

PathNow

AI-powered Career Growth Platform

Alina | Chiran | Lynn | Sonia

DMBA, Business Models & Stakeholders, R5



The PathNow Team



Alina Zhang

Product Designer &
UX Researcher



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IT Lead & Business
Operation Strategist



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Product Manager &
Brand/Marketing Strategist



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Digital Product Strategist &
Service Designer



Nathan Broslawsky

CPTO
@ ClearOne Advantage

Have you ever felt...



You've done
everything *"right"*

but still feel *lost.*

You climbed the ladder, earned the title, got the comp...
but something feels misaligned.

You ask yourself:

“Why doesn’t this feel like success?”

You hold it together in meetings. You stay professional.
But privately, you're overwhelmed and unsure.

***You felt disconnected* from the work
you once believed in.**

You worry about making the wrong move, about starting
over in a world that's moving too fast.

You don't want to lose stability.

So you stay...even though it doesn't feel right.

We hear you, and in fact

You're *not alone*

In the U.S. **73%** of tech workers
report feeling **stuck** in their jobs

however...

they mostly found “**generic**” support

FORTUNE [Subscribe](#)

Home Latest Fortune 500 Finance Tech Leaders

ECONOMY • LAYOFFS

The 'forever layoffs' era hits a recession trigger as corporates sack 1.1 million workers through November

By Nick Lichtenberg and Eva Royt... [Add us on](#)  

December 9, 2025, 10:00 AM ET



Massive job cuts

WORLD ECONOMIC FORUM [Sign in](#)

JOBS AND THE FUTURE OF WORK

How education can transform disruptive AI advances into workforce opportunities

Oct 20, 2025



The job displacement reality

WORLD ECONOMIC FORUM [Sign in](#)

EMERGING TECHNOLOGIES

How could AI shape the future of career coaching?

Sep 27, 2023



The death of the "senior safety net"

WORLD ECONOMIC FORUM

Future of Jobs Report 2025

INSIGHT REPORT
JANUARY 2025

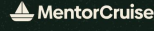


The "skill expiry" speed for senior professionals

High Human Depth



Boutique Executive Coaches



Career Mentorship Platform

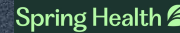


Independent Coaches



Career Coaching Platform

Mental Health Support



Low AI



Generic Content



Self-help Courses

Basic L&D Modules

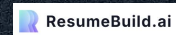


AI Career Apps



Coaching Chatbots

Resume Bots



High AI

Low Human Depth

So, if everyone is building...

Why are so many still *lost*?

This is where **PathNow** steps in.

**Junior
Career Seekers**



**Corporate
Leadership**

PathNow helps:

1

**Clients overcome the
"senior" ceiling**

2

**Provide identity-first
career support**

PathNow

Vetted human
advisors



AI-integrated
playbooks



Measurable promotion outcomes and negotiation power

- ¹ [Entrepreneurs HQ](#)
² [career.io Course Report](#)
³ [US Bureau of Labor Statistics](#)
⁴ [Stats for Startups](#)

TAM

\$2.08B*

*North American life coaching market size¹

SAM

\$19.6M*

*2.08B x
7.25% (US tech professionals²) x
13% (5-10 years into career³)

SOM

\$980,200*

*\$19.6M x 5%
(projected market penetration rate⁴)

Transform Your **Path** Beginning **Now**



PathNow

An AI-integrated go-to platform that enables **senior tech professionals** to realize their career potential through personalized, trustworthy, and actionable guidance by **career strategist**.



Helping
Senior Tech Professionals

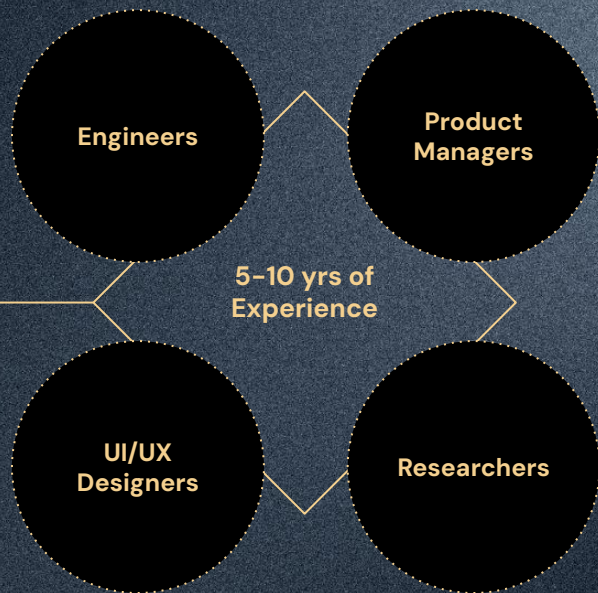
A Two-Sided Business



Vetting
Career Strategists



Helping
Senior Tech Professionals



We offer support for those who face

Burnout & Exhaustion

Feeling drained by endless sprints and unclear priorities, struggling to find energy for what matters.

Career Stagnation

Stuck in a role that no longer challenges them, unsure how to pivot or grow meaningfully.

Identity Crisis

Questioning whether their career still aligns with who they are and what they value.

Unclear Growth Path

Unable to see what's next or how to build a career that feels both successful and fulfilling.

Psychological Unsafety

Missing a trusted space to explore doubts, fears, and aspirations without judgment.

Desire for Reinvention

Ready for change but uncertain how to take the first step toward a more meaningful path.

Advocates who embody empathy,
depth, and professional excellence

Background & Credentials

- 15+ YOE in corporate tech environments
- Experience in coaching, counseling, L&D, and/or organizational psychology
- Optional: Relevant certifications (e.g., ICF, CCE, licensed therapist)



Vetting
Career Strategists

Advocates who embody empathy,
depth, and professional excellence

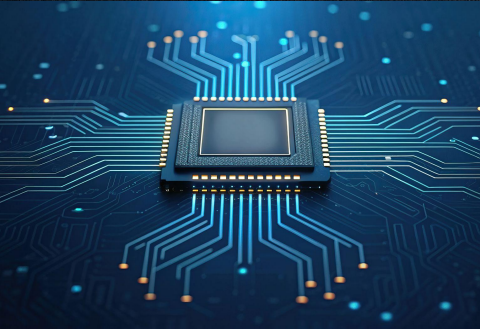
Skills & Values

- Demonstrated emotional intelligence and empathy
- Strong communication and active listening skills
- Ability to ask powerful, reflective questions
- Growth mindset and continuous learning



Vetting
Career Strategists

PathNow Offers



PathNow Pulse

A personalized career decision LLM engine that blends human insight with AI to guide your next move



360° Career Insight

A Deep Diagnostic of Who You Are & Where You Are in Your Career by career strategists



Group Career Growth Session

A guided group experience focused on career role-play, collective conflict navigation, and cultivating better self identity



1:1 Career Strategist Session

A tailored 1:1 strategy session to define your career goals based on your identity and map actionable steps forward.

Not just “another” platform

PathNow, a *new* way forward

Not just offering ~~generic~~ support

Because real progress starts with
Knowing *who's* guiding you

Career Coach?

V.S.

Career Mentor?

V.S.

Career _____?



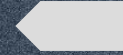
Career Coach

Helps clients **clarify goals** and **self-direct** through **structured questioning** and **short-term coaching**.

Career Mentor

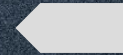
Guides professionals **step-by-step** based on **personal experience** and **long-term career navigation**.

