

SHIFT

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Abstract

At first glance, it may seem as though youth unemployment is due to lack of experience, poor job market, and/or less industry connections. After taking a deeper look, we identified that unemployment disproportionately affects the young people because of a mismatch between skills and job market demands, important life decisions without knowledge of future pathways, etc.

Therefore, we developed a mobile application, *Shift*, to help users navigate their careers. Shift is not just a job-matching tool; it is a comprehensive mobile platform to introduce young people to career paths previously unknown to them, and help them take the first step in establishing themselves within these industries. Shift uniquely focuses on equipping users from lower educational and professional backgrounds with the skills and knowledge needed to forge successful careers.

Introduction

Youth unemployment in the US, as of October 2023, stands at 8.9% which highlights a persistent challenge in integrating young people into the workforce. Many young individuals are hindered by a lack of experience, access to opportunities, and a lack of understanding what opportunities are out there for them. This not only affects their financial status but also their long-term career trajectories and economic contributions.

Our goal is to transform the job market landscape, making it accessible and equitable, particularly for those marginalized in traditional employment systems. *Shift* aims to reduce youth unemployment by giving young people a map to explore the job market, and offering tailored training and direct job placement. We hope to enhance the economic stability and career prospects of young individuals across the U.S., while also giving employers more visibility when hiring, and providing them with motivated entry-level employees who come in knowing the task they are performing.

What our platform offers

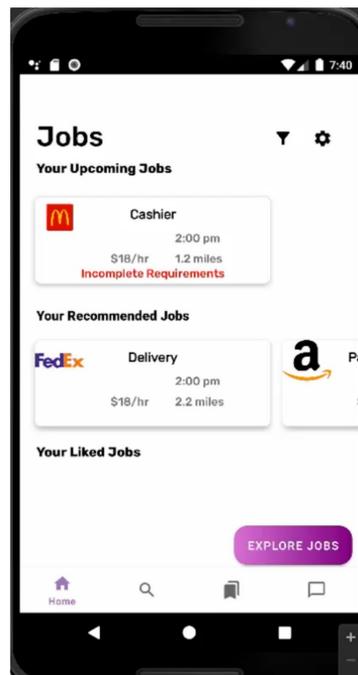


Our platform offers:

Industry Search, where users are introduced to all manner of career paths, and can dive in and explore each industry. Users can watch day in the life videos, view career trajectories, and understand the competencies required to succeed in each industry.

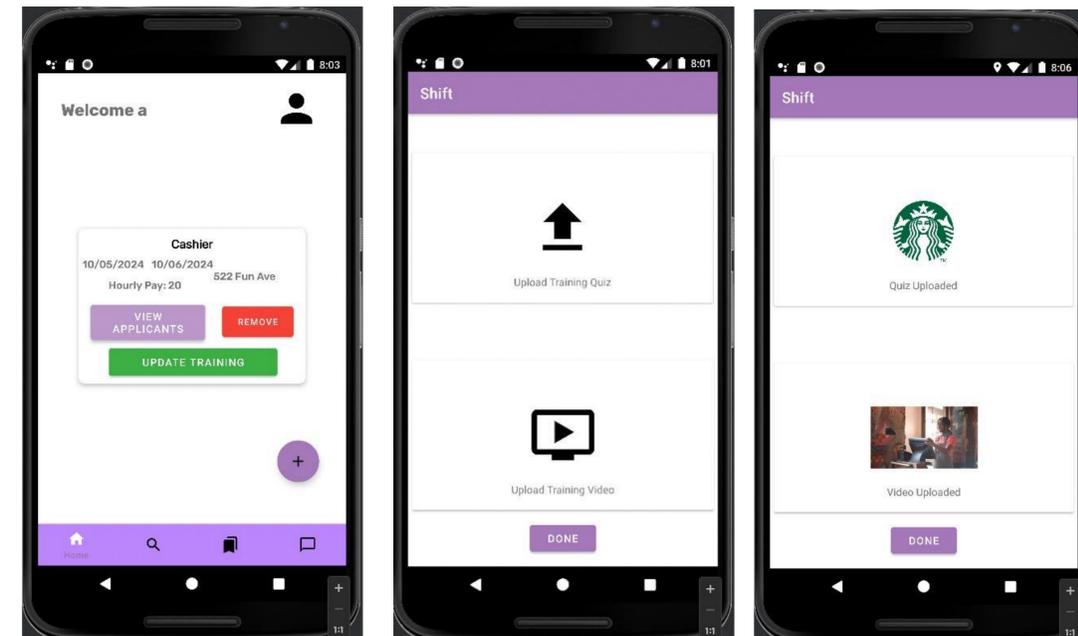
•Through engaging quizzes and courses offered on the app, Shift users can develop relevant skills directly tied to job opportunities. Employers can also ensure their employees come in with a baseline knowledge of the task they are performing, allowing them to hit the ground running.

From the User Side



Users can discover new job opportunities on our platform. There will be tailored recommendations for each industry at any level. Shift provides the first step by to users' journey via offering entry level positions and trade school opportunities. Additionally, our platform offers quizzes and online training. Through engaging quizzers and courses offered on the app, Shift users can develop relevant skills directly tied to their desired roles.

From the Employer Side



From the employer side, employers can see the applicants and upload training videos and quizzes for their specific role.

Additional Questions?

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Conclusions

UA Mechanical Trade School stated that "There is difficulty providing training especially for our line of work [heating, electricity, etc.]. But the platform would be very powerful if made possible."

Joe Feldmann from Lincoln College of Technology stated that "We would be very interested in working together [with Shift]."

Shift will provide young people with the tools to navigate and succeed in a rapidly evolving job market. Join us in revolutionizing the way the next generation finds work, learns, and grows in their careers.