FUTUREAMP

The career education platform for the 21st Century.

We support students with on-demand, real-world careers, industry, jobs + skills education for tomorrow's world of work. We provide equity of access to future opportunity for every young person, anytime, anywhere.

futureamp.co

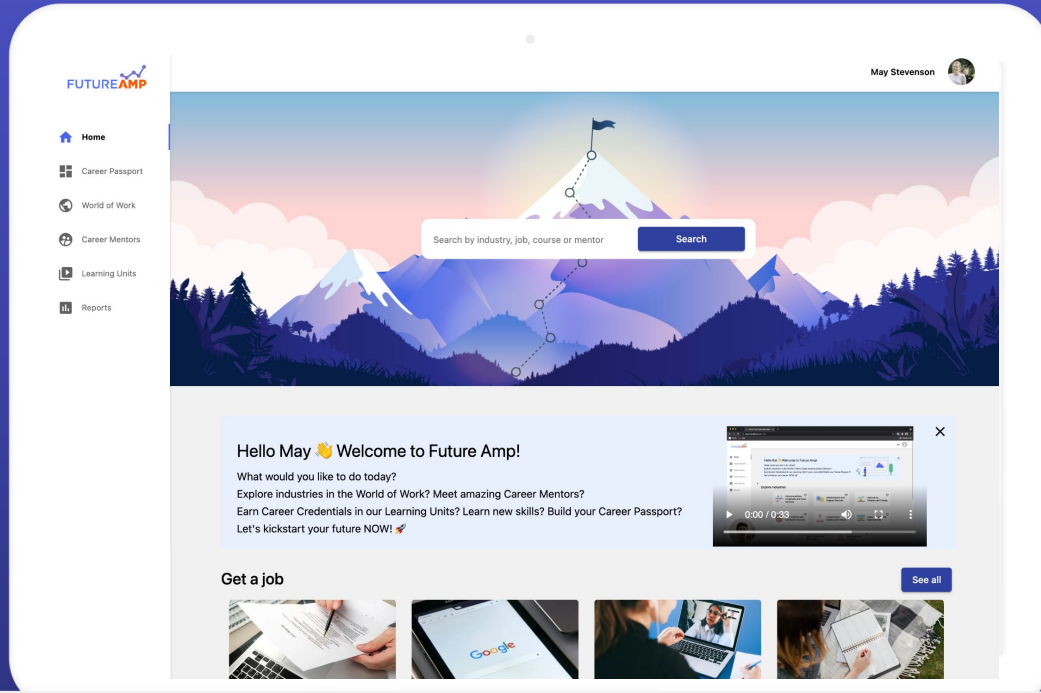FUTURE MINDS
ACCELERATOR

FUTUREAMP

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We have built Australia's first **all-in-one career education platform** to inspire, upskill + educate young people for their working futures.

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Upskilling 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.

What's in the platform? Key Features

Future Amp has 5 market-leading platform features

100+ Industry-backed Skills-based Online Courses
Cross-curricular online, expert-designed proprietary Australian Curriculum-aligned courses (200+ hours) featuring industry career mentor videos, animations, career interviews, and interactive, task-based, work-simulated coursework. Suitable for explicit, integrated or self-paced learning or as an anytime virtual Career Expo.

World of Work Exploration Feature
Users discover ANZIC-mapped industries, courses, companies, jobs and mentors with optimised student-centric UX/UI and customised, personalised content matched to job interests and skills.

