

PITCH DECK

Sustainable Development Goal 8

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(sydney New Year's Eve, n.d.)

Unemployment rate dips below 4 per cent, but job creation slows almost to a halt

By business reporters Michael Janda and Rhiana Whitson

Employment Statistics

Thu 19 May 2022

(Whitson & Janda, 2022)

01 August 2024

EDUCATION

Youth barometer paints a bleak picture of young Australians in 2024

(Walsh, 2024)

'Ghosted': Young worker reveals brutal reality of trying to find a job right now

(Foster, 2024)

Australian Economy

Recent migrants, young Aussies, hit hardest by job losses



Leith van Onselen

Friday 23 August 2024

(van Onselen, 2024)

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Australia, we have a problem

Australia is facing **multiple issues** regarding decent work and economic growth



Rising youth unemployment

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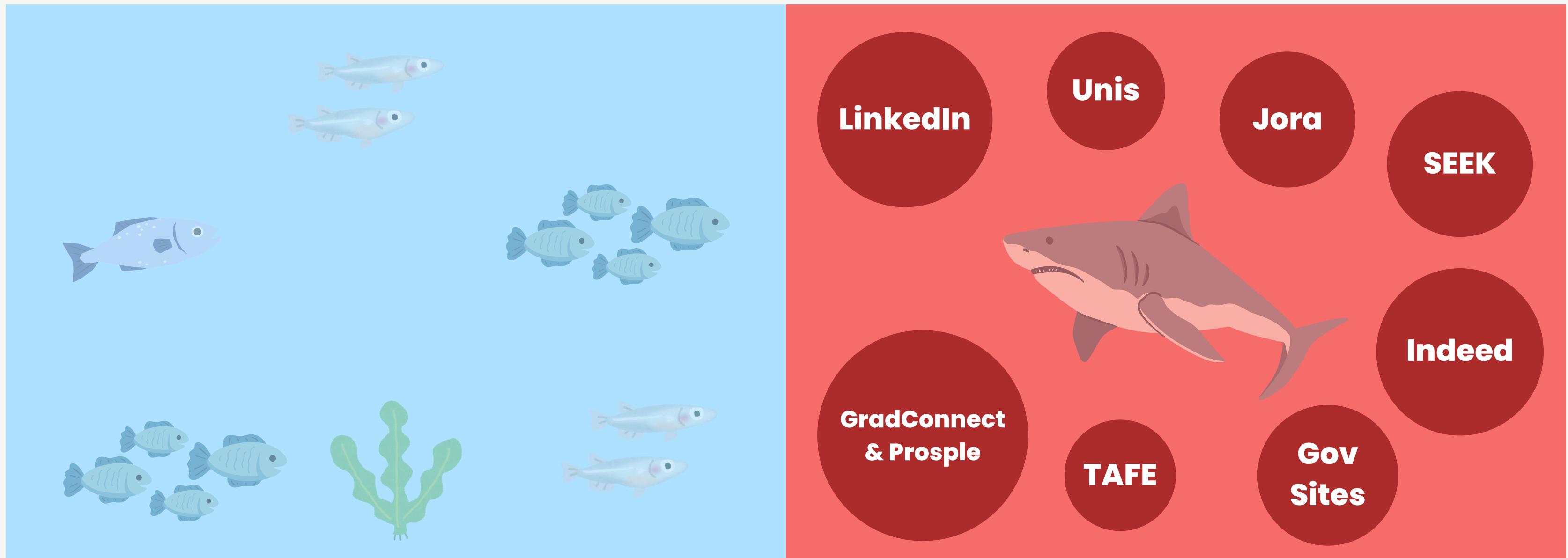


Soft skills vs hard skills

Research shows that soft-skill jobs will **grow 2.5x** faster than any other jobs ("Soft-Skills" Enhancing Future Careers, 2024).

