be_certAIn

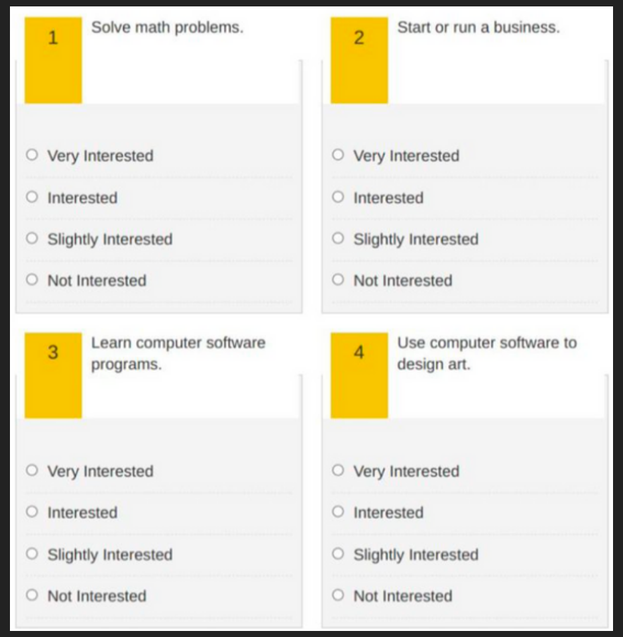
01

Meet our users

School students
with a focus on high school

Looking for career counselling

Comfortable with technology



1 Solve math problems.	2 Start or run a business.
Very Interested	Very Interested
Interested	Interested
Slightly Interested	Slightly Interested
Not Interested	Not Interested
3 Learn computer software programs.	**4** Use computer software to design art.
Very Interested	Very Interested
Interested	Interested
Slightly Interested	Slightly Interested
Not Interested	Not Interested

	Low	Below Average	Average	Above Average	High
Logic: reasoning and problem solving	○	○	◉	○	○
Management: planning, proper use of time and resources	○	○	◉	○	○
People: interaction with others, ability to train and counsel	○	○	◉	○	○
Mechanical: working with tools and equipment	○	○	◉	○	○
Communication: listening, speaking and working with others	○	○	◉	○	○
Judgment: making clear, decisive decisions	○	○	◉	○	○
Attention: focus on the problem at hand	○	○	◉	○	○
Thinking: working with new ideas and creative thinking	○	○	◉	○	○
Physical: strength, agility and dexterity	○	○	◉	○	○
Senses: eyesight and hearing	○	○	◉	○	○

	DISLIKE		NEUTRAL		LIKE
Inspect a roof for leaks	☐	☐	☐	☐	☐
Use precision machines to build custom metal parts	☐	☐	☐	☐	☐
Analyze the structure of molecules	☐	☐	☐	☐	☐
Do scientific experiments	☐	☐	☐	☐	☐
Design a magazine cover	☐	☐	☐	☐	☐
Paint a portrait	☐	☐	☐	☐	☐
Teach social skills to disabled children	☐	☐	☐	☐	☐
Teach adults to read	☐	☐	☐	☐	☐
Coordinate a business conference	☐	☐	☐	☐	☐
Plan a marketing strategy for a new company	☐	☐	☐	☐	☐

Our users' pains

"The only two careers my career counsellor suggested was doctor (because my dad is a doctor) and translator (because she knew I spoke French)"

Anastasia, 14

More Interviews

Do you want to know what you want to be?

Yes - 22%

What is important to consider in a career test?

Skills - 68%
Hobbys - 59%
Personal Traits - 45%

“I don’t really understand what AI means, but sounds really cool”.
Max, 14

How long should a career test take ?

<15 min - 68%
15 - 30 min - 27%
More - 4%

Our respondents

We asked 22 children aged 10-16, 12 girls and 10 boys

Would you prefer an AI based career test to a usual one?

