

Current Objective:

1. Fiverr UX requirements (Finished)
 - a. UML diagram (done)
 - b. Send out to multiple Fiverr designers
2. Compile a list of Recruiters and Emails (Sean)
3. Compile a list of Career Center Emails in an Excel (Sean)
4. Finish Student Survey's (Vinayak)
5. Refine questions for Friday

Then, we need student data to show students want this

- Goal: show that students back this as well
-

The ultimate goal: A OP deck to send to recruiters

- Next Step: 3 question survey (mc)
- Next Step: Are you interested in a demo?

Then, we get a cost estimate from fiverr

Then, we get funding!

- ZLI
- Innovate blue
- Doing parents website
- UX testing

Vision: Connect Students with company recruiters with a video chat one on one interaction

Goal: Simulate a career fair interaction where students speak with recruiters

1. (Students) Increase recruiting chances by providing face-to-face interaction
2. (Companies) Increase ability to filter through students and find dedicated talent

Why?: Students go to career fairs to gain a competitive advantage over their colleagues in the job recruiting process (via making a personal impression, showing more than what's on the resume, getting recruiters to contact information)... Companies receive hundreds to thousands of applicants → (assumption) use career fairs to connect with students and identify good matching candidates with a face to face interaction

Potential problems we should discuss

- Will companies use this?
 - Companies just using their existing email lists and sending out video call invites?

- Startups not having enough man-power to go to both the career fair and do our website
- Will students use this?
 - Do students care enough about smaller companies to put in the time to talk to them?
 -

Market Group: (Supply = Companies that will eventually need workers; Demand = Unemployed college grads)

1. Students/ New Grads (Access with a .edu email)
 - a. Class of 2020 (Assumption: lots of unemployed new grads), future grads will all be entering a recession, canceled internships
2. Companies (small- mid-sized companies)
 - a. (Assumption) these companies will have difficulties identifying talents with the reduction of career fairs and in-person recruiting events

Competitors:

- Competitors: (LinkedIn + Handshake)
 - Pros: Massive amount of Users, Lots of companies, tons of job opportunities, opportunity to chat with recruiters via text
 - Cons: Hard to stand out from the crowd (especially college students with no working experience), impersonal experience → can't make an impression on recruiters to stand out from the crowd
 - Solution: Provide events to speak with one on one with recruiters through video chat
- Competitors:
 - (<https://www.selectsoftwarereviews.com/buyer-guide/virtual-career-fair-platforms>)
 - Majority of these competitors are still in the demo phase producing a stand-alone desktop application
 - None focus on video interaction → a lot focus on text-based interaction
 - Focus on business professionals (Brazen has a university portal that doesn't do anything but they have received \$3 million in funding)
 - Pros: Strong matching algorithms to connect users and companies
 - Solution:
 - A web browser application that is easily accessible without having to download any software by taking advantage of API calls

Production Time Line:

1. Validate Idea (answer assumptions with data)
2. Create a prototype (illustrates the main concept/functionality of the app)
 - a. It will cost money to deploy a production built website
 - b. Finish up User Side of website
 - c. Then we can make a mock data of Company side
3. Demonstrate prototype to potential investors?
4. Hire Nerds to code
 - a. The prototype has lots of flaws that sean does not know how to fix such as security flaws → can be easily hacked
 - b. UI improvement
 - c. Backend improvement
5. Find universities/students to join the websites (focus on small regions: Ann Arbor + Boston)
 - a. Ask campus career centers
 - b. Promote product in student group pages
6. Find companies to join the website
7. Growth in the online platform ⇒ Get More Funding

Prototype Tech Stack:

- Authentication: (Students sign in with Google; Companies manual input)
 - Firebase OAuth
 - Allows for “easy” use of google API functionality (google calendar)
- Database:
 - Firestore
 - Store User Information
 - Store User Preferences
- Algorithm:
 - Need a matching sorting
- API:
 - Zoom API

Costs of Website:

- Zoom API pricing
- Firebase pricing
- Firestore pricing

Production Goals by the end of May:

- Validate business idea
- A working prototype

Future Implementation

- Career Super Day:
 - A day where there will be a massive event with a ton of companies. Each company will have an individual room with numerous open meeting rooms (depending on the number of available recruiters) to talk with students.
- Webinars
 - Company presentations
- Search company profiles
 - Upload Company video
- Search students

What is the on-campus experience that we are trying to replicate?

