

Speaker 1: [00:00](#) Over here at [company name], uh, I created [company name] military, so I was the pm on that down in Austin, Texas for about four months. And then coming back to [company name] I became the new product commercialization strategists for veteran strategy. Um, try putting that on a car. So my main job here is to follow kind of like the bread and butter of what [company name] does we help people get jobs and especially now we're focused on, we help veterans get jobs so we have a ton of new products that are geared towards helping employers find veterans in our database. But at the same time we are helping veterans use [company name] we would always functionalities and then start applying to jobs. So it's a two way street here and we're going to go. So it's pretty exciting to see this is initiative that's really getting kickoff. But when this came across my desk, I really jumped on it because the va and, and a lot of the government agency, their goal is to get veteran jobs as well. Sometimes a little harder than others. Um, so there's multiple da and help veterans. Ultimately a find jobs, you know, that's something that we're, that we really wanted to

Speaker 2: [01:24](#) participate in. So you kind of talked a little bit about like the kind of work that you do. Are there any other kind of veteran focused activities that you all do? It sounds like this product is. Maybe you want to tell me a little bit about that to start in any other kind of activities you currently working on?

Speaker 1: [01:40](#) Yeah, so we have an internal group called veterans of allies here. Um, it's a resource group. So, um, uh, I'm a part of the board there. We have, we have a lot of veteran cochairs and it's, it's really help any veterans coming to [company name], you know, figuring out what their backgrounds were in the military, you know, learning more about how that translates into civilian roles. I'm hearing about their stories and just being here as a reference. So we have that. And then in terms of anything externally facing, we haven't really done much,

Speaker 2: [02:19](#) which is surprising. So, um, well why do you say that you haven't really done much? I guess I was, what is this like this military, a particular product that you're working on?

Speaker 1: [02:31](#) Right? So the products that we have or are the products that we already have, um, and then it's just switched up the targeting parameters on the backend to find veterans that are in our database. So we like publicly, we haven't put out a lot of press release and blogs and stuff about hired veterans and helping veterans, but we and you know, one of the biggest sources of hire for veterans in the country. So it's one of those kind of we just have to bubble up all this data and information, um, to get it out

there when it, when it comes down to it. So there's a study that comes out and I'll send it to you guys afterwards. Um, every year it's done by Silk Road and for the past six years [company name] has led to a, about 73 percent of interviews externally across the US and 65 percent of all hires in the U. s has come through a deep dig number.

Speaker 1: [03:35](#)

We're closer. And then when you look at all these other job sites, you combine all of the higher percentages that they have and we still beat everybody so we haven't really gone out and said like, we help veterans get jobs, but when you look through our database to see everyone who has gotten a job, um, we're helping, we're helping them and we're doing a pretty good job at it. We just want to now I guess kind of publicly just, you know, get a little notoriety for doing. So. Yeah, it's been a couple of things that you mentioned. I think that really tight close status. It sounds like for one year already kind of relying on some data that veterans, um, what other kinds of data would be usefully there from about veterans or from the Ba and that to kind of support these platforms that you're already working.

Speaker 1: [04:34](#)

Yeah, I mean I think any data is good. We're, we're big data driven company [company name] is passionate about their data, but they're also very private about their data at the same time. Um, so, you know, this is a first for us showing our data that we have internally, externally facing, um, but any data of like the amount of troops that are going to be transitioned to now the military, you know, what, how many, what's the unemployment rates, I mean all this data is public access via, through the va or bureau of Labor Statistics, um, you know, you go in the military sites, but like just get in like one source of truth would be, you know, very beneficial. Um, but at the same time like knowing the data so we can put those data points in our presentations to let clients know. All right, well even though there's a very low unemployment rate right now, veterans still have a higher unemployment rate than the civilian sector in terms of, um, when you compare, if it's like three point four for civilians, it's going to be more for veterans.

Speaker 1: [05:47](#)

So it's like how do we, how do we bridge that gap? Um, and if anything we should have zero unemployment for veterans because what they've done for the country and in the background and skills that they have are transferred transferable to a lot of jobs. So how do we take that data? How do we map, um, skillsets that people in the military have? How do we map that to jobs and stuff like that. Yeah, I can definitely see some like potential, like, like the va might have some potential data sources around that kind of stuff. And I know and I

know the bol has, um, um, everything that. So when you transfer transition out of the military, who here are your hard skills, here are your soft skills that you've gained through experience. Um, and then they map it through o net, which is a government run site with partnerships, have a few universities and having that stuff from, oh, net would be very beneficial in a format.

