

MARCHUP

Professional Development Platform
for Students

Harsh Parandekar
CEO and Co-founder, Marchup

about.marchup.net



JOIN THE MARCH



WHAT IS MARCHUP?

A student focused professional development platform

A safe and secure place for students to connect and grow

Partnering with GG4L (Student Info System Exchange) to make platform available to US schools

Partnering with California Public Library systems for college and career seminars



OUR MISSION

Set **students** up for success in college and career **safely**, enabling them to turn their **aspirations** into reality



OUR VISION

Develop the next generation of leaders, executives and professionals



CHALLENGES FOR A HIGH-SCHOOLER



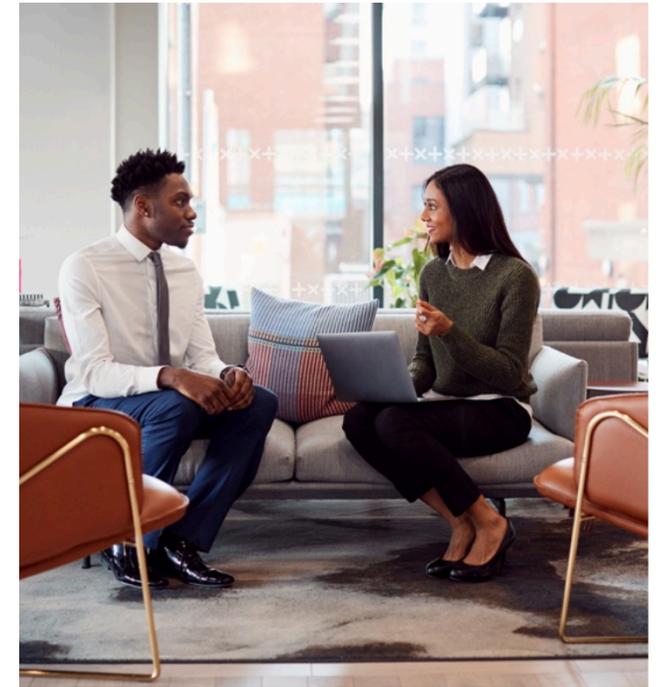
COLLEGE AND
CAREER READINESS



DEMONSTRATE
LEADERSHIP & PASSION



MENTORING AND
ADVICE



INTERNSHIP AND
VOLUNTEERING

- No **universal platform** that addresses student professional needs holistically
- Students want advice from peers, seniors and alumni but no **safe environment** for students to connect
- Access to personalized counseling for higher studies and career options
- Creating a strong online profile with verifiable track record shared with prospective colleges and employers



OPPORTUNITY FOR SCHOOLS



**ENGAGED STUDENT
COMMUNITY**



**REDUCED STAFF
WORKLOAD**



**UNLOCK THE ALUMNI
NETWORK**



**IMPROVED COLLEGE
PROSPECTS**

- Improved student engagement and college admissions outcomes reflect positively on school success
- Our best in class AI-powered mentor offers personal guidance to students, reducing counselor and teacher workload
- Active alumni network provides students with valuable advice and connections, while supporting schools in fundraising and community engagement



STUDENT OUTCOMES



- Receive personalized college and career advice, generate resumes, make real-world connections with **Marchup AI**
- Discover age-appropriate jobs, internships, and volunteering opportunities on the **Marchup job board**
- **Connect safely** with peers/alumni, and with employers and mentors, with parental notifications for added security
- Incubate ideas and run your initiatives
 - Create or join **Marchup spaces** for non-profits, and clubs, or to showcase skills and talents
 - Be a leader – enlist help by posting jobs, safely connect with like-minded students, run initiatives
 - Earn income for services like tutoring, test prep and essay review
- Build a professional online presence with a **Marchup profile** that grows organically by capturing engagement in Marchup spaces.
 - Enable colleges and employers to verify the depth of your achievements by exploring your contributions in Marchup spaces



