

UNLOCKING OPPORTUNITIES

Fueling Career Growth Through Strategic Solutions



Problem Statement

In today's dynamic job market, entry-level job seekers, particularly fresh graduates, encounter a significant challenge in navigating employment opportunities. The issue lies in the prevalent demand for prior experience and specific qualifications even at the entry level, creating a barrier for those seeking their initial foothold in the professional landscape.



Our Goals

This case study aims to delve into the multifaceted nature of this problem, identifying the key obstacles faced by fresh graduates and proposing actionable solutions to foster a more inclusive and equitable entry-level job market.

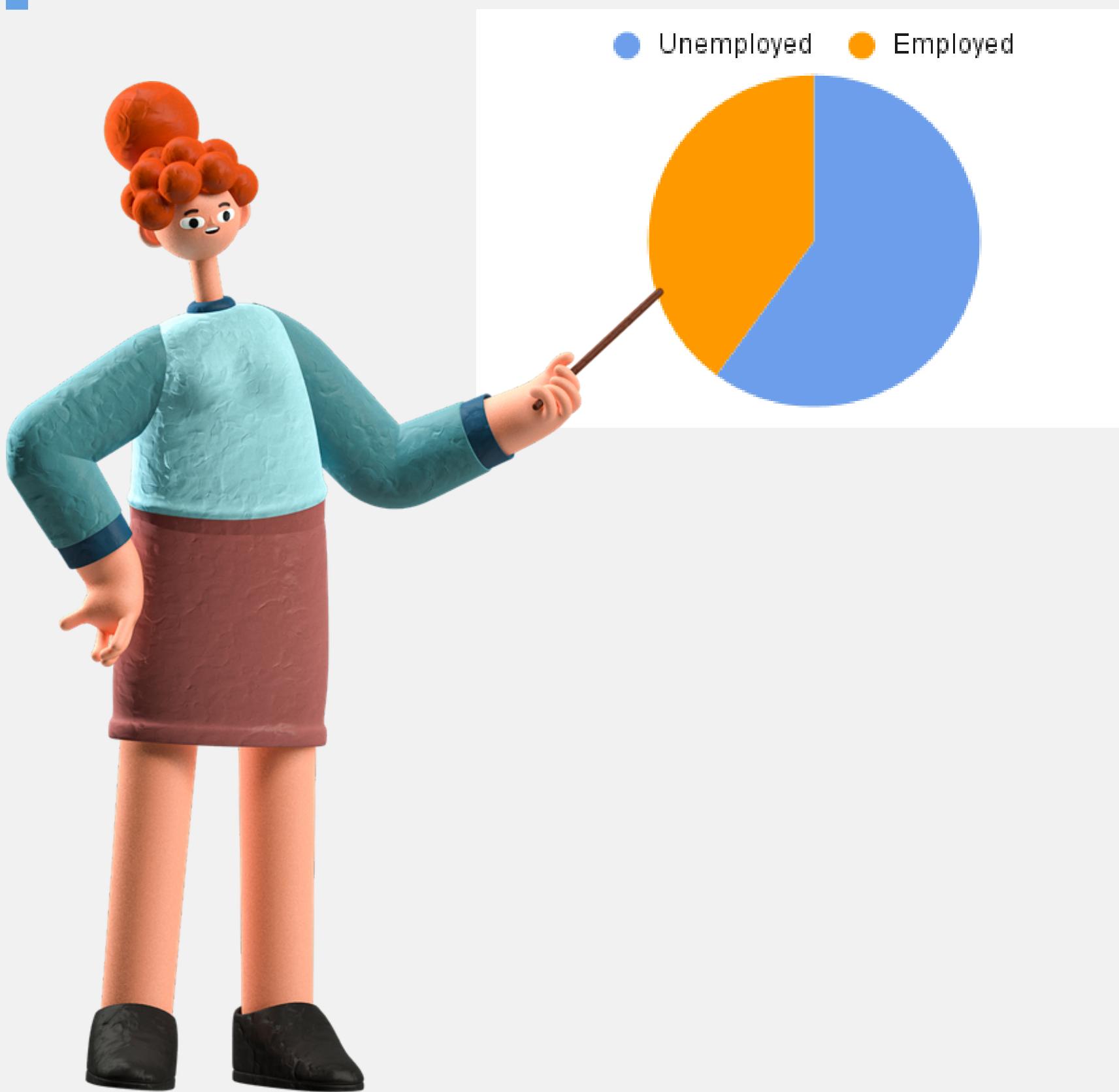


Why are we addressing this issue?

