



# Career Route – MVP

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**Date: 21/09/2025**

# 1- Core Problem / Need :

## **Problem for Users (Students, Graduates, Early Professionals)**

**Lack of guidance:** They don't know what exact skills are needed to succeed in their desired career paths.

**Information overload:** Free content on YouTube or social media is too generic, conflicting, and not tailored to their personal situation.

**Accessibility issues:** Formal coaching programs are often expensive, in English only, and not adapted to the local job market.

**Missed opportunities:** Without proper guidance, they waste months or years experimenting, choosing the wrong paths, or failing interviews

## **Problem for Experts (Professionals with 3–10+ years of experience)**

**Untapped value:** They hold practical, real-world knowledge but lack a structured channel to share and monetize it.

**Scattered platforms:** LinkedIn and Facebook groups allow knowledge sharing, but not in a professional, monetized, or organized way.

**Barrier to entry:** Starting private coaching requires marketing, and trust-building—too complex for most individuals.

## **Core Need:**

There is a strong need for a centralized, easy-to-use, and trusted platform where learners can instantly access verified experts in their field, book short personalized sessions, and get practical, affordable career guidance. At the same time, experts need a platform that makes it simple to share their experience, build credibility, and earn income without the hassle of self-promotion or complicated setup.



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## **2- Target Audience:**

### **- Primary Users (Clients)**

University students & fresh graduates (18–28): looking for direction on how to start their careers.

Early-career professionals / juniors: need to upskill or switch career paths with proper guidance.

Freelancers: seeking mentorship to grow their business and avoid common mistakes.

### **- Secondary Users (Experts/Coaches)**

Professionals with 3–10+ years of experience in fields like Tech, Marketing, HR, Finance, and Design.

Interested in sharing knowledge, building credibility, and generating side income.

Seeking a simple, structured platform to connect with learners without the hassle of self-marketing or payment setup.



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### 3- Solution (Our MVP)

Our MVP provides a **centralized career mentorship platform** that directly connects learners with experienced professionals in their fields. The platform focuses on being **accessible, affordable, and personalized**, solving the challenges faced by both users and mentors:

#### For Users (Students, Graduates, Early Professionals):

- **Simple onboarding & profile creation:** Users can quickly register, indicate their career interests, and discover relevant mentors.
- **Verified mentors:** Only vetted professionals with real-world experience are listed, ensuring trustworthy guidance.
- **Personalized sessions:** Instead of generic content, users can book short, focused 1:1 session tailored to their career goals.
- **Affordable & accessible:** Sessions are offered at transparent, competitive prices and adapted to the local market and language.
- **Practical insights:** Direct, actionable advice on skills, interview preparation, and career decisions—reducing wasted time and effort.

#### For Mentors (Professionals & Experts):

- **Easy registration & profile setup:** Mentors showcase their expertise, experience, and available services without needing to handle marketing or tech setup.

- **Session management:** Mentors can list session types (e.g., career guidance, CV review, interview practice) and set their own prices and availability.
- **Monetization made simple:** Built-in payments allow experts to instantly monetize their knowledge with minimal effort.
- **Professional platform:** Unlike social media groups, our website provides a structured, trusted environment for mentorship.

### Core Value of MVP:

By focusing on **direct mentor-mentee matching, easy booking, and affordable sessions**, our MVP delivers a working solution to the identified problems without unnecessary complexity. It establishes the foundation of a scalable platform where users get **clarity and direction** while mentors gain a **reliable income channel** for their expertise.

## 4- Essential Features

### User Registration

Enables users and mentors to create accounts for platform access.

- Supports email/password signup with optional social login (e.g., Google).
- Includes role selection (user or mentor) during registration.
- Features email verification, profile completion prompts, and basic password recovery.

### Admin Dashboard

Centralized interface for platform oversight and management.

- Allows admins to approve mentors, manage categories, and monitor user activity.
- Includes analytics on bookings, revenue, and user growth.
- Supports content moderation, such as reviewing mentor profiles or resolving disputes.

