

Transfr Trek



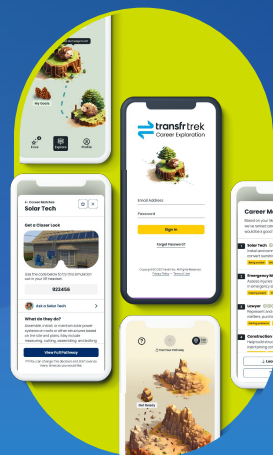
⇒ transfr trek

How new technology is meeting
the demands of the work based
learning continuum

Lori Byrne
State Workforce Manager
Transfr

Kim Ebbrecht
Senior Director of Programs
I Know I Can

4/8/2025





Agenda

- Introductions
 - Overview of Transfr
 - I Know I Can Transfr Experience
 - Let's Demo! Transfr Trek Simulation Experience
 - Questions
- 



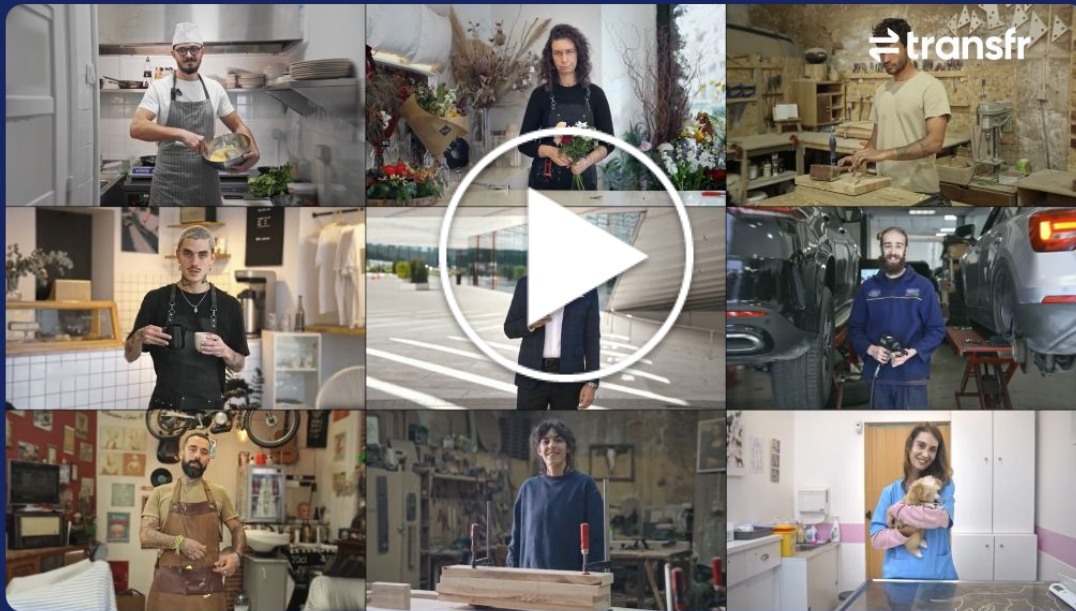
**Who is doing what you thought
you wanted to do when you were
14, 16 or 18 years old?**





Career Exploration Demo Video

Discover How Transfr Trek Transforms Career Exploration





Our Growth is Mission-Driven

Our Mission

"We want to help every student, tradesperson, and job seeker develop in-demand skills, secure long-term employment, and enjoy upward mobility."



Bharani Rajakumar,
CEO, Transfr

Our Footprint

Grew to serving customers in 3 to 48 states in less than three years

More than 800,000 simulations experienced

Leading immersive learning in Education, Government, and Industry

Recent Awards





- Ohio Means Jobs (over 60 counties)
- Columbus State Community College
- Sinclair Community College, Mason
- Cuyahoga Community College
- I Know I Can
- Columbus City Schools
- Dayton Public Schools
- Cleveland Metropolitan School District
- Toledo Public Schools
- Switzerland of Ohio Local SD
- Sylvania School District
- Benedictine High School
- Brooklyn City SD
- Tri-County ESC
- ESC of Eastern Ohio
- Ashtabula ESC
- North Point ESC
- Mahoning County CTC
- Buckeye Hills Career Center
- Penta Career Center

- Career Prep High Schools
- Millennium Community School
- Junior Achievement of North Central Ohio
- Boys & Girls Club Alliance of Ohio
- Columbus Literacy Council (CLC Works)
- Towards Employment
- Impact Community Action Columbus
- Vocational Guidance Services
- Ohio Guidestone
- Opportunities for Individual Change Clark County
- NSTNetwork
- After-School All-Stars - Cleveland
- BCW Workforce
- ALL THAT - Teens Hopeful About Tomorrow
- Indiana/Kentucky/Ohio Regional Council Of Carpenters (IKORCC)
- Ohio Dept. of Youth Services
- Ohio Dept. of Rehabilitation & Corrections
- Ohio Broadband & 5G Sector Partnership
- Ariel Corporation



Question

Have you experienced **VR**?