We are addressing this problem because it represents a systemic barrier in the job market, creating challenges for fresh graduates who, despite possessing qualifications, face limited entry-level opportunities due to the demand for prior work experience. By tackling this issue, we aim to promote inclusivity, equal access to employment, and the fair integration of talented individuals into the workforce, fostering a more equitable and supportive job market for all.



Market Research



- In India, the annual graduation rate is around one million students, as reported by the Indian Ministry of Education.
- However, despite the significant number of graduates, approximately 60% remain unemployed by the end of the year, leading to nearly 5 million individuals being unemployed at any given time.
- Currently, LinkedIn displays over 100,000+ entry-level job openings, but most require 1-4 years of prior experience, contradicting the entry-level classification.

Target Audience

Our target audience encompasses a diverse spectrum, so recognizing the varied perspectives within this audience, our initiatives aim to address the challenges faced by fresh talent and contribute to creating a more equitable and supportive employment landscape . Our primary focus is on :



User Personas

Now, we will delve into two user personas encountering challenges in finding employment in today's job market and explore the specific issues they are confronting.



Shrishti Garg



Prateek Kakkar





Name : Shrishti Garg

Age : 21

Hobbies : Painting, Travelling

Background

- Recent graduate with a degree in Computer Science
- Enthusiastic about pursuing a career as a Software Developer

Goals

- Secure an entry level software developer position
- Gain practical experience
- Expand professional network

Pain Points

Limited Job Opportunities : As a fresh graduate, she may find limited number of entry-level job opportunities that explicitly cater to candidates without prior work experience.

Skill Gap Perception : Employers may perceive a gap between the skills fresh graduates possess and the skills they believe are necessary for the job, leading to hiring hesitations.

Employer Expectations : Employers may have high expectations regarding the level of experience for entry-level positions, creating barriers for fresh graduates to secure employment.



Name : Prateek Kakkar

Age : 27

Hobbies : Trekking, Cycling

Background

- Currently employed as an Application Developer in a Software Company
- Holds a degree in Mechanical Engineering

Goals

- Develop product management skills
- Transition to a Product Management role
- Build Network
- Create a product portfolio

Pain Points

Qualification Mismatch : He may face challenges when job requirements demand specific work experience, despite already having experience but in a different field.

Competitive Job Market : He may face intense competition in a job market where experienced candidates are also vying for entry-level roles.

Industry Specific Challenges : Different industries may have unique challenges, such as specific certification requirements or industry practices that fresh graduates or working professionals need to navigate.

Solution

Introducing **SkillSparks**, the ultimate validation platform for aspiring professionals. SkillSparks revolutionizes the job application process by offering a unique solution to showcase your expertise and increase your chances of landing your dream job.



With SkillSparks, job seekers can validate their skills for specific roles, even without prior experience or projects. Our platform provides a comprehensive assessment system, powered by AI technology, that evaluates your proficiency in various skills and roles.

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How it works?



- Users can choose a skill or role they're interested in.
- SkillSparks presents them with real-world problems and challenges, along with verified solutions for reference.
- Users submit their solutions, which are then compared to the verified solutions by our AI bot.

EVALUATION PROCESS

The AI bot analyzes the submissions, checking for main keywords, features, and uniqueness. It provides users with an estimated percentage score, indicating their knowledge level in the chosen skill.

PLAGARISM DETECTION

SkillSparks employs plagiarism detection to ensure the integrity of submissions. Solutions with a high percentage of plagiarism are rejected, maintaining the credibility of the certification process.



