



Talent OverFlow

A PLATFORM ..

talents reside,
talents grow,
talents realize.

By **noichi**

Executive Summary

We believe talents are the very essence of successful business projects and society development. Therefore we are resolved to find and establish a better way talents congregate sharing knowledge, developing expertise, and exercising those knowledge and expertise in real projects.

"Talent OverFlow" is an anchoring approach.

Product Vision

A web platform establishing a community for talents in specific areas (in early phase, computer-based application related areas), on which the talents declare and develop specialties, and apply them in real projects.

Product Mission

Create an open and easily accessible talent database for talent-talent interaction. (eg. learning from each other or engaging different talents to proceed a project)

Ultimately, exercising the innovative energy from the talents, facilitating real projects, and forming a positive cycle to make the society progression.

Value Proposition

We focus on talents and their experience on "Talent OverFlow", creating "value" to the talents by providing a web-based platform for them. They can comfortably reside, grow, and realize their skills on it.

A platform for talents reside

- It helps talents discover their interests and fit skills into a structurized scheme, to know themselves better.
- The scheme assists forming a better development/learning path of the skills.

A platform for talents grow

- The scheme helps match the talents with other talents possessing similar interests or skills.
- From the matching, forming study/learning groups on the platform for skills incubation.

A platform for talents realize their potential

- The scheme helps match the talents with other talents with different skills but similar goals.
- From the matching, forming independent projects practicing skills in real applications.

" It's all about talents "

Core Team - 1



🐾 Member Background

It's a well diversified combination with each team member from distinct education and working background.

In addition, three of us Worked together for past 2 years in XPEC Entertainment for a game development project.

ChihYu Chiang

- Lead Designer and Project Manager, XPEC Entertainment
- 4 game development projects cooperating with Tencent, Baidu, Koei, Disney, and DeNA
- 5 years working experience
- SAS, SQL, VBA, JavaScript, HTML/CSS
- CFA Level 1 candidate and 7 other financial certifications by official administrative institutions of R.O.C
- MBA, National Taiwan University

Terry Chang

- MBA student, National ChengChi University
- Data Analysis Manager of Marketing and Communication, Carrefour Taiwan
- Responsible for customer clustering and catalog predictive model construction
- 6 years working experience
- SAS, SQL, VBA, PHP, C++, C, Clipper
- Certification of SAS Enterprise Guide and SAS Enterprise Miner
- 6 financial certifications by official administrative institutions of R.O.C

🐾 Motivation

Create Positive Social Impacts for Requiring Taiwan Society.

Although with a diversified background and expertise, we embrace the commonality that each of us is hankering doing something beneficial to our society.

Taiwan is a place deals education with much socialism. That means the public tends to pouring the resources into government backed schools and colleges to ensure an equity of learning opportunity.

Some of us are really lucky having the chance enjoying the resources provided by the society in public schools. While developing our own competence in certain areas, we believe it is also our responsibility giving back to the society, whenever we have a chance.

Diego Huang

- Senior Software Engineer, XPEC Entertainment
- 2 game development projects cooperating with Tencent, Baidu, and SquareEnix
- 3 years working experience
- Java, Go, C#, Javascript, ActionScript
- Java SE6 Programmer (OCJP, certified by Oracle), Adobe Flash CS4 Expert
- MS student of Graduate Institute of Applied Science and Techonology, National Taiwan University of Science and Technology (dropout)

Adonis Lin

- 2D Instructor and Lead Artist, XPEC Entertainment
- Adjunct Professional Lecturer, Fu-Hsin Trade & Arts School
- General Art Instructor, Wayi International Digital Entertainment
- 10+ game development projects
- 15 years working experience
- 2D Design, Texure Design, Graphic Design, Display Design, Illustration
- Pagemaker, QuarkXPress, Painter, Photoshop, CorelDraw, Illustrator, BodyPaint
- Diploma in Advertisement Design, Fu-Hsin Trade & Arts School

"ichi" derived from the homonym in Chinese meaning "a sense of loyalty to the team"

Core Team - 2



Our main focus is creating the best platform providing what talents need through a first-rate User Experience.

That means we will place "UX" at the center of all our designs and efforts. It will be collaboratively tackled by all team members with a full leverage of our past game design experience.

Specialization

ChihYu is the one gave birth to the "Talent OverFlow" idea and put everyone together forming the team. He has a solid background in business with the knowledge in humanity developed from game design works. In the industry, he proved his leadership and managerial skills that will used to direct this project.

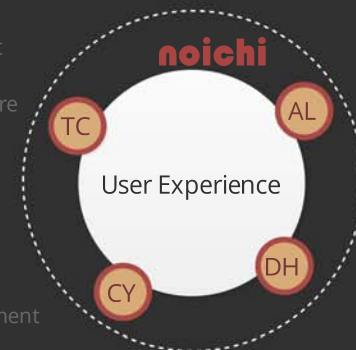
With the background of Information Management and the experience tackling consumer databases in Carrefour, Terry is responsible for the database and data structure design, one of the key features of this platform. Upon that, the algorithms for different types of matchings and interactions between talents will consequently be achieved.

As a senior programmer, Diego participated in major projects in XPEC like the one cooperating with SquareEnix. She self-learned a variety of Client and Server programming skills and applied graduate study in applied computer science in NTUST while keeping an excellence in working performance. She will utilize her technical skills directing the project's software architecture.