### Specialization Categories

Organizes mentors into thematic groups for targeted browsing.

- Predefined categories like IT Careers, Leadership Skills, or Startup Advice, with admin tools to add/edit.
- Each category lists available mentors with brief previews.

## Mentor Profiles with Expertise Areas and Pricing

Detailed pages highlighting mentor qualifications and session rates.

- Includes bio, experience, certifications, and expertise tags (e.g., "Full-Stack Development").
- Pricing options for 30-minute (\$X) or 1-hour (\$Y) sessions.
- Features user ratings, reviews, and availability calendar.

## Search and Filtering

Tools to help users find mentors efficiently.

- Keyword search by mentor name, expertise, or category.
- Filters for price range, session duration, ratings, and availability.
- Results sorting by relevance, popularity, or lowest price.

## Sessions Booking System

Streamlines scheduling and confirmation of mentorship sessions.

- Integrates mentor calendars for real-time slot selection.
- Users choose category, mentor, session type (30 min/1 hr), and time.
- Automated confirmations with reminders via email or notifications.

## Upcoming Sessions

User and mentor dashboards for managing scheduled appointments.

- Displays list of upcoming sessions with details like date, time, mentor/user, and topic.
- Options for rescheduling, cancellation (with refund policies), or adding notes.



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- Separate views for users (their bookings) and mentors (client sessions).

## **Video Conference Integration**

Facilitates virtual meetings for booked sessions.

- Integrates with tools like Zoom or WebRTC for seamless video calls.
- Generates unique, secure links sent via email upon booking.
- Includes features like screen sharing, recording (with consent), and session timers.

## **Payment History for Users**

Tracks user transactions for transparency and records.

- Lists past payments with details like amount, date, mentor, and status (paid/refunded).
- Filterable by date range or session type.
- Provides downloadable invoices or receipts.

## **Core Security Features**

Essential protections for data and platform integrity.

- Implements authentication with JWT tokens and role-based access.
- Uses HTTPS, input validation to prevent SQL injection/XSS, and secure payment handling.
- Includes data encryption, activity logging, and basic fraud detection (e.g., unusual booking patterns).

## 5- Additional Key Features

### Built-in Chat (Post-Session, 3-Day Window)

Enables short, secure mentor-mentee communication after sessions.

#### Key Roles:

- Allows messaging for up to 3 days after a session for quick clarifications.
- Reinforces concepts discussed and supports lightweight follow-ups.
- Sends notifications (email / in-app) for new messages.

#### Features:

Secure text and attachment support (PDFs, images, links); chat auto-closes after 72 hours (read-only afterward).

**Benefits:** Strengthens mentor-mentee connection, maintains professionalism, ensures privacy, and boosts satisfaction and repeat bookings.

### Group Sessions (Students & Early Professionals)

Offers interactive, affordable mentorship for multiple learners.

#### Key Roles:

- Lets several learners join one expert session at reduced cost.
- Conducted via Zoom / Google Meet with 3–10 participants.
- Includes topic overview, Q&A, and group discussion.

**Platform Use:** Users browse, book, and pay online by topic or mentor; fair mentor pay with per-participant commission.

**Benefits:** Expands access to expert insights, fosters networking, collaboration, and continuous learning; optional recordings (with consent).

## AI Chatbot – “Career Route Assistant”

Provides 24/7 intelligent support for learners and mentors, improving onboarding, guidance, and issue resolution.

**Key Roles:** Assists new users, recommends mentors/paths, answers FAQs, sends reminders, and collects feedback.

**AI Use:** NLP for intent understanding, recommendation integration, and knowledge-base responses.

**Benefits:** Reduces support load, personalizes experience, boosts bookings.

## Q&A Assistance (AI Career Knowledge Base)

Delivers instant, reliable answers when mentors are unavailable.

