Project StarPath

Where AI Meets Astrology for the Future of Work

The Pain in Career Discovery & Introducing Project StarPath

59% of professionals are actively exploring new job opportunities.

Traditional tools fail to align personal values and inner motivation with job roles.

Millennials and Gen Z crave self-reflective, personalized career guidance.

Existing assessments are lengthy, generic, and lack emotional engagement.

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Project StarPath revolutionizes career discovery by combining ancient astrological wisdom with modern AI and O*NET intelligence.

Analyzes birth chart data for personality and motivation insights

AI engine translates cosmic configurations into actionable career recommendations

Backed by O*NET's real-world occupational data for credibility

Market Validation & Product in Action

$22.8B global astrology market by 2031

$30B+ global career counseling industry

63% of Gen Z believe astrology has helped with career decisions

Astrology app revenues expected to triple by 2030 (CAGR ≈ 20%)

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How it works:

User inputs date, time, and place of birth

AI generates a unique vocational report based on personality archetypes

Recommended careers linked to O*NET taxonomy with job codes & descriptions

Reports include timing insights and development tips

Traction & Competitive Advantage

2,500+ users in beta with 88% stating reports reflected their potential accurately

Organic viral growth via social sharing and community referrals

Initial use cases at university career centers and coaching programs
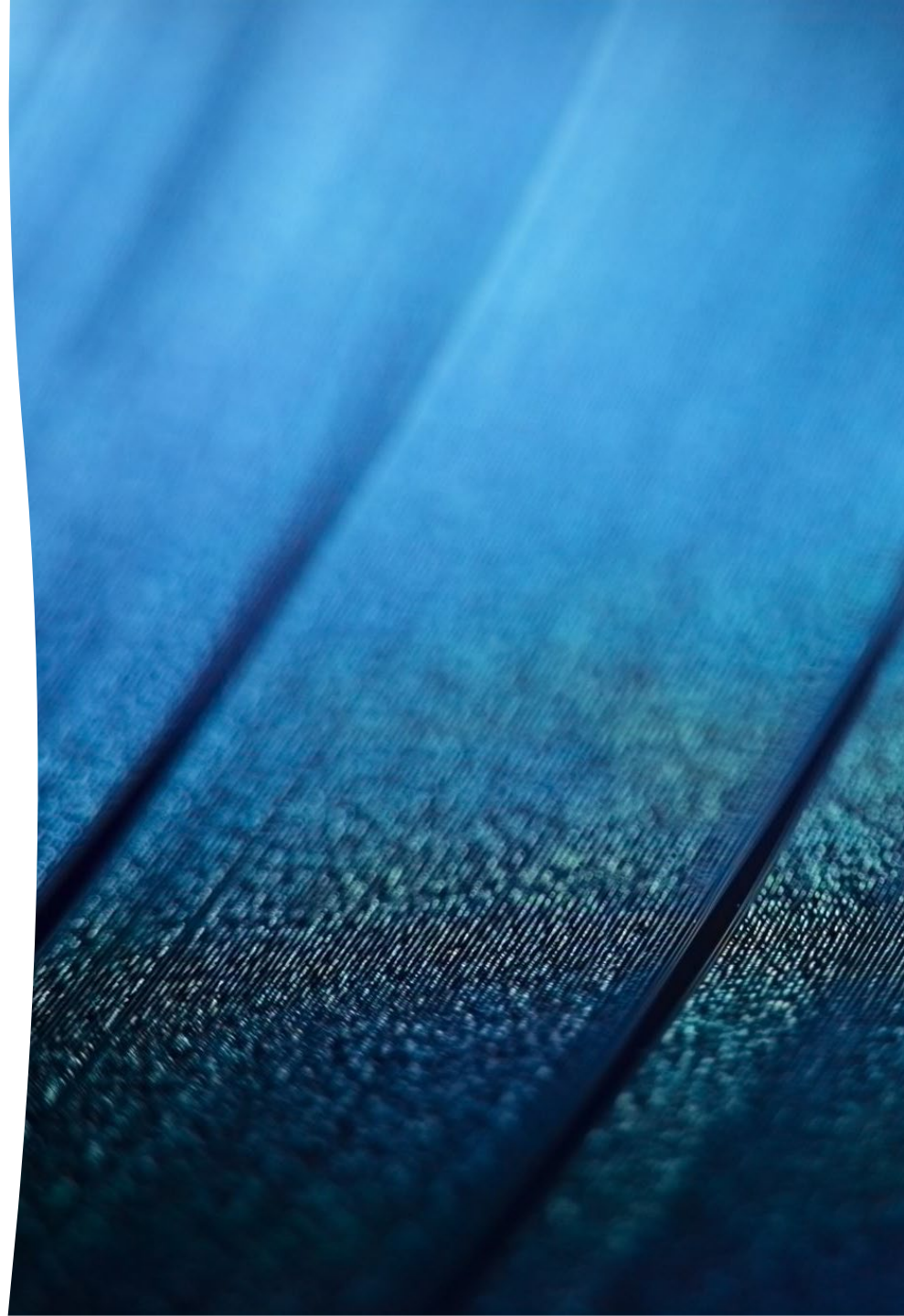
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Differentiation:

First-mover at the intersection of astrology, AI, and real job data

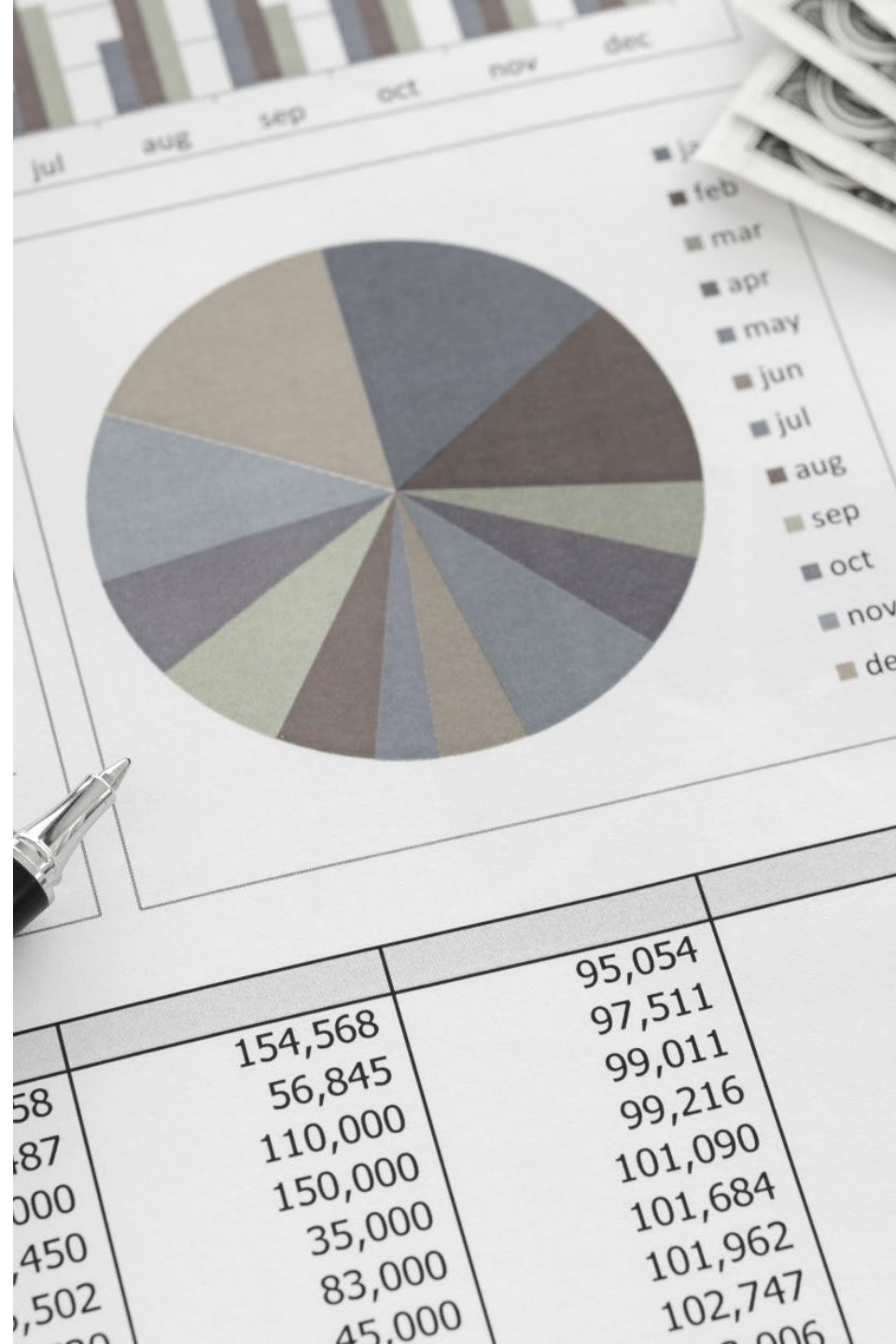Instant delivery vs. manual astrologer consultations