Speaker 1: [06:55](#)

A Api. Yeah. We tried to get it through. We tried to get it from the Bureau of Labor Statistics, but we just kept going around. So was like one of those things like you're knock on a door and then they say, go on, go knock on this door, and then it was, you know, because it's put out there, you also mentioned you took your database and you found all the veterans, like where does that information come from and who's a veteran who's not. Um, so there's like a, a few different ways to find out who's a veteran who's not. Um, it is self identified because it's people putting in their resumes and show him that, like I graduated from West Point that I spent six years in the United States army and from there, so it's us. I'm just pulling that information from their resumes. What's something like I'm better in verification Api be useful to you?

Speaker 1: [07:53](#)

Yeah, absolutely. The thing that would be, would never want is somebody pretended to be a veteran to get hired or to get a job. Um, at the same time we would have won. Yeah. I mean you always want verification. Um, someone's not going to have like their dd 2:14 on their resume or their, you know, their honorable discharge papers on their resume. So happened like a verification would be absolutely huge. That's interesting. So before you, before we reached out to you, were you aware that the EPA is publishing apis? No, now because usually when you think of the government and from what I dealt with, with bureau of Labor statistics, it's like a vault and it's like you, you try to reach out to be like, hey listen, you guys might be, we're essentially the Google for jobs. Anyone that types in a job search, every job from every website, um, imaginable is going to come to [company name] very much s

Speaker 1: [09:02](#)

We're like a one stop shop for veterans. Any veteran that needs a job, they can type in into the what and where. And here's a list of jobs that come up now. The more veterans that we have in our database, the more jobs we can get them. The more veterans that we have that are authenticated, the more our clients are going to rely on us to supply them with veterans because the biggest thing that we see is that there's a lot of clients that want to hire veterans. There's a lot of veterans I want to work. How do you connect the dots and not every veteran wants to go to a job fair. Not everybody knows how to

create a resume. Um, so I think even like an Api where, you know, people get out of the military and they're guided into [company name] direction I think would be extremely beneficial for them.

Speaker 1: [10:00](#)

Yeah. So it sounds like a lot of your job is like connecting the companies with the type of people that they would want to be recruiting. Right. And, and like there is this hunger to hire more veterans, hiring veterans with the exact skill sets that these companies look at what they're not hired in Paris to hire veterans. If it's Amazon that comes to us, say we need 2000 veterans to have operational backgrounds than regular to do what we do and we're going to find the veterans that have operations or logistics, you know, backgrounds, and then let them know that, hey, Amazon is looking for somebody with your skillsets. Um, if it's, if you were a truck driver in the military right now, trucking is the number one hardest job to fill in the country. If you are an arithmetic nursing, one of the hardest jobs to fill in the country, like you're walking into a civilian sector that like, people are literally fighting over your background and skills.

Speaker 1: [11:05](#)

But I don't think a lot of the veterans know that. So it's again, how do we show them here are the most one that jobs here, the most job search by veterans pair the two together and it just be very easy to get them jobs. Yeah, that's really interesting. Um, so if, so, if we were gonna, like if [company name] was going to um, engage with FBA API partnership, um, how you imagined that that would look? Yeah, I think any partnership is good. Um, and the va is tied into the veteran space, their veteran affairs, they have it in their title. I think working on a partnership via ap and just, you know, sharing information in terms of like what could we do better, how does this look, you know, how do we get plugged into the databases of veterans because every veteran we add to [company name], that's an easier way for them to get a job. So I think any type of API that has a candidate flow as well, would be extremely beneficial and that's. And we can get. Yeah.

Speaker 2: [12:19](#)

Yeah. And I guess also on that, like as you, as this partnership and our relationship is building, like what would you expect on behalf of the Va? What kinds of materials would you want them to provide? Or I'm either for that literal integration or just as a part of a partnership.

