Upptik's Career Generator is transforming college and career planning to improve outcomes for teens who use the platforms' tools and support systems to map out their futures and build a positive self-image.

Executive Summary

Management

The three co-founders, Jennifer D'Amato, CEO; Terri Sullivan, CTO, and Penelope Holt, CMO, are successful entrepreneurs and executives with expertise in technology development and monetization.

Jennifer D'Amato
CEO

is a successful businesswoman with 25 years in the restaurant industry with turnaround experience. Former President and current member of the Board of Directors for the National Alliance on Mental Illness Shoreline, CT.

Terri Sullivan
CTO

is a successful entrepreneur with 20 plus years in building technology, delivering solutions, fundraising, and sales. She understands consumers and monetization and holds degrees in business and computer information

Penelope Holt
CMO

has decades of experience as a marketing executive with market strategy, fundraising, branding, and go-to-market excellence, primarily in ecommerce, FinTech, and SaaS, including PayPal and eBay. Especially effective with early-stage and fast-growth companies.

Problem

When it comes to career planning, today's high school students are often confused, overwhelmed, and lacking the resources to make the consequential and often costly decisions they face:

- School counselors are usually too over-extended to provide adequate support.
- The market is fragmented, offering point solutions that don't meet overwhelmed and confused teens where they are.
- Costly private coaches and advisors are for the few, not the many.
- The herd approach of four-year college for all is not working. Grad rate 41%, dropout rate 40%
- The cost of college is rising. Four-year college attendance cost $112k - $230k
- And economic impacts are increasing. Defaulted student loans = $135B
- Mental health is worsening. 52% of HS students feel pressure to make decisions about their future too soon; 60% of people unhappy in career
- Trade skills are needed but stigmatized. Loss to US - $1T over next decade

Solution

Upptik is standardizing and democratizing career planning for all students. The platform is designed to engage new generations of digital natives, who are not served by current approaches, and gives them tools to succeed in a framework that delivers:

Support:
Teens are matched with compatible college-age students and young professionals who share knowledge and experience.

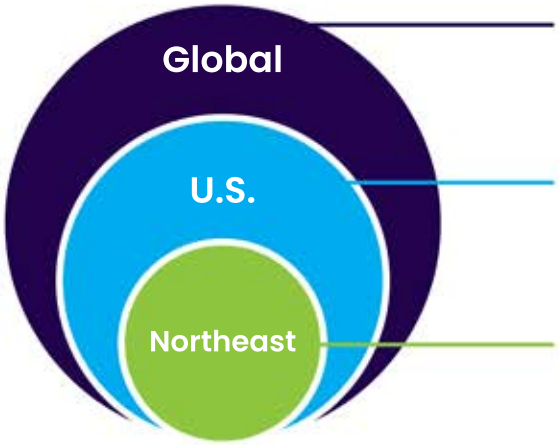
Community:
Peers and near-peers exchange ideas and insights via fun and engaging content.

Progress:
Users are evaluated and set out on a guided journey to explore school and career options and build important skills. Teens' accomplishments and skill building activities on the platform are captured in an Upptik Living Resume™ that students can use in their college admissions and career building

Upptik combines high-tech tools with high touch-mentor and community support. It harnesses young people's desire to interact online by creating and consuming career-focused multimedia content. By being exposed to a wide array of choices and career paths that match their skills and interests, teens make well-informed decisions that put them on the right track. This leads to fewer dropouts and false starts.

Target Market

Uppik's go-to-market strategy will initially focus on the 15.3 million United States high school students as we roll out the platform state by state. In a later phase, we will focus on the global opportunity of serving international students who plan to attend school in the US and need preparation and orientation support.



Total Addressable Market

624M 6th-12th Graders; 235M Post-Secondary; 2.67B Households/762M Households w/minors

Serviceable Available Market (U.S.)

15.3M High School Students; 17.9 Undergrad/3.1M Grad Students; 117M Households/33.5M Households w/minors

Potential Available Market (Northeast)

2.5M High School Students; 2.56M Undergrad/644k Grad Students; 21M Households/5.7M Households w/minors

Business Model

The platform is de-risked with careful monitoring and safeguarding for use by individuals or for licensing by schools. A monthly subscription service is available, ranging from $12.95 to $34.95, with Mentor Minutes that are available on a pay-as-you-go basis. Upptik is available for licensing by schools, while private and public underwriting ensures Upptik supports underserved teens.

Sales and Marketing Strategy

Upptik will be rolled out by state to achieve regional concentration of users with support from key influencers in education and parent groups. Although carefully supervised, the platform is for young people by young people, which creates a viral marketing opportunity. We will leverage users' social networks to attract both high school students, as well as college students, and young professionals who seek to become trained, paid mentors. The platform's career-focused content creation engine enables shareable content for far reaching marketing, influencer, and lead-gen campaigns.

Competitors

While online surveys, data, career or school matching, and coaching, are available, they are often point solutions that are costly, fragmented, and not user-friendly nor tailored to teen appetites and consumption habits. These include - Naviance, Maia Learning, Scoir, BigFuture, UStrive, elite online coaching.

Competitive Advantage

Upptik is centralizing comprehensive, engaging and valuable personalized direction in an environment where teens can find peer and near-peer mentors and community support that eliminates stress, confusion, and uncertainty. Upptik is a healthy TikTok meets a Junior LinkedIn whose easy career-oriented content is accessible for overwhelmed teens to consume.

www.Upptik.com

Lead Contact
Terri Sullivan

Round Overview
Seed

Investors
Pre-seed Founder investment

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