Tech Professionals

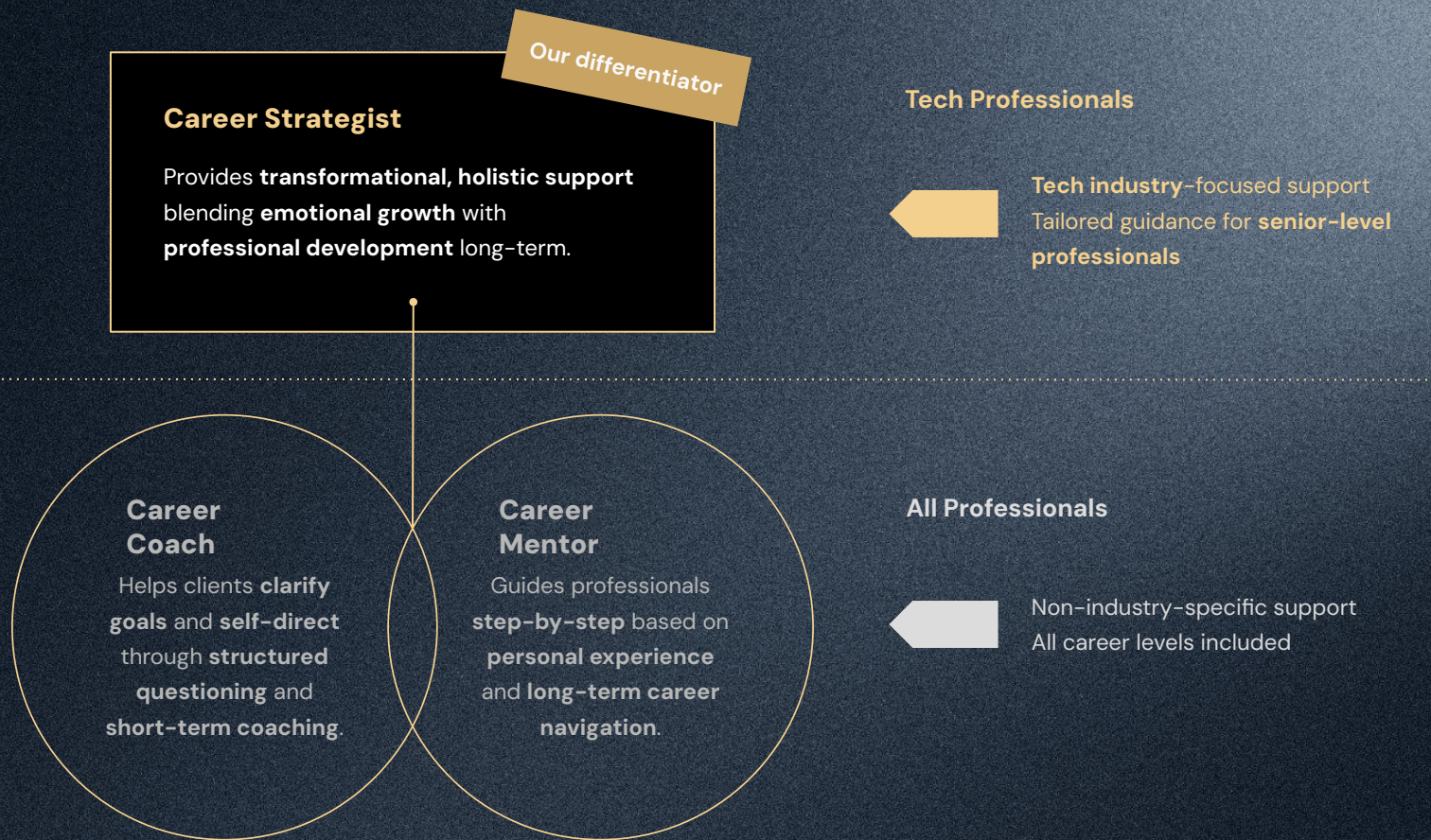


???

All Professionals



Non-industry-specific support
All career levels included



Here's how **PathNow** works.

Transform Your Path, Beginning Now

Where tech professionals transform, supported by expert Career Life Strategists.

[Explore Your Path](#)[Become a Strategist](#)

What is PathNow?

PathNow is a career growth platform that combines **human therapeutic coaching** with **AI-supported workflows**. We connect senior tech professionals feeling stuck or uncertain with vetted Career Life Strategists who provide transformational guidance through structured, empathetic 1:1 sessions.

Navigate your Career with Personalized Coaching & Expert Strategist

A transformational 1:1 coaching experience led by Career Life Strategists — blending human insight with AI-assisted clarity.

[Request Your Transformational Session](#)[Join the Waitlist](#)

You're Not Alone in This

Many senior tech professionals face these challenges in today's volatile landscape

Join PathNow as a Career Life Strategist

Empower tech professionals to transform their careers — while growing your own practice.

Apply to Become a Strategist



Why Join PathNow

Build a thriving practice while making meaningful impact

Business Operation Principle

Layered Intervention

Customers progress through increasing personalization—from AI to group session to 1:1—based on engagement & outcomes

Community +

Individual

Group sessions build accountability & peer support while AI and 1:1 coaching address personalized career gaps

Outcome-Driven

Upsells

Move to higher tiers triggered by career milestones, engagement patterns, or identified personalization needs

PathNow Core

PathNow Premium

PathNow Pulse

360° Career Insight

Group Career Growth Session

1:1 Career Strategist Session

PathNow AI Coach

Career Strategist Deep Assessment

Syllabus & Growth Tactics

Personalized Career Strategy

Career Operation System

Onboarding Questionnaire

Career Role Play & Feedback

Better-self Guidance

Scale Up & User Growth

User Data Points

Increasing Personalization

Moves to High Tier Triggered by Career Milestone

And every part of that **strategy** is grounded in **reality**

Here's what ***real people and data*** told us.

Our model came from conversations
with senior tech professionals.

3

rounds

12

interviews

Sep 8



Sep 29



Oct 27



Nov 12

The qual data from each round shaped the business model.

Round 1

Finding the Opportunity Space

- Mapped senior tech pain points
- Identified unmet needs around clarity and emotional barriers

Round 2

Testing Business Models

- Users resonated with all three, confirming the white space PathNow sits in
- Their input led us to an AI integrated therapeutic coaching model

Round 3

Testing Our Riskiest Assumptions

- Understood users' perception of a "career therapist"
- Tested our initial website prototype and understand whether the BM+VP resonate with them, define metric and success
- The feedback showed what worked, what was confusing, and led us to the final pivot (career therapist -> strategist)

Sep 8



Sep 29



Oct 27



Nov 12

And then the *market responded*.

We didn't stop at conversations.

We tested *demand in the real world*
by running 3 different ads on:

META ADS

(A/B/C Test)

Nov 26

Dec 3

Within 1 week, under limited budget

The performance was

SUCCESSFUL!



Strong early signal that the category and message resonate



The market is willing to click, explore, and engage

Nov 26

Dec 3

2,353 reach

2,839 impressions

\$0.27 cost per click

4.51% click-through rate

Typical High-Efficiency

\$1.50 - \$5.00+

Typical Good Performance

1.5% - 2.5%

Nov 26

PathNow
Sponsored · 🌐

When your spark feels dimmer than it used to, it's a sign you're ready for something new.

PathNow supports senior tech professionals to reconnect with what energizes them and move toward meaningful growth — click the link below to learn more.



**TRANSFORM
YOUR PATH
BEGINNING
NOW**

pathnow-growth-lab.lovable.a...
Rediscover Your Spark
Where human empathy m...

[Learn more](#)

Like Comment Share

PathNow
Sponsored · 🌐

You climbed the ladder, earned the title, got the comp... but something feels misaligned. You ask yourself: "Why doesn't this feel like success?"

Identity crisis is common at the senior level. PathNow helps you zoom out, rethink what truly matters, and reconnect with who you are.