Career and Industry Mentor Library
Online virtual network of 100's of virtual industry mentors, to assist users with industry and job exploration aligned to passions and interests, career aspirations, goal-setting and pathway planning.
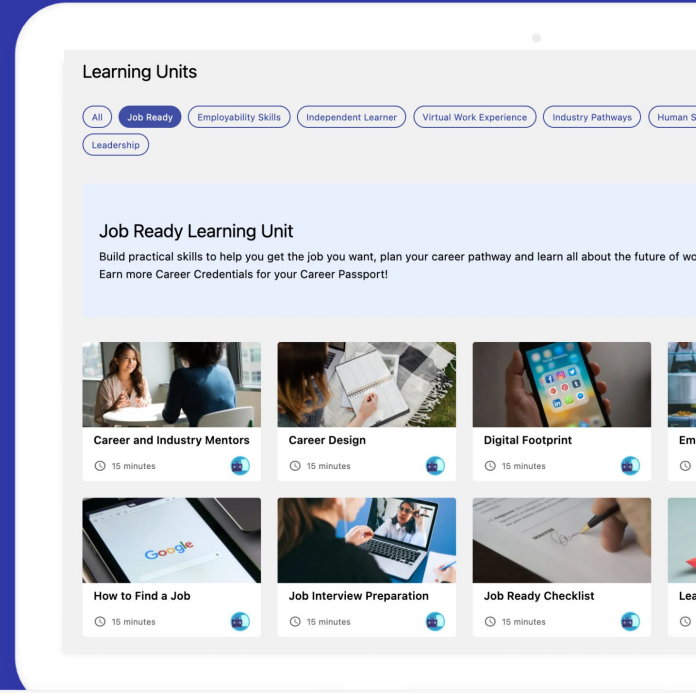
Virtual Work Experience Courses
Experience a day in the life inside leading companies, meeting key people and discovering future career pathways via a simulated virtual 5-day week with skills-based workforce tasks.

Dynamic Career Passport Unique User Profile
An innovative unique user learner profile to track career goals, skills, strengths, industry, job and course interests. Can be instantly downloaded as a professional resume and work e-portfolio.

Learning Units

All | Job Ready | Employability Skills | Independent Learner | Virtual Work Experience | Industry Pathways | Human S
Leadership

Job Ready Learning Unit
Build practical skills to help you get the job you want, plan your career pathway and learn all about the future of wo
Earn more Career Credentials for your Career Passport!

Career and Industry Mentors — 15 minutes
Career Design — 15 minutes
Digital Footprint — 15 minutes
Em

How to Find a Job — 15 minutes
Job Interview Preparation — 15 minutes
Job Ready Checklist — 15 minutes
Lea

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Future Amp is driven by data + easy to set up.

Future Amp uses a proprietary-built scalable technology platform in conjunction with 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. Powerful real-time individual, class, cohort, organisation and system level analytics supercharge insights, and can be integrated with existing LRS and tech platforms.

✔

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 individual learner progress and engagement, job and industry trend preferences and predictive career pathway data.

✔

Australian Education System Security + Compliance

SSO, SCORM, xAPI, Secure Data Storage (locally hosted in Australia with AWS), secure and trusted by major national education partners, easily integrated into existing LRS or education reporting systems.

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Since 2016 in both Girledworld and Future Amp, we have engaged and worked with key external partners to deliver career education.

Government

We engage, partner and pilot with Governments, LLENs and local Councils to co-design and deliver industry-aligned career education, employability skills and training programs, virtual work experience and industry initiatives.

Industry

We feature incredible industry mentors from diverse companies in our extensive platform Learning Area and Career Mentor library, partnering with industries and professionals to give students virtual skills training and unique, real-world workforce insights.
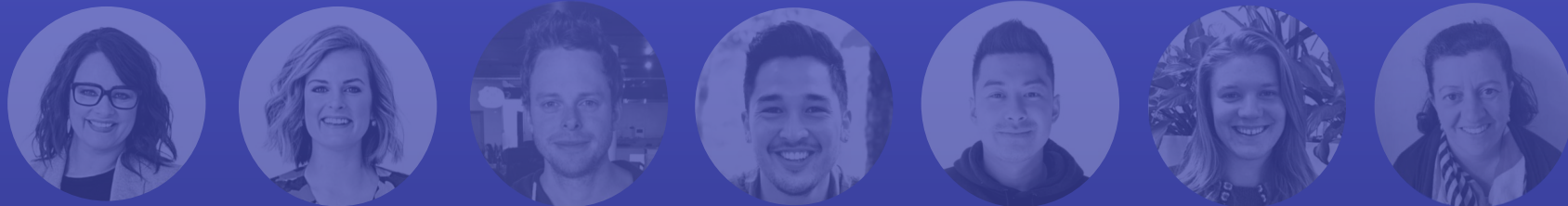

Education

We have designed and delivered events, online programs and pilots for 50,000+ secondary, VET and tertiary students partnering on careers and skills education, industry content and education research.

