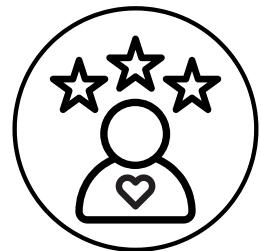


GradRise

Bridging the skill gap — Empowering You Inside and Out

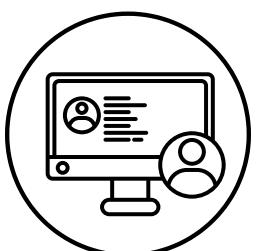
The Crisis Facing Graduates



Experience-Knowledge Gap:
Employers demand “work-ready” grads;
universities don’t always deliver.

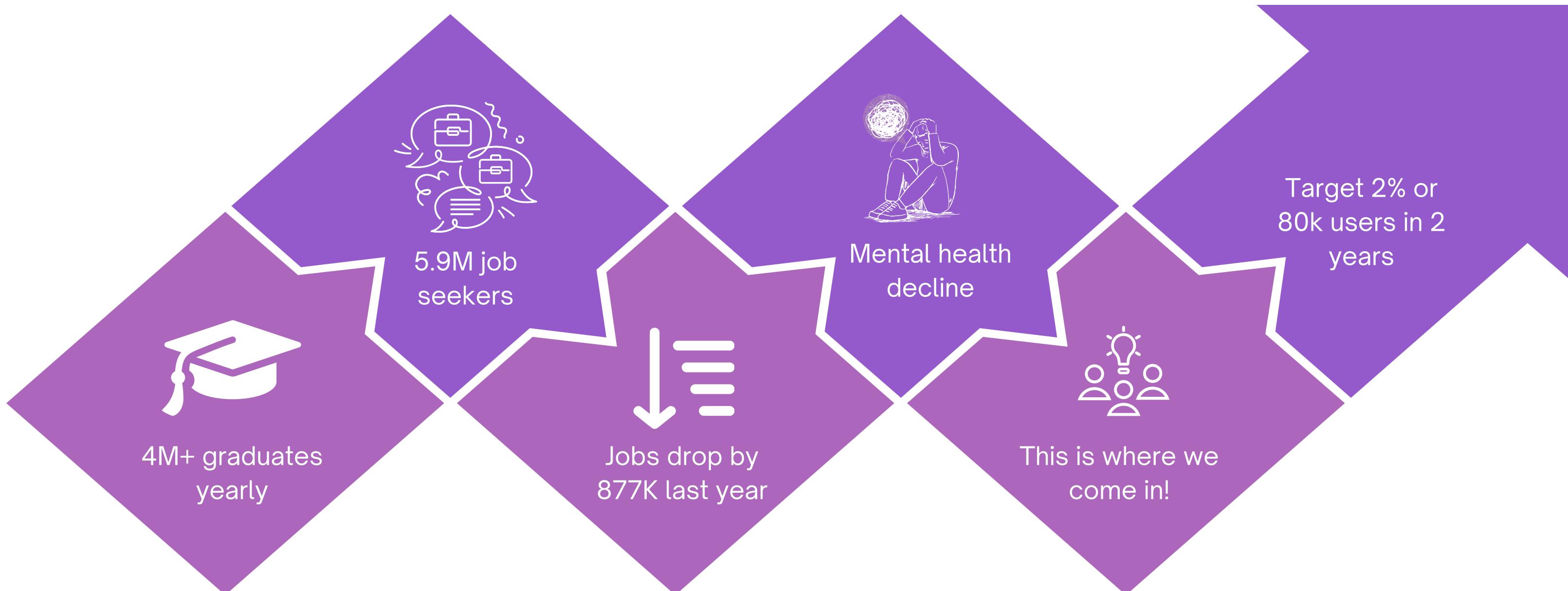


Mental Health Strain:
79% of graduates experience clinical-level anxiety during job search.



AI Application Tsunami:
58% of job seekers use AI tools to mass-apply, diluting visibility.

Market Gap: Thought Process



Who We Serve

People navigating uncertainty while striving for meaningful career breakthroughs



Final-year students & recent grads (0–2 yrs)



