

Endeavrly

A Youth-First Career Exploration Platform

01 — THE ESSENCE

What it is

Endeavrly is a safety-by-design platform built specifically for young people aged 15–23, designed to solve one of the hardest problems in their lives: figuring out what they actually want to do, and how to get there. Where school career guidance tends to be generic, slow, and disconnected from the real labour market, and where the internet offers either overwhelming information or shallow quiz-style “career matches,” Endeavrly gives young people a calm, structured, self-directed environment to explore careers in genuine depth — at their own pace, on their own terms, without anyone selling them a course or harvesting their attention.

02 — THE CORE

The My Journey framework

The heart of the product is My Journey, which walks a young person through three deliberate stages for any career they’re curious about. **Discover** is the spark: a-day-in-the-life videos, salary ranges, growth outlook, and the key skills involved — designed to answer “what is this, and could it be for me?” without demanding any commitment.

Understand goes deeper into the reality of the role: actual day-to-day responsibilities, education and qualification paths, specialisations, entry requirements, recommended courses and certifications, and space for the user’s own notes and reflections — answering “what does this really involve, and what would I need?”

Grow turns curiosity into direction: recommended next steps and a visual career roadmap showing how the path unfolds over time (e.g. ages 18–22 university track, or an apprenticeship route), viewable in different formats so it suits different ways of thinking. The progression — Discover → Understand → Grow — mirrors how real career clarity actually develops: awareness, then realism, then action.

03 — AROUND THE JOURNEY

Surrounding features that support exploration

Around the Journey sits a **Career Radar** that helps users see which directions resonate with their interests and strengths, surfacing careers in three tiers (Strong fit, Good fit, Worth a look) rather than collapsing them to a single “your match” answer — which encourages exploration rather than premature closure.

The **Explore Careers** area lets users browse across categories (healthcare, trades, creative, tech, service roles, and more), with detail sheets that surface salary, qualifications, and the underlying skills in a consistent, comparable format. Internally, a lightweight Responsibility Graph tracks signals of growth and follow-through — but it is never public, never a leaderboard, and never a score for others to see. It

exists to reinforce the user's own sense of progress, not to create social comparison.

04 — THE NICE TOUCHES

What makes it feel different

Several things make Endeavrly feel genuinely different. Career content is visual and video-led rather than text-heavy, which matches how this generation actually consumes information. Roadmaps can be viewed in multiple visual formats (zigzag, rail, steps) so the same path meets different learning styles. The tone is calm, the palette is soft, the language is plain — there's no gamification, no streaks, no notification spam, no follower counts, no likes, no “engagement metrics.” It is deliberately the opposite of a dopamine-driven app.

Privacy is minimal-by-design: no behavioural profiling, no tracking ads, no dark patterns. A young person can spend an hour deeply exploring what it means to become a paramedic, an electrician, a software developer, or a social worker — and walk away genuinely more informed, without anything having been done to them in the process.

05 — HOW IT SITS ALONGSIDE SCHOOLS

Designed to complement, not replace

Endeavrly is designed to sit alongside the people who already do this work — school counsellors, teachers, parents — not in opposition to them. Counsellors remain the trusted human conversation; Endeavrly is the calm, structured environment a young person can spend time in between those conversations, arriving better prepared, having explored more possibilities, having sat with their own thoughts. It works the same way whether a teacher uses it as the spine of a classroom session, a counsellor refers to it after a 1-on-1, or a teenager opens it on their own at the kitchen table on a Sunday evening.

Critically, Endeavrly treats academic and vocational routes with **equal visual weight and equal informational depth**. A 17-year-old considering medical school and a 17-year-old considering an electrician's apprenticeship see careers presented at the same prestige level, with the same quality of detail. In a Norwegian context this matters: the fagbrev system is structurally excellent but culturally under-elevated, and the platform deliberately refuses to reproduce the bias that makes university feel like the only “serious” path.

06 — WHY IT RESONATES

The gap it fills

The gap Endeavrly fills is the space between being told about careers and being ready to commit to one. School counsellors are stretched thin and meet students only occasionally; university and training-provider websites are essentially marketing; AI chatbots give plausible-sounding but unstructured answers; and social media offers career “inspiration” that's usually performative and rarely realistic. None of these give a young person a calm, trustworthy, structured place to actually think about their future over weeks and months.

Endeavrly does. It treats 15–23-year-olds as people in active development rather than as students to be lectured or users to be monetised, and it gives them the one thing they almost never get: **time, structure, and honest information to figure out who they want to become**. For a Norwegian

education context, it sits naturally alongside utdanning.no and school rådgiver provision — not replacing formal guidance, but giving young people something substantive and self-directed to engage with between those touchpoints, with the safeguarding and privacy standards a Nordic parent, teacher, or policymaker would actually expect.

Endeavrlly · Safety-by-design · Privacy-first · Built for 15–23 year olds