



"The best guide to your future"

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Executive Summary



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- III Facilitate life transition by creating a streamlined and integrated lifestyle transition platform.
- III Anticipate possible queries and concerns addressed with added services
- III Help people create a holistic road map for their future, have them coming back to the platform for the community.

Why is this needed?

- III Complex and decentralized job hunting process.
- III Greater emphasis on lifestyle-job balance.

Vision



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-  One-stop information hub
-  Lifestyle transition platform
-  Active community



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User Side



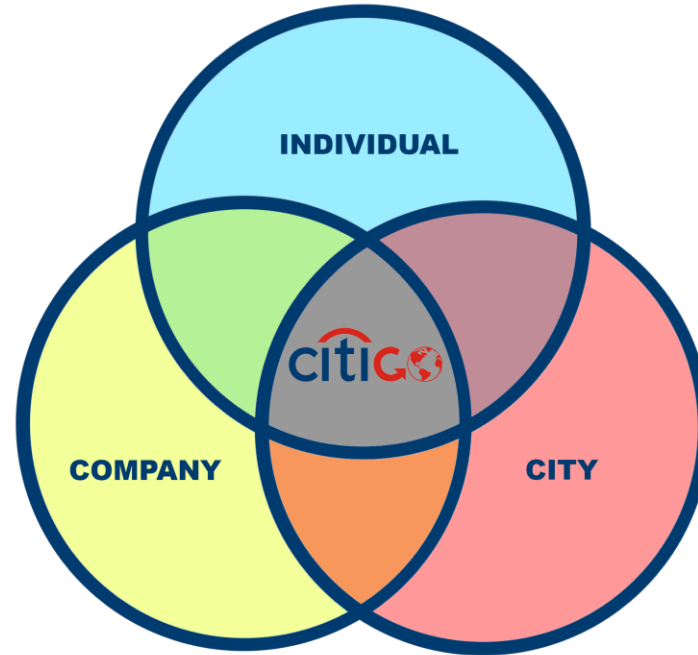
Company Side



City Side



Pain Points



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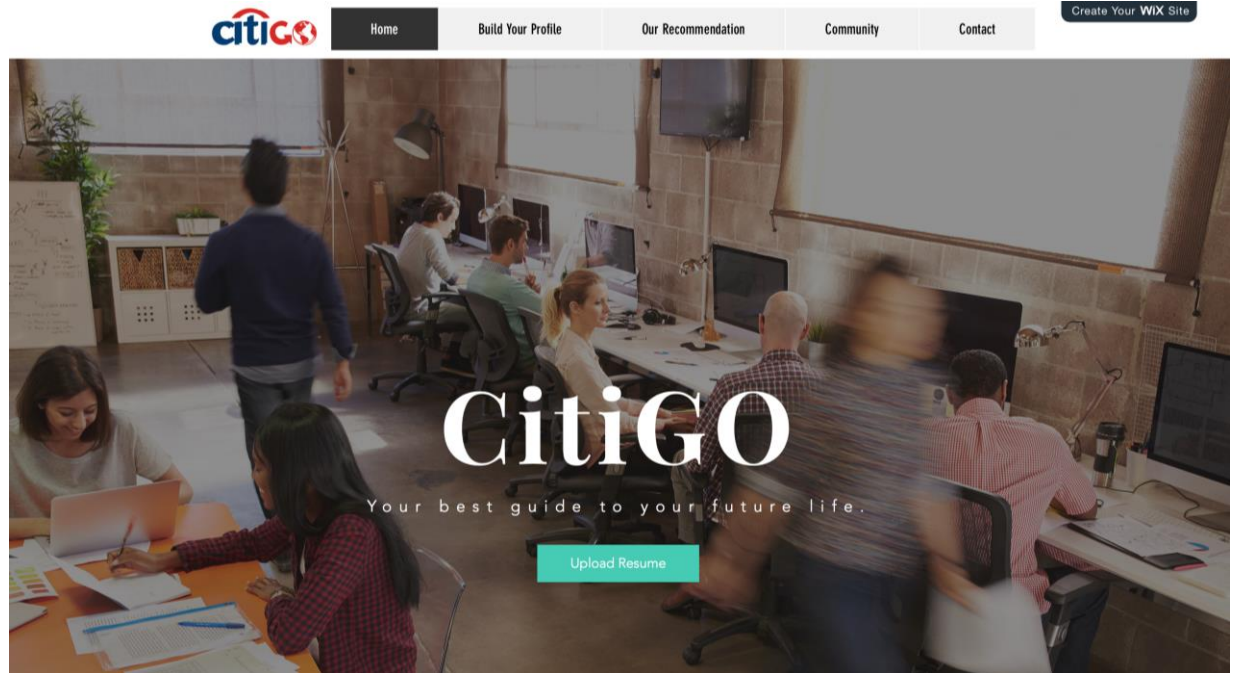
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Product Mockup



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A product mockup of a web form titled "Help us to know about you professional priorities". The form is displayed on a website with a dark header and a blurred background image of a person. The header includes navigation links: Home, Build Your Profile, Our Recommendation, Community, and Contact. A "Create Your WIX Site" button is also present. The form itself has a white background and a thin border. It contains a dropdown menu for "Pick Your Target Industry", a section for ranking professional factors, and three text input fields for future goals, salary, and commute. A "Next" button is at the bottom of the form, and a "Free website tools" link is at the bottom right.