Career switchers & non-linear career paths



Job seekers experiencing mental health strain



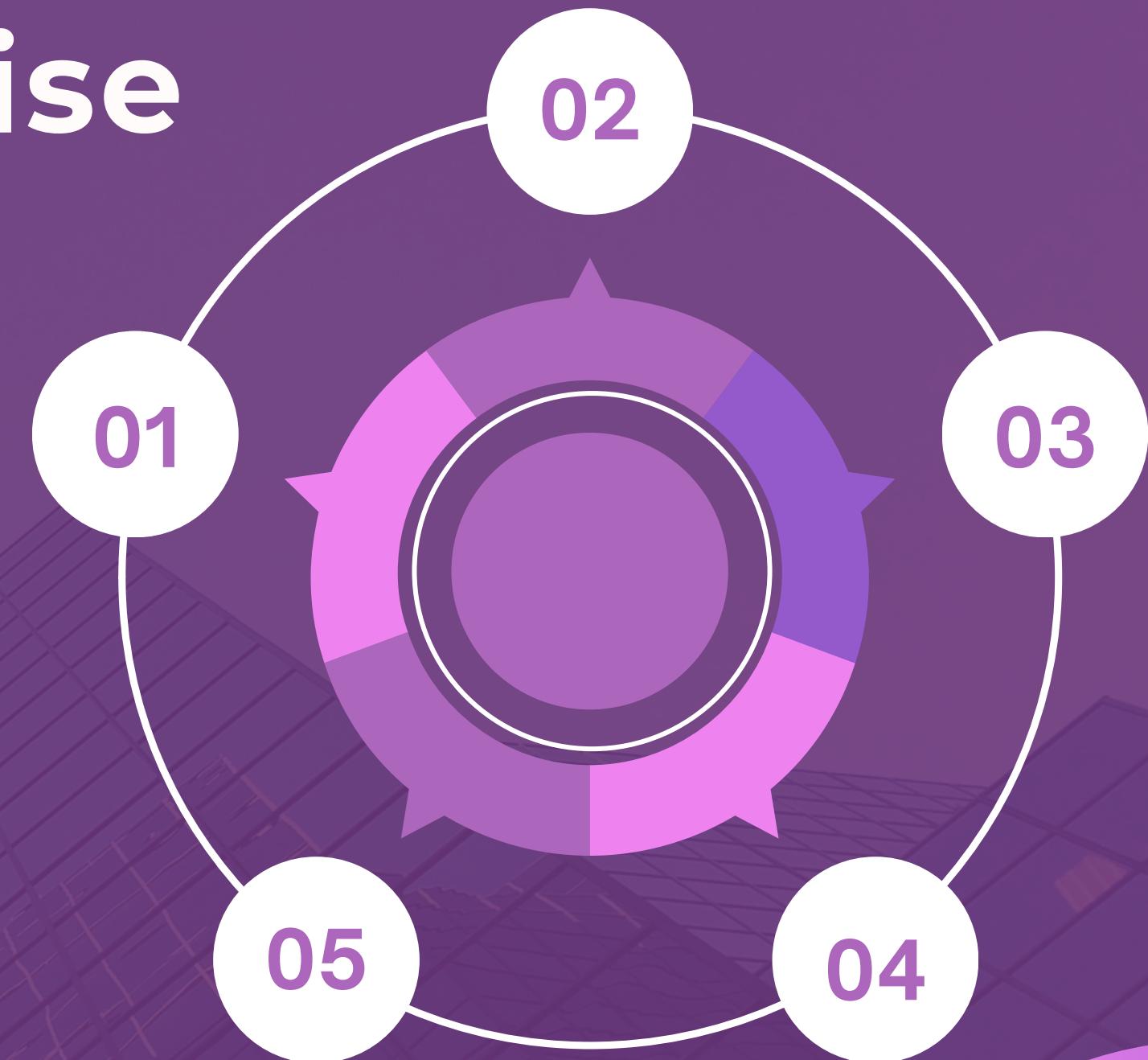
A Healthier, Smarter Job Search

We aim to turn the job hunt from a lonely, chaotic grind into an empowering, emotionally supported journey—where every graduate can grow, get hired, and thrive.

Presenting: GradRise

A smart web tool that bridges the gap between academia and workforce, while keeping mental health as a priority

- 01** Web Based Application (Runs on browsers)
- 02** Powered by GenAI, with role-based simulations, and community focus
- 03** Browser plugin for easy application tracking and skill gap insights
- 04** Mental Health Integration and goal setting features
- 05** User data anonymized and securely stored as per compliance laws



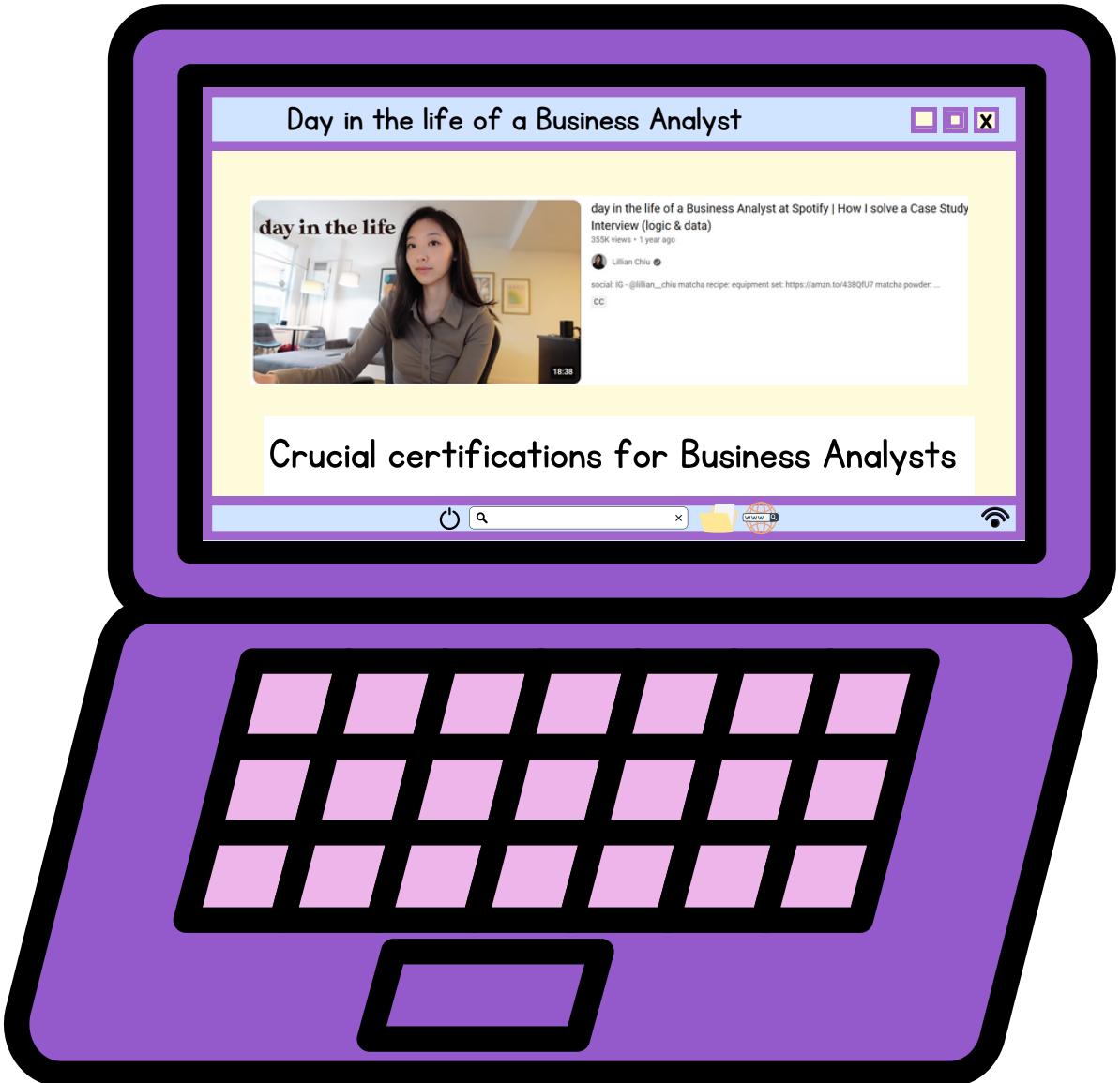
Feature: Career Previews

GenAI-powered ‘Day in the Life’ simulations customized to user chosen career paths

