

Pixel Paths

Pixelating Your Path Ahead



The Opportunity Gap: Is Career Exploration a Luxury?



Hands-on opportunities often favor wealthier families

Paid-entry at KidZania
(SGD \$40–\$60 per child).

Careers from Arts, science,
tech, trades and more are
greatly appreciated.

Why Now and How Might We?

The education technology (edtech) is expected to reach USD 1063 billion by 2033!

How might we ensure all children aged 7–11 encounter diverse and inspiring career exposure through gamified learning ?

MARKET SIZE



Targeting just 1% of SEA's children
= 360,000 early adopters

Singapore is our beachhead market
to prove traction and refine UX
AIM: 2400 Singapore children after
first year of launch

TAM

All children aged 7–11 globally

600M+

SAM

Children aged 7–11 in
Southeast Asia

36M+

SOM

1% of SAM

360K+

The Solution

Pixel Paths, a digital application empowers every child with the experience to design their future through discovery and action.

Key Features:

- Vision Boards
- Future Career Discoveries
- Interactive Learning Quests
- Reflective Journaling
- Pixel Bot AI Companion
- Milestones for tokens



Map

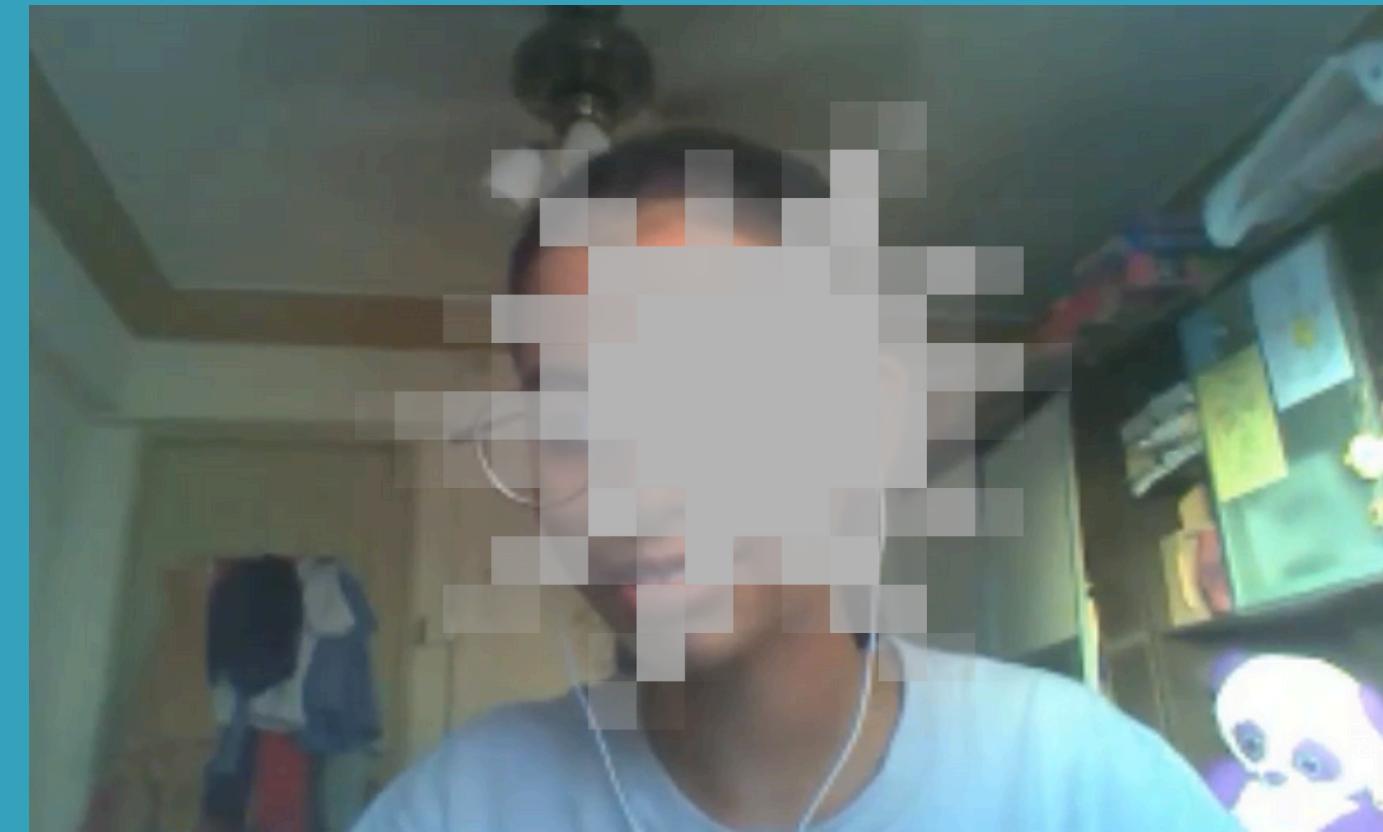


Customer Insights (User Level)



“Pixel Paths gives students hope and experience it!” – Michelle SPED School Teacher

“For the first time, I can visualise my future! Bigger than I ever thought possible.” – Afreen SPED School Student



From Dreams to Paths

Short-Term Impact

- 10,000+ students explore new careers
- Confidence through AI-guided exposure

Long-Term Vision

- Break traditional stereotypes
- Every child sees themselves in any role



Metrics to Measure Impact

1. Career Quizzes: Track skills, match to jobs, solve scenarios
2. Learning Journey: From curious to confident, across fields
3. Growth Metrics: More time, more careers, more return users
4. Career Exposure: Log diversity, highlight overlooked roles

Fun Fact: Kids who explore 5+ careers
= 3× more interested in STEM!



