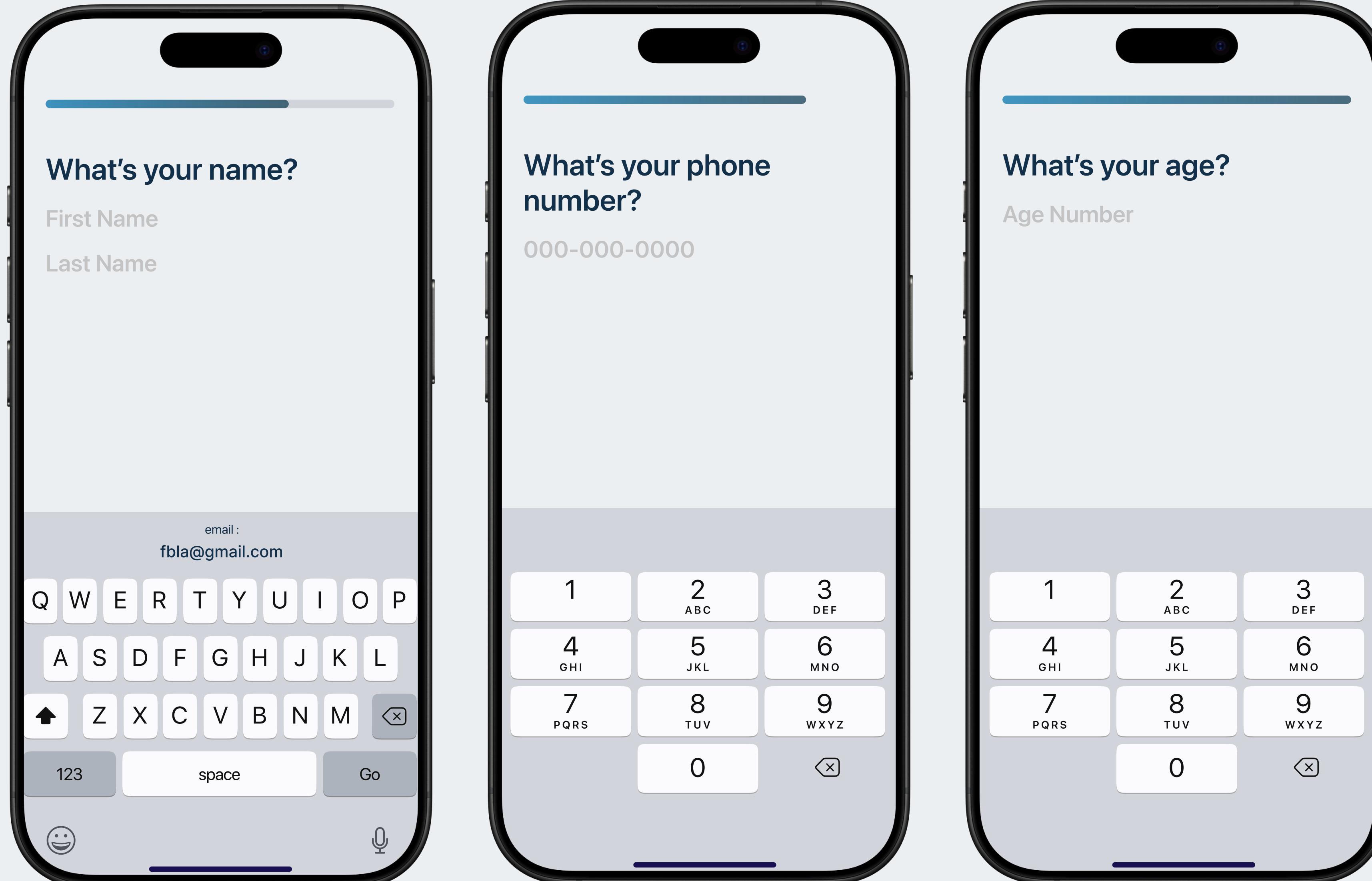
Feature	Indeed	ZipRecruiter	Glassdoor	LinkedIn	Runwayz AI
No Degree Required Filter	✓	✗	✗	✗	✓
AI-Powered Career Matching	✗	✗	✗	✗	✓
Gamified User Interaction	✗	✗	✗	✗	✓
Resume Upload & Auto-Fill	✓	✓	✓	✓	✓
Employer Chat & Direct Contact	✓	✓	✓	✓	✓
Job Notifications & Alerts	✓	✓	✓	✓	✓
Integrated Training & Mentorship	✗	✗	✗	✓	✓
Customizable Career Dashboard	✗	✗	✗	✗	✓
Blockchain-Based Security	✗	✗	✗	✗	✓
Mobile & Cross-Platform Sync	✓	✓	✓	✓	✓
Scholarship & Funding Support	✗	✗	✗	✗	✓