Speaker 1: [12:37](#)

Yeah, I think get the materials from them, but then us giving them materials back, you know, it's like, hey, here's given know we'll give the va a one sheeter and be like, hey, here's the functionality here. The four steps to creating the resume, fill out this form, sort of searching

for a job and they click a button, apply like that is so simple for them to do. Whereas if you go to some other sites that I won't name names by the time you log in to their ats and create a user account and start building up your profile and then start finding jobs and then each job has it's own extremely long

- Speaker 1: [13:22](#) format that you have to fill out. Like letting the veterans know that [company name] you can literally click apply with one button and employer's going to know, hey veterans to supply to your job. Whereas some other sites out there, you have to create your entire profile before you can search. And then once you started applying it's probably 30 to 40 minutes per application. Which, which is insane because time is money. So if you can do it applies in 30 minutes or one appliance, 30 minutes, it's saving the veteran time, it's not getting them, you know, too frustrated, but if they have materials on how to get a job, how to create a resume and like all of that kind of stuff, you know, content is king too, so it's more of like shared learning and shared. But you know, like you said, authentication, if there's a pipeline of veterans, you know, letting people know as soon as they get out of a tap class or have an [company name] in tap class that would set them up for success before they even get out.
- Speaker 2: [14:40](#) That makes sense. And also I think like those job skills, like bashing people better to their skills, like to will also alleviate some of that frustration and you decide like if they're able to find things that match skills and
- Speaker 1: [14:52](#) um, yeah, I think that makes a lot of sense. Um, so have you, um, so it sounds like you guys would be interested in this partnership and I, I'd be curious to know like what a successful via Api partnership would look like with the Va. Like what would, what would success be from your perspective? Um, so what success looks like at [company name] resumes, the more resumes we have then the more we know we could pull the data. So the more of resumes we have, the more profiles created and if we see that number go up, that's lend us to know that now more veterans know to come to India to use [company name]. And then that lets [company name] no, we have to tell everyone at [company name], hey, we just added \$100,000 more resumes over the course of this year or your employers now and then start telling the story to employers.
- Speaker 1: [15:55](#) Why is it good to hire a veteran? What skills do they possess? Um, you know, here's where you find the veterans, like here's the skill sets that you were looking for. I think a good partnership is us just being the kings at getting people jobs and it's just like set it and forget it. Okay. You know, so it sounds like success is like more

veterans using your site. The more use our site, the more employers can target them, the more people that are going to get jobs. So, and then you know, a year when the next bureau of labor statistics comes out, you see that unemployment rate go down to. It's like we can both look at each other and just be like, that was our partnership. Nice. Taking all the credit for it. But it does sound like there is this element of um, you mentioned like this notoriety or like know that you're, you're working with the va.

Speaker 1: [16:58](#)

Like what would, what would that look like for you just to, to get an idea of like how you would want to promote this? Yeah, I think Um, any, whenever [company name] it is always been like kind of like a secret site in like you don't. Not until like this year. Have you ever seen a commercial? Like we've never had commercials. We've never had radio. People have always just like known about [company name] and like we grew, so it's like how does this site that land 65 percent of all external hires and the us, they don't even advertise like now that we're advertising, it's like lead in letting more people know who we are becoming that household name, but when I sat in a tap class at fort hood and then again at I'm a veteran conference at Texas state university and I said, hey, who's ever used in deed?

Speaker 1: [17:59](#)

Who's ever heard of [company name] a lot of veterans didn't raise her hand and that took me back by surprise, but here's the reason why. If your you got into the military in 2006 [company name] wasn't around. You've never looked for a job because you're a full time military. You get out of the military and we're not talked about in the top classes. So again, our name has never put out there. Now you're reaching out to somebody who could be 42 years old, never searched for a job in their entire life. Went into the military at 18 years old. Now they're out here, how the hell do I use technology? Where do I even go? You know, so people go to these, these job board sites that have maybe 22,000 jobs on them when we have \$250 million jobs on them. So it's like, how do we get that information?

Speaker 1: [18:53](#)

How I'm a name like monster.com, which everybody everybody knows about. They get about 32 million people per month on their site. We get 232 million people per month. We're like the 28 most trafficked site in the country. Wow. like we were not in tap classes. We're not talking about the veterans. So like how do we change that because the more people, again, the more people that know about us use us, come to us, the more people we can help get jobs that makes sense. And just to also let the record show. We're always free for veterans. So the resume help, we have guides, you know, you can

always, you can always call and you can always ping [company name]. Um, it's always free to use [company name] the job seeker because we put the job seeker first, whereas some other companies you have to pay for premium and subscriptions and now they're charging veterans to use their sites, but we're always free. Um, is that something that you've been veterans ask really did say, hey, linkedin gave us one year free for um, for their premium job site, what does [company name] give? And I was like, we're free. We're always free like the only people we charge, our, um, potentially some customers and that's just to make sure that they're fighting over your talent, right? Because it's all these companies really want your skillset and we're having them gain better position on our site in order for their job to be seen by you.