- How do we verify legit companies?
- Enhance on-campus recruiting

How do we make money?

- We are cutting costs for company recruiting processes

Unicorn Techstack			

Talk with Recruiter Interview (My dad hr guy Recruits MBA students, not undergrad):

- Agenda
 - Pitch Idea (PowerPoint)
 - i. Build current landscape (Timing)
 - Key highlight: The opportunity to meet recruiters in person has greatly diminished
 - ii. Show current competitors (in Japan we are not sure of competitors but there's <https://careerforum.net/en/event/bos/>, LinkedIn)
 - Key highlight: Hard for candidates to stand out from the rest of the applicant pool
 - iii. Our Idea
 - iv. See his reaction and what he thinks
 - Get Recruiter Insight (Purpose understand Recruiter's point of view and validate our idea)
 - i. How much do you value Career Fairs? Is it an important aspect of your recruiting process? Not important
 - Does an in-person interaction at a career fair with a candidate, boost their chances at a potential interview? (Purpose: Validate Assumptions) → Markus agrees
 - What are struggles you face at career fairs? (Purpose: Validate Assumptions)
 - Following up with talent?
 - Wasting time?
 - Costs are big?
 - ii. How are you adapting to the changing recruiting landscape as COVID changes social norms? (Purpose: Timing of issue)
 - Is using video call apart of your strategy? (Purpose: Market Research)
 - Do you think recruiting in the future will take place more online or in-person? (Purpose: Market Research)
 - What are some of the struggles you face when identifying talent?
 - iii. Based on what we told you about our idea, what features would be most important to you? (Purpose: Platform Optimization)--> Efficacy and costs
 - Search Candidates
 - Favorite candidates
 - Create events
 - Webinars (No, interaction with a student but rather just talking about opportunities at the company)
 - Event (Talk with candidates individually in private video rooms)

- Participate in Super day (Tons of companies, Tons of students)
 - How would you want the event flow to look like?
 - Choose who you talk to? (Prescreened candidates)
 - Open access like a career fair
- iv. Switching costs that exist to adopting Shigo?
- v. **Would you run with this idea?**
- vi. Would you find value in holding a webinar to a group of students?
- vii. Can you see this idea supplanting career-fairs or coffee chats? Or both?
- viii. What length of time do you think you would like to talk to a student for? (Purpose: Platform Optimization)
- ix. Use-Cases
 - USA type recruiting through a career center
 - Helping students who are american recruit for interantinoal companies looking for interns/full-time (e.g Coca-Cola in Japan)
 - Partner with Boston Career Fair OR circumvent them by just reachng out to students interested in asia
- x. (IF Positive Response) We should ask questions on how we can potentially add revenue streams -->
 - Would you pay more to be at the top of the page? (Purpose: Platform Optimization)
- xi. What do you think of our current design?
 - Show Benson's student search page LOL
- **How can we gather further recruiter data? (Purpose: Optimize our market research)**
 - i. **What kind of email would draw your attention to a new start-up?**
 - What should we include?
 - What should we improve with our current email?
 - ii. **What strategies do you we can do to reach out to recruiters?**
 - **Student approach vs Start-up approach**
- Elevator pitch
 - In-Person recruiting today is facing challenges.
 - Covid-19 has changed society and how we normally go about meeting someone. Especially in the field of recruiting, the future of in-person events is unknown. Furthermore, current recruiting strategies like career fairs/coffee-chats do not effectively help students stand out while also waste resources for recruiters trying to find talent. To address this, we have developed an online student to recruiter matching system that leverages video call technology to develop one-on-one connections. We hope this will help you enhance your efforts in identifying exemplary talent and to minimize the pains you face in the recruiting process.

Markus

- Internships
- Career Centers
 - Tier 3 University
- Multinational companies
- Keio University → Cems
- Waseda sophia ICU Temple Sacred Heart