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.

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Our incredible Advisors. We are (mostly) led by youth.

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

Kirsty Costa

Kai Lovell

Hannah Beder

Nathaniel Diong

Shae Potter

Lisa Happell

Fiona Reahy

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So, why does Career Education need to change?

LACKING A QUALITY SOLUTION.
There is no consistent framework (or tech) ensuring delivery of quality or personalised career education. Current career resources, tools and testing are legacy, poor quality, static and don't take students 'beyond the classroom walls' and inside real workplaces.

RAPID WORKFORCE DISRUPTION.
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.

YOUTH ARE LACKING SKILLS.
76% of youth say they lack employability skills, vocational or practical experience to transition from study to work. Students have poor understandings of the world of work, future jobs, industry pathways and employability skills.

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

YOUTH ARE BEING LEFT BEHIND.
Career education is not equitable in Australia, with many students missing out on quality career pathway planning, information access and professional support.

YOUTH ARE DROPPING OUT.
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".

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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.

The current career education landscape.

Existing career education products fail to create scalable, personalised relatable, relevant and real-world online career learning experiences for students.
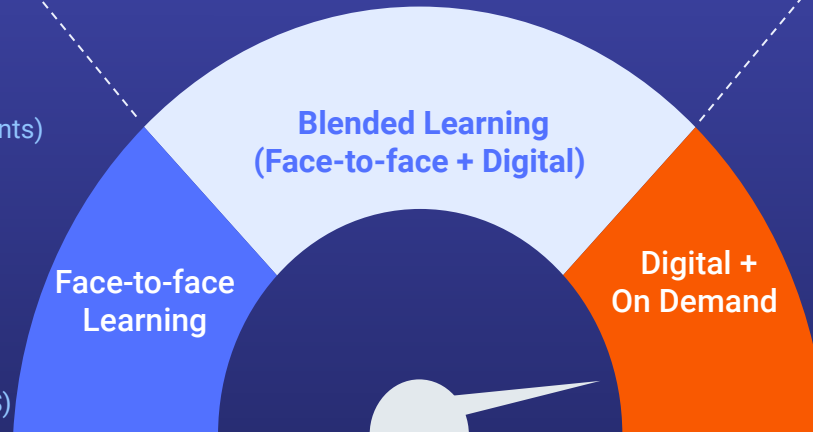
Career Action Plans
- ✗ Static snapshots
- ✗ Disconnected from other career education activities
- ✗ Little to no tech integration

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

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)

Blended Learning
(Face-to-face + Digital)

Face-to-face Learning

Digital +
On Demand

FUTUREAMP ✓

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

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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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

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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.

