



EduConnect

Reimagining the Future of Work, Learning and Belonging

ZERO LAB

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CURRENT ISSUE



- There is a deep disconnect between academic training and the demands of the real labor market. This is critically exacerbated for students and displaced youth, where there is a critical issue of insufficient financial literacy.

Fear of Failure and Choice

Young people are afraid to make mistakes, which leads to paralysis of choice and wasted time on “trial and error” in real life.

Over 50% of official job seekers in Ukraine belong to the youth category (under 35 years old) and face unemployment rates that are significantly higher than average.



SOLUTION

The project offers an integrated digital-physical platform that combines:

Zero-Experience Labs

A safe space to try out a profession without real consequences.

Essence: Safe, gamified simulations of professions (“A Day in the Life of a Data Analyst”) that allow you to try out a profession without risking your career.



The Living Experience Library:

A platform for accessing unfiltered, holistic mentoring through “reading” nonlinear career paths.

Essence: A physical and digital platform that connects young people with mentors (“human books”) who are willing to share their unfiltered experiences, including mistakes and moments of crisis.

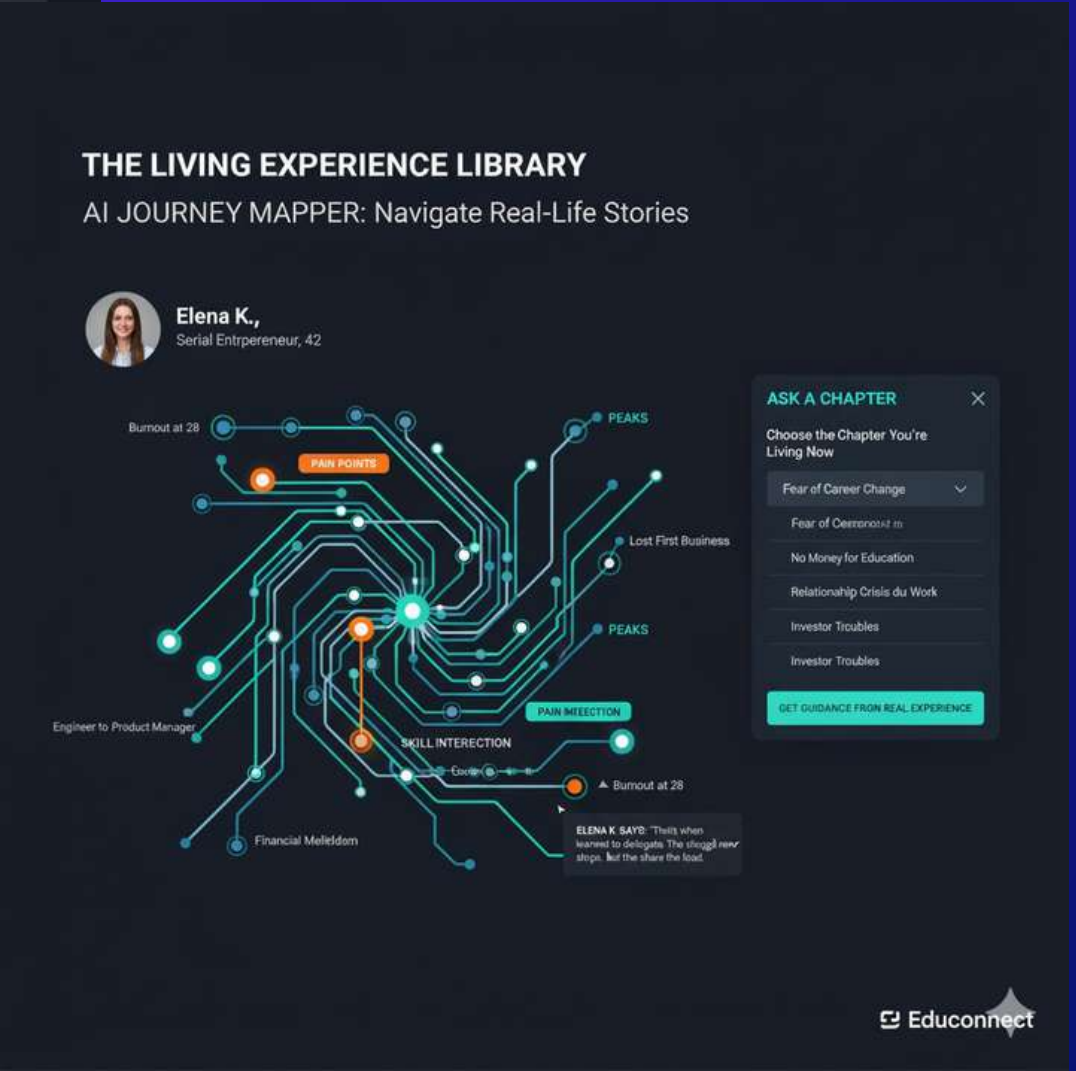
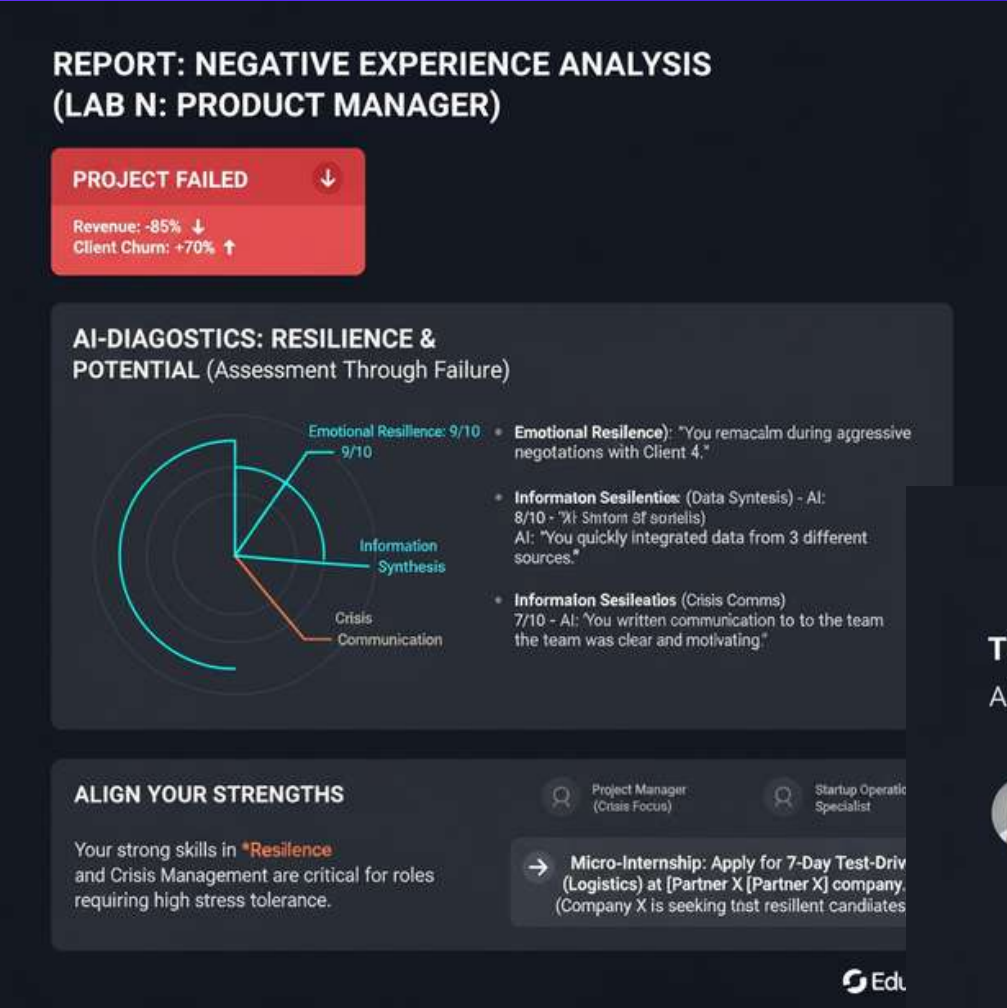
These elements solve the problem by providing young people with tools for:

- Practical verification of skills (through simulations).
- Identifying the value of “negative” experiences (through failure analysis).
- Developing psychological and digital resilience (through contact with real stories).

INNOVATION

WE FIND GOLD WHERE OTHERS SEE ONLY ERROR!

Project Component	Method	Artificial Intelligence (AI) Function
Experience Labs	Simulation and Analysis of Negative Experiences (Learning from Failure)	AI analyzes user failures in simulation, identifies which skills (even those not directly related to the task) were exceptional, and matches them to real job openings or entrepreneurial roles (e.g., "You failed at A, but your crisis management skills could be useful in Product Management").
Library of Live Experience	Nonlinear Path "Reading" and Visualization	AI Path Mapper processes interview/mentor conversation data and visualizes a nonlinear "Path Map."



