# Ascendal



Analytical Solution for unlocking your potential



## Problem

What problem are we trying to solve? Is it really a problem?

Lack of confidence, and inability to Insufficient effectively practice showcase skills. No Lack of user Personalized friendly **Feedback** environment



# Customer Journey Mapping



Geeta

- AGE:21
- OCCUPATION: STUDENT
- LOCATION: KARNATAKA

### **PERSONALITY**

- Introvert
- Thinker
- Perceiving

### **MOTIVATION**

- Job
- Growth
- Financial security

## **Self Motivated**

**Environmentally** consicious

**Quality** consicious

#### Goals

• Geeta's primary goal is to practice and prepare for job interviews. Improve body language and communication skills

### **Frustations**

- She faces challenges related to confidence, anxiety, self esteem.
- Needs customized feedback.

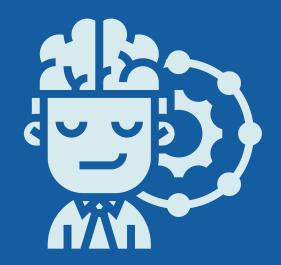
#### Bio

Experience: Geeta is a cse student who wants to prepare for her upcoming interviews she is not confident with her interview preparation so she needs a platform where she can get a real time experience with guidence an feedback.

# Solution



User-Centric Design



Role specific questions



Personalized feedback



**Emotion analysis** 



**Cost-Effective Pricing Model** 

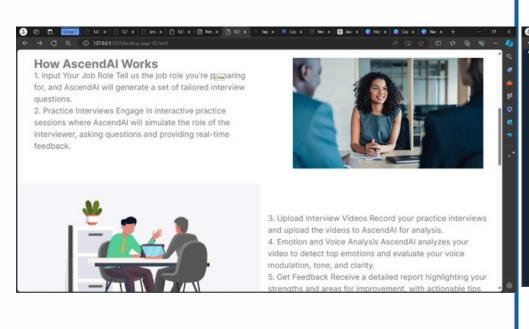


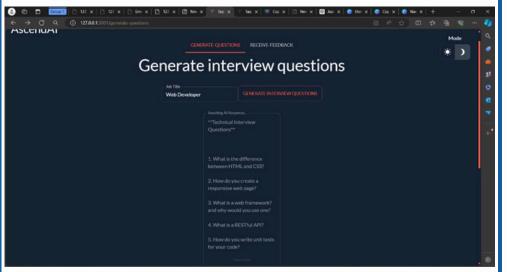
Scalability and Flexibility

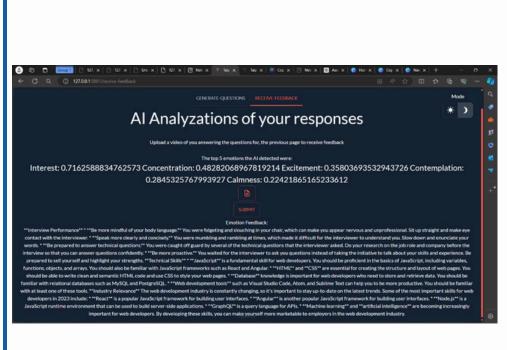
# **MVP**

## The basic product includes:

- Choice to select job roles.
- Questions on the job role and HR round.
- Upload interview video answering the questions and get feedback based on the emotions expressed.







# Lean Canva

#### **PROBLEM**

- · Job seekers struggle to find relevant interview practice tailored to specific roles.
- · Traditional interview preparation lacks personalized feedback and real-time interaction.
- Candidates often cannot identify their emotional and vocal weaknesses during interviews

#### SOLUTIONS

- Customer Segments
- College students entering the job market.
- Professionals seeking new job opportunities or career advancement.
- Career coaching services and consultants.

#### UNIQUE VALUE **PROPOSITIONS**

- Unique Value Proposition
- Al-powered interview coach offering personalized and interactive interview
- Comprehensive analysis of interview videos, focusing on emotions and voice.
- Tailored feedback and actionable insights to improve interview performance.

#### UNFAIR ADVANTAGE

- Advanced AI algorithms specifically designed for interview scenarios.
- Comprehensive emotion and voice analysis for detailed feedback.
- Strong expertise in both Al technology and human resources.

#### CUSTOMER SEGMENTS

Colleges

Corporates

### EXISTING ALTERNATIVES







- Number of registered users and active subscribers.
- User engagement and retention rates.
- Accuracy and quality of Algenerated feedback.
- Customer satisfaction and feedback scores.

#### HIGH LEVEL CONCEPT

Quick personalized app for students



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#### **CHANNELS**

- Channels
- Website and mobile app.
- Partnerships with universities and career services.
- Social media and online advertising.
- Career fairs and job hunting platforms.





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· College going students

#### COST STRUCTURE

- Server purchase cost, development costs.
- Knowledge gathering through experts and corporate agencies



#### REVENUE STREAM



- Subscription-based pricing
- Pay per clicks
- Online advertisements

# THANK YOU!