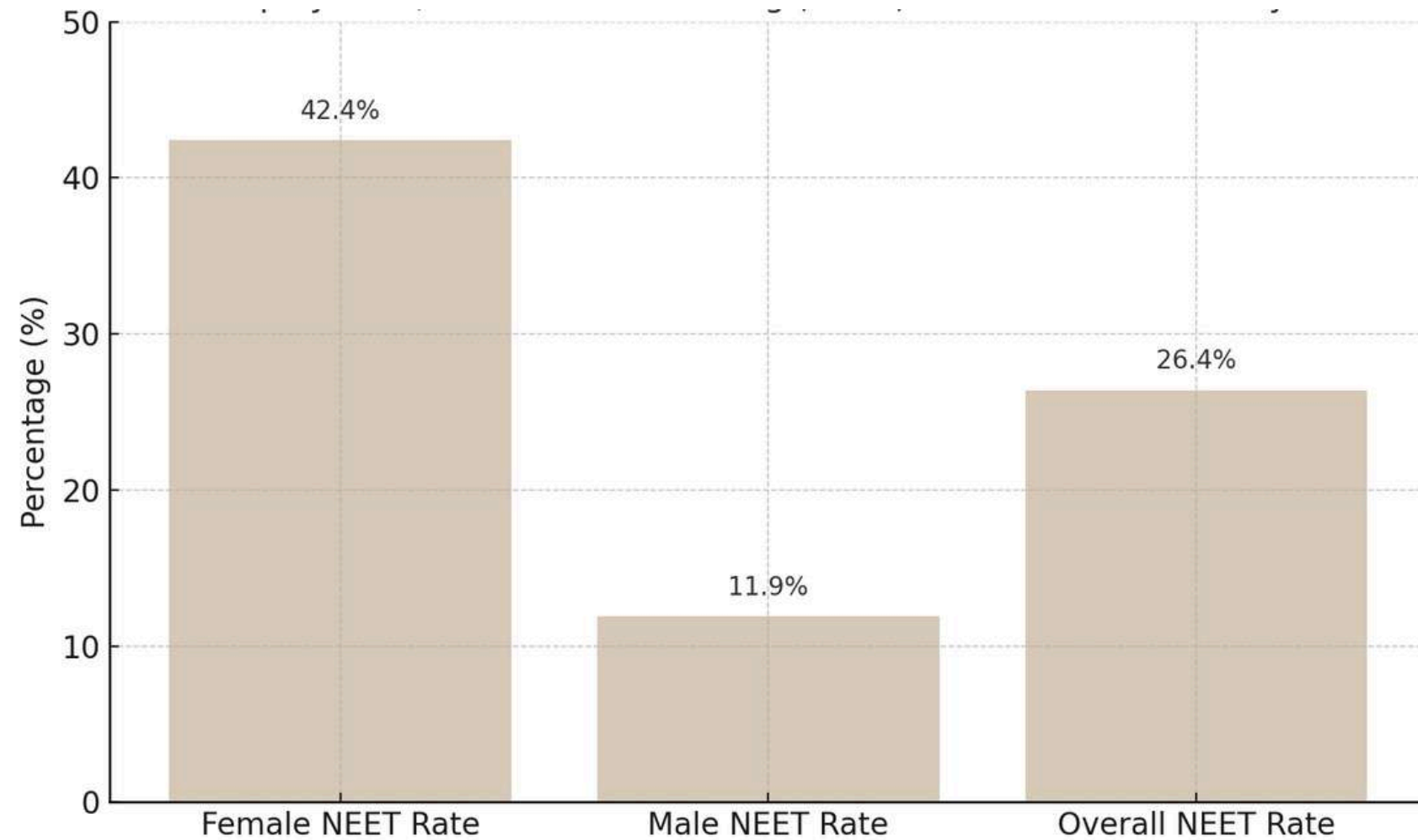




Pathfinder

Discover. Learn. Connect.

PROBLEM



SOURCE: ILO, 2023 [1]

Many youth feel lost about their future — no guidance, no access, no clarity

PROBLEM VS SOLUTION

CAREER CONFUSION

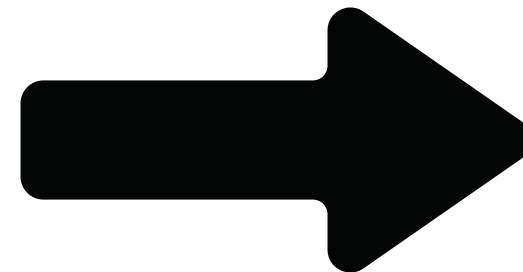
Many youth (15–25) have no idea what career suits them due to lack of exposure, self-awareness, or guidance.

NO ACCESS TO MENTORS

Traditional career advice feels outdated or unreachable. Youth want someone closer to their journey.

SCATTERED OPPORTUNITIES

Scholarships, jobs, and skill-building are spread across different sites. Most are hard to find or irrelevant.



AI-POWERED QUIZ

Pathfinder provides a smart career quiz that recommends pathways based on interests, skills, and personality.

NEAR-PEER MENTORSHIP

The app matches users with mentors who are just a few steps ahead in their field — relatable and real.

ALL-IN-ONE OPPORTUNITY HUB

Pathfinder centralizes relevant scholarships, jobs, and learning resources — curated to the user's path.



PRODUCT BASED SOLUTION

PRODUCT



WHAT IS IT?

Pathfinder is a mobile-first platform that helps youth discover career paths through an AI-powered quiz, build skills with microlearning and connect with relatable mentors.

WHO DOES IT SERVE?

Youth aged 15–25, including students, jobseekers and scholarship hunters, along with universities and hiring partners looking to engage with future talent.

HOW DOES IT HELP?