**WHEN
YOU'VE DONE
EVERYTHING
"RIGHT"
BUT STILL
FEEL LOST**

pathnow-growth-lab.lovable.a...
**Reclaim Your Career
Direction**

[Learn more](#)

15 1 comment 4 shares


Like Comment Share

Dec 3

PathNow
Sponsored · 🌐

Your next career chapter deserves clarity and momentum.

PathNow combines dedicated human coaching and AI intelligence to guide your next move with confidence. Click the link below to learn more.



**CLARITY IN CHAOS.
MOMENTUM FOR
WHAT'S NEXT.**

pathnow.ai
A New Path Forward

[Learn more](#)

Like Comment Share


Category Entry Point Ad

Team DMBA Fake Door Site + Ad

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Sponsored · 🌐

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Reclaim Your Career Direction

[Learn more](#)

15 1 comment 4 shares

Like Comment Share


**Emotional
Resonance
Win the Game!**

Client's Fake Door Site + Ad

PathNow
Sponsored · 🌐

Your next career chapter deserves clarity and momentum.

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**CLARITY IN CHAOS.
MOMENTUM FOR
WHAT'S NEXT.**

pathnow.ai
A New Path Forward

[Learn more](#)

Like Comment Share

Category Entry Point Ad



People searching for growth, clarity, senior career direction engaged most!

PathNow
Sponsored · 🌐

You climbed the ladder, earned the title, got the comp... but something feels misaligned. You ask yourself: "Why doesn't this feel like success?"

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pathnow-growth-lab.lovable.a...
**Reclaim Your Career
Direction**

[Learn more](#)

15 1 comment 4 shares

Like Comment Share



There is demand for solutions in this space, right now!

Together, the story is clear

Real audience with pain points

Are “actively” looking for what PathNow offers.

Next, let's talk *numbers!*

The opportunity is real

PathNow Core

PathNow Premium

PathNow Pulse

360° Career Insight

Group Career Growth Session

1:1 Career Strategist Session

PathNow AI Coach

Career Strategist Deep Assessment

Syllabus & Growth Tactics

Personalized Career Strategy

Career Operation System

Onboarding Questionnaire

Career Role Play & Feedback

Better-self Guidance

Quarterly Plan

\$599 / 6 sessions (3 months)

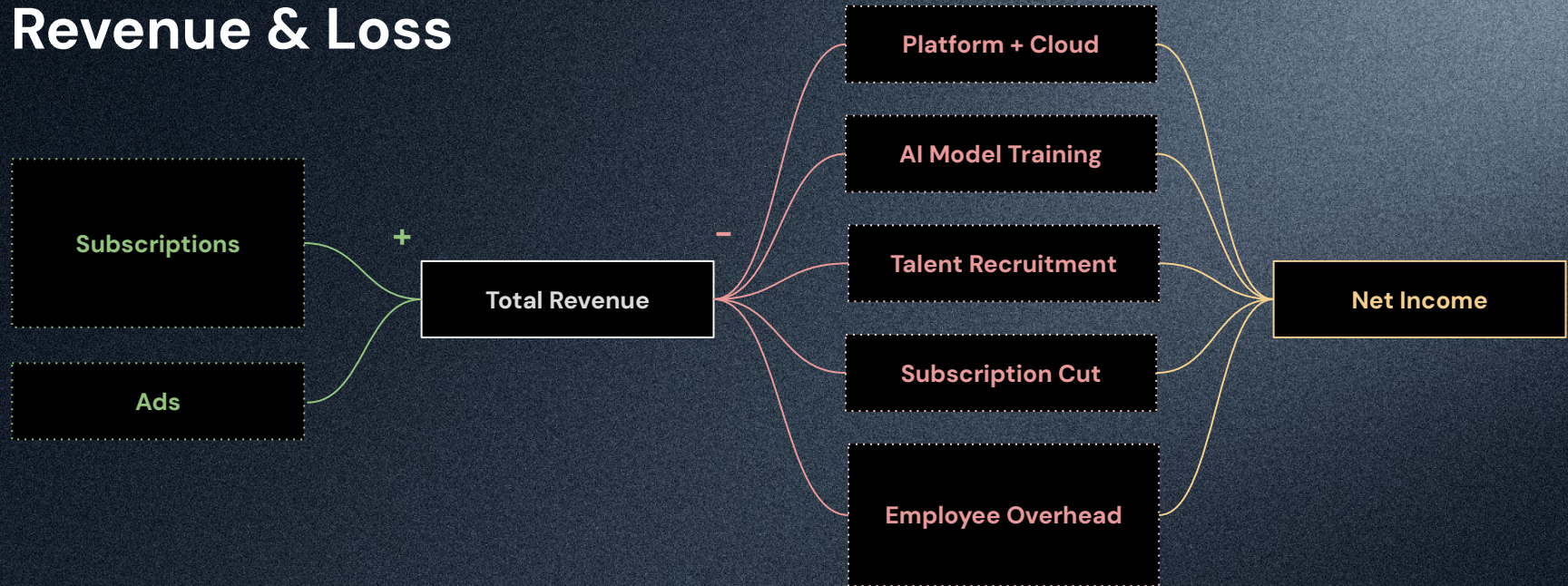
Yearly Plan

\$2,199 / 24 sessions (12 months)

\$599 / 3 sessions

\$1,099 / 6 sessions

Revenue & Loss



By
Year 2...

Break-even

Q3-Q4

\$20,000+

Gross Profit

\$340,000+

Revenue

Q4

Profit-making!

Here's how we win
Starting **Now**



YEAR 1

- Reiterate & Validate Business Model
- Launch Base Platform
- Customer Acquisition
- Build Coaching Team
- Seed Funding
- 250+ Customers

Launch Base Platform

YEAR 2

- Scale Operations
- Enterprise Partnerships
- Enhance AI Capabilities
- Content Strategy
- 500+ Customers

