AI-Powered Workforce Development
COVID-19 has accelerated inequality & the urgent need for support in reskilling & re-entering the workforce

The Risk of a “K-Shaped” COVID-19 Economic Recovery

Economists are warning of a recovery with **uneven benefits** to different groups that could further **exacerbate income disparities**

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Urgent Need for Reskilling & Re-Entering the Workforce

50 Million Americans lost their jobs due to the COVID-19-induced recession

While jobs are back for the highest wage earners, **fewer than 50% of jobs** lost have returned for those making less than $20/hr

40% of companies are increasing their adoption of automation during the recovery, further displacing workers

Even before COVID-19, it was estimated that **54% of people** will need to reskill by 2030
FutureFit AI is uniquely positioned to support workers by providing an **AI-Powered Career GPS** that is...

**Intelligent**

One of **most comprehensive AI-powered data maps of the Future of Work**:
- 350M+ global talent profiles
- Live labor market data and automation projections
- AI-powered career path recommendations

**Flexible**

A robust **learning program & career support marketplace**:
- AI recommends personalized roadmap given skills gap
- Individual is empowered with budget to choose which resources they would most value

One-size-fits-all solutions don’t work.

**Human**

Human **coaching support until job placement** to drive successful outcomes:
- 1:1 coaching calls to understand needs and challenges
- Peer community to drive collective progress
- Unlimited chat and email support
FutureFit AI is Helping Reimagine Career Transitions

Imagine an AI-Powered Career GPS that...

1. ‘Locates’ You
   Resume Parsing and 360 Profiling Assessments to Identify Your Skills

2. Recommends ‘Destinations’
   Real Time Labor Market Data to Recommend Career Paths

3. Creates a Personalized Roadmap to Get You There
   Targeted training programs and career support resources, plus individual coaching to drive successful outcomes
A Career GPS that... ‘Locates’ You

Locates You
Recommends Destinations
Creates a Roadmap

Parses Your Resume
Conducts Assessments
Validates Your Skills

Inferring Your Skills:
From resume/CV & LinkedIn
- Work Experiences
- Formal Education
- Informal Learning

Personality & Cognitive

Self & Peer Validation
- Add / Remove Skills
- Identify Proficiency Level

Understands Preferences
- Work Interests
- Life Constraints

External Skills Validation
HackerRank
e.g., for developers
2 A Career GPS that… Recommends ‘Destinations’

Locates You → Recommends Destinations → Creates a Roadmap

Based on Your Chosen Path

Evaluates Career Matches

Generates Possible Careers

Match Score based on 3 Core Dimensions

A Desirability
B Feasibility
C Sustainability

You → Career → Market

WEB DESIGNER
$60,000
INFORMATION TECHNOLOGY
70%
0 MISS MATCH
66 JOBS
3-6 MONTHS
51 MISSING SKILLS

FRONT-END DEVELOPER
$45,000
INFORMATION TECHNOLOGY
80%
0 MISS MATCH
62 JOBS
4-6 MONTHS
41 MISSING SKILLS

PRODUCT DESIGNER
$85,000
INFORMATION TECHNOLOGY
50%
0 MISS MATCH
52 JOBS
1-3 MONTHS
45 MISSING SKILLS

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A Career GPS that... Creates a Personalized Roadmap

**Locates You**
**Recommends Destinations**
**Creates a Roadmap**

**Skills Gap Analysis**
Understand your skills gap and receive specific learning recommendations to address

- **Courses**
  - LinkedIn Learning
  - edX
- **Programs**
  - Codecademy
  - Springboard

**Marketplace of Resources**
You have a budget of “credits” and can choose the resources you would most value

- Learning Programs
- Career Readiness
- Financial Planning
- Health & Wellness

**Job Matches**
Receive continuous job matches in your area, directly connected to job boards

**Success Coaching**
Receive individual coaching throughout the process to ensure successful career outcomes
FutureFit AI’s model has a flexible structure to meet the needs of each economy and community

**Flexible in Budget Allocated**
Can customize support offering to align with the available budget to invest, including *amount of credits individuals can spend in vendor marketplace*.

**Flexible in Target Population**
Can focus on general population of job seekers or on *specific segments* (e.g., veterans, immigrants, people of color, etc.) with targeted support and partners.

**Flexible in Stakeholders Involved**
Can engage multiple *public, private, or non-profit partners* in identifying and supporting members of target population to benefit from the platform.

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**Key Activities of Model**

- **Invest funds in project**
  - **Government Agency or Philanthropic Entity**

- **Identify people to support**
  - **Government Agency or Non-Profit Partner**

- **Support into the workforce**

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AI-Powered GPS for Career Transitions

Inskilling  |  Reskilling  |  Outskilling

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