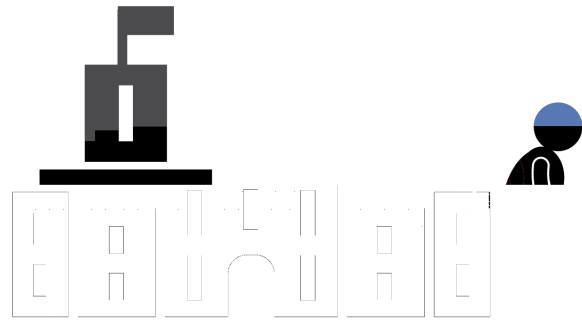


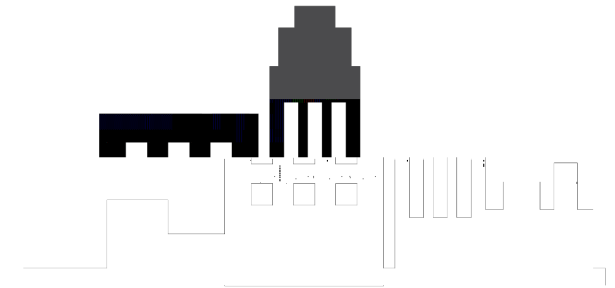
THE PROBLEM | America's Skills Gap

Misguided talent leaves students unmotivated and employers with a skill shortage.



45%

UN- & UNDER-EMPLOYED
COLLEGE GRADS



\$1.4 Trillion
STUDENT DEBT

WIDENING SKILLS GAP

5 Million
JOBS UNFILLED

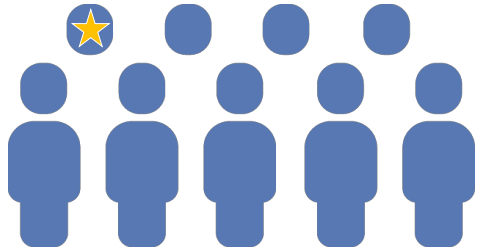


SOLVING AMERICA'S WORKFORCE GAP

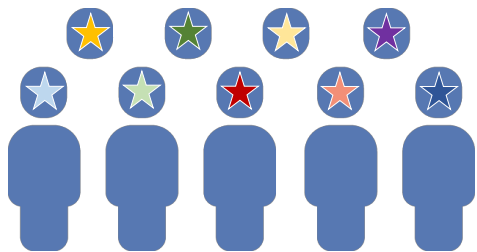
CONFIDENTIAL

THE CAUSE | Misdirecting Talent

Schools use academic measures (GPA, ACT, and SAT) as a proxy for talent.



Yet we all know 100% of students have talent - and our nation's economy needs everyone.



Career guidance based solely on interest surveys is limited by a student's exposure.



- Build kitchen cabinets
- Buy and sell stocks and bonds
- Proofread records or forms

This is particularly damaging to students with a limited vision of opportunity - e.g. low-income, minority, female, and rural students.

THE SCIENCE | Using Performance Measures Aptitudes

Solved for cost, time, access, and knowledge

Practice Spatial Visualization: Series 1 of 1

You can only use the A, B, C, D, and E keys.

Correct!

Letter "B" is the illustration that represents where the hole punches would appear after the paper is folded and punched as shown then unfolded.

Sequential Reasoning: Diagram 1 of 2

Use your mouse to drag and drop the words into the diagram. If you want to change an arrangement, double-clicking any tile will remove it from the diagram.