Speaker 1: [20:46](#)

So I see a, of really good reasons for why you would want to integrate with the va that you've described. Are there any reasons you could see either from you or from an organization perspective why you wouldn't, or any scenarios in which you wouldn't want to integrate with va just has to go through like the communication again. It's like that whole everything's been like hush hush for so many years. Um, have you gone about doing our business now that we're like branching out and working with oh, more companies and opening up our apis as well. I think it's a great time for us to have these conversations. Yeah. Yes. Communications. They're very know it's a big. It's a big company. So it's like say less than you'll get in trouble. Less type thing. What types of information would they want to now or what would the process look like from, um, I think it'd be meet next friday with the guy who runs the integrations.

Speaker 1: [21:49](#)

He can definitely speak more towards that, but I think if there was the ability to partner with apis and you know, have that kind of like self promotion and just having a partnership with the veterans affairs I think would give [company name] credibility that this thing will grow like a wildfire because it's like they have a government stamp of approval plus or [company name] I see me probably working 17 hours a day if that were to happen because people would be like every fortune 500 company, every smb, you know, even the mom and pop shops, they want to hire veterans, cnc machinists, truckers, nurses. I mean, it's insane. So I think having like any type of stamp of approval like you guys are in, I think that would be monstrous. I think that would be insane. That makes lot of sense. Yeah. That's really helpful to know. Um, so I have a couple of questions that are a little bit more like api focused, but maybe like, do you know anything about kind of what if you've iterated with api in the past and really like what those partnerships look like? That I, I

really can't answer this more for mr. Last off. No worries. But I mean we're working with a few different companies.

Speaker 1: [23:26](#)

Hey mike, I know you can't see my actually am I able to share my screen?

Speaker 3: [23:42](#)

Remax.

Speaker 1: [23:50](#)

Alright. So we have like a new thing. Well we've always had this thing. So company reviews. So are you mike, are you familiar with glassdoor? Alright. So [company name] gets about five point seven more traffic than glassdoor for company pages and one of the as well from a product standpoint, it's working with the company pages teams that we have. Starbucks, you guys know, hires a lot of veterans and they have veteran initiatives and to really get that message on their company pages. So when, when somebody's scrolling down and it's, you know, they're looking at salaries and look at where the jobs are as well. They're able to see like hey this is a very friendly, a veteran employer. Um, and stuff like that in terms of apis for some companies. And I believe I'm fingers crossed on this one.

Speaker 1: [24:53](#)

Do you do. I didn't even know y'all had this functionality. Yeah. and it. And the traffic is because here's the thing, you're looking for a job, you just found a job from intel that you really want to apply to. You're going to look at the salaries and the reviews before you really go forward with filling out an ats. Um, again, it's like a one stop shop. I'm going to look one more company and then if not, I'll just screenshot it and send it to you. But we have an integration with a female organization that, you know, because one of the big things, and if you guys are in technology, so you see this, um, females in tech have had a pretty tough time trying to become, I think the first cto, she just got that job like last week, the first cto of a fortune 500 company w, which is insane.

Speaker 1: [25:49](#)

So one of the things that we did is we partnered up with a company that verifies female friendly, um, employers, and then they're able to pump that data into their company pages. So if you're looking at dell and you're kind of on the fence, it's like, why join us? You want to make sure that, you know, if you are a female, you want to look at the culture and make sure that it's going to be a good fit for you. This is one of the things that we did through an api integration, um, was partnering with them, but I just, it, I mean this is all like, it came out in the past like two and a half weeks. So I haven't been able to deep dive into it a part of if I got any of the nomenclature wrong, but like it is a pretty cool thing that we're doing to show like, all right, women in tech work for these companies instead of working for xyz company

that, you know, there's, could be like discrimination against you. So why put yourself through that, get it out before, don't even apply to them.