Have you trained using **VR**?

Transfr Trek

A Connected Experience Across All Phases of Career Exploration



Career Awareness



Web+Mobile

Career Experience



VR

Career Planning



Curriculum Resources

Career Exploration Matters Now More Than Ever

40%

of 2024 high school graduates
are NOT college-bound

Traditional
platforms
focus heavily
on college
paths, not
careers

Skilled trade
workers will be
in extreme
demand in the
coming labor
shortage*

Only
38%

of adults have
a 4-year
degree



Career Awareness



- 100+ careers
- Career interest assessments
- Personalized career matching
- Local and national wage data

Career Matches

Based on your likes and dislikes we've ranked careers we think would be a good fit for you.

1 Electrician ⓈⓈ

Install, maintain, and repair electrical wiring, equipment, and fixtures. >

Big projects

Building things

Fixing things

2 HVAC Technician ⓈⓈⓈ

Install, service, and repair heating, ventilation, and cooling systems. >

Big projects

Building things

Fixing things

3 Plumber ⓈⓈⓈ

Install, repair, and maintain water, gas, and other pipe systems. >

Big projects

Building things

Fixing things

4 Solar Technician ⓈⓈ

Install and connect solar panels to convert

↓ Load More Careers

↺ Start Over



Key Features



Career Experience



VR

- 40+ immersive job simulations
 - Role-specific learning modules
 - Tasks guided by a virtual coach
 - Closed-captioned
 - Authentically translated Spanish
-



We add new VR simulations to our career exploration library every month.

[Get the full list here](#)

Experience 40+ VR Simulations in Transfr Trek

Experience a day in the life of each career

Architecture & Construction:

Broadband Utility Construction
Broadband Tower Technician
Broadband Technician, Fiber
Transmission Line Worker
Distribution Line Worker
Construction Laborer
Steelworker
HVAC Technician
Solar Technician
Electrician
Pipefitters
Carpenter
Plumber

Information Technology:

Network Technician
Cybersecurity Analyst

Science, Engineering, Mathematics & Technology:

Electrical Engineer

Manufacturing:

Semiconductor Manufacturing Technician
EV Battery Manufacturing Technician
Industrial Maintenance Technician
Robotics Specialist
Welder

Health Sciences:

Certified Nursing Assistant
Clinical Laboratory Technologist
Radiologic Technologist
Surgical Technologist
Registered Nurse
Pharmacy Technician
Medical Assistant
Phlebotomist

Law, Public Safety, Corrections & Security

Emergency Medical Technician

Finance:

Financial Analyst

Transportation, Distribution & Logistics:

Airframe and Powerplant Technician
Electric Vehicle Service Technician
Automotive Service Technician
CDL Truck Driver

Agriculture, Food & Natural Resources

Diesel Farm Equipment Mechanic
Veterinary Technician

Hospitality & Tourism:

Restaurant Manager
Chef

Arts, A/V Technology, & Communication:

Graphic Designer

Human Services:

Cosmetologist

Key Features

Career Planning



Curriculum Resources

- Graduation and career goal setting
- Training, certification, & college pathways
- Plan tracking and career plan sharing

A tablet displaying the 'My Goals for...' interface for an Avionics Technician. The interface includes a title bar with a close button, a title 'Avionics Technician', and a subtitle 'Select at least one short-term and long-term goal'. Below this, there are two sections: 'Short Term (0-6 Months)' and 'Long Term (6+ Months)'. The 'Short Term' section has three buttons: 'Discuss becoming an avionics ...', 'Discuss related coursework for ...', and 'Research companies that hire ...'. The 'Long Term' section has two dropdown menus, both labeled 'Select a goal...'. At the bottom, there are two buttons: 'Send to Counselor' and 'Start Over'.

