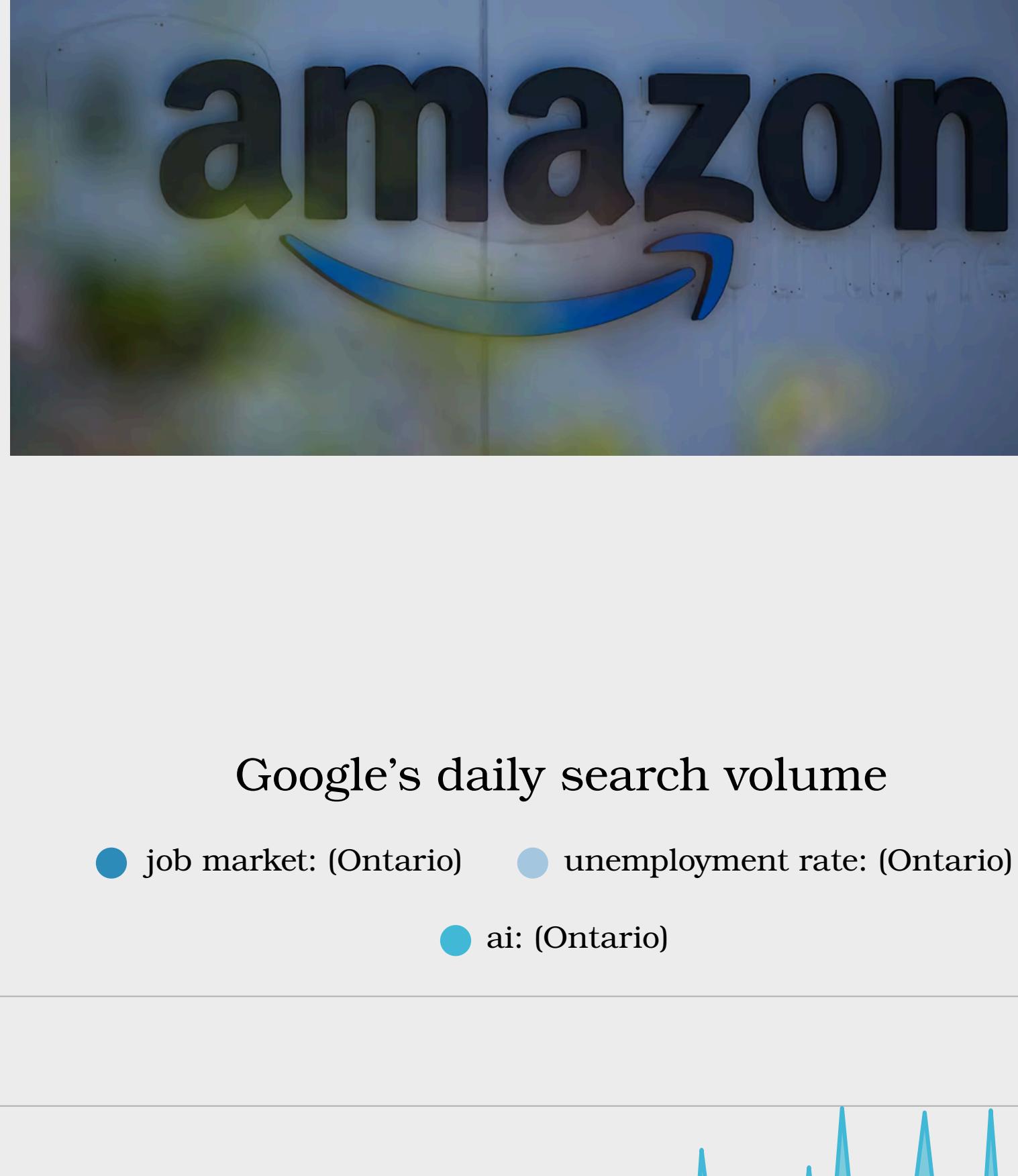


# TRIGGER EVENT: AMAZON LAYOFFS

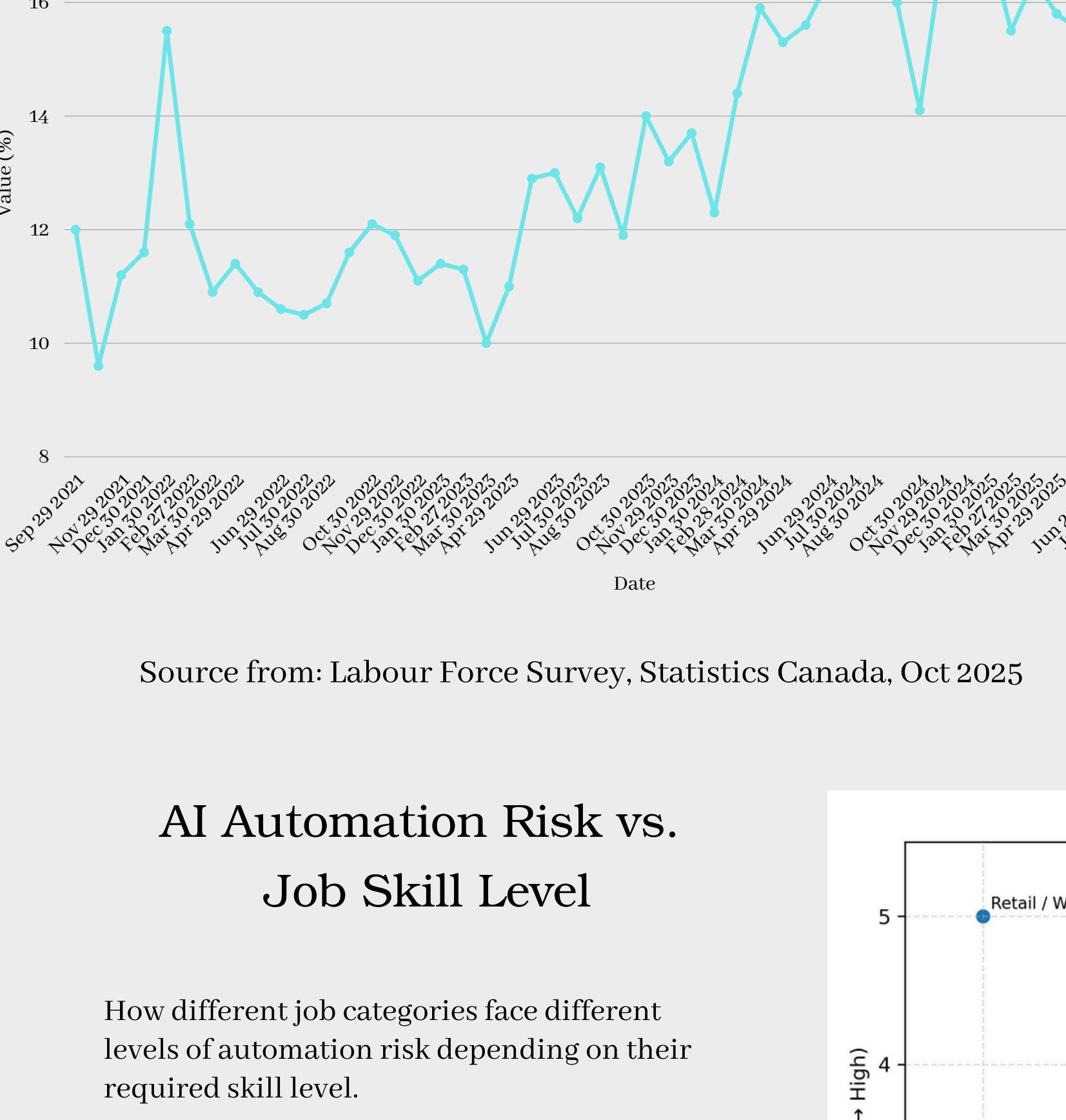


In October 2025, Amazon cut 14,000 corporate jobs as it shifted toward AI and automated systems. This highlights a clear message for young workers in the GTA: as AI investment grows, entry-level job opportunities are shrinking.

