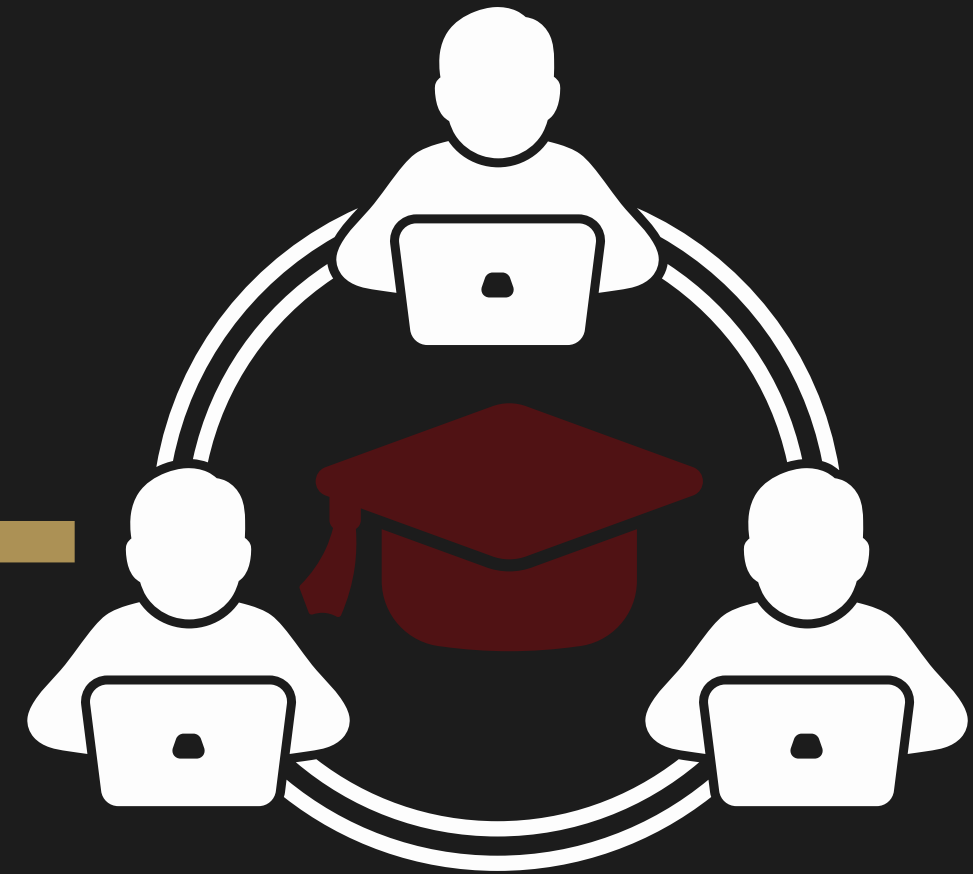


BY: NICK, JERRY, MICAH, BREVIN,
ALLY AND DERRICK

2026

THE PROFESSIONAL PIPELINE



CONNECTING YOU TO POST-GRAD SUCCESS



PROBLEM STATEMENT

Many college students approach graduation without a clear path to the professional world because universities often lack a structured system for building professional social capital and strong ties with alumni .

MARKET ANALYSIS

- Our targets are students graduating from college and entering the professional field.
- Students entering the job market struggle in post-graduation due to not having access to the proper networks and connections.
- This audience would see a higher rate of opportunities available if given a tool to make them more accesable.