Expand to Enterprise

YEAR 3

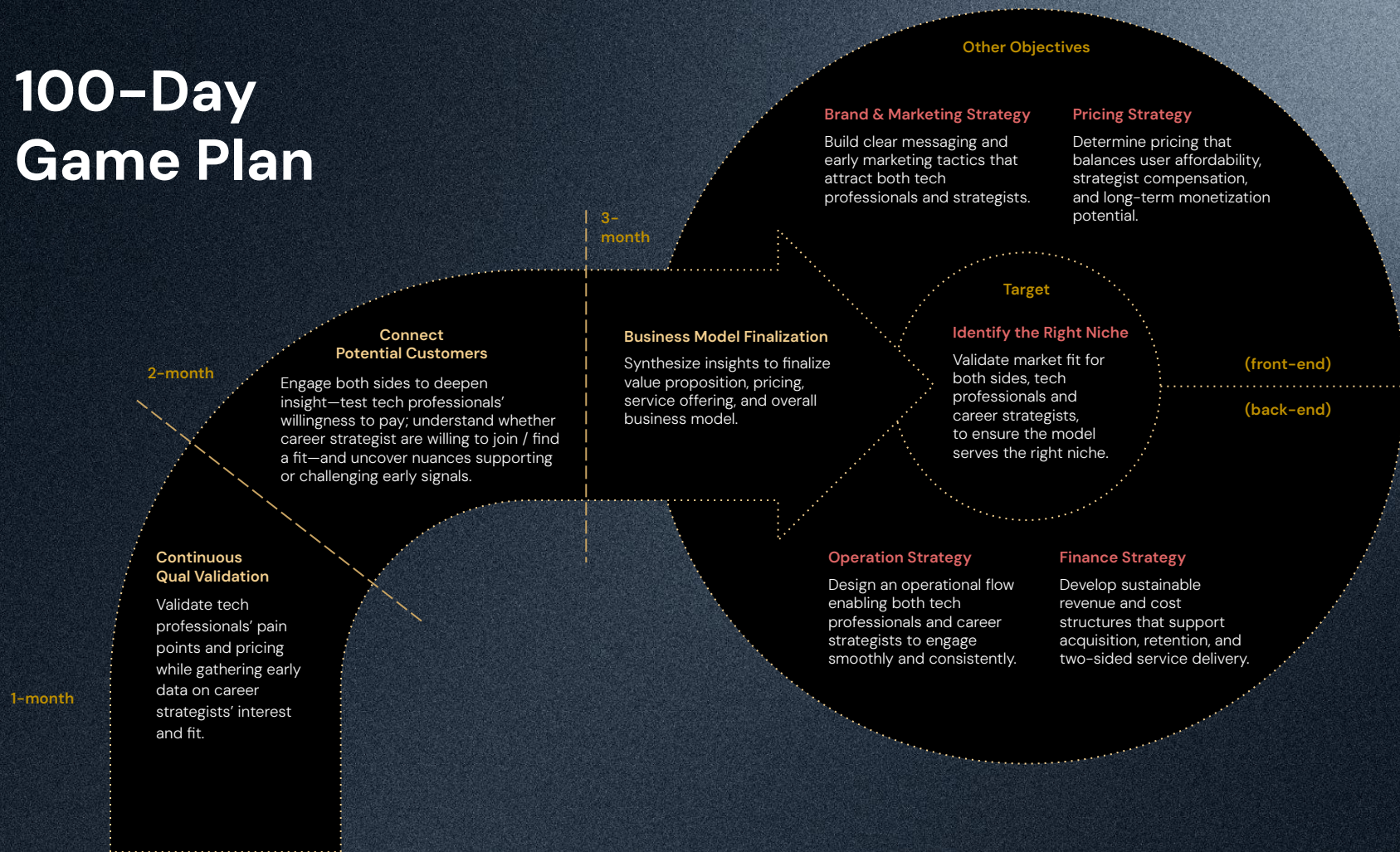
- Achieve Profitability
- International Expansion
- Coach Certification Programs
- Series A Funding
- 1000+ Customers

Series A & Scale

You've got 100 days

We'll make them *count!*

100-Day Game Plan



100-Day Game Plan



100-Day Game Plan



100-Day Game Plan

2-month

Connect Potential Customers

Engage both sides to deepen insight—test tech professionals' willingness to pay; understand whether career strategist are willing to join / find a fit—and uncover nuances supporting or challenging early signals.

1-month

professionals' pain points and pricing while gathering early data on career strategists' interest and fit.

3-month

Business Model Finalization

Synthesize insights to finalize value proposition, pricing, service offering, and overall business model.

Brand & Marketing Strategy

Build clear messaging and early marketing tactics that attract both tech professionals and strategists.

Pricing Strategy

Determine pricing that balances user affordability, strategist compensation, and long-term monetization potential.

Other Objectives

Target

Identify the Right Niche

Validate market fit for both sides, tech professionals and career strategists, to ensure the model serves the right niche.

(front-end)

(back-end)

Operation Strategy

Design an operational flow enabling both tech professionals and career strategists to engage smoothly and consistently.

Finance Strategy

Develop sustainable revenue and cost structures that support acquisition, retention, and two-sided service delivery.

100-Day Game Plan

3-month

Business Model Finalization

Synthesize insights to finalize value proposition, pricing, service offering, and overall business model.

2-month

Potential

Engage both sides for insight—test tech professionals' willingness to pay and career strategists' interest in a fit—and uncover early signals or challenging early signals.

Continuous Qual Validation

Validate tech professionals' pain points and pricing while gathering early data on career strategists' interest and fit.

1-month

Other Objectives

Brand & Marketing Strategy

Build clear messaging and early marketing tactics that attract both tech professionals and strategists.

Pricing Strategy

Determine pricing that balances user affordability, strategist compensation, and long-term monetization potential.

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100-Day Game Plan

Other Directions (front-end)

Other Objectives

Brand & Marketing Strategy

Build clear messaging and early marketing tactics that attract both tech professionals and strategists.

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Determine pricing that balances user affordability, strategist compensation, and long-term monetization potential.

2-month

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Finance Strategy

Develop sustainable revenue and cost structures that support acquisition, retention, and two-sided service delivery.

100-Day Game Plan



The DMBA PathNow Team

- ✓ We've validated the idea
- ✓ We execute across functions
- ✓ We understand the problem deeply
- ✓ We move fast and learn quickly
- ✓ We're ready to execute!



Alina Zhang

Product Designer &
UX Researcher



Chiranj Adusumalli

IT Lead & Business
Operation Strategist

HIRE US!



Lynn Lin

Product Manager &
Brand/Marketing Strategist



Sonia Sambrani

Digital Product Strategist &
Service Designer

Thank you!

Alina | Chiran | Lynn | Sonia

Team PathNow



Appendix



Research

Qual – Round 1 & 2



Kiran Matturi

Director,
Micron Technology



Shashank Appireddy

Senior Staff Engineer,
Uber



Martin Garcia

Staff UX Researcher,
NinjaTrader



Akshat Sinha

Senior Engineering Manager,
Capital One



Nader Farahani

Director of Engineering,
NinjaTrader



Andrea Chin

Lead UX Researcher,
Rocket Mortgage

Synthesis & Validation

BMC

SYNTHESIS

VALIDATION

Systematic Coaching

- People value the community support
- People feel transparent career guide builds trust

- *"This model specifically resonate with me, lot of human-to-human interaction, and community aspect."*
-- Andrea Chin, Lead UX Researcher @ Rocket Mortgage

AI Career Path Simulation

- People found the gamified career foresight motivating

- *"Strong hook, I can sign up on a trial and see what it's like - we standardize the career ladder."*
-- Nader Farhani, Director of Engineering @ NinjaTrader

Therapeutic Coaching

- People found the idea of transforming self-awareness into actionable growth intriguing

- *"Interesting & Intriguing, what is the scope of our interaction? Is the person an infinite teacher helping me as i progress along the way in my career."* -- Akshat Sinha, Tech Manager @ Capital One

Testing & Validation

Qual – Round 3



Nathan Broslawsky

CPTO,
ClearOne Advantage



Andrea Chin

Lead UX Researcher,
Rocket Mortgage



Michael Lin

Senior Software Engineer,
Bay Area Startup



Will Fletcher

UX Designer, Google;
Lead Product Designer, DesignMap



Matt Linzer

Brand Designer,
Eli Lilly



Edward Tao

Senior Software Engineer,
Apple

Metrics and Measurements

Metrics	Validation Rate	Trust Score	Recommendation Intent	Conversion Rate – Tech Professionals	Conversion Rate – Career Therapist
	>60% users agreed/validated the need for PathNow	7/10 average or higher score of trust and comfort in AI	70%+ would recommend to a friend/colleague	>50% clicked join waitlist, showing early interest	>50% clicked join waitlist, showing early interest
Measurements	Post-test survey	Post-test survey	Post-test survey	Real-time observation from the fakedoor test	Real-time observation from the fakedoor test
Results	Validated! 83.3% (5/6) believe in a strong need for a platform like PathNow in the market	Validated! 8.6/10 above average, users feel comfortable with and trust the AI integration	Validated! 83.3% (5/6) would proactively recommend PathNow to a friend/colleague	Validated! 80% (4/5) clicked join waitlist	Validated! 100% (1/1) clicked join waitlist

Performance by Ad — A/B/C Testing from 11/26/2025 – 12/3/2025

Quant Backend

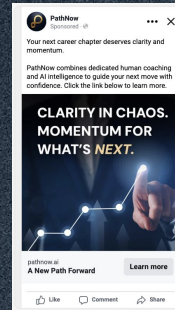
1. Team DMBA's Fake Door Website + Ad



[Link to Website](#)