**Key Roles:**

- Responds to career or learning queries using a verified AI knowledge base.
- Suggests mentor sessions for deeper advice.

**AI Use:** Fine-tuned LLM on expert data, context-aware suggestions, continuous learning.

**Benefits:** Quick credible answers, drives mentorship engagement, supports continuous learning.

## AI-Powered Interview Preparation

Simulates personalized interview practice with detailed AI feedback.

**Key Roles:** Conducts mock interviews, evaluates answers, and provides improvement reports shareable with mentors.

**AI Use:** Speech/NLP analysis, scoring confidence and clarity, mentor integration.

**Benefits:** Boosts confidence, personalizes training, aids mentor guidance.



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## Smart Mentor Matching System

Auto-connects learners with mentors best suited to their goals and background.

**Key Roles:** Analyzes learner profile, history, and preferences to suggest ranked mentors with “Why this mentor?” explanations.

**AI Use:** Collaborative + content-based filtering, sentiment/outcome analysis, ranking models.

**Benefits:** Saves search time, increases mentor exposure, enhances match quality.

## Group Session Matching & Discounts

Creates affordable group learning through AI-based matching.

**Key Roles:** Groups learners with similar goals/levels and suggests discounted sessions.

**AI Use:** Clustering, compatibility scoring, dynamic pricing.

**Benefits:** Affordable learning, increased mentor reach, fosters collaboration.

## Generative AI Integration

Automates personalized content and session insights.

**Key Roles:** Generates summaries, study plans, mentor content, and resume improvements.

**AI Use:** Generative models with context understanding and moderation.

**Benefits:** Saves time, ensures quality output, improves engagement.



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## Recorded Sessions Restrictions

Protects session content, privacy, and platform integrity.

**Key Roles:**

- Prevents downloading or sharing of recorded sessions.
- Ensures authorized access only and preserves mentor IP.

**Technical Controls:**

- Frontend: Hide download options, block right-clicks, overlay prevention.
- Backend: Disable direct video URLs, apply token-based one-play access.

**Benefits:** Secures sensitive data, complies with privacy laws, and maintains platform credibility



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## 6- Development Technologies

### Backend Technologies

- **ASP.NET & Web API:** For server-side development, creating RESTful APIs, handling business logic, and managing data operations.
- **C#:** Primary programming language for backend development in the .NET ecosystem.
- **Entity Framework Core:** ORM for database access and management, simplifying CRUD operations.
- **SQL Server:** The database system commonly paired with .NET for reliable relational data storage (Users, Sessions, categories table, etc....)
- **Authentication & Authorization:** ASP.NET Identity or third-party OAuth providers for user management.

### Frontend Technologies

- **Angular:** Popular frontend framework for building dynamic, responsive user interfaces.
- **HTML, CSS, and JavaScript:** Fundamental web languages for structure, styling, and client-side interactivity.
- **Bootstrap:** CSS framework to quickly style the website responsively.

# 7- Revenue Model

## 1. Mechanics

**Take-rate (Platform commission): 12–15% of the session fee.**

- Recommended MVP rate: 15%, with a plan to reduce to 12% as a performance incentive for high-volume mentors.

**Flow:**

1. Mentee books and pays through a payment gateway.
2. Booking confirmation triggers a generated Zoom / Google Meet link.
3. Session takes place.
4. After session confirmation (or after 72 hours with no dispute), the platform captures its commission and pays out the remainder to the mentor.

**Payout policy:**

- Hold mentor payouts for 48–72 hours or until mentee confirmation to reduce disputes and fraud.
- Automatic release after 72 hours if no disputes are raised.

## 2. Mentor-paid Features (Post-MVP, Opt-in)

Featured listing — Paid option for mentors to appear at the top of search results.

- Example pricing: \$10–\$50 / week ( $\approx$  300–1500 EGP / week).

Pay-per-lead / Boosts — Small fee to prioritize leads or temporarily increase visibility.



