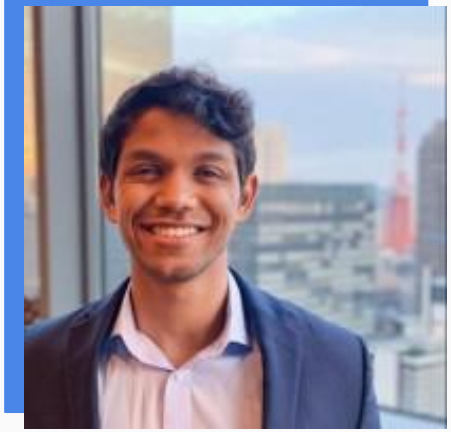
A HandShake Made Simple

Agenda

1. Introduction
2. Problem
3. Solution
4. Value Proposition
5. User Story
6. Next Steps

The Team

- Sean Chun
- Boston University ‘20
- Computer Science and Economics
- Incoming Software Engineer at Citizens Bank



- Vinayak Kannan
- University of Michigan ‘20
- Business Administration
- Incoming Business Analyst at Mckinsey & Company

- UMich ‘21, Business/Psychology
- GPA: 3.85
- President of Liberty in North Korea
- Hometown: New York, New York

Goals for Attending Career Fair:

- Find a company of the right fit
- Looking for ways to stand out among her peers
- Learn about new companies

- P&G Return Offer
- P&G Brand Management Undergrad Recruiting
- Hometown: Tokyo, Japan

Goals for Attending Career Fair:

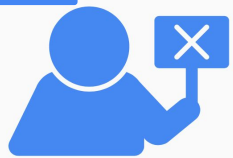
- Acquire and Funnel high quality talent that will fit with company culture
- Inform students about career opportunities at P&G

The Problem

For Students

2. Difficult forming a meaningful connection with recruiters
3. Wasted time talking to uninterested companies

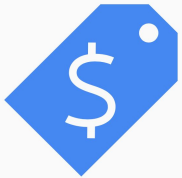
Current Process is
1. time-intensive



Current Process doesn't meet goals

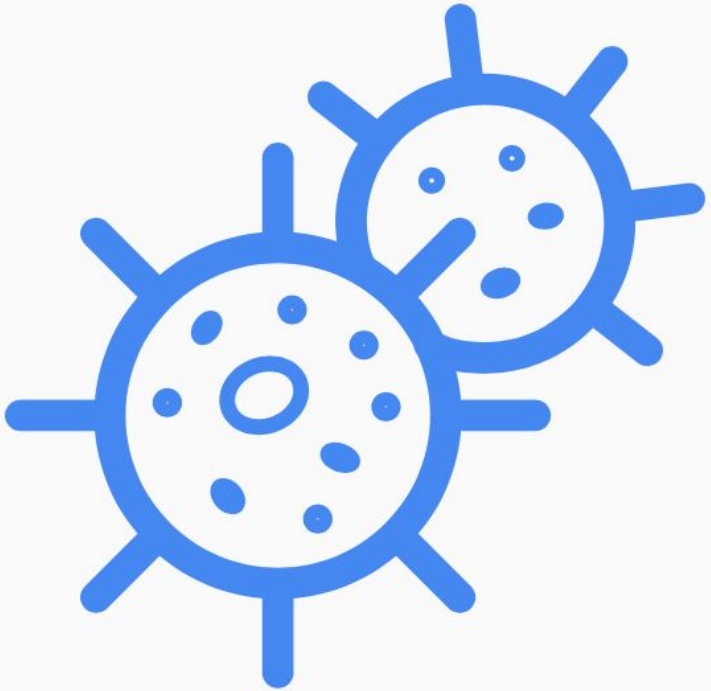
For Recruiters

2. Difficult following up with interesting talent
3. Wasted time talking to students who don't meet basic requirements



Current Process is
1. resource-intensive

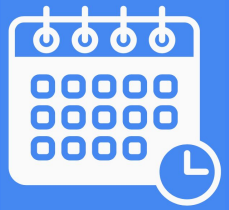
Impact of Covid-19



Our Mission: Connect Students with Recruiters

ShiGo

The Solution



SUN	MON	TUE	WED	THU	FRI	SAT
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