- 3 landing page views
- \$0.21 per view
- \$0.64 spent
- 34 Reach | 42 Impressions

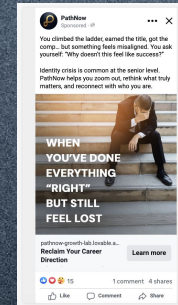
2. Client Sudha's Fake Door Website + Ad



[Link to Website](#)

- 1 landing page view
- \$0.11 per view
- \$0.11 spent
- 14 Reach | 14 Impressions

3. Category Entry Point Ad

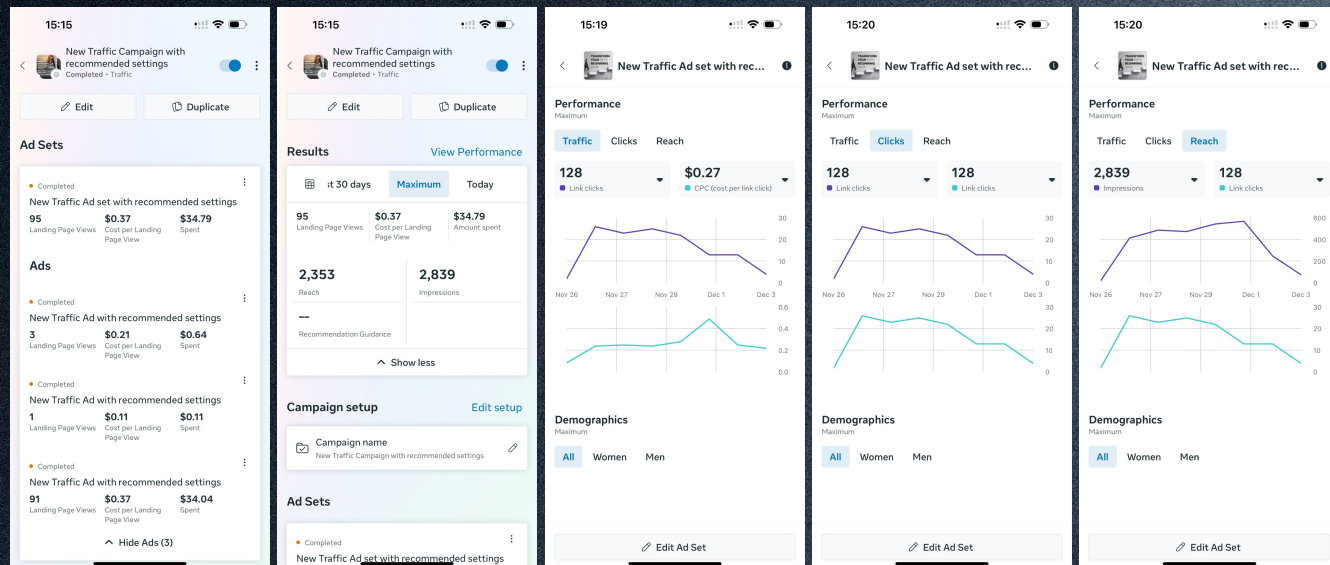


(same as Team DMBA's)

- 91 landing page views
- \$0.37 per view
- \$34.04 spent
- 2,323 Reach | 2,783 Impressions

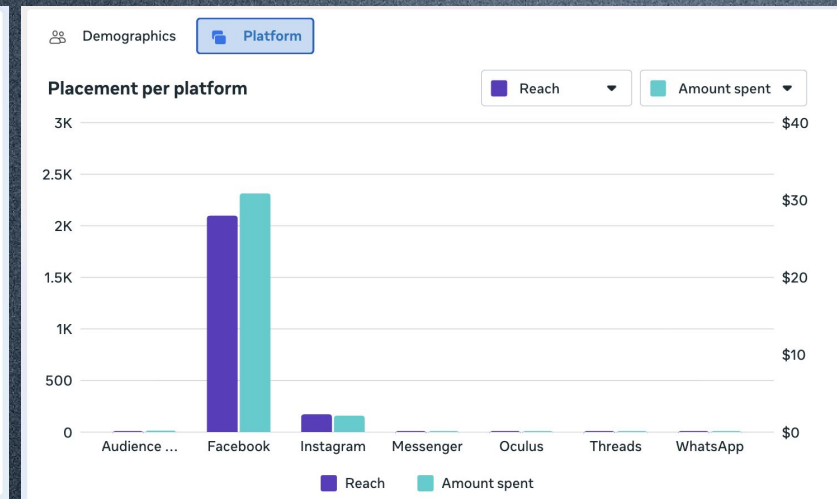
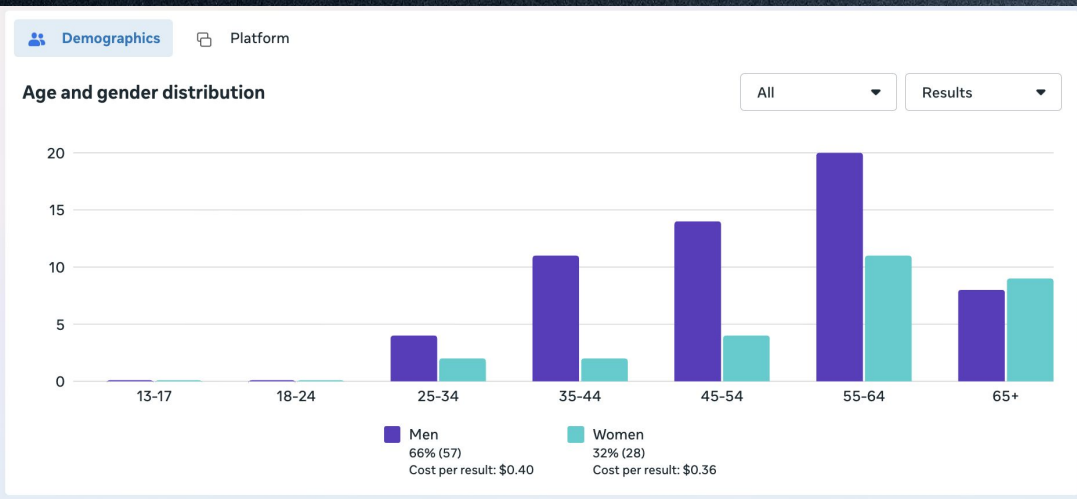
Total Performance Overview

Quant Backend



- Reach: 2,353
- Impressions: 2,839
- Audience Reach Costs:
 - Cost per Landing Page View: \$0.37
 - Cost per Click: \$0.27
- Click-through Rate: 4.51%