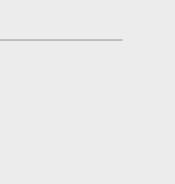
Source: CBC News, October 28, 2025

Presented by: Tough People

## Google's daily search volume

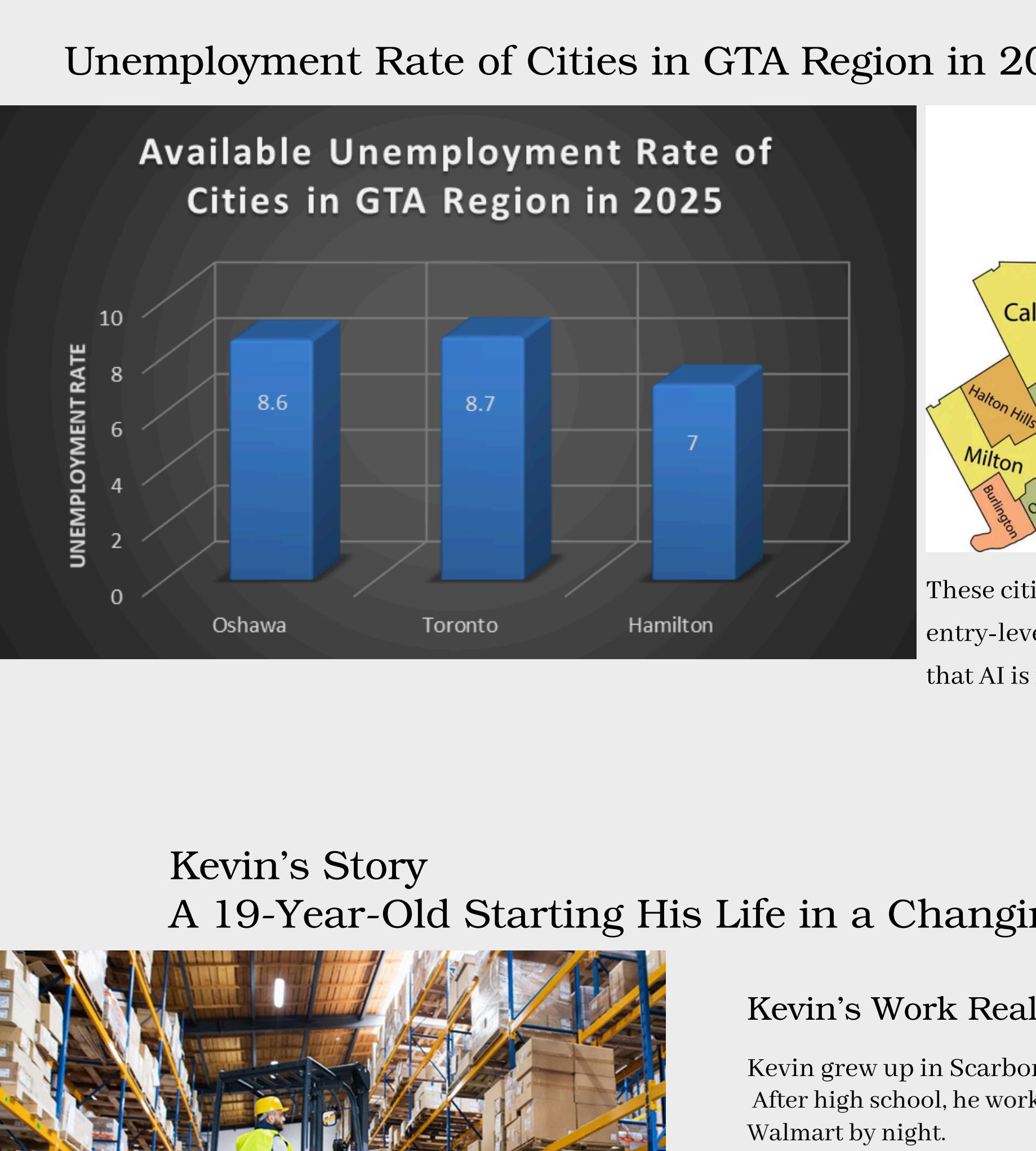