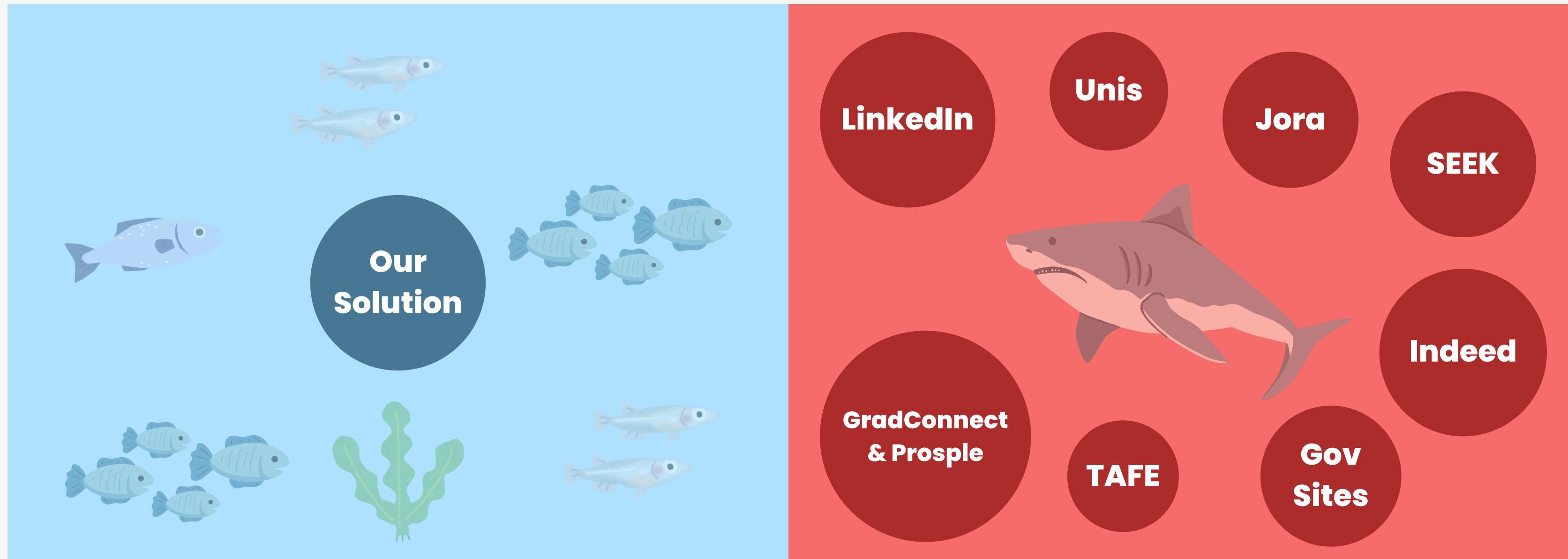
Blue vs red

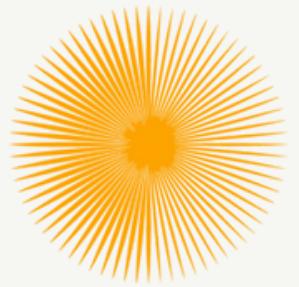
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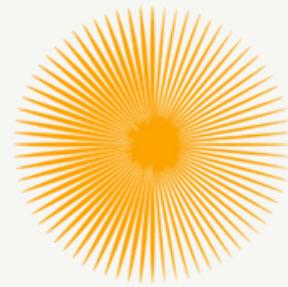
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Introducing terasu

A self-reflection, goal-setting
and mentorship experience



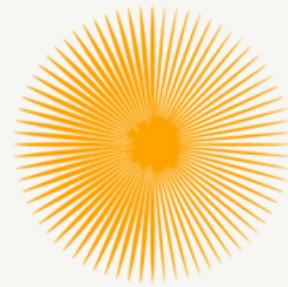
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Motivational Wall

A space where people can share
and find motivation during their
career starting journey



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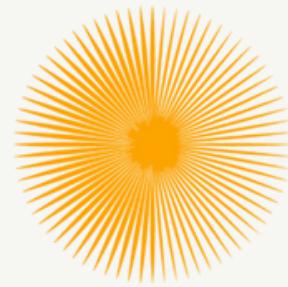
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Mentee Interface

Grow confidence through skill up,
goal settings, mentorship program



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Mentee Interface

Grow confidence through skill up,
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Mentor Interface

Interact with career starters and
showcase volunteer through
certificate on LinkedIn



What is going on with the
Australian job market?



after spending three years on a degree

Let's talk business

terasu offers a **unique opportunity** to seize a new growth market



Value Proposition

Complements LinkedIn Learning Platform

Focus on soft skills development rather than oversaturated hard skills

Win-win for both mentors and mentees

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Revenue Stream Options

1. Not-for-profit volunteering
2. Government & Education partnerships
3. Subscription service

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Funding Strategy

1. Not-for-profit fundraising and grants
2. Grant support through partnerships
3. Angel investments

Who is terasu for?

