



FUTUREAMP

A career education platform for the **21st Century.**

Connecting today's **students** with
tomorrow's **industries, jobs + skills.**

futureamp.co

FUTURE
MINDS
ACCELERATOR

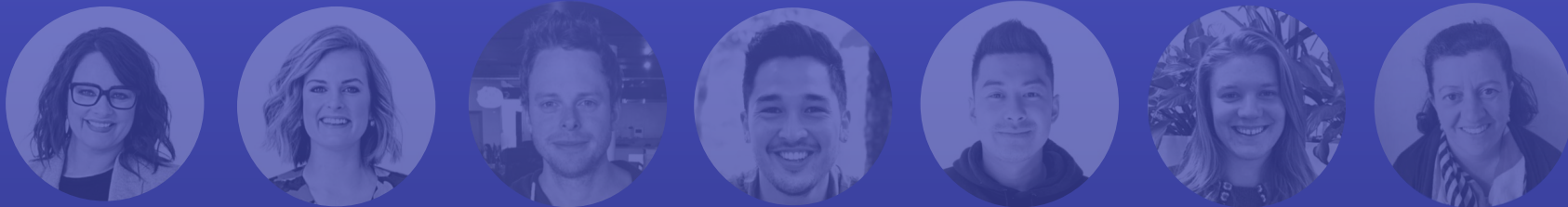
FUTUREAMP 

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We have built Australia's first
smart career education platform to
inspire, upskill + educate young
people for their working futures.

Who are **we**?

Future Amp is an award-winning team of Australian educators, technologists and innovators committed to transforming career education to equip and upskill ALL young Australians for the future of work.

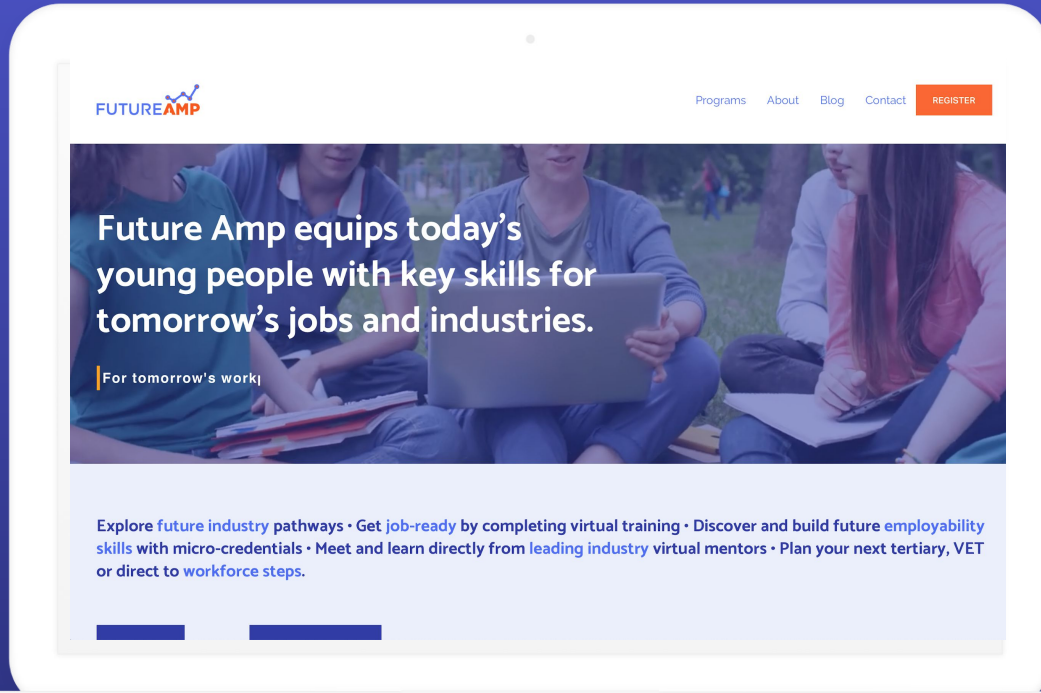


Our team has extensive experience.

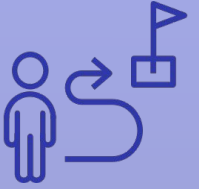
- Worked with **30,000+** young Australians
- Designed **60+** major career events + programs
- Engaged with **180+** Australian schools
- Partnered with **100+** businesses + tertiary providers
- Partnered with **5** local and state governments
- **Built, launched + scaled** ed-tech solutions

Mission: Our mission is to bridge the gap between **Education** and **Industry 5.0**, by providing best on market, relevant, real-world and relatable careers, skills and employability learning to 100,000 young Australians by 2022.