Computer User Support Specialist

Your Fit Analysis A Day in the Life Education Salary & Jobs

Aptitude fit analysis

How this Career fits you

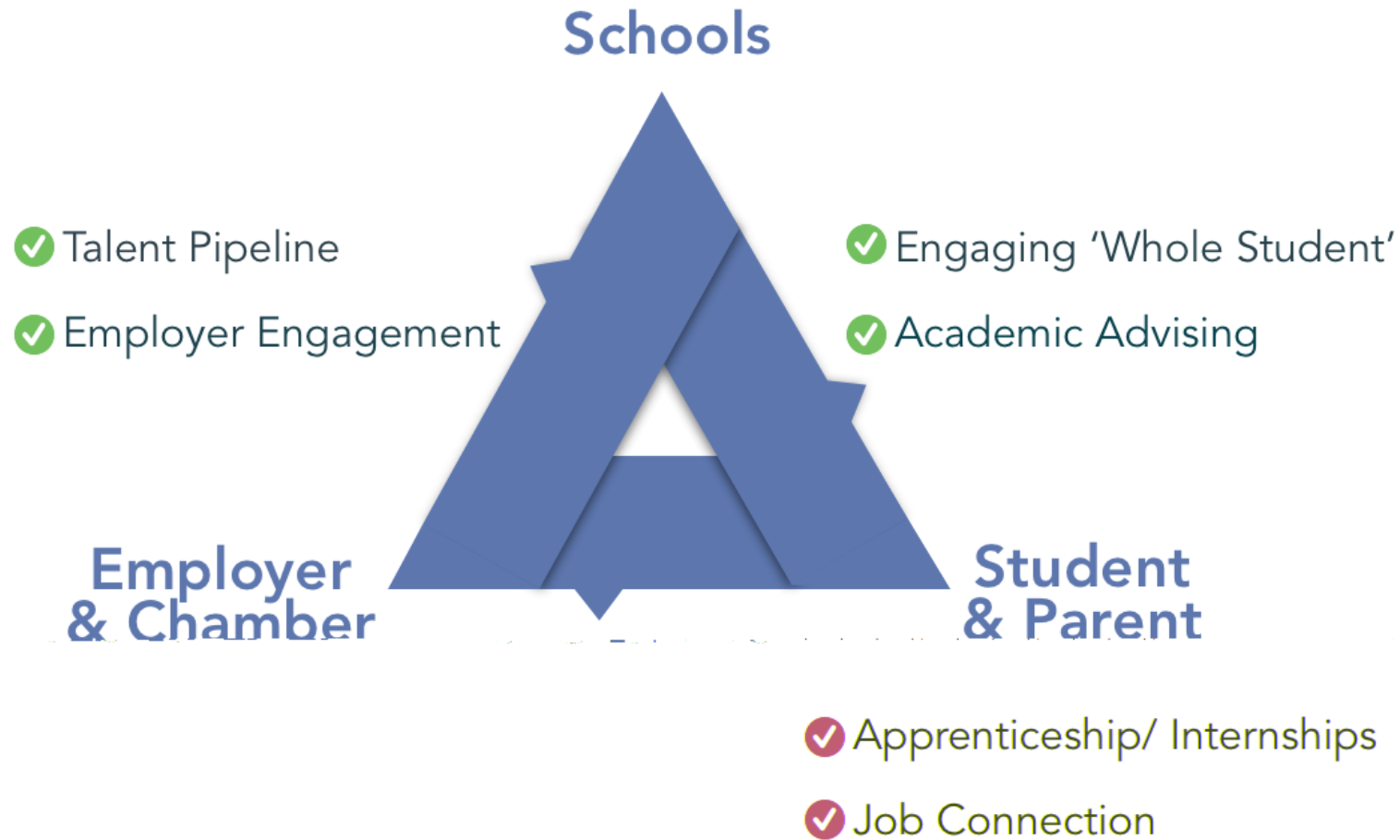
This graph shows how good of a fit you are on an aptitude by aptitude basis. You'll want your aptitude score to match up with the ideal fit, otherwise it might be too challenging or not stimulating enough for you. [Learn More](#)