My Goals for... ×

Avionics Technician

Select at least one short-term and long-term goal

Short Term (0-6 Months)

Discuss becoming an avionics ... × ▼

Discuss related coursework for ... × ▼

Research companies that hire ... × ▼

Long Term (6+ Months)

Select a goal... ▼

Select a goal... ▼

➤ Send to Counselor

↺ Start Over

Disclaimer: Enlarged for display purposes

Career Exploration Curriculum Resources

Access an 8-week Career Exploration Curriculum Resource for teachers to facilitate VR experiences into an existing learning program.

What's included

- Daily lessons
- Weekly overviews
- Student handouts
- Instructional materials
- Standards based unit plan
- Student facing slide decks
- Differentiated instructional practices
- Formative, summative and portfolio assessments



Dashboard Analytics Career Exploration



CE Demo 1

Demo 24

Code: ET2JZZG

Progress

Explorers 117

Quick Sign Up (QR)

Sim Pass

Product

Career Exploration

Top Careers Rated 4-5 Stars



Registered Nurse

21



Welder

16



Surgical Technologist

15

+11

View All

Insights

Feedback

Export Data (.csv)

ACTIVE EXPLORERS 80

TIME IN HEADSET 12hr 46min

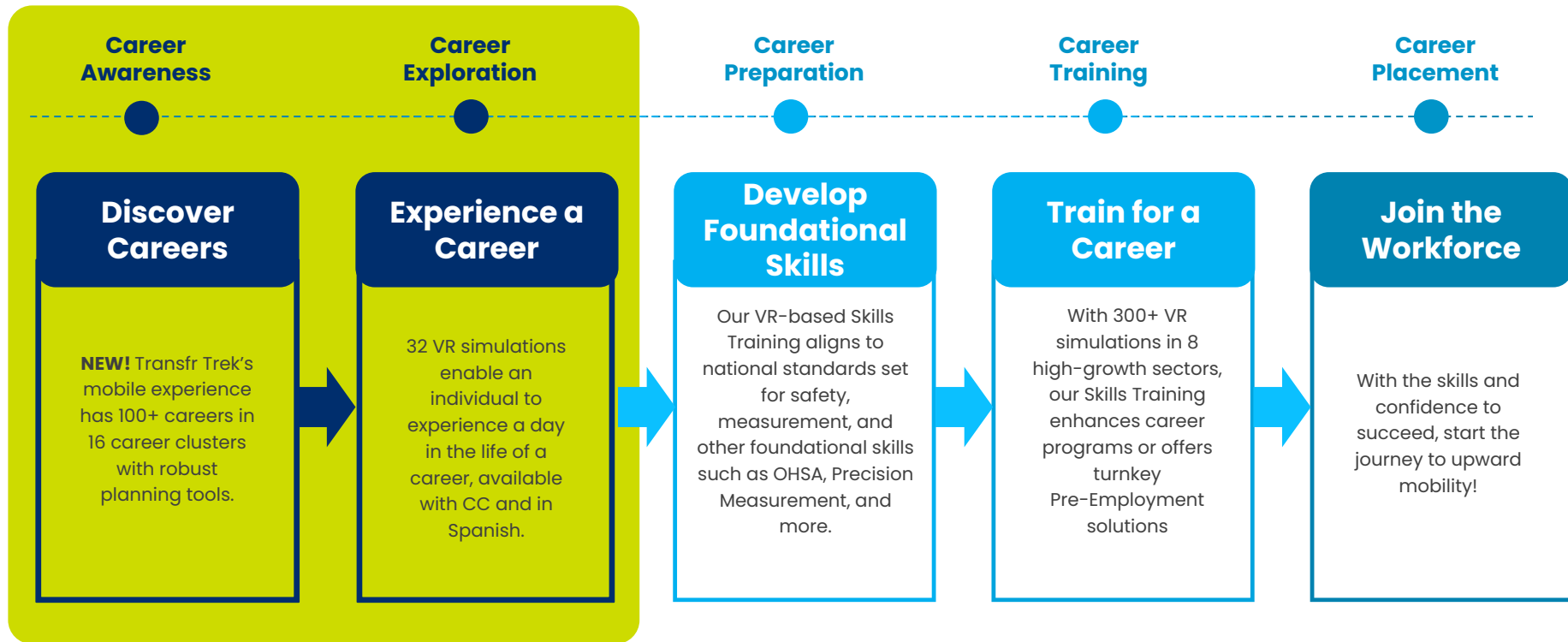
CAREERS EXPLORED 238

CAREERS 4-5 STARS 108

1 Help an Emergency Patient (Registered Nurse) ⓘ

	LAST NAME	FIRST NAME	USERNAME	DATE	TOTAL TIME	ATTEMPTS	RATING	COMPLETE
00	0991c0fa	0e31491c	DemoUser389335	5/30/23	2min	1	★★★★☆	✓
02	09f26e93	239157b6	bharani	5/30/23	6min	3	★★★☆☆	✓
20	204e42ba	05ed81a6	DemoUser389329	5/30/23	3min	1	★★★★☆	✓

Supporting the Classroom-to-Career Pathway



