



IMPACT AGENCY

THE *PARALLEL PATH*



conventional

4/28/25

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Integrated Marketing Campaign -
Service (IMCS)

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SUMMER 2026

PARALLEL PATH

I. Executive Summary

1

DESCRIPTION

Multiverse is a **leading apprenticeship program** that partners with premier companies (Microsoft, Citibank, KPMG, etc.) to offer debt-free career opportunities to emerging talent. Rather than traditional degrees, Multiverse provides intensive training alongside paid work experience through their program. They offer apprenticeships in high-demand tracks like Software Engineering, Data Analytics, and Digital Marketing.

◆ CAMPAIGN MISSION ◆

Through the "Parallel Path" campaign, Impact Agency addresses the **psychological barriers** preventing students from embracing apprenticeships. From repositioning apprentices as prestigious **Astros** to hosting creative and future-oriented events (VR booths, reverse career fairs), this campaign paints Multiverse as a strong "parallel path" to professional success. Ultimately, Impact Agency aims to spark a movement to **rethink traditional post-secondary education**, support students in accelerating their careers, and propel economic success.

TARGET MARKET

CORE MARKET

Academically strong, tech-oriented rising high school seniors

INFLUENCE MARKET

High school counselors, career technical student organizations (CTSOs), parents of core market

ECOSYSTEM PARTNERS

Tech companies, college partners

CAMPAIGN

Strategies: Progressive Engagement, Ecosystem Activation, Psychological Repositioning, Push-Pull Strategies

Time Frame: May 24 - July 4 2026 (42 days)

- "The Choice is Yours" Teaser Campaign
- #ParallelPath Promotional Campaign
- Astro LinkedIn Badges
- The Parallel Paths Digital Experience
- American School Counselor Association Partnership
- Future Labs (pop-up experiences)
- CTSO Conferences
- Micro-Fellowships
- University Partnerships
- Astro Conferences
- Application Support



OBJECTIVES

- A** INCREASE **APPLICATIONS** BY 20%
- S** INCREASE **SOCIAL MEDIA** ENGAGEMENT BY 20%
- T** INCREASE **TRUST**
- R** INCREASE **REVENUE** POTENTIAL
- O** INCREASE **OUTREACH** SUCCESS

BUDGET

\$7.69M	\$12.31M	160%
Total Budget	Net Profit	ROI

KEY METRICS

- **Applications** (# of Applications)
- **Social Media Engagement:** Likes, comments, shares, CTR, follower growth, social media referral traffic
- **Trust/Comfort:** Net Promoter Score, CSAT (Customer Satisfaction Score)
- **Revenue Potential:** B2B CSAT
- **Outreach Success:** Respective target market sizes

II. Description of Service

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PROBLEM

College education is expensive, often costing over \$100,000 for a bachelor's degree, and takes four years to complete in a world that's rapidly evolving. In the time it takes to earn a traditional degree, entire industries can transform. For instance, within 2-3 years— less than the time required to obtain a bachelor's degree— AI technology has revolutionized numerous fields, making traditional curricula obsolete before graduation. The best way to stay prepared for this challenging landscape is to **learn as you go**, without being straddled with debt.

SOLUTION

Multiverse offers a fundamentally different approach. Unlike traditional online learning platforms or bootcamps, Multiverse provides direct pathways into leading companies through **apprenticeships**. Working with partners like Microsoft, Citibank, KPMG, and Unilever, Multiverse apprentices don't just learn— they build real-world experience and professional connections equivalent to a college degree, all while earning competitive salaries from day one.

Multiverse Partners



How It Works

- 1 Application Process
- 2 Three month remote boot camp with peers in chosen track
 - Software Engineering
 - Data Analytics
 - Digital Marketing
 - Project Management
 - Sales Operations
 - IT Solutions
- 3 Curriculum designed with partner company skill-gaps
- 4 One-two year, 80/20 work/study apprenticeship
- 5 Apprentices receive 1:1 coaching for development

The Power of Multiverse

94%

Job placement rate post-apprenticeship

50%

Decrease in idle time on job

16,000

Apprentices and Alumni

PRICING MODEL

Multiverse's pricing model operates through partnerships with employers, who fund Multiverse for:

- 1 Developing tailored curriculum to meet company needs
- 2 Training apprentices through curriculum

This model allows apprentices to begin their careers debt-free while earning a competitive salary from day one. For employers, it provides a strategy to build a skilled workforce tailored to the company's needs.