UX Design & Interface

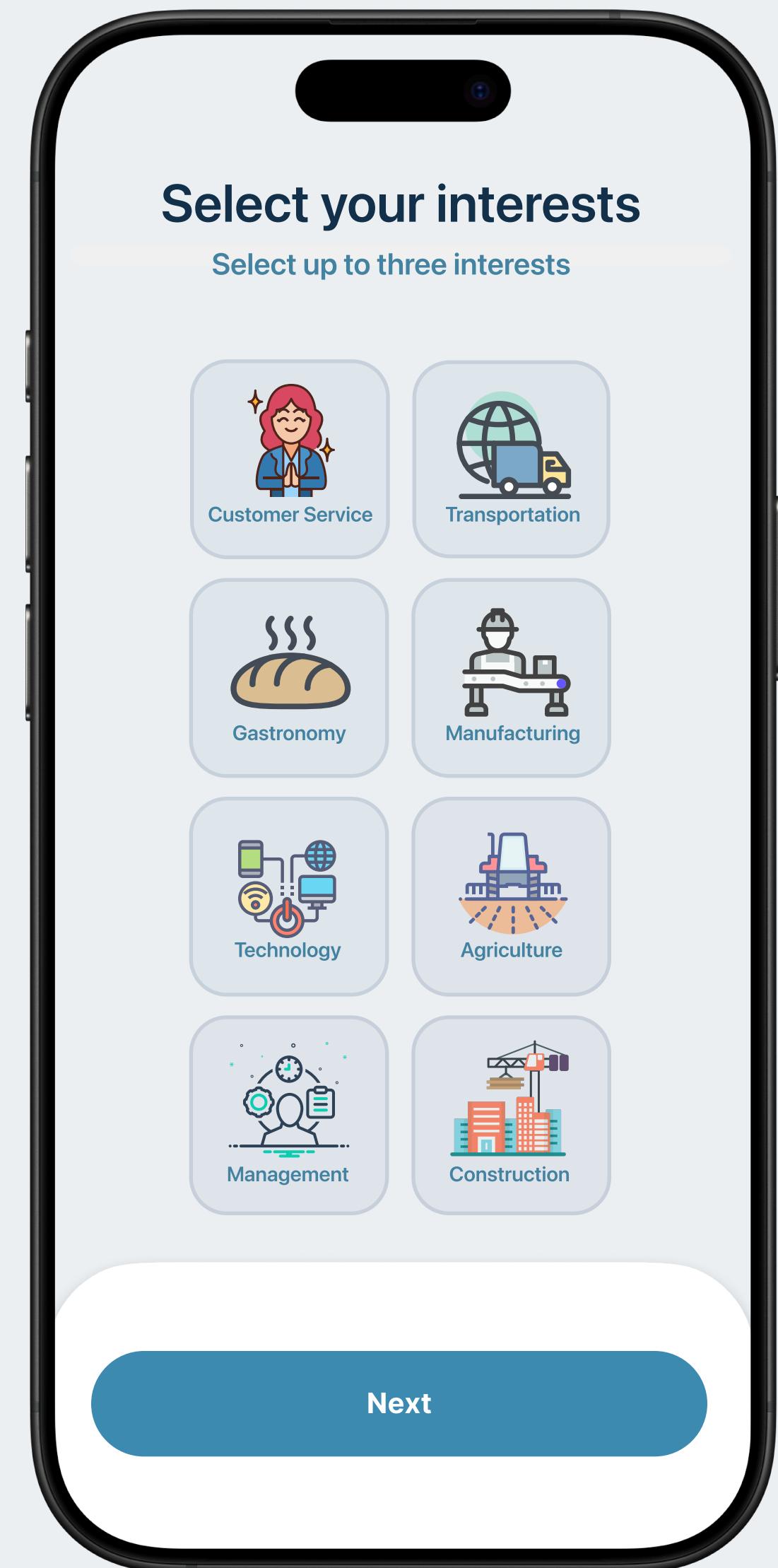
Minimalistic sign up process



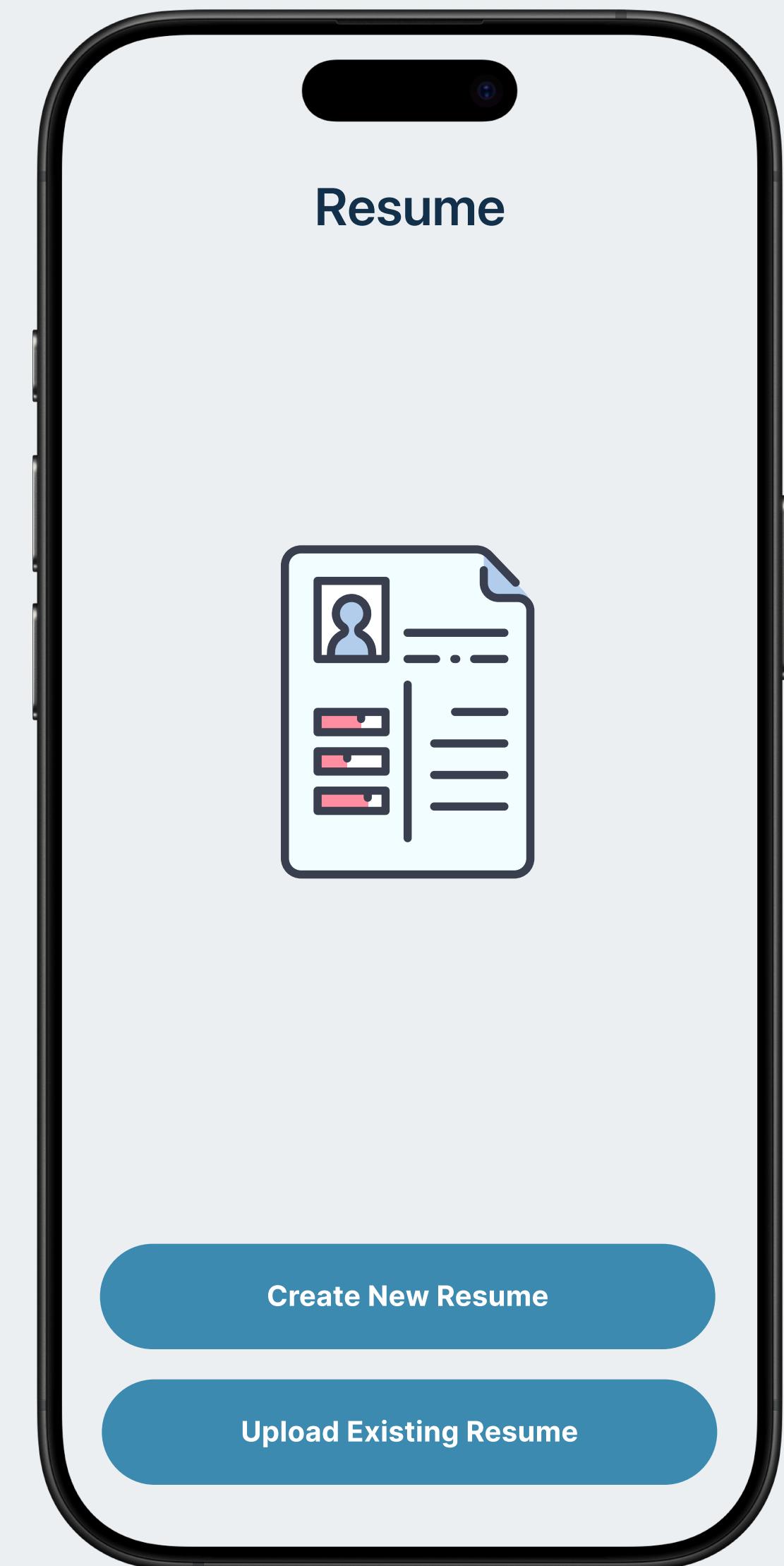
Minimalistic sign up process



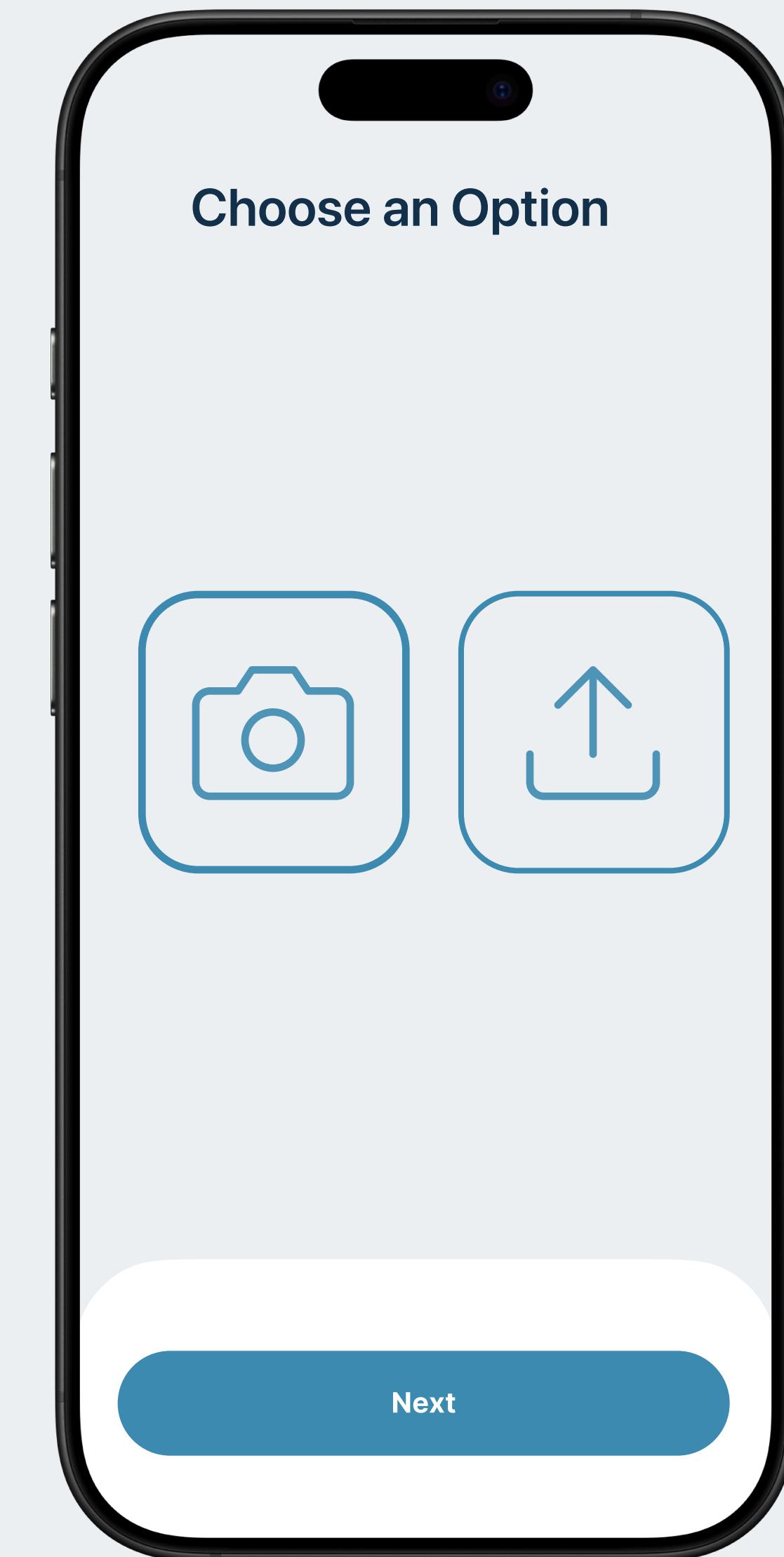
Personification based on interests



Resume Options



Upload Options



Building Resume

Preferences

Job modality

In-person Remote
Hybrid

Job type

Full-Time Part-Time
Internship Apprenticeship

Relocation

Yes No

Next

Objective

Write a brief statement about your goals, skills, and what you bring to a job.

Type here

Next

Citizenship

What is your current citizenship status?

