Gradu solutions

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Gradu solutions
The future is not what it used to be

Relevance

Student pains:

- Don't know what career to choose
- Fear of choosing career they won't like
- Not knowing what exactly chosen career entails and if it's a suitable option
- And even if I choose, how do I get there?

Needs:

- A demo-version of a profession to get a feel of it
- A professional trajectory with necessary educational sources and materials
- A certain job after graduating from university
- Career guidance

Value proposition/Product

The future is not what it used to be. Choose your path wisely and aim at greater things. We will help you with that.

The formation of young people's ability to build their educational and career path, consciously choose a professional path.

Receiving recommendations on the next steps, depending on the expressed interest in certain tasks

Technology and infrastructure

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Integrated VR-technologies providing in-depth simulation of workspace

Web-Application

Available on smartphone

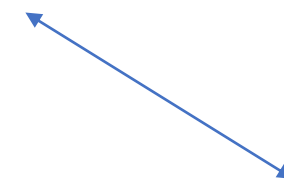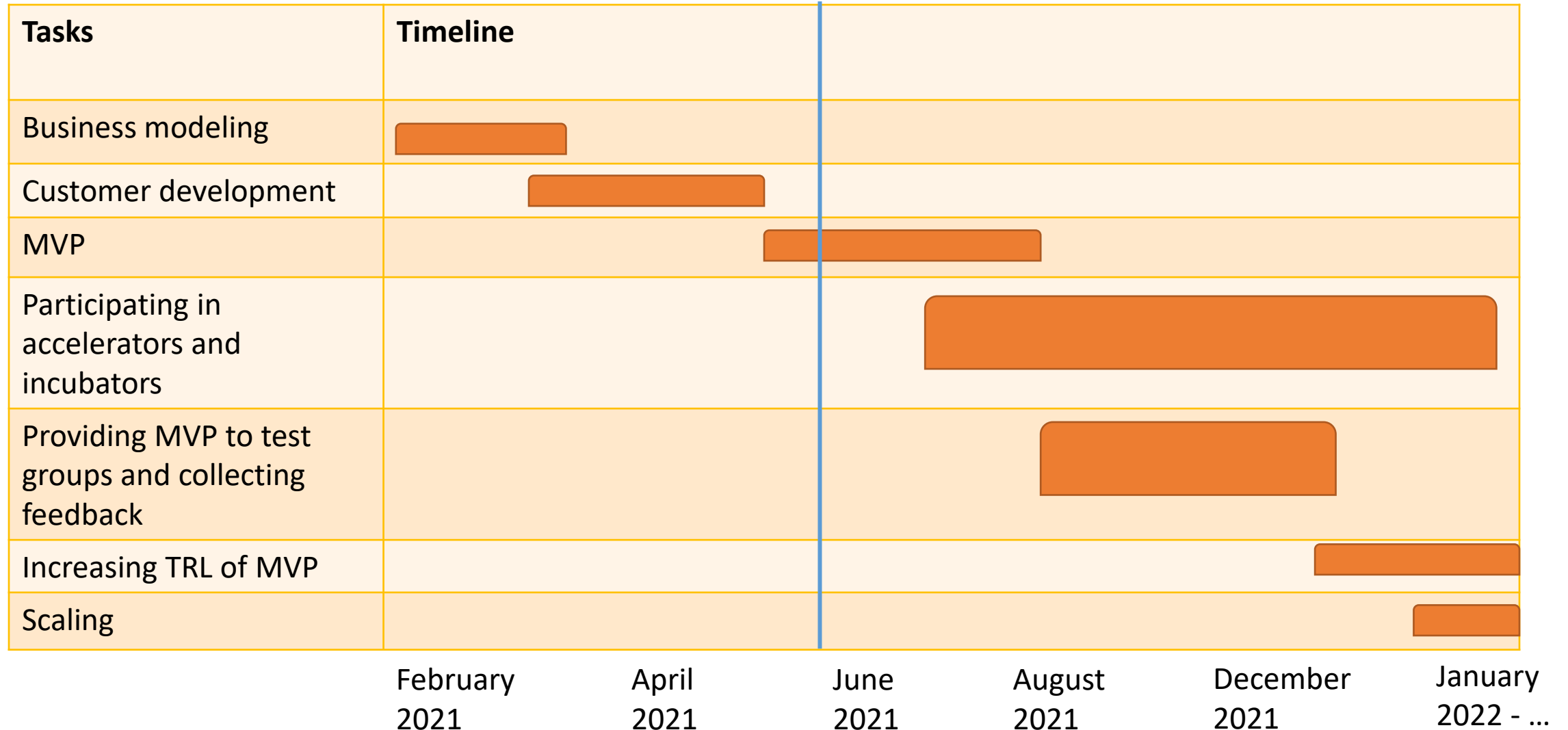Gamified tasks simulating real-work experience
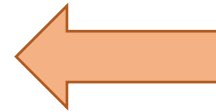
Student

Corporation

University

Problem

Uncertainty. It's hard to choose a career for a fresh graduate, especially when dealing with constant pressure from parents and society. Not only a choice has to be made fast, the choice has to be tight and resonating with one's preferences and abilities.

