



ACCESSIBLE • AFFORDABLE • ACCURATE

INDIA'S LEADING CAREER GUIDANCE TECHNOLOGY PROVIDER

Empowering Every Stage of the Academic & Career Journey

Enabling career coaches, schools, colleges, and educational enterprises to guide students, parents, graduates, and working professionals toward confident, science-backed career decisions.

25–40m

Fast Assessment
Instant PDF Report
Download

6 Global

Psychometric Models
Class 5 to Working Pros

3,600+

Career Roles
6,510+ Global Universities

**B2B
Ready**

100% White-Label
Subdomain to Coach
Empire

5 TAILORED LIFECYCLE ASSESSMENT SUITES

SparkGenius™ (Cl. 5–7) • StreamCompass™ (Cl. 8–10) • FutureLaunchpad™ (Cl. 11–12) • GradEdge Catalyst™ (Graduates) • Apex Elevate & Pivot™ (Professionals)

FOUR-PILLAR ISO CERTIFIED

ISO 9001 • ISO/IEC 20000 • ISO/IEC 27001 • ISO 21001

GLOBAL ORGANIZATIONAL MEMBERSHIPS

NCDA (USA) • APCDA (Asia-Pacific) • APCCI (India)

Transforming Career Confusion into Lifelong Clarity

Choosing an academic stream, university degree, or careerpath is one of the most defining moments in a learner's life. Choose My Career bridges the gap between human potential and real-world opportunity through advanced psychometric science and AI-driven analytics.

THE CORE CHALLENGE

The Cost of Guesswork & Peer Pressure

Millions of students and graduates make high-stakes academic choices based on peer trends, parental anxiety, or single-dimension tests. The result is stream regret, high college dropout rates, and mid-career burnout.

THE CHOOSE MY CAREER SOLUTION

Accessible, Affordable & Accurate Guidance

Our platform evaluates the whole individual in **25 to 40 minutes** and generates an **instant downloadable report**—mapping 6 psychometric dimensions to career clusters, sub-cluster roadmaps, and multi-tier colleges.

How Credible Are We?

When guiding a student's future or scaling a career coaching practice, quality, reliability, and data privacy cannot be compromised. Choose My Career is certified across four international ISO standards:

ISO 9001 (ISO 9000 Series)

Quality Management

Ensures consistent, world-class accuracy, algorithmic precision, and reliability across our psychometric scoring engine and platform operations.

ISO/IEC 20000

IT Service Management

Guarantees seamless cloud uptime, rapid technical support, and enterprise-grade service delivery for partner schools, colleges, and career coaches.

ISO/IEC 27001

Information Security

Protects student, parent, counselor, and institutional data with strict international cybersecurity, encryption, and data privacy protocols.

ISO 21001

Educational Organizations

Validates that our assessment methodologies and career guidance frameworks directly enhance learner outcomes and educational excellence.

PROUD ORGANIZATIONAL MEMBERS OF THE WORLD'S FOREMOST CAREER BODIES

NCDA

National Career Development Association (USA)

APCDA

Asia Pacific Career Development Association

APCCI

Association of Professional Career Counsellors India

6 Global Psychometric Frameworks (Pillars 1 to 3)

Completed in **25 to 40 minutes** with **instant report download**, our engine evaluates the complete individual rather than relying on a single test dimension.

1. Dr. Howard Gardner's Multiple Intelligences Theory

EXCLUSIVELY FOR CLASSES 5 TO 7

Why We Use This for Young Learners (Classes 5–7): Between ages 10 and 13, children are in a critical neuro-developmental stage. Subjecting them to rigid career selection too early creates anxiety and narrows curiosity. Instead of asking *"How smart is this child?"*, we answer *"How is this child smart?"*—helping parents and teachers nurture innate gifts, hobbies, and confidence early.

Linguistic ("Word Smart"):
Spoken & written language mastery, storytelling & reading.

Logical–Math ("Number Smart"): Logical analysis, numbers & scientific patterns.

Visual–Spatial ("Picture Smart"): Visualizing & recreating 2D/3D spaces & design.

Kinesthetic ("Body Smart"):
Physical coordination, dexterity & hands-on building.

Musical ("Music Smart"):
Sensitivity to pitch, tone, rhythm & acoustic patterns.

Interpersonal ("People Smart"): Understanding others' emotions, empathy & teamwork.