Select ▾

Next

Education

High School Name

Type here

Graduation Date

MM/YYYY

GPA Scale

xx/4.0 4.0 ▾

Honors/Achievements

Add Add

Relevant Coursework

Add Add

Next

Building Resume

Work Experience

Add

No past experience

Leadership Experience

Add

No past experience

Volunteer Experience

Add

No past experience

Next

Work Experience

Company Name

Start Date

End Date

Position Title

Job Summary

Add

Leadership Experience

Student Club Name

Start Date

End Date

Position Title

Role Summary

Add

Volunteer Experience

Organization Name

Start Date

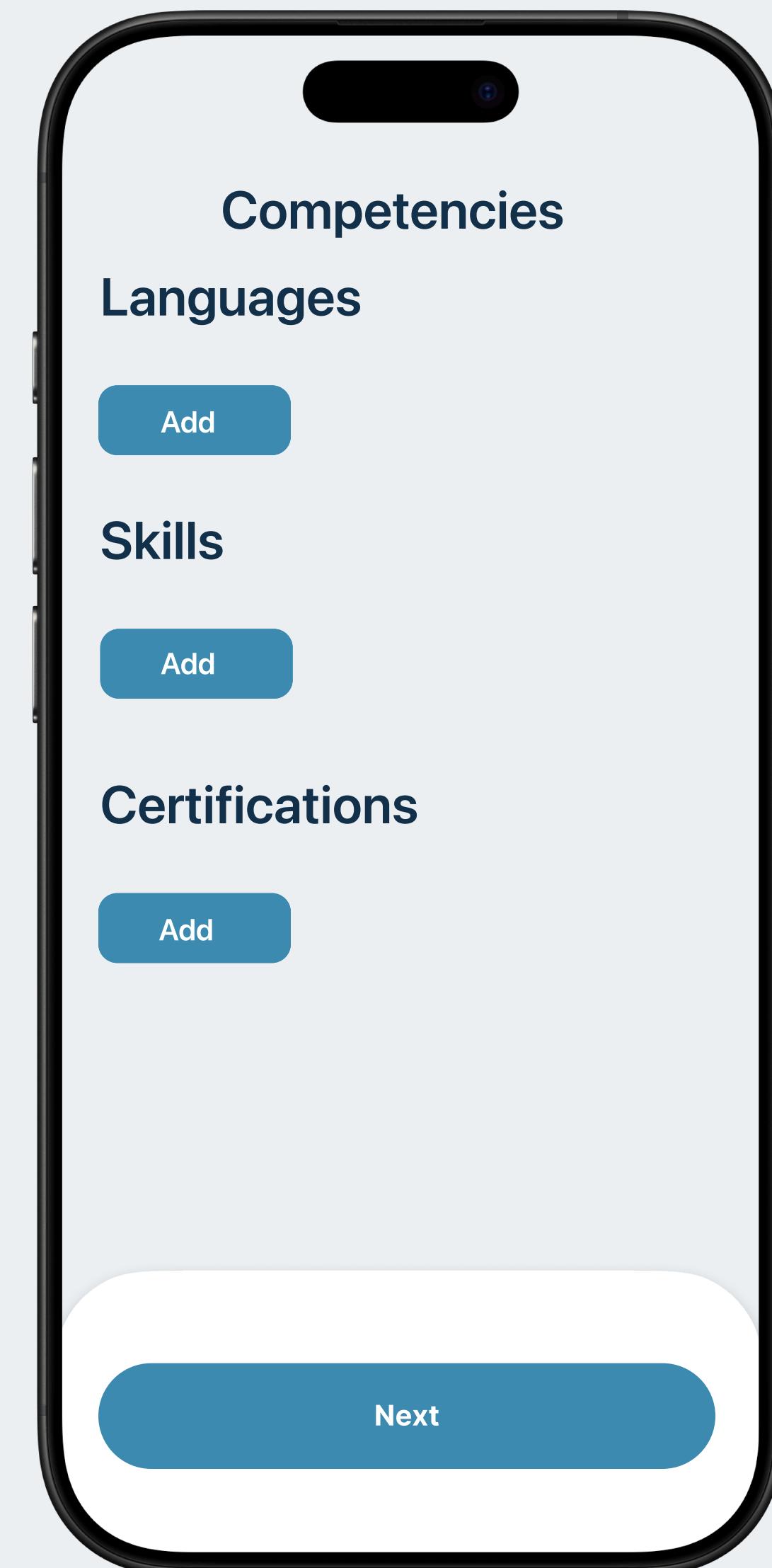
End Date

Position Title

Role Summary

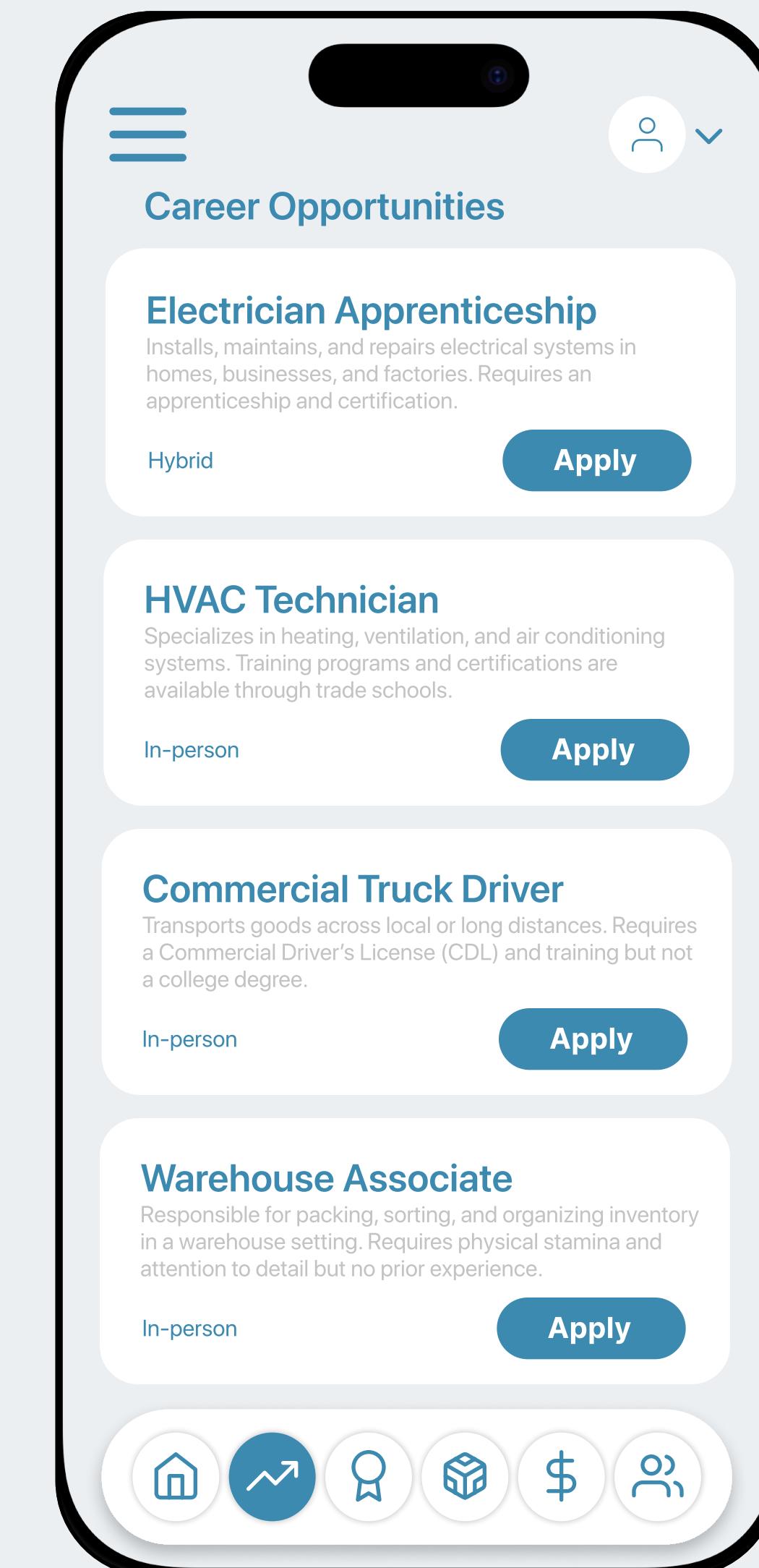
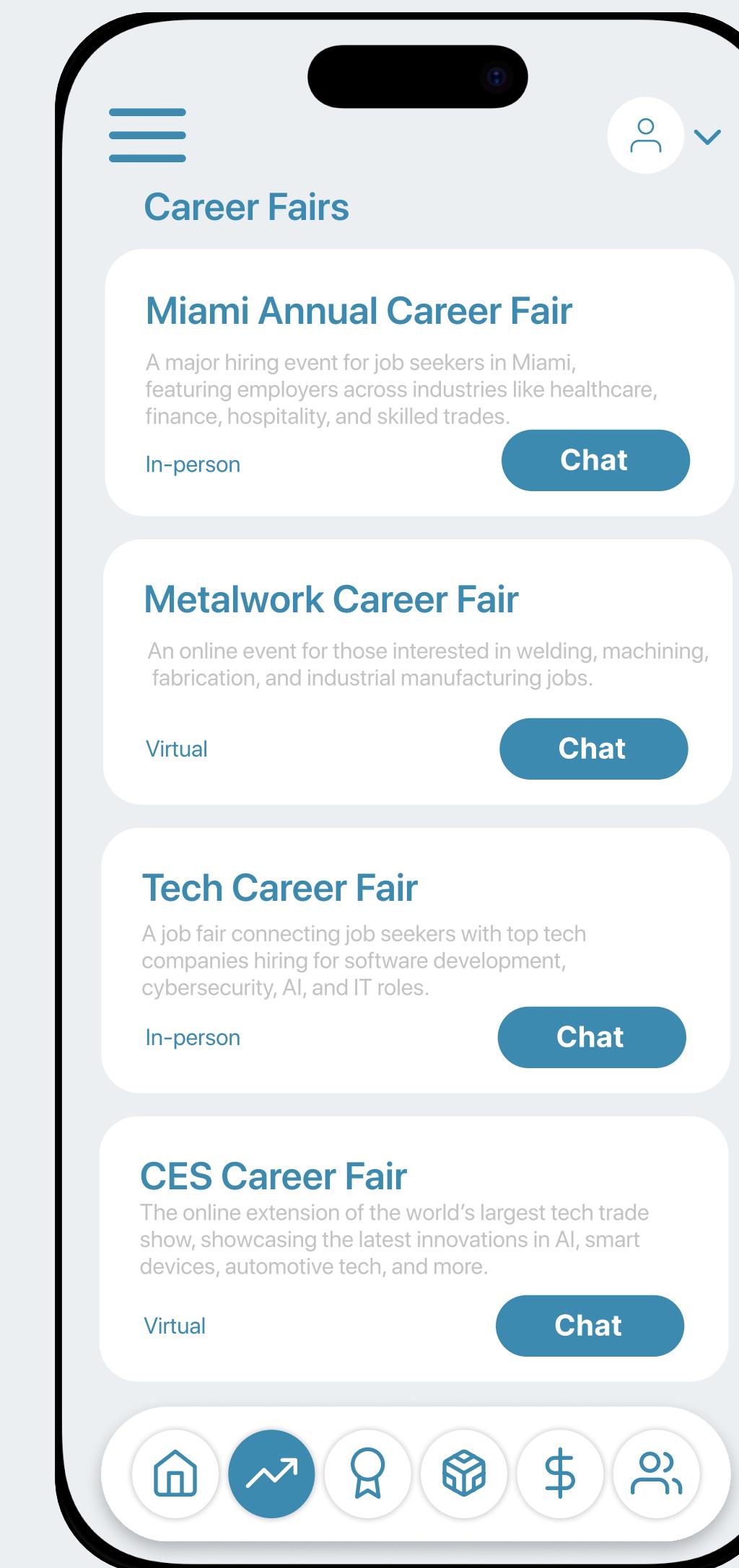
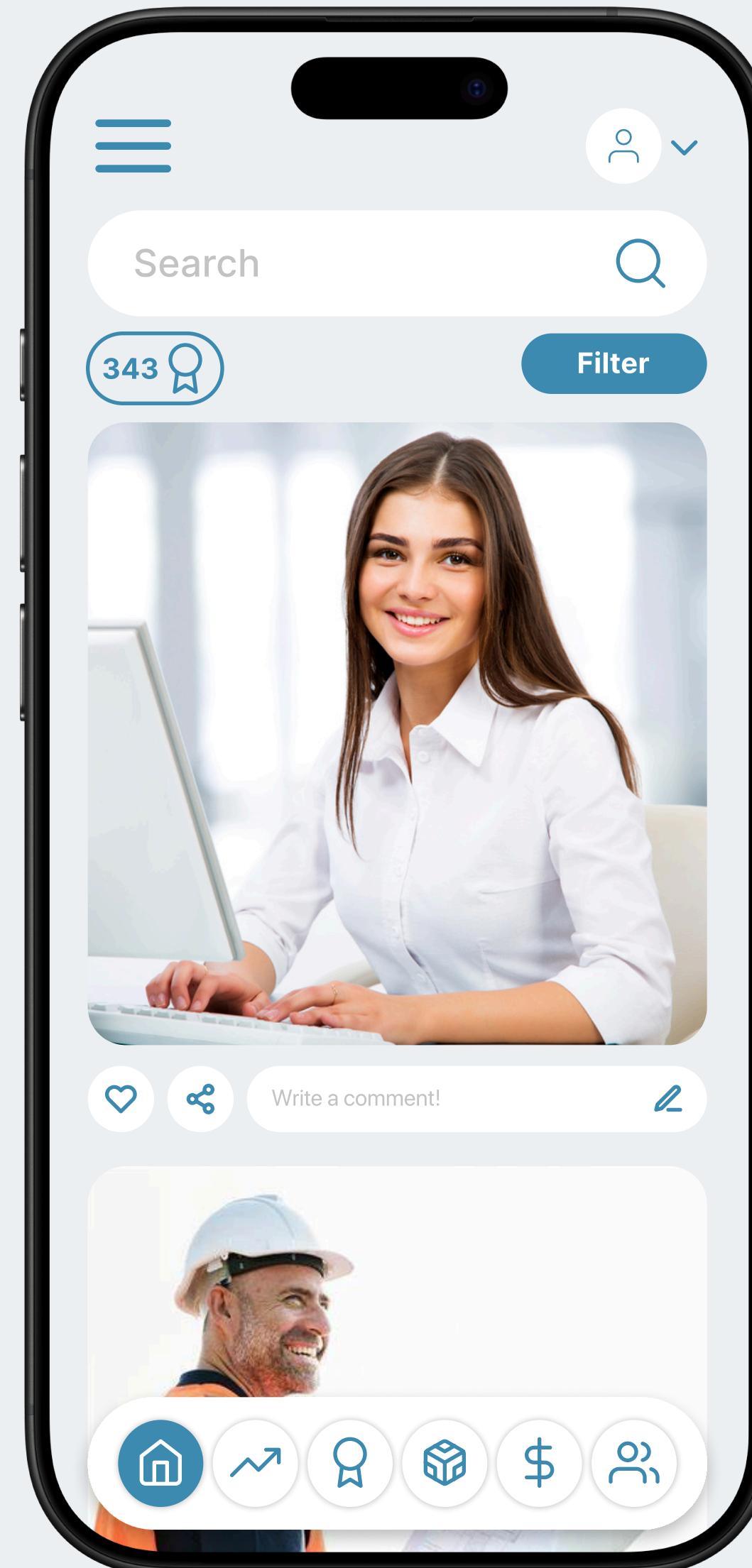
Add