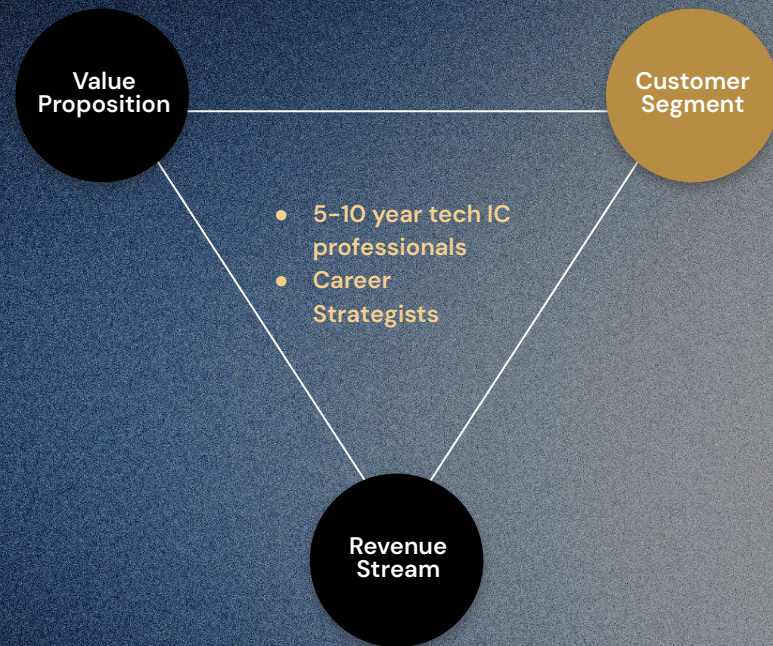
Quant Backend



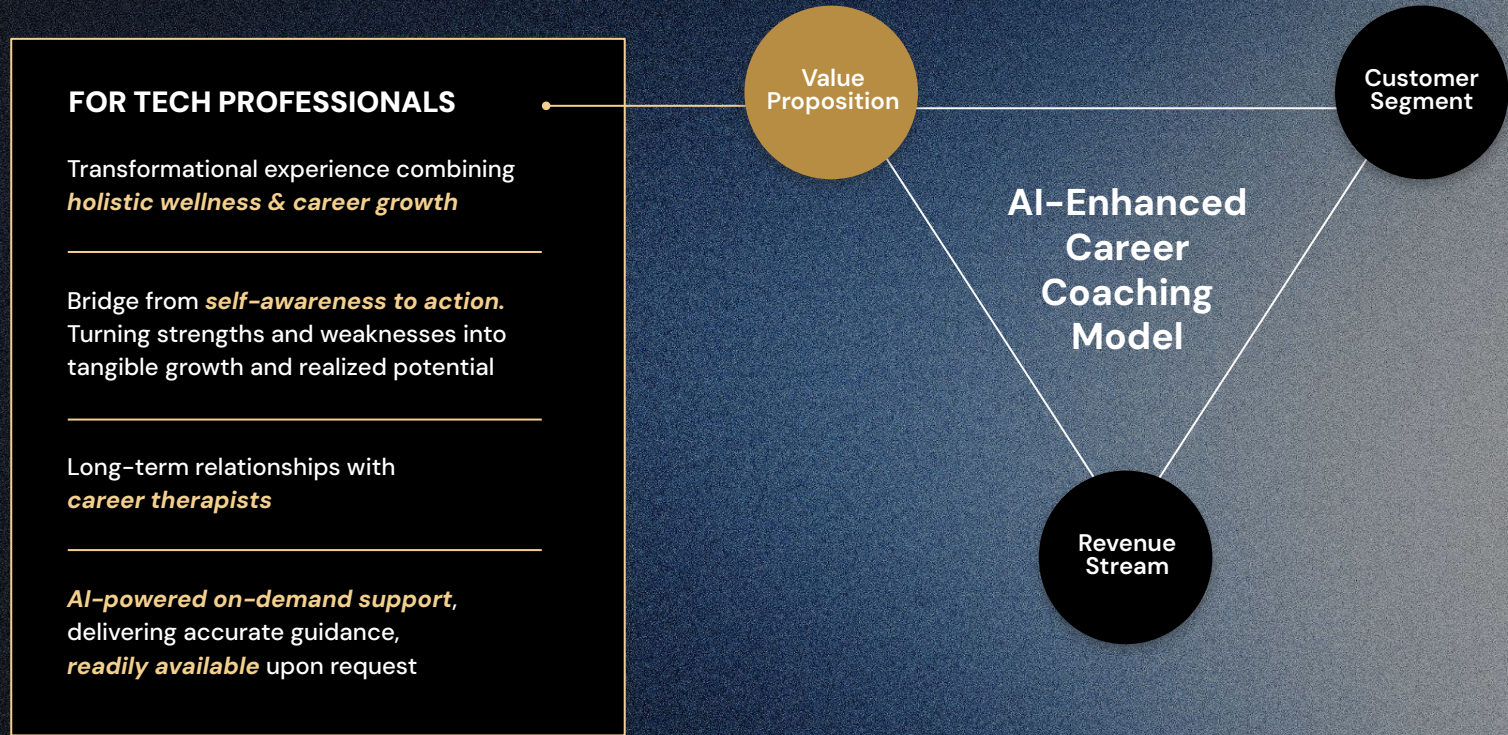
The Foundation — Final BMC

AI-Enhanced Career Coaching Model

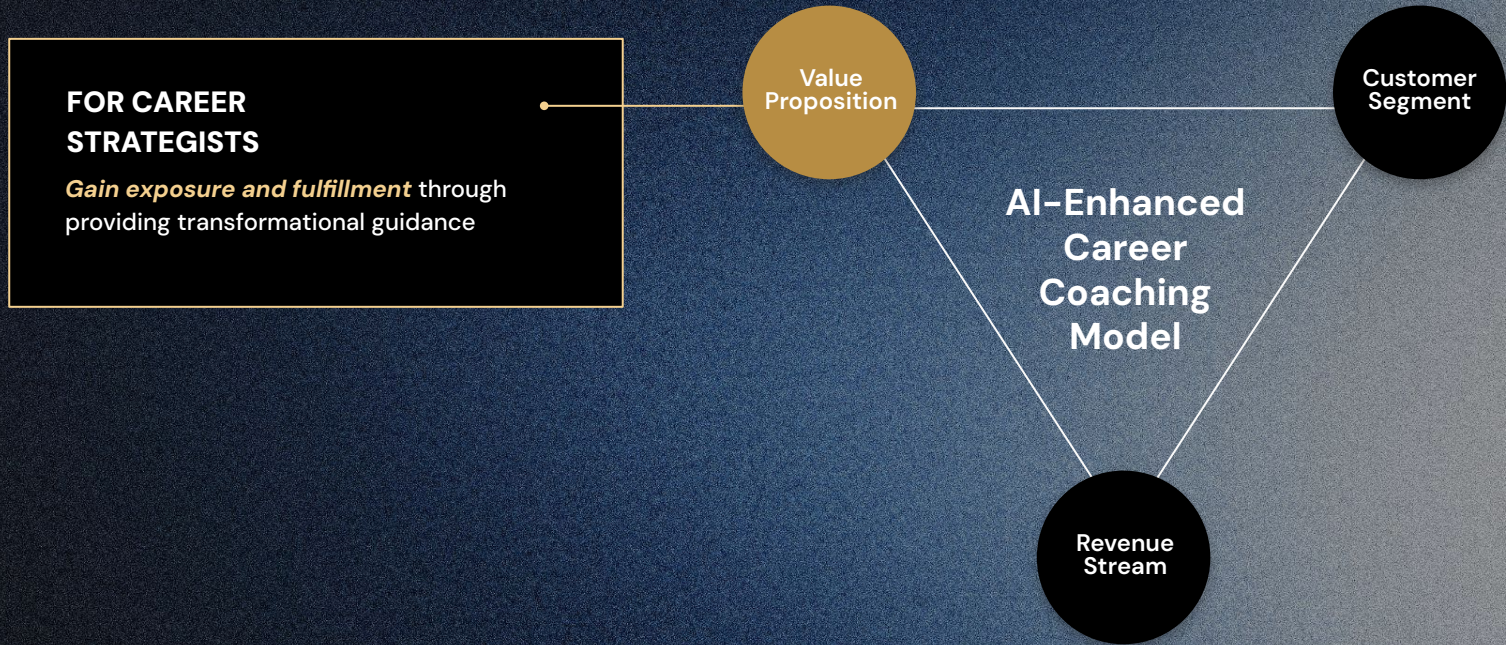
A **transformational 1:1 coaching** experience led by real career strategists — focused on building a better self and honing soft skills to help users thrive and **adapt with confidence in corporate environments** through expert career guidance. The model also streamlines daily tasks and provides **AI-powered on-demand support** through a well-trained internal LLM