One-time verified badge — Paid verification that awards a “Verified” badge on the mentor profile.

- Example pricing: \$10–\$30 ( $\approx$  300–900 EGP).

These features are optional and intended to be launched after the marketplace gains initial traction.

### 3. Sponsors & Partners (Post-MVP)

- Sponsored webinars / events: Charge partners to sponsor or co-host online events.
  - Example: \$200–\$1,000 per event (pricing depends on audience size and targeting).
- Sponsored content / placements: Paid placements in emails, blog posts, or in-app promotional cards.
- Corporate sponsorships / partnerships: Branded campaigns, talent-pipeline access, or sponsored training packages.
  - Keep sponsorships relevant and non-intrusive to preserve user trust.

### 4. Payment Options Methods

#### Overview :

Different payment options allow users to manage their payment options for booking consultations, mentorship sessions. These options ensure secure and seamless payment experience, supporting both global and local payment methods tailored for Egyptian and MENA users.

## **1- Credit & Debit Cards Section**

- Visa / MasterCard / Meeza – widely accepted local and international card options.
- Stripe – enables global card payments and supports Apple Pay & Google Pay for international users.
- Paymob – local payment gateway for Egypt and MENA, supporting Visa, MasterCard, and Meeza cards with localized transaction processing.

## **2- Digital Wallets Section**

Our platform supported digital wallet options integration.

- InstaPay – for instant local bank transfers between Egyptian accounts.
- Vodafone Cash / Orange Cash – popular mobile wallets widely used across Egypt for quick transactions.
- PayPal – a trusted global digital wallet enabling secure international transactions.
- Apple Pay – for seamless mobile and contactless payments using Apple devices.
- Paymob Wallet Integration – provides unified access to local e-wallets and mobile money systems through one secure API

### **- Handles secure transactions with commission splits.**

- Integrates Stripe or similar for card payments, with 20% platform commission deducted automatically.
- Supports session holds until payment confirmation.
- Includes refund processing for cancellations within policy limits.

## 8- Marketing Plan

### Social Media + University Collaboration

To drive early adoption and awareness, the initial marketing focus will target university students and fresh graduates in Egypt through a blend of social media engagement and university partnerships.

#### Social Media Strategy

Career Route will establish official pages on Facebook, Instagram, LinkedIn, and TikTok. These channels will serve different purposes:

- **Facebook & Instagram:** Core awareness platforms to reach students and graduates through reels, posts, and success stories.
- **TikTok:** Short-form, high-engagement content such as career tips, mentorship snippets, and relatable student scenarios.
- **LinkedIn:** Professional credibility channel, focused on highlighting verified mentors, success cases, and collaborations.

The content mix will include educational posts (career guidance, skill-building tips), short mentor clips or reels, student success stories, and live sessions or Q&As with experts. This balance between educational and inspirational content will help build trust and position Career Route as a practical, student-first mentorship hub.

#### University Collaboration Strategy

Partnerships with local universities will strengthen Career Route's presence among its primary audience and offer direct access to students. The collaboration plan will follow a progressive approach:

- 
- 1. Introductory Workshops:** Low-commitment, free awareness sessions organized with career centers or student clubs. These sessions will introduce the platform's benefits and collect early feedback.
  - 2. Campus Ambassador Program:** Selected students will act as brand representatives, promoting the platform on-campus in exchange for free or discounted mentorship sessions.
  - 3. Formal University Partnerships:** In later stages, Career Route will seek MOUs with major universities to participate in career fairs, co-host events, or integrate mentorship sessions into employability programs.

## Budget & Growth Approach

Since the platform is in its MVP stage, the marketing plan will start with **low-cost organic campaigns** using short-form content, referrals, and student ambassadors. Paid promotions may be introduced later for performance testing once initial traction is achieved.

## Expected Outcomes

This approach is designed to build community trust, attract an initial user base of students and graduates, and create visibility among mentors through word-of-mouth and university collaboration.