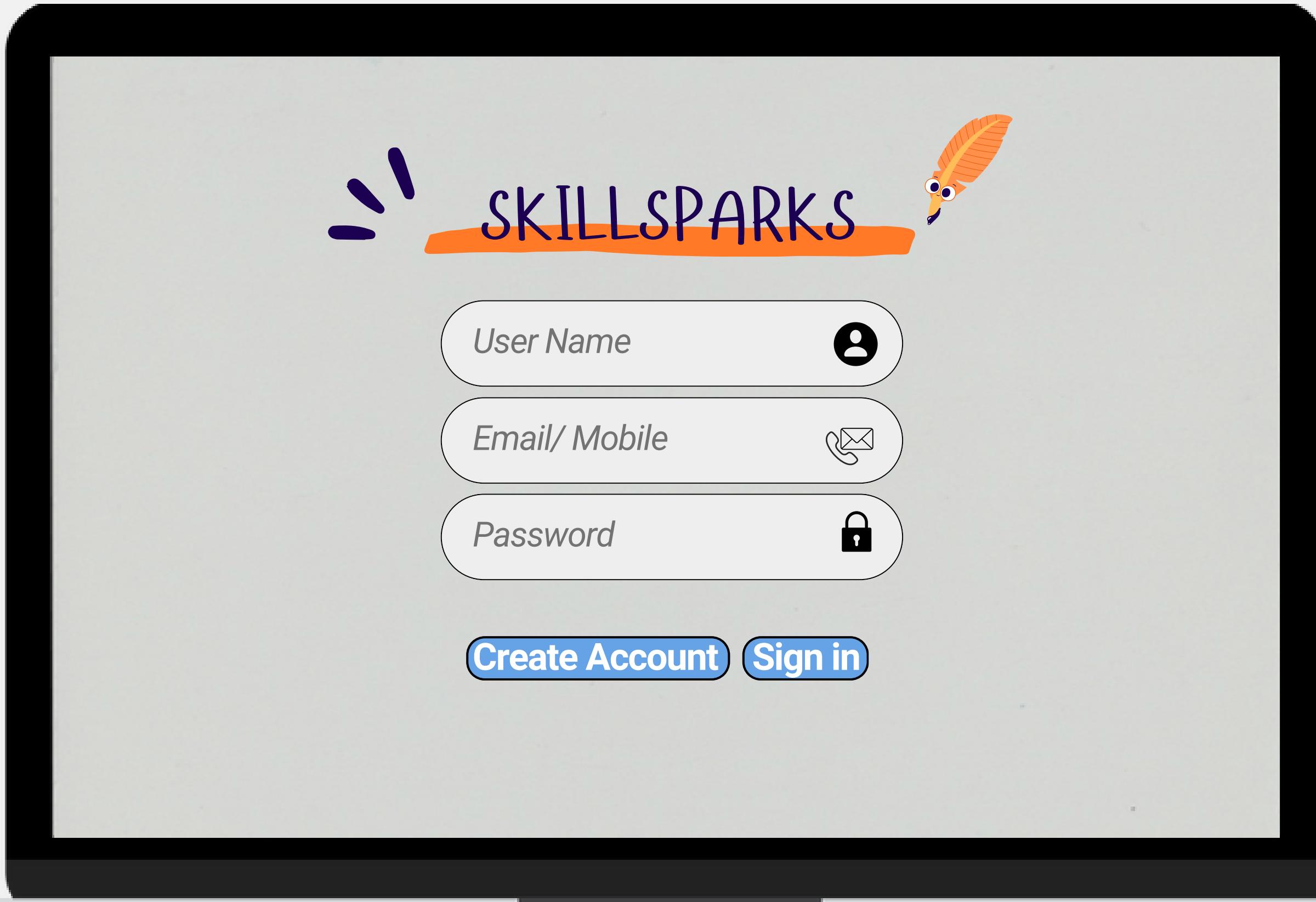
BENCHMARK COMPARISON

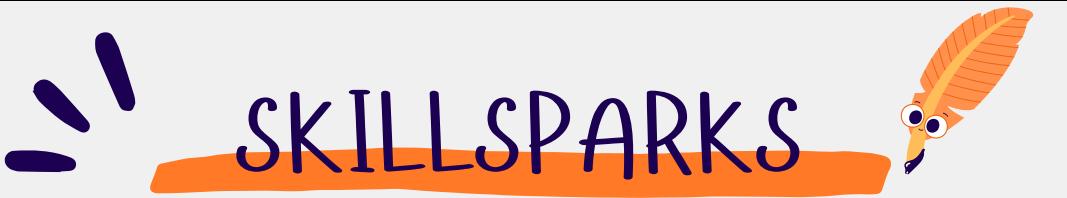
SkillSparks compares the percentage score to benchmarks derived from the skills and experience levels of professionals in the industry. This comparison allows SkillSparks to estimate the equivalent years of experience that a user's proficiency level corresponds to.

VALIDATION & CERTIFICATION

If a user's solution meets the minimum required threshold, they receive