Sources videos and courses, using GenAI to match them to user career goals and skill level

Helps reduce uncertainty by showing role expectations upfront

Especially valuable for exploring non-linear or unfamiliar paths



How it solves the problem:
Offers a practical understanding of what the role entails

Feature: Daily Gameplan

Daily Gameplan

+50 points

| Job title + Link | Company | CV Match Percentage | Number of Applicants | Cover Letter |
|-----------------------------------|------------------|---------------------|----------------------|-------------------------------------|
| Business Analyst | HLL | 92% | 50 | <input checked="" type="checkbox"/> |
| Senior Analyst | Strawberry Labs | 84% | 25 | |
| BI Associate I | Capgemini | 90% | 15 | <input checked="" type="checkbox"/> |
| Analyst - Finance | Indus Technology | 88% | 4 | <input checked="" type="checkbox"/> |

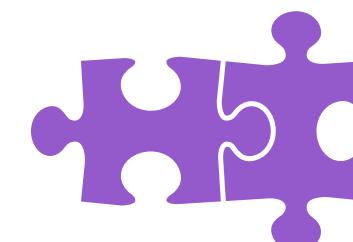
+50 points

| Task List |
|---|
| Complete Udemy Module 1 (Data Science in the Cloud) |
| Watch Day in the Life of a BA Video on YouTube |

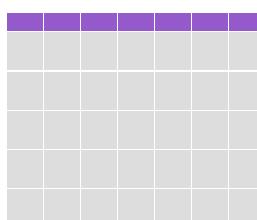
How it solves the problem:
Gives actionable steps to get job ready



Generates a personalized daily checklist based on user goals, progress, and emotional state



GenAI scans the web for curated job postings and highlights user skills that need to be developed



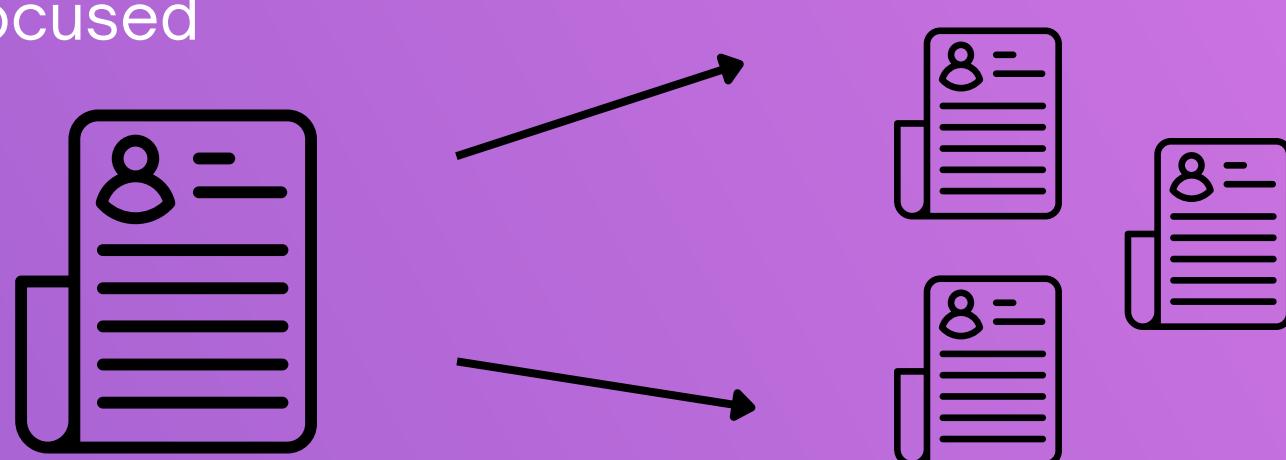
For each job, user gets a detailed breakdown with the application link and mentor resources



Completing tasks (like applying to jobs or updating your CV) earns points to unlock premium resources and features

Feature: 1-Click CV Tailoring

- User uploads one detailed CV, and receives auto-generated tailored versions per job
- Highlights the most relevant skills and experience for each posting
- Saves time while beating ATS filters with role-aligned language
- Keeps user job hunt organized and focused



How it solves the problem:
Helps users tackle the resume tsunami

Feature: Low-Competition Jobs

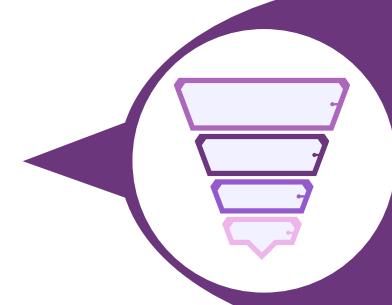
- AI scans job listings for volume and recency and prioritizes high-opportunity leads
- Helps users avoid oversaturated postings and boosts job visibility
- Focuses effort where chances of standing out are higher
- Encourages smarter, not harder, applications



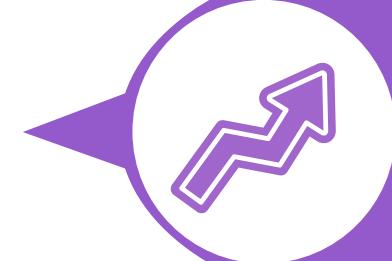
Feature: Application Tracker



Browser extension automatically logs jobs you've applied to with the related metrics



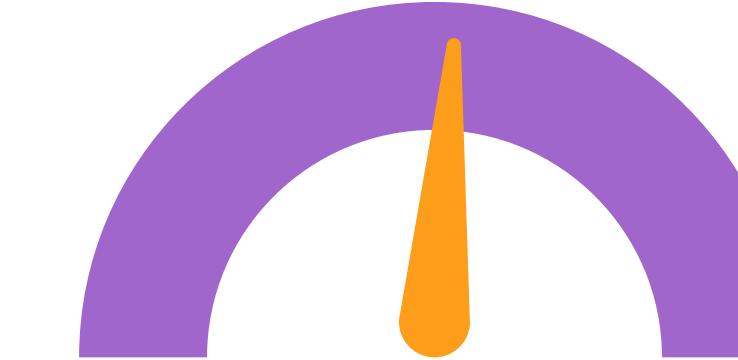
Organizes your job hunt visually within the Application Funnel



