NewsPicks Launches NewsPicks for Students, a Feature for Students to Explore Future Career Choices

November 22, 2021

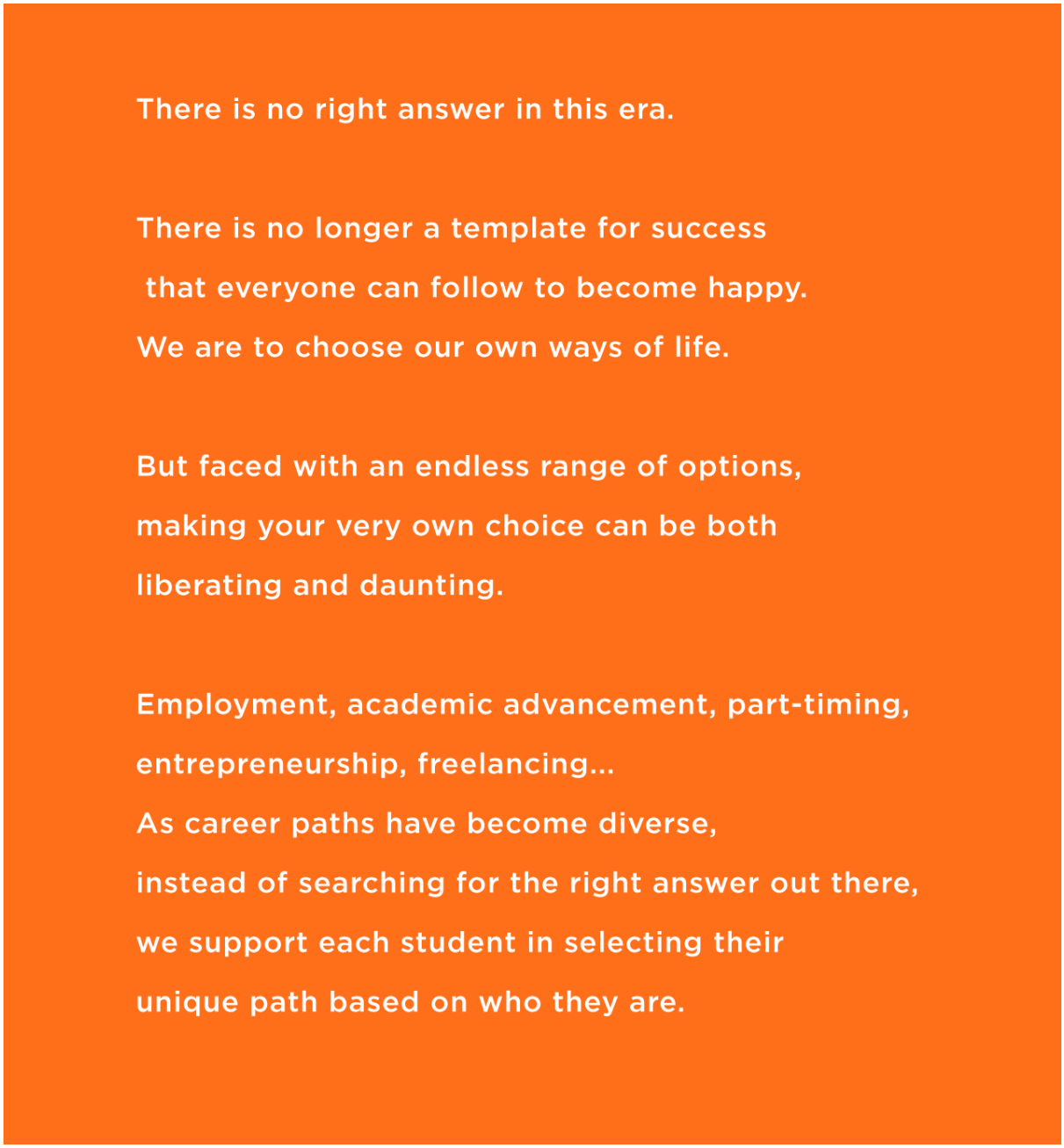
Student subscribers invited to kick-off event: NewsPicks LIVE for Students on Sunday, December 19

NewsPicks, the business social media platform provided by the Uzabase Group company NewsPicks, Inc., is launching NewsPicks for Students, a feature targeting students who are considering their future careers. On the NewsPicks platform, the category tab “For Students” will be added to distribute curated news articles and original contents created by the NewsPicks editorial team.



Background of the launch
While individual lifestyles are becoming increasingly diverse, and students have an expanded range of choices for their careers, many students struggle to decide on what is the path best suited for themselves.

NewsPicks for Students has been launched to leverage the value of NewsPicks’ contents in making career choices, as well as the power of its community that represents diverse values, to assist students in taking a thoughtful, confident step towards their next stage.



About NewsPicks for Students

The new category tab “For Students” will be added to the NewsPicks platform on Monday, November 22, 2021. The tab provides access to original contents (includes paid contents) regularly updated by the NewsPicks editorial team covering student life, career, working, and job-hunting, as well as curated contents carefully selected from a wide range of media outlets.

Details of the project： https://newspicks.com/news/6345901

・**Curation of latest news**

The “For Students” category tab offers students useful information for campus life and future career choices. Through comments on news contents, both students and businesspeople can share opinions and

learn from each other, creating a space where readers can discover and deepen their understanding of themselves.

・**Original features/programs for students on NewsPicks**
To be released on Monday, November 22, a feature article titled “Job-Hunting of Generation Z” will report on major changes in job-hunting trends. In the NewsPicks original program The UPDATE, under the theme “What are the business philosophies that open paths in life?” ROLAND, Takahiro Miura, Yuka Shimada, and Ryosuke Yamashita are going to debate on skills and perspectives on life that students should obtain. Other original contents will be delivered to offer clues for subscribers to find their own answers, not only on which career to pursue, but also on views towards work and working styles.

・**NewsPicks Student Pickers**
Together with the launch of NewsPicks for Students, NewsPicks opened applications for student ambassadors called NewsPicks Student Pickers* who can create momentum in the platform. Community operations and events will also be planned in collaboration with students. Through various projects, NewsPicks will provide opportunities for students to exchange their views and thoughts with peers and to explore their own values and perspectives.

* Entry for NewsPicks Student Pickers was closed on Monday, October 25, 2021.

・**Student subscribers-only kick-off event**
NewsPicks student discount subscribers will have exclusive access to an online event where role models of various generations who have selected unique ways of living share their perspectives on life and work. Through the event, students can find new options for the future and inspiration to create their own vision.

Details of the event：https://newspicks.com/news/6365916

To download the NewsPicks app:
■ iOS
https://app.adjust.com/cu2a5qy

■ Android
https://app.adjust.com/fn34jmy

About NewsPicks
NewsPicks is a business social media that distributes original articles created by its editorial team, as well as news contents from over 100 media outlets based in Japan and around the world. Users can gain a multifaceted understanding of news through comments posted by renowned figures and experts in various industries.
https://newspicks.com/about/

Company Overview

Company Name: NewsPicks, Inc.
Date of establishment: April 1, 2015
Representatives: Co-CEOs Yusuke Inagaki / Taira Sakuma
Address: Level 13, Tri-Seven Roppongi 7-7-7, Roppongi, Minato-ku, Tokyo, 106-0032
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Company Name: Uzabase,Inc.
Date of establishment: April 1, 2008
Representatives: Co-CEOs Yusuke Inagaki / Taira Sakuma
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Contacts

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Uzabase,Inc. (PR department)
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