● Your Aptitudes ○ Aptitude Rankings for this Career

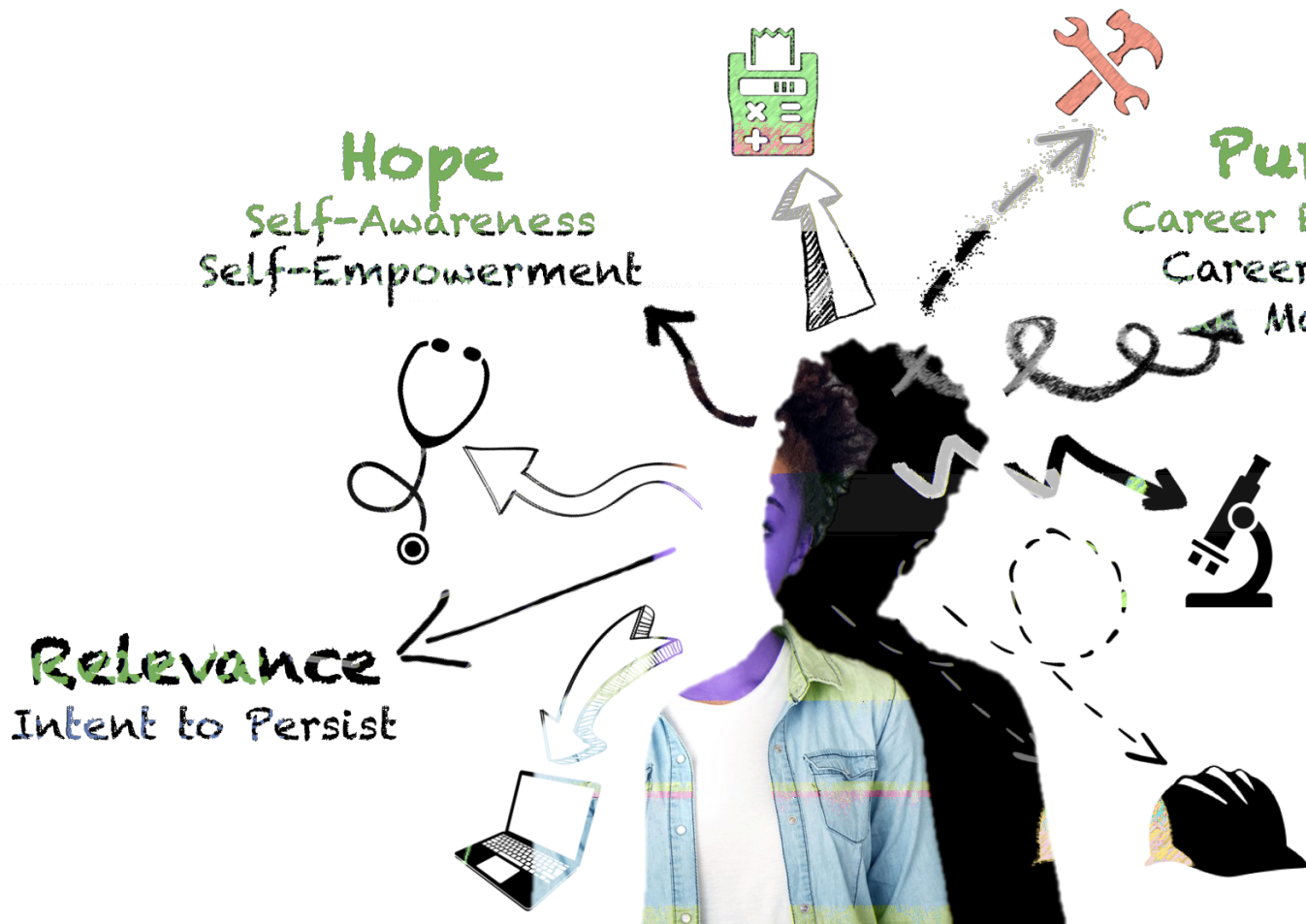
- ✓ Cuts Through Social Noise
- ✓ Uncovers Talent
- ✓ Builds self-efficacy
- ✓ Connects schools, employers, and chambers

HOW IT WORKS | Building the Talent Pipeline

Career Guidance that builds the data foundation for community engagement



STUDENT IMPACT | Enhancing Emotional and Social Wellbeing



The Georgia Governor's Office of Student Achievement confirmed statistically-significant positive improvement in all areas measured.