Initially just for career starters, we have expanded our **target market**



1

**Career starters
(Mentees)** including
recent school leavers
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Professionals
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3

Higher education institutes
including universities, TAFE
and vocational colleges

Size the Market

In Australia
5 Year Goal



500,000

Reach Career Starters

(Australian Institute of Health and Welfare, 2024)

50

University and TAFE Partnerships

(TAFEs in Australia, n.d. & Australian Trade and Investment Commission, n.d.)

4%

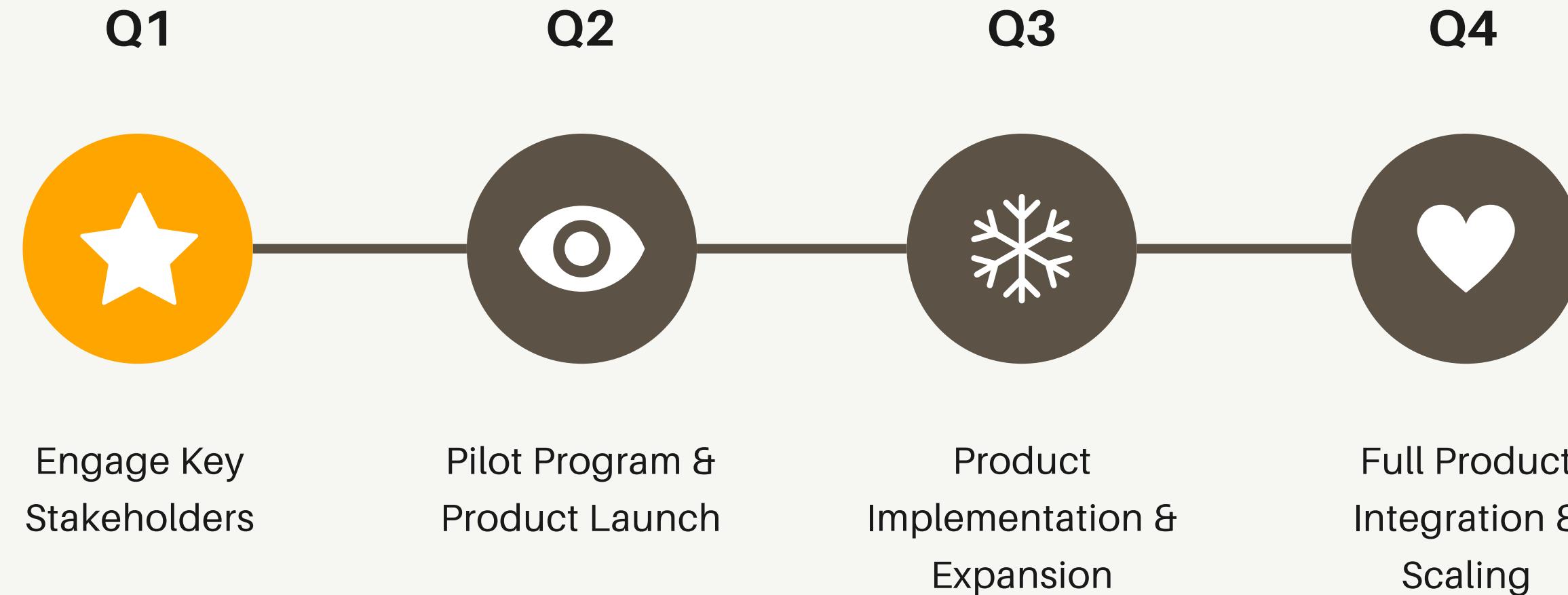
Reduce youth unemployment rate

(Jobs and Skills Atlas, 2024).