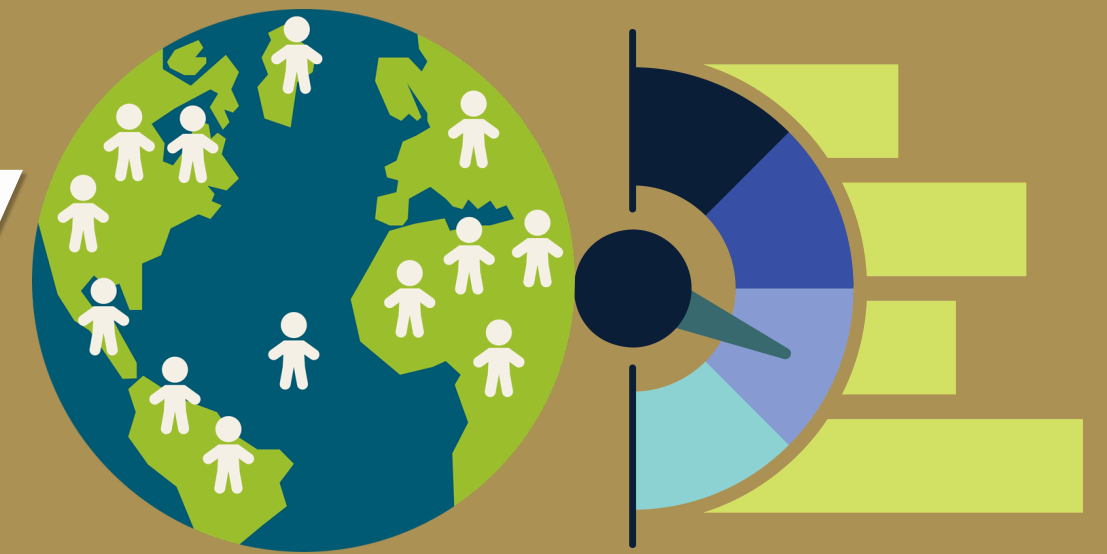


FINANCIAL PROJECTIONS



- The platform would use a “freemium” model, with students and recent graduates having access to the it for free.
- With a premium membership at \$8, we could see \$8,000 in monthly recurring revenue after initial launch with 1,000 premium sign-ups.
- Additional revenue would come from sponsors seeking for talent and pay-to -post freelance projects, internships, or entry-level job listings directly to the platform. This could make an estimated addistional \$3,000 in monthly return.

GLOBAL & DIVERSITY IMPLICATIONS



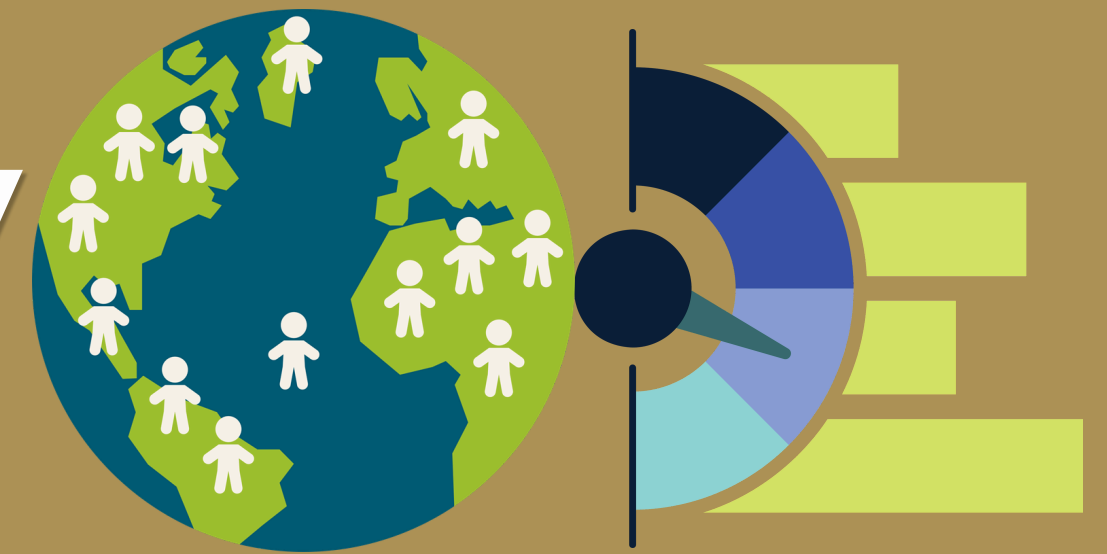
- To give a sense of belonging, the platform will allow students to add filters for different academic backgrounds or career goals, in turn helping them find professionals who share their specific lived experiences and professional hurdles regardless of their background.