a certification validating their proficiency in that skill. SkillSparks certifications serve as a recognized validation of your skills. When applying for jobs, having a SkillSparks certification can significantly enhance your chances of selection,

Wireframe

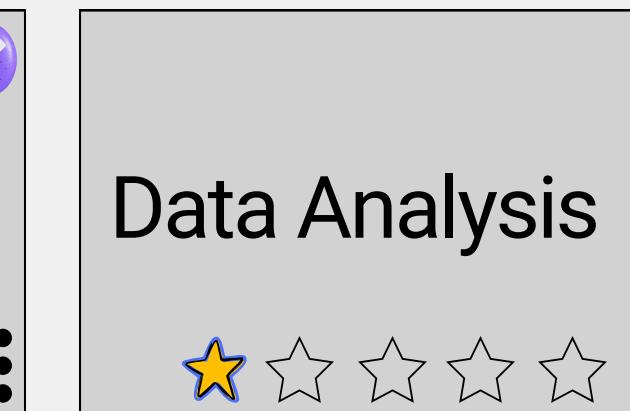
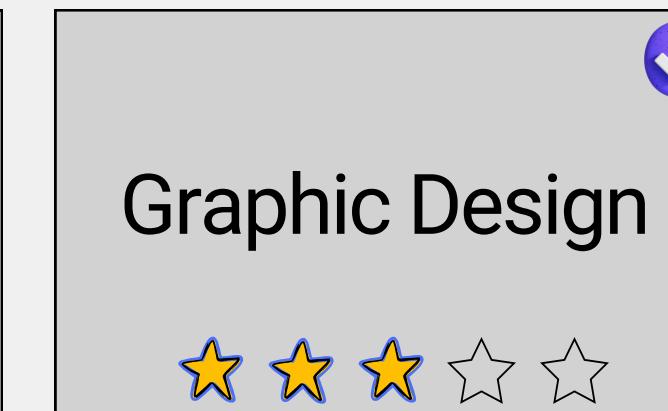
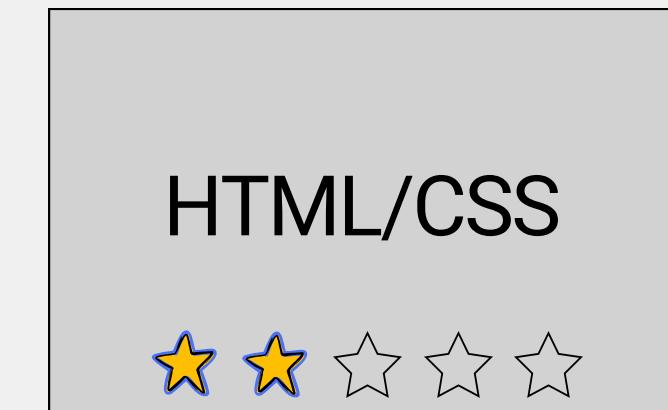
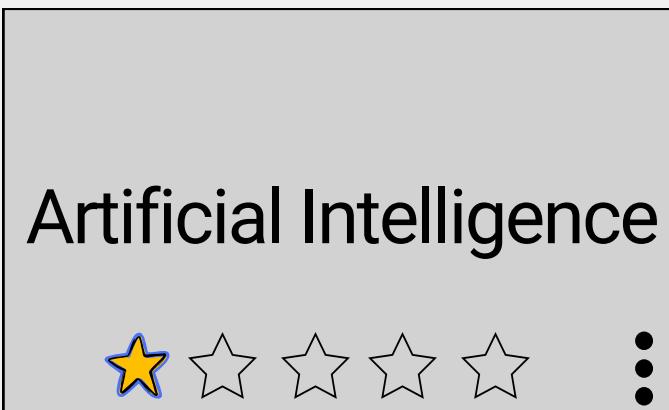
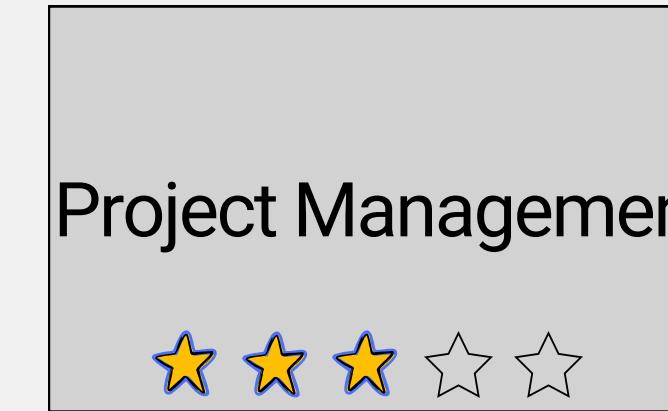