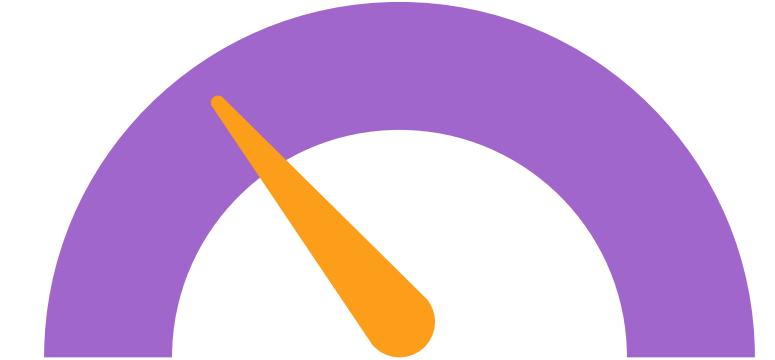
Triggers motivational notifications when milestones are reached (e.g., 50 applications)



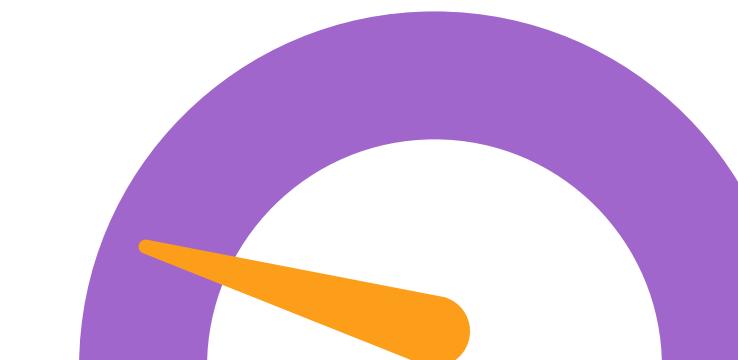
Encourages consistent activity by rewarding streaks and completed applications



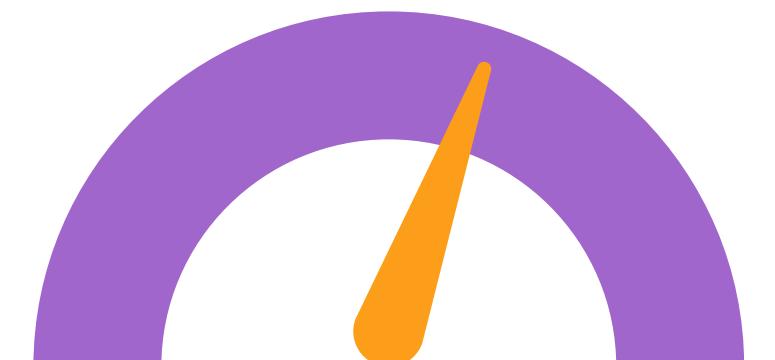
Total applications sent



Response rate



Days since last application



Motivation Score

How it solves the problem:
Tracks user progress to give personalized mental health suggestions

More Features

How they solve the problem:
Help users develop job ready skills and keep them supported



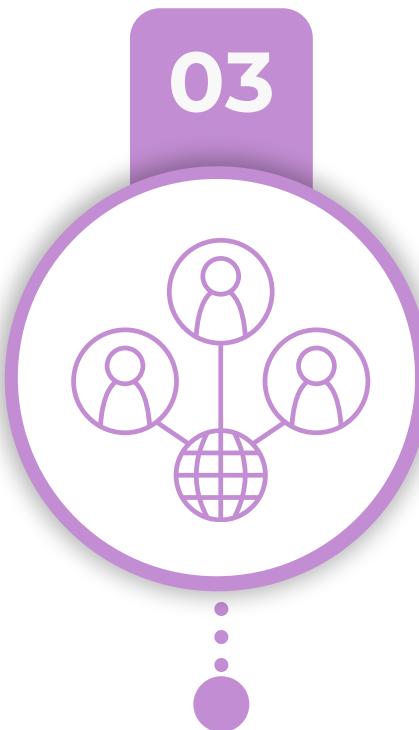
Skills Simulator

- Live, scenario-based feature
- Users are assigned team roles (e.g., analyst) and must collaborate and work through simulated workplace challenges together in real-time



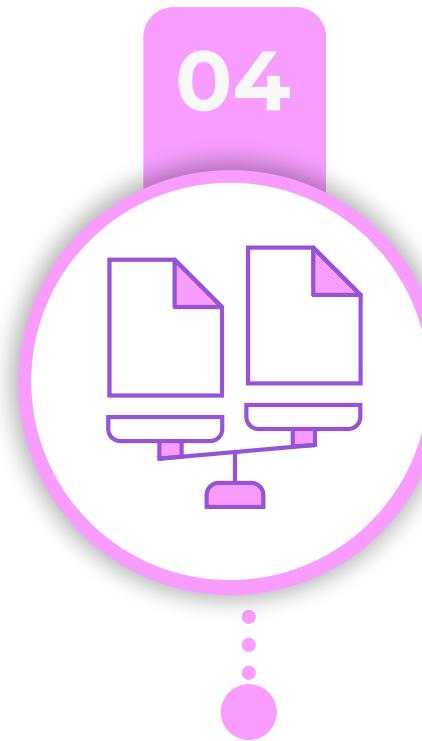
Accountability Partner + Cheerleader

- Matching algorithm pairs users with accountability partners on a similar path
- Users can be cheerleaders for each other to help them stay motivated
- Virtual co-working for applications



Mentor & Referral Connect

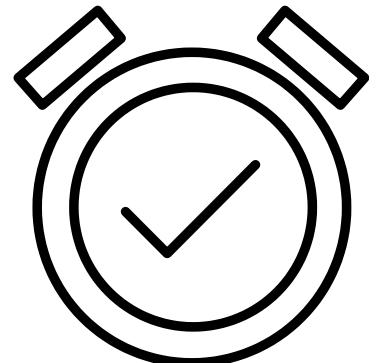
- Partners with universities to access alumni data
- Matches users with goal aligned, near-future career mentors
- Auto-generates a referral request message based on conversations with the mentor