Building Resume

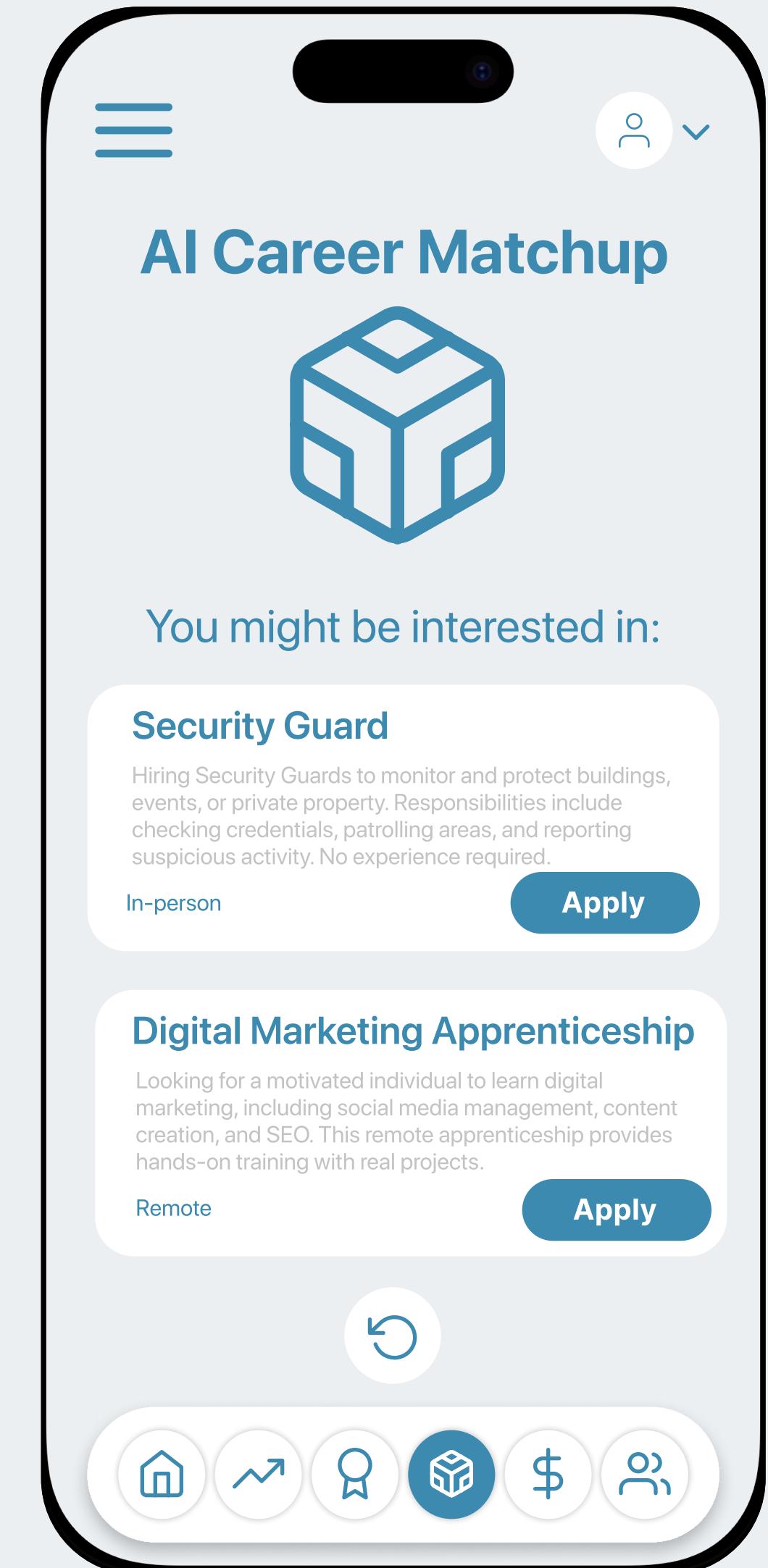
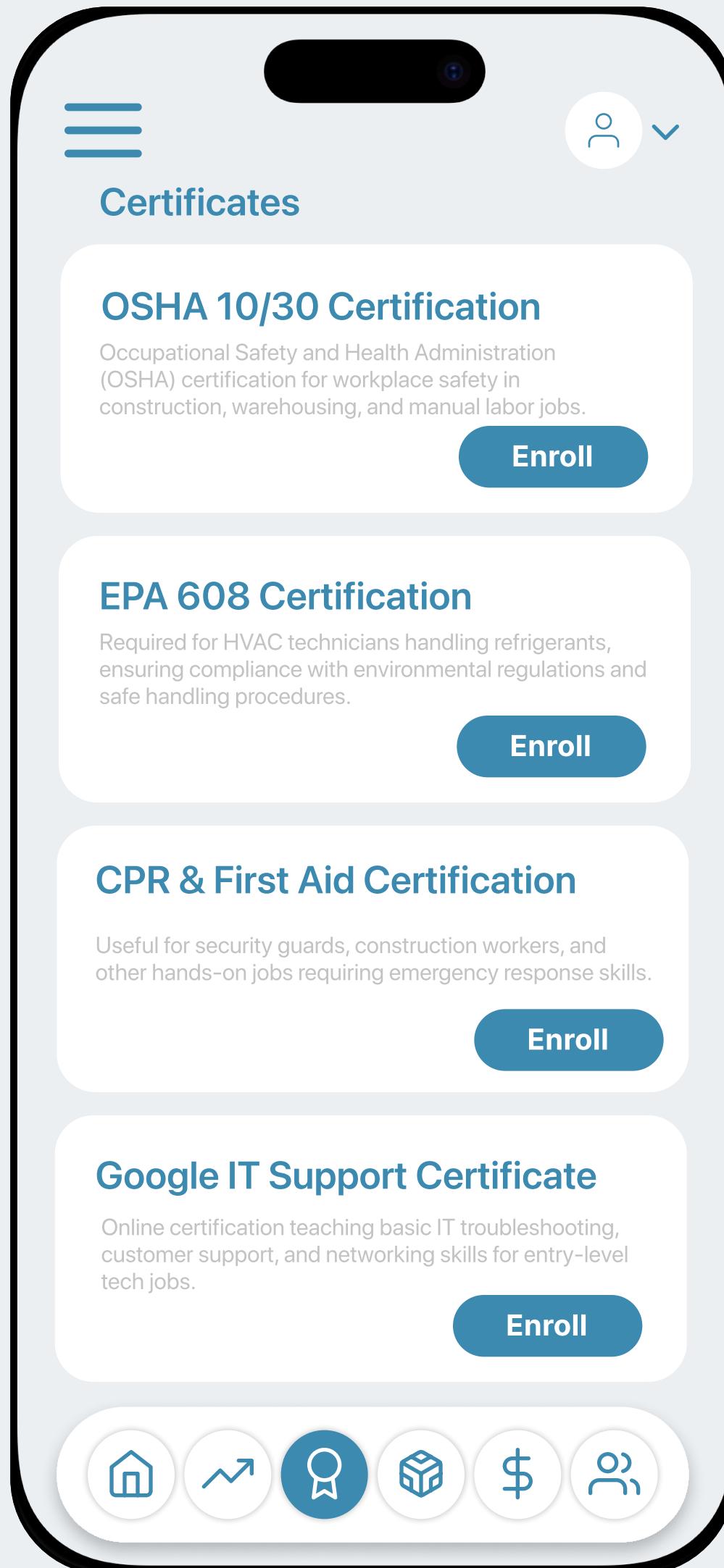