Yes - 77%

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Solution and gains

Meet the be_certAIn app

Quick&Easy

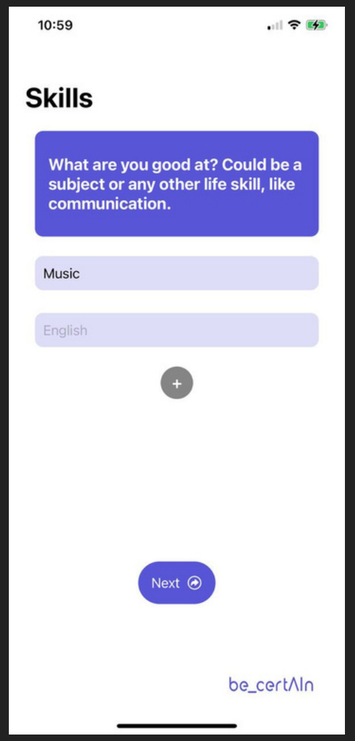
Free

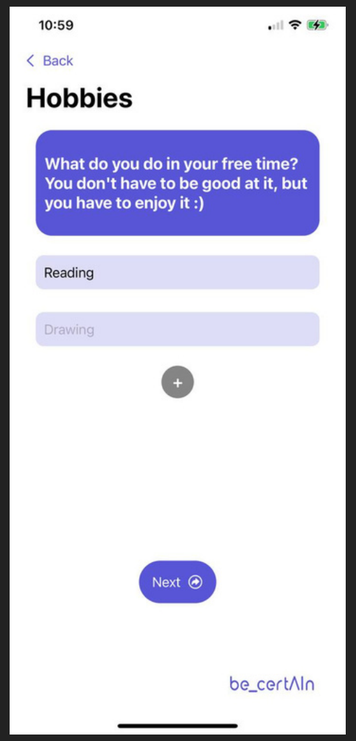
No multiple choice questionnaires