## 9- SWOT Analysis

### - Strengths

- Localized Mentorship Focus: A dedicated Arabic-first mentorship platform addressing regional needs, cultural context, and local job market nuances.
- Verified Mentors & Quality Control: Structured onboarding and verification build user trust and credibility.
- Integrated System: Combines scheduling, payment, chat, and video conferencing—reducing friction and ensuring a seamless user journey.
- Affordable & Accessible: Lower-cost, pay-per-session model makes mentorship accessible to students and early professionals.
- Scalable AI Integration: Built-in AI tools (Career Route Assistant, Interview Practice, Smart Matching) enhance personalization, reduce manual support, and increase platform stickiness.
- Post-Session Engagement: Features like 3-day chat and group sessions strengthen mentor-mentee bonds and improve satisfaction.
- Data-Driven Insights: Session analytics, user ratings, and AI recommendations enable continuous product improvement.

### - Weaknesses

- One-to-one model cost: more expensive for companies that want coaching for many employees at once.
- Customer acquisition cost: marketing to attract both coaches and clients may be high, especially in early stages.
- Customer Defection: once a client finds a job, they might not need the platform again until years later.
- Reputation risk: one bad coaching experience could damage brand perception.



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## - Opportunities

- Untapped Regional Market: Egypt and MENA have large populations of graduates and early professionals seeking local-language guidance.
- University & Bootcamp Partnerships: Direct collaborations can establish a pipeline of mentees and build institutional trust.
- Corporate Upskilling Demand: SMEs and startups increasingly seek affordable mentorship programs for employee development.
- AI & Automation Differentiation: Expanding AI use (matching, Q&A, summaries) positions Career Route ahead of traditional mentorship platforms.
- Group & Recorded Sessions Expansion: Adds new revenue streams while maintaining affordability and scalability.
- Community Growth & Networking: Opportunity to evolve into a professional network hub connecting mentors, mentees, and employers.
- Localization Advantage: Few competitors offer Arabic-first UX, local payment options, and culturally adapted learning paths.

## - Threats:

- **Competition from existing platforms**

Major platforms like LinkedIn or Coursera or other, may launch similar mentorship features and leverage their strong brand recognition and wide reach to quickly attract users.

- **Difficulty in Measuring Value**

In mentorship sessions, results are not always immediate or visible. Some mentees may expect a single session to create a major change in their career, and when that doesn't happen right away, they may feel the session was not valuable.



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## • **Session or Content Leakage**

Some users may record or share session content illegally, can lead to:

- Loss of paid session value if shared freely, or may be misused, sold, or re-uploaded on other platforms.
- Damage to the platform's reputation and user trust.