P&G Career Fair
11-11:10 - Vin
11:10-11:20 - Sean
11:20-11:30 -Emily

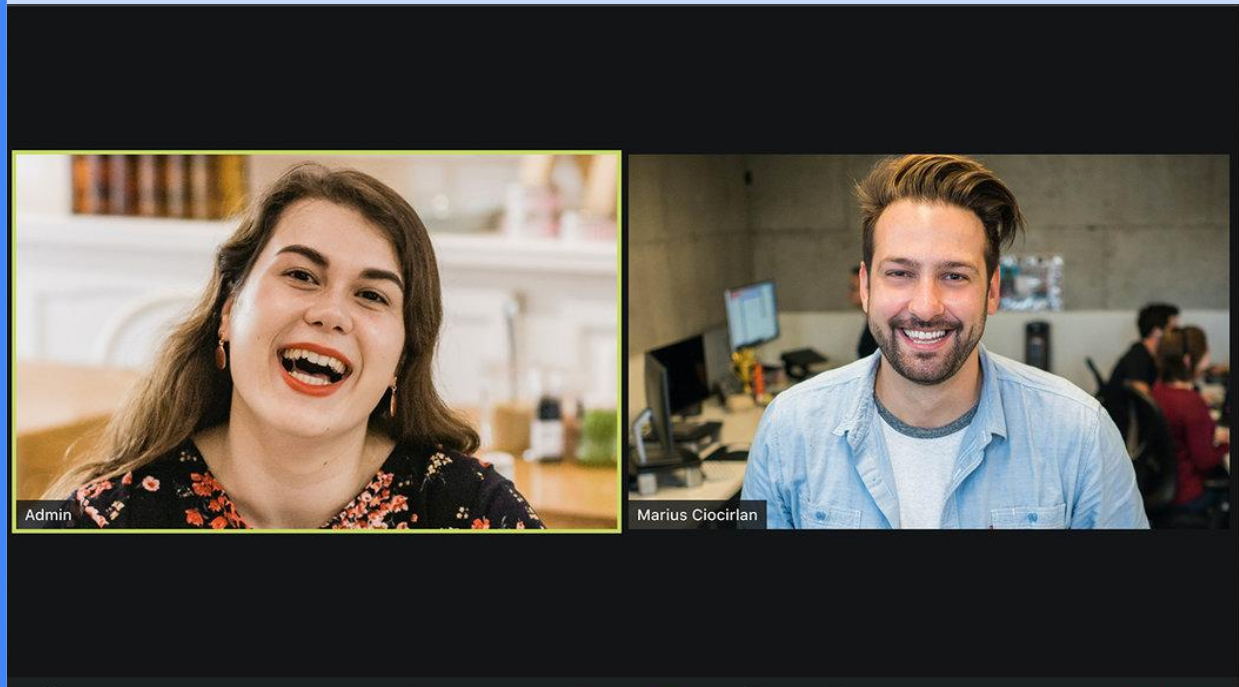
Pre-Screen Requirements

- GPA > 3.5
- Business and CS Majors only
- Students from only X University

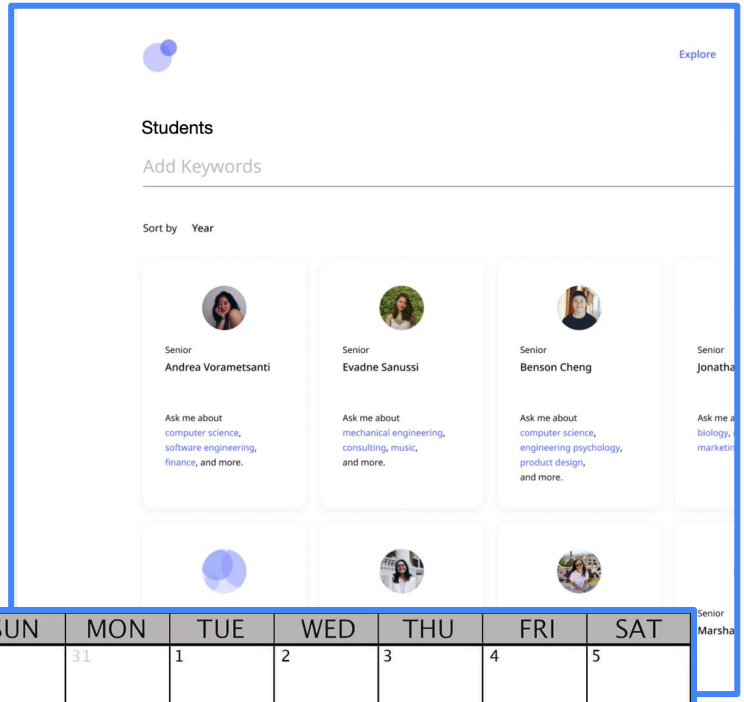
Pre-Screen and Schedule One-on-One Conversations

The Solution

Engage and Identify Talent



The Solution



Link up with Refined Talent Pool

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30	31	1	2	3	4	5
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Invite-Only Follow-Up