- Speaker 2: [26:52](#) Yeah, no, that makes a lot of sense. And it sounds like you all have had these kind of similar integrations. Did, did, um, how did you find out about those? Do you like, not you personally, but I guess the team, how did you guys, how do you guys search and find out about that kind of that data being available and figuring out, determining whether to take that partnership,
- Speaker 1: [27:11](#) um, that I would have to ask and I can get back to you guys on that. I don't know if we went to them or they went to us. Um, but yeah, I think it's called fairy god boss or something. Something along.
- Speaker 2: [27:31](#) Yeah,
- Speaker 1: [27:36](#) something like that. But I'll send you that information. That'd be great. It's just like partner with them to make sure that we're getting data on here. Um, and it seems like there's a lot of ways to do it as well.
- Speaker 2: [27:48](#) So, um, yeah, that makes sense. Yeah, that makes sense. I think I have a couple like kind of baseline, like one to 10 questions I wanted to ask you. Um, but beyond that, I don't think I have any additional questions for you. Um, but um, mike, I wanted to give you a chance if you had anything you wanted to chime in or ask.
- Speaker 1: [28:13](#) No. At the moment is you're going through.
- Speaker 2: [28:18](#) Great. Thanks mike. So, um, I was just going to ask, and I think we've covered a lot of this, but I also want to get like baseline metrics of like on a scale from one to 10, how willing do you think your organization would be to work with the va? Yeah,
- Speaker 1: [28:34](#) let's say it's seven. Okay. If it was me saying a 10, but it just depends on like how we really, I mean have to have them in the room for them to put there two cents and things from like a corporate communications legal standpoint and all that. We're not, we're not sharing super secret data with you guys because that's not, we're not giving you like our secret sauce and how we're doing stuff. So like I don't see a pushback from like product. Um, I think at the va had that goal of we want to help veterans get jobs. yeah. Have been information and working together is this could be beneficial to both parties. Okay, cool.
- Speaker 2: [29:29](#) That makes sense. And it sounds like the kind of details we might be able to talk about, but we have not call next

friday around like the things that you all would be looking for from the and legal

Speaker 1: [29:41](#)

standpoint. Yeah. And, and I can even, I can't even see if someone from comms can conjoin that would be just like sit there and like shake their head or thumbs up, you know, whatever. Whatever they're allowed they're allowed to do that makes sense. Yeah. And then my last question is just, um, and I think we also touched on this, but just to get like a number on it, how much of a potential impact could integrating with the va or veteran data have on your organizational's goals on a scale from one to 10? Ten, 10. Nice. Would be like to hear we're the, we're the number one source of jobs, number one, source of hire. We need, we need as many veterans as possible to use [company name] so we can get them jobs. And that's literally the only goal that we have. There's no financial goal behind this.

Speaker 1: [30:39](#)

There's no. Okay. We need to bring in, you know, \$10,000,000 a year on these initiatives. We don't have that. It's literally how do we get the most veterans shops that we can. So I think working with the va, um, will be huge because I think that would open up doors for us in that ecosystem that's pretty saturated, but we haven't really entered it, um, because there's a lot of good job boards out there that are doing some pretty cool stuff, but no one can come close to scale and to what we have, we have every job in the country. So great organization. Am I allowed to say organization names? I mean it's, if you feel comfortable sharing anything yet. so it's like hire heroes. I'm great organization. They do like one on one mentoring with veterans, uh, help with resumes, coach and introduce training. They're amazing with that.

Speaker 1: [31:42](#)

Their job board that's populated I think by ziprecruiter has like 22,000 jobs on it. We have \$200. Million jobs. Yeah. So you want to give people jobs, showing them like 15 jobs in New York city isn't going to cut it. Whereas we show them 22,000 sales jobs in New York city, if you have x, y, and z background, that opens up the whole can of worms that people were like, I'd even know I can. I can even do that. So we're, we're, we're, we're scalable. Yeah. And especially if that platform is really saturated with a lot of veterans, that makes it even more difficult to, to use that as a way ticket job. Other, a lot of other people, a lot of employers would have to go to these smaller one off job boards that jobs.com, like what? Like those are like random, like it's very specific jobs to Which I think at the same time pigeon holed veterans into work and in the same type of background and the same type of job ecosystem they've always been forced to work in after they get out of the military.

Speaker 1: [32:53](#) Whereas one of the things that we have on a deed, the whole explore careers by industry, so if you want to become a program manager and there's a lot of program managers at [company name] who have military backgrounds, they're able to come in here and see the requirements if they can past that, see what the job description or have that and then again here's the skills that we want to match up with own net to be like, all right, anyone with those skills, with a veteran background, we can match them to this job type thing and that's I think that's powerful because it's like sure, know what the salary requirements are because people in the military get weekend pay hazard, pay overtime pay, and then all the sudden they get to the civilian world and they're like, shit, I didn't realize I'm making less money in the civilian world, the military world because I might get in added pat.