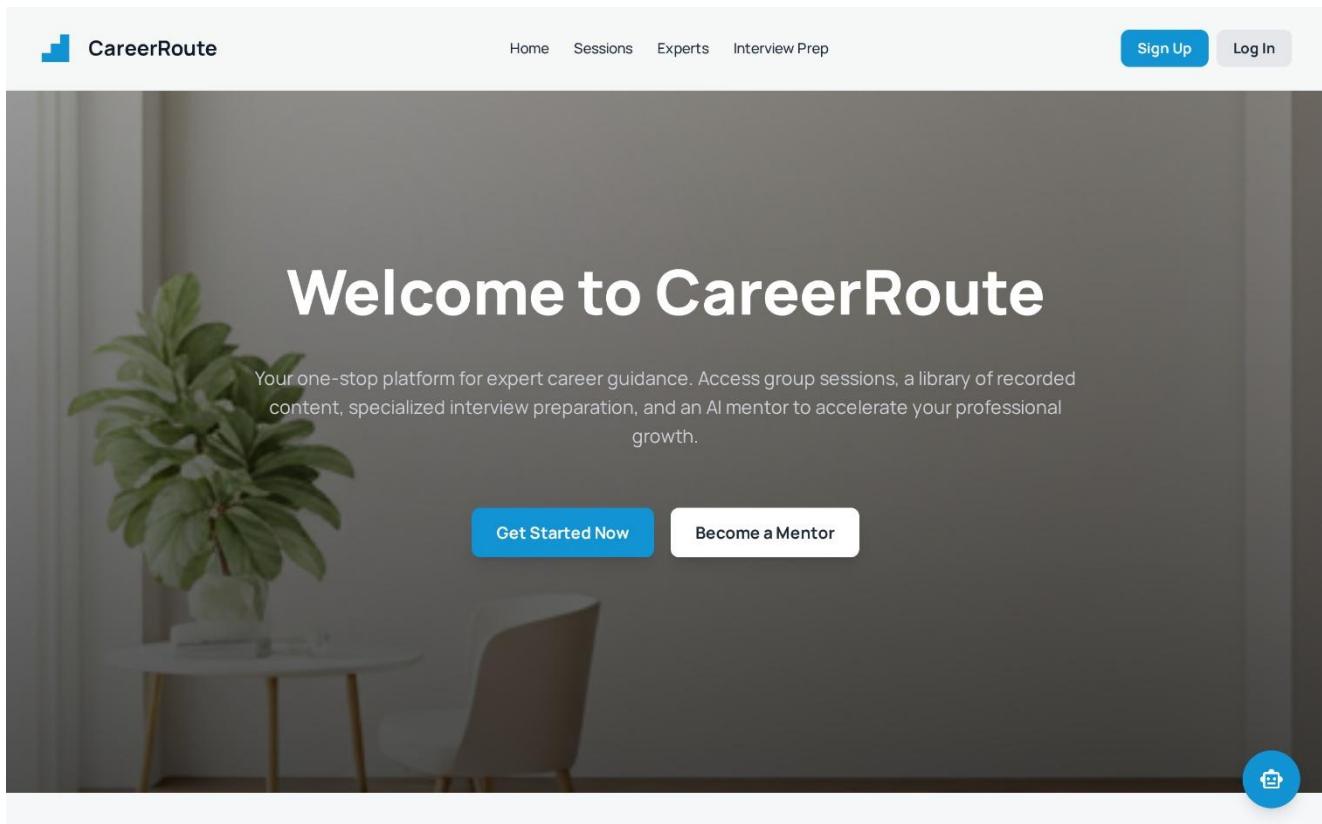
## • **User Reluctance to Pay**

The idea of paying for a mentorship session may be seen as costly, especially with availability of free content on YouTube, the rise of podcasts, and active programmer communities/group.

## • **Long-Term User Retention Challenge:**

Users usually need mentorship only at the beginning of their career journey (or their initial career steps), after receiving this support, their need for ongoing sessions decreases.

# 10. Prototype Design



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The screenshot shows the 'Experts' section of the CareerRoute website. At the top, there is a navigation bar with links for Home, Sessions, Experts (which is the active page), and Interview Prep. A search bar with placeholder text 'Search experts...' and a profile picture of a woman are also present. The main heading 'Find Your Expert Mentor' is displayed, followed by the subtext 'Connect with experienced professionals to guide your career journey.' Below this, there is a search bar with a magnifying glass icon and a placeholder 'Search by name, role, or company...'. To the right of the search bar are three dropdown menus: 'Specialization', 'Expertise', and 'Pricing'. Below the search bar, four expert profiles are listed in a grid:

- Sarah Chen**, Product Manager at TechCorp, rating 4.9 (124), \$75/hr, View Profile button.
- David Lee**, Software Engineer at Innovate, rating 4.8 (98), \$60/hr, View Profile button.
- Emily Rodriguez**, Marketing Director at Global, rating 5.0 (150), \$90/hr, View Profile button.
- Michael Brown**, Financial Analyst at Capital, rating 4.7 (72), \$80/hr, View Profile button.