What this means: While campaign efforts are end-user-facing, Impact Agency must also engage B2B partners in promotion to secure revenue potential.

STRENGTHS

- Strong employer partnerships
- No cost to apprentices
- High customer satisfaction and ratings
- Accessible remotely

OPPORTUNITIES

- Growing skills gap in tech industry
- Student debt crisis
- Increasing demand for alternative education

WEAKNESSES

- **Confusing “apprenticeship” positioning**
- **Primary focus on employee upskilling**
- Limited tracks (primarily tech-focused)
- Limited public awareness
- **Near-tripling of losses in Mar 2022**

THREATS

- **Competing with traditional college preference**
- **Perceived risk by stakeholders**
- **New concept in US markets**

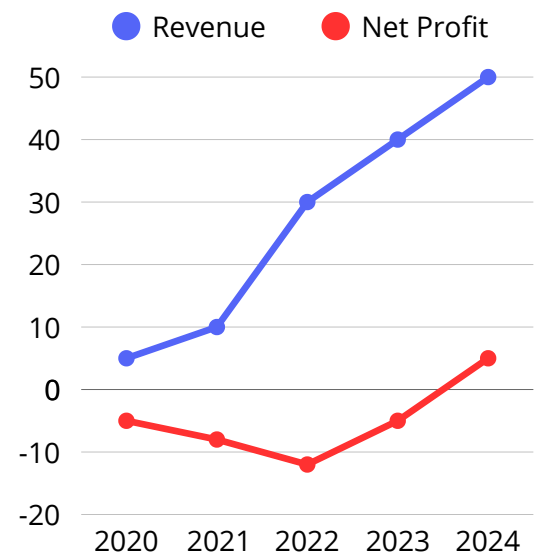
III. Campaign Objectives

PRIORITIES

Previous expansive US campaigns led to **significant financial losses** for Multiverse. After strategically stepping back from US promotion, the company has returned to profitability. Now, with growing skills gaps and mounting student debt concerns, timing is optimal for a strategic reentry into the US market as a viable post-secondary option.

The term “apprentice” carries trade-skill associations in the US market that don't align with Multiverse's tech-focused opportunities. Impact Agency proposes rebranding these positions as “fellowships” with participants called “**Astros**” or “fellows”—terminology that aligns with Multiverse's futuristic brand identity. This rebrand extends to the campaign objectives framework (ASTRO), creating cohesive messaging across all touchpoints.

Multiverse Revenue & Net Profit
(in million USD)

**A**

INCREASE APPLICATIONS BY 20%

Rebuilding US market presence is crucial after previous losses. More applications create a larger talent pool, making the program more valuable to partners.

S

INCREASE SOCIAL MEDIA ENGAGEMENT BY 20%

Our markets rely heavily on social proof when making major decisions. Higher engagement helps normalize choosing an alternative to traditional college.

T

INCREASE TRUST

Impact Agency needs to overcome the belief that college is the only path to success. The campaign aims to ensure people feel comfortable with choosing Multiverse as a “parallel path”.

R

INCREASE REVENUE POTENTIAL

Since revenue comes from B2B partners, Impact Agency will measure revenue potential based on relationships and contracts with partners. Strong revenue through employer partnerships ensures program sustainability.

O

INCREASE OUTREACH SUCCESS

Success requires building a complete ecosystem of support from students, counselors, parents, and employers. Impact Agency will measure growth in respective market bases.

IV. Target Market

4

Instead of a traditional primary/secondary market division, Impact Agency recognizes the **complex decision-making network** required for Astro recruitment. The campaign employs a unique segmentation strategy that accounts for all stakeholders essential to the process.



