



Reinventing Apprenticeships



Introducing Bowsy

Bowsy is reinventing how businesses connect with apprentice talent through our innovative AI driven solution, the apprentice portal.

We are pioneering a new approach for the recruitment of young people into apprenticeships; allowing earlier engagement and assessment of talent at lower cost, while providing secondary school students with valuable tools to help them navigate their future careers.



Our mission is to provide equality of opportunity for all young people to pursue a career that they will love, and Bowsy's impactful work with young people in Ireland has earned national recognition, including the prestigious National Diversity, Equity, and Inclusion Award from Chambers Ireland.



Bowsy is currently working with the Department of Higher Education & Research on the national apprenticeship programme in Ireland, raising awareness of apprenticeship opportunities amongst young people across Ireland, and the launch of our apprentice portal is the next step in making apprenticeships accessible to all young people.

As well as helping businesses in Ireland to connect with apprentice talent, for the past four years, Bowsy has been connecting a growing number of international companies across Ireland and the EU with graduate talent:



An Roinn Breisoideachais agus Ardoideachais,
Taighde, Nuálaíochta agus Eolaíochta
Department of Further and Higher Education,
Research, Innovation and Science



**MOLSON
COORS** beverage
company



**The Institute
of Banking**



The apprentice dilemma

The number of apprenticeship opportunities across Europe is rapidly expanding, with now over 74 different apprenticeships in Ireland and with 85 core apprenticeships in the UK. As these numbers continue to grow, it is becoming increasingly difficult for school leavers to navigate the numerous different career paths that are opening up to them, particularly as the nature of apprenticeships is rapidly expanding with the introduction of new and exciting fields such as digital marketing, cybersecurity and CGI.

Very often students are simply not aware of many of the apprenticeship opportunities, and in other cases traditional biases can often exclude apprenticeships from career discussions at school or at home. At the same time, a very historical view of apprenticeships still informs some of the dialogue around these careers, as illustrated by the fact that today only 8.3% of the apprenticeship population in Ireland is today made up of female apprentices.

There are also significant challenges for employers, particularly around how they can connect and communicate with young talent that are still in secondary school. For employers who are used to dealing with career centres and graduates in universities, this is further exacerbated by the fragmentation of secondary schools, with often 30 times more secondary schools than universities spread across a country.

Bowsy's solution is here to change this, by introducing a free AI driven career assessment for school leavers, that scientifically matches a student with the different apprenticeship opportunities, based on a student's natural skill set and career interest levels. At the same time, by giving students the opportunity to objectively evaluate different types of apprenticeships, we also create a database of pre-qualified talent that employers can now use to connect with students all across a country while they are still in secondary school.



Bowsy's AI Assessment

In 2025 Bowsy is rolling out our free AI assessment to students across Ireland, with a view to later expanding our programme into the UK and several EU markets.

Our model covers all 74 different types of apprenticeships in Ireland; from more established roles as electricians and engineers, to new apprenticeships, such as in cybersecurity and digital marketing.

For employers, our programme offers our partners the opportunity to have first sight on the emerging apprenticeship talent pool, a sustainable and diverse future talent pipeline, while significantly reducing recruitment costs. Partners will have unprecedented access to all of our data and also the option to expand with our programme as Bowsy moves into new markets:

Access to diverse student candidates

'Pre-qualified' apprentices with 95% fit

Demographic, mobility & contact data

Individual student assessment reports

Significantly lower recruitment costs

High predicted retention levels (89%)



How our model works

Bowsy has exclusively partnered with a leading research and development company to create our apprenticeship model which applies over 12 years of work using AI to identify the key predictors of performance for specific roles and career paths.

The unique AI model combines a library of integrated theories from different fields of research from the last 60 years with a proprietary large learning model of over 6.2 million data points, that can now predict candidate fit and potential with a proven 95% accuracy level.

