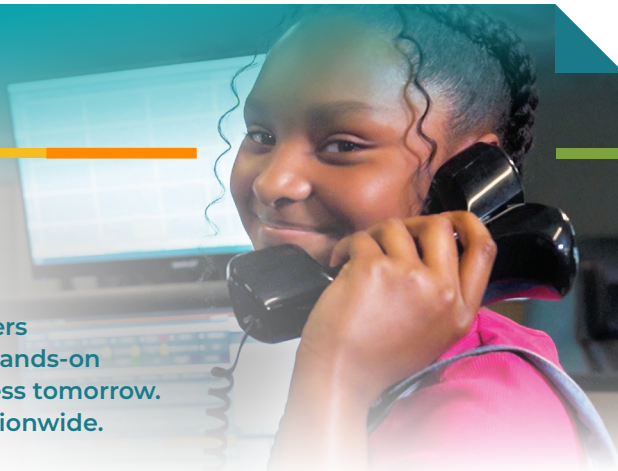


cool careers USA

EDUCATIONAL ENTERTAINMENT BUILDING THE FUTURE WORKFORCE

Cool Careers is a scalable educational entertainment series that introduces tweens, teens and influential adults to high-demand careers through engaging short-form video, classroom-ready episodes, and hands-on learning resources — connecting curiosity today to workforce readiness tomorrow. While our story began in Kansas, we're ready to expand our reach nationwide.



THE PROBLEM

Students are making life-shaping education and career decisions **without exposure to jobs critical for the growth of our economy**, while U.S. employers confront growing talent shortages across many industries, including healthcare, technology, skilled trades and manufacturing. We're facing a severe misalignment in the careers young people are pursuing, and the problem will worsen because more baby boomers are retiring than young people are entering the workforce. **Severe shortages are expected by 2032.**

THE SOLUTION

Cool Careers USA is a scalable edutainment platform that brings careers to life. **Kid-hosted episodes** and short-form videos bring viewers into the workplace to meet real professionals and get a true glimpse of career fields the U.S. needs young people to pursue.

Content is designed for students ages 9-14 and can easily be used to enhance other career exploration curricula, extracurricular youth programming, family time or independent viewing. Cool Careers targets both young people and adult influencers (parents/educators/youth program staff) who advise students through the journey of figuring out what they want to do after high school.

The platform includes:

- Short, relatable career episodes made for tweens and teens
- Cool Careers USA website organized around Advance CTE framework and language
- Content across six media platforms to promote episodes and complementary content to various audiences (youth, educators, adults, industry)
- Educator worksheets, lesson plans and discussion guides

WHY NOW?

K-12 career readiness is a **national education priority**: "Students cannot know what they want to be until they have seen all there is to be."

— *America's Talent Strategy: Building the Workforce for the Golden Age, 2025*

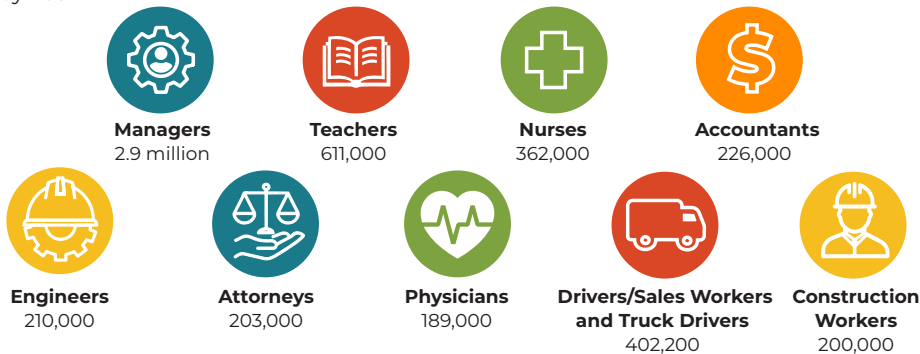
The **demographic cliff** is here: The U.S. economy needs immediate increases in workforce educational attainment to fill 171 professions that will have sizeable shortages by 2032.