Intrapersonal ("Self Smart"):
Deep self-awareness of internal values, goals & focus.

Naturalistic ("Nature Smart"):
Sensitivity to ecosystems, flora, fauna & nature.

2. Career Interest • John Holland's RIASEC Model

INTRINSIC OCCUPATIONAL INTEREST

True career satisfaction begins when daily work aligns with what genuinely excites a student. Rather than confusing interest with academic grades, we use Holland's RIASEC framework to uncover occupational interests across six core personas:

Realistic (The Doers): Practical, hands-on problem solvers drawn to tools, machines, nature, athletic systems & engineering projects.

Investigative (The Thinkers): Analytical, curious minds who thrive in scientific research, math modeling, medical diagnostics & data inquiry.

Artistic (The Creators): Expressive, imaginative thinkers who excel in design, media, writing, architecture, performing arts & innovation.

Social (The Helpers): Empathetic communicators passionate about teaching, counseling, healthcare, community development & empowering others.

Enterprising (The Persuaders):
Ambitious, energetic leaders who excel at business strategy, entrepreneurship, sales, law & management.

Conventional (The Organizers): Detail-oriented professionals who bring order to financial systems, data management, banking & compliance.

3. Personality • 16 Personas

WORK CULTURE & DECISION STYLE

While interests reveal *what* a student wants to do, personality reveals *how* they naturally interact with the world, make decisions, and thrive in different work cultures across four psychological dimensions:

Energy Orientation (E vs. I):
Extraversion (collaborative, team-energized) vs. Introversion (focused, independent deep work).

Information Processing (S vs. N):
Sensing (concrete facts & proven methods) vs. Intuition (big-picture concepts & future patterns).

Decision Making (T vs. F):
Thinking (objective logic & cause-effect) vs. Feeling (human values, empathy & harmony).

Execution Lifestyle (J vs. P):
Judging (structured schedules & milestones) vs. Perceiving (flexible, adaptable & spontaneous).

6 Global Psychometric Frameworks (Pillars 4 to 6)

Completing the multidimensional blueprint with sensory learning style, internal career motivation drivers, and standardized cognitive aptitude measurement.

4. Learning Style • The VARK Model

STUDY & RETENTION OPTIMIZATION

Every learner has a unique cognitive blueprint for absorbing and retaining knowledge. Identifying a student's primary VARK modality unlocks tailored study techniques that boost academic performance and reduce exam stress:

Visual (V):

Learns best through diagrams, mind maps, flowcharts, infographics & spatial organization.

Auditory (A):

Retains concepts effectively through classroom discussions, spoken lectures, debates & podcasts.

Read / Write (R):

Excels when interacting with structured text—textbooks, detailed notes, essays, lists & manuals.

Kinesthetic (K):

Masters concepts through hands-on experimentation, lab work, real-world simulations & practice.

5. Core Motivation Factors • The 8 Internal Career Drivers

LONG-TERM SATISFACTION FUEL

Aptitude and interest tell us what a student *cando* and *likesto* do—but Motivation Factors reveal *why* they act and what rewards will keep them fulfilled over a 40-year career across eight internal drivers:

Social Impact: Drive to make a meaningful difference in society & uplift communities.

Autonomy & Freedom: Desire for independence, self-direction & flexible schedules.

Creative Expression: Need to innovate, pioneer original ideas & challenge conventions.

Social Status & Prestige: Aspiration for public recognition, respected titles & elite firms.

Security & Stability: Preference for predictable trajectories, assured income & tenure.

Power & Influence: Ambition to lead teams, direct strategy & shape key decisions.

Intellectual Challenge: Hunger for continuous learning & complex analytical puzzles.

Financial Reward: Motivation for high earning potential, wealth & performance incentives.

6. Cognitive Aptitude • DBDA (David's Battery of Differential Abilities)

8-FACTOR ABILITY PROFILE

To ensure career recommendations are realistic and achievable, we evaluate innate and developed cognitive strengths using David's Battery of Differential Abilities (DBDA) across eight standardized aptitudes:

Verbal Ability (VA): Written language comprehension, vocabulary depth & articulation.

Numerical Ability (NA): Speed and accuracy in quantitative data & math calculations.

Spatial Ability (SA): Mental rotation & manipulation of 2D/3D objects for design & STEM.

Closure Ability (CA): Perceptual speed in recognizing complete patterns from partial data.

Clerical Ability (CL): Perceptual accuracy, detail orientation & alphanumeric speed.

