



# Project Proposal

PRESENTED TO:  
College

PRESENTED BY:



&  
Team Karreo

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# About Karreo

The modern college experience is designed to prepare students for the professional world, yet a fundamental disconnect persists. Students are graduating with degrees but often without the practical skills, industry connections, or a clear career path. They're left to navigate a fragmented landscape of career fairs, online job boards, and expensive tutoring services—a disjointed process that drains their time and leaves them feeling unprepared. This systemic inefficiency doesn't just harm students. It hurts institutions that face pressure to improve placement rates and businesses that struggle to find qualified, job-ready talent.

Karreo EdTech was created to solve this very problem by bridging the gap between education and industry. We've built a powerful, integrated ecosystem that supports students from their academic foundations to their professional success. Our solution isn't just another service; it's a unified platform that acts as a central hub for student talent. By seamlessly connecting learning, skill development, career guidance, and entrepreneurship, we offer a comprehensive pathway that transforms a student's potential into a tangible outcome.

Our unique approach is centered on creating a closed-loop value chain. We don't just help with placements at the end of a student's journey. Our platform uses a proprietary STEP exam to precisely identify talent, our Karreo program provides targeted skill development and mentorship, our Tuthaus services strengthen academic fundamentals, and our Venture Incepto Hub actively funds student-led startups. This means we're not just improving career services, we're revolutionizing how colleges prepare their students for the future, whether that future is in a corner office or as a founder of a new company.

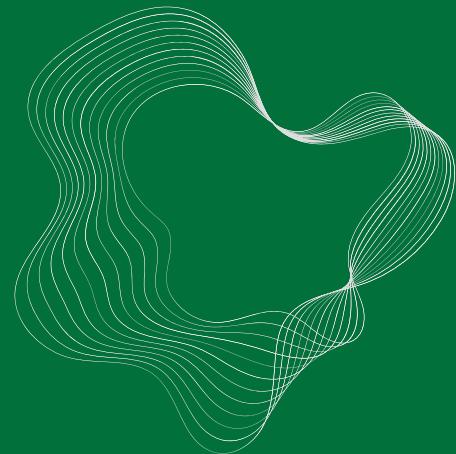
Our model is composed of four key pillars:

- **KARREO:** This arm focuses on career development programs, offering training, mentorship, and placement support.
- **TUTHAUS:** This is our personalized 1-on-1 tutoring platform for students in Grades 5–12 following CBSE, ICSE, State, and GCC curricula.
- **STEP (Student Talent & Employability Program):** A career gateway exam for colleges that connects students to recruitment, training, and employability pathways.
- **Venture Incepto Hub:** An innovation hub that provides funding and incubation for student startups, helping to build future entrepreneurs.



We also operate a recruitment gateway for Karreo, Tuthaus, and other partnering firms, which acts as a filter for student talent and an entry point for students into career development classes if they don't qualify. Our mission is to empower students with career clarity, industry-ready skills, and entrepreneurial opportunities through an integrated ecosystem. Our vision is to be the leading education-to-career ecosystem in India, while also supporting colleges in achieving NAAC and NBA excellence and industry recognition.

# Mission and Vision



The following Mission and Vision statements define the core purpose and long-term aspirations of this collaboration



## MISSION

To empower students with career clarity, industry-ready skills, and entrepreneurial opportunities through an integrated ecosystem of career development, one-on-one tutoring, and innovation incubation.



## VISION

To be the leading education-to-career ecosystem in India, bridging the gap between academics, employability, and entrepreneurship while supporting colleges in achieving NAAC, NBA excellence and industry recognition



# Goals for the quarter



**Career Development for School Students**



**Industry Collaboration/  
International collaboration & HR Integration**



**Career Readiness for College Students**

Our goals are centered on building a strong career foundation across different stages of education and professional growth. For school students, we focus on career development by guiding them to map their career paths early, helping them identify strengths, explore opportunities, and make informed academic choices. For college students, we emphasize career readiness by providing training, mentorship, and placement opportunities to ensure they are job-ready and successfully placed in their chosen careers.

Finally, through industry collaboration and HR integration, we work with firms and industry partners as a trusted ally in talent development, creating pipelines for internships, recruitment, and innovation.

# Proposed Timeline

The initiative moves forward in three parallel tracks—school students, college students, and industry collaboration

- For schools, the focus is on career awareness, early mapping, and continuous mentorship.
- For colleges, the process includes the STEP Exam, recruitment opportunities for qualified students, and career development training for those who do not qualify, supported by skill workshops and project guidance.
- Industry collaboration brings firm tie-ups, mentorship programs, project funding, and innovation showcases, culminating in a Career Fair & Project Expo. This phased approach ensures early guidance for school students, career readiness and placements for college students, and strong partnerships with industry for long-term impact.



# Proposed Timeline



## STEP Exam & Institutional Support

- Colleges host the STEP Exam for students.
- Successful students gain placements, training, and recruitment opportunities.
- All individuals who register for the examination, regardless of the outcome, will be eligible to receive a project grant from Karreo if their final project is deemed the best.
- Upon completion of the examination, regardless of whether candidates pass or fail, those aspiring to become entrepreneurs and possessing an outstanding business proposal may submit it to Team Karreo. The team will carefully evaluate and verify each submission, and, if approved, Karreo will provide mentorship and award a business grant.
- Unsuccessful students still receive 15 hours of career development training.
- Institutions benefit through NAAC/NBA support, enhanced placements, and innovation initiatives.





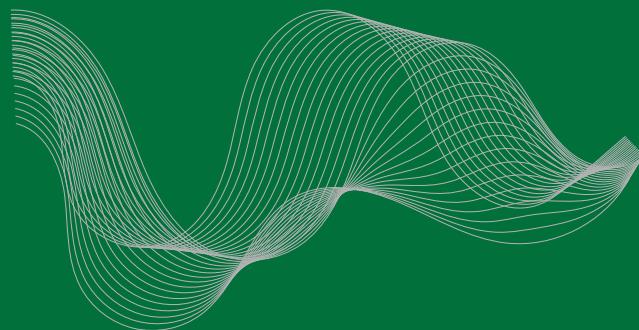
## FUTURE OUTLOOK

Karreo envisions a future of international partnerships, empowering students with global exposure and cross-border career pathways.



# OUR PARTNERING FIRMS





# For inquiries, contact us.



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