— *Falling Behind: How Skills Shortages Threaten Future Jobs*, Georgetown University Center for Education and the Workforce, 2025

Employers are investing in **earlier, modernized workforce pipelines** and demand is high for **media-based, experiential learning tools**.

Top Nine Categories with Anticipated Shortfalls

We anticipate focusing content primarily on the 171 professions Georgetown Center for Education and the Workforce has identified that fall into these nine broad categories. The numbers below are the anticipated national shortages in each field by 2032.



PROVEN AND GROWING

- ✓ Content model is **locally relevant, regionally adaptable and nationally scalable**
- ✓ Track record of high performance with a modest budget on a smaller scale
- ✓ Multi-season video library featuring dozens of career paths
- ✓ Used by educators as supplemental classroom content
- ✓ Aligned with workforce development and career exploration initiatives

- ✓ Targets both young people and adult influencers who can magnify messaging

—120 K

Nearly 80% of YouTube views have been in 2024-2025 — and viewership is climbing

—80 K

—40 K

0 K

DAILY YOUTUBE VIEWS

Jan 1, 2021 Nov 1, 2021 Sep 1, 2022 Jul 3, 2023 May 2, 2024 Mar 2, 2025 Dec 31, 2025

WHAT'S NEXT?

1. Rebrand to Cool Careers USA, expand to 32 weekly episodes per school year with educator support material
2. Redesign website to prioritize state or industry searchability; relaunch five social platforms to engage viewers and promote to national audience
3. Grow YouTube following or find distribution on a streaming platform
4. Expand local live events to add real-world complement to the media content

IMPACT

Increased student exposure to high-demand career opportunities and skills needed for entry

~11.0M

Youth meaningfully exposed (modeled median)

Increased enrollment in post-secondary and industry training programs

~825K

Incremental enrollments in aligned training (modeled median)

Increased numbers of young people entering highlighted careers

~295K

Enter highlighted careers (modeled median)

Fewer workforce shortages

~237K

Shortage roles filled (12+ months) (modeled median)

Increased U.S. economic competitiveness

~\$22B/yr

Economic output enabled (~\$24B 10-Year Present Value)

THE ASK

Seeking strategic investment and distribution partners to scale production to 32, 10-minute episodes per year, plus support materials, marketing and media costs. Will expand Cool Careers' geographic reach, increase production quality and build the series into a leading edutainment brand for tweens, teens and young adults. **Investment is \$7-\$8 million per year for five years to achieve 50% penetration in the 10- to 18-year-old age bracket.**

WHY IT WORKS: THE EDUTAINMENT ADVANTAGE

- **Story first:** Engagement comes before instruction
- **Authenticity:** Real kids, real jobs, real professionals, real environments
- **Relatability:** Student hosts lower barriers to entry, inviting viewers to vicariously learn with the host
- **Broad career mix:** Designed to complement the Advance CTE language and framework used in most U.S. high schools
- **Classroom-ready:** Easy integration for educators with limited prep time
- **Real-world events:** Series aligns with locally hosted events

Five-Year Penetration Goal: Reach approximately 50% of children and teens (ages 10-18) in the United States in five years — about 20 million people. Projected to take 250-350 million media impressions across multiple platforms, reaching each young person at least 4-7 times.

Year	Annual Theme	Percentage of Final Viewers	Cumulative Viewers
1	Intro & Creative Testing	15%	3 Million
2	Build Momentum	20%	7 Million
3	Breakthrough	25%	12 Million
4	Saturation	25%	17 Million
5	Maintenance & Handoff to New 10- to 12-year-olds	15%	20 Million

THIS ISN'T CAREER ADVICE.
IT'S **CAREER INSPIRATION AT SCALE.**



HirePaths Inc. is a 501(c)3 nonprofit organization and the sole owner of Cool Careers and Cool Careers USA. Additional information can be obtained by contacting Kristin Brighton at kristin@hirepaths.com. See our library of Kansas-based content at hirepaths.com or on YouTube.