

*Giving every South African learner a clear, science-backed direction — before they waste years on the wrong path.*

## What is True Potential?

True Potential is South Africa's leading AI-powered career guidance platform for school leavers. We combine psychometric assessment with artificial intelligence to give every learner a personalised, data-backed career roadmap — aligned to their aptitude, personality, and the South African job market.

## Why It Matters

- 60% of SA graduates are unemployed within 2 years of completing their degree
- 40% of university students drop out before completing their qualification
- 1 in 3 school leavers choose a career path with no guidance at all
- Most LO teachers lack the psychometric tools to provide evidence-based career counselling

## How It Works in Your School

01	Learners complete a 20-minute online psychometric assessment — any device, any location.
02	AI instantly generates a full career guidance report with top career matches, recommended degrees, and a 5-year roadmap.
03	The LO teacher or counsellor uses the report as a structured conversation guide.
04	Matched learners are connected to 180+ SA companies offering bursaries, internships, and graduate programmes.

## CAPS Curriculum Alignment

- Aligned to CAPS Life Orientation Grades 10–12
- Supports NSC subject choice at Grade 9–10 transition
- Usable as SBA portfolio evidence for LO
- Available in English (Afrikaans coming soon)
- Works on any device — no app download required

## Flexible Pricing

<b>Individual</b> Parent / single student	<b>R750</b> per learner
<b>Class Package</b> 10–30 learners	<b>R600</b> per learner
<b>School Partner</b> 31–500+ learners	<b>Custom</b> volume pricing

## What's Included

- Complete psychometric assessment (aptitude, personality, EQ, interests)
- Full AI career guidance report with top 5 career matches
- Recommended universities, degrees & subject packages
- 5-year career roadmap with milestones
- Matching to 180+ SA corporate bursaries & graduate programmes
- Shareable results link for parents & counsellors
- **Class Package+:** Counsellor dashboard & class trend insights
- **School Partner:** Branded portal, staff training & account manager

## What Educators Are Saying

*"For the first time I had a data-backed conversation with each of my Grade 12s. The reports gave us something concrete to work from."*

— Mrs T. Dlamini, LO Head, Durban Girls' High

*"My daughter had no idea what she wanted to study. After True Potential, she had a clear direction and a list of companies to aim for."*

— Priya Naidoo, Parent, Westville