Speaker 1: [33:51](#) I think really setting the right expectations and showing them like you had the skills where it takes, but like here's had to enter it to mapping problem. It's a mapping problem. Yeah. Yeah. That makes a lot of someone who was a captain or someone who's a general in the army isn't going to come out and that'd be a ceo of a company sometimes, like it's not, it's not apples to apples and I feel like a lot of the time they think it's going to be. So it was like, how do you set expectations again, like the va has like content and partnerships they work with. I think it, it would just open up a lot of doors. Yeah.

Speaker 2: [34:30](#) Yeah.

Speaker 1: [34:32](#) Uso, pathfinders, no. Any, any type of other like triple v in Virginia, like the veterans, like workforce state, workforce commissions. So it's like everything's like a loose but if you have like one centralized location where everyone goes to, I think it would be good.

Speaker 2: [34:53](#) Um. Okay. Well, do you have any kind of additional questions for me?

Speaker 1: [35:01](#) No. I think the biggest qUestion, does the va even have a database of everybody who's eligible for work?

Speaker 2: [35:09](#) That's a good question. I, I, I don't know all of the scope of all the data that they have. mike, I don't know, might be able to speak to that. We have, uh,

Speaker 1: [35:20](#) we're at this point trying to figure out

Speaker 2: [35:22](#) like what data is, what data would we released one, one api is in production right now and it's like, um, it's a way to send a receipt to the va directly. Um, we're trying to

figure out what other data would be useful for people, but if that's

Speaker 1: [35:38](#) something that would be, that's helpful information for us because we wanted to take a need based approach, like what is, what are outside developers to integrate with. So that's really it. That's really useful. It's really helpful. or if you can think of other things we talked about a few here, but if there are other types of data that you think would be useful knowing like whatever the va like directly interacts with the veteran to let them know, hey, we know you're getting out. We know you're about to search for a job. Like knowing those dates would be good. Like get into the veteran 12 months before they're transitioned out. Gives them enough time to look, prepare, figure out. I mean, it's like anyone who got a degree in college that you got a job that's not your degree. So how did you get from point a to point b?

Speaker 1: [36:34](#) You know, it's different for everyone, but yeah, I don't know where I was going with that, but it's kind of like working with them to get to the veterans, um, as soon as possible to close that gap so they don't fall into that time period when they're out of the military to have a, they have a va loan to get a house, they get a car and they have problems finding a job and now they're going down the wrong path. That's like how do we get in front of them beforehand to be like, yeah, you don't have to be a security guard, you can do this, this and this because of your background here. The jobs are looking for your skill sets. Yeah. Yeah, that's really useful because It's happened to my friends. So like I see on like a personal basis, you know, nobody gets out of the army and it just got a house.

Speaker 1: [37:27](#) And then also he doesn't work for eight to nine months, you still got to pay taxes, you got to like how are you paying? And then all of a sudden, you know, it kind of spirals. Yeah. So it's like when's the timeframe they find out about veterans. But then did they have a mailing list? Like could they send out a publication, let everyone know, hey [company name] just added x, y and z more. We had like nine point eight jobs a second for something like, hey we decided 20,000 jobs this week. Start start your search. So maybe even a push and pull that which show like here are some jobs you're eligible for here that like has the va, you know, kind of using the panels here, the top 100 companies looking for military backgrounds right now in your location, are you willing to relocate? You know, I think they have an easy access to like grab the veterans.

Speaker 1: [38:29](#) And then from there it's like we'll get them the job because a lot of people aren't going to, might not want to

go to the va to find a job. so it's like one of those things. Yeah. Yeah, that's really useful because when you think of the aid, like you just think of like hospital visits, doctors like you know, and like who populates your job board? They might only have 100,000 jobs. Yeah. I don't even know where their jobs coming from. Like that jobs. That'll work cool site. They have about 200,000 jobs like that. It pigeonholes people. So and then [company name] itself we're trying to hire veterans so that's another information. Think a share. so we'll hire veterans to work in sales that have no college background that have served and we have like four veterans up there on the sales floor right now. Crushing it. So I know mike, what else? What else do you have? I can just hand to this all day long.