Source from: Google Trends



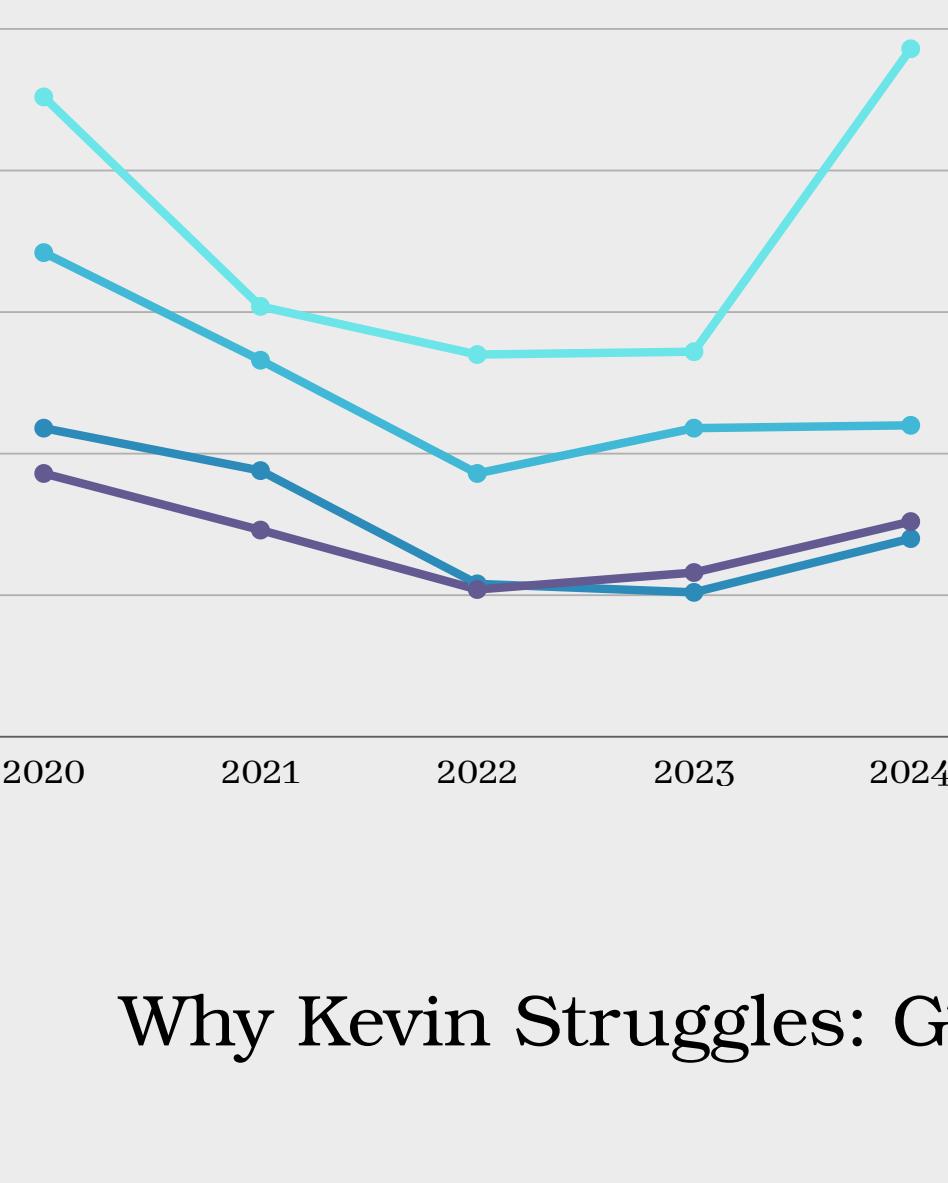
Interestingly, people have started paying more and more attention to these terms.

