

# What Do We *Lead With?*

The GVC website. Career Compass. OH-WOW JOBS.  
Which is the front door for students — and how do they connect?

**B2B**

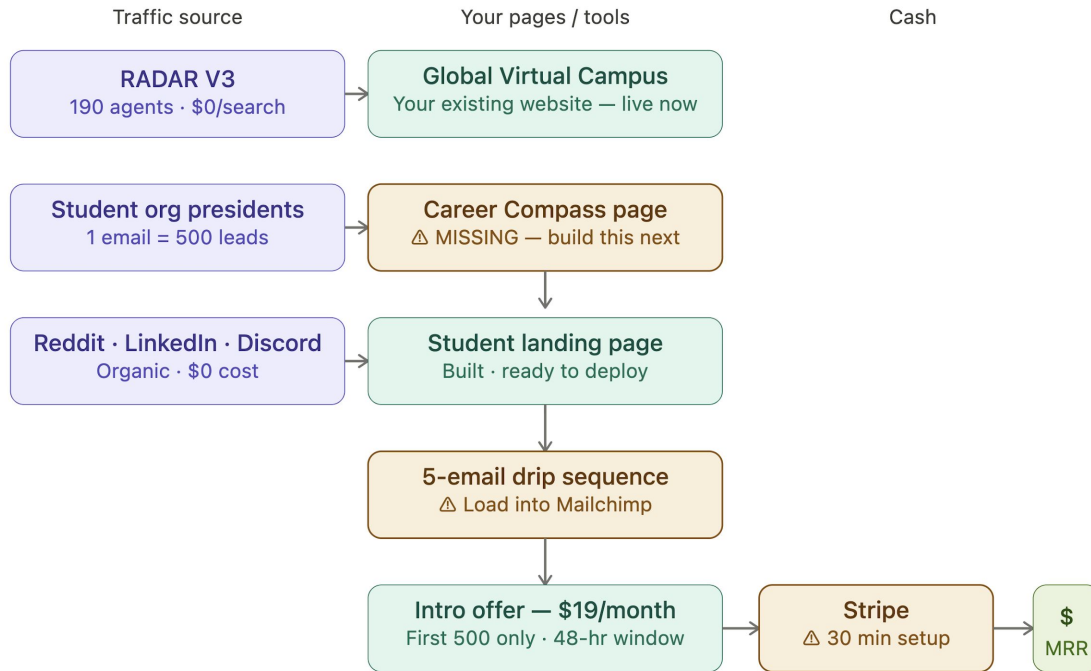
eonaiventures.com  
(current front door)

**B2C**

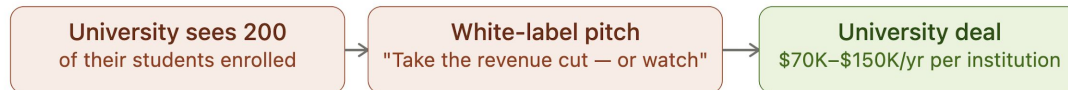
Students need  
a different door

**Career  
Compass**

The bridge  
between both



Phase 3 — after 200 students enrolled at any one university



■ Already built  
 ■ ⚠ Needs doing this week  
 ■ Traffic source (RADAR)  
 ■ Revenue

# One product ecosystem. Two completely different audiences. One front door.

## AUDIENCE A — INSTITUTIONAL BUYER

Who	University president, ministry official, enterprise L&D director
What they want	ROI, accreditation proof, risk mitigation, board-ready numbers
Where they are	LinkedIn, conferences, cold outreach, government procurement
Message that works	"Deploy a full university in 30 days. #6 world-ranked. 1% of cost."
Right website	eonaiventures.com — complex, credentialed, institutional tone
Time to decide	6–18 months. Committee approvals. Budget cycles.

## AUDIENCE B — STUDENT / JOB SEEKER

Who	US university student, 18–28, scared about AI & debt
What they want	Clarity, hope, a path. Not a corporate pitch deck.
Where they are	Reddit, Discord, TikTok, LinkedIn, student orgs
Message that works	"Is your degree AI-resistant? Find out in 3 minutes. Free."
Right website	OH-WOW JOBS or Career Compass — simple, emotional, fast
Time to decide	48 hours if the message is right. Impulse + fear driven.

