



(Liz)

We're team Marcus, and we believe that we can pave the way for a diverse legal industry by fostering early access and awareness through mentorship.

(click)



(Josh)

"It's not about what you know, it's about who you know."

(pause for effect)


This is a profoundly loaded statement when it comes to diversity in professional career fields. In fact, this very statement identifies the two main barriers to entry into the Milwaukee legal community for socioeconomically disadvantaged individuals.

Let's take Milwaukee Public Schools for example:

Do enough of these students truly know what legal careers are available? What is a paralegal? What are the different types of legal practice?

Do enough of these students know someone who works in the legal field? Someone who looks like them in the legal field? Let alone someone who would be willing to mentor them if they thought being a lawyer or otherwise working in the legal field would interest them?

(click)



**We will introduce students to the legal industry and provide access to Milwaukee legal professionals.**

(Kyle)

In today's world, it's hard to find someone without a mobile device in hand. In fact, our target audience has the highest percentage of people relying solely on their mobile device for their internet access. Our future workforce is busy with school, dreaming about what comes next, and likely snapping their friends and swiping through TikTok videos.

Our solution will address the "what" by introducing students to the legal world in a way that meets them where they are.

Likewise, our solution will address the "who" by providing access to Milwaukee legal professionals they would not otherwise have an opportunity to meet. Again, meeting them at their level using technology that they are already comfortable with and peels away the layers of intimidation.

(click)



**CAREERFAIR**  
Opening Doors & Unlocking Futures

(Kyle)

Introducing CareerFair, a mobile app that takes an equitable and accessible approach to opening doors and unlocking futures.

CareerFair aims to take away the barriers of entry, introducing high school and college students to the notion that the legal profession spans far beyond a courtroom, and connecting them with a stable of professionals ready and willing to mentor them and make important connections.



(Tisha)

The CareerFair app will be accessible across multiple platforms. Using functionality students are already familiar with, our app requires little to no training or onboarding for the end user.

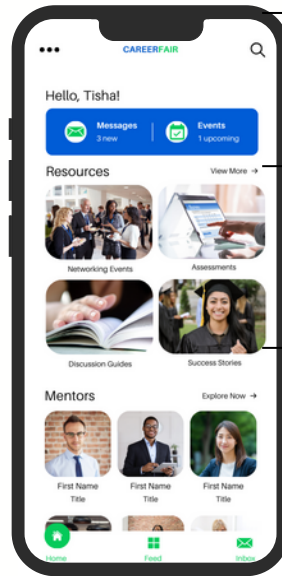
# Features

## Awareness

- Day In The Life Videos
- Career Assessments
- Career Catalogue
- Upcoming Networking Events
- Mentor Stories

## Connection

- Mentor Library
- Messaging and Video Chat
- Live Q&A
- Mentoring Resources



### ● Alerts

Get notified every time you have a new message or meeting reminder.

### ● Resources

Easily access resources for networking, career planning, and getting the most from your mentor sessions.

### ● Mentors

Browse our list of mentors, hear about a day in the life of their job, connect via chat or schedule a 1:1 video mentoring session.

(Tisha)

Our intuitive interface will place a world of access at the fingertips of our students.

To drive awareness, we help students understand the various career paths within the legal field through day in the life videos and through simple "buzzfeed" style assessments to help identify their interests and strengths.

We will loop them in on upcoming opportunities to network and stories of how our mentors became a lawyer.

CareerFair will provide a robust directory of mentors for students to choose from, fostering connections. Each mentor will have a short-form video students can watch to learn about their job. If they want to learn more, students can send a chat to that mentor, or schedule a 1:1 video mentoring meeting.

Not sure what to do in a mentoring meeting? CareerFair sets you up for success with discussion guides to get the conversation going.



## Why **CAREERFAIR** ?



**Mentors with  
credibility**



**You choose your level  
of involvement**



**Eliminates barriers  
to entry**

Features(Rachel)

So what sets us apart? Well there are 3 main areas...

CareerFair is built on credibility. Mentors will be hand selected to ensure involvement from community leaders with diverse backgrounds that our audience can identify with. We'll also work closely with high schools and middle schools in order to access young adults at a pivotal point in their lives.

We offer 2 levels of involvement

The first being Observation – Mentees can view mentor profiles, watch videos, and learn about different areas of law. They are simply expanding their knowledge base, with no commitment or pressure.

When a mentee is ready, they begin to Participate. Mentees will reach out to Mentors to learn more about their specific area of law. This can be a single brief conversation, or can grow into a knowledge-sharing relationship.

CareerFair eliminates barriers. Whether it be a barrier of transportation or network, we knock it down. With the presence of smartphones, the app is always available – no need for bus rides or juggling schedules. And finally, we're leveling the social connection playing field.



(Jesus)

In conclusion, we believe that the key to driving for diversity, equity and inclusion in the legal profession is access, awareness, and connection.

Mentorship is a potent force in our journey to success, a trip we share with those who guide us.

Let's work together to level the social connection playing field for the next generation with CareerFair. Our commitment can create a more inclusive future.





**Thank You**  
**TEAMMARCUS**

(Liz)

Thank you for your time.

# Experience



**CAREERFAIR**  
Opening Doors & Unlocking Futures

# for yourself!



(Liz)

Before we open the floor for questions, we invite you to experience CareerFair for yourself, using the QR code on screen to open our prototype.

While this is not a live app (yet!), we did want to showcase what the experience could be.



**CAREERFAIR**  
Opening Doors & Unlocking Futures

Questions?



(Liz)

At this time we'd be happy to take any of your questions.