Offer Comparison Tool

- Incentivizes users to input job offers to measure impact
- GenAI features used to compare offers, pulling in verified market data (e.g., Glassdoor) to highlight the best offer

How we improve Mental Health



Mental Health Tracker

Daily check-ins using emojis to monitor user's emotional wellbeing



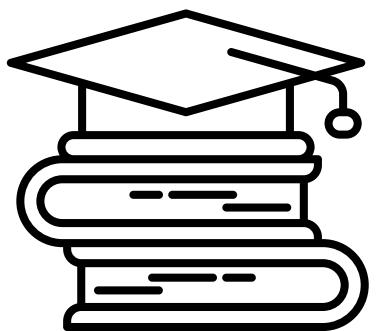
Sentiment-Aware Journal

Analyzes journal entries to provide supportive notifications and wellness resources



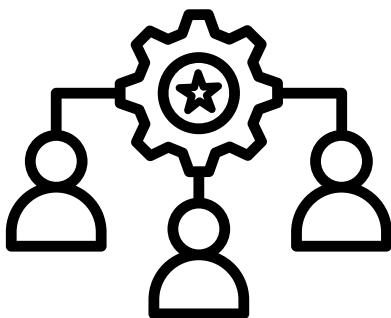
Motivational Logic Engine

Automatically sends uplifting messages after application milestones or rejections



Integrated Resources

Curated support links from national and university-based services



Community Support Options

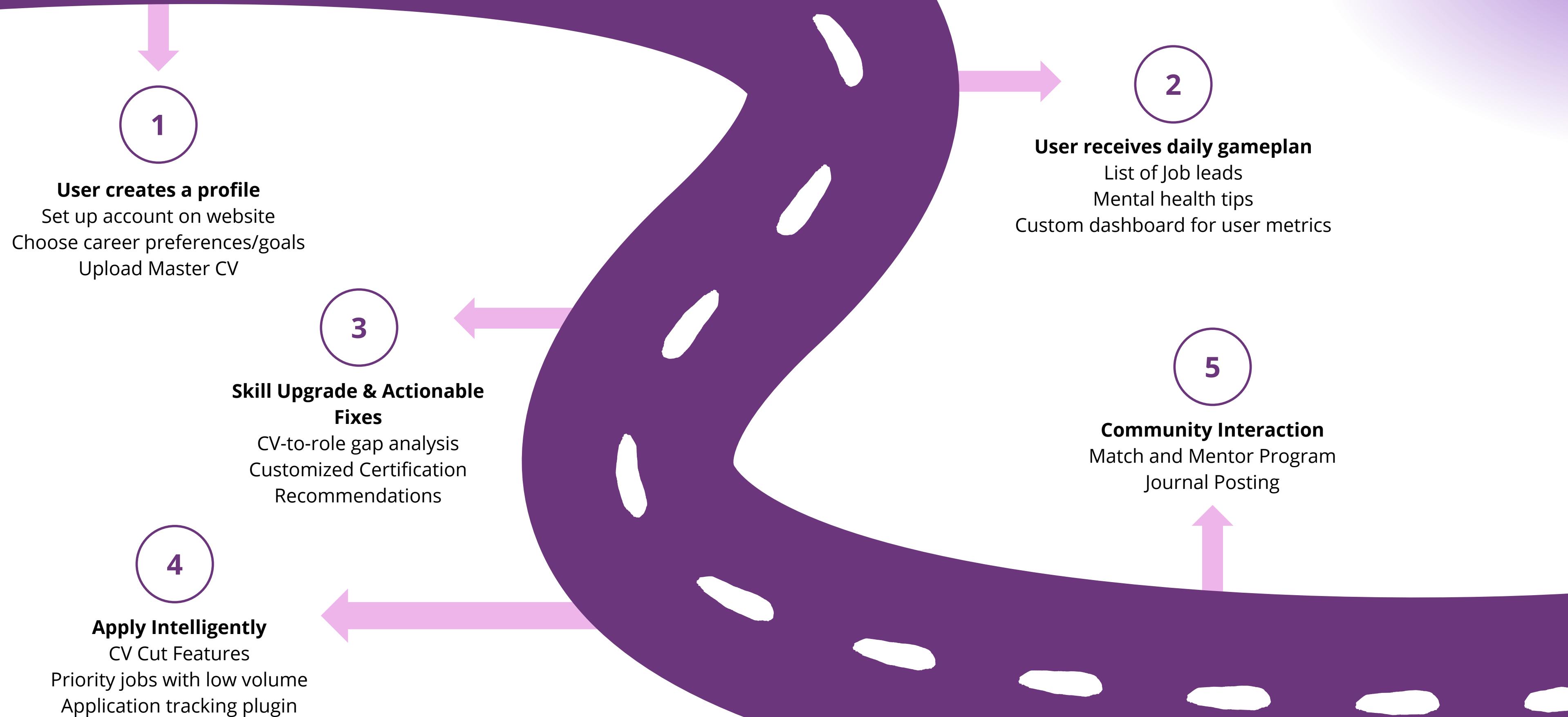
Anonymous journal sharing and reactions from peers for emotional encouragement



