**Starline Stepper** is an initiative centered around a digital platform that aims to facilitate and provide transparent employment opportunities for the young talent pool in developing countries. We are currently focused on entry level positions in the hospitality industry.

Finding a better opportunity outside of your home country can be difficult, expensive and often times misleading. We aim to close the gap between our customers and clients by eliminating the many pitfalls encountered when hiring from abroad.

1. **Problem**

Aspiring young men and women who are trying to find jobs abroad in entry level positions find it difficult to connect directly with employers. They are also presented with many illegitimate options for obtaining work and visas in other countries which can lead to life damaging situations.

The hospitality industry is always looking for top quality personnel to join their organizations. They are either overwhelmed with job requests and have to rely on third party vetting or they have a hard time finding quality hires.

1. **Value Proposition**

Although it is a digital platform, STARLINE STEPPER registration will all be done face to face. This will allow us to complete a vetting process to ensure we are hiring top talent. It reduces risk for our client who will have access to a pre-vetted talent pool through high quality video profiles. It eliminates the guessing game often faced by customers by giving legitimacy to the process and provides a transparent process. It also gives us an opportunity to highlight our human element and allow customers to experience our brand first hand.

1. **Target Audience**
   1. **Client:** Hiring/Procurement departments in the hospitality industry looking for young talent to join entry level positions in their organizations. These are treated more like internships and are often hired in groups instead of for specific individual roles. Hence, the hiring process usually involves meeting a large number of people at once and due to time and resources, quick interviews are limited to gauging if candidate is presentable, well-spoken and has some basic experience.
   2. **Customer:** Young individuals and fresh graduates who want employment opportunities and experience abroad without the risk, high cost and lost time. Options for customers in developing countries that want to move abroad for better opportunities can be tempting yet damaging. In desperate situations they often take what’s in front of them without factoring in the future consequence. The process itself can be a financial burden, they can be taken advantage of, overpromised and mentally and physically compromised. They essentially put their trust in a high-cost risk and hoping for the best.
2. **Platform**

As a start, we want to establish if we can mimic the hiring process and provide the same quality hiring through an online platform. We will create visual based profiles of customers and clients will be able to browse and filter through them. We will have backend access to both sides in order to connect them. Essentially, we are taking on the role of the agent.

* 1. **Landing Page:** Client and customer login to their respective site access.
  2. **Customer Page:** Will see how their profile appears to client and be able to edit basic info. For example, their visa status, availability or new experience. They will also see if anyone has viewed their profile or requested them for work.
  3. **Client Page:** Search and filter using different tags and will be able to browse through candidates using their photo or video profiles. Client will be able to show interest by either collecting a pool of candidates for later viewing or show interest in hiring them. The search tags will facilitate finding individuals that fit profile such as age, gender, skills, visa status, availability.
  4. **Backend:** Eventually, we want to automate the hiring process but for the time being we will serve as the middle men, taking on the role of an agency. The backend will hold more detailed information about each candidate and the database should facilitate the process of connecting both parties offline.

1. **Objective**
   1. For clients, to establish if candidate selection through this process will yield positive results and save time and money. Also to determine best user interface and which additional features and search criteria will be beneficial.
   2. For customers, determine if they would be interested in and willing to pay for such a service.