Mechanical Ability (MA): Grasp of physical principles, machines, forces & motion.

Reasoning Ability (RA): Logical deduction, abstract problem-solving & cause-effect logic.

Psychomotor Ability (PM): Fine motor coordination, dexterity & hand-eye precision.

5 Tailored Assessment Suites (Suites 1 to 3)

We do not believe in a one-size-fits-all test. Choose My Career provides age-calibrated assessment suites designed for every critical academic milestone from Class 5 to Class 12.

1. SparkGenius™ — Innate Intelligence & Learning Style Discovery

CLASSES 5, 6 & 7

25–30 Mins • Instant Report

Frameworks: Howard Gardner's Multiple Intelligences (8 Factors) + VARK Learning Style

- **8-Dimensional Intelligence Profile:** Uncovers the child's natural cognitive, creative, interpersonal, and physical gifts before high-school exam pressure sets in.
- **Dominant VARK Learning Modality:** Equips parents and teachers with customized study techniques (Visual, Auditory, Read/Write, Kinesthetic) to boost classroom retention.
- **Early Enrichment Roadmap:** Recommends high-impact extracurricular activities, hobby clubs, Olympiads, and skill-building pathways to nurture early confidence.

2. StreamCompass™ — High School Stream & Career Cluster Navigator

CLASSES 8, 9 & 10

30–35 Mins • Instant Report

Frameworks: 5D Assessment (RIASEC + 16 Personas + VARK + DBDA Aptitude + Motivation Factors)

- **Scientific Academic Stream Selector:** Eliminates post-Class 10 confusion by recommending the ideal stream (**Science, Commerce, Humanities/Arts, or Vocational/Technical**) backed by aptitude and interest data.
- **Top 5 Career Clusters & Full Suitability Matrix:** Pinpoints the student's Top 5 most suitable career clusters while displaying exact suitability percentages across all other career clusters.
- **End-to-End Cluster Blueprint:** Includes deep-dive explanations of the Top 5 clusters, sub-cluster education roadmaps, sample occupation titles, and target college lists (**Top 8 National + State Tier 1, 2 & 3**).

3. FutureLaunchpad™ — Course, Entrance & Multi-Tier College Pathfinder

CLASSES 11 & 12

35–40 Mins • Instant Report

Frameworks: 5D Assessment (RIASEC + 16 Personas + VARK + DBDA Aptitude + Motivation Factors)

- **Precision Degree & Career Cluster Mapping:** Identifies the **Top 5 suitable career clusters** alongside a transparent suitability percentage breakdown across all other career clusters.
- **Sub-Cluster Education Roadmaps & Roles:** Maps out exact undergraduate degrees, postgraduate specializations, entrance exams, certifications, and real-world sample occupation titles at the sub-cluster level.
- **Multi-Tier College Directory:** Connects each recommended pathway to the **Top 8 National-Level Institutions** and **State-Level Tier 1, Tier 2, and Tier 3 Colleges** for practical, budget-aligned admission planning.

5 Tailored Assessment Suites (Suites 4 & 5)

Specialized career employability, campus placement readiness, and mid-career mobility suites for college graduates and working professionals.

4. GradEdge Catalyst™ — Graduate Employability & Dual-Track Accelerator

COLLEGE STUDENTS & GRADUATES
Frameworks: 5D Assessment (RIASEC + 16 Personas + VARK + DBDA Aptitude + Motivation Factors) 35–40 Mins • Instant Report

Track 1 • Top 5 Clusters by Intrinsic Interest

Reveals the 5 career clusters where the graduate's natural passion, personality, and motivation will drive peak long-term satisfaction.

Track 2 • Top 5 Clusters by Chosen Degree

Maps the 5 highest-fit career clusters aligned directly with the student's current college degree to maximize immediate campus placement ROI.

- **Complete 5D Self-Mastery Profile:** Granular breakdown of Personality, Interest, Aptitude, Motivation Factors, and VARK Learning Style.
- **Interview Persona Positioning & Preparation Blueprint:** Guides graduates on how to frame their psychological strengths and answer behavioral interview questions with authority.
- **Organizational Culture Fit & Aptitude Gap Analysis:** Identifies ideal workplace environments (startup vs. MNC, structured vs. autonomous) and benchmarks DBDA cognitive scores against target industry requirements.