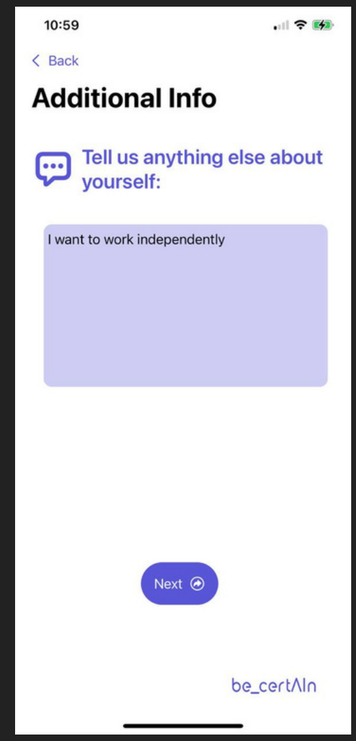
Personalised suggestions

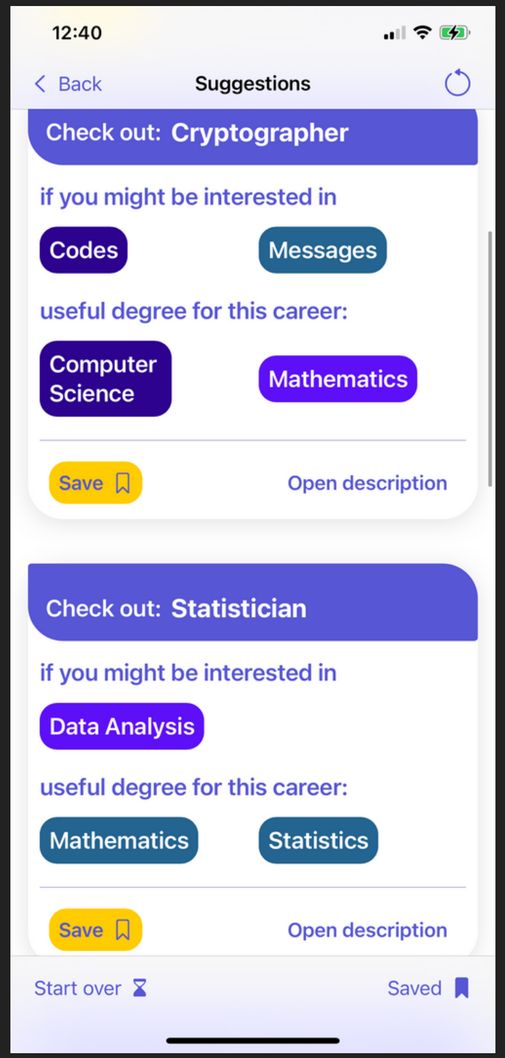
Real-time updates of possible careers

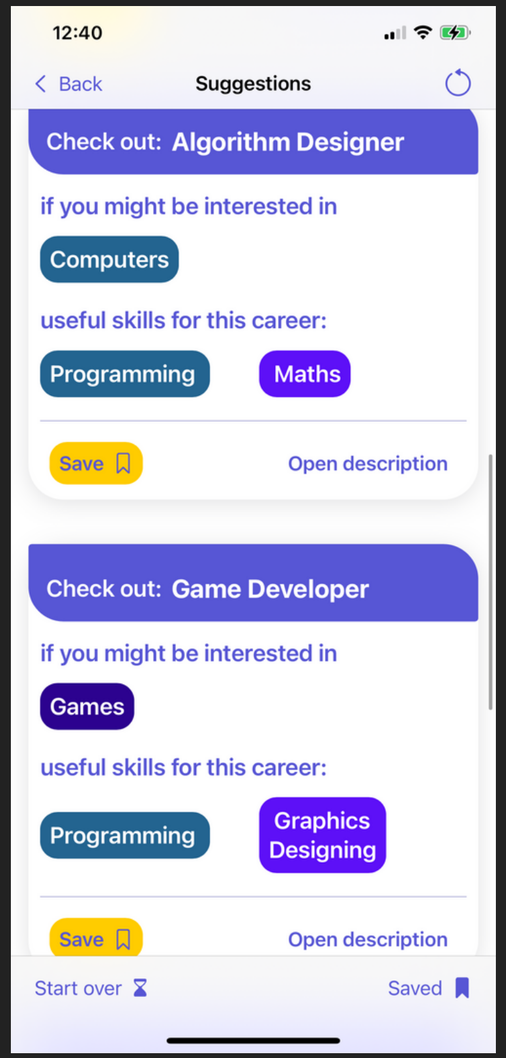
We have a fully functioning app!