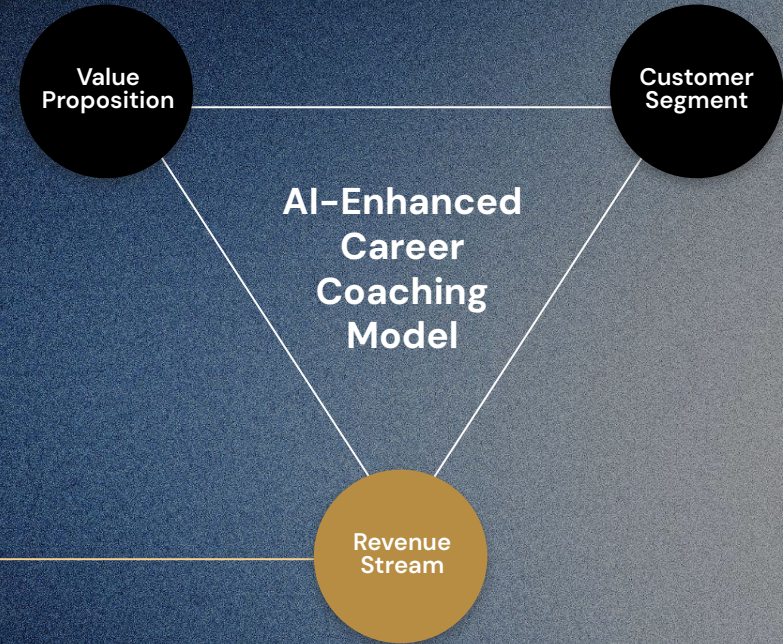
Final BMC



Final BMC



Final BMC



Financials

P&L Statement

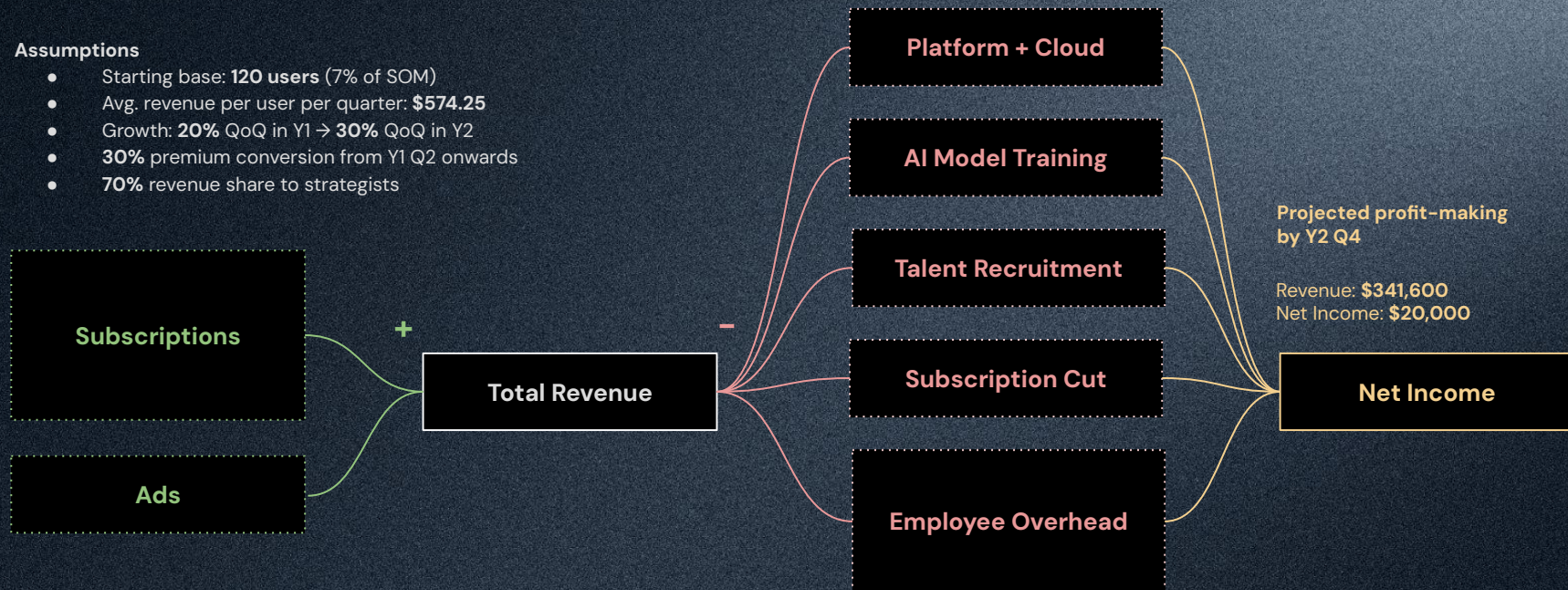
A	B	C	D	E	F	G	H	I	J	K	L
	Q1	Q2	Q3	Q4	Y1	Q1	Q2	Q3	Q4	Y2	
User Growth Rate	20%	20%	20%	20%		30%	30%	30%	30%		
Total Users	120	144	173	207	207	270	350	456	592	592	
Core Package Users (70% post Q1)	120	101	121	145	145	189	245	319	415	415	
Premium Package Users (30% post Q1)	0	43	52	62	62	81	105	137	178	178	
Revenue											
Subscription	\$68,910.00	\$82,692.00	\$99,230.40	\$119,076.48	\$119,076.48	\$154,799.42	\$201,239.25	\$261,611.03	\$340,094.33	\$340,094.33	
Sponsored ads	\$0.00	\$0.00	\$500	\$500	\$1,000.00	\$1,000	\$1,000	\$1,500	\$1,500	\$6,000.00	
Total Revenue	\$68,910.00	\$82,692.00	\$99,730.40	\$119,576.48	\$120,076.48	\$155,799.42	\$202,239.25	\$263,111.03	\$341,594.33	\$1,082,820.52	
Expenses											
Platform Maintenance + Cloud Infrastructure	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$24,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$48,000.00	
AI Model Training	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$12,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$24,000.00	
Talent Recruitment	\$12,000.00	\$0.00	\$0.00	\$0.00	\$12,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$12,000.00	
Subscription cut (70%; 12 starting strategists)	\$48,237.00	\$57,884.40	\$69,461.28	\$83,353.54	\$83,353.54	\$108,359.60	\$140,867.48	\$183,127.72	\$238,066.03	\$238,066.03	
Employee Overhead (lean core startup team)	\$74,500.00	\$74,500.00	\$74,500.00	\$74,500.00	\$298,000.00	\$74,500.00	\$74,500.00	\$74,500.00	\$74,500.00	\$596,000.00	
Total Expenses	\$143,737.00	\$141,384.40	\$152,961.28	\$166,853.54	\$429,353.54	\$191,859.60	\$224,367.48	\$266,627.72	\$321,566.03	\$918,066.03	
Net Income	-\$74,827.00	-\$58,692.40	-\$53,230.88	-\$47,277.06	-\$309,277.06	-\$36,060.17	-\$22,128.22	-\$3,516.69	\$20,028.30	\$164,754.48	
Breakeven point between Y2 Q3 and Q4											

Link to [Google Sheets](#)

Revenue and Loss

Assumptions

- Starting base: **120 users** (7% of SOM)
- Avg. revenue per user per quarter: **\$574.25**
- Growth: **20% QoQ** in Y1 → **30% QoQ** in Y2
- **30%** premium conversion from Y1 Q2 onwards
- **70%** revenue share to strategists