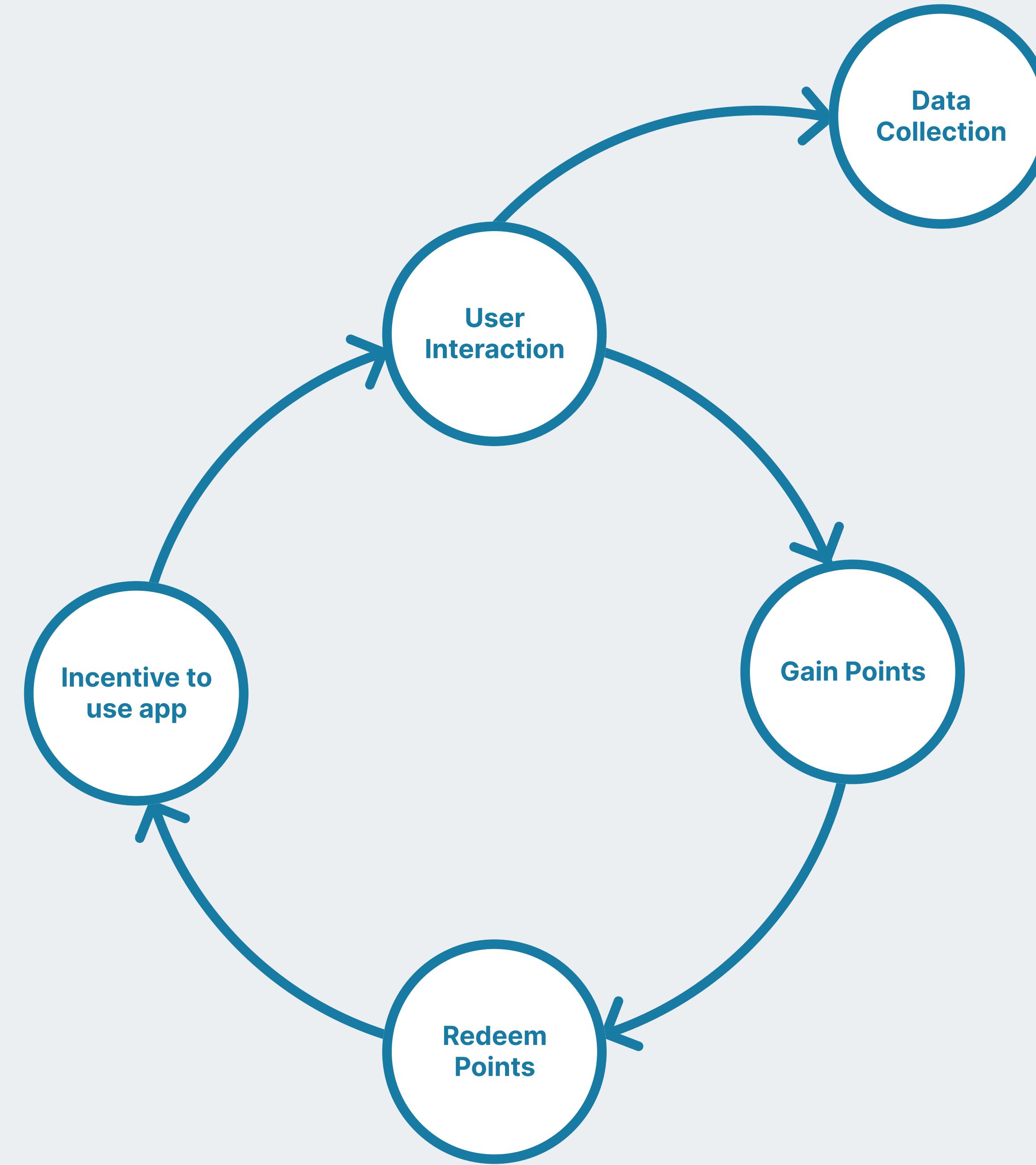
Mobile Application Technology

User Interaction

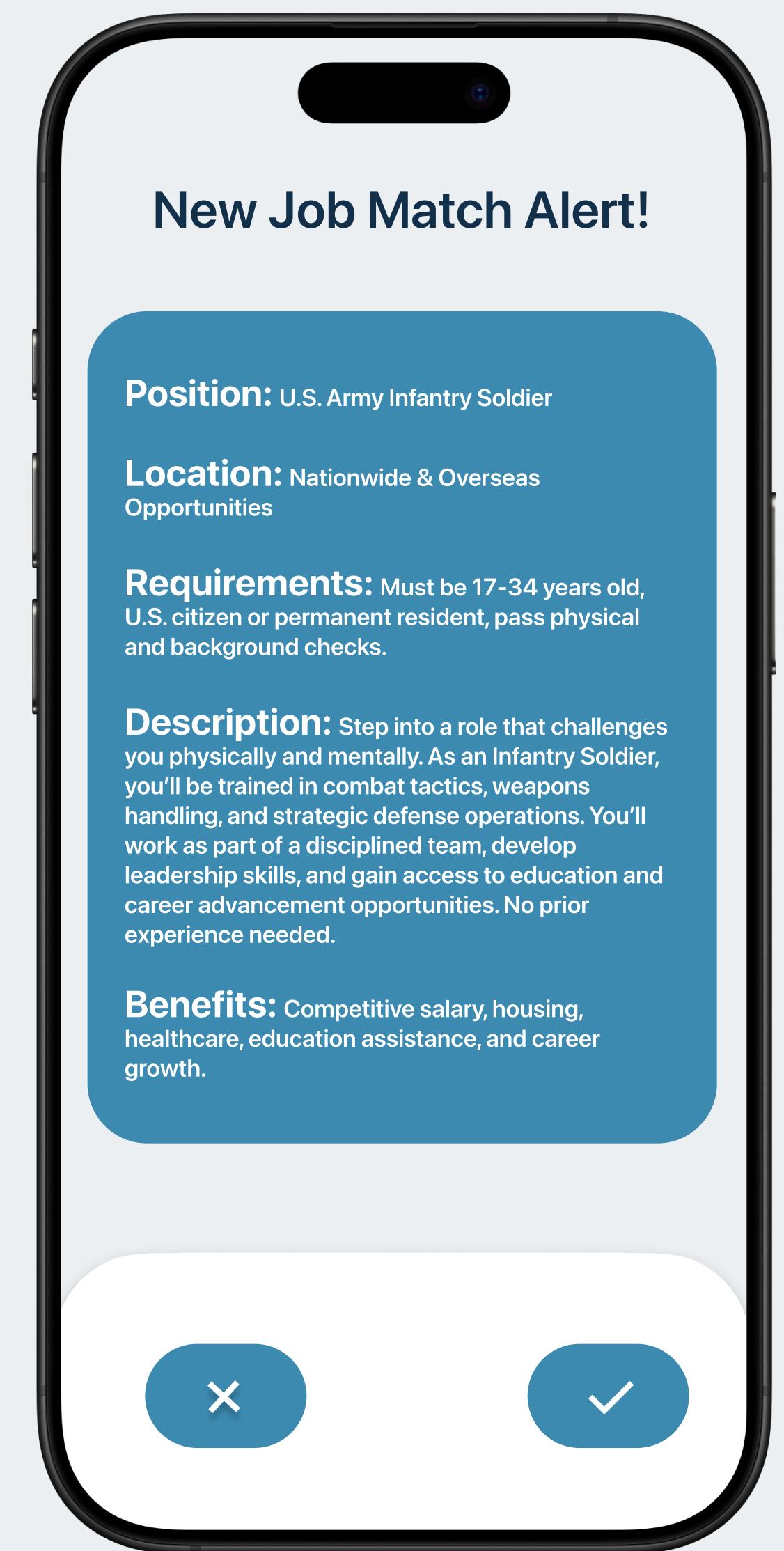


User Interaction