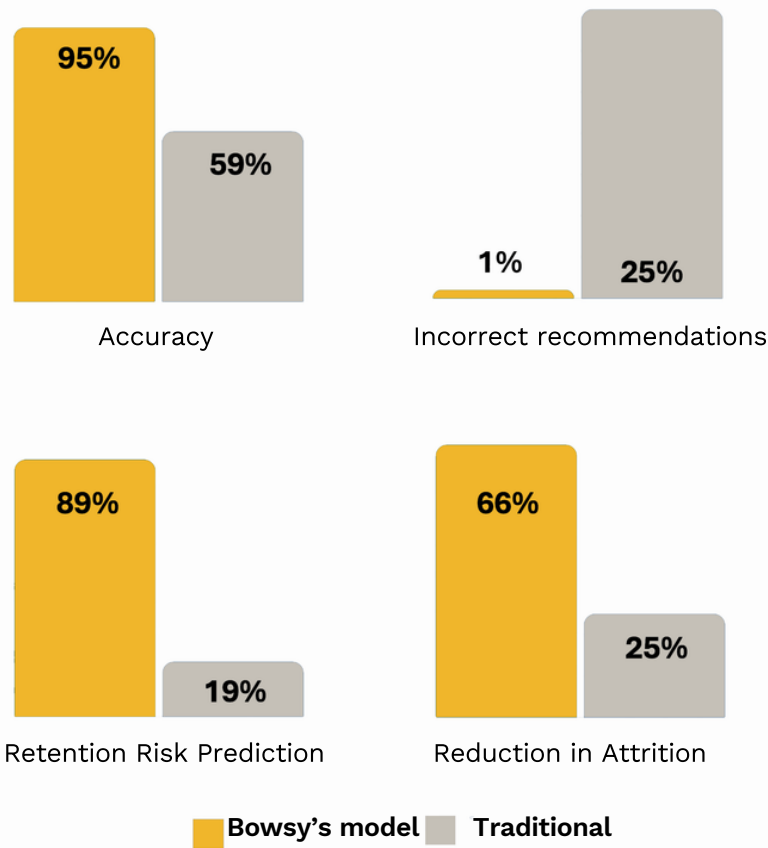
While many companies have recently begun to look at the opportunities of AI to improve their HR processes, our AI assessment model has been evolving over the past two decades, with over 100,000 successful assessments made to date.

The model has also been validated, working with candidates as young as 14 years of age and was recently successfully piloted in Ireland in 2024, in preparation for our expansion in 2025.



Dr. Swartz introducing the role of AI driven assessments talking to CNBC early in 2017.

How our results compare:



Student engagement

The early success of Bowsy's initial engagement with secondary school students reflects a tangible demand for a modern career guidance solution that reflects the rapidly evolving career paths for young people. Amongst secondary schools with a lower Socio-economic status, there is an even greater need, with a recent OECD study showing that students from lower SES backgrounds typically have less access to career guidance resources and that the quality of career guidance in those schools is typically of less quality due to fewer resources.

“Teenagers from lower SES backgrounds underestimate their abilities, and evidence points towards career guidance services having a formative influence on students’ understanding of themselves and can often improve educational, social and economic outcomes,” OECD 2024.

Consequently, by introducing a free AI based assessment tool, there is the opportunity to address these inequalities, while at the same time building a future talent pipeline for forward looking companies.

Based on feedback from our 2024 pilot, another key factor driving demand from students is that “Bowsy brings the employer to you”. One of the main barriers preventing students from pursuing apprenticeships is their inability to connect with employers to sponsor their apprenticeships and our solution addresses this by building a network of employer partners that can now directly engage with students for the first time.



Bowsy's user experience is also designed specifically for younger students, and uses a very similar interface to widely used apps such as Whatsapp, which also allows the student to confidentially interrogate their results using an AI based chat feature.

In addition to the strong “pull factors” driving the adoption of our AI assessment tool, Bowsy also plans to drive awareness of our platform throughout the year through ongoing targeted events and social media activities aimed at key secondary schools and youth communities.

Targeted social media

Student events

Community partnerships

Key schools

Positive word of mouth

Partnering with Bowsy

Following our 2024 pilot, Bowsy is expanding our apprentice to include the UK in 2025, and we are now engaging with a limited number of partners from different industries that will allow us to provide free career assessments for young people that will help them with their future career choices as an apprentice.

The programme aims to identify high-potential talent well-suited to various apprenticeships that will allow businesses to build “pre-qualified” talent pipeline for future needs. At the same time, young people gain valuable insights and are introduced to exciting career paths they might not have previously considered, supporting young people navigate to a career that they will love and where they can excel.

