

# JobBridge

University-to-Jobbridge Platform

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Team Members

**Younes Abennad · Zineb Sadir · Wail Rhazouani · Salma Bourdi**



## GCGO: YOUTH UNEMPLOYMENT

### THE PROBLEM

Millions of university graduates cannot find jobs not because they lack intelligence, but because the system never gave them a chance to prove their skills.

### WHY IT MATTERS

Youth unemployment is not just an economic crisis it's a generational one. When graduates can't enter the workforce, families suffer, economies stagnate, and entire communities lose their future.



### Students

Stuck in the 'no experience → no job' cycle



### Companies

Costly hires who aren't ready from day one



### Universities

Curricula that lag behind industry needs



### Youssef El Amrani

Business Administration Graduate

AGE 23

LOCATION Casablanca, MA

INCOME No stable income

#### HIS STORY

After graduating, Youssef expected to find work quickly. But nearly every position requires experience he doesn't have. He applies relentlessly, learns skills through YouTube, and refines his CV yet rarely gets a response. When he does, he realises he lacks the practical skills employers need. He is stuck in a cycle he didn't create.

#### PAIN POINTS

- ⚠️ Doesn't know which skills employers actually want
- ⚠️ No real-world experience to show on applications
- ⚠️ Limited professional network no warm introductions
- ⚠️ Stuck in the 'no experience → no job' loop
- ⚠️ Can't apply academic knowledge in practical settings

# Youth Unemployment Is Outpacing National Rates

**38%**

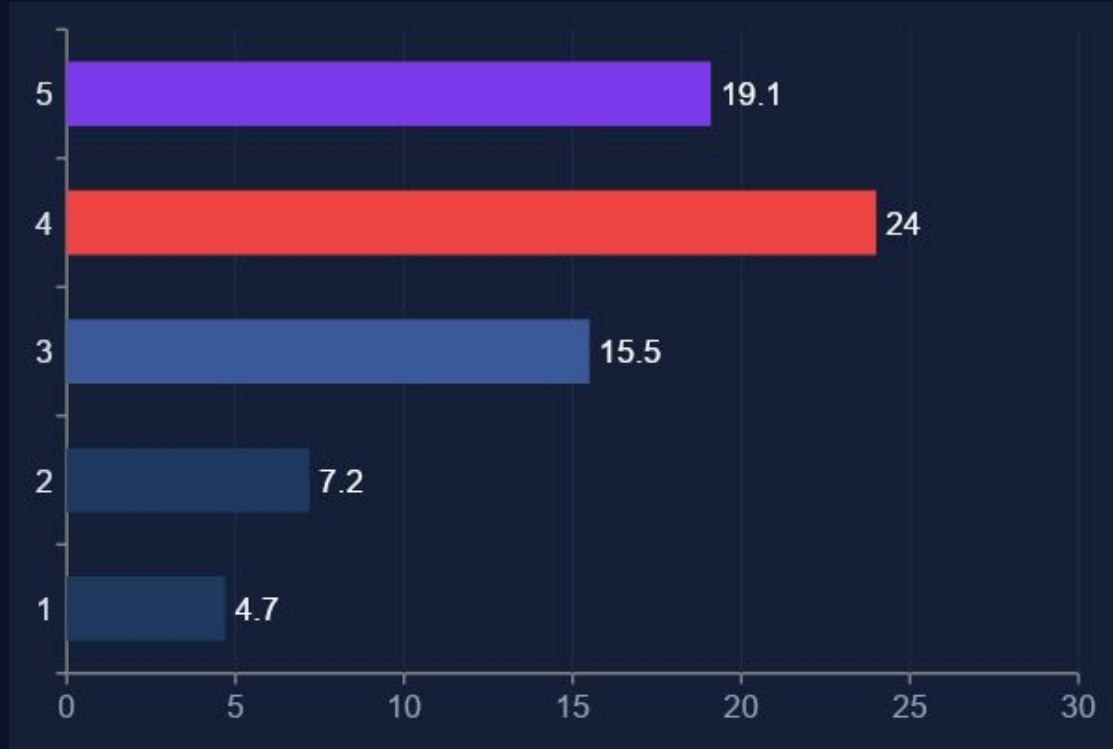
Youth Unemployment  
(Ages 15–24, Morocco 2025)