CORE MARKET Direct recipient of campaign

High School Students

1. Rising high school seniors
2. Interested in tech careers
3. Located across USA

PRIORITY: Near CTSO/Astro conferences
OR near tech partner locations

OTHER: Urban/suburban USA

PAIN POINTS

1. Think college is expensive
2. Fear future relevance of degree
3. Social pressures towards college path (even if not best fit)

INFLUENCE MARKET Enable access, understand, and advocate

Intermediaries to Students

1. High School Counselors **KEY DECISION INFLUENCERS**
2. Career Technical Student Organizations (CTSOs) **ACCESS TO MARKET**
3. High School Parents **SUPPORT SYSTEM/APPROVAL**

PAIN POINTS

1. Lack of awareness regarding apprenticeships
2. Social pressure/concerns regarding credibility
3. Financial uncertainty



ECOSYSTEM PARTNERS Provide professional opportunities

Companies/Colleges

Although companies aren't directly targeted by our campaign activities, they'll reap the benefits as they receive:

1. Larger talent pool
2. Higher quality candidates
3. Earlier access to potential apprentices

PAIN POINTS

1. Employee Skill Gap



V. Campaign Activities

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OVERVIEW

📅 May 24 - July 4, 2026 (42 days)

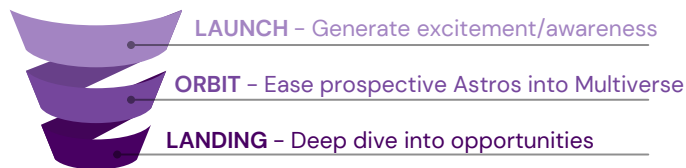
"The Parallel Path" campaign redefines how students view post-secondary education by positioning Multiverse fellowships as a "parallel path" to professional success. Through strategic digital engagement, hands-on experiences, and target outreach, this campaign aims to **address psychological barriers** preventing students from exploring alternatives to traditional degrees.



STRATEGIES

Progressive Engagement

This campaign follows a strategic funnel - **Launch, Orbit, Landing** - each phase building a deeper connection with Astros.



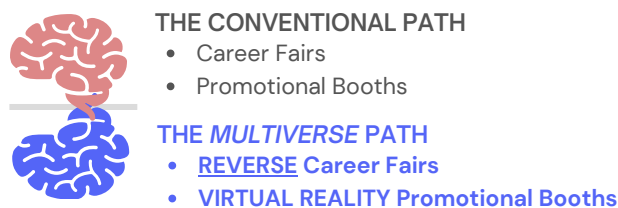
Ecosystem Activation

Rather than treating target markets separately, activities **engage our entire ecosystem simultaneously**. For instance, hands-on activities satisfy student curiosity while demonstrating value to parents and counselors.



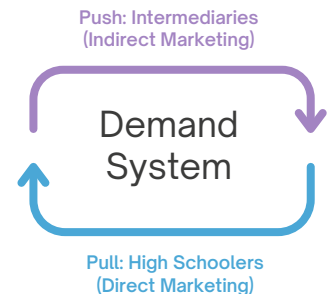
Psychological Repositioning

Each activity contributes to **shifting fundamental perceptions** about career preparation - positioning Multiverse as a forward-thinking path to professional success.



Push-Pull Strategies

By targeting influence markets, we create a **push cycle** where they promote to students. By targeting core markets, we facilitate a **pull cycle** where intermediaries are pushed to respond through promotion.



PHASE 1: LAUNCH

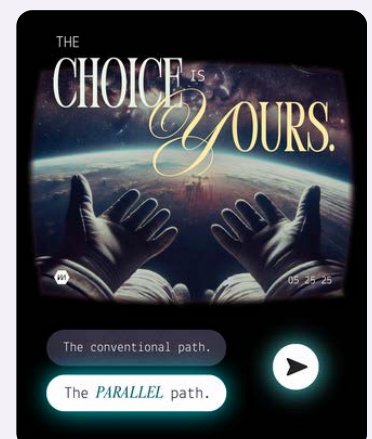
1. "The Choice Is Yours" Teaser Campaign



Builds intrigue through **cryptic social media posts** styled as "choose-your-own-adventure" games, encouraging students to explore alternative paths while normalizing untraditional choices (the Parallel Path).

CORE MARKET

INFLUENCE MARKET



2. #ParallelPaths Promotional Campaign A S

Creates authentic connection through **split-screen “day-in-the-life” content** contrasting traditional education with the Astro experience using influencer testimonials, highlighting immediate career benefits while addressing concerns about this parallel path

CORE MARKET



3. Astro LinkedIn Badges S T O

Establishes **program credibility** by showcasing successful Astros on LinkedIn, tying back into professional network and career advancement through Multiverse

CORE MARKET



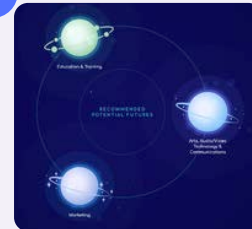
4. The Parallel Paths Digital Experience A S T O

