# ENIGMA

Get the experience for the job that requires experience

## PROBLEM

- Young adults are always looking for jobs but they can't get hired because the jobs always require experience.

- Teens are searching for opportunities outside of school to build their resumes but don't know how to find those opportunities.

- There is not a central source where all of the information about different program opportunities and its application is located except for its website.

## SOLUTION

An app/site that centralizes opportunity programs, mentorships and connects teens and young adults with reliable sources of information. This will allow teens and young adults to get the experience they need for college, to explore careers and even enhance their careers.

## KEY METRICS

We will be in contact with the people who run the different programs registered to our app and collect data on the accepted participants who were registered by our app. Based on the rate of participants from our app we can determine if it works.

## UNIQUE VALUE PROPOSITION

Our site will vet each program that we allow to advertise their opportunity to our users. Fastweb is a "scholarship" website but many of the scholarship seem sketchy and they don't provide much detail on how the applications are to be filled. Our app will do extensive research on each program and reach out to the leaders of those programs to inquire about it's validity.

## UNFAIR ADVANTAGE

Our website does the research that vets each and every program that we advertise. We would also hold a make it easier for our users to discover opportunities for different career fields.

## CHANNELS

In order to get our app to the people we would put it on the android and apple marketplaces. We would also make our app available as a website so that those who do not have access to a cell phone or tablet will be able to access it from a computer.

## CUSTOMER SEGMENTS

Young adults and teens experience this more frequently as jobs are requiring that experience be necessary for entry level positions. Sometimes this demographic can get internships through their high school or college but for those that are not in college and are at underprivileged high schools something like this is necessary.

## COST STRUCTURE

It would take approximately $2,000 to gather information, acquire the domain name and to have a designer make the logos for us to use in the coding of our service. As our user base increase the cost can rise above $5,000 after our 1,000th user registers because we would need to start building a server or acquire server privileges.

## REVENUE STREAMS

As our user base grows we can advertise on our app and website. We can also charge opportunity programs to have their program featured when their deadlines are closing in and they need more people to sign up.

*Enigma*

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