

# Compass AI

---

*Transform your academic, professional, and personal development with individualized AI-powered guidance*

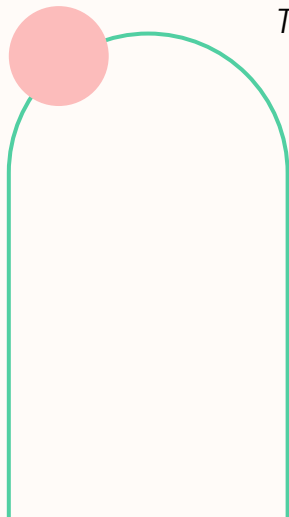
Group Members:

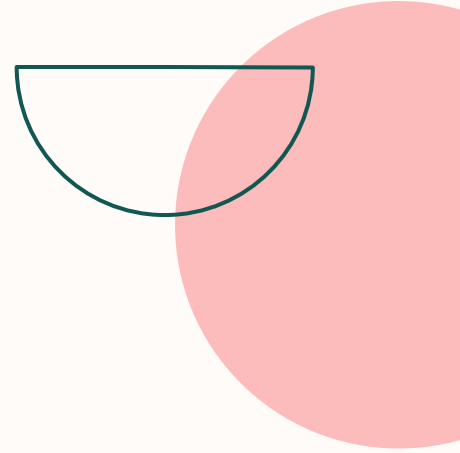
**Hagar Fisher** – Product Manager and Business Consultant

**Hafsah Mehdi** – Business Consultant

**Samuel Kong** – Software Engineer

**Daphne Yap** – Software Engineer





# Compass AI

---

*Transform your academic, professional, and personal development with individualized AI-powered guidance*

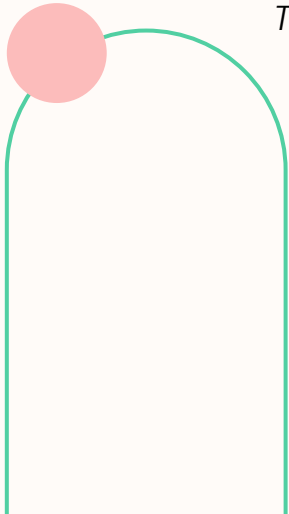
Group Members:

**Hagar Fisher** – Product Manager and Business Consultant

**Hafsah Mehdi** – Business Consultant

**Samuel Kong** – Software Engineer

**Daphne Yap** – Software Engineer





01

# Our Product

Key features and Tech Explained

# Key Features and Tech

01

## CV rater

Maximize your job opportunities with our CV Rater

02

## Career Guidance

Empower Your Career Path: Get Personalized Guidance with Our Career Feature

03

## Educational Advice

Maximize your education potential with our expert advice and guidance

04

## Personal Dev. Assistance

Unlock your potential with our personal development assistance

05

## Mentorship

Expert mentorship through AI technology to guide your personal and professional growth

06

## Platform

Expand our services into other iOS, Android to promote users growth and train our models



# Demo

Here is the beta version of our product. It provides the MVP perspective to understand our approach. In the future we are looking forward to include more features to advance the users' experience as touched upon in the previous slide.





02

# Market Analysis

Target audience, market, growth, and competition analysis

# Target Audience

## Students

Advice on choosing universities, colleges, majors, and planning their academic and career advice.

## Professionals

Advice on career pursuit, whether it is for starting out or advancement, leadership development, and work-life balance.

## Personal Growth Seekers

Advice on developing new skills, overcoming challenges, and improving overall well-being.

Customer  
Type #1

Customer  
Type #2

Customer  
Type #3

## Target customers:

- Educational institutions
- Career centers
- Individuals

# Market and Growth Analysis

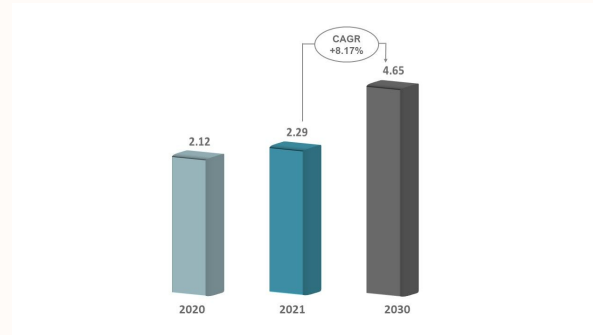
## Global Personal Development Market

The global personal development market size is estimated to reach USD 67.02 billion by 2030, growing at a CAGR of 5.5% from 2022 to 2030.



## Career Advice and Coaching Market

The Global Career Counseling Market size was valued at \$2.12 billion in 2020 and is projected to reach \$4.65 billion by 2030, registering a CAGR of 8.17% from 2021 to 2030.





# Competitor Analysis

There are several similar products to ours already on the market, such as:

Competitors	Brief Service Description
MyPath by Kaplan	An online career advising service that uses <b>data-driven algorithms</b> to provide personalised career advice and guidance
Sokanu	A career discovery platform that uses a <b>series of assessments</b> to help users identify their strengths, interests, and personality traits
Mentor collective	Connects college students with <b>mentors</b> who can offer advice and guidance on academic and career development
BetterUp	personalized coaching and professional development for individuals and teams by leverages <b>AI and machine learning</b>

**Our unique selling point:** the use of generative AI that allows for highly customized and individual based advice, and the fact we incorporate education, career, and personal advice in one product



02

# Business Plan

Revenue model, and marketing and sales strategy

# Revenue Model

## Overview of Model

charging educational institutions, career centers, or individual students a fixed fee for access to your platform and personalized guidance for the duration of the 2-year period. We will also incorporate volume discounts for larger organisations.