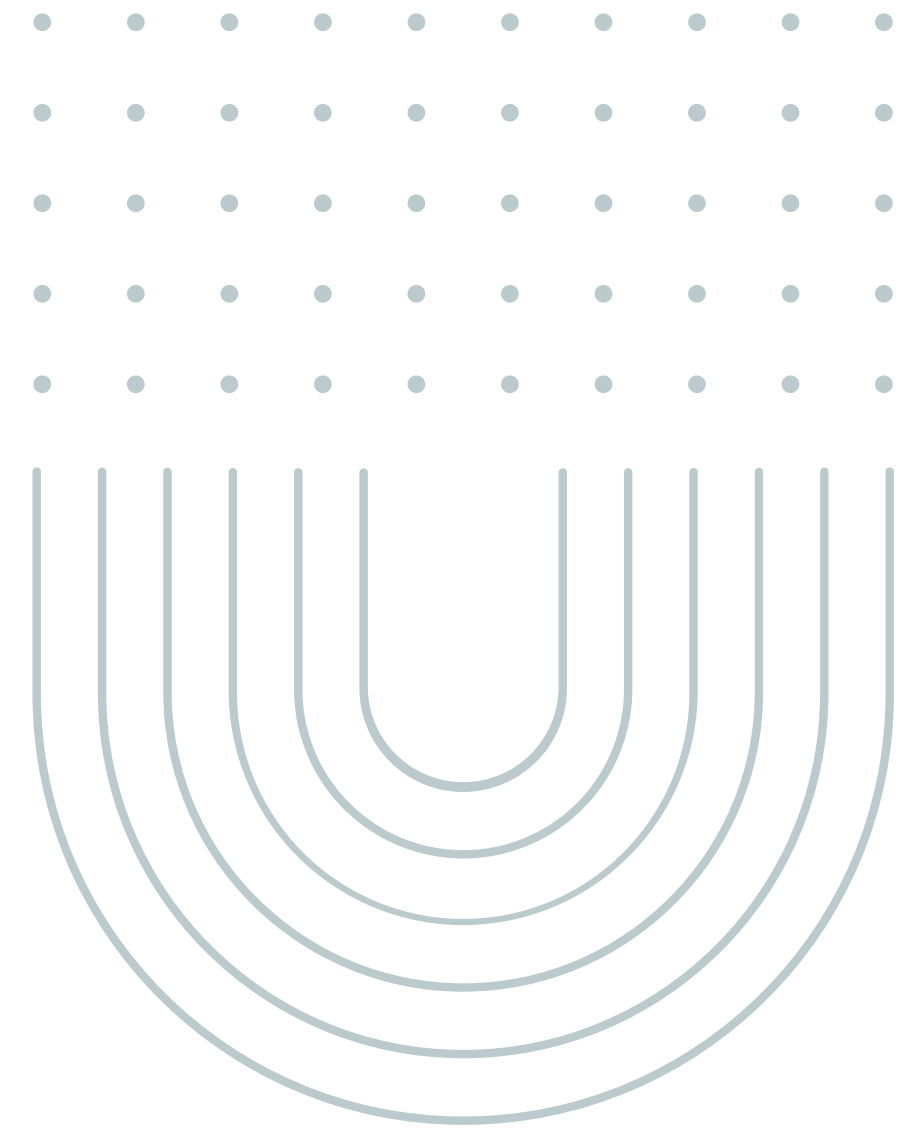
It guides users from confusion to clarity by offering personalized pathways, real-world mentorship and access to scholarships and job opportunities - all in one place.



Website



Mobile Application



OUR
PRODUCT

Pathfinder

Home

Explore

Learning

Mentors

Career Quiz Result

Graphic Designer

Software Developer

Social Worker

Start Learning

Communication Skills

Effective Listening

Nonverbal Communication

Giving Feedback

Mentor Chat



John D.
Finance Analyst

Hi, I'm here to help you reach your goals. Feel free to ask any questions you have.