Partners with **ASA Futurescape** to integrate Multiverse into ASA's **career exploration** platform, allowing students to visualize their potential journey while providing parents with concrete financial projections and other data

CORE MARKET

INFLUENCE MARKET

ASA Futurescape Platform



5. ASCA Partnership T O

Equips school counselors to confidently present Multiverse alongside other post-secondary options, through:



- Astro Advocate Certification:** Trains counselors on the Astro fellowships, incentivized through Continuing Education Units (CEUs)
- Astro Toolkits:** Ultimate content guides with presentation templates, flyers for promotion, etc.
- Webinars:** “Ask Me Anything” Webinars with current Astros

INFLUENCE MARKET

PHASE 2: *ORBIT*

6. Future Labs O

Creates hands-on exposure through **pop-up tech experiences** at schools*, allowing students to explore Astro-related skills

CORE MARKET

INFLUENCE MARKET

ECOSYSTEM PARTNERS

* (Available in approved districts with nearby Microsoft and Citibank locations)



7. CTSO Partnerships A O

Engages motivated students at Future Business Leaders of America (FBLA) and Technology Student Association (TSA) conferences through booths/workshops:

1. **VR Interactive Booth:** Virtual Reality Simulations of Astro Workplaces
2. **Career Development/Skill Building Workshops:** Soft-skills, Interview preparation
3. **Competitions:** Coding Hackathons, Pitch Challenges, etc.
4. **Astro Mixers:** Opportunities to connect with current Astros, alumni, partners, etc.

CORE MARKET



TSA Competition:
Nashville, TN
Jun 26 - Jul 1



FBLA Competition:
San Antonio, TX
Jun 29 - Jul 2

8. Micro-Fellowships A O CORE MARKET ECOSYSTEM PARTNERS



Provides immersive summer program that **simulate the full fellowship experience**, offering students direct exposure while building a **pipeline** of qualified candidates

9. University Partnerships T

Establishes dual-enrollment pathways with prestigious institutions:

- **EXISTING:** Northeastern University
- **NEW:** Drexel, Georgia Tech, Purdue

This allows Multiverse to address concerns about traditional credential requirements while expanding future opportunities.



CORE MARKET

INFLUENCE MARKET

ECOSYSTEM PARTNERS

PHASE 3: *LANDING*

10. Astro Conferences A R

Hosts “reverse” career fair where companies pitch to students, demonstrating the high demand for Astros while facilitating real-time fellowship offers

CORE MARKET

ECOSYSTEM PARTNERS

Offering 4 in-person conferences across the US, and 2 virtual sessions



LOCATIONS

1. Seattle
2. San Francisco
3. Pittsburgh
4. Boston

11. Application Process A

Provides prospective Astros with resume/interview **workshops**, personalized application **coaching**, and **mentorship** to streamline the selective application process and support skill development.

CORE MARKET

multiverse

We're here to help.



V. Campaign Schedule

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MAY 2026

JUNE 2026

JULY 2026

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
24 Campaign Starts	25	26	27	28	29	30
"The Choice is Yours" Campaign						
ASCA Promotion Begins (Ongoing) →			LinkedIn Badge Launch (Ongoing) →			
College Partnership Launch (Ongoing) →						
31	1	2	3	4	5	6
Launch Parallel Paths Platform (Ongoing) →			Future Labs	#ParallelPaths	Future Labs	#ParallelPaths
#ParallelPaths	Future Labs	#ParallelPaths		Fellowship Applications Open		SEA Astro Conference
Micro Fellowship Applications Open						
7	8	9	10	11	12	13
Future Labs	#ParallelPaths	Future Labs	#ParallelPaths	Future Labs	#ParallelPaths	Micro Fellowship Applications Close
						Future Labs
						SF Astro Conference
14	15	16	17	18	19	20
#ParallelPaths		#ParallelPaths		#ParallelPaths		#ParallelPaths
Virtual Astro Conference						PGH Astro Conference
21	22	23	24	25	26	27
Virtual Astro Conference	#ParallelPaths		#ParallelPaths		#ParallelPaths	BOS Astro Conference
			Micro Fellowships Start			
					TSA TSA Conferences Start	
28	29	30	1	2	3	4
#ParallelPaths		#ParallelPaths		#ParallelPaths		#ParallelPaths
Micro Fellowships						Fellowship Applications Close
TSA TSA Conferences						
	FBLA Conferences Start					
Application Support Services						