**vs. 13%**

National unemployment rate  
more than 2.9× lower



# A Degree Offers No Protection from Unemployment



19.1%

of university graduates  
are unemployed in Morocco

## The Paradox:

Graduates face 4× higher unemployment than workers with no diploma (4.7%). More education creates more risk a clear sign that curricula are misaligned with employer needs.

# Morocco's Job Market Cannot Keep Up with Its Graduates

240K

jobs created  
per year

vs.

GAP:  
110,000+

surplus job  
seekers  
every single  
year

350K

youth entering  
the market yearly



The gap is structural, not accidental. Morocco's education system was not designed around today's labour market. This is exactly the systems problem that JobBridge is built to solve.

OUR SOLUTION

# JobBridge

An AI-powered, three-sided digital ecosystem connecting students, universities, and companies so graduates arrive job-ready and companies never hire blind again.

WHY WE CHOSE THIS APPROACH

The gap between education and employment is a systems problem it requires a systems solution. By connecting all three stakeholders in one platform and using AI to match skills with opportunities, JobBridge rewires the relationship between learning and working.



## AI Job Matching

Matches students to real roles based on verified skills



## Skill Gap Analysis

Live dashboard showing gaps vs. market benchmarks



## Real Projects

Students complete actual company assignments



## Mentor Network

Industry mentors guide career paths in real time

# THE PLATFORM – KEY SCREENS (1/2)

The dashboard features a sidebar with navigation options: Dashboard, Job Matching, Applications, Skill Sims, AI Coach, Resume AI, Partners, and Community. The main content area includes a welcome message for 'Younes A.', a 'Skill Gap Analysis' bar chart, and 'AI INSIGHTS' for a Data Analyst role. The bar chart compares 'You' (blue) and 'Market' (grey) across four categories: Comm, Excel, Mktg, and Code. The 'AI INSIGHTS' section highlights an 85% readiness for a Data Analyst role and offers a 'Start Learning Path' and 'Take Skill Simulation' button. A 'CRITICAL GAPS' section shows a -85% gap in Coding and a -40% gap in Excel.

Category	You	Market
Comm.	~80	~75
Excel	~30	~70
Mktg.	~20	~80
Code	~60	~85

Skill	Gap
Coding	-85%
Excel	-40%

Dashboard & Skill Gap Analysis

The AI Job Matching screen displays a grid of job opportunities. Each job listing includes a title, location, match percentage, and a 'View Details' button. The jobs shown are: Junior Full-Stack Developer (92% Match), Data Analyst Intern (89% Match), Marketing Coordinator (78% Match), and Cloud Solutions Architect (72% Match). Each listing also includes a brief description of the role and the company.

Job Title	Match %	Location
Junior Full-Stack Developer	92%	TECHNOVA MOROCCO / CASABLANCA
Data Analyst Intern	89%	OCP GROUP / BENGUERIR
Marketing Coordinator	78%	WIRIA / CASABLANCA
Cloud Solutions Architect	72%	WIRIA / CASABLANCA

AI Job Matching

The Application Tracker screen shows a list of applications with their status and dates. The status is indicated by a colored bar: green for 'INTERVIEWING', blue for 'REVIEWING', and red for 'REJECTED'. The applications listed are: Junior Data Analyst (Interviewing), React Developer (Reviewing), and IT Specialist (Rejected).