Hi John!
I'm interested in marketing

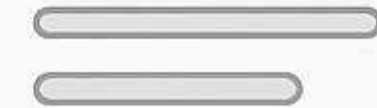
Book a session

Profile



Achievements

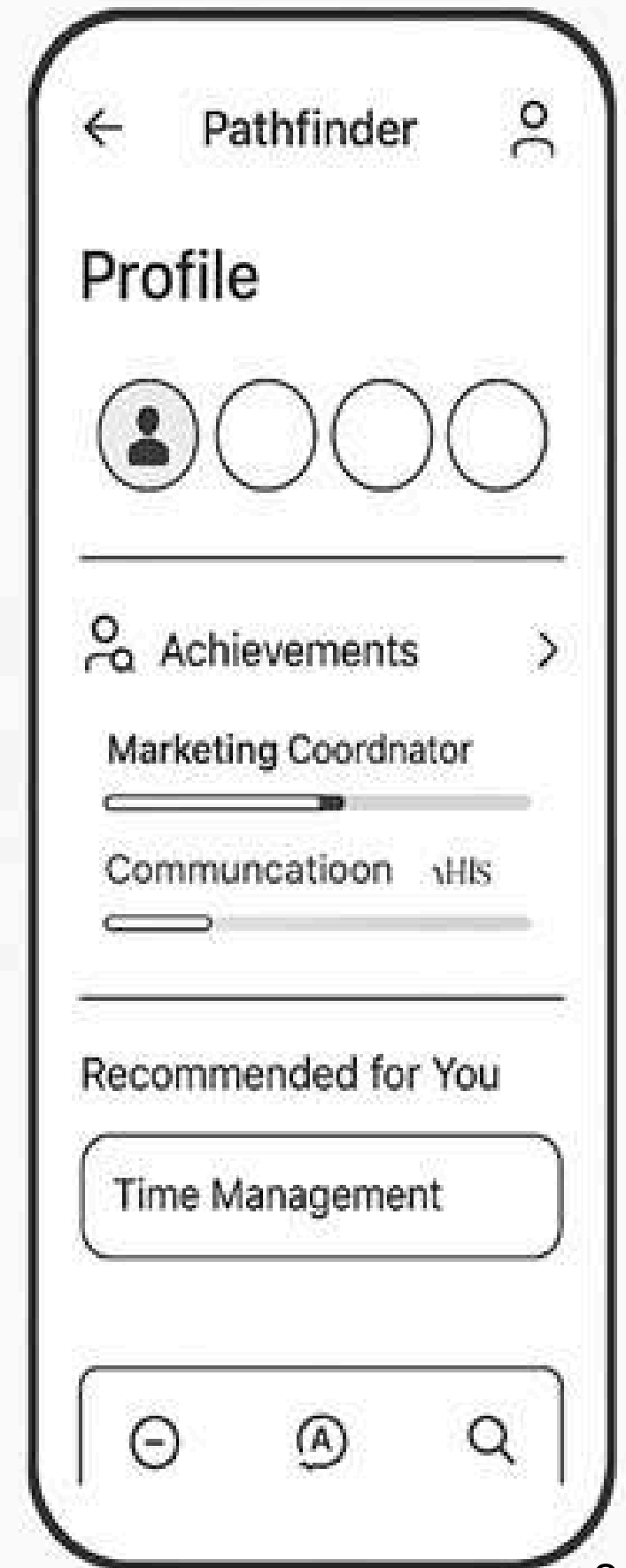
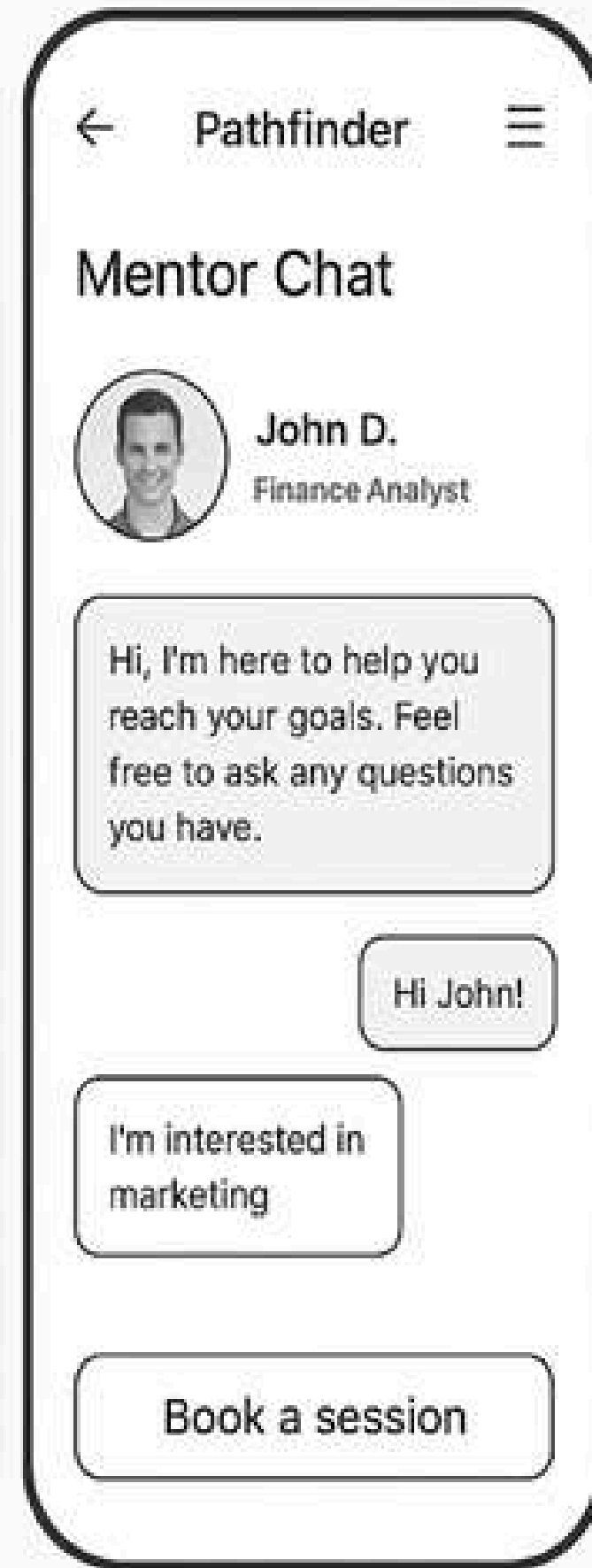
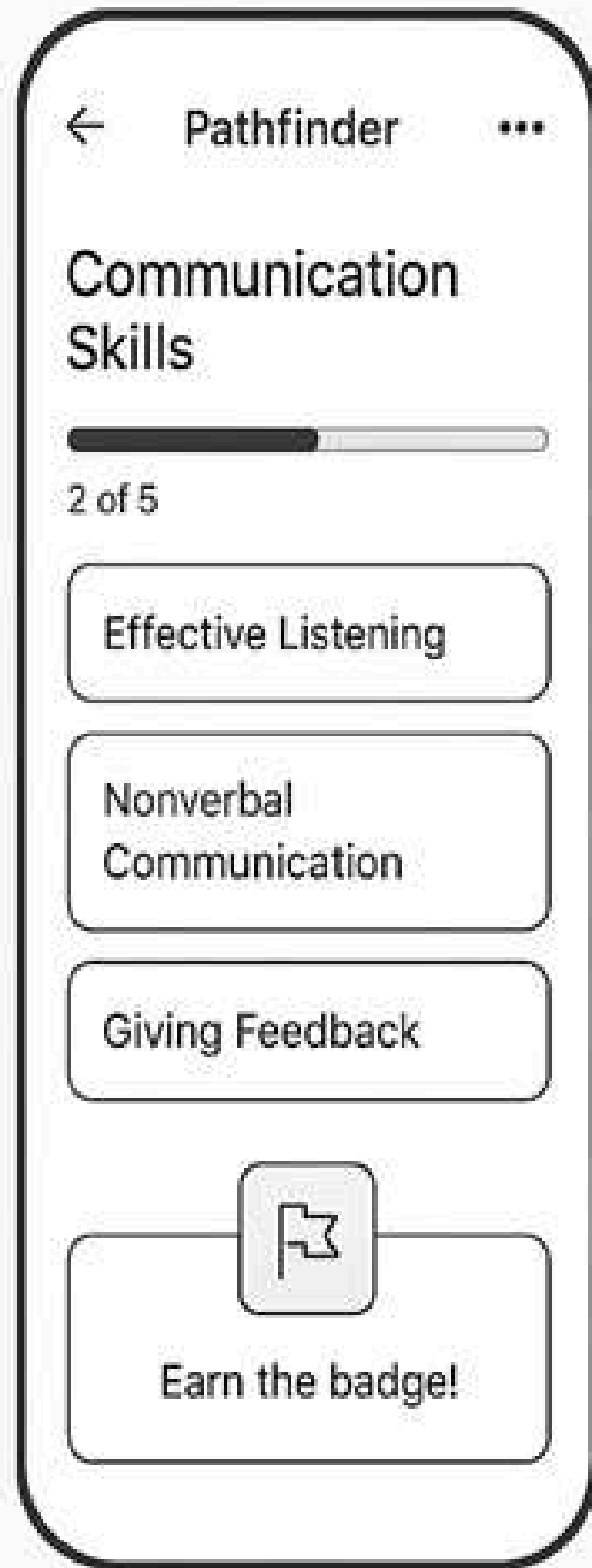
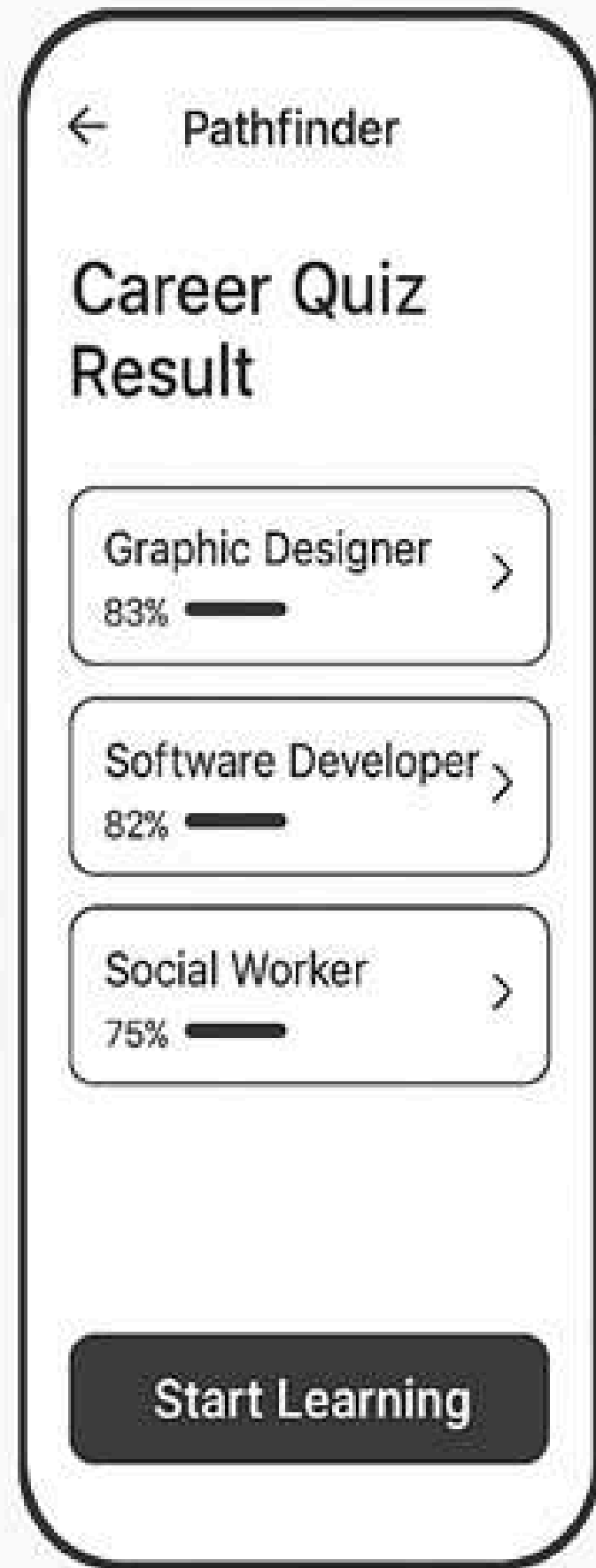
Marketing
Coordinator