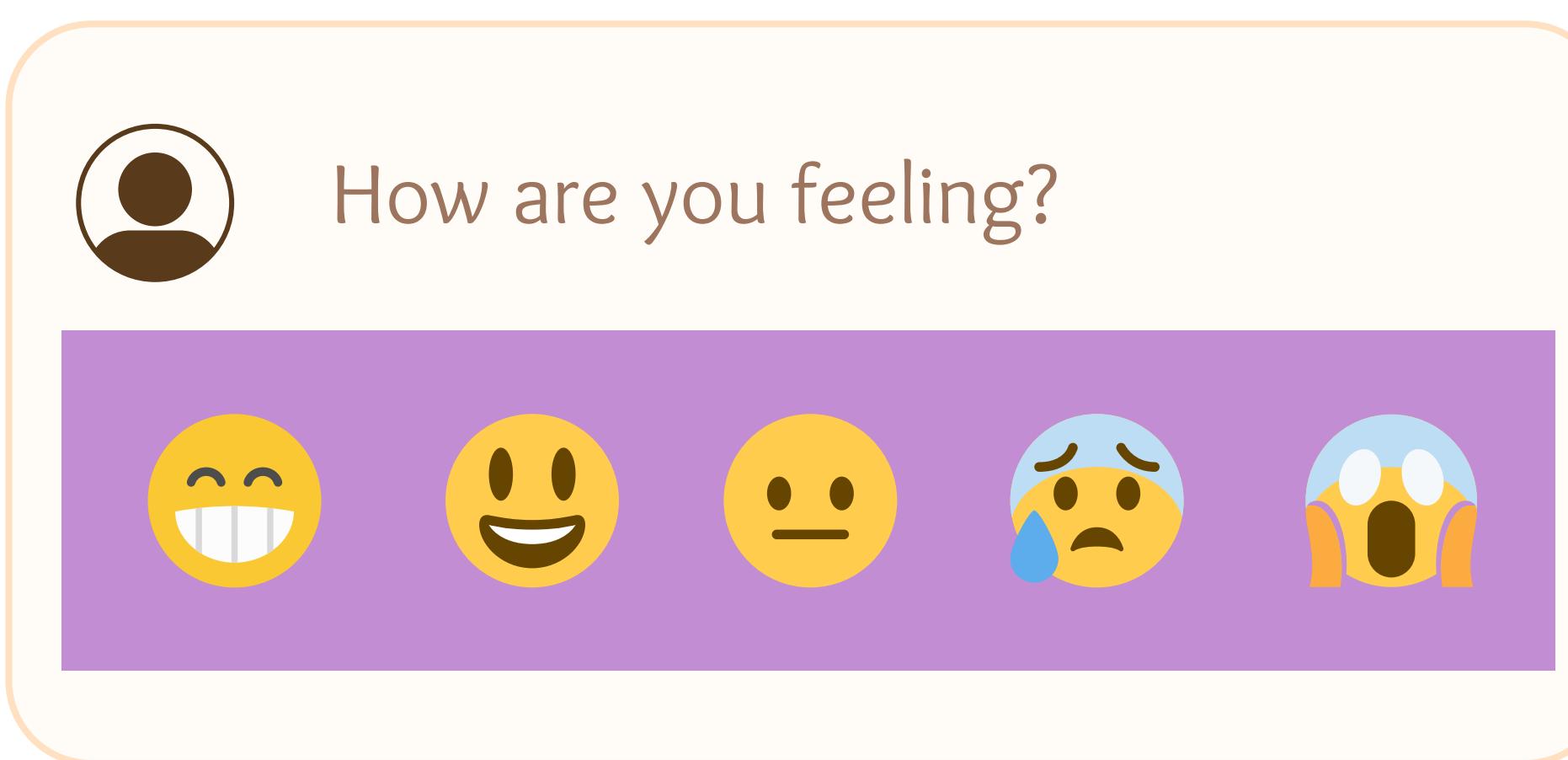
Process Gamification

Progress earns points, this gamification reduces burnout and makes the job hunt feel like progress, not pressure