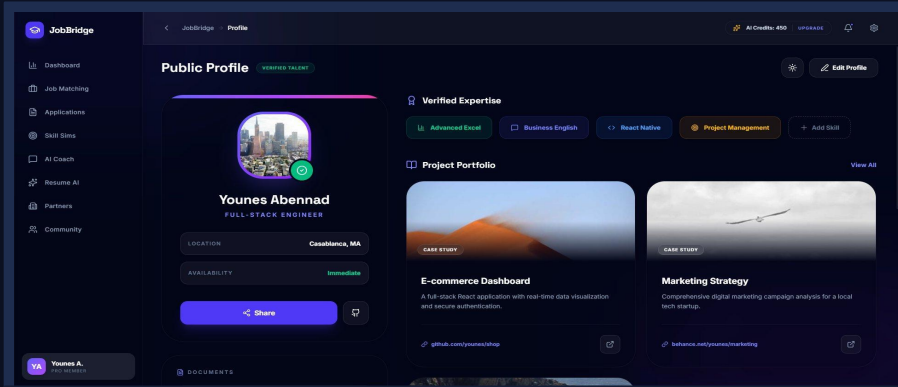
Application	Status	Applied
Junior Data Analyst	INTERVIEWING	2 days ago
React Developer	REVIEWING	1 week ago
IT Specialist	REJECTED	2 weeks ago

Application Tracker

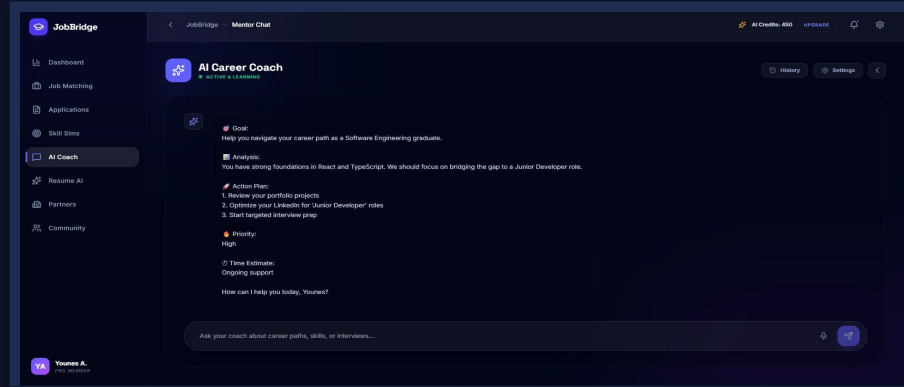
The Skill Assessment screen is titled 'STEP 2 OF 3' and asks the user to 'Rate your proficiency in key areas.' It features a progress bar at 100% completion and five skill categories with corresponding proficiency levels: Communication (Intermediate), Excel & Data (Intermediate), Marketing (Beginner), and Coding (Intermediate). A large blue button at the bottom reads 'Analyze My Skills'.

Skill	Proficiency Level
Communication	Intermediate
Excel & Data	Intermediate
Marketing	Beginner
Coding	Intermediate

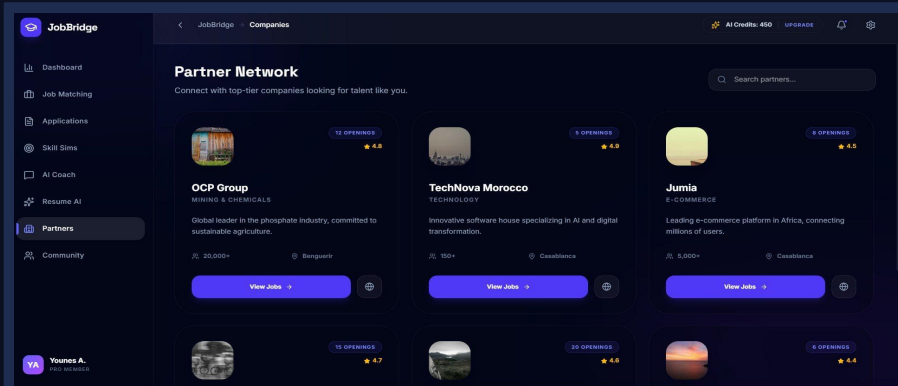
# THE PLATFORM – KEY SCREENS (2/2)