Speaker 1: [39:41](#)

NOt to toot our own, like [company name] horn, but it like that's the one thing that kind of like, you know, gets me mad is like we haven't jumped into space and talked about it but we are absolutely destroying every single other job site out there was like toot our own horn. Let people know that I'm hearing it seems like the gap is awareness in the veteran communitY. Right? So it's nice to hear your rationale is and how big that just awareness gap is. Um, I'm wondering if there's anything else that might be useful to you in terms of partnering with severe. Aside from just getting the message out there. Like is there anything about, like you talked a little bit about getting data on people's military backgrounds and translating that through net into job skills. I'm wondering if there's any kind of like structure to um, to the veterans who are coming out there that would be useful to you?

Speaker 1: [40:59](#)

Yeah, I mean it's like that whole map in that whole skills map. Um, you know, that's something we could send to like our profiles team that I think they would just absolutely love. See because it's so detailed. It goes layers deep but like to be, oh well they couldn't share it. some, some, some company kind of like ad hoc I think was working with them. Um, maybe it wasn't. Maybe it was like some like silicon valley company that was like trying to do something with, they were working with them, um, to like map it out and stuff like that. And then people are saying it went to ibm watson and isn't like, it was just very all over the place. Um, it's definitely something that's worth getting more information up on our side. Yeah. Because it's like if you take even these skills are like weak.

Speaker 1: [41:58](#)

Like if we can get even more granular doubt because mike, are you familiar with net owner is like. And here's like, oh, net site. So iT's like right off the bat it's like there's flames here. I don't know what that means. Something's occupational like search code. Like it's just very, it's very crazy. So what is this? This is like vet tech

task technology skills, knowledge, skills, abilities, work activities like holy moly. And then it goes deeper down into what other job like and all those numbers. Those are old map and sequences that like. But no one goes to o net and like what? These are just like telling people stuff, we would be able to take this information and get radically like map it out to actual jobs. Where's the data coming from? Is um, it's run with the government and think South Carolina university or like reporter job titles. It's just very, you know, it's very clunky job openings on the web and then it's, it's mapping onto career mapping them to this site here, which is career onestop. Sure. and then we'll see how many jobs come up. So 72 jobs in 50, two miles for, for a lab technologist.

Speaker 1: [43:51](#)

This is being done by someone is clearly expert at going from job to job, 595 within 25 miles. And so his own it is that exclusively kind of towards the end like marketed towards veterans is the job site. My recollection of it always was. I think they just, I think it's open to everyone but only cross crosswalks. O net has like the official, like military, like crosswalk in their thing. It's the same one that like if you go to, um, if you go to like the dod sites, if you go to department of labor, I think va dot. Holy moly. Hang on, hang on. And sorry to keep you guys. If you, I think it was the va that has owned that. Hang on.

Speaker 4: [45:26](#)

Yeah,

Speaker 1: [45:38](#)

no veteran employment center. That's not good. This is our site, so this is something we can work with. You guys ought seat so it's like get a free linkedin job seeker profile, but you don't really need to say get a free because anyone can sign up for linkedin which is free, but you can already see that linkedin is working with, for that name. Plug. Um, it. LinkedIn has done a tremendous job just becoming the owners of the space, but they lead to like 13 percent jobs. And linkedin, when you think of linkedin, it'S very not going to say white collar, but it's very white collar. Whereas like [company name] is kind of like the walmart for jobs. We have every job, we're just big walmart and then linkedin is more like whole foods, four for jobs, very more white collar, a little bit more niche because I don't know how many people in Kentucky or put in their cnc machinist jobs on linkedin, like are the mom and pop shops because a lot of the time it's out of their budget. So like this is something if we worked with you guys to create. Yeah, cool user flow, um, infographic, make it like very simple like this, but make it a little sexier. W I would say

Speaker 1: [47:19](#)

see or the military service would, would be great military experience. Like we have that in our resume database but we have at the bottom like the very last thing to do.

Here's another thing for the api. Working with disabled veterans were starting to be able to target and we're kind of touching into that, um, that realm of things especially, you know, how do we get people who are autistic jobs, like that's something we're starting to explore. And like, I think if we can work with disabled veterans as well, I think that would be, that'd be huge for us to take because I know a lot of disabled veterans that have great jobs, but they had to find the exact right job that fit their, their background and their, you know, what they're able to do. Um, so I think that's cool, but you know something or the resume builder we can work with.