Future Roadmap

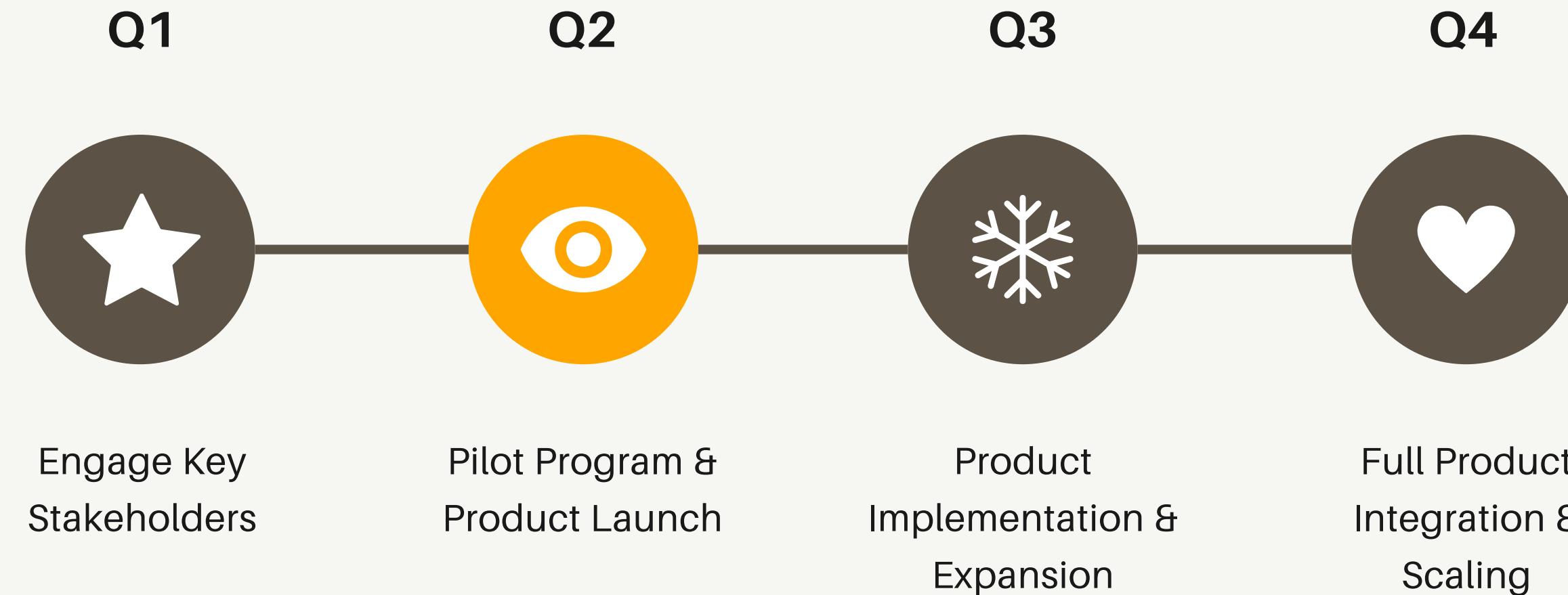
One year plan





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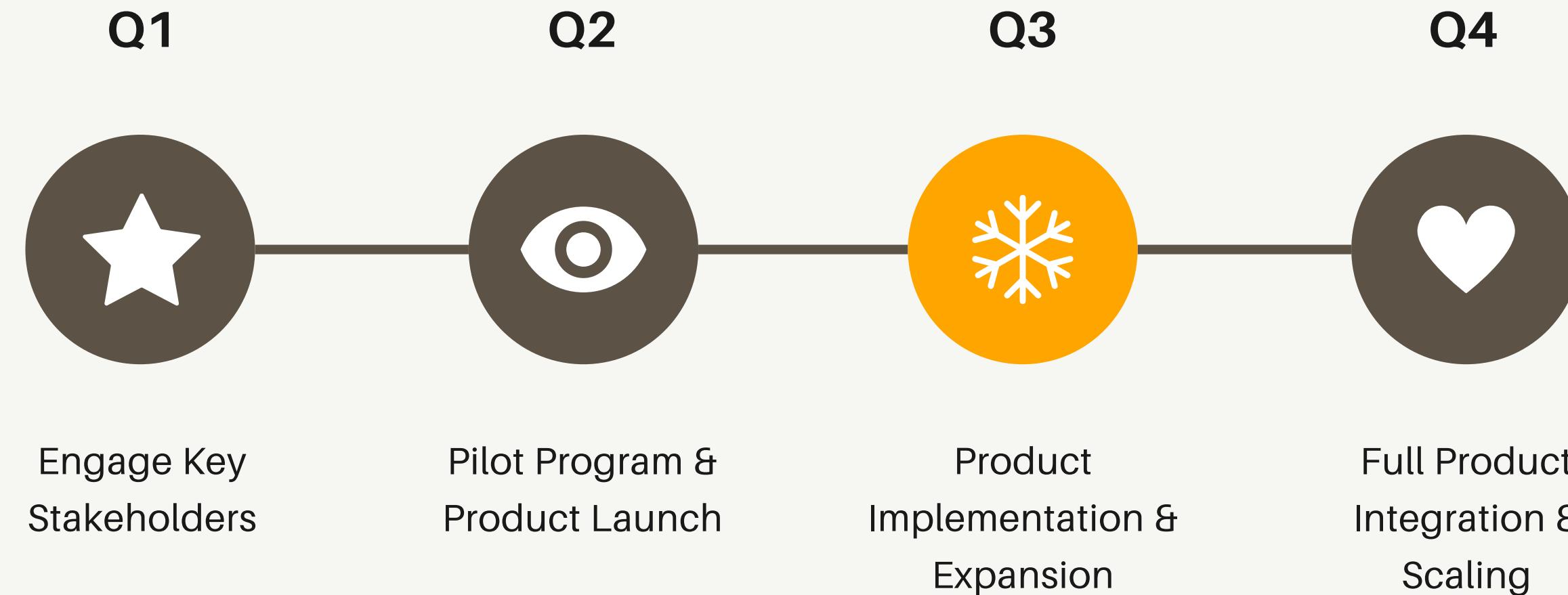