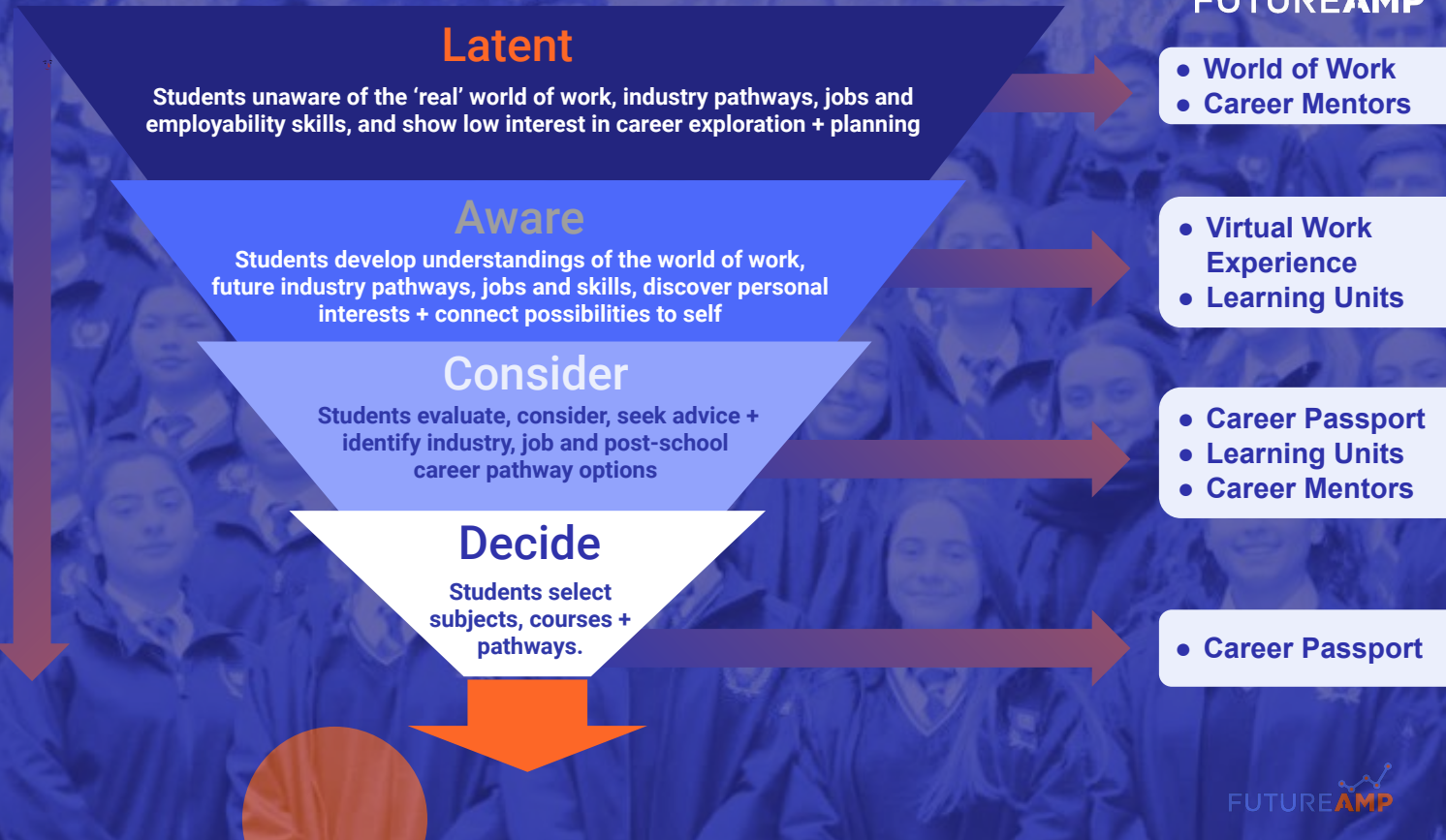**1 in 3** Australians live in regional, rural or remote areas.

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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. How can we help them keep up?

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How do students make career decisions?

We stay with students for their whole journey.

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

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

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

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

Decide
Students select subjects, courses + pathways.

- **World of Work**
- **Career Mentors**

- **Virtual Work Experience**
- **Learning Units**

- **Career Passport**
- **Learning Units**
- **Career Mentors**

- **Career Passport**

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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

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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

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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

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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 (FBE MBS).

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

It is their 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**

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 all of us.

Future Amp bridges the divide to provide equity of **access to opportunity** for all.

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Like to learn more?
Contact us today.

hello@futureamp.co
+61 437 582 566
+61 400 004 135

www.futureamp.co
@futureamp

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