Tranfsr Virtual Training Facility

In a safe, virtual environment, and under the expert guidance of Simon, our digital mentor, learners practice the skills they need to get hired for well-paying jobs.

330+ training simulations for 8 of the **fastest growing job sectors**



Automotive



Construction



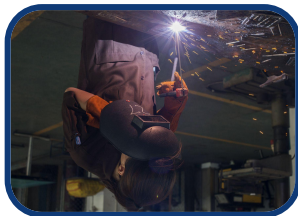
Healthcare



Aviation Maintenance



Diesel Technology



Manufacturing



Electrical Construction



Hospitality & Tourism

Click the link below to learn more about our sims!

[Virtual Training Facility](#)

Standards

That Transfr Helps Supports

Manufacturing

Plant Safety, Robots, Mechatronics,
Electrical, Measurement, Blueprints

MSSC-CPT
OSHA
ASME
SACA
Siemens
National Career Clusters

Construction

Construction Safety, Electrical Construction,
Measurement, Blueprints

NCCER-Core & Electrical
OSHA
NIMS
National Career Clusters

Auto/Diesel

Automotive, Diesel/Truck, Auto Body,
Electrical, Precision Measurement

ASE - MLR, AST, MAST
ASE - IMMR, TST, MAST
I-CAR
National Career Clusters

Aviation Maintenance

General, Airframe, Powerplant, Electrical,
Precision Measurement

FAA-ACS
National Career Clusters

Health Sciences

Patient Care Foundations

AACN
ACTE
ASHP
CAAHEP
OBRA 87
INACSL HSSOBP
NCHSE
And many more

Hospitality & Tourism

Front Desk, Culinary, Measurement

FCS
ACF
National Career Clusters



I Know I Can

- **About I Know I Can**
- **8th Grade Career Pilot program in CCS**
 - **Classroom Lessons**
 - **VR Headsets**
 - **Site Visits**
- **9th Grade Career Pilot program**