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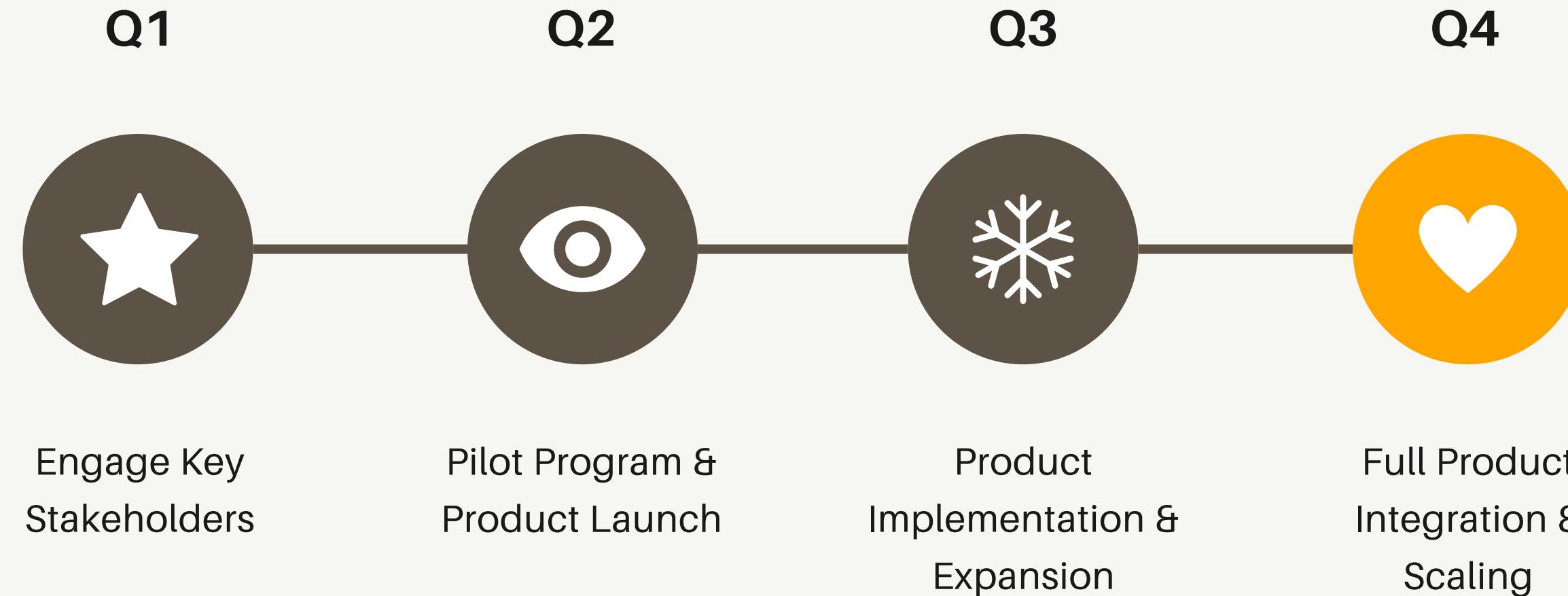
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