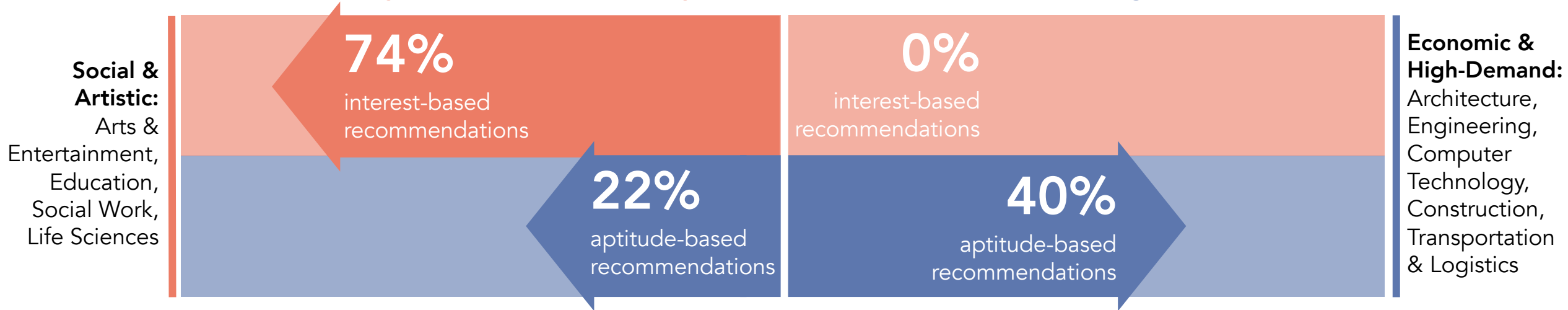
The Georgia Governor's Office of Student Achievement (GOSA) piloted YouScience in 51 state high schools with over 8500 students participating. 54% of students were free and/or reduced lunch eligible, 51% female and 54% non-white.

Real Aptitude Measures Better Align Talent Supply and Demand

Students gain more exposure to real, in-demand careers.

Interest-Only Surveys Steer Students Away From The Economy

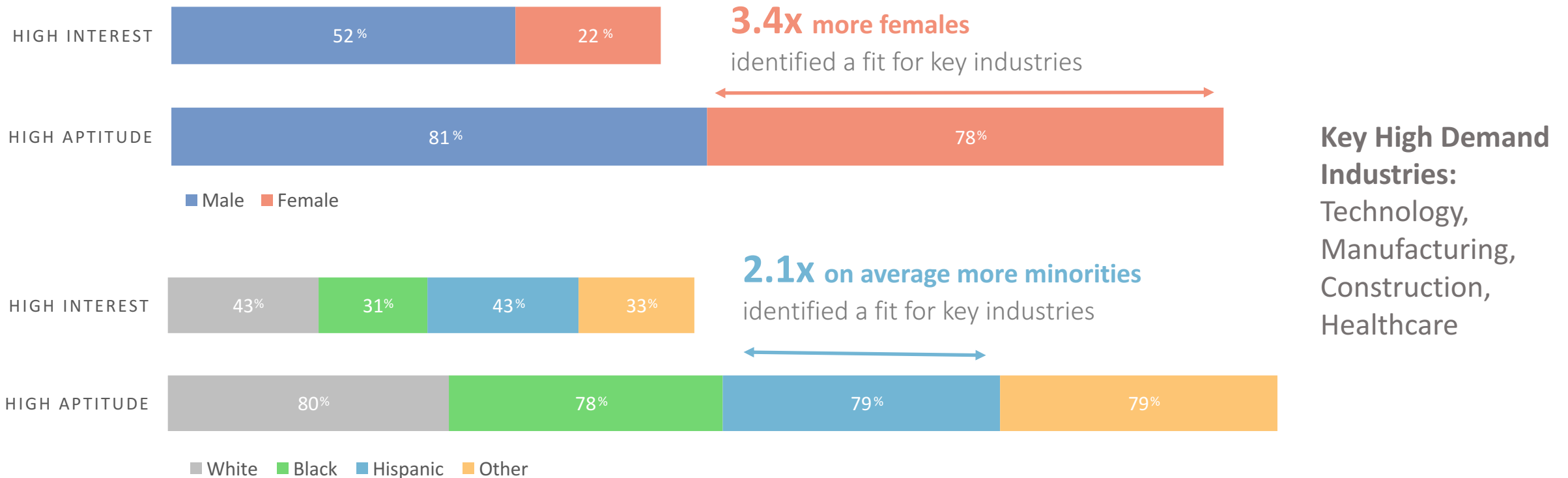
Aptitudes Align Talent with High-Demand Jobs



Analysis of Top 50 Most Frequent Career Recommendations made to 71,284 Georgia public school students across 255 schools, based on Aptitudes and Interests

THE PROOF | Uncovers A Broader, More Diverse Talent Pool

3.4x more female and 2.5x more minority students have the aptitudes for high-demand careers.