Building Australia's **future talent** pipelines.



Future Amp is backed by the **David Gonski AC** national Future Minds Accelerator, Amazon Web Services, and is one of the **University of Melbourne's** inaugural **Innovated** edtech companies.



Future Amp.

Career education for the 21st Century.

We connect today's students with tomorrow's industries, jobs and skills.

Designed by leading career educators and featuring **interactive career exploration** and **skills education**. Future Amp gives students and schools on-demand access to industry-led learning modules, career pathway virtual mentorship and key workforce employability skills.

- Access real-time global and local industry and job market insights
- Explore diverse pathways into VET, TAFE and university courses
- Complete Virtual Work Experience and job training with companies
- Build employability skills with online skills and industry Career Creds
- Complete online Job Ready programs and microlearning modules
- Learn from virtual career mentors inside global and local companies
- Plan next study steps and track progress with digital Career Passport
- Create personalised and localised career pathway plans and goals!

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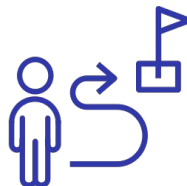
Future Amp is **backed by experts** + built for today.

Over the past 4 years, our team has undertaken significant research within the Australian Career Education sector. All Future Amp platform features have been developed with expert co-design from school educators, state government departments, Career Advisers and Higher Education Institutions across Australia, and as part of the David Gonski AC-chaired national Future Minds Accelerator.

Key Platform Features



Each student has a unique **Career Passport** which captures and identifies interest areas and pathway planning, tracks learner progress and digitises Career Action Plans.



An interactive **World of Work** graphic mapping tool enables students to 'travel' around the country to discover local industries, job pathways and career opportunities!



Virtual Work Experience modules take students "inside" leading companies to learn about job pathways, meet career mentors and build employability skills by completing workplace tasks.



The platform features 100s of engaging and relatable virtual **Career Mentors**, who educate students about their diverse career pathways, and share their career stories and skills.

Future Amp is **driven by data.**

Future Amp uses a proprietary-built technology platform plus best of breed Learning Record Stores, Learning Management Systems and backend reporting analytics capabilities to provide educators with deep data insights on learner engagement, skill attainment and career planning progress.

Platform Data Feeds from trusted sources

- ABS
- Labour Market Data
- Good University Group
- JobOutlook
- Proprietary Data

Dashboards for Educators + Student Progress Tracking

Future Amp tracks user behaviour on the platform to provide rich data insights and analytics on learner progress and engagement, job and industry trend preferences and predictive pathway data.

Australian Education System Security + Compliant

SSO, SCORM, xAPI, Microsoft Teams, Secure Data Storage (locally hosted with AWS), Encryption, Proprietary, Secure and Trusted, and easily integrated into existing learning systems.

Future Amp Career Cred Learning Modules.

Career Creds are on-demand, digital microlearning modules that help students build employability, Job Ready practical skills and access virtual work experience with industry mentors. Modules are flexible, self-paced and feature UX-optimised interactive learning design.



Job Ready



Employability Skill



Human Skill



VWX



Industry Pathway



Independent Learner

We save educators time and connect students with leading industries, companies and career mentors. Contact one of our consultants for a product demo and to learn more about our Career Cred modules.

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All young people should be encouraged to **learn a skill, whether it be at university, technical college or under an apprenticeship**. To be very good at something that is needed in a community – whether it’s as a carer in an aged care home, an electrical linesworker, a nurse or brain surgeon – is a wonderful achievement. My hope is that every young person in Australia be given every chance to contribute.

- **David Gonski AC**

Chairman Future Minds, Chairman ANZ Banking Group Ltd, Chancellor UNSW

Why does Career Education need to **change**?

There is no consistent or comprehensive system, framework (or technology) ensuring delivery of industry-backed, personalised career information to Australian students

Young people are predicted to have 17 jobs across 5 industries but are not being skilled or well prepared for the 21st Century 'gig' economy

76% of youth say they lack employability skills, vocational or practical experience to transition from study to work (or are being trained for jobs that will soon be automated)



Australia's workforce skills deficit will reach 29 million by 2030 (and 75% of future jobs will need STEM skills)

Career education is not equitable in Australia, with many students missing out on quality career pathway planning, information access and professional support

1 in 10 Australian undergraduate students and school leavers drop out in their 1st year of study because "it is not what they thought it was" or they "chose it too early"

Students need **digitised** + **personalised** solutions.



