



a-chieve

Career advisory for students to support the pursuance of greater fulfilment in life

Background

Making less-than-optimal choices in selecting academic path and subsequently career has been a prevalent problem among Thai students, which often led to a waste of time and money as well as feeling unfulfilled at work. a-chieve was set up with the goal to help students understand their own interests and aspirations as well as career choices available in the job market so as to enable them to make informed choices and maximise their potential.

Business Model

1. Fee-based activities targeting students (B2C)

a-chieve organizes a wide range of fee-based activities targeting at high school students which provide holistic support to help them make better decisions concerning their study.

2. Activities commissioned by sponsors (B2B)

a-chieve is commissioned by several corporations, foundations, and parent associations to organise activities for students.

3. Support services targeting career advisory teachers (Grant funded)

Build career advisory capacity among teachers through training, providing teaching resources and setting up peer learning groups.

Products & Service

- **For students**
- Fee-based activities include:
 - Job shadow program
 - Fuk Fun Fest - career expo for students
 - Self-development path design workshop
 - Online career database
 - Video call mentor consultation service
- **For sponsors/grant providers**
- Activities for students:
 - Career advisory event
- Activities for teachers
 - Training on career advisory
 - Curriculum development
 - Support community and related services for career advisory teachers

Competitive Advantage

1. Building on its longstanding experience working with students and supporting them to understand themselves and their aspirations, a-chieve has gained substantial insights in career advisory
2. a-chieve has a variety of tools and activities designed to cater to the diverse needs of both students and teachers
3. By working with career advisory teachers through various networks, a-chieve also catalyzes changes in the school systems
4. a-chieve has a network of over 100 career mentors from diverse background to provide career guidance to students

Category

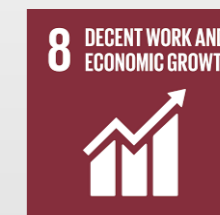
Youth development and career advisory

Stage of business

Growth stage

Founding year: 2011

SDGs



Social Impact

- 11,209 students participated in activities
- 309 mentors contributed
- 41 teachers trained (from 26 schools; 14 provinces)
- Indirect impact from activities organised by trained teacher reached 11,543 students

Financial Track Record

- 2018 Total Revenue - THB 8 million
- 2019 Total Revenue - THB 16 million

Support Needed

- Capital for team expansion
- Online system development for reaching out to more students and teachers
- Recruitment of career mentors