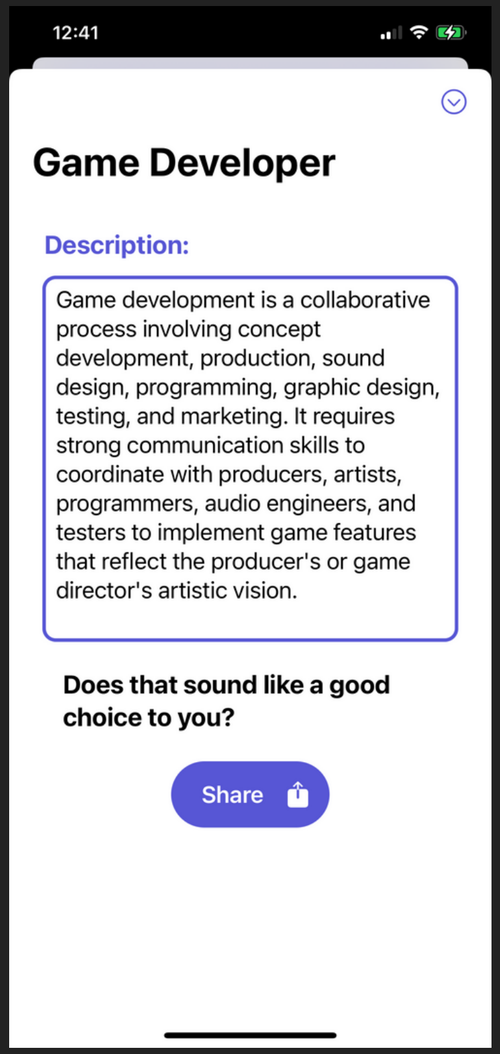







12:40
Back
Suggestions
Check out: Cryptographer
if you might be interested in
Codes
Messages
useful degree for this career:
Computer Science
Mathematics
Save
Open description
Check out: Statistician
if you might be interested in
Data Analysis
useful degree for this career:
Mathematics
Statistics
Save
Open description
Start over
Saved


12:40
Back
Suggestions
Check out: Algorithm Designer
if you might be interested in
Computers
useful skills for this career:
Programming
Maths
Save
Open description
Check out: Game Developer
if you might be interested in
Games
useful skills for this career:
Programming
Graphics Designing
Save
Open description
Start over
Saved


12:41
Game Developer
Description:
Game development is a collaborative process involving concept development, production, sound design, programming, graphic design, testing, and marketing. It requires strong communication skills to coordinate with producers, artists, programmers, audio engineers, and testers to implement game features that reflect the producer's or game director's artistic vision.
Does that sound like a good choice to you?
Share

Our customers

SKILL SHare.

coursera

Bundesagentur für Arbeit

Udemy

edX

Focus market: Top Down

TAM: 1.239 billion people

SAM: 4.62 million people

SOM: 2.338 million potential users

EBITDA: €663.000

Focus market: Bottom Up

First users: people in Munich aged 15-19

User base: 16.740

EBITDA: €1689

Competition

CareerExplorer by sokanu

Multiple Choice + Machine Learning

Test duration: 20 min

Basic report: free
Premium: $35

123Test.com

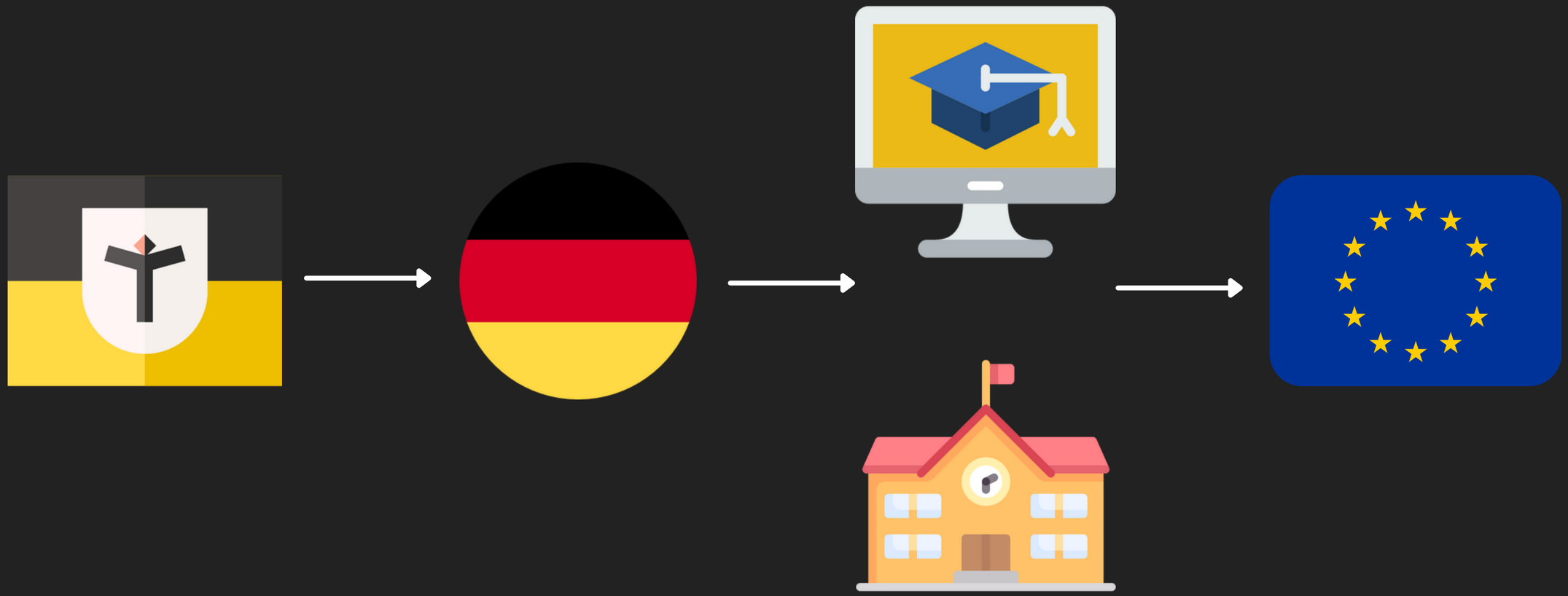
Picture based
15 questions
Test duration: 20 min
Free