Students lack opportunities for work experience, internships and volunteering due to policy shift and school careers team resourcing constraints.



Online career resources and tools are legacy, static and don't take students 'beyond the classroom walls' and inside real workplaces.



Students have poor understandings of the new world of work, future jobs, industry pathways and employability skills.



Current career education programs do not personalise career exploration and learning based on individual student needs and aspirations.

50% of **15 year olds** still expect to work in one "traditional" job for life

Current online and offline resources are **static** and not UX optimised or personalised



Current Career Education landscape.

Existing career education products fail to create **scalable, relatable, relevant** and **real-world** online career learning experiences for students.

School Workshops

- ✗ Ad-hoc + often one-off
- ✗ Impact + outcomes unclear
- ✗ Impersonal + not personalised

Career Expos

- ✗ Annual events with mass approach
- ✗ Accessibility issues (regional students)
- ✗ Quality of events varies highly
- ✗ Little to no follow-up for attendees

Private Career Coaching

- ✓ Highly personalised
- ✗ Expensive + access barriers
- ✗ Inaccessible for many (e.g. low-SES)

Career Action Plans

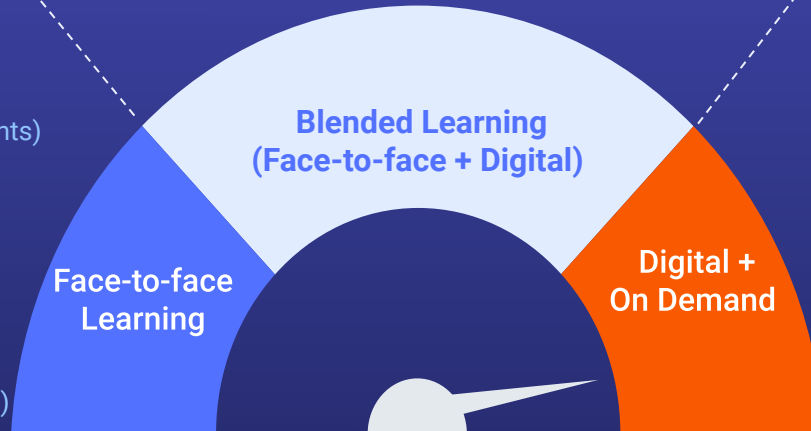
- ✗ Static snapshots
- ✗ Disconnected from other career education activities
- ✗ Little to no tech integration

Career Psychometric Testing

- (e.g. Morrisby)
- ✓ Rich personal student insights
 - ✗ Static snapshot of a student
 - ✗ Usability and impact of testing?
 - ✗ Cost prohibitive for many schools

Your Career

- ✓ On demand
- ✓ Jobs + career data
- ✗ Poor UI/UX
- ✗ Static content
- ✗ Lack of customisation
- ✗ Not personalised



FUTUREAMP ✓

- ✓ On-demand, 100% digital access
- ✓ Customised + personalised
- ✓ Videos, interactive microlearning + content designed for students
- ✓ Tracks individual progress over time
- ✓ Data-driven insights + analytics
- ✓ Lower entry price point and scalable



How are students currently managing **career** planning and decision-making?

Current career education does not enable students to go 'beyond the classroom walls' and connect their learning, interests and passions with 21st Century real-world industries, jobs and workforces.

The average Australian student has low access and limited frames of reference to professional and industry role models, and makes decisions based on scant and outdated information, ATAR course markers and immediate peer influence, rather than on their emerging skills and interests.

Commonly, students rely on advice from parents, caregivers and educators who don't have access to up-to-date information to help students make more informed career decisions about career pathways in Industry 4.0.

Students spend **11,000+ hours** at school but receive only **~40 hours** learning about careers + post-school pathways.

High SES parents spend up to **\$600+** on private career advisory student services to help with pathway planning.



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76% of youth say they lack relevant employability skills, vocational and practical experience to transition from school to work, and are being trained for jobs that will soon be automated.





We bring the new **world of work** to students, wherever they are.

Career education is extremely variable, can be of poor quality and up-to-date information is often significantly limited for students living in regional, rural and remote (RRR) communities.

Research conducted by the OECD shows a majority of students from low SES and RRR communities have low access to professionals, industry mentors and career pathway guidance, which results in them giving up hope early and being 4 x less ambitious about their futures than students from metropolitan high SES backgrounds.