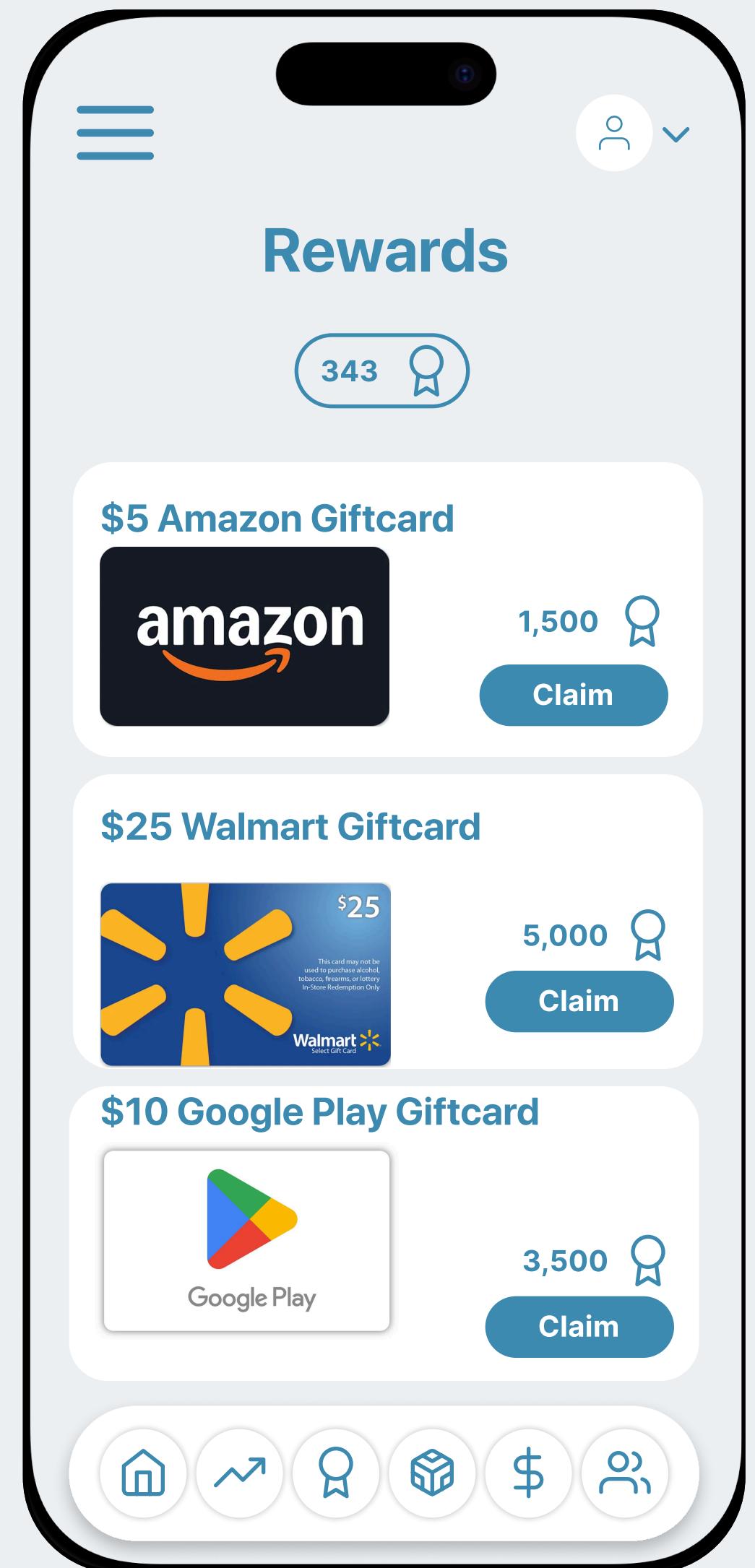






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- <https://www.indeed.com/>
- <https://www.yearup.org/>
- <https://www.ziprecruiter.com/>

Thank You