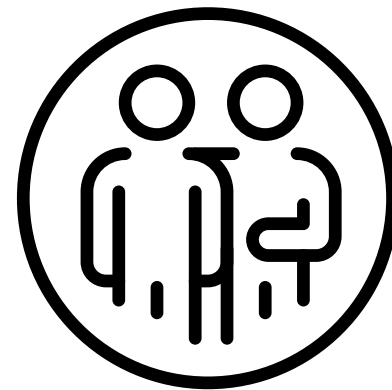
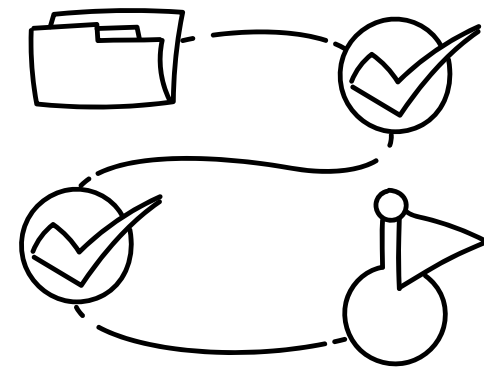
Communication

Time Management





HOW DOES IT WORK?



Users create an account and complete an AI-powered career quiz to identify interests, skills, and goals.

The app generates a tailored learning and career roadmap, with suggested mentors and opportunities.

Mentees are matched with local mentors who've had similar experiences for relevant and relatable guidance.

Access microlearning modules on financial literacy, career skills, and personal growth.

Discover scholarships, internships, and job listings curated based on the user's pathway and interests.

Sign Up & Take Quiz

Get Personalized Pathway

Match with Mentor

Learn & Upskill

Explore Opportunities

MENTORSHIP SESSION



Globalize



Open access to Pathfinder for youth worldwide



Universal app interface with English as default language



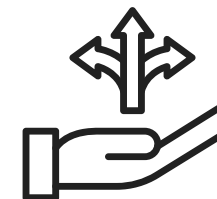
Standardized mentoring structure and skill modules across regions



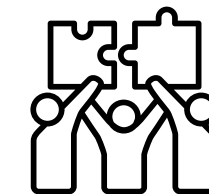
Localize



Mentees matched only with mentors from the same country



Guidance tailored to local education, job markets, and scholarships



Cultural and language alignment to ensure relatability and relevance

EDUCATION



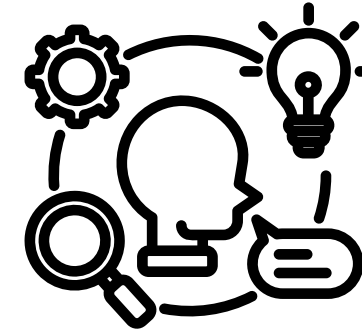
Financial Literacy

- Budgeting and managing student expenses
- Understanding loans, scholarships, and savings
- Basics of digital banking and financial tools



Career Readiness

- Resume and cover letter writing
- Job interview preparation
- Workplace communication skills



Self-Development

- Goal setting and time management
- Confidence building and growth mindset
- Stress management and emotional wellbeing



Digital Skills

- Basic coding and tech literacy
- Safe use of social media
- Online collaboration tools (e.g., Google Workspace)



BUSINESS MODEL

OUR STRATEGY

Goal

To grow Pathfinder's user base, community impact and partner ecosystem through focused marketing and strategic partnerships.

