

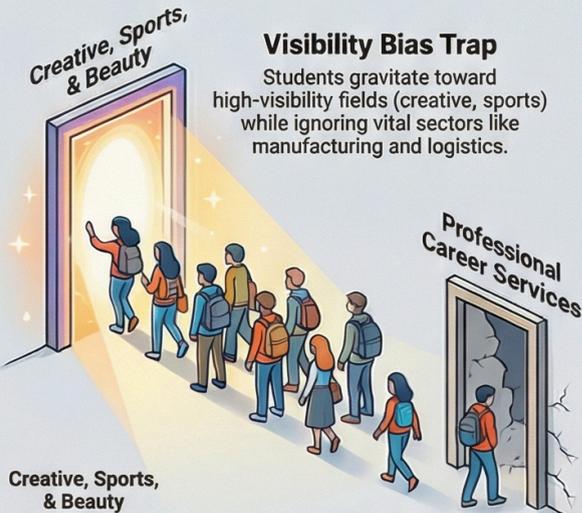
Bridging the Gap:

Aligning Youth Aspirations with the Modern Labor Market

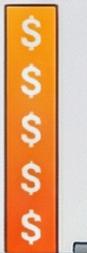
THE MISALIGNMENT CRISIS

Visibility Bias Trap

Students gravitate toward high-visibility fields (creative, sports) while ignoring vital sectors like manufacturing and logistics.



Creative, Sports, & Beauty



Student Interest Level
(High Visibility / Over-saturated)

Energy, ICT, & Logistics



Strategic Economic Demand
(Critical Shortage / High Growth)

Student Interest Level
(High Visibility / Over-saturated)

Strategic Economic Demand
(Low Comparative Need)

AI & Minimal School Discourse (8%)

The Information Infrastructure Gap

compared to the 58% GECD average.

Professional Grooming



Reducing skills mismatch by 10% could increase annual GDP growth by 0.5 percentage points.

Economic Growth Potential

EVIDENCE-BASED SOLUTIONS

Early Employer Exposure

Students with 4+ employer interactions are significantly less likely to become unemployed or underemployed.

Only **17%** of students receive professional career guidance



The 'Ikigai' Framework

Shifting guidance to balance personal passion with societal need, skill, and actual livelihood.

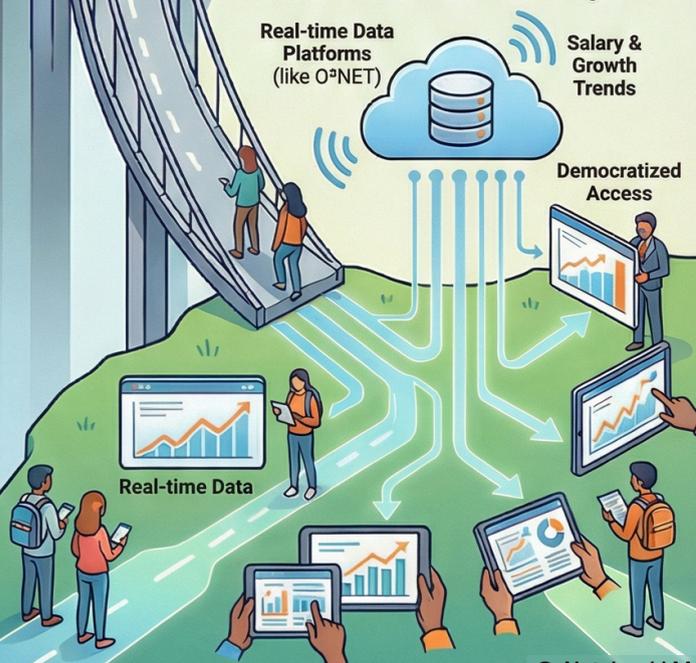


Distributed Market Intelligence

Real-time Data Platforms (like O²NET)

Salary & Growth Trends

Democratized Access



Real-time Data