There is a lot of factors to consider when choosing an educational institute. Often young people can't build an educational path and go on a whim, which may result in disappointment in foreseeable future.

Solution

A platform that contains a variety of gamified tasks which simulate real work-experience. A user can try them all out and formulate an understanding of which tasks he is capable of solving most and which bring him the most satisfaction. Also each profession contains VR-section which will showcase day-to-day activities and actions performed by a specialist. After choosing a profession a user is given with options of courses and universities where he can obtain necessary

Key Metrics

Visits to web-application

DAU/MAU

The number of reviews

The number of installs (in case of mobile app)

Unique Value Propositions

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Unfair Advantage

Trilateral interaction of corporations, universities and student himself which may result in better life scenario

No psychological evaluations or professional orientation tests

Channels

Advertising (online)

Recommendations

Referrals

Customer Segments

School graduates

Cost Structure

Maintenance

Payroll

Marketing

Development

Revenue Streams

Freemium model

Marketing strategy

Stage	Action	Metrics
1. Acquisition	1. E-mail campaign 2. Targeted ad in social media 3. Context ad 4. Create web-site or a blog and do regular posts	CPC, CPL, CTR, Leads, Bounce rate
2. Activation	1. Make a product more intuitive for user. 2. Add more options of careers to choose from 3. Add new features, like advanced analytics	Engagement (duration and depth of session)
3. Retention	1. Publish cases of successful usage 2. Publish articles related to career development	Bounce rate, Engagement
4. Referral	1. Give bonuses for recommendations 2. Ask to leave a review	NPS, CSI
5. Revenue	1. Introduce premium version without ads	The growth of paid accounts, revenue from advertising

Roadmap

Tasks	Timeline					
Business modeling	▬					
Customer development		▬				
MVP			▬			
Participating in accelerators and incubators				▬▬▬▬▬▬		
Providing MVP to test groups and collecting feedback				▬▬▬		
Increasing TRL of MVP						▬
Scaling						▬

| February 2021 | April 2021 | June 2021 | August 2021 | December 2021 | January 2022 - ... |

Benchmarking

Company	Short description	Contact information	Direct/indirect competition	Revenue evaluation or customer flow
SkillCity (Russia)	Application for career guidance and cyber socialization from the FOROTECH Foundation, MegaFon and federal partner companies	https://skillcity.ru/	Direct	<5k downloads per month
The ticket to the future (Билет в будущее, Россия)	All-Russian educational project for vocational guidance of schoolchildren in grades 6-11. It helps children to get acquainted with the demanded professions in theory and in practice.	https://bilet.worldskills.ru/	Direct	~80k visitors per month
Skillometr.ru (Russia)	Skillometer is a digital career guidance platform suitable for people of all ages. The app also helps a person choose educational courses in order to acquire skills for the desired profession.	https://skillometer.ru/	Inirect	<5k downloads per month
Career Explorer (USA)	CareerExplorer is a free platform that helps you find your ideal career. Take the world's best career test and see your compatibility with over 800 careers.	https://www.careerexplorer.com/	Indirect	~920k visitors per month

Project team

Ilya Shabelnikov — Founder;

Sergey Andreyanov —
DevOps;

Stakeholders

Corporations (interested in talents to hire)

Universities (interested in bright young people to enroll in their programmes)

Institutions of development with HR demand

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Finance

We need $20000 as pre-seed investment to hire more people into development team and to keep development process steady and operational.

Also, we require expertise and networking to improve the project.

Приложение для профессиональной ориентации школьников с применением виртуальных технологий

Возможность выбрать свою будущую специальность, решая задачи, приближенные к реальным.

Возможность ближе познакомиться с профессией, не выходя из дома, благодаря VR-технологиям.

На выходе — индивидуальная образовательная траектория с доступными курсами и университетами, а также компании, в которые можно будет устроиться по приобретении компетенций.

Thank you

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