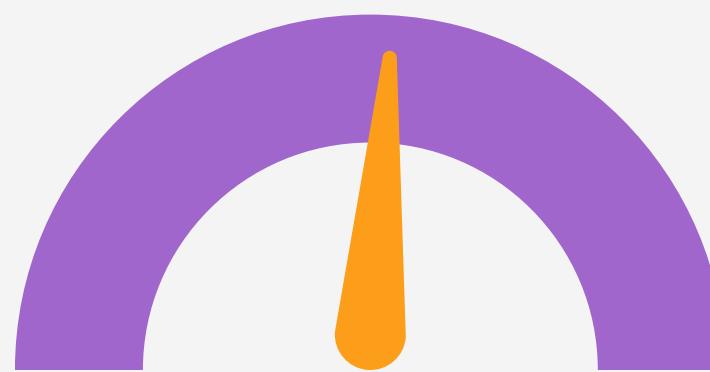
User Journey



User Journey: Screen 1



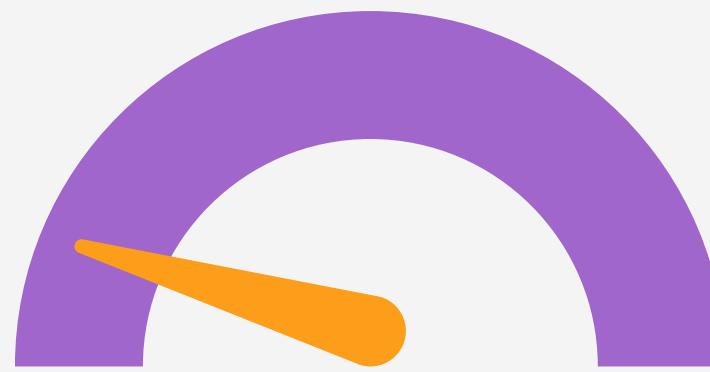
User Journey: Screen 2



Total applications sent



Response rate

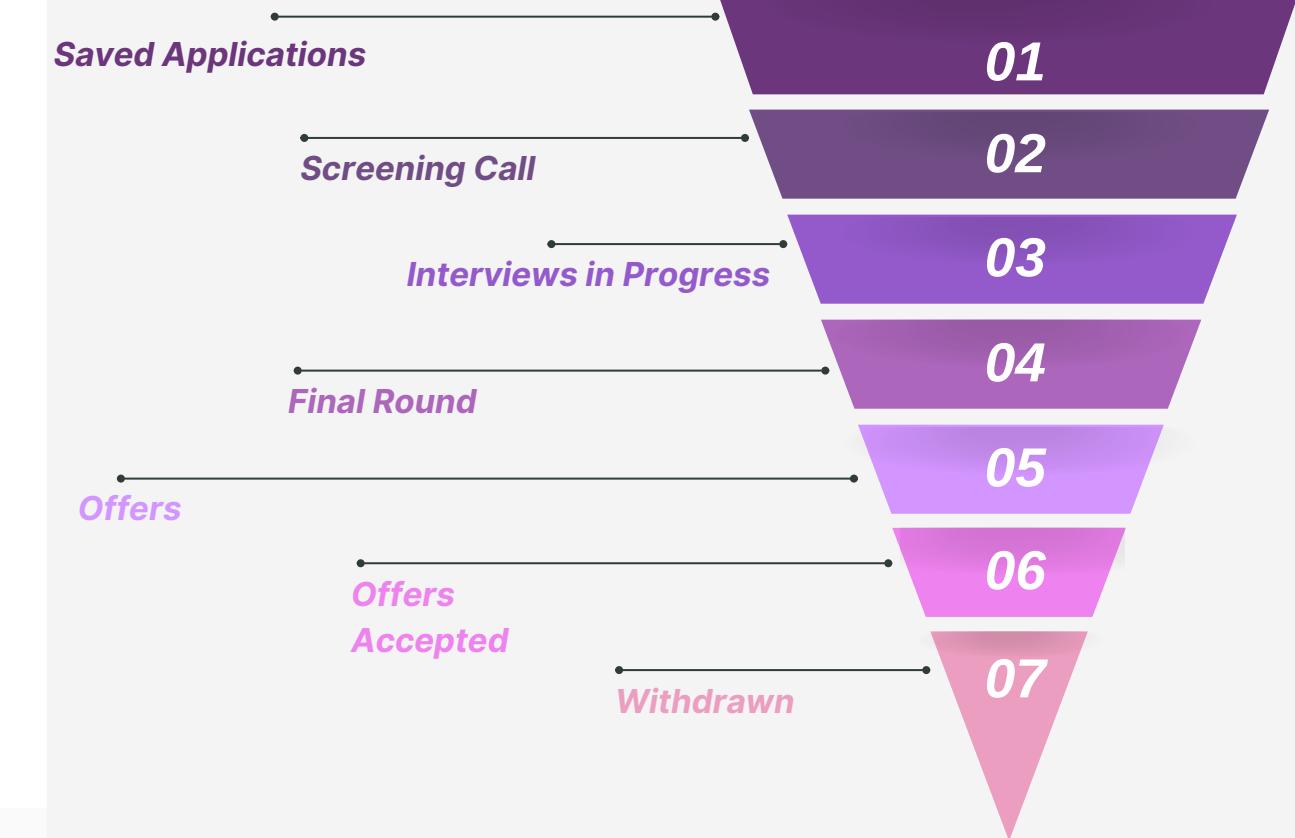


Days since last application



Motivation Score

Application Funnel



User Journey: Screen 3

◆ Daily Gameplan

+50 points

| Job title + Link | Company | CV Match Percentage | Number of Applicants | Cover Letter |
|-----------------------------------|------------------|---------------------|----------------------|-------------------------------------|
| Business Analyst | HLL | 92% | 50 | <input checked="" type="checkbox"/> |
| Senior Analyst | Strawberry Labs | 84% | 25 | <input type="checkbox"/> |
| BI Associate I | Capgemini | 90% | 15 | <input checked="" type="checkbox"/> |
| Analyst - Finance | Indus Technology | 88% | 4 | <input checked="" type="checkbox"/> |

+50 points

| Task List |
|---|
| Complete Udemy Module 1 (Data Science in the Cloud) |
| Watch Day in the Life of a BA Video on YouTube |

◆ Mentor Connect

Kevin H.
Growth Strategy

Alia G.
Analytics Lead

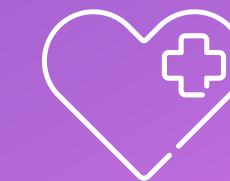
Why our product matters



Human-centered AI to
personalize job
strategy



Mental health
integrated into job
tracking

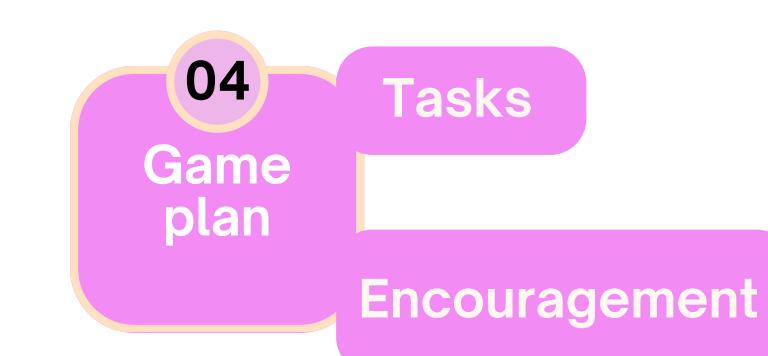
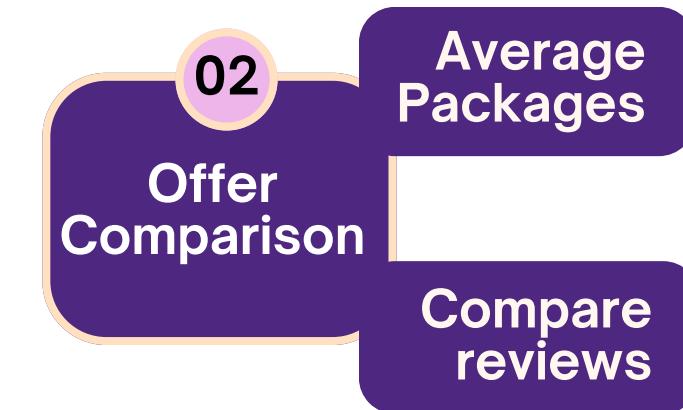
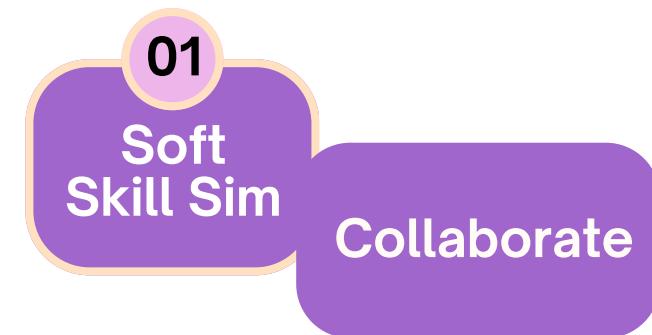


