

ProfyPassion. Implicit Career Guidance

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Trends

Motivation for career choice

Future income – 37.30%

Friend's advice – 42.50%

Individual interest – 69.70%

Do you like your work? 55%

What about other 45%?

186 new professions will emerge until 2030

Business model: B2B & B2G

Algorithm – grant

Content – prototypes need investments, other – outsourcing

Testing – beta version for free in Guidance centers

B2B:

- HR companies
- Private guidance centers
- Private schools

B2G:

- Schools
- Universities
- Municipal guidance centers

Use cases

- Student consulting
- HR departments
- Current worker's satisfaction measurement
- Increase in emotional environment on the current workplace
- Identification of factors that make job more prestigious and popular