## Pricing Structure

- **Pricing Strategy:** Fixed fee per student for 2-year access to the entire platform
- Bulk discounts for educational institutions and career centers
- **Billing strategy:** One-time fee for the 2-year period guaranteeing access for the entire period

## Revenue Generation

- Necessary to develop **strong relationships** with key decision-makers in educational institutions and career centers, and build a reputation for delivering high-quality, personalized guidance and support.
- How this is done will be discussed next

# Marketing and Sales Strategy

## Partnerships & Collaboration

- Partnerships with educational institutions and career centres globally
- Develop strong relations with such organisations by:
  - developing targeted marketing materials
  - conducting sales calls or demos
  - continually refining our approach

## Content Marketing

- Develop high-quality educational content
- Distribute them through a variety of channels, such as social media, blogs, and email newsletters.

## Early Bird Discount

- Incentivize early adoption
- Offer special discounts or promotions

## Influencer Marketing

- Partner with industry influencers, and experts in the education and career development space
- Promotes product by leveraging their social media reach and credibility.



# Thanks!



CREDITS: This presentation template was created by **Slidesgo**, and includes icons by **Flaticon**, and infographics & images by **Freepik**





01

# Our Product

Key features and Tech Explained

# Key Features and Tech

01

## CV rater

Maximize your job opportunities with our CV Rater

02

## Career Guidance

Empower Your Career Path: Get Personalized Guidance with Our Career Feature

03

## Educational Advice

Maximize your education potential with our expert advice and guidance

04

## Personal Dev. Assistance

Unlock your potential with our personal development assistance

05

## Mentorship

Expert mentorship through AI technology to guide your personal and professional growth

06

## Platform

Expand our services into other iOS, Android to promote users growth and train our models



# Demo

Here is the beta version of our product. It provides the MVP perspective to understand our approach. In the future we are looking forward to include more features to advance the users' experience as touched upon in the previous slide.







02

# Market Analysis

Target audience, market, growth, and competition analysis

# Target Audience

## Students

Advice on choosing universities, colleges, majors, and planning their academic and career advice.

## Professionals

Advice on career pursuit, whether it is for starting out or advancement, leadership development, and work-life balance.

## Personal Growth Seekers

Advice on developing new skills, overcoming challenges, and improving overall well-being.

Customer  
Type #1

Customer  
Type #2

Customer  
Type #3

## Target customers:

- Educational institutions
- Career centers
- Individuals

# Market and Growth Analysis

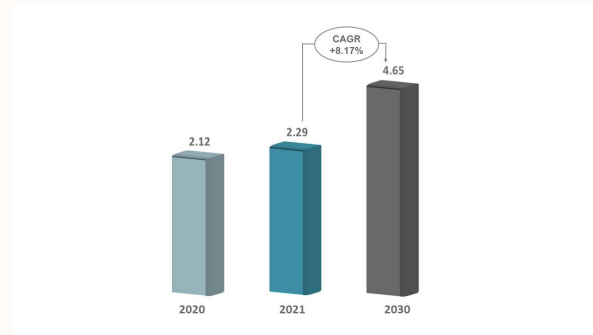
## Global Personal Development Market

The global personal development market size is estimated to reach USD 67.02 billion by 2030, growing at a CAGR of 5.5% from 2022 to 2030.



## Career Advice and Coaching Market

The Global Career Counseling Market size was valued at \$2.12 billion in 2020 and is projected to reach \$4.65 billion by 2030, registering a CAGR of 8.17% from 2021 to 2030.



# Competitor Analysis

There are several similar products to ours already on the market, such as:

Competitors	Brief Service Description
MyPath by Kaplan	An online career advising service that uses <b>data-driven algorithms</b> to provide personalised career advice and guidance
Sokanu	A career discovery platform that uses a <b>series of assessments</b> to help users identify their strengths, interests, and personality traits
Mentor collective	Connects college students with <b>mentors</b> who can offer advice and guidance on academic and career development
BetterUp	personalized coaching and professional development for individuals and teams by leverages <b>AI and machine learning</b>

**Our unique selling point:** the use of generative AI that allows for highly customized and individual based advice, and the fact we incorporate education, career, and personal advice in one product



02

# Business Plan

Revenue model, and marketing and sales strategy

# Revenue Model

## Overview of Model

charging educational institutions, career centers, or individual students a fixed fee for access to your platform and personalized guidance for the duration of the 2-year period. We will also incorporate volume discounts for larger organisations.

## Pricing Structure

- **Pricing Strategy:** Fixed fee per student for 2-year access to the entire platform
- Bulk discounts for educational institutions and career centers
- **Billing strategy:** One-time fee for the 2-year period guaranteeing access for the entire period

## Revenue Generation

- Necessary to develop **strong relationships** with key decision-makers in educational institutions and career centers, and build a reputation for delivering high-quality, personalized guidance and support.
- How this is done will be discussed next

# Marketing and Sales Strategy

## Partnerships & Collaboration

- Partnerships with educational institutions and career centres globally
- Develop strong relations with such organisations by:
  - developing targeted marketing materials
  - conducting sales calls or demos
  - continually refining our approach

## Content Marketing

- Develop high-quality educational content
- Distribute them through a variety of channels, such as social media, blogs, and email newsletters.

## Early Bird Discount

- Incentivize early adoption
- Offer special discounts or promotions

## Influencer Marketing

- Partner with industry influencers, and experts in the education and career development space
- Promotes product by leveraging their social media reach and credibility.



# Thanks!



CREDITS: This presentation template was created by **Slidesgo**, and includes icons by **Flaticon**, and infographics & images by **Freepik**