## Ontario Youth Unemployment Rate

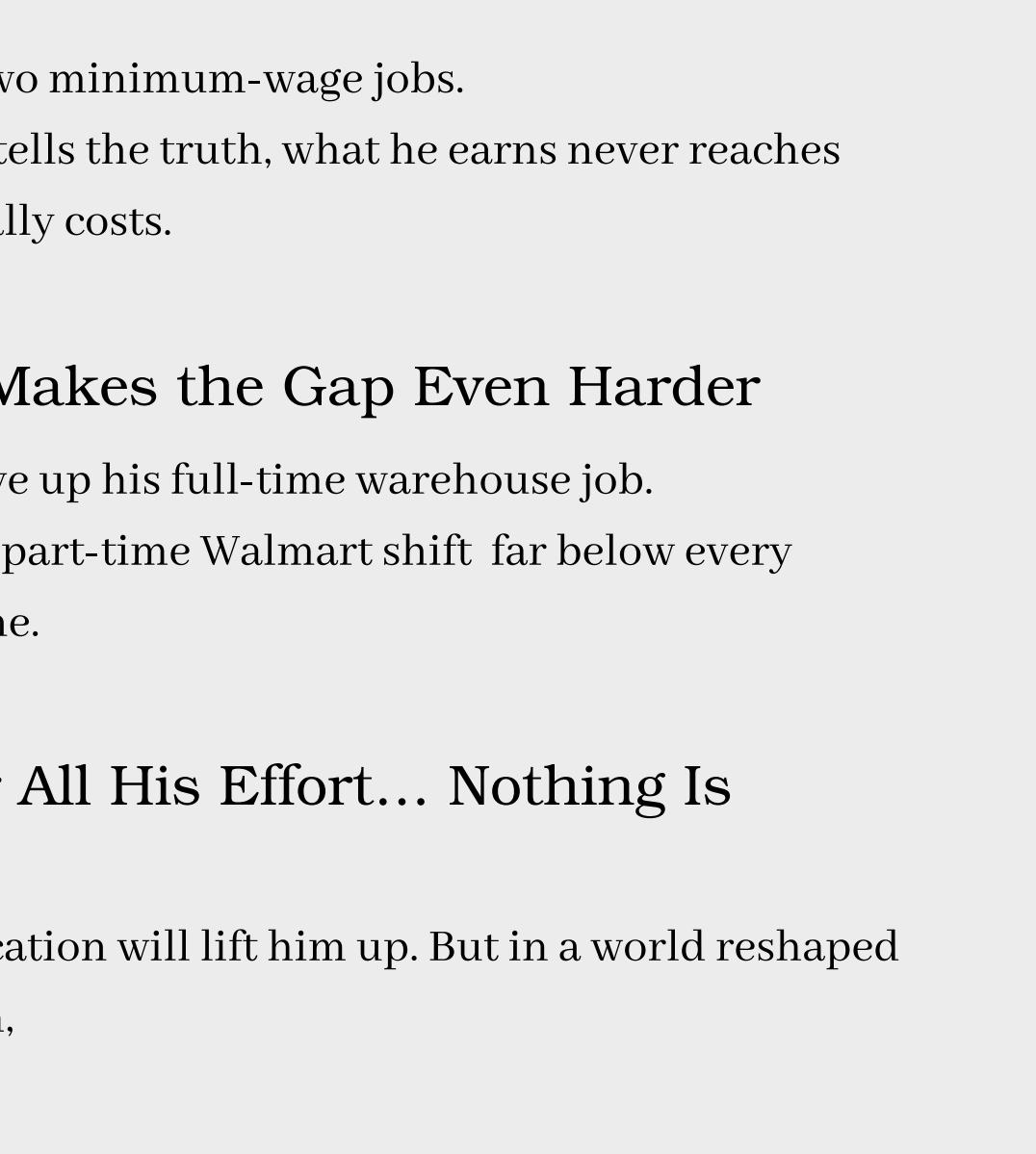
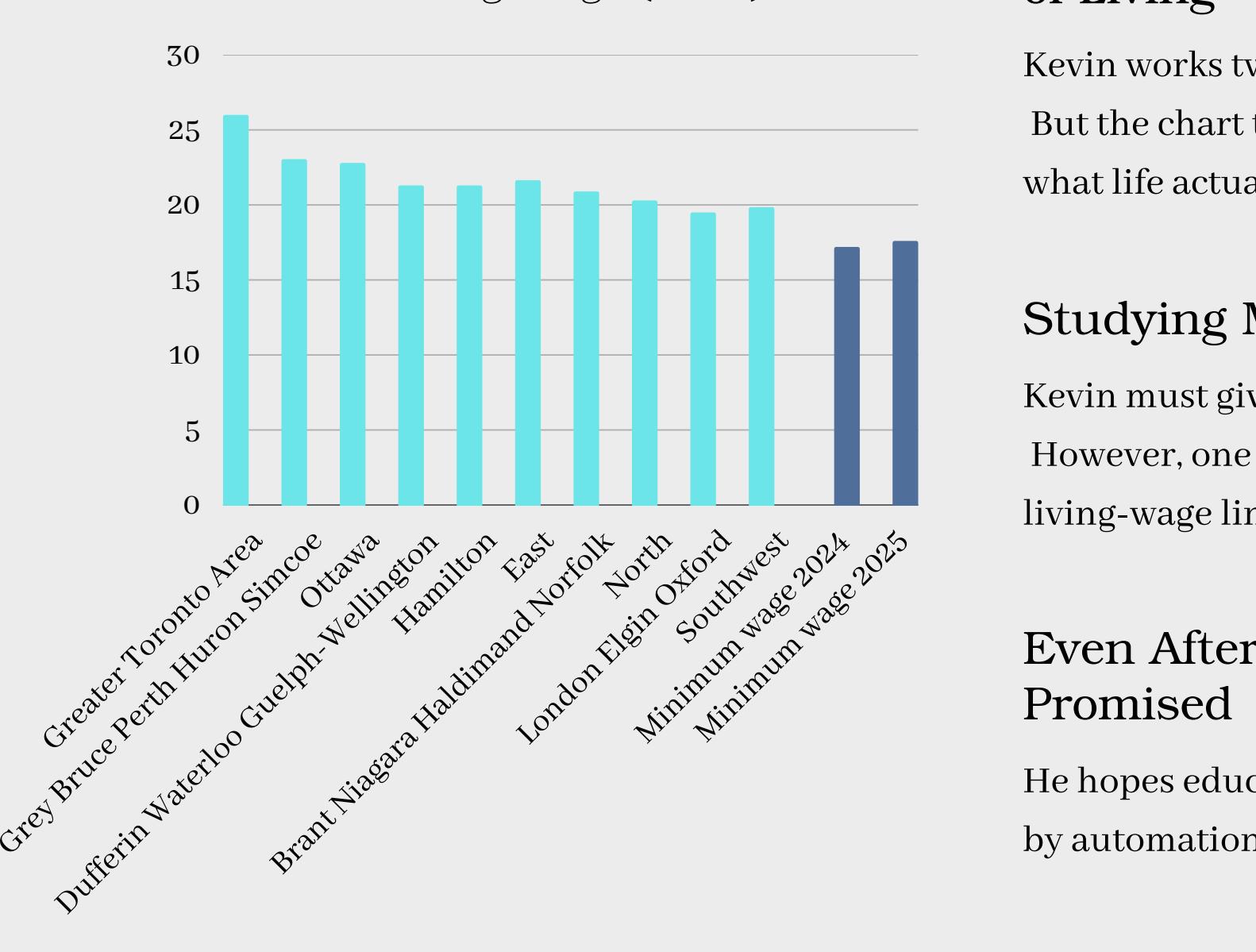


