

Welcome to technique



Harnessing Future of Work & Education: Your AI-powered Career Development Assistant

Abstract

- **technique** is creating a platform that helps students **understand their skills** and **match them with academic & career opportunities**.
- By analyzing resumes and academic data, our app offers **tailored advice** on skills and job recommendations. Our solution bridges the gap in current skill-matching systems, connecting users with missed opportunities.
- With two MVPs launched and focus group testing ongoing, we plan to **refine the app** and **partner with Ed-Tech investors**.

Stakeholder Research

Lara Janosz, Account Executive @ Dell, highlighted the challenges of tech literacy and career direction.

Sanjee Choudhuri, Tech Consultant @ Huron Consulting, emphasized goal-setting and team alignment

Ken Patel, Potential Angel Investor & Mentor, stressed the need for AI integration and robust user testing.

We added tech upskilling resources to the platform and revamped our marketing to target non-STEM students.

We revamped our internal processes, established clearer project milestones, and established a charter to stay on track

We focused on building a custom full-stack app with AI features and started early-stage user testing through focus groups.

Our Root Problem

50%

of middle-skills credentials are misaligned with job market demands

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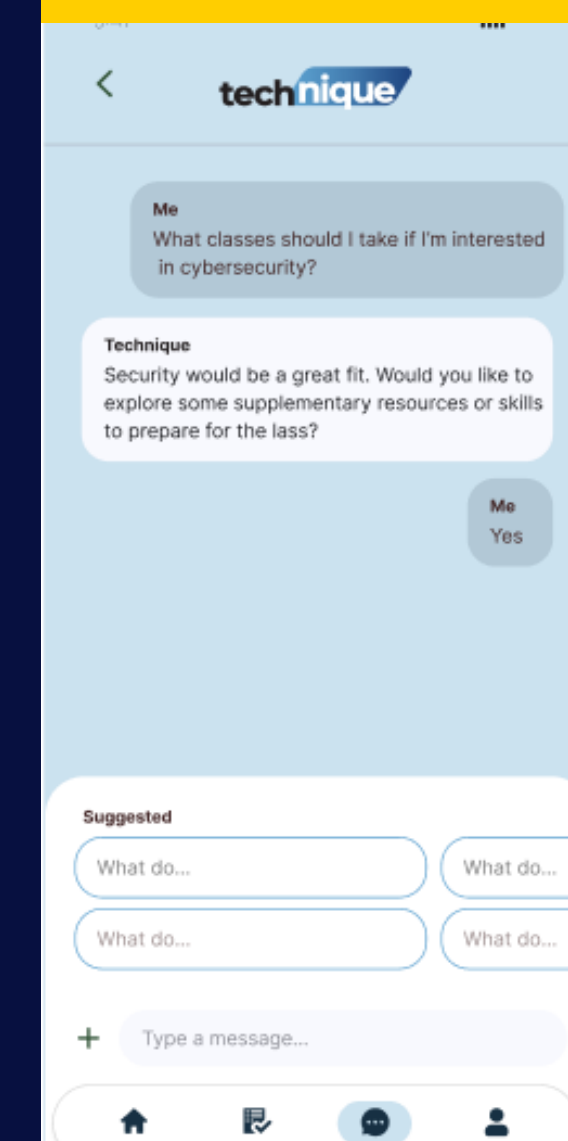
of college graduates are underemployed, working in jobs that don't require a degree

There is a HUGE disconnect between students' skills and available job opportunities. Despite high demand for talent, many jobs go unfilled because existing job platforms don't effectively match candidates with roles suited to their abilities. This leads to frustration for jobseekers and missed opportunities for employers, **highlighting the need for a personalized solution that connects skills with market demand**.

Implementation

The app takes inputs of **resumes**, **academic transcripts**, and we're even working on incorporating **LinkedIn** profiles and other **personal websites** into data accumulation possibilities.

The primary feature of the MVP is our **AI skills tracker**. Through the intake and processing of academic and professional records, the Technique AI will **organize, record, and visualize** the variety and strength of a user's skillset.



Our unique chatbot allows for users **to interact with an AI coach that knows them**: knows their skills, interests, backgrounds. Using this wealth of information, our AI can assist in suggesting **complementary skills** the user should consider learning, **career pathways** that they might take an interest in, and even **University classes** to useful to their upskilling aspirations.

Measuring Success

- Q1:** We successfully iterated on our MVPs, incorporating feedback from focus groups and potential investors, while establishing a presence on LinkedIn and California's tech startup community.
- Q2:** We plan to launch a beta version, reach 50 active users, and tackle prompt engineering details.

Takeaways & Next Steps

Our main takeaway was the importance of clear, *non-superficial* brainstorming. Not simply thinking to go through the motions, but to truly create a vision; we plan to model our teamwork after this notion going forward!

We are excited to launch our beta product soon, as both an app and a website! As we ramp up our marketing and prepare to sell, we hope you will be hearing more about us!