POTENTIAL

AFTER THE HACKATHON

TEAM'S ABILITY TO IMPLEMENT THE IDEA



Unique IP and Social
Relevance



Rapid Partner Acquisition
and Ecosystem



Capability to Research
and Curate Content



Effective Resource
Management via
Partnership Strategy

BUSINESS MODEL CANVAS

Key Partners

NGOs and International Organizations: To reach the target audience of IDPs and secure funding.
Technology Partners: Cloud service providers.
Employers: To provide real-life case studies for simulations.
Mentors: Successful entrepreneurs and professionals willing to share their experience.

Key Activities

Development and support of AI analytical algorithms; Creation and updating of simulation scenarios; Recruitment and verification of mentors.

Key Resources

Technology Platform; AI Algorithms; Content/Data; Expert Team; Consulting.

Value propositions

Safe Career Testing
AI Skills Diagnostics
Holistic Mentoring
Direct Path to Practice

Customer Relationships

Automated Service: Education and AI analysis are provided automatically; Community; Personalized Feedback

Channels

Digital Platform/Mobile Application; Partnerships with NGOs and Universities; Online Communities

Customer Segments

Displaced Youth (IDPs);
Students and Recent Graduates;
Educational Institutions (B2B);
Large Companies/Recruiters (B2B)

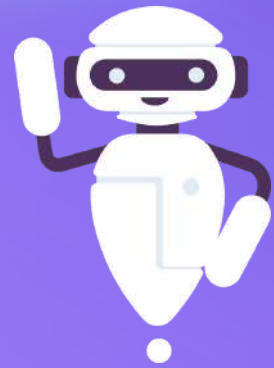
Cost Structure

Research and Development (R&D) Costs
Operating Costs: Platform maintenance, hosting, technical support.
Content: Recording, transcribing, and preparing stories for the "Library."
Marketing: Costs of promoting to target groups through partners.

Revenue Streams

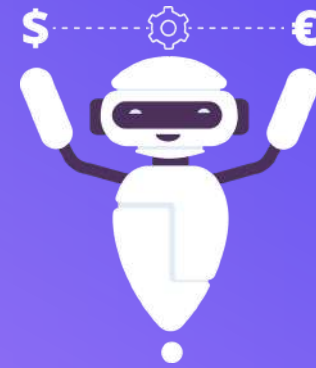
B2C Premium Subscription: Premium access to in-depth AI analysis
B2B Licensing (Universities/Companies): Sale of licenses to use simulators for assessing candidates/students.
Grants and Donor Funding
Advertising/Partnership: Sponsorship of specific "Laboratories" by partner companies.

IMPACT AND SCALE



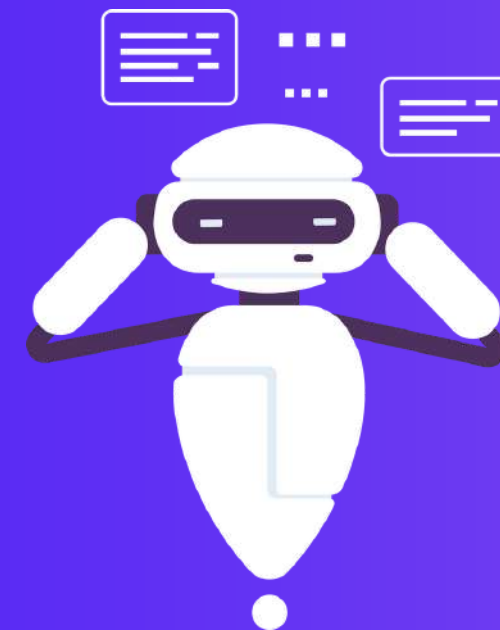
ECONOMIC STABILITY

Ensuring economic stability by identifying skills and entrepreneurial opportunities.



EMPOWERMENT

Empowering through education, providing young people with the tools to navigate a complex job market.



SCALABILITY

- Potential for wider reach due to its digital nature and use of multilingual and culturally relevant content.
- Willingness to collaborate with organizations and integrate with other services. Potential for grants and use of a subscription model.

NEXT STEPS



Refine the
concept.



Form strategic
partnerships.



Develop a
prototype.



Seek funding and
resources.



Scale the
solution.

(01)

TEAM

(02)



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STUDENTS AT KYIV NATIONAL ECONOMIC
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THANK YOU!