5. Apex Elevate & Pivot™ — Career Progression & Strategic Transition Suite

WORKING PROFESSIONALS
Frameworks: 5D Assessment (Interpreted Through an Executive & Mid-Career Mobility Lens)

35–40 Mins • Instant Report

Pathway A • Climbing the Corporate Ladder

Evaluates leadership readiness, strategic decision-making style, and motivational alignment to transition from individual contributor to executive management.

Pathway B • Cross-Industry Career Pivot

Pinpoints transferable DBDA aptitudes and high-compatibility career clusters to help professionals pivot smoothly into high-growth industries.

- **Work-Life & Burnout Diagnostic:** Identifies root-cause friction between a professional's current role and their intrinsic Motivation Factors and 16 Personas personality archetype.
- **Executive Upskilling Roadmap:** Delivers targeted certification, executive education, and role-transition strategies without sacrificing accumulated career equity.

At-a-Glance Comparison & Inside Our Instant Report

Every Choose My Career assessment translates multidimensional psychometric data into a step-by-step Career & Education Execution Master Plan.

Report Deliverable / Psychometric Dimension	SparkGenius™ (Class 5–7)	StreamCompass™ (Class 8–10)	FutureLaunchpad™ (Class 11–12)	GradEdge Catalyst™ (Graduates)	Apex Elevate™ (Professionals)
Howard Gardner’s Multiple Intelligences (8 Factors)	✓ Included	—	—	—	—
VARK Sensory Learning Style Blueprint	✓ Included	✓ Included	✓ Included	✓ Included	✓ Included
RIASEC Interest + 16 Personas + Motivation + DBDA	—	✓ Included	✓ Included	✓ Included	✓ Included
Ideal High School Stream Recommendation	—	✓ Included	—	—	—
Top 5 Career Clusters + All-Cluster Suitability %	—	✓ Included	✓ Included	✓ Included	✓ Included
Sub-Cluster Education Roadmaps & Sample Occupations	—	✓ Included	✓ Included	✓ Included	✓ Included
Top 8 National + State Tier 1, 2 & 3 Colleges	—	✓ Included	✓ Included	—	—
Dual-Lens Ranking: Top 5 by Degree vs. Top 5 by Interest	—	—	—	✓ Included	—
Interview Persona, Org Culture Fit & DBDA Gap Analysis	—	—	—	✓ Included	✓ Included
Vertical Promotion Readiness & Career Pivot Roadmap	—	—	—	—	✓ Included

INSIDE THE INSTANT CHOOSE MY CAREER REPORT • 7 ACTIONABLE SECTIONS

1. Individual Dimension Breakdown: Jargon-free analysis of RIASEC, 16 Personas, VARK, Motivation & DBDA scores.

2. Academic Stream Selector (Cl. 8–10): Data-backed recommendation across Science, Commerce, Arts & Vocational.

3. All-Cluster Suitability Matrix: Exact compatibility percentages across all career clusters for full transparency.

4. Deep-Dive into Top 5 Career Clusters: Why each top cluster matches the student’s psychological & cognitive profile.

5. Sub-Cluster Education Roadmaps: Granular degrees, entrance exams, and certifications at the sub-cluster level.

6. Sample Occupation Titles & 7. Multi-Tier Colleges: Real job roles + Top 8 National & State Tier 1, 2 & 3 colleges.

6 Built-In Career & Higher-Ed Knowledge Hubs

Beyond psychometric testing, ChooseMy Career equips students, parents, and career coaches with six massive, continuously updated research libraries built directly into the platform.

3,600+

OCCUPATIONAL ENCYCLOPEDIA

1. Career Roles Library

Explore over 3,600 traditional, modern, and emerging career roles. Each profile details day-in-the-life responsibilities, required technical and soft skills, salary trajectories, industry demand, and step-by-step academic pathways.

All-India

NATIONAL & STATE DIRECTORY

2. Domestic College Library

Find the right-fit institution across India without guesswork. Filters top institutions across **National-Level Eminence** as well as **State-Level Tier 1, Tier 2, and Tier 3 categories**—covering degrees, accreditation, cutoffs, and placements.

6,510+

APAC • EUROPE • NORTH AMERICA

3. Overseas College Library (With World Rankings)

Planning to study abroad? Access a curated global database of **6,510 premier international universities** across **APAC, Europe, and North America**, complete with official World Rankings, program specializations, and admission prerequisites.