## AI Automation Risk vs. Job Skill Level

How different job categories face different levels of automation risk depending on their required skill level.



## Unemployment Rate of Cities in GTA Region in 2025



These cities also have large concentrations of entry-level and routine jobs – the types of work that AI is most likely to automate first.

## Kevin's Story A 19-Year-Old Starting His Life in a Changing Job Market



## Why Kevin Wants to Upgrade His Education

Higher schooling = lower unemployment. Kevin hopes college will give him stability.

## Kevin's Hope

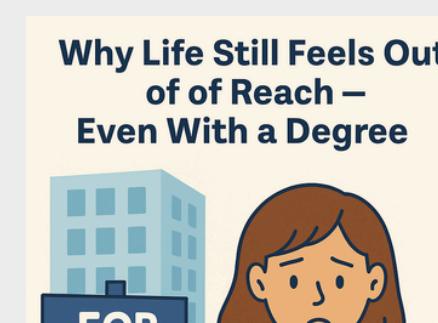
Kevin hopes college is his way out – toward a stable job, and a future not threatened by automation.

## Education Helps — But AI Is Changing the Job Market

How AI Changed the Rules, As AI rapidly entered workplaces, many tasks traditionally done by new graduates became automated:

- Data organization → generated by AI
- Administrative paperwork → filled automatically
- Basic market research → summarized by AI
- Customer support → replaced by AI chatbots

Companies now need fewer true beginners and expect more from the ones they hire.



## The Cost-of-Living Challenge

Now, Alice wants to begin her adult life—move out, get a full-time job, and become independent. Of course that is somewhat impossible living in the GTA.

Example of bachelor apartment average rent: 1900–2200\$ month

Starting salaries for business/admin grads: \$38k–\$45k p.a.)

Post tax: not enough to pay the rent + transportation + groceries

Even if you are still going to have to pay back those student loans



## Alice — A Degree is No Longer a Safe Bet

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## Alice's Work Reality

Alice grew up in North York.

She worked hard through university, graduating with a business degree in 2023, the same year many employers started cutting entry-level hiring because of AI.

But every job posting seemed to expect:

- "3–5 years experience" for an entry-level job
- Ability to "work with AI tools," even when training wasn't offered
- A portfolio she never had the chance to build in school

## ALICE'S STORY A 23-YEAR-OLD GRADUATE FACING A NEW AI-SHAPED ECONOMY



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