



## 1. Business Summary

MyCareerCity.com is an online network that connects high school students with post-secondary students. In addition, post-secondary students are able to create, manage and share their career identity. The site provides tools that enable its users to make a well informed decision by interacting with Student Ambassadors and professionals from various institutions

## 2. Customer Problem

High school students are dealing with a crisis of deciding which college or university to go to and which career to pursue. Lack of knowledge about schools, and dysfunctional myths are challenges that students face in the decision making process alone

## 3. Solution

The solution to this crisis is creating a social space where distance is not a barrier for high school students to connect with other students across the country who share the same career ambitions

## 4. Revenue Model

We make money through our student membership fee as well as through advertisements by companies who are looking to target students (Back-to-school market).

## 5. Target Market

Our target market is high school and post-secondary students.

## 6. Competitive Advantage

Our advantage is our centralized resources. On our database, we have 1069 career profiles, \$3.2 million in undergraduate scholarships in Canada, 998 undergraduate programs across Canada and 341 Master programs that high school, college and university students can browse through

## 7. Milestones for the next year

- May 1<sup>st</sup> 2013: Launch the website
- June 30<sup>th</sup>: Reach 1,000 users
- August 1<sup>st</sup>: Start approaching Universities and Colleges as prospective clients
- May 2014: Start approaching Employers as prospective clients

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Before you are introduced, we would like to announce any accomplishments earned. Please let me know via email about competitions (that you have won or placed in) or awards that you have won etc. ie Monster Pitch finalist (top three).

Finalist for the 2012/13 Queens Entrepreneurship Competition

Finalist for the 2012 National Business Technology Competition

Finalist for the 2012/13 Brock University Monster Pitch competition

2<sup>nd</sup> place in the 2010/11 Laurier Nicol Entrepreneurship Competition