Home Build Your Profile Our Recommendation Community Contact

Create Your WIX Site

Background Professional Lifestyle

Help us to know about you professional priorities

- Pick Your Target Industry -

Rank the top 5 professional factors that matters the most to you

☐ Desired Salary ☐ Company size ☐ Traveling time ☐ Working hours ☐ Commute hours

☐ Professional Network Opportunity ☐ Sponsorship/Visa Information

☐ Benefits offered by the company

What do you see yourself in 5 years?

What's your desired salary range?

How long you willing to commute?

Next

Free website tools

Product Mockup



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Top 5 Cities Picked for You

1. Austin, TX
95% Match

Austin is the state capital of Texas, an inland city bordering the Hill Country region. Home to the University of Texas flagship campus, Austin is known for its eclectic live-music scene centered around country, blues and rock.

Top companies for Data Scientists:
3M, Apple Inc., Hewlett-Packard, Google, Facebook



Details

2. Chicago, IL
91% match

Chicago, on Lake Michigan in Illinois, is among the largest cities in the U.S. Famed for its bold architecture, it has a skyline punctuated by skyscrapers such as the iconic John Hancock Center, 1,451-ft. Willis Tower (formerly the Sears Tower) and the neo-Gothic Tribune Tower.

Top companies for Data Scientist:
Uptake, Civis Analytics, Enova, Avant, Kar



Details

3. Silicon Valley, CA
85% match

Silicon Valley is a nickname for the southern portion of



Product Mockup



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Austin, TX

Jobs

SWITCH JOB TITLE

Data Scientist
Apple

Apply

Data Scientist
Facebook

Apply

Data Scientist
Twitter

Apply

Data Scientist
Google

Apply

About the City

Join Community

Things to Do in Austin



Types of Things to Do

Top Attractions
Shop Tours & Tickets

Types of Attractions

- ☐ Sight & Landmarks (78)
- ☐ Nature & Parks (56)
- ☐ Museums (56)
- ☐ Tours (105)
- ☐ Outdoor Activities (108)
- ☐ Fun & Games (64)
- ☐ Nightlife (205)

More

Sort by: Ranking Book Online



Texas State Capitol
4.5 (6,118 reviews)
#1 of 340 things to do in Austin
Architectural Buildings

BOOK A TOUR
Austin Hop-On Hop-Off Tour
from \$19.95
More Info
Capital of Texas Segway
Tour
from \$53.04
More Info
See All



LBJ Presidential Library
4.5 (2,555 reviews)
#2 of 340 things to do in Austin
Specialty Museums, History Museums

BOOK NOW
Austin Hop-On Hop-Off Tour
from \$19.95
More Info



Lady Bird Lake Hike-and-Bike Trail

BOOK A TOUR
Lady Bird Lake Hike-and-Bike Trail
from \$60.00

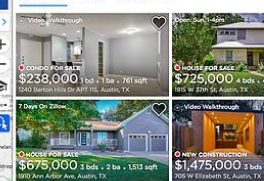
As our fees are getting added all the time. Save your search and be the first to know.

Get Started



Austin TX Real Estate 2,925 homes for sale, 10 unmatched.

Homes for You Newest Cheapest More



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Pros & Cons



Advantages

- 👍 More holistic system than current competitors
- 👍 Real time update system
- 👍 Potential for monetization
- 👍 Spread of Citi brand name in consumer market
- 👍 Valuable user data can be used to improve the system/further insights
- 👍 People coming back because of community - long term sustainability
- 👍 Long term social well being - better fit for users

Gaps

- ⚠️ Data update and data quality challenges
- ⚠️ High investment cost in technology - building algorithms & models
- ⚠️ High maintenance cost and efforts

Action Plan



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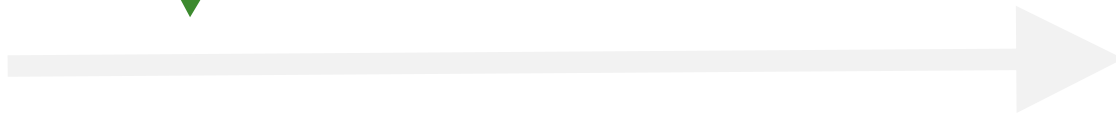
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2018



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