Budgeting & Timeline

Category	Budget	Month
Prototype Development + Deployment	\$14K	1-3
UI/UX Microanimations + Data Base	\$10K	4
AI Personalization (PixelBot Scripting)	\$5K	5
Content Creation (Quests, Badges, Journeys)	\$5K	6
Marketing + Beta Testing + Incentives	\$8K	7
Contingency / Buffer	\$8K	9

Revenue Model & Forecast

Subscription Model

B2B: S\$19.90/year

B2C: S\$15/year

Estimated User Growth

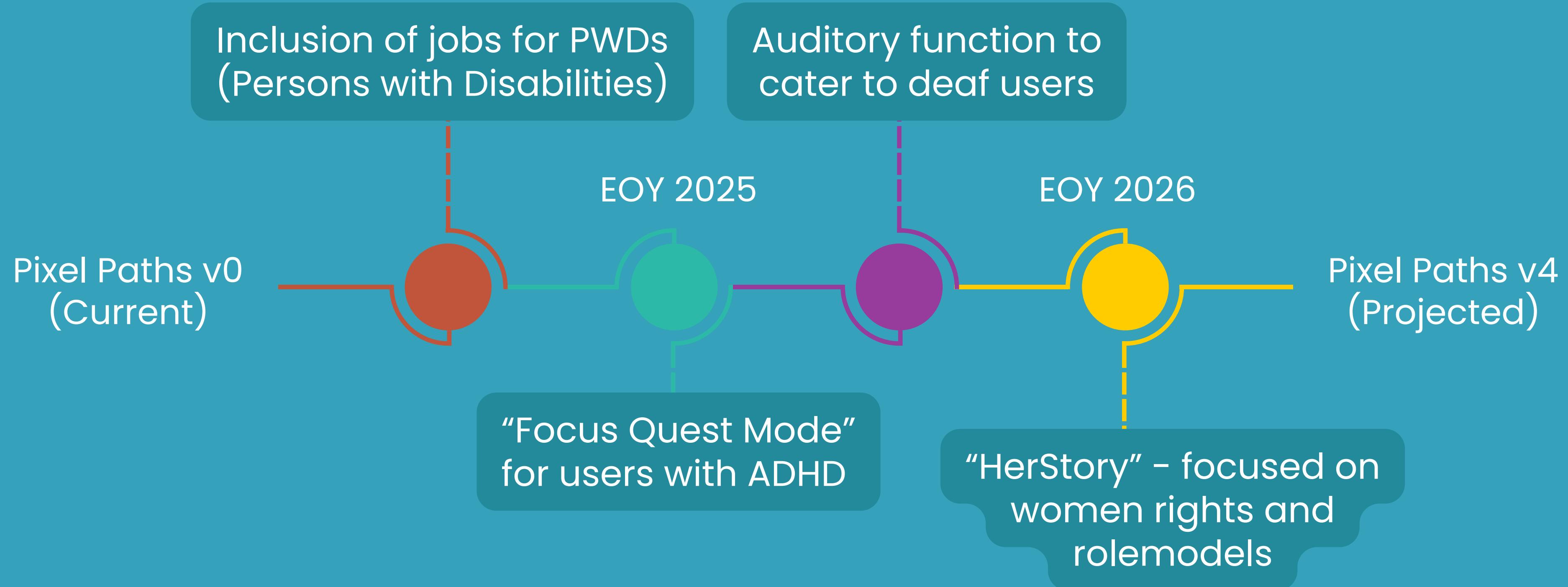
Year 1: 360,000

Year 2: +20% → 432,000

Year 3: +50% → 648,000

Year	Total Users	Paid Users (25%)	Subscription Revenue	Coin Users (15% of Free)	Coin Revenue	Total Revenue (ss)
Y1	360,000	90K	S\$1.79M	40.5K	S\$202.5K	S\$1.99M
Y2	432,000	108K	S\$2.15M	48.6K	S\$243K	S\$2.39M
Y3	648,000	162K	S\$3.22M	72.9K	S\$364.5K	S\$3.58M

Product Growth Timeline



Breakeven Analysis

Estimated launch: 10 months from funding approval

Early focus: quality prototype, feedback-driven iteration

Year	Total Revenue	Total Costs (CapEx + Opex)	Net Profit/Loss
Y1	S\$1.99M	S\$116K	+S\$1.87M
Y2	S\$2.39M	S\$100K	+S\$2.29M
Y3	S\$3.58M	S\$155K	+S\$3.42M



Our Team



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Thank You!



We'd love to hear from you!
For feedback, collaboration, or support:

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Questions?



Early-Stage Prototype Exploration