VI. Budget

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Activity	Budget
LAUNCH ACTIVITIES	
“The Choice Is Yours” Campaign Content Creation, CPM (Cost per mille impression)	\$2,519
#ParallelPaths Campaign Content Creation, CPM, Astro-Influencer Partnerships	\$52,246
The Parallel Paths Digital Experience Setup and Integration, Platform Development	\$45,000
ASCA Partnership Certification Development, Toolkit Development, Webinar Production	\$8,500
ORBIT ACTIVITIES	
Future Labs Venue Rental, Equipment, Staffing	\$8,500
Micro Fellowships Stipends, Program Resources, Mentorship & Support	\$1,787,500
University Partnerships Setup, Marketing, Sustaining Logistics	\$70,000
CTSO Partnerships Conference Booth Fees, Workshop Materials and Giveaways, Travel	\$15,000
LANDING ACTIVITIES	
Astro Conferences Venue, Marketing, Staffing	\$87,000
Application Support Webinar Production, Resource Development, Mentorship Program	\$9,000
Agency Fee (10% of Budget)	\$699,416
TOTAL BUDGET	\$7,693,576

RISK MANAGEMENT & CONTINGENCY PLANNING

Learning from Multiverse's previous market challenges, Impact Agency implements a data-driven risk management approach with clear performance benchmarks at the campaign midpoint. Should key metrics fall below **40% of targets**, the strategy shifts to reallocate resources from awareness-building activities toward proven high-conversion channels like Micro Fellowships and corporate engagement.



TIER 1: Critical Activities

Micro Fellowships, Astro Conferences, ASCA Partnership

TIER 2: Impactful Activities

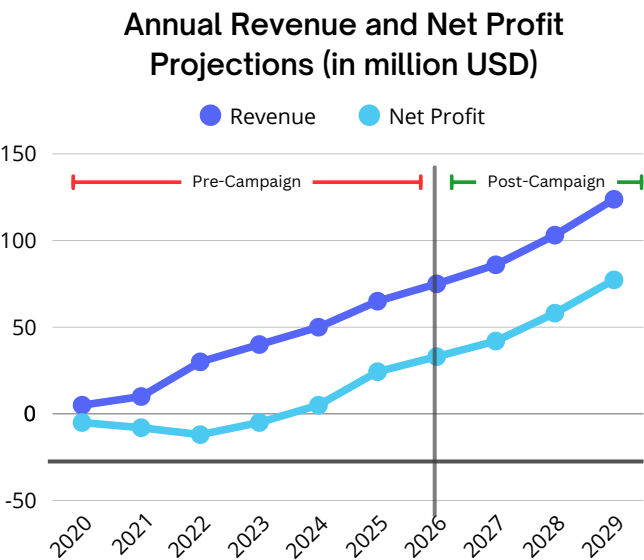
#ParallelPaths, University Partnerships, Application Support

TIER 3: Supplemental

Future Labs, LinkedIn Badges, The Choice is Yours

VII. Key Metrics

The Parallel Path allows for high repeatability, enabling Impact Agency to focus on **campaign-specific ROI** when projecting revenue and profit (excluding other operational expenditures).



Campaign-Generated ROI Projections (USD)

	2026	2027	2028	2029	2030
Revenue	\$20M	\$23M	\$27.5M	\$30.8M	\$33M
Costs	\$7.69M	\$9M	\$9.5M	\$9.8M	\$10M
Net Profit	\$12.31M	\$24M	\$18M	\$21M	\$23M
ROI	160%	155%	189%	214%	230%

A

INCREASE APPLICATIONS BY 20%

- Number of applications

S

INCREASE SOCIAL MEDIA ENGAGEMENT BY 20%

- Traditional:** Likes, comments, shares, click-through rate (CTR)
- Nontraditional:** Follower growth, social media referral traffic

T

INCREASE TRUST

- Net Promoter Score (NPS): **>58**
- Customer Satisfaction Score (CSAT): **>88%**

T

INCREASE REVENUE POTENTIAL

- CSAT for B2B partners: **>92%**
- Revenue Potential (based on contract value)

O

INCREASE OUTREACH SUCCESS

CORE MARKET 25% increase in customer base

INFLUENCE MARKET 35% increase in base

ECOSYSTEM PARTNERS +50 companies

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