

Polaris ✨


Guiding direction for your career.

Team 11 - Dora, Isabel, Sri, Sunny ✨



Problem Statement

"How might we help early-career students and new graduates looking to pursue a career in tech find peers with shared goals and interests for meaningful collaboration and growth?"



User Persona



Jenny Kim, 22

- Recently graduated from UBC
- BA, but trying to break into a technical career
- Wants to understand career perspectives of junior designers
- Wants a low-commitment, low pressure method of interacting with industry peers
- **Finds mentorship too formal and intimidating**
- **Dislikes LinkedIn**, too superficial and hard to forge meaningful connections



Solution?
Meet *Polaris*.

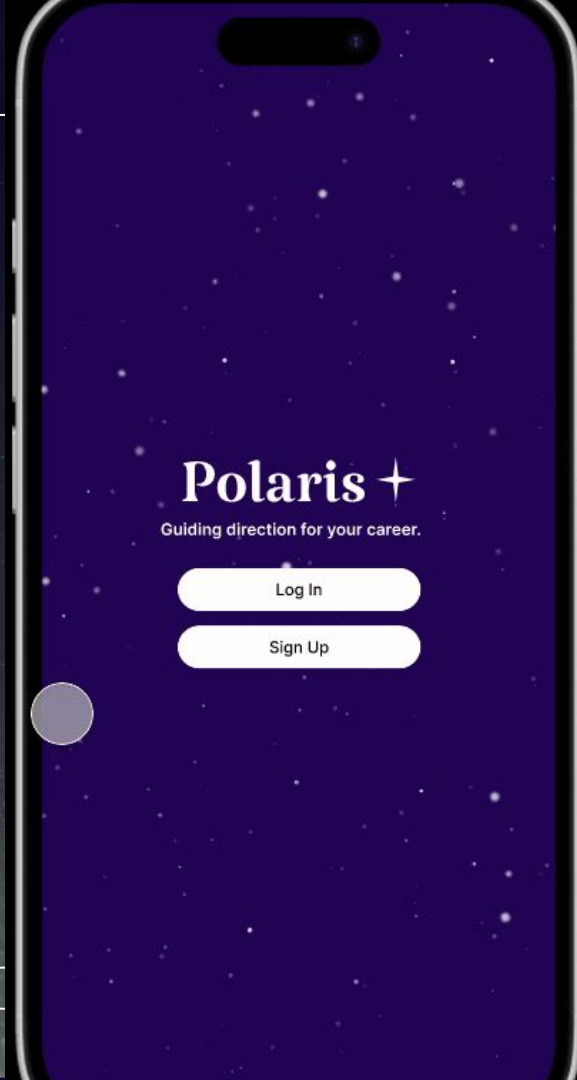


Polaris ✨

Polaris connects users with other industry peers to foster meaningful professional relationships through an emphasis on communication.

Users are matched based on their location, skills, and career interests.


We want to connect you with people who are in the same shoes as you, building a tech community that grows together.





The User Journey





Stages	Before Polaris	Using Polaris	First Match	Retention
Goals	Wants to talk to peers in industry.	Want to find suitable individuals to talk to.	Develop a connection with them.	Continue building connection(s!)
Thoughts	"I want to understand how other Arts students got into tech roles."	"I want to find someone in my relevant field to talk to. Preferably in my city and around my age too."	"I want to see if I have a mutual connection with this person."	"I want to continue sharing with this person & find more new connections!"
Pain Points	No one will respond on LinkedIn or cold-emailing.	Wanting to find a suitable person to chat with.	Seeing if this individual will be a good fit	Wanting to match with new individuals.
Emotions	Frustrated.	Excited.	Relieved, hopeful.	Grateful.
Touchpoints	Download Polaris!	Define who they're looking for.	Send a message request.	Continue using Chat function or re-match.

Why An App?

Accessibility



94% of people among
Gen Z use a
smartphone as their
preferred device

Comfortability



A mobile app provides
ease and simplicity that
creates convenience for
our target audience

Relatability



A texting app boosts
familiarity while
removing the pressure
of formal conversation

Competitive Landscape

LinkedIn



Target Audience:
professionals
Drawback: lacks genuinity

ADP List



Target Audience:
mentors/mentees
Drawback: poor UX/UI

Boba Talks



Target Audience:
mentors/mentees
Drawback: short-term

Product Differentiation

Matching Algorithm



Whoever you want to learn from,
we find you a match.
No searching, no guesswork.

Community & Culture



We want to connect you with your
peers in tech, not someone who was in
your shoes, but someone who's there
right now.

To-Market Strategy

Beachhead Market

Early-career students
(ages 18-21)
New graduates
(ages 22-25)

Pre- Launch Strategy

Market in online tech
communities, on social media
platforms, tech club events

UVP

Our app Polaris helps foster
interpersonal peer connections through
an integrated matching system, to help
you grow in tech.

Launch Strategy

Targeted rollout to target customer
segment, with monetization and
premium plans

Business Plan

Pricing

Free Plan:

Up to 25 re-matches per month

Premium Plan:

Unlimited re-matches
Subscription-based plans

Next Steps

Piloting in Vancouver, expanding to Canada and globally upon future development.

Funding by stakeholders and local initiatives like DigiBC.

Value Creation

Helping individuals break into fluctuating job market.

*Thank
you!*

