

# Polaris

Guiding direction for your career.

Team 11 - Dora, Isabel, Sri, Sunny



# Problem Statement

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"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*.

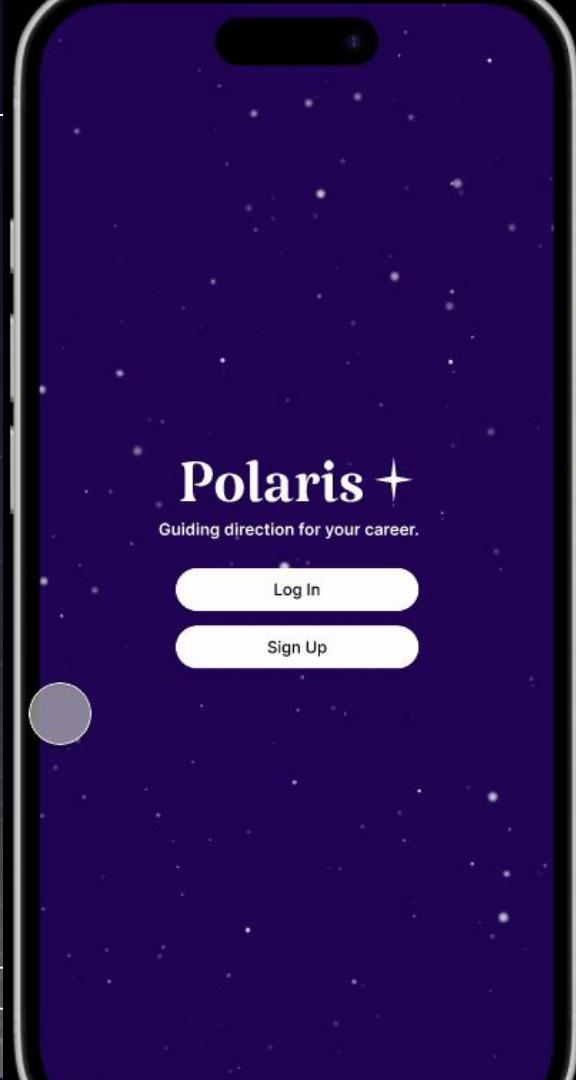


# Polaris +

**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 smartphone screen shows the Polaris+ mobile application. The top half of the screen has a dark purple background with white stars, representing a night sky. The bottom half is black. At the top center, the Polaris+ logo is displayed, consisting of the word "Polaris" in a serif font followed by a large, stylized plus sign. Below the logo, the tagline "Guiding direction for your career." is written in a smaller, sans-serif font. In the center of the screen, there are two white, rounded rectangular buttons. The top button contains the text "Log In" and the bottom button contains the text "Sign Up". A small circular icon is located at the bottom left corner of the phone's screen area.

Polaris +

Guiding direction for your career.

Log In

Sign Up



# 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

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### **Free Plan:**

Up to 25 re-matches per month

### **Premium Plan:**

Unlimited re-matches  
Subscription-based plans

## Next Steps

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

Funding by stakeholders and local initiatives like DigiBC.

## Value Creation

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Helping individuals break into fluctuating job market.

*Thank  
you!*