Higher engagement vs. traditional psychometric tests

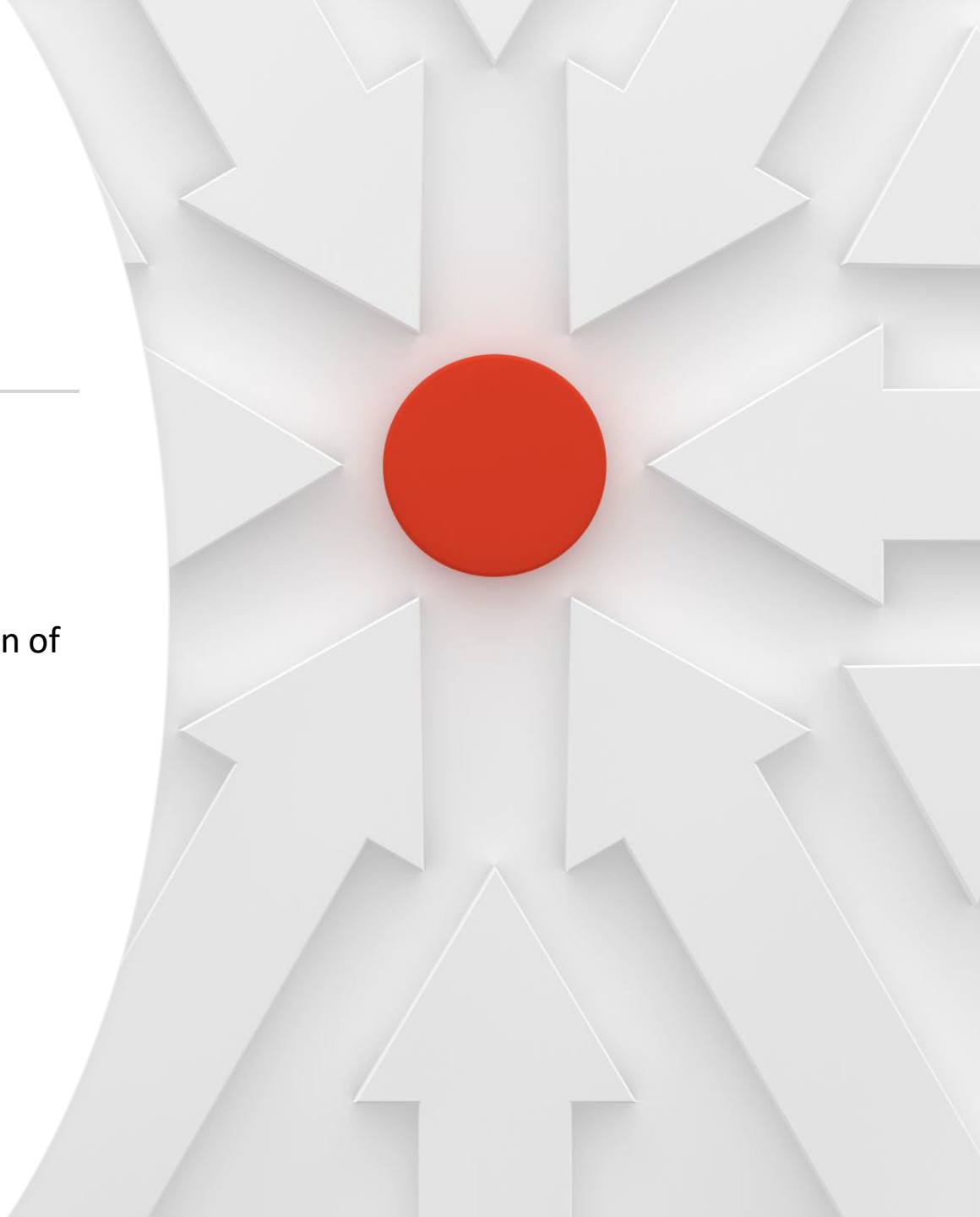Training data enables predictive accuracy refinement over time

Business Model & Global Scale

- Freemium career insight + upsell to premium personalized report ($25)

- Monthly guidance subscription with AI insights and transits

- Enterprise packages for HR tech use (B2B SaaS)

- Affiliate partnerships, astrologer marketplace, and potential white-label API

- Global scale:

- Localized for Turkish & English; adaptable for other cultures (e.g. Vedic Astrology)

- Low marginal cost per user: scalable to millions with existing infrastructure

- Cross-platform roadmap: Web + mobile + institutional integrations

- Unique user dataset becomes defensible IP over time

Vision & Investment Opportunity

- Project StarPath seeks strategic investors to accelerate international growth, evolve AI capabilities, and unlock the next generation of career intelligence. Join us at the intersection of ancient wisdom and cutting-edge technology.

Contact Information

Advisory Contact

Dinamo Consulting |
www.dinamo.co

Fatih Kuran
fatih@dinamo.co

Bülent Hasanefendioğlu
bulent@dinamo.co

Presence

Toronto • İstanbul