Marketing

We will raise awareness and attract users through digital campaigns and in-person activations.

Online

- Social media campaigns on TikTok, IG, and YouTube Shorts
- Relatable content (career tips, mentor stories, quizzes)
- Collaborations with youth creators and student ambassadors

Offline

- Campus roadshows and school workshops
- Career fairs and youth-focused events
- Flyers, stickers, and QR poster campaigns

Partnership

We'll grow our network by partnering with mission-aligned organizations.

Brands

- Co-branded scholarship or job listings
- Sponsored mentor campaigns
- Youth-focused CSR collaborations (e.g. financial literacy, digital skills)

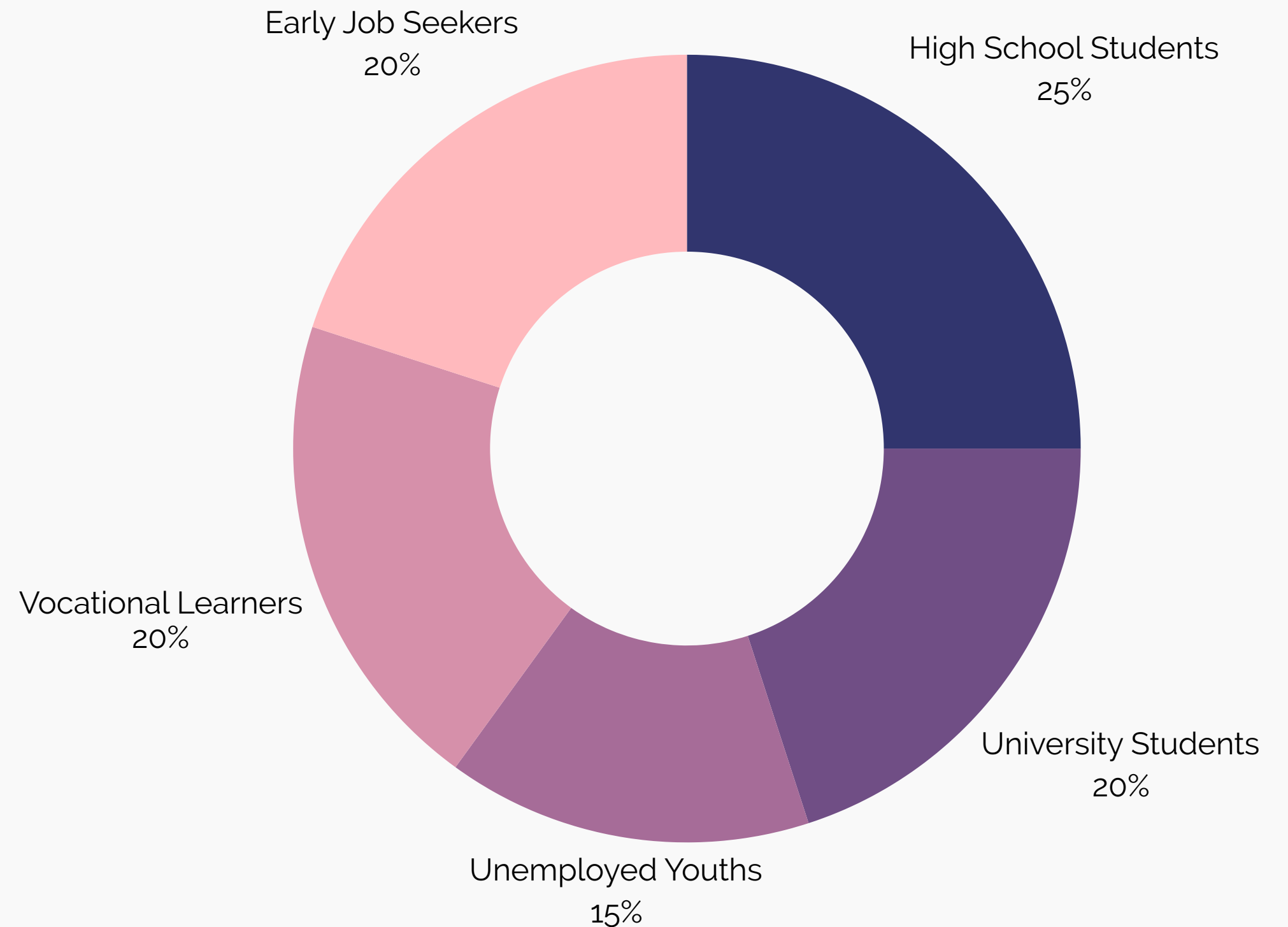
Affiliates

- Partnerships with NGOs, youth councils and student societies
- Incentivized affiliate referrals (mentors, learners, scholarship listings)
- Cross-promotion with edtech and youth platforms

Target Market Opportunity

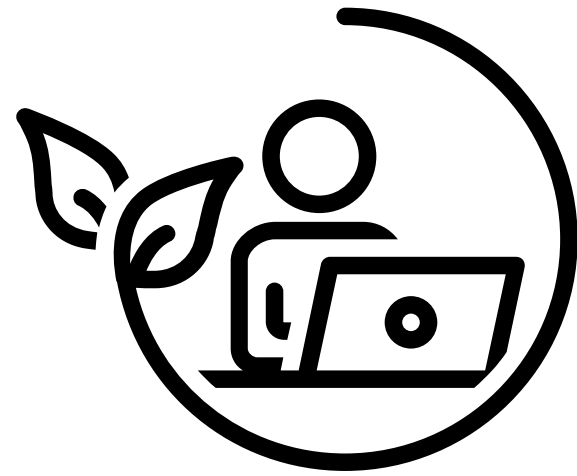
How big is the market our company is after?

We're targeting youth aged 15–25 around the world. This includes students, unemployed graduates and early job seekers — an estimated 213 million youth in the region [2]. Assuming a 25% serviceable rate, this translates to a reachable audience of over 53 million users, equating to a total addressable market of approximately USD 6.36 billion annually.