191

NATIONAL & GLOBAL TESTS

4. Entrance Exam Library

Never miss a critical deadline. Tracks **191 essential national, state, and international entrance examinations** across Engineering, Medicine, Law, Management, Design, Defence, Sciences, and Humanities—covering eligibility, patterns, and dates.

314

CENTRAL & STATE FINANCIAL AID

5. Government & State Scholarship Database

True to our mission of making education **Affordable**, our platform includes a verified directory of **314 Central Government, State-Sponsored, and Institutional Scholarships**—helping deserving families unlock grants and fee waivers.

Coach Hub

COUNSELOR UPSKILLING

6. Career Cluster Resource Page

Built specifically for partner educators and counselors, our Resources Page features well-researched, end-to-end articles covering all career clusters—enabling career coaches to continuously upskill and guide students with authority.

Flexible Partner Plans to Launch & Scale Your Brand

Whether you are an independent counselor starting at zero setup cost, a school establishing an in-house guidance cell, or an ed-tech leader building a multi-coach network, we have a turnkey tier for you.

1. Ignite Starter™

Zero-Onboarding Basic Plan

₹0 Platform Fee

Min. 15 Test Codes

- ₹354 / test code (Inclusive of Taxes)
- Immediate partner dashboard access
- All 5 lifecycle assessment suites
- Full access to all 6 research libraries

Day-1 Outlay: ₹5,310 (Inc. Tax)

2. Co-Brand Pro™

Co-Branded Subdomain Suite

₹14,500 + GST

Comes with 5 Free Codes

- Dedicated Custom Subdomain
- Co-branded assessment portal
- Co-branded PDF reports with your logo
- Additional codes @ ₹354 inc. tax

Day-1 Outlay: ₹17,110 (Inc. GST)

3. BrandSovereign Elite™

Premium 100% White-Label

₹1,00,000 + GST

Comes with 5 Free Codes

- Customise everything to your own brand
- Integrate platform directly with your website
- 100% white-labeled student reports
- Additional codes @ ₹354 inc. tax

Day-1 Outlay: ₹1,18,000 (Inc. GST)

4. EduEmpire Enterprise™

White-Label + Coach Module

₹1,50,000 + GST

Comes with 5 Free Codes

- 100% brand customization & web integration
- Coach Onboarding Module included
- Onboard coaches & run your own B2B/B2C business
- Distribute test credits across your network

Day-1 Outlay: ₹1,77,000 (Inc. GST)

Partner Plan Feature	Ignite Starter™	Co-Brand Pro™	BrandSovereign Elite™	EduEmpire Enterprise™
Onboarding / Platform Setup Fee	₹0 (Zero Fee)	₹14,500 + GST	₹1,00,000 + GST	₹1,50,000 + GST
Starter Test Codes Included / Minimum	Min. 15 Codes @ ₹354	5 Free Test Codes	5 Free Test Codes	5 Free Test Codes
All 5 Assessment Suites & 6 Libraries	✓ Included	✓ Included	✓ Included	✓ Included
Dedicated Custom Subdomain	—	✓ Included	Custom Domain	Custom Domain
Brand Customization & White-Labeling	Standard Brand	Co-Branded	100% Your Brand	100% Your Brand
Direct Integration with Your Website	—	—	✓ Included	✓ Included
Coach Onboarding Module (B2B Sub-Coach Network)	—	—	—	✓ Included



Built for Schools. Engineered for Coaches. Trusted by Families.

Join India's fastest-growing network of forward-thinking educators, career analysts, and institutions transforming how the next generation chooses its future.

1. Complete Lifecycle Coverage: 5 specialized assessments serving learners from Class 5 to C-suite aspirants.

2. Unmatched Database Depth: 3,600+ career roles, 6,510+ overseas universities, 191 entrance exams, and 314 scholarships under one roof.

3. Instant & Scalable: 25–40 minute online testing with immediate, counselor-ready PDF reports upon test completion.

4. Turnkey B2B Business Models: Start at ₹0 onboarding or scale your own 100% white-labeled multi-coach ecosystem.

5. Globally Certified Trust: ISO 9001, ISO/IEC 20000, ISO/IEC 27001, and ISO 21001 certified; organizational member of NCDA, APCDA, and APCCI.

Ready to Empower Students & Scale Your Career Guidance Brand?

Book a live platform walkthrough and download sample multidimensional psychometric reports today.

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• **Email:** support@choosemycareer.in

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