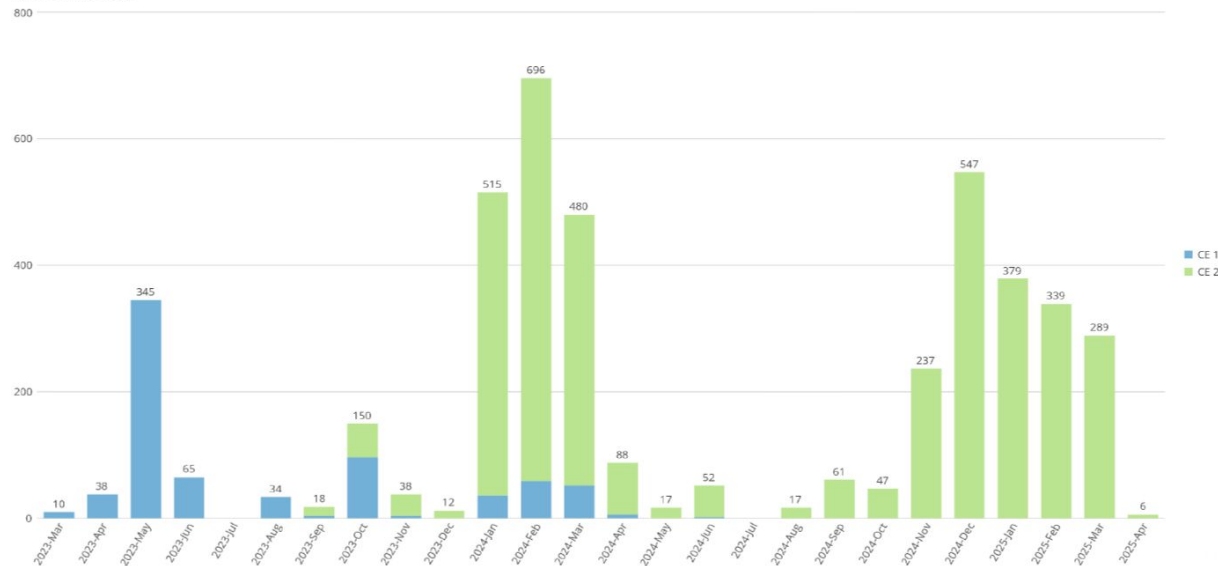




I Know I Can VR Stats

Career Exploration: Unique Users by Month

4,480 unique users

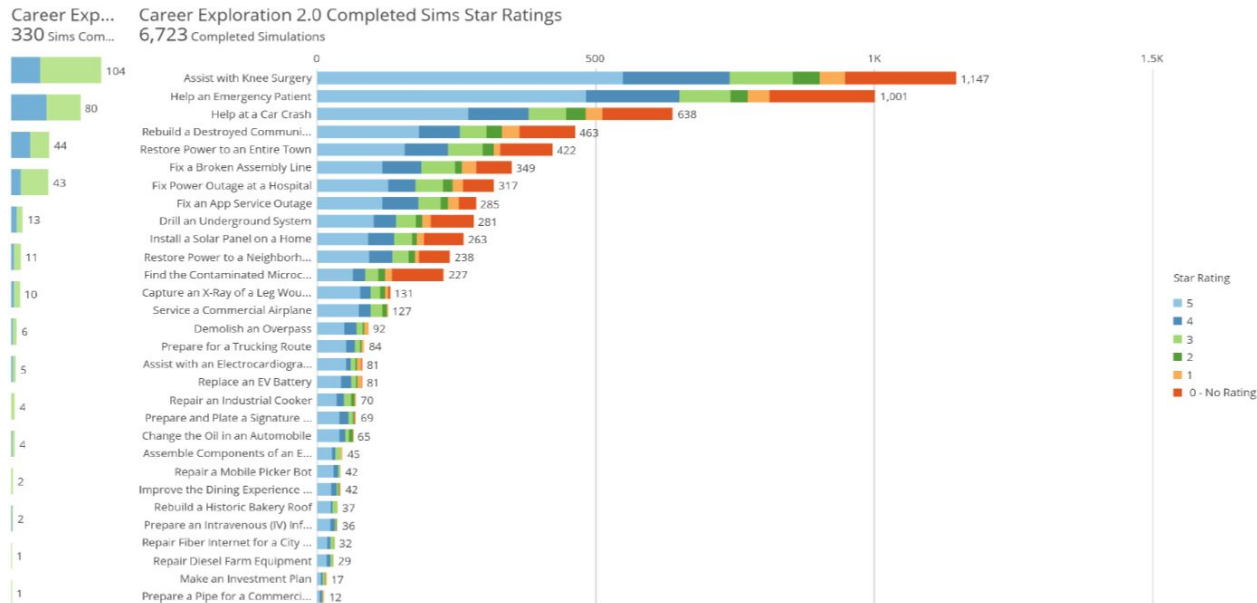


Unique Users: CE 1.0 - number of unique simulation sessions in each defined time period. CE 2.0 - number of unique explorers in each defined time period.