Source: United Nations Regional Overview: Youth in Asia and the Pacific [2]

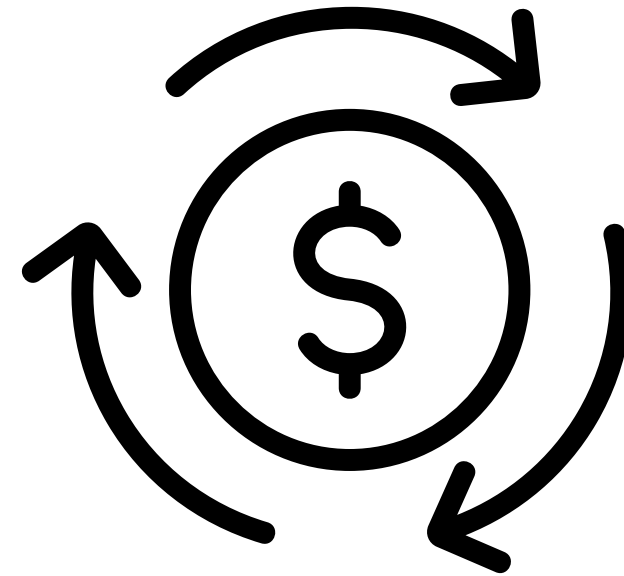
KEY PERFORMANCE INDICATORS



KPI 1

Monthly Active Users (MAU)

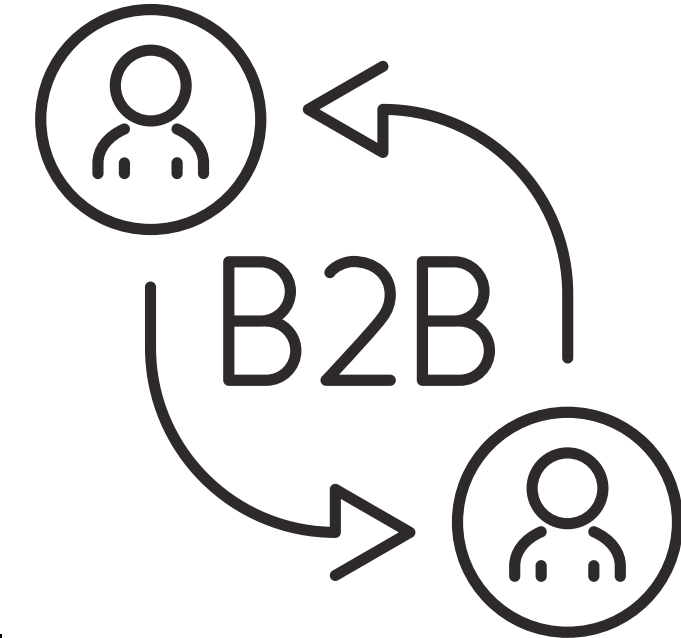
- Tracks overall platform engagement and user stickiness. A growing MAU shows product-market fit and demand for the app.
- 🎯 Target: 5,000 MAUs by end of Year 1



KPI 2

Conversion Rate (Free → Paid)

- Measures how many free users are upgrading to paid subscriptions or using premium features.
- 🎯 Target: 10–15% conversion rate in Year 1

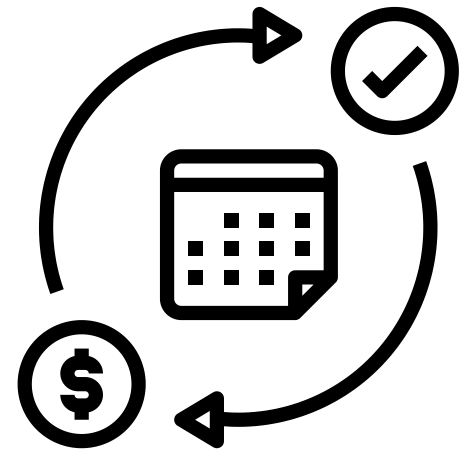


KPI 3

B2B Partner Listings (Jobs, Scholarships, Institutions)

- Validates demand from universities, employers, and scholarship providers. Shows traction in your revenue-generating partnerships.
- 🎯 Target: 10 paying partners by Year 1 (e.g. schools, NGOs, or brands)

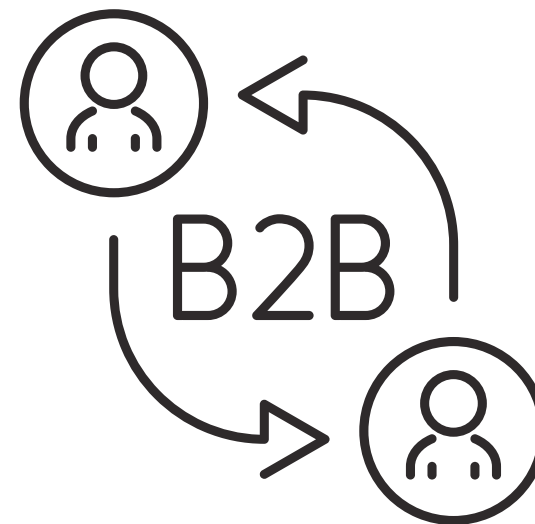
REVENUE STREAMS



Revenue Stream 1

Freemium Subscriptions

- Certification upon course completion
- Premium mentor access (e.g. booking 1-on-1 sessions)
- Career coaching bundles



Revenue Stream 2

B2B Listings & Partnerships

- List scholarships and internships/jobs
- Promote their brand as youth-focused institutions
- Reach targeted users based on career interest or region



Revenue Stream 3

Branded Sponsorships & Ads

- Sponsored content or banners in the app
- Co-branded scholarship campaigns

PRICING TABLE

BASIC

- ✓ Access to career quiz
- ✓ Public learning modules
- ✓ Basic chat with one mentor