**CONCLUSION:** eonaiventures.com is the right B2B front door. It is the WRONG front door for students. They need something different.

# Three doors. One platform. Career Compass connects them all.

## DOOR 1 — B2B

**eonaventures.com**

For institutions & governments

- University presidents
- Ministry officials
- Enterprise L&D
- Government procurement
- Board-level pitch

**Schedule Partnership Call**

## THE BRIDGE

**Career Compass™**

Free tool. Works for both.

- Any student anywhere
- Career center advisors
- Student org presidents
- University can co-brand it
- Feeds both B2B & B2C funnels

**Get Free Report (3 min)**

## DOOR 2 — B2C

**OH-WOW JOBS**

For students & job seekers

- US university students
- Recent graduates
- Career-changers
- Debt-stressed learners
- AI-displaced workers

**Sign Up Free**

Career Compass is the only asset that works in all three contexts simultaneously. It is the strategic center of the ecosystem.

# Not a feature. Not a page. The single most powerful asset EON has.

## WHAT CAREER COMPASS DOES

**Input** Student enters: name, email, university, major (90 seconds)

**Output** Instant AI-resistance score for their current degree path

**Output** 3 specific AI-resistant job matches based on their background

**Output** Exact course path on EON to get qualified for those jobs

**Output** Salary data + job market demand for each pathway

**Bridge** Becomes the reason to enroll in the first paid course

**Data** Captures email + university = top of your funnel for free

## WHY IT WORKS IN ALL THREE CONTEXTS

### For Students

Answers the most urgent question they have: "Will AI take my job?" It's free. It's fast. It's personalized. It converts fear into action.

### For Universities

A university can co-brand Career Compass and offer it to their own students as a free value-add. This gets EON inside the university without a procurement cycle.

### For Career Centers

Advisors share free tools with students. A career center director will forward Career Compass to 500 students because it makes their job easier — no pitch needed.

### For RADAR V3

Every Career Compass completion = email + university + major + intent signal. This is the highest-quality lead data RADAR can generate. Free to produce.

# Evaluated honestly. One clear recommendation.

## OPTION A

### Lead with eonaiventures.com

Keep the current front door for everyone

#### ✓ PROS

- + Already built and live
- + Institutional credibility
- + Full product story visible

#### ✗ CONS

- Wrong tone for students
- Too complex — students bounce immediately
- No emotional hook for B2C audience
- Password-protected = zero RADAR conversions

#### WRONG FOR STUDENTS

Keep as B2B destination. Not student front door.

## OPTION B

### Lead with Career Compass

Make the free tool the front door

#### ✓ PROS

- + Zero friction — anyone can enter
- + Works for students AND institutions
- + Viral — shareable, forwarded by advisors
- + Generates qualified lead data automatically
- + Can sit on any domain or be co-branded

#### ✗ CONS

- Needs the actual AI tool built
- Must connect to course catalog

#### RECOMMENDED STUDENT ENTRY

- Requires email capture & drip sequence  
Simple, free, universally appealing. Build this first.

## OPTION C

### Lead with OH-WOW JOBS

Full student brand with separate domain

#### ✓ PROS

- + Clean B2C brand — no enterprise baggage
- + Purpose-built for student emotion
- + Fear → hope → action messaging

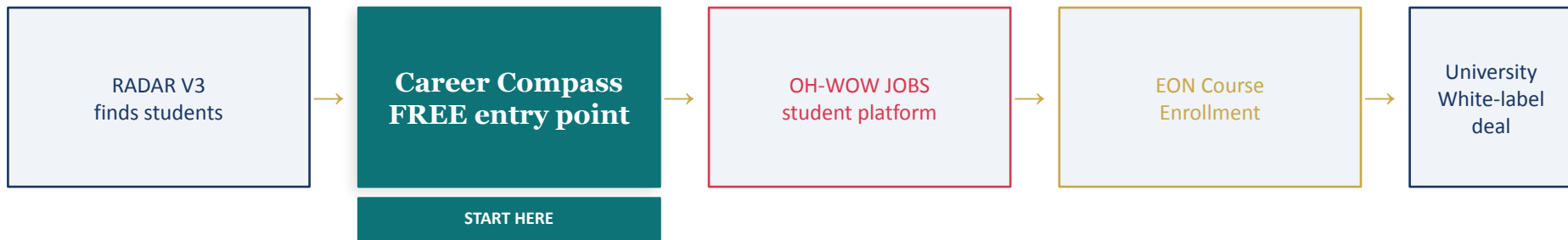
#### ✗ CONS

- Separate brand to maintain
- More marketing budget to build awareness
- Career Compass should be inside it anyway