11-11:20 - Adrea

11:20-11:40 - Evadne

Value proposition for recruiters

Problems

Wasted time talking to non-target students

Difficult following up with top-talent

In-person recruiting travel and time expenses

Shigo

Pre-Screen Talent

Follow Up With Refined Talent Pool

Engage With Talent Virtually

Value Adds

Optimize your recruiting time

Identify/Follow-Up with top candidates

Reduce recruiting costs

Value proposition for students

Problems

Wasted time talking to non-interested companies

Current process is time-intensive

Difficult forming meaningful connection

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Pre-Screen Talent

Leverage Calendar

Engage With Talent Via Video-Call

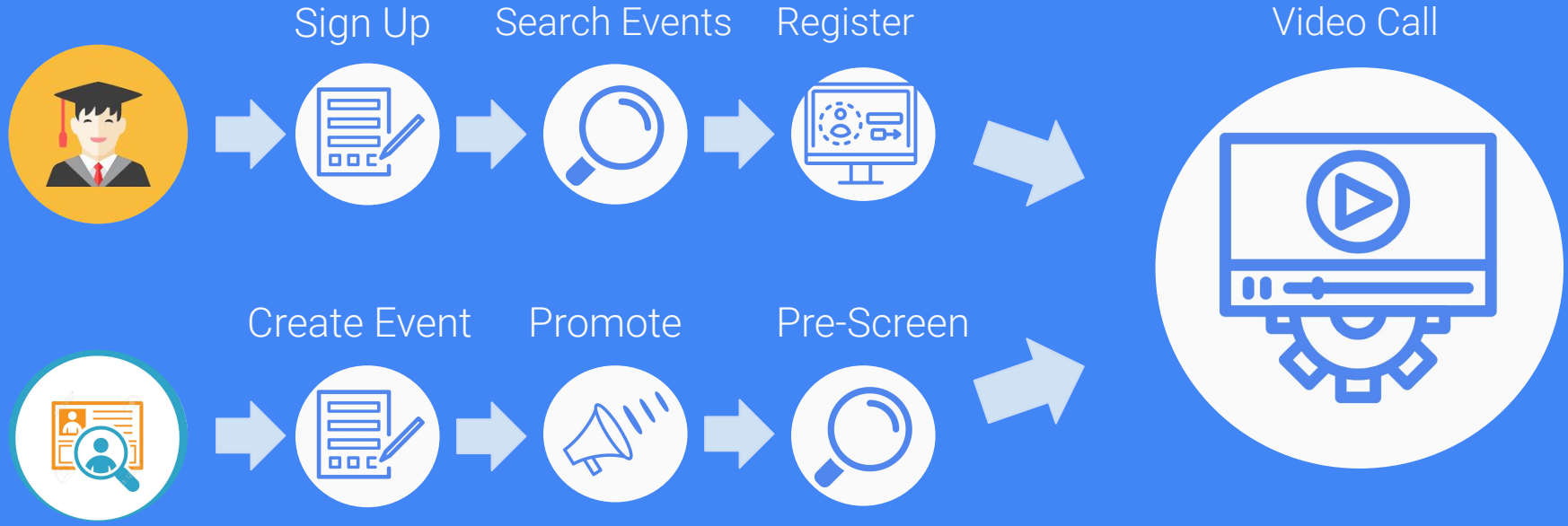
Value Adds

Optimize your recruiting time

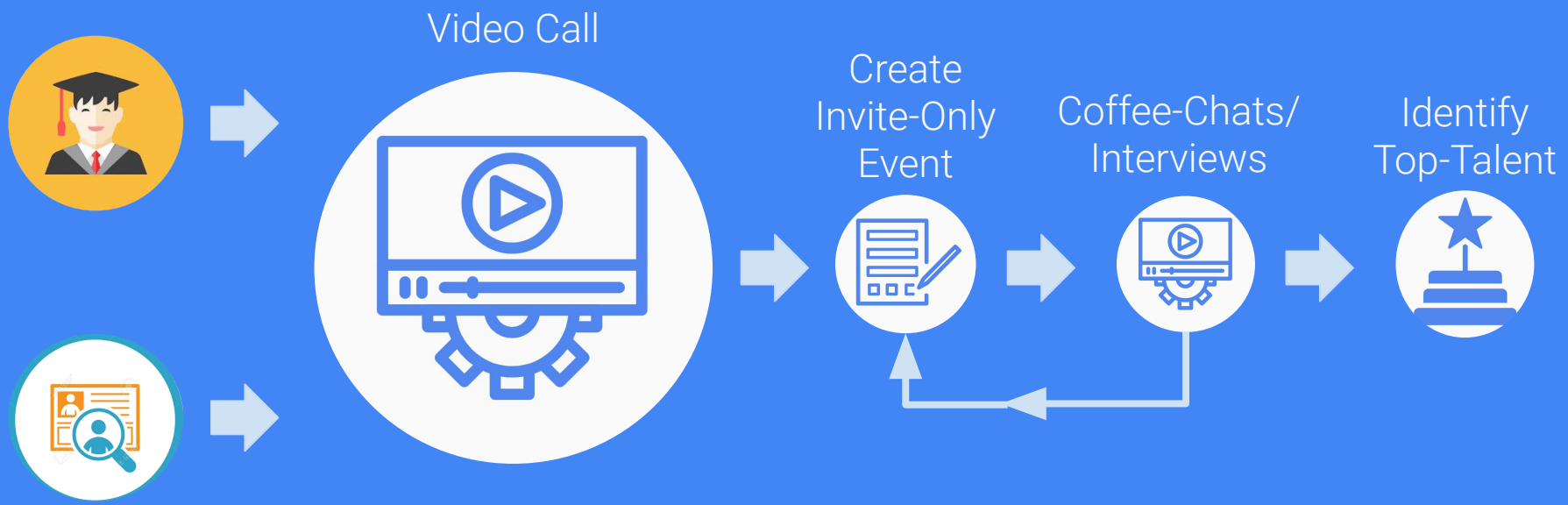
Stand out amongst peers

Find the right company

User Journey



User Journey Cont.



The Current Market

1. **Social Network For Professionals:** Apply to job listings posted by Companies
2. **Cons:**
   - Student Resume gets lost among the crowd
   - Tough for Recruiters to identify talent

1. **Social Network For College Students:** Apply to job listings posted by Companies
2. **Cons:**
   - Student Resume gets lost among the crowd
   - Tough for Recruiters to identify talent