FREE

PRO

- ✓ All BASIC features
- ✓ Direct chat with > 1 mentor
- ✓ Badge certification

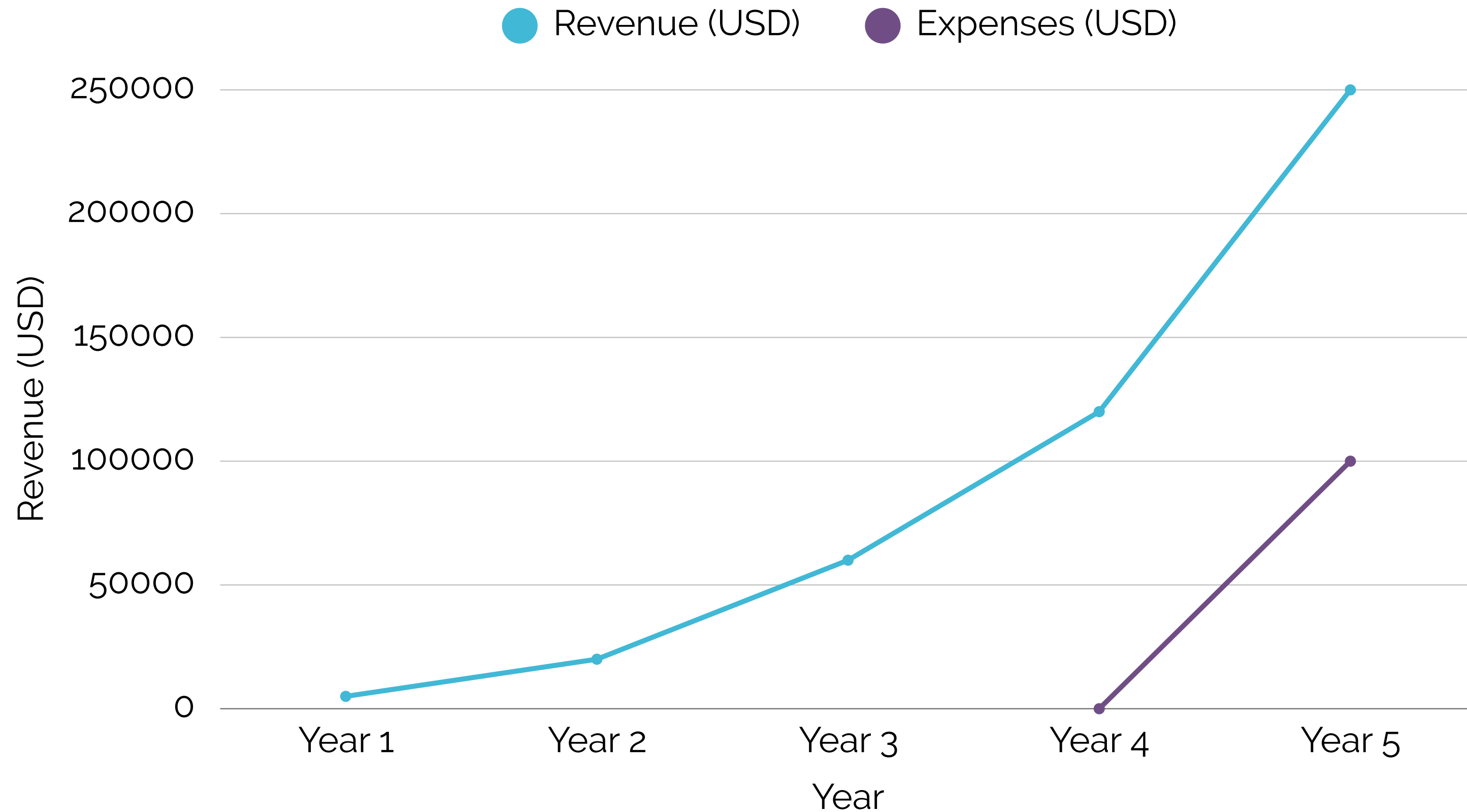
USD2.99/MONTH

PREMIUM

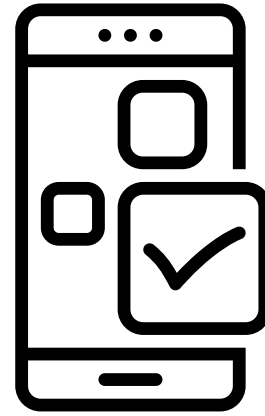
- ✓ All PRO features
- ✓ 1-on-1 mentor session booking
- ✓ Scholarship alerts
- ✓ Career coaching toolkit

USD6.99/MONTH

FINANCIAL PROJECTIONS



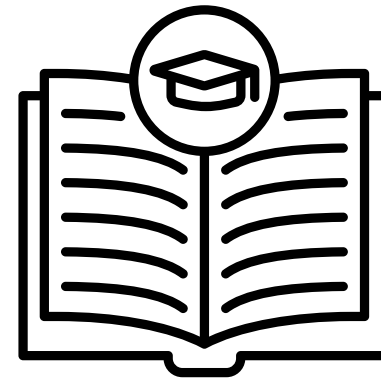
INVESTMENT/ USE OF FUNDS



Use 1

To build the Minimum Viable Product (MVP) version of Pathfinder:

- Front-end & back-end development
- Design + user testing
- Mobile/Desktop app deployment



Use 2

To develop:

- Skill modules & career content
- Mentor recruitment, training & verification
- Early scholarships/job partner curation