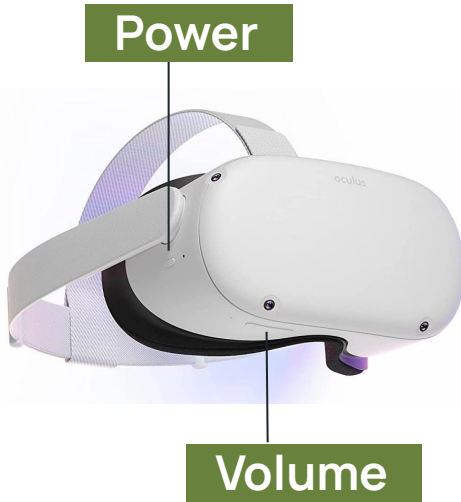


I Know I Can VR Stats

Career Exploration: Sims Completed by Preference and Star Rating



Transfr Experience

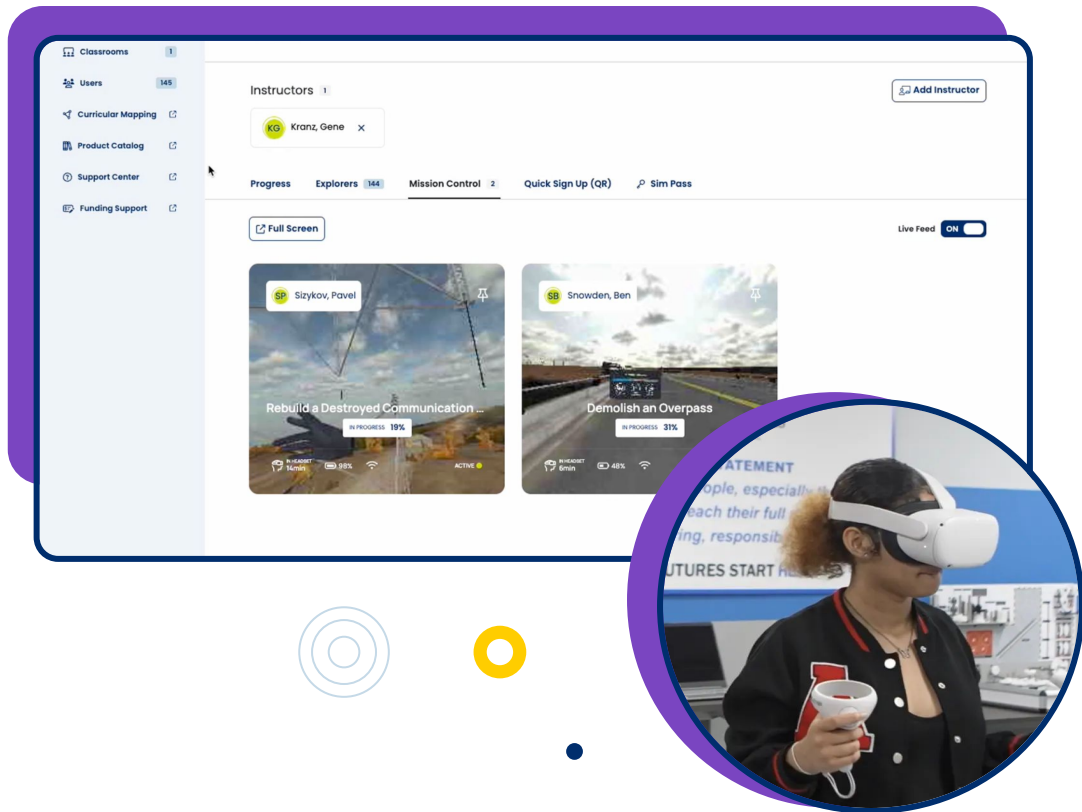




Transfr Trek Mission Control

See a live feed of active sessions

Real-time data on sim progress, WIFI strength, and battery life helps facilitators support learners who are stuck or encourage their exploration.



We Support Your Success

Transfr is the leading partner to enable a classroom-to-career pathway in your community.



Curriculum Resource

Access an 8-week, standards-aligned Career Exploration Curriculum Resource filled with lesson plans, handouts, slides, and instructional guides to help implement VR exploration into any existing learning program.



Implementation Support

Transfr Customer Success Managers support our customers with implementation, support, professional learning, and ongoing account management.



Professional Learning

Transfr's professional learning series helps build facilitator confidence in using VR as an immersive tool to support the classroom-to-career pathway. It fosters collaboration among educators and provides a platform to share ideas and best practices for VR integration.



Grant Funding Guidance

Transfr can help you navigate available funding opportunities to help you grow your career exploration programs.



Bridge Career Connections

Through our national partner footprint we can help bridge career pathways by connecting schools with colleges, employers, and organizations looking to train or hire.



Roadmap Collaboration

We may be the market leader, but we're still nimble and love to get input from our customers to shape our roadmap. We attend industry events (ERDI, ETSI, SkillsUSA) and hold an annual customer conference (XR Futures), as well as webinars and launch events.



Get Started

1



Schedule
a Demo

2



Explore Funding
Options

3



Create
Implementation
Plan

4



Launch
Professional
Learning

5



Transform Career
Exploration at your
Institution





Thank You!

Lori Byrne

State Workforce Manager

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