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**Shows percentage of the total corresponding sub-population*

GENDER RESEARCH | YouScience Aptitudes and Interests

Can performance measures of aptitudes reduce the gender gap in high demand/ high wage careers?

Lead Researcher: Dr. Pat Rottinghaus Ph.D, Associate Professor, Counseling and Psychology, University of Missouri-Columbia & Co-Chairman, Society of Vocational Psychologists

Student Population

- 7,222 students
- 24 high schools
- 14 states
- 50.1% female /49.9% male
- 14-19 years old
- 54% white, 18% black, 16% Hispanic, 12% other

Targeted High Demand Careers

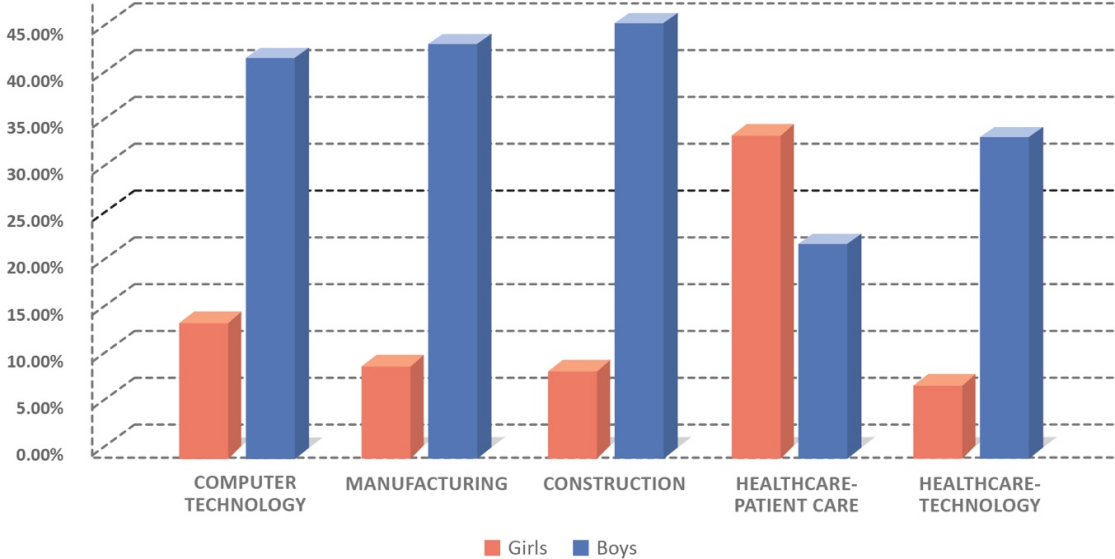
74 Careers



Information Technology
Manufacturing
Healthcare
Construction

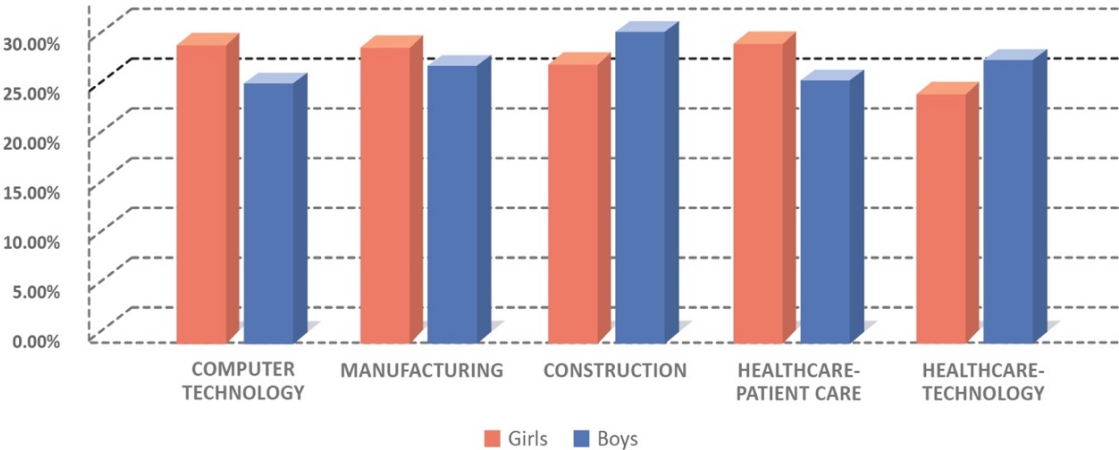
GENDER RESULTS | Widely varying interests- Equal Aptitude