Use 3

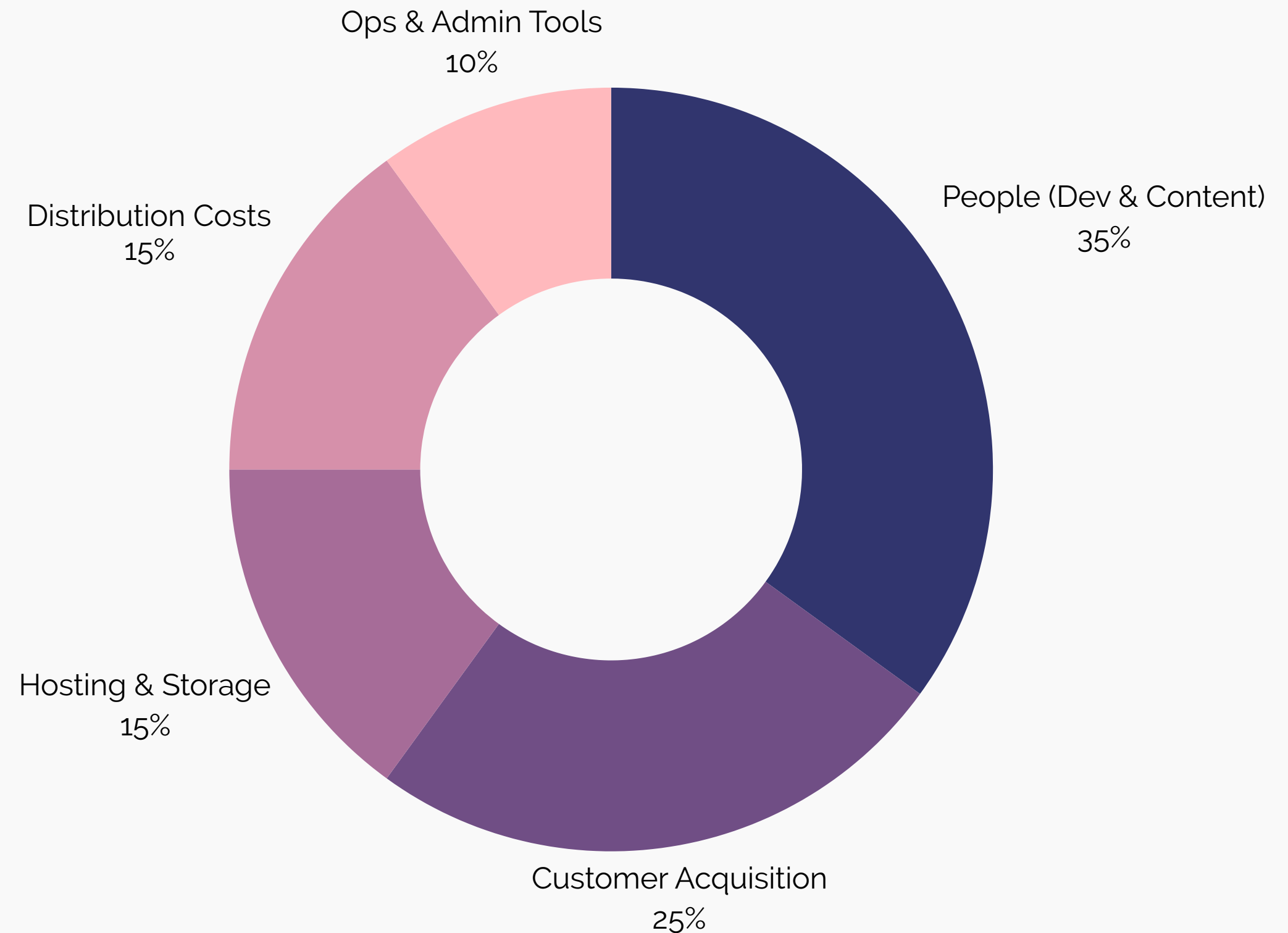
To acquire first users and partners:

- Social media campaigns (TikTok/IG)
- School/university partnerships
- Community & mentor ambassador programs

COST STRUCTURE

How will we use the funds we raise?

Pathfinder's cost structure reflects our focus on launching a scalable MVP and creating impactful content for youth. Major expenses include tech development, outreach and hosting.



TIMELINE

Milestone 1 (Aug 2025)

Concept Validation

- ✓ Conducted 30+ interviews with youth
- ✓ Defined core problems & value proposition
- ✓ Initial branding and positioning completed

Milestone 3 (Oct-Nov 2025)

MVP Development Begins

- 🔧 Build core features: quiz, mentor chat, skill modules
- 🔧 Set up backend + basic user flow
- 🔧 Recruit early adopters (mentors, students)

Milestone 5 (Jan 2026)

Refinement & Scale-Up Prep

- 🔧 Refine UX and features based on user feedback
- 🎯 Prepare outreach campaign for full launch
- 👛 Approach investors, job partners, and universities

Milestone 2 (Sept 2025)

Prototype & Wireframes

- ✓ Created mobile and desktop wireframes
- ✓ Developed clickable prototype
- ✓ Collected feedback from mentors & students

Milestone 4 (Nov-Dec 2025)

Pilot Launch & Partnerships

- 🚀 Launch beta version with 1-2 schools/NGOs.
- 🤝 Begin mentor ambassador program.
- 📊 Track usage data and retention.

Help youth find their path –
one step, one mentor,
one future at a time.



Pathfinder

Discover. Learn. Connect

THANK YOU

Do you have any question?

APPENDIX



PROBLEM

- Youth (15–25) lack access to personalized career guidance and mentors
- Many are unaware of job opportunities, scholarships or career paths that fit them
- Job seekers struggle to develop relevant soft skills and stand out to employers

EXISTING ALTERNATIVES

- LinkedIn
- JobStreet
- School Career Services
- Scholarship Aggregator Sites

SOLUTION

- AI-powered career quiz with tailored learning paths.
- Verified mentorship and feedback system (match, rate and improve)
- Opportunity Hub – scholarships, job listings, and branded talent content.

KEY METRICS

- Active user growth and retention rate.
- Number of job/scholarship applications made through platform.
- Ad engagement rate (for revenue optimization).

UNIQUE VALUE PROPOSITION

Pathfinder is the go-to platform for young people to discover their purpose, grow their skills, and access real opportunities – all guided by mentors who've walked the path before them.

We are:

- Youth-first
- Skill-based
- Opportunity-driven (jobs + scholarships)
- Personalized through mentorship and AI

UNFAIR ADVANTAGE

- Localized scholarship/job database + verified peer mentoring = hard to replicate.
- Unique combo of mentorship + opportunity discovery.
- Trusted relationships with universities, NGOs, and employers.

CHANNELS

- Direct – Social media (Instagram, TikTok), App Store/Play Store, student clubs.
- Indirect – University partnerships, career fairs, NGO collaborations, ads via mentors/influencers.

CUSTOMER SEGMENTS

- Youth aged 15–25 (students, job seekers, scholarship hunters).
- Universities offering scholarships or seeking outreach.
- Companies and hiring managers looking for early talent.
- NGOs or foundations promoting education and employment.

COST STRUCTURE

- Customer Acquisition Costs – Paid ads (Instagram, TikTok), Influencer Partnerships, Referral Bonuses
- Distribution Costs – App Store/Google Play Developer Fees, Marketing collateral (eg. promo content, ambassador kits)
- Hosting – Cloud Storage (AWS or Firebase), Bandwidth for app usage
- People – Developers (Front End, Back End), Content Creators (Courses, Scholarships)

REVENUE STREAMS

- Revenue Model – Freemium app model with optional paid features, B2B partnership model (universities, companies, NGO's pay to list or brand)
- Lifetime Value – Extended engagement from youth as they move from education → scholarship → job phase
- Revenue – Premium subscription, employer/university listing and branding fees
- Gross Margin – High digital margin: fixed content creation + scalable platform, cost effective once infrastructure is built and partner network established