#### PHASE 2 — BUILD AFTER COMPASS

Right eventually. Career Compass gets there faster.

# Career Compass is the front door. Everything else flows from it.



## HOW CAREER COMPASS FEEDS ALL FOUR FUNNELS SIMULTANEOUSLY:

### Student comes direct

RADAR sends them. Reddit sees it. LinkedIn ad points here. Zero friction. Email captured. Drip starts. Paid course in 10 days.

### Career advisor shares it

Advisor sends Career Compass link to 500 students as a free resource. EON gets 500 leads without a meeting. No pitch needed.

### University co-brands it

University puts "Powered by [University] Career Services" on the Compass. Students think it's their school's tool. EON owns the data.

### RADAR scores it

Every completion = email + university + major + fear signal. Highest quality lead data RADAR can generate. Cost: \$0.

# What exists. What to build next. What to build later.

<b>LIVE</b>	<p><b>eonaiventures.com</b> <span style="float: right; color: #2e8b57;">Done</span></p> <p>B2B institutional site. Keep as-is. This is the right destination for university presidents and ministry officials.</p>
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<b>LIVE</b>	<p><b>Student Landing Page</b> <span style="float: right; color: #2e8b57;">Done</span></p> <p>EON_Student_Landing_Page.html — built this session. Has all four CTAs. Deployable to GVC subdomain today.</p>
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<b>LIVE</b>	<p><b>Student Deal Sheet</b> <span style="float: right; color: #2e8b57;">Done</span></p> <p>One-page printable PDF for student org outreach. Ready for email attachments.</p>
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<b>BUILD NOW</b>	<p><b>Career Compass Lead Capture</b> <span style="float: right; color: #e91e63;">This week</span></p> <p>Simplest possible form: email + name + university + major → instant AI-generated career report. This is the #1 priority. Nothing converts without this.</p>
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<b>BUILD NOW</b>	<p><b>Email Drip (5 emails)</b> <span style="float: right; color: #e91e63;">This week</span></p> <p>Load B2C sequence into Mailchimp free tier. Day 0: Fear. Day 2: Proof. Day 4: Hope. Day 7: Social. Day 10: Offer.</p>
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<b>BUILD NOW</b>	<p><b>Stripe Subscriptions</b> <span style="float: right; color: #f1c40f;">This week</span></p> <p>\$19/mo Spark + \$79/mo Full Access. 30-minute setup. Free until first charge.</p>
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<b>PHASE 2</b>	<p><b>OH-WOW JOBS as full brand</b> <span style="float: right; color: #a6c9ec;">Week 6+</span></p> <p>Dedicated student consumer site once Career Compass is validated and you have 50+ paying students. Career Compass lives inside it.</p>
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<b>PHASE 2</b>	<p><b>University co-brand portal</b> <span style="float: right; color: #a6c9ec;">Week 8+</span></p> <p>White-label Career Compass for university career centers. University logo, their domain, EON data. Major B2B unlock.</p>
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eonaiventures.com → stays as the B2B door for institutions.

**Career Compass** → becomes the student front door. Free. Zero friction.

**OH-WOW JOBS** → is the Phase 2 consumer brand once Compass is validated.

THE KEY INSIGHT

Career Compass is not a feature of your platform. It IS the platform, from the student's perspective. They don't care about XR or Brainy or Bologna Process on day one. They care about one thing: "Will I be OK when AI hits my industry?" Career Compass answers that in 3 minutes. For free. Then everything else follows.

**3 min**

to complete  
Compass

**\$0**

cost  
to student

**4 CTAs**

one per  
commitment level

**1 form**

email capture  
all you need

**∞**

universities  
can co-brand