Skills / Roles

Sort by Popular ▾

Level Beginner ▾





Recommendations

Popular Courses

Whats New?



Challenge 1 ✓

Complete

Challenge 2 ✓

Complete

Challenge 3

Progress

Challenge 4

Solve

Challenge 5

Solve



Skill

Machine Learning ▾

Level

Beginner ▾

Completion

40%



Hints ?

Solutions ✓

Mentor





i Accessible to only premium members



Need Mentor?

A mentor acts as a trusted advisor, offering vital support, encouragement, and expertise to help individuals navigate the job market and reach their career goals.



Glen Stocks
Software Developer
Experience : 7 yrs



Caroline Buffey
UI/UX Designer
Experience : 5 yrs



Rohit Choudhary
Senior Product Manager
Experience : 12 yrs

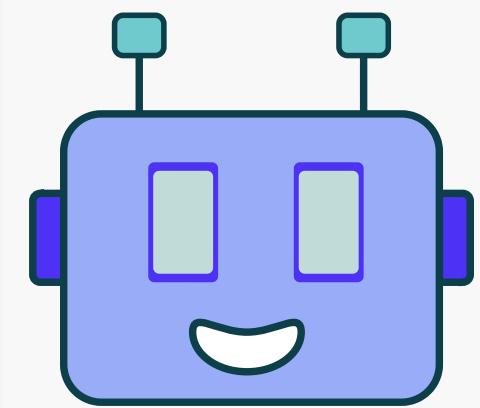
Get in touch !