Alumni & peer support
for emotional and
career growth

Scalable Plans

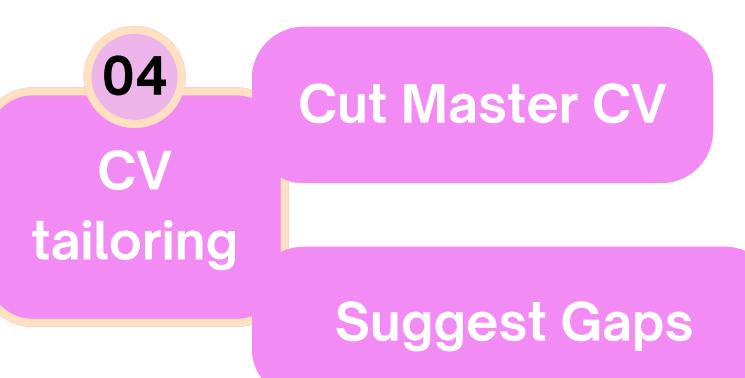
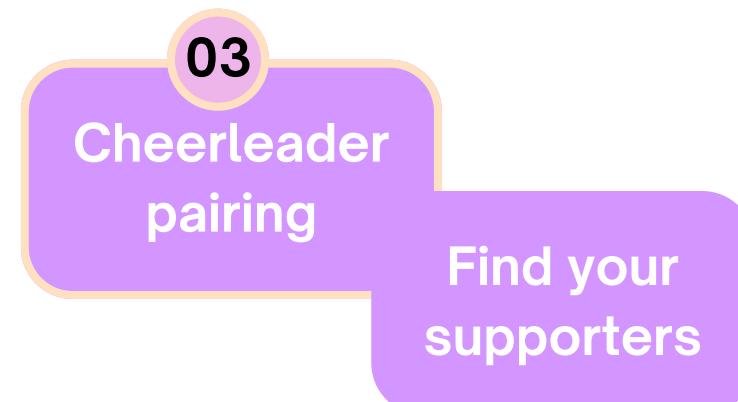
Basic Plan

FREE



Premium

\$



Success Metrics



North Star Metric

Career Commitment Index

- Application progress %
- Mood/stress levels
- Job placement
- Premium conversion rate



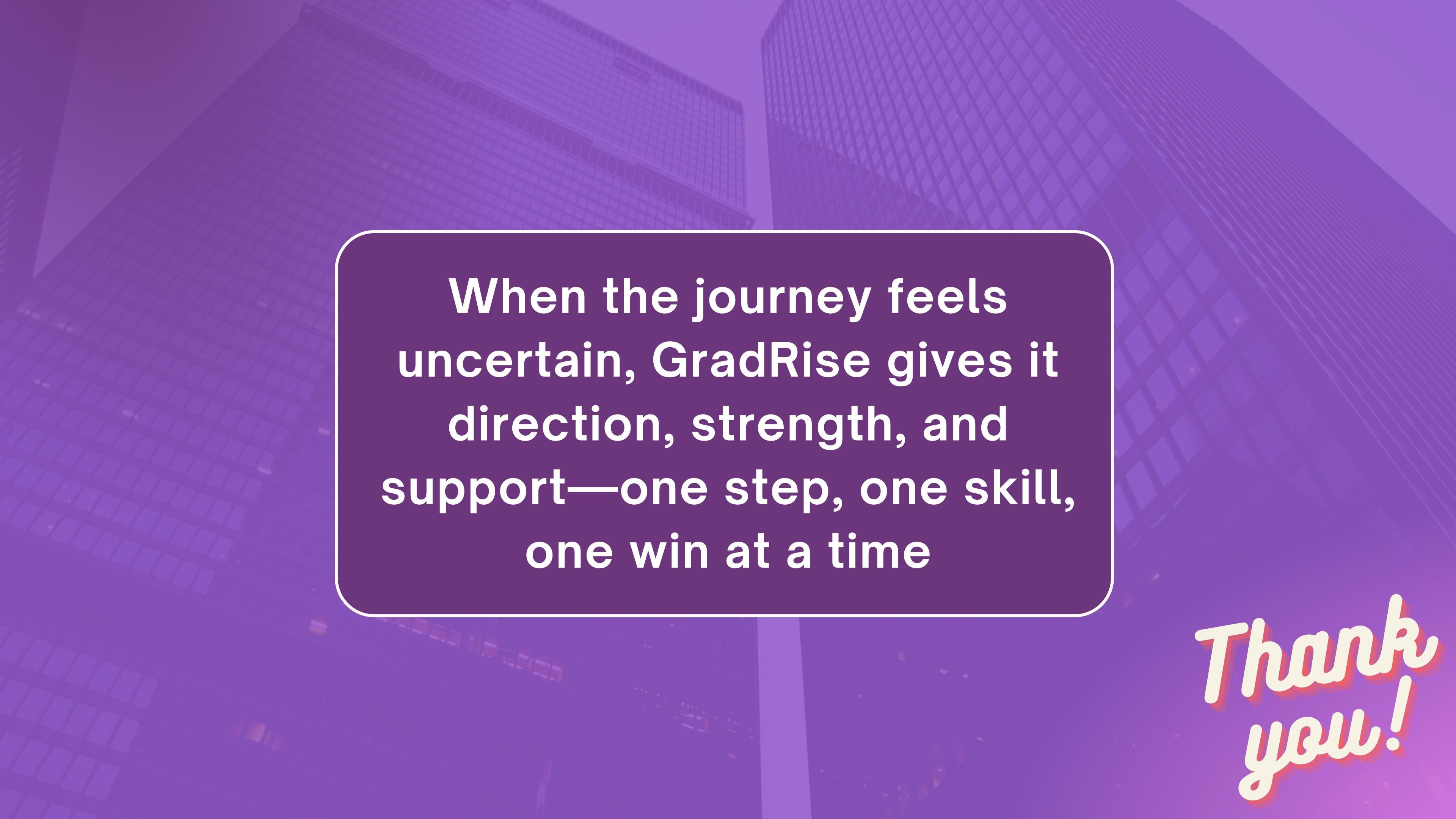
Site Metrics

- Website visitors & active users
- Profile creations
- Offer acceptance rate
- Happiness tracker engagement



Vanity Checks

- Website visits without logins
- Journal engagement without job activity
- Excessive applications with no tailoring



When the journey feels
uncertain, GradRise gives it
direction, strength, and
support—one step, one skill,
one win at a time

Thank
you!