Below the profiles, there is a pagination bar with numbers 1, 2, 3, ..., 10, > and a blue circular icon with a white 'C'.

The screenshot shows two main sections of the website. On the left, under the heading 'Create your account', there is a form to join the community of experts and learners. It includes fields for Email address and Password, and a dropdown for 'I am a...' with options 'Mentor' (selected) and 'Client'. A 'Sign up' button is at the bottom of the form. Below the form, a link says 'Already have an account? Log in'. On the right, under the heading 'Explore Our Services', there are five service offerings with icons and descriptions:

- Group Sessions**: Collaborate and learn with peers.
- Recorded Sessions Library**: Access expert advice anytime.
- Interview Preparation Sessions**: Ace your next interview with expert coaching.
- Session Follow-up Chat**: Stay connected with your mentor after sessions.

At the bottom right of the right section is a blue circular icon with a white 'C'.

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 Dashboard

-  Upcoming Sessions
  -  Session History
  -  Payment History
- 
-  Profile & Settings
  -  Logout

## Dashboard Overview

### Upcoming Sessions



#### No upcoming sessions

You don't have any upcoming sessions scheduled. Browse experts to book a session.

[Browse Experts](#)

### Past Sessions

| Expert           | Date          | Time     | Status    |
|------------------|---------------|----------|-----------|
| Dr. Emily Carter | July 15, 2024 | 2:00 PM  | Completed |
| Mr. David Lee    | June 20, 2024 | 10:00 AM | Completed |
| Ms. Olivia Chen  | May 5, 2024   | 4:00 PM  | Completed |

### Payment History

| Date          | Amount | Description                   | Status |
|---------------|--------|-------------------------------|--------|
| July 15, 2024 | \$150  | Session with Dr. Emily Carter | Paid   |
| June 20, 2024 | \$120  | Session with Mr. David Lee    | Paid   |
| May 5, 2024   | \$100  | Session with Ms. Olivia Chen  | Paid   |



**CareerRoute** Home Sessions Experts Interview Prep

Search Book a Session

**Dr. Amelia Harper**  
Career Coach | 10+ years experience  
Specializes in career transitions, leadership development, and work-life balance

**Book a Session**

**About** Schedule Reviews

**About**  
Dr. Harper is a seasoned career coach with over a decade of experience helping professionals navigate their career paths. She holds a Ph.D. in Organizational Psychology and has worked with clients from diverse industries, including tech, finance, and healthcare. Her approach is personalized, focusing on individual strengths and goals to achieve career success.

**Expertise**  
**Career Transition** **Leadership Development** **Work-Life Balance** **Interview Preparation** **Resume Writing**  
**Networking Strategies**

**Hourly Rate**  
**\$150/hour**

**Availability**

| July 2024 |    |    |    |    |    |    | August 2024 |    |    |    |    |    |    |    |
|-----------|----|----|----|----|----|----|-------------|----|----|----|----|----|----|----|
| S         | M  | T  | W  | T  | F  | S  | S           | M  | T  | W  | T  | F  | S  |    |
|           |    |    |    | 1  | 2  | 3  | 4           |    | 5  | 6  | 7  | 8  | 9  | 10 |
| 5         | 6  | 7  | 8  | 9  | 10 | 11 | 12          | 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 12        | 13 | 14 | 15 | 16 | 17 | 18 | 19          | 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 19        | 20 | 21 | 22 | 23 | 24 | 25 | 26          | 27 | 28 | 29 | 30 | 31 |    |    |
| 26        | 27 | 28 | 29 | 30 |    |    |             |    |    |    |    |    |    |    |

**Client Reviews**

**Sophia Carter**  
June 15, 2024

Dr. Harper provided invaluable guidance during my career transition. Her insights and support were instrumental in securing my new role.

**Ethan Bennett**  
May 20, 2024

Ethan's coaching helped me identify my strengths and develop a clear career path. I highly recommend her services.

