



Streamlined Career Pathways



Hi, I'm Christian!



Christian Gray

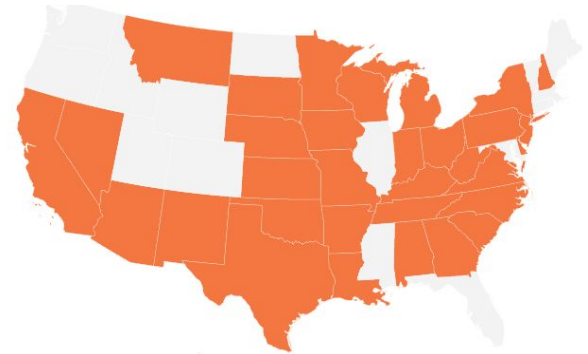
Founder & CEO

- 2018: IA House Of Representatives, Education Committee Clerk
- 2019-2021: Built Jobs For America's Graduates Student Management System - 1500 high schools
- 2020: Started Apprenticeship America

What we do

We help companies in the skilled trades turn high school partnerships into their strategic talent advantage.

55 Companies, 32 States, 13,000+ Students
and we're rapidly growing



The skilled workforce shortage

The top six skilled trades face a **shortage of over 1.2 million workers**, a trend expected to worsen for the next decade (healthcare is even worse).

FACT.

75% of young people view trades as inferior to white collar jobs

FACT.

Rising college tuition and living costs make trade schools less affordable

FACT.

High Schools typically push kids towards four year degrees

The unfortunate “Status Quo”

Companies must build positive relationships with young people and find creative ways to upskill employees. This is what it looks like today:

- Companies spend 4+ hours at career fairs, hoping to connect with the right students.
- Companies spend countless hours identifying schools and scheduling engagements, only to meet students who aren't necessarily interested in their opportunities.
- Companies compete to find uncommitted high school seniors and offer them expensive college funding/reimbursement in exchange for work.

We hear it all the time – working with high schools is increasingly needed to develop relationships with future talent.

Unfortunately, it feels like a **“necessary evil.”**

How these problems affect rural Iowa

- Fewer new people entering the pipeline for employers (fewer schools, less enrollment)
- Rural schools lack resources to connect kids (more so than urban)
- Young people tend to flock to higher populated areas post high school
- Young people have to leave for college outside of the community

The truth: Supporting all of the trades are necessary to create an environment young people want to live and thrive in.

We're supporting a pillar of rural development

Apprenticeship America knows that supporting rural development means supporting those who build it. We're creating Department of Labor certified coursework and on-the-job training to revitalize our cities and inspire young people to contribute to their town's story.

- **Mechanics** who maintain the vehicles that build our cities
- **Welders** who manufacture the tools we use to build our cities *(coming 2025)*
- **Plumbers** who build and maintain our waterways in our cities *(coming 2025)*
- **HVAC technicians** who keep people comfortable in our cities *(coming 2025)*
- **Construction workers** who build the infrastructure in our cities *(coming 2025)*
- **Electricians** who make energy efficient choices in our cities *(coming 2025)*

Simplifying the future workforce pipeline

Working with schools is challenging because each counselor is responsible for over 450 students, and connecting students is just one of their many responsibilities.

— How we solve this problem —

1. Student Career Data

We partner with schools on behalf of businesses

2. AI Employer Match

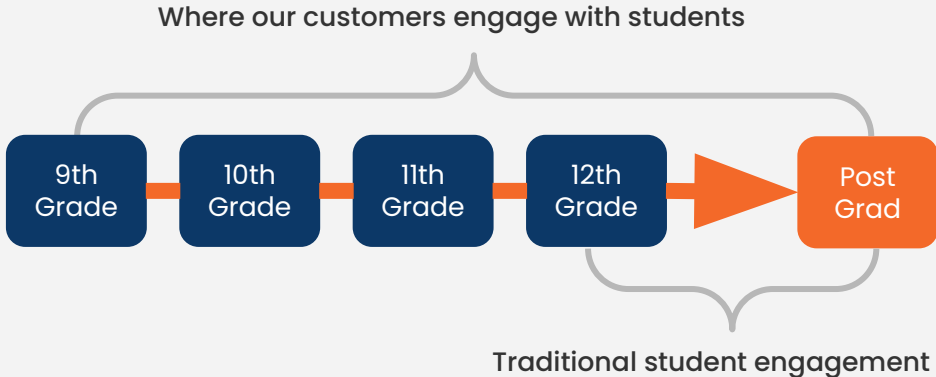
We use career and behavioral data with AI to match the right students to area employers

3. Engage Students

Our platform automates classroom presentations and job shadows, connecting employers with top students quickly and efficiently

How Apprenticeship America helps rural Iowa retain young people

By regularly connecting with future talent years in advance, our customers can provide high paying careers with upward mobility and affordable post secondary education without the need for new talent to leave their home town and/or county.



How students engage with local employers

9th & 10th Grade

- Classroom presentations
- Onsite group visits

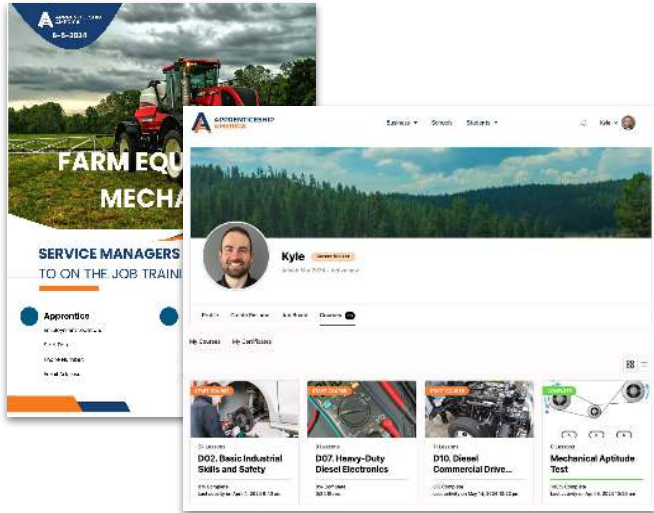
11th & 12th Grade

- Job Shadows
- Internships
- Pre-Apprenticeships (QPAs)
- Part-time employment

Students are covered under school insurance so there is no liability to the employer.



Apprentice training



- Department of Labor endorsed
- Self-paced online coursework
- Structured competency learning
- Automated tracking for accountability

What this solves

- Allows a business to become their own school
- Educates young people without the need of leaving the community
- Upward financial mobility promotes incentives to stay in the community



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