SAFETY AND PRIVACY

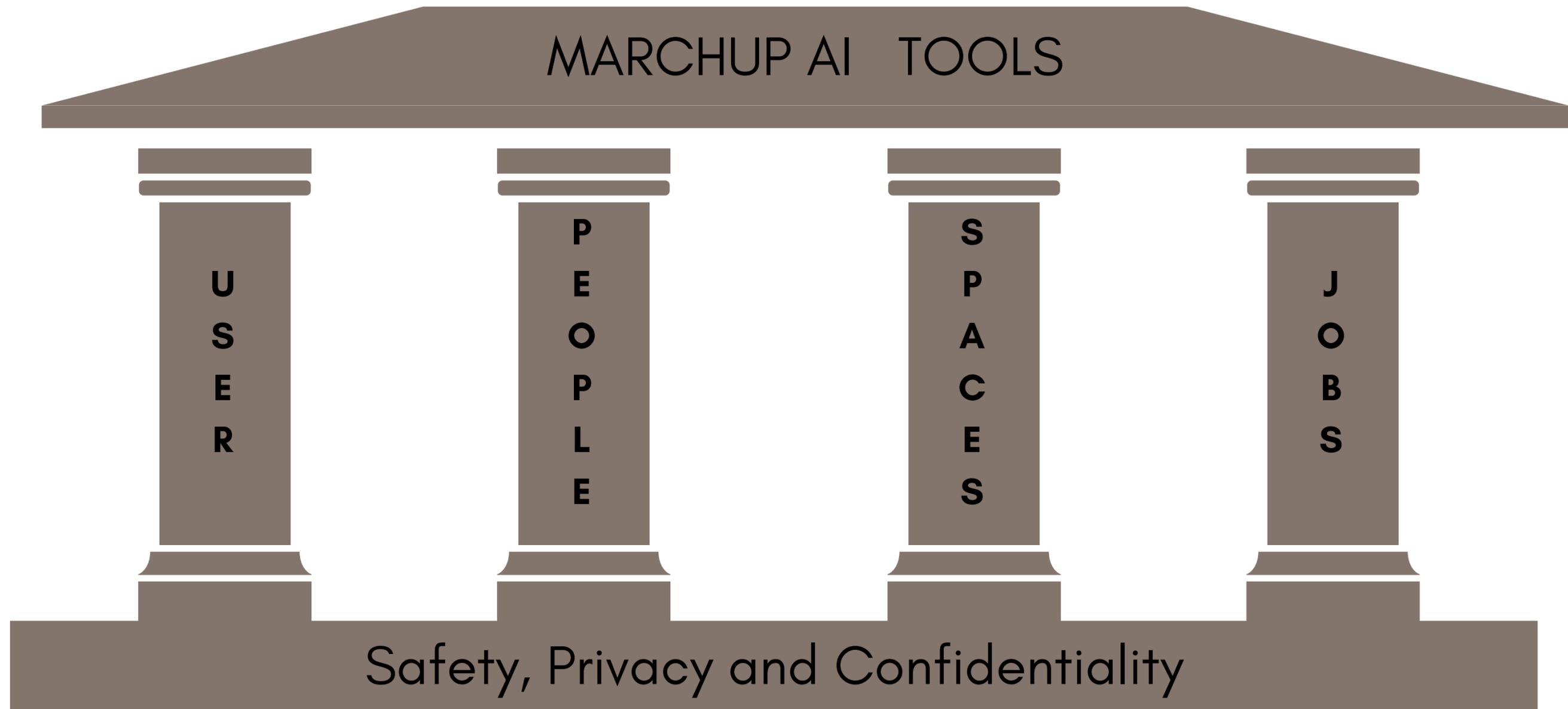
Marchup takes safety seriously and stands in stark contrast to the Wild West of current social networks



- Single sign-on support through Google, Apple, Clever and School Passport with privacy shield
- Ability to report content to the system administrator
- Full control on what parts of user profile are visible to others. But that's not enough so...
 - We don't collect information that's not necessary to create a professional presence
 - We hide information like last name and school name in public profile
- Verified status for users that upload proof of being a student or connect through student info exchanges
- Parental notifications built into relevant workflows such as applying for jobs
- (Planned) Restrict non-students from initiating conversations with high school students
- Strict platform-use terms and conditions allowing Marchup to take quick action against abuse and bullying



MARCHUP PLATFORM





MARCHUP

USER PROFILE

- A student centric profile that allows you to list academic progress, interests, achievements, activities, social links
- Automatically populates the Marchup “Spaces” you participate in
- AI tools to generate customizable resume and offer personalized advice based on your profile
- Full control on what parts of your own profile are public
- Searchable to enable students to find and connect with like-minded students





MATH TUTORING CLUB

Peer to Peer math tutoring for local middle and high schoolers



MEG'S ART FOR CHARITY

Create and sell oil paintings and donate proceeds to local charities

MARCHUP SPACES

- Every initiative, club, non-profit, community is a space in Marchup
- Full set of productivity suite such as blog, group messaging, calender, tasks to run the initiative
- Ability to create and host webpages and posts for the space within the Marchup platform
- Ability to post jobs for the space E.g.
 - Looking for Math tutor for my tutoring space
 - Looking for VP of Marketing for my dance club
- Ability to assign designations for space members e.g. VP of Marketing for a school club or Team Captain of a soccer club



MARCHUP

JOB BOARD

- Searchable database for internally created jobs for Marchup spaces as well as age-appropriate external 3rd party jobs e.g. internship at a startup, cashier at a local business or volunteering at Second Harvest
- Covers volunteering/paid opportunities, part-time/full-time/flex
- Ability to connect directly with the hiring team for internal job posting created for a Marchup space,



FOUNDER INTRO

HARSH PARANDEKAR

Founder and CEO, Marchup

harsh@marchup.net



- 25+ years of Silicon Valley leadership experience in building successful products, services and nurturing global teams
- Deep background in security, privacy and networking with engineering leadership roles in Palo Alto Networks and Cisco
- Founding lead of “Polaris”, the networking software that powers Cisco’s entire enterprise networking portfolio with \$14 Billion annual product revenue
- Founder of Cloud Firewall initiative at Palo Alto Networks – a cloud native security service for AWS and Azure
- Founding team member of PANW’s Prisma Access – the industry leading zero trust secure access service trusted by majority of the Fortune 100 enterprises.

“Because I truly care about the next generation, because I see a better world for them – I choose to Marchup”