Speaker 1: [48:24](#)

But hopefully sam gets back to me. But it might've been vets.gov or it might've been department of defense, one of the dod sites. Um, but they had like the whole, oh, net crosswalk thing. And the better we have that, then the better our search results. I mean, you type in 11 bravo here. Here are all of the jobs that you can get in. The reason why I don't like this is because these jobs are so stereotypical of what somebody who's an infantry man can do. They're going to be a fireman, they're going to be a police officer. They're going to be a security guard or a construction worker where it's like, let's show them jobs that like they can do a lot of other things too. How would you imagine you all doing this and you had the data. How would you imagine giving this?

Speaker 1: [49:27](#)

This I would hand off to the profiles team that's working on like a giant project, kind of like ai and to learn every single job out there with like all the skills and like start mapping real applicable jobs that people that have certain backgrounds so like that would it be my team? But like I, I feel like they would be able to use that and the reason why we kind of ran into a speed bump because we only got this far in the moc is as well. But there are, we do like the advanced searches like that that we showed before. You can get that super granular data. Um, that's all coded. So like right now we can only like skin the layer like everyone else, but you know. Yeah. So it sounds like that data is pretty difficult to actually access in this interface.

Speaker 1: [50:27](#)

Yeah. Yeah, it's impossible, it's like a volt, it's bolted, but they have it and they're not really putting it to good use. So. Okay, well this has been super helpful. Um, I really feel like we learned a lot about what would be useful to you all and like how this could shape, um, and uh, like, like I said, like this is kind of our, like let's figure out what we should be publishing, um, besides what we've already started publishing. Um, but also like this is very real project that's happening. So like I'm, we're also hoping that this is kind of the beginning of like potential longterm partnership around this kind of data. And I'll

send you this data to show the people at the va like, like we're, we're doing well for ourselves. Yeah, like eight percent to 65 percent. Like if they want to look better in the public, they want to help people get jobs. I feel like it would be a good relationship. Like we would boost their reviews up and then like we would get like street cred, um, by be like, all right, we are working with the government, like, you know, we are in this space. Okay. Yeah, that makes a lot of sense. So. Cool. Hey mike, any other questions?

- Speaker 1: [51:53](#) Yeah, that's been really helpful. Thank you for all of that through of course. And then, um, we will try to set up a call next friday with the so you guys can get a little more granular for api integration questions. Um, I'll have like the pr and the comms team as well. Try to try to join. I'm actually think I have a call with them friday so maybe we'll schedule around the same time. but what type of timeline do you guys think I'm for releasing apis or just like even having that conversation with like even like one person at the va in the same room as well. So this sort of like the user, they exercise we're doing right now is, is only a few weeks long and then we're going to start making some decisions around, um, how to, how to approach these partnerships and how to determine what kind of data we want to prioritize releasing. So I can't give you an exact timeline. Um, buT like I said, like this is an active project. Um, I can get back to you if I can, once I get kind of that's leanna has a little bit more of that information as the project manager so I can show, I can circle back with her and find out more information or we can talk about it next friday. Cool.
- Speaker 1: [53:17](#) Sounds good. And this is active. So this is like 2018 type stuff. Yeah. Yeah. So, um, our first literally just went live into proBably like two weeks ago. So it's, it's, yeah, it's all live new data. Cool. Excellent. Alright mike, enjoy the memorial day weekend bad.
- Speaker 5: [53:37](#) Oh yeah. Likewise.
- Speaker 1: [53:39](#) Where, where are you located?
- Speaker 5: [53:40](#) Uh, I'm based in Rhode Island.
- Speaker 1: [53:43](#) Cool. Hi, I'm, I'm a big fan of castle rock or no? Castle hill
- Speaker 5: [53:51](#) providence.
- Speaker 1: [53:55](#) I've been to two weddings. There. Will. Providence itself is beautiful. Yeah, in newport it's in. Oh no, it was a newport. Newport. Cool. But

Speaker 5: [54:04](#) yeah, it's certainly good. Nice. Here I'm starting to be good outdoor weather. They'll do some kayaking.

Speaker 1: [54:14](#) Alright, I'm going to jet. I got. I got to run to a meeting. I'll say I'll see you next week if you're on. Sounds great. Excellent. Okay.