123test
Free psychological tests

Indirect Potential Competitor:

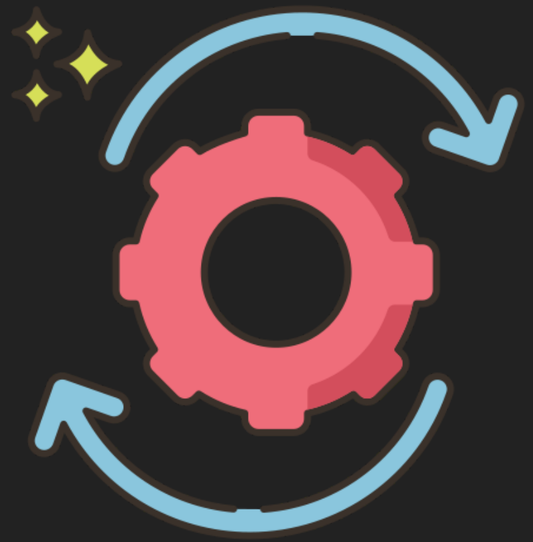
Career Counselling Agencies

Market Development



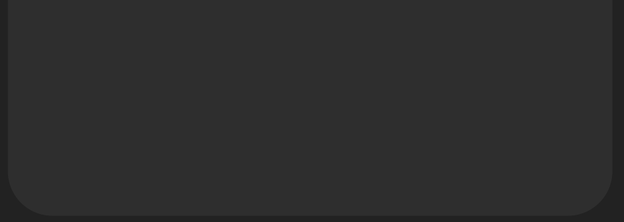
What about Implementation?

Our key activities



Our resources

Key Partners



How do we contribute to Society?

Let's talk about Financials

Revenue

Main Revenue Model

- Google AdSense
- Highly Targeted Advertisement for Educational Platforms

Alternative Revenue Model

- Ad-free subscriptions
- Freemium features
- Partnership with Schools & Government Institutions

Costs Structure

The Ultimate Solution

A 3-Phase Plan

Munich → **German** → **European**

Start → **Boost** → **Goal**

	Phase 1. 2021		Phase 2. 2022		Phase 3. 2023	
	€	%	€	%	€	%
Revenue	8.701 €	100%	2.084.944 €	100%	6.535.061 €	100%
Operating Expenses	486 €	6%	22.044 €	1%	95.443 €	1%
SG&A	6.525 €	75%	1.146.719 €	55%	2.940.777 €	45%
EBITDA	1.689 €	19%	916.180 €	44%	3.498.840 €	54%
TAXES	253 €	3%	137.427 €	7%	524.826 €	8%
Net Profit	**1.436 €**	**16%**	**778.753 €**	**37%**	**2.974.014 €**	**46%**

Thank you for your attention!