**CareerRoute**

Home Sessions Experts Interview Prep

Experts / Book Your Consultation

## Book Your Consultation

**Sarah Bennett**  
Career Coach  
Product Management

| July 2024 |    |    |    |    |    |    | August 2024 |    |    |    |    |    |    |
|-----------|----|----|----|----|----|----|-------------|----|----|----|----|----|----|
| S         | M  | T  | W  | T  | F  | S  | S           | M  | T  | W  | T  | F  | S  |
|           |    |    |    | 1  | 2  | 3  |             |    | 1  | 2  | 3  | 4  |    |
| 5         | 6  | 7  | 8  | 9  | 10 | 11 | 5           | 6  | 7  | 8  | 9  | 10 | 11 |
| 12        | 13 | 14 | 15 | 16 | 17 | 18 | 12          | 13 | 14 | 15 | 16 | 17 | 18 |
| 19        | 20 | 21 | 22 | 23 | 24 | 25 | 19          | 20 | 21 | 22 | 23 | 24 | 25 |
| 26        | 27 | 28 | 29 | 30 |    |    | 26          | 27 | 28 | 29 | 30 |    |    |

Session type: Interview Preparation  
Duration: 60 minutes  
Price: \$150  
Payment Method: [Icons]

Available times on July 5, 2024

9:00 AM 10:00 AM 11:00 AM 1:00 PM 2:00 PM 3:00 PM

Continue

**CareerRoute**

Explore For Experts Resources Log In Get started

## Find Your Perfect Mentor

Ask our AI chatbot about your career goals, and we'll suggest the best mentors for you.

**AI Assistant:** Hello! I'm the CareerRoute AI assistant. I'm here to help you find the perfect mentor. To get started, please tell me a bit about your career aspirations. For example, you could say "I want to become a product manager in the tech industry."

What are your career goals?

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## Group Sessions

Join interactive sessions with career experts and peers to discuss industry trends, job search strategies, and more.

### Upcoming Sessions



#### Navigating the Tech Industry as a New Grad

Mentor: Sarah Chen  
July 15, 2024 | 2:00 PM  
Audience: Students & New Grads

[Enroll Now](#)

#### Building a Strong Personal Brand Online

Mentor: David Lee  
July 22, 2024 | 11:00 AM  
Audience: Early Career

[Enroll Now](#)

#### Mastering the Art of Networking

Mentor: Maria Rodriguez  
July 29, 2024 | 4:00 PM  
Audience: Mid-Career

[Enroll Now](#)

### Past Sessions (Recordings Available)



#### Interview Prep for Senior Roles

Mentor: Alex Johnson | June 20, 2024  
Audience: Senior Professionals

[View Recording](#)

#### Career Transition Strategies

Mentor: Emily Carter | June 10, 2024  
Audience: All Professionals

[View Recording](#) AI Mentor



## Job Preparation Sessions

Enhance your job search with expert-led workshops and courses.

### Upcoming Workshops



#### Resume Writing Workshop

Craft a standout resume that gets noticed.

[View Outline & Enroll](#)

#### Ace Your Interviews

Master interview techniques and land your dream job.

[View Outline & Enroll](#)

#### Career Development Masterclass

Build a successful and fulfilling career path.

[View Outline & Enroll](#)

### On-Demand Courses



#### Resume Writing 101

Learn the essentials.



#### Interview Skills Bootcamp

Intensive training.



#### Career Planning

Lay the groundwork.

### Group Coaching Sessions



#### Group Resume Review

Peer and expert feedback.



#### Mock Interview Practice

Supportive group setting.



#### CAREER GOALS

goals need words.

#### Career Goal Setting

Define and achieve goals.



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## Recorded Sessions Library

Browse our library of past sessions with career experts. Gain insights and advice at your own pace.

### Featured Sessions



#### Mastering the Art of Networking

Learn how to effectively network and build connections in your industry.

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#### Building a Strong Personal Brand

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