

# Project presentation

Presented by Sandra Haro

# Origin of the creative idea

Synk IN is an EdTech platform offering skill-based courses, mock interviews, mentorship, and engaging weekly events to help learners excel.



# The pain of the Students

Students often feel disconnected from alumni and companies, making it difficult to find mentorship or career opportunities.

Companies struggle to identify and connect with skilled, job-ready talent, leading to inefficiencies in hiring.

01.

Students in tier-3 colleges lack clear motivation and an encouraging environment to pursue jobs or internships due to limited exposure to opportunities.

02.

Even skilled students get trapped in the college rat race, often settling for lower packages or, in some cases, no jobs at all.

03.

There is a significant lack of proper mentorship and guidance to help students navigate their career paths effectively.

# Ineffective Current Solutions

- Students rely on outdated college placement cells with limited reach and inefficient processes.
- Many turn to online platforms, which are often generic and fail to address the specific needs of tier-3 college students.
- Some students rely on peer support or self-study but lack access to structured programs, experienced mentors, and personalized guidance.



# Use Cases

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01

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# Empowering Growth

We aim to revolutionize the learning and placement process for tier-3 college students by offering:

- **Customized Industry-Ready Courses:** Tailored to students' interests and aligned with industry standards.
- **Mentorship and Mock Interviews:** Personalized mentorship sessions and realistic mock interview practice to enhance career readiness.
- **Engaging Weekly Events:** Webinars, seminars, meetups, and podcasts to foster knowledge sharing and networking.
- **Placement Assistance:** Structured and up-to-date placement programs, unlike the outdated systems currently available.
- **Unique Admission Strategy:** Students are admitted to our courses through a test that evaluates their willingness to learn, time commitment, and resource needs.

# Mind map

Exploring creativity



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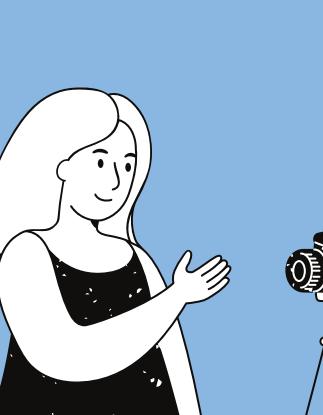
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## Success cases

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### Skill-Based Learning Pathways:

A student struggling with identifying their career path takes the initial test and gets personalized course recommendations. They follow the tailored curriculum, attend mentorship sessions, and secure a high-paying job in their desired field..

### Placement Preparation:

A final-year engineering student prepares for interviews through mock sessions and weekly webinars. They receive structured guidance on resume building and interview strategies, leading to placement in a top-tier company.

### Career Switch Assistance:

A professional looking to switch from a non-tech to a tech field enrolls in the platform, receives mentorship, attends live events, and upskills through targeted courses, eventually landing a job in software development..

### Collaborative Growth:

A group of students attends a weekly meetup and forms a project team. With mentorship and resources provided by the platform, they build a successful project, which adds significant value to their portfolio..



# Final reflections and future steps

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**Thank you  
very much!**

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