pathseeker

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Problems

- Students do not have enough information to make informed decisions about their career paths.

- Professionals do not have a platform to provide mentorship.

- Motivate users to use this platform over Twitter and Reddit AMA's.

- Make Pathseeker sustainable.

Solutions

- ○ Provide a platform for users to ask professionals questions about their careers so that they can gain a new perspective on these careers.

- ○ Allow professionals to plug any promotions they have at the start of their AMA forum.

- ○ Pathseeker is a career oriented platform without the "social media clutter", which allows users to focus specifically on career advice.

Unique Value Proposition

- ○ Pathseekers allows users to anonymously ask for advice without judgement in an open forum for other users to explore careers they are interested in.

- ○ These open forums are specifically designed to answer serious career questions to give real advice that could help a user find their path.

Unfair Advantage

- ○ Development through d.thinking from Stanford students in HCI.

- ○ Provide the traditional AMA format with the focus on career oriented questions.

Customer Segments

- Students/young adults looking into possible career paths they are interested in but have little to no resources/information about.

- Professional in different careers who would like to mentor/give advice to those who may need it.

Key Metrics

Number of:

- Active Forums

- Professionals

- Questions Posted/Answered

- Searches

Channels

- Professionals can use other platforms, such as Twitter, to link to their open forum in Pathseeker.

- People directly telling their friends and other connections to use the app to read through AMA forums.

- Plug/advertisement on Apple App Store.

Cost Structure

- May have a high data cost for storing forums and their questions/answers in our backend.

- Pay professionals to use Pathseeker and use their other social media platforms to promote their live forums.

- $99 per year for Apple Development License, Apple takes ~30% of revenue.

Revenue Stream

- ○ Allow third-party companies to integrate ads into the service without being intrusive to the overall experience.

- ○ Pay for additional features such as the ability to post more than one question in a forum, endorse a professional (with a badge), sending direct messages to a professional for a chance at one-on-one conversations, etc.

Appendix (Canvas Links)

[Read Only](#)

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Revised Business Model

- ○ Contact companies for employees who might do ama's for the app.
- ○ Channels: University or high school partnership.
- ○ Partner with career websites such as "indeed".
- ○ Revenue Stream: promote job postings.
- ○ People afraid to reach out to mentor - create a video or something to normalize having a mentor relationship.
- ○ Consider shifting to web deployment to avoid the 30% revenue cost of using Apple Development License.
- ○ Paying professionals at first is a good idea, to gather users but most likely not sustainable.