**ARCHIVE & TEMPLATE
STARTS HERE**

TC	Sharing Topics	Chapter	PIC
00:00 - 01:00 (1 min)	Intro (Team DMBA / Sudha & Nathan + Agenda)	Introduction & Context	Chiran
01:00 - 02:00 (1 min)	PathNow Overview <ul style="list-style-type: none">1-line Intro + Sudha's Vision + Opening Story Hook		Lynn
02:00 - 03:30 (1.5 min)	Context & Situation <ul style="list-style-type: none">What happened in the mkt? Why's there a need of PathNow		Sonia
03:30 - 07:30 (4 min)	Competitive Analysis + Opportunity (Sonia) Tam/Sam/Som (Alina) <ul style="list-style-type: none">Where is the white space and how big it is?	The Business & Value	Sonia Alina
07:30 - 10:00 (2.5 min)	PathNow' Business Core <ul style="list-style-type: none">What value we're offeringWho this is for *Address VP & BM -- golden triangle that addresses opportunity above		Chiran
10:00 - 11:30 (1.5 min)	PathNow' Differentiator <ul style="list-style-type: none">Customer Benefits, how we stands out from the competitors		Alina
11:30 - 14:30 (3 min)	PathNow Concrete BM -- Business Operations <ul style="list-style-type: none">What does it look like? feel like? function like?) -> refer sudha's workshop Qual & Quant Feedback + Validation <ul style="list-style-type: none">Why you should believe?	Business Operations Validation & Financials	Lynn
14:30 - 17:00 (2.5 min)	PathNow Pricing + Revenue Projections <ul style="list-style-type: none">Use the pricing strategy we workshopped with Sudhafor rev, call out assumptions based on the Tam/Sam/Som		Alina
17:00 - 19:30 (2.5 min)	Recommendation & Next Steps		Lynn

- Who are you (as a ...)
- What's the client's ...
- What's the context ... situation?
- What's the opportu ... it?
- What are your con ... proposition(s) and ... models that address ... opportunity?
- What does it look l ... function like?
- How is it different ...
- What's the busines ... year over year (GT ... revenue projection ... assumptions calle ...
- How does the client ... to there?
- An appendix that s ... work, research, dat ... to get from R1 to R ... recommendations

Go-to-Market

PRIMARY CHANNELS

LinkedIn Thought Leadership

Career frameworks, career therapy insights, AI + strategy content targeting mid-career tech professionals

Tech Communities

Slack communities, Discord groups, Reddit threads for career advice and peer support networks

Employer Partnerships

B2B2C with mid-market tech companies offering PathNow as employee development benefit

Referral Loop

1:1 coaching clients refer cohort peers; alumni network drives organic word-of-mouth

ACQUISITION FUNNEL

AWARENESS

LinkedIn content series

Podcast partnerships

Community moderation

CONSIDERATION

Free career assessment

Educational webinars

Case study interviews

CONVERSION

7-day free trial offer

Referral incentives

Cohort cohesion guarantee

TEAM & BUDGET

GO-TO-MARKET TEAM

Q1-Q2 (Founding)

Founder + 1 Marketing Lead (content + community)

Q3-Q4 (Scale)

+ Partnership Manager + Sales Engineer

Y2 (Growth)

Full marketing team (brand, demand gen, partnerships)

Operational Model

CUSTOMER JOURNEY

1. 360° Career Insight

Deep diagnostic assessment by career strategists to establish baseline, identify strengths, and define career positioning

2. Group Career Growth Sessions

Community-driven cohort experience focused on accountability, peer learning, conflict navigation, and identity development

3. PathNow Pulse Integration

AI-powered decision engine augments group learning with personalized career guidance and scenario planning

4. 1:1 Career Strategist Trigger

Activated when customer hits milestone, career decision point, or identifies personalized strategy need

5. Premium Coaching (Optional)

Custom programs for high-stakes transitions (C-suite moves, major pivots, intensive support)

OPERATIONAL PRINCIPLES

Layered Intervention

Customers progress through increasing personalization from group (scalable) to AI (intelligent) to 1:1 (bespoke) based on engagement & outcomes

Community + Individual

Group sessions build accountability & peer support while AI and 1:1 coaching address personalized career gaps

Outcome-Driven Upsells

Move to higher tiers triggered by career milestones, engagement patterns, or identified needs—not arbitrary time gates

TEAM & RESOURCES

Y1:

Founder + 2 coaches + 1 engineer

Y2:

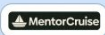
Scale to 5 coaches, AI/Ops leads

Agenda





Boutique executive coaches



MentorCruise (<https://mentorcruise.com/>) :
deep human guidance, high price, low scale.



independent coaches

Medium
Generic content



self-help courses



basic L&D modules:
low personalization.



High human depth



BetterUp:
(enterprise coaching +
emerging AI; still broad, not
identity-specific)

PathNow (AI-enhanced Career Life Strategist)

Deep coaching + AI prep/summaries + vetted peers +
measurable outcomes.

Value Differentiation: Identity-focused, measurable career
identity work (not therapy), vetted clinical/coaching hybrid,
targeted at mid-career tech ICs, with AI for prep + scale,
peer advisory add-ons, and visible progress metrics.

Modern Health / Spring Health :
(strong human network, but
clinical/mental-health leaning, not
career-identity focused)

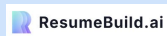


High AI

resume bots



AI career apps



low-touch **coaching chatbots**: scalable but little human nuance.



low human depth

Low AI

Defining PathNow's Differentiator

Career Coach

Helps clients **clarify goals** and **self-direct** through **structured questioning** and **short-term coaching**.

- Skilled at asking relevant questions
- Focuses on short-term outcomes (e.g., promotion, salary increase)
- Encourages self-discovery and independent decision-making
- Moderate industry knowledge

Career Mentor

Guides professionals **step-by-step** based on **personal experience** and **long-term career navigation**.

- Offers experience-based advice
- Builds close, long-term relationships
- Experienced in corporate strategy and leadership
- Guides through real-world challenges and office dynamics

Career Strategist

Provides **transformational, holistic support** blending **emotional growth** with **professional development**.

- Empathetic and emotionally attuned
- Long-term relationship builder with deep understanding of individuals
- Integrates emotional intelligence, soft-skill coaching, and reflection tools
- Experienced in corporate contexts and role-play-based learning

Revenue Model

REVENUE MODEL



Acquisition Entry

\$199/mo | \$597 for 3mo

360° Assessment • 3 Group Career Growth Sessions • AI Core



Acquisition Growth

\$183/mo | \$1,099 for 6mo

6 Group Career Growth Sessions • PathNow Pulse • Career OS



Premium

\$599-\$1,099+

1:1 Human Coach • Custom Programs

VALIDATION EVIDENCE

Fake Door Tests

Landing page variants tested value proposition messaging; measured CTR & email capture

Market Research

Competitive landscape analysis across consumer, enterprise, marketplace models

TAM Validation

Tech professionals: \$2.3B addressable market (US mid-market + enterprise)

Pricing Strategy

Tested willingness-to-pay; derived 3-tier model with clear upsell mechanics

Our Pricing Strategy

Core Program

Quarterly Plan

\$599 / 6 sessions
(3 months)

- Onboarding + AI-driven deep assessment
- PathNow AI coach + LLM
- Career OS tools for planning + tracking
- Cohort sessions with peers + Career Strategists
- Human deep assessment

Yearly Plan

\$2,199 / 24 sessions
(12 months)

Premium Add-On Packages

Essential 3-Pack

\$599 / 3 sessions

- 1:1 sessions: Set meaningful goals and achieve tangible growth

Extended 6-Pack

\$1,099 / 6 sessions