Name

Email/ Mobile



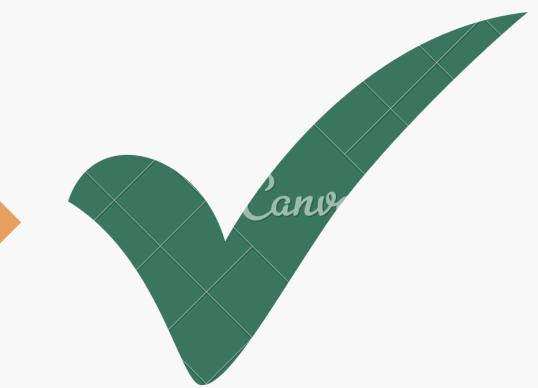
REQUEST FOR DEMO

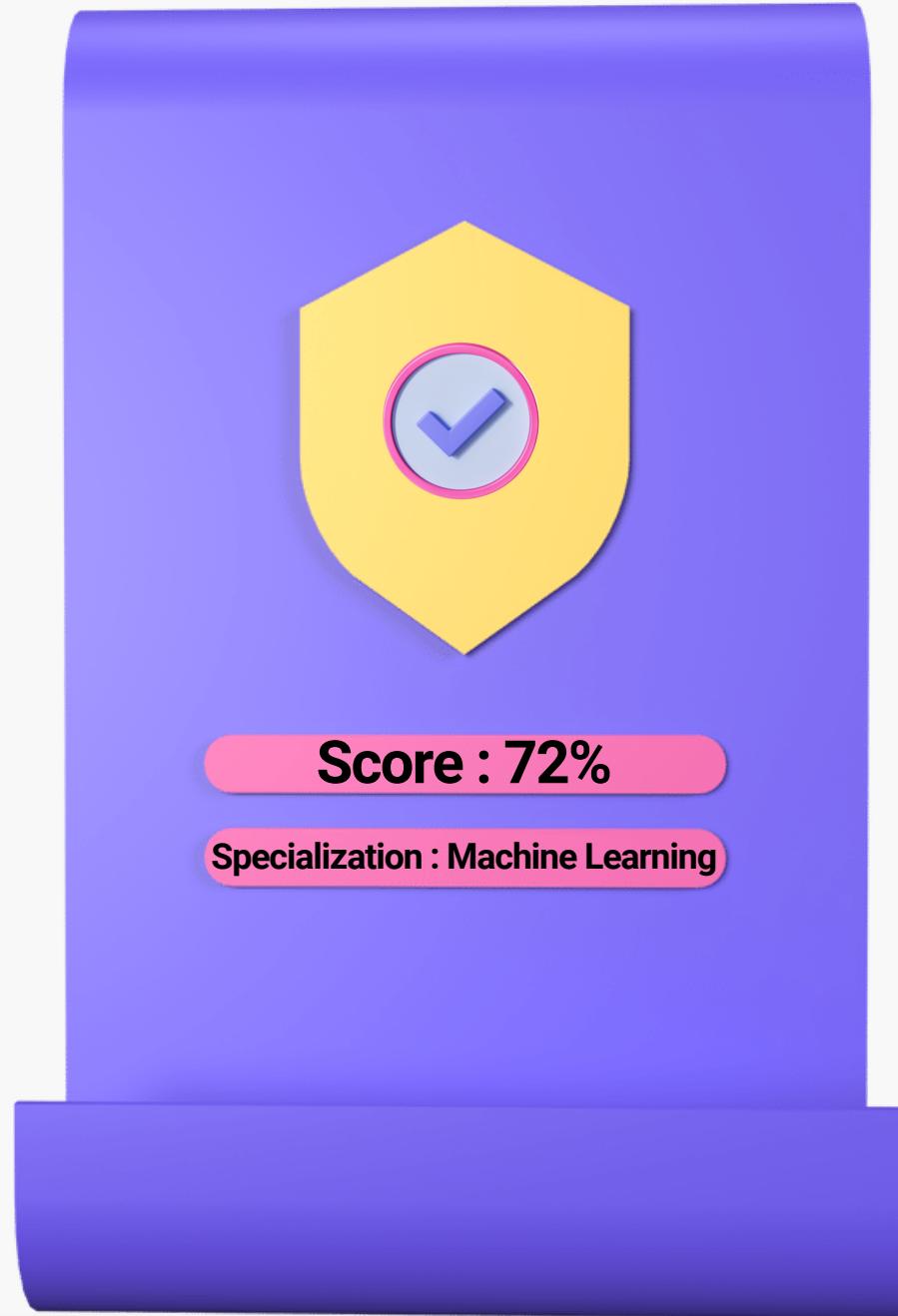


Scans

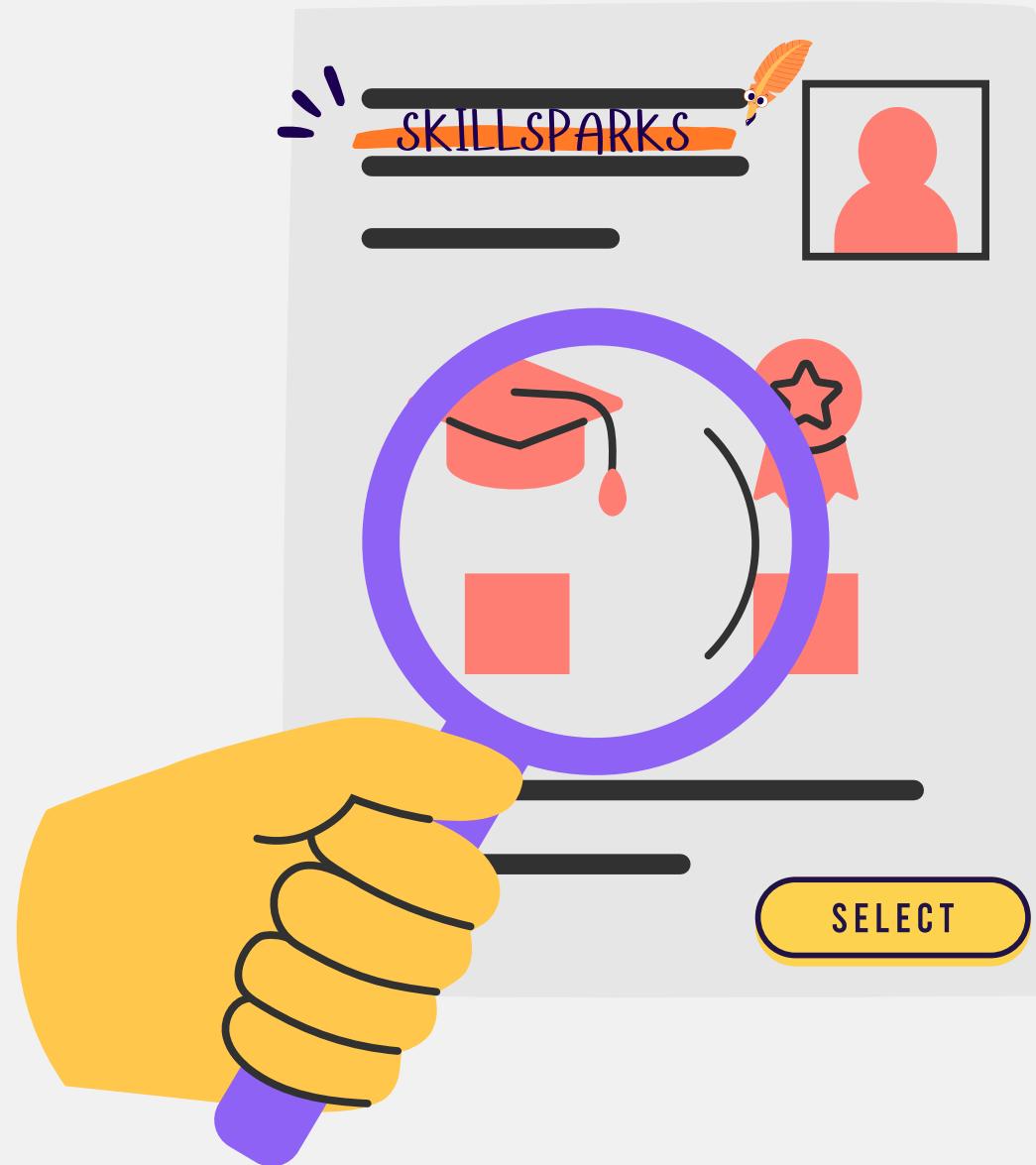


Compares





What next?