Interests reflected general gender stereotypes for all industry groups



Percentage of Girls and Boys with High Interest Fit Scores (top quartile)

Aptitudes were comparable across gender for all industry groups



Percentage of Girls and Boys with High Aptitude Fit Scores (top quartile)

Based on the percentage of each gender in the top quartile (25%) of the population based on fit for a careers in a particular industry



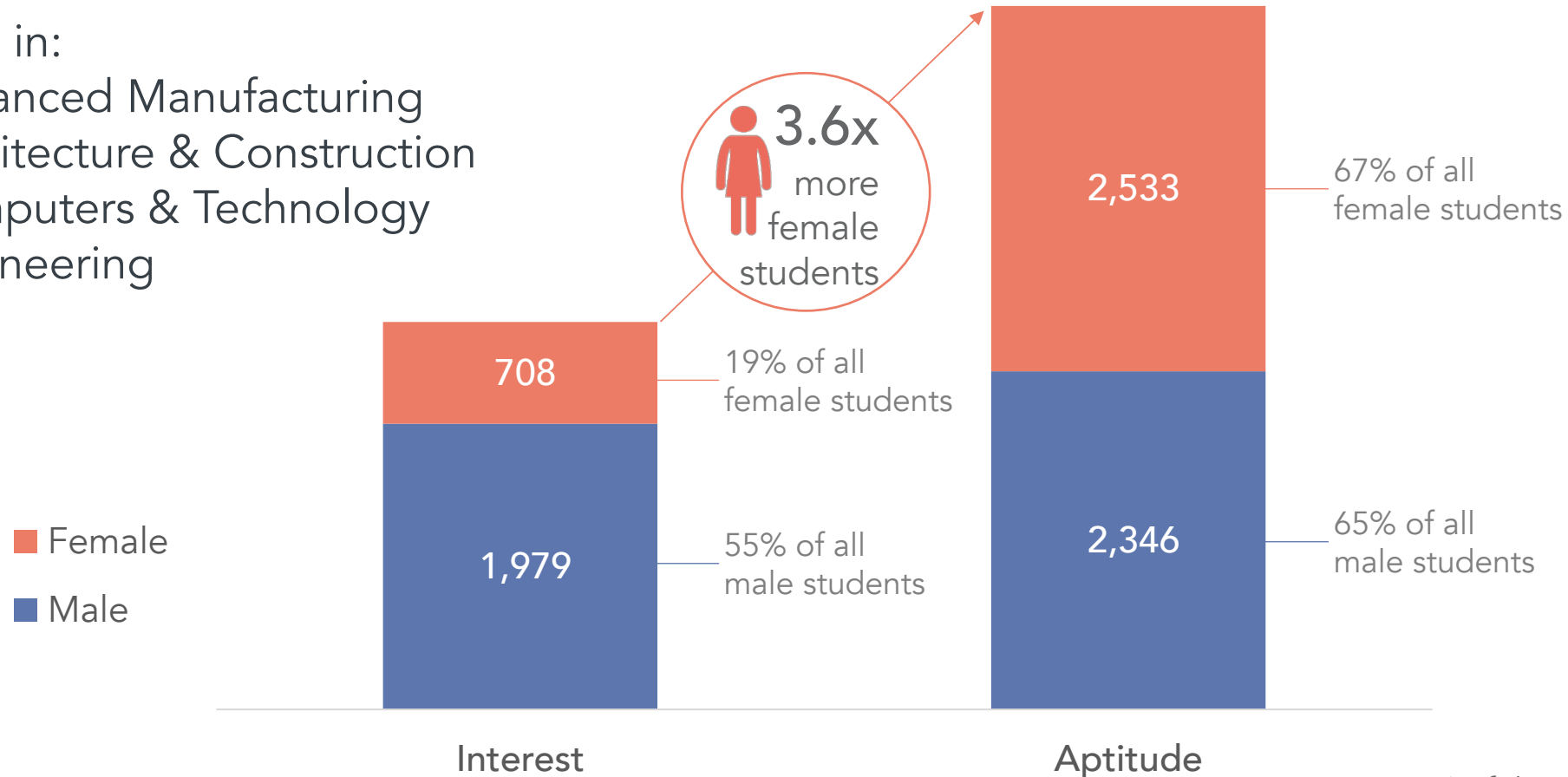
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Aptitudes | Uncover the talent of students