“SMARTPHONE-ONLY” HOUSEHOLDS (WHICH ACCESSED THE INTERNET ONLY THROUGH MOBILE BROADBAND) WERE MORE LIKELY TO MAKE \$25,000 OR LESS ANNUALLY, BE HEADED BY SOMEONE 65 YEARS AND OVER OR TO HAVE A BLACK OR HISPANIC HOUSEHOLDER.

UNITED STATES CENSUS BUREAU
COMPUTER AND INTERNET USE IN THE UNITED STATES: 2021



GLOBAL & DIVERSITY IMPLICATIONS



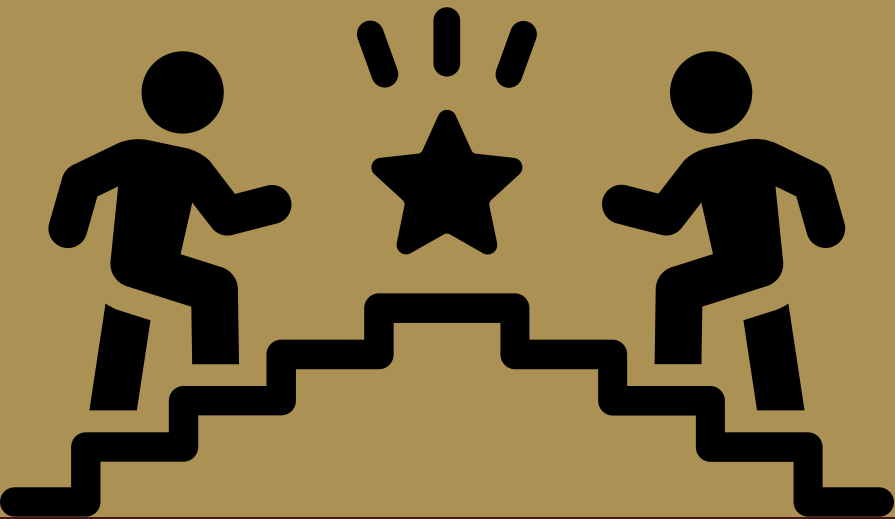
- Students from various backgrounds, minority groups, often face more challenges trying to establish a professional network leading up to graduation. Such as not having computer access.

“

“We’ve found that Gen Z professionals who took part in experiential learning while in college have higher salaries on average, are more likely to say their career has progressed faster than they expected, and are more satisfied overall with their careers than those who didn’t,”

-SHAWN VANDERZIEL. NATIONAL ASSOCIATION OF COLLEGES
AND EMPLOYERS

”



THE COMPETITION

LinkedIn, Upwork, and Others:

- Overwhelming experience caused by a crowded user base
- Either focus on transactional based listings or lack of focus on actual networking

What our Platform Offers:

- Free access for students and, giving exclusive access to a network of university alumni, while also having access to available work opportunities.

POTENTIAL SOLUTIONS



We want to build a platform to give access to those graduating into the workforce to a trusted and inclusive network of alumni and job/internship opportunities.

MARKETING STRATEGIES

Our marketing strategy focuses on a high-engagement social media content funnel designed to meet students on the platforms they use most: LinkedIn and Instagram.

This builds institutional trust and highlights the platform's value through real-world examples. Simultaneously, we will use Instagram for "Freelance Friday," a campaign that uses Reels and short-form video to educate students on portfolio building and highlight available freelance gigs. By providing quick, actionable career advice through these recognizable content brands, we can effectively capture students' attention and convert them into active platform users.

LIMITATIONS

Having a successful implementation of this platform faces several human and technical hurdles that need to be addressed to ensure long-term success.

Unlike existing professional networks, where users self-report their education, our platform would require a secure verification layer to prevent fraudulent profiles and maintain the "alumni trust" that sets us apart from our competitors like LinkedIn.

Beyond technical verification, the platform faces a critical human challenge known as the "engagement gap." For a two-sided marketplace involving students and busy professionals to succeed, both parties need to remain consistent and active.