ShiGo

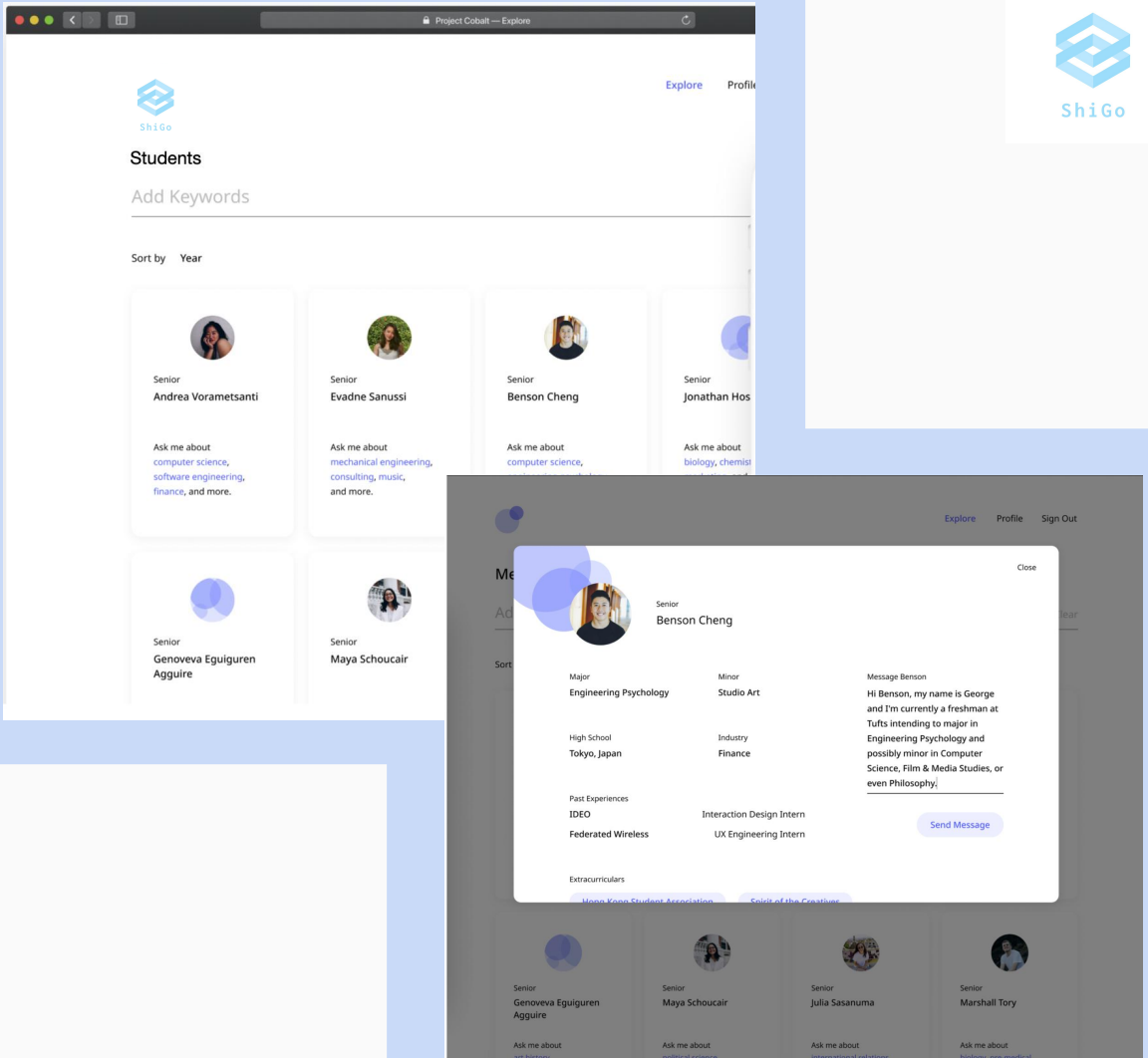
A Real-Time interactive matching platform, making student job search and recruiter student search simple.

Next Steps - Network Effect

Q&A | Appendix

Solution

A multi-sided job recruiting website for college students that leverages video-conferencing (e.g Zoom's API). Students can search for Company Recruiting Events. After clicking through the student can then join a Zoom call with the Recruiter.



Student Feature - Search for Events

Features to highlight for students

- Search for events with keywords
- Organize events signed up for on a calender
- Built-in video call. Favorite company for later
- Receive invite-only events via inbox. Add to calendar directly
- Upload profile

Features to highlight for Recruiters

- Search for students with keywords. Invite them
- Organize events created on a calender
- Built-in video call. Favorite student for later
- Search through favorited students
- Upload profile