Social biases and an exposure gap have created a lack of interest.

Careers in:

- Advanced Manufacturing
- Architecture & Construction
- Computers & Technology
- Engineering



SOLVING AMERICA'S WORKFORCE GAP

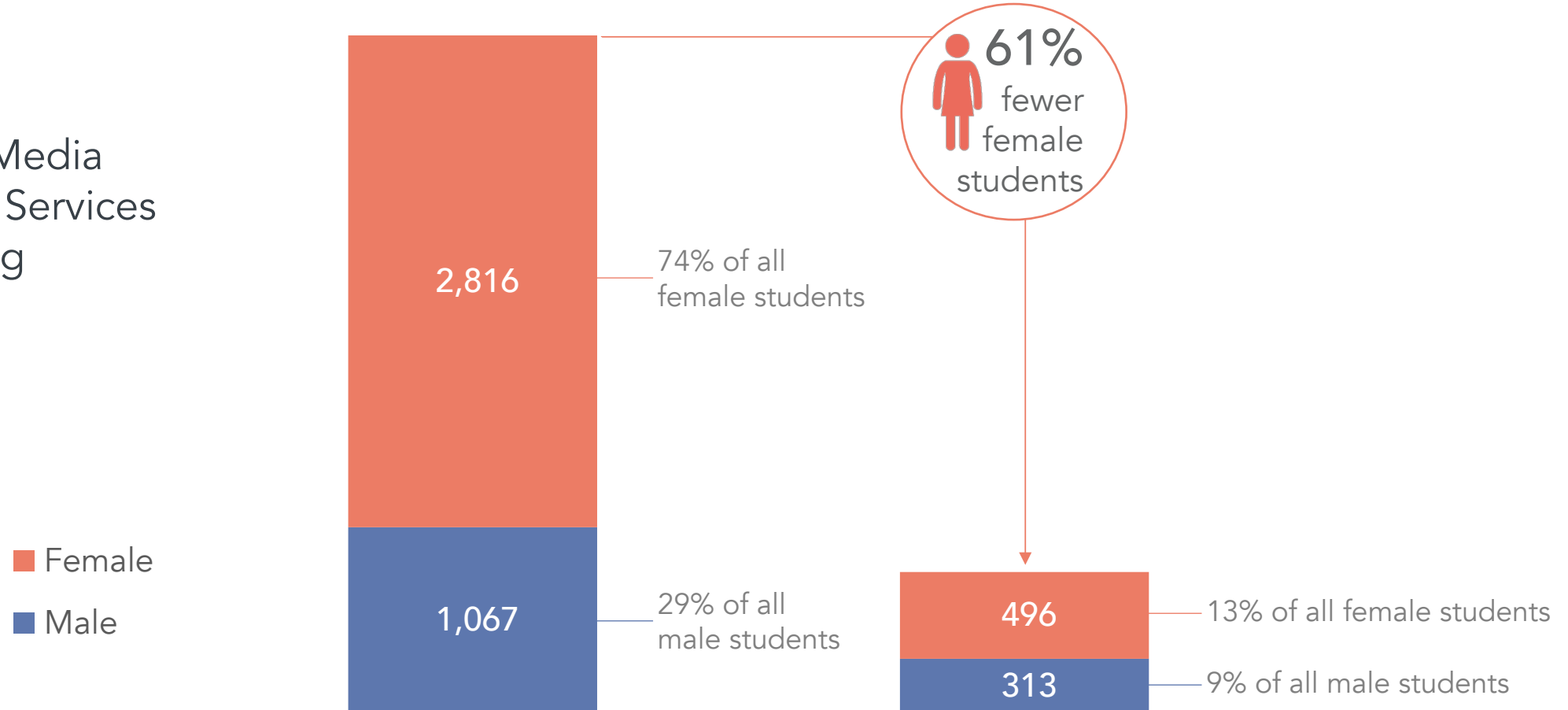
**% of the respective male and female population within a student sample of 7,402 Georgia middle school students*