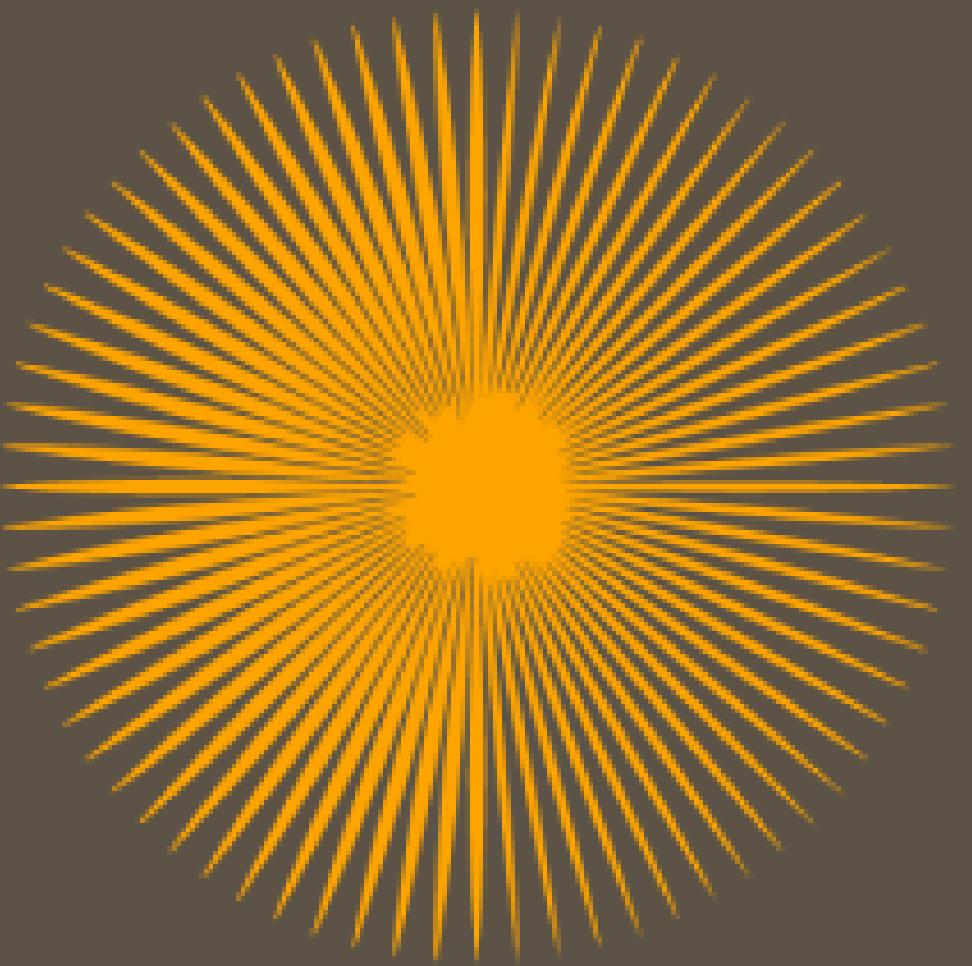




Future Roadmap

One year plan





terasu

Illuminate your future

Thank you

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