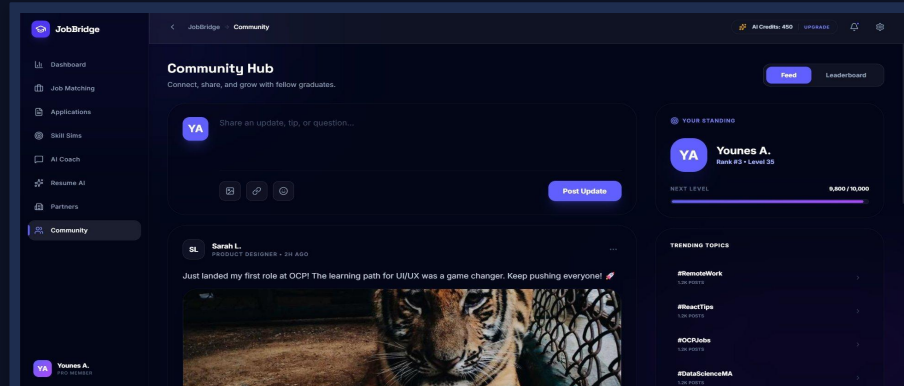
Verified Talent Profile



AI Career Coach



Partner Network (Companies)



Community Hub

# What Our Test Users Experienced

01



## Skill Simulations Are Hard to Use

Test users found the Skill Simulations feature difficult to interact with especially for tasks that are normally performed on a computer. The simulation environment felt disconnected from real-world workflows, making it hard to demonstrate actual competence.

02



## Not Enough Skills Available

Multiple users noted that the platform's skills database felt too limited. They struggled to find categories that matched their field of study or the roles they were targeting, reducing the accuracy of AI-driven job matches.

03



## Settings Button on Homepage Not Working

A functional bug was identified: the settings button on the homepage does not respond to user interaction. Several testers flagged this as a trust-breaker broken UI undermines confidence in the entire platform.

# Our Action Plan Based on User Feedback



## Redesign Skill Simulations

Rebuild the Skill Simulations module to be more interactive and realistic integrating actual tools and guided tasks that mirror real-world workflows. Goal: make the experience feel like doing the job, not a quiz about it.



## Expand the Skills Database

Significantly broaden the available skills categories, adding more in-demand and niche skills. This ensures better AI matching precision and gives students across all disciplines not just tech a meaningful profile.



## Fix Settings Button (Critical Bug)

Immediately debug and resolve the non-functional settings button on the homepage. This is a priority fix before any further testing or launch activities broken navigation destroys first impressions.

IF FUNDED — WHAT'S NEXT

# Our Big Vision

PHASE 1 · 0-6 MONTHS



## Pilot Launch

Partner with 3–5 Moroccan universities (Casablanca, Rabat, Marrakech) and 10–15 companies. Onboard 500 students for a closed beta to validate the platform and collect real employment outcome data.

PHASE 2 · 6-18 MONTHS



## Scale Nationally

Expand to all major Moroccan cities. Grow the company partner network to 100+. Integrate university curriculum tools so institutions can align their programmes to live job market signals in real time.

PHASE 3 · 18-36 MONTHS



## Regional Expansion — MENA

Enter high-youth-unemployment markets across North Africa and the Middle East. Build a pan-regional talent marketplace trusted by both graduates and Fortune 500 companies expanding into the region.

WHY IT MATTERS

# “The workforce gap is real, it’s costly, and it’s solvable.”

JobBridge does not just help students find jobs it rewires the relationship between education and employment. When a graduate like Youssef can walk into a company with verified skills, a real portfolio, and proven experience, everyone wins: he wins, the company wins, and Morocco wins.

The students entering university today are going to build the companies of tomorrow.

Let's make sure they're ready together. | Schedule a discovery call: [jobbridgema@gmail.com](mailto:jobbridgema@gmail.com)