Interests | Amplify the social bias

Aptitudes guide students toward their strengths

Careers in:

- Arts & Media
- Human Services
- Teaching



61% fewer female students



SOLVING AMERICA'S WORKFORCE GAP

**% of the respective male and female population within a student sample of 7,402 Georgia middle school students*

HOW IT WORKS | What Students Get

Brain Games

Real Measures of Aptitudes
Profile access for 10 years



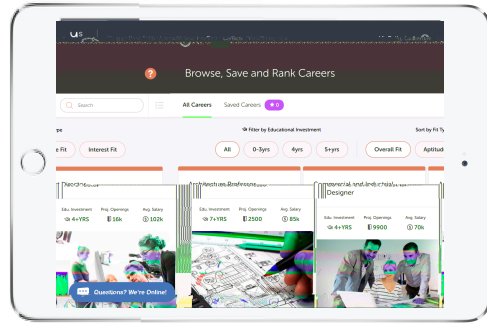
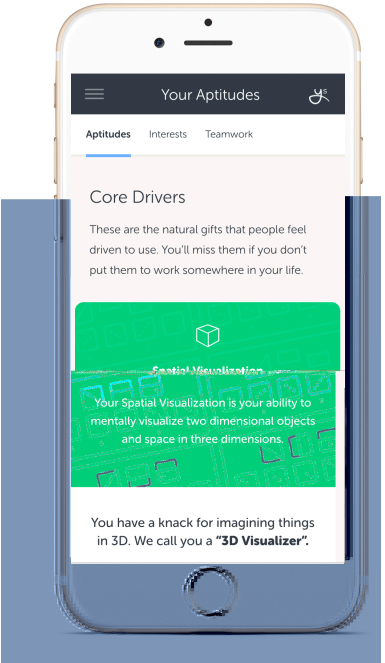
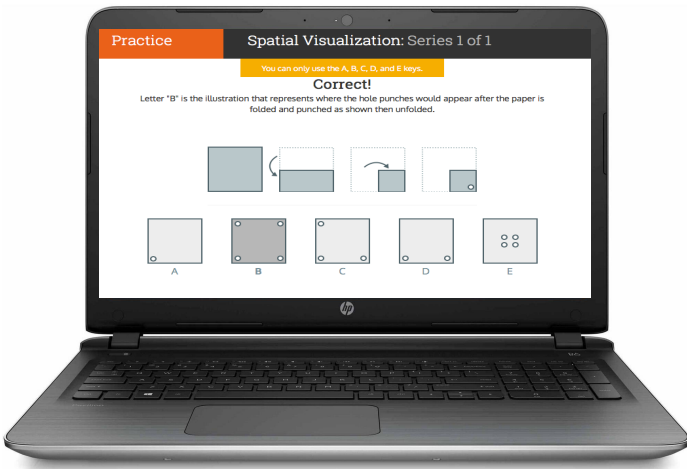
Personal Discovery

Affirmative & personalized feedback
Real, actionable Results



Career Exploration

Custom, detailed data
 on 500 careers
Accessible on mobile and tablets



National Salary Guide and Projected Job Openings for this Career:		
Projected 10yr openings: 9,900	Average growth rate for all careers is 6.5%	Growth rate: 2%
Salary Guide (Based on U.S. National average) \$38k \$70k \$105k Starting Average Top	Positions Held As of 2014 38,400 In 2024 39,200	



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