Partners will have unprecedented access to the future pipeline of apprentices in the UK&I, as well as for future markets and to explore this opportunity further, please contact: John Brady (CEO, Bowsy.com) at john@bowsy.com.



The Bowsy Team



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Thank you for taking the time to learn more about Bowsy. If you have any questions or would like to discuss our work further, please don't hesitate to reach out to us.

We would love to talk to you!

 <https://www.linkedin.com/company/bowsy>

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 [Bowsy.com](https://bowsy.com)

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WORK STUDY YOURWAY

Appendix 1

Current apprenticeships in Ireland

Accounting Technician	Insurance Practitioner
Advanced Healthcare Assistant Practitioner	International Financial Services Associate
Advanced Quantity Surveyor	Laboratory Analyst
Agricultural Mechanics	Laboratory Technician
Aircraft Mechanics	Lean Sigma Manager
Arboiculture	Logistics Associate
Auctioneering & Property Services	Mechanical Automation and Maintenance Fitter
Bar Manager	Manufacturing Engineering (Level 7)
Brick and Stonelaying	Manufacturing Engineering (Level 6)
Butcher	Metal Fabrication
Carpentry and Joinery	Motor Mechanics
CGI Technical Artist	Oem Engineering Technician
Chef de Partie	Painting and Decorating
Civil Engineer	Pipefitting
Civil Engineering Technician	Plastering Plumbing
Commis Chef	Polymer Processing Technology
Computer Network Associate	Principal Engineer
Construction Plant Fitting	Recruitment Executive
Cybersecurity	Refrigeration and airconditioning
Cybersecurity Level 8	Retail Supervision
Digital Marketing	Sales and telesales
Electrical	Scaffolding
Electrical Instrumentation	Sheet Metalworking
Electronic Security Systems	Social Work
Engineering Services Management	Software Development Associate
Equipment Systems Engineer	Software Solutions Architect
Farm Manager	Sous Chef
Farm Technician	Sports Turf Management
Farriery	Stonecutting and Stonemasonry
Geo Driller	Supply Chain Associate
Hairdresser	Supply Chain Manager
Heavy Vehicle Mechanics	Supply Chain Specialist
Horticulture	Telecommunications and Data Network Technician
Industrial Electrical Engineer	Toolmaking
Industrial Insulation	Transport Operations and Commercial Driving
Instrumentation	Vehicle Body Repairs
	Wind Turbine Maintenance Technician
	Wood Manufacturing and Finishing



Appendix 2

Extract from “Challenging Social Inequality Through Career Guidance”, OECD 2024.

