

## Career Exploration and Resume Apps to Empower People to Choose and Pursue Their Career and Educational Path



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**Interview conducted by:**  
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**CEOCFO: *Mr. Michel, would you tell us about PathSource?***

**Mr. Michel:** We take people from square one where they have little or no idea what they want to do or maybe a directional notion of where they want to go, through a rigorous in-app career exploration process to a point to where they say I know exactly where I want to go with my career and we will show them the education and career path to get there. We also have a suite of other products that help with additional elements of the job and career search process. For instance we have the number-two ranked resume builder in the Apple App Store, which can take somebody from not having a resume to having built a resume on their phone in under ten minutes.

**CEOCFO: *What people are coming to you?***

**Mr. Michel:** We decided to take the more difficult path here, which is that we wanted to create a system that would enable anybody coming in to go through the process and come out with a clear sense of where they want to go with their career. What that involves is excellent curation and understanding through a series of assessments, what our users needs are and then being able to offer them real visibility into what their lives would look like if they went down a particular career path. We took a look at who our user base is and it tends to be primarily people in their late twenties, early thirties who are maybe a few years out of school and trying to figure it out. We also have a number of college students and people in their late thirties and early forties who are making a career switch and trying to figure out the next steps.

**CEOCFO: *What do you look at to figure out what a person wants? What might you ask them and what information would you want to know?***

**Mr. Michel:** Our exploration process involves a couple key assessments. The first is something that we call a Lifestyle Assessment where we are going to ask that user a number of questions about what their lifestyle currently looks like or what they want it to look like. We will ask them questions ranging from what their shopping habits are, if they eat in or eat out, what sort of car they drive, their education, or if they are planning to get more education, etc. What we do with that information is that we are then able to say based on the lifestyle that they have or want to have, and based on where they live right now or alternatively where they want to live, here is the minimum salary after tax that you need in order to support that lifestyle. That ends up being something that is kind of groundbreaking for many of our users, because most people when you ask them the sort of salary that they need, they will pull a number out and say, for instance, I need seventy five thousand dollars. And if you ask them why they will say they do not know. Now we are able to help them understand what they need based on real data. They can also say they are thinking about living in different places and we can help them see what their salary would need to look like to support that lifestyle in each of those places, adjusting for cost of living. We take that information and combine it with an interest inventory. We are going to ask them a sixty-