Future Amp's personalised platform closes the gap for students living in RRR communities, providing them with access to on-demand virtual career mentorship and guidance, no matter where they are.

Our team has worked with **10,000+** students across regional Australia.

1 in 3 Australians live in regional, rural or remote areas.

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Young people are predicted to have **17 jobs** across **5 industries** but are not being skilled or prepared for the **21st Century** ‘gig economy’, or for today’s workplaces.



We stay with students for the **whole journey.**

Latency *

Students unaware of the 'real' world of work, industry pathways, jobs and employability skills, and show low interest in career exploration + planning

Awareness

Students develop understandings of the world of work, future industry pathways, jobs and skills, discover personal interests + connect possibilities to self

Consideration

Students evaluate, consider, seek advice + identify industry, job and post-school career pathway options

Decision

Students select subjects, courses + pathways

Current Australian Career Education resources focus only on *Consideration* and *Decision* = poor student choices + pathways

*Future Amp Career Decision Making Model

We support the ecosystem, and key **career influencers** who impact students career pathway planning.



Educators & Career Advisors ✓

- We co-design programs with leading career advisers
- We customise and personalise product suites to suit the needs of schools, education providers and cohorts
- We provide professional development, webinars and industry deep dive opportunities for career educators
- We provide product support for platform integration

Parents & Caregivers ✓

- We host webinars to support parents in their learning journey about the changing world of work
- We provide resources for parents co-designed with leading career advisers, so they can better support their students
- We work with schools and education providers to meet the needs of their communities

We work with **key external stakeholders** who inform a student's career decision-making and planning.



Employers & Industry

- We feature industry mentors in virtual work experience modules
- We host industry webinars for schools, VET and universities
- We partner with industry to give students virtual skills training
- We build Virtual Work Experience modules with leading companies

Higher Education, VET & TAFE Providers

- We design and deliver online programs for VET and tertiary students across Australia
- We partner with high education across programs, campus life content and learning design research

Federal, State & Local Government

- We partner with Governments, LLENs, Councils and industry peak bodies to codesign career education, employability skills and industry training programs, virtual work experience and mentoring programs

It takes a village. Meet some of our current partners + supporters who connect with your students.

Government



Industry



Education



Case Study STEM Pathways Program.

In May 2020 we partnered with the Victorian State Government (DJPR) to design, digitise and deliver a STEM Career Pathways Program for students in Gippsland, Victoria. The program showcased STEM pathways, career and job opportunities, and provided students with the chance to meet virtual career mentors working in STEM fields.

Fast Facts

Development time: 4 weeks

Reach: 6,000+ students enrolled

Reach: 40+ schools

Champion Schools:

- Marist Sion College
- Catholic College Sale
- Maffra Secondary College
- Traralgon College

Testimonials

“This is amazing! We have been trying to do this for some time but it hasn't gone anywhere yet and this looks so much better!”

- **School Participant, Career Educator**

“Thanks so much for this course - I don't think I've ever thought a STEM pathway could be for me but I feel so inspired after hearing from Margie [STEM Career Mentor]!”

- **Student Participant, Year 9, Catholic College Sale**



Book a demo + chat with our team today to learn how to give your students online access to **virtual work experience**, 100's of **career mentors + skills** + industry pathway modules.

Founding Team.

Future Amp Cofounders **Edwina Kolomanski** + **Madeleine Grummet** are Australian award-winning education technology entrepreneurs, business advisors and graduates of The University of Melbourne's Master of Entrepreneurship.

The proven duo have successfully built and scaled award-winning, industry-backed career education company **Girledworld** to 30,000+ students across 180+ schools and universities.

It is their collective mission to reimagine, redesign and democratise access to career education to better prepare ALL of today's students for tomorrow's world of work.

www.girledworld.com

www.futureamp.co

FUTUREAMP



Our Advisory Board.

Future Amp is supported by an incredible national board of Advisors, who each bring a diverse set of expertise, perspectives and experiences to the table, to help us achieve our mission.



Jane Martino



Colin McLeod



Mark Stanley



Aqeel Camal



Aayushi Khillan



Kai Lovell



Hannah Beder



Nathaniel Diong



Shae Potter



Lisa Happell



We can all help students build **thriving futures**.

In a rapidly shifting workforce, helping all young people to build **employability skills**, connections to industry and future career pathways is the responsibility of us all.

Contact us today.

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