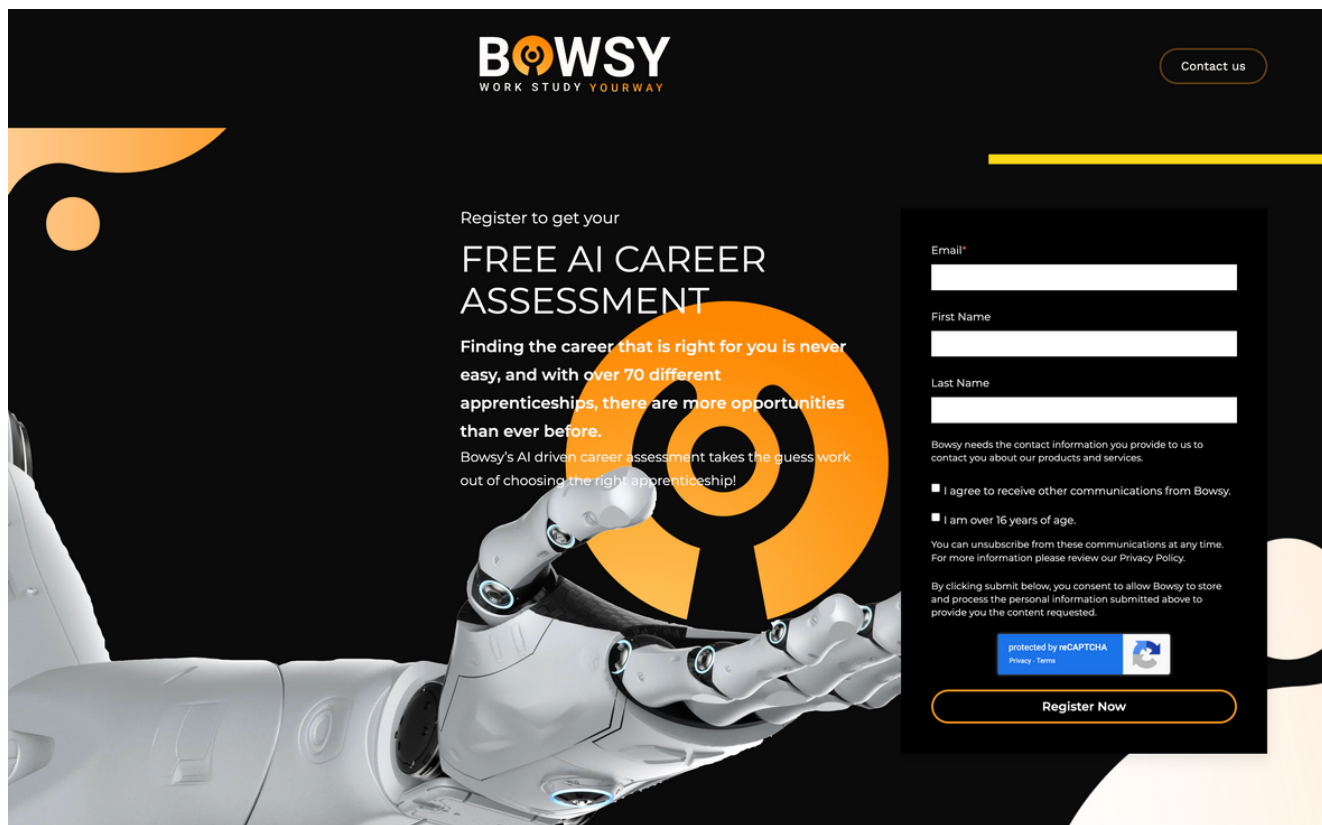
Figure 1.1. Summary of how inequalities shape the school-age career development and ultimate transitions of young people, as presented in Chapters 2-4

▲	Higher than the reference group, positive result
▼	Lower than the reference group, positive result
▽	Less clear, but generally lower than the reference group, positive result
▲	Higher than the reference group, negative result
▼	Lower than the reference group, negative result
△	Less clear, but generally higher than the reference group, negative result
▽	Less clear, but generally lower than the reference group, negative result

	Low SES, in reference to high SES	Girls, in reference to boys	Foreign-born, in reference to native-born
Career uncertainty	△	▼	△
Career ambition	▼	▲	▲
Career misalignment	▲	▼	▽
Career concentration	▼	▲	▲
Access to CDA	▼	▼ (employer-involved CDA only)	▼
Transition to higher education	▼	▲	▽
NEET	▲	▲	△
Labour market segregation	Agriculture/manufacture/construction sectors Mid to low-skilled occupations	Health/welfare education sectors Service and sales; clerk support; professional occupations	Often low-skilled and low-waged occupations, especially among low-educated.
Job quality	▽ Lower access to high-paying/quality jobs	▼	▽

Appendix 3

Student data collection

The image shows a registration form on the Bowsy website. The background is dark with orange and white abstract shapes. A white robotic arm is visible on the left. The Bowsy logo is at the top center. The form is on the right side, with fields for Email, First Name, and Last Name. Below these are checkboxes for agreeing to receive communications and being over 16 years old. A 'Register Now' button is at the bottom of the form. A reCAPTCHA widget is also present.

BOWSY
WORK STUDY YOURWAY

Contact us

Register to get your

FREE AI CAREER ASSESSMENT

Finding the career that is right for you is never easy, and with over 70 different apprenticeships, there are more opportunities than ever before.

Bowsy's AI driven career assessment takes the guess work out of choosing the right apprenticeship!

Email*

First Name

Last Name

Bowsy needs the contact information you provide to us to contact you about our products and services.

☐ I agree to receive other communications from Bowsy.

☐ I am over 16 years of age.

You can unsubscribe from these communications at any time. For more information please review our Privacy Policy.

By clicking submit below, you consent to allow Bowsy to store and process the personal information submitted above to provide you the content requested.

protected by reCAPTCHA
Privacy Terms

Register Now

Initial student data is captured via QRC codes and our website. Qualification of student data is then processed via email and students are invited to complete the online assessment.