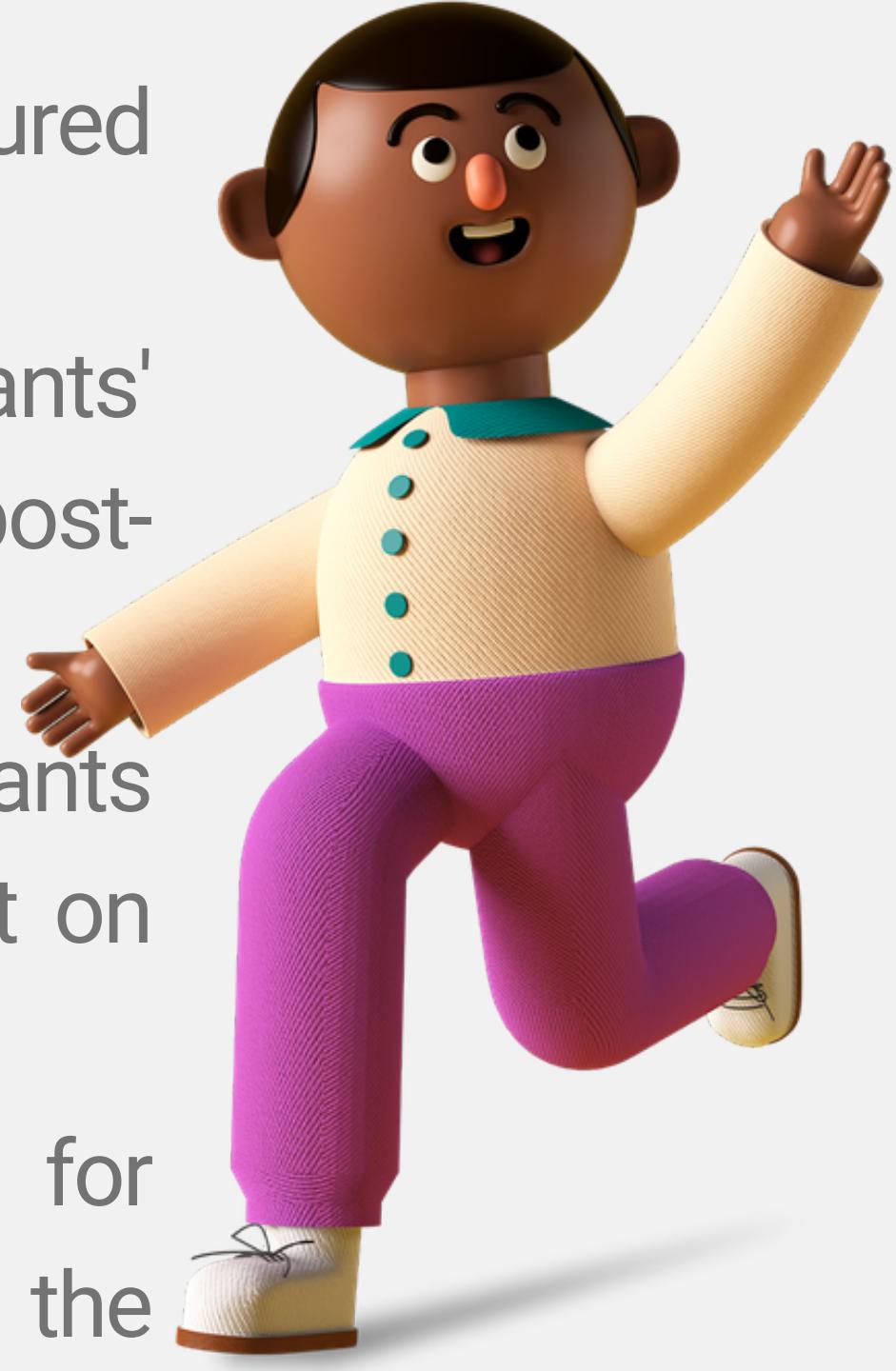


After the proposed solution has been developed, tested, and refined, the implementation phase is crucial for ensuring its successful integration into the job selection process. Here's how the implementation process might occur:

- **Integration with Job Platforms** : Integration with existing job platforms or recruitment portals to streamline the job application process.
- **Employer Awareness and Adoption** : Efforts should be made to raise awareness among employers about the solution and its benefits.

Success Metrics

- **Employment Rate** : The percentage of participants who secured employment after utilizing the solution.
- **Skill Development** : Quantifiable improvements in participants' skills and competencies as measured by pre- and post-assessments.
- **Job Satisfaction** : Ratings or feedback from participants regarding their satisfaction with the solution and its impact on their career aspirations.
- **Time to Employment** : The average duration it took for participants to secure employment after engaging with the solution.



Thank You!