As artist leader of 5+ games in XPEC and game industry, Adonis has a wealth of experience in game art, which includes a collection of art skills like 2D, animaion, and UI design. That makes him the best for taking care of the visual part of "Talent OverFlow".

- **Lead Designer**
 - Data Structure Design
 - Database Management
 - Matching Algorithm
 - Information Architecture

- **Team Leader**
 - Product Design
 - Business Plan
 - Business Development
 - Marketing
 - Financial Issues
 - Recruiting



- Lead Artist

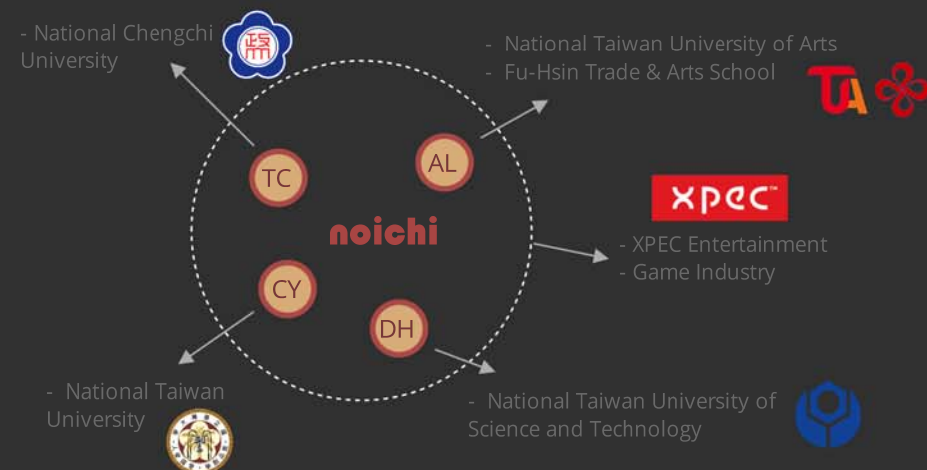
- UI Design
- Display Design
- Interaction Design
- Illustration

- Lead Programmer

- System Design
- Client Development
- Server Development

Networks

Network would be quite important due to "Talnet OverFlow"'s nature as a platform. We are going to leverage the team's diversified background for early stage talents channeling and the team's future recruiting.



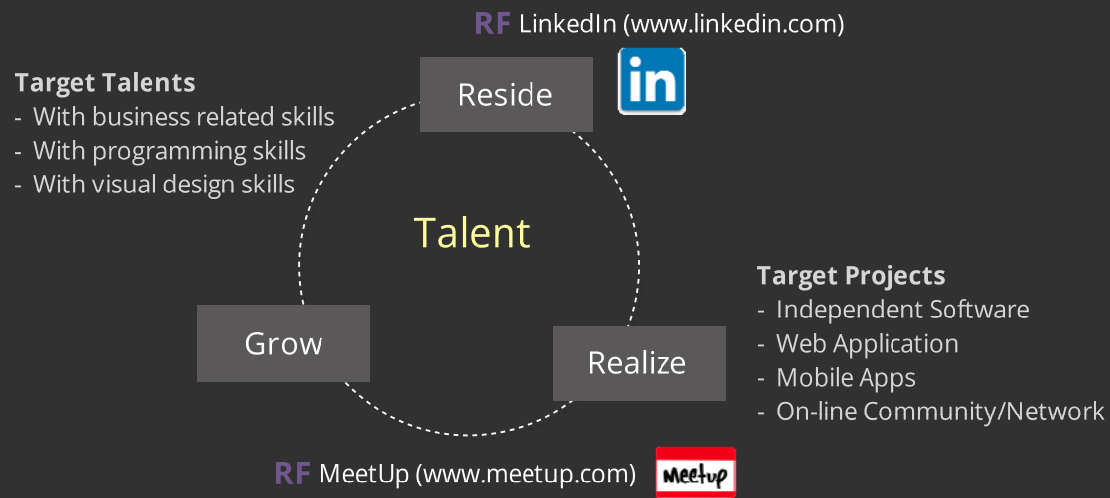
Product Concept - 1

from Stack Overflow



Talent OverFlow

With our focus on talents, all aspects of "Talent OverFlow"'s design will evolve naturally from it, aiming at talents' best experience of managing and utilizing their variety of skill sets.



🐾 Primary Specs

A platform for talents reside

- Scheme of skill categorization
- Skill level verification (reference LinkedIn)
- Structured individual skills/attributes storage and display (resume, photo, skill proficiency, gender, age, ..etc.)

A platform for talents grow

- Structured study group activity attributes storage and display (active duration, target number of member, routine meeting time, ..etc.)
- Search and match talents and study groups
- Functions of operating hub for study groups (reference MeetUp, such as group management, member invitation, information sharing, announcement, bilateral evaluation ..etc.)

A platform for talents realize their potential

- Structured independent projects attributes storage and display (type of projects, project goal, type of skills seeking, ..etc.)
- Search and match talents and independent projects
- Functions of operating hub for independent projects
- Integration with GitHub tools
- Fund raising facilitation

" focusing on talents' experience is not merely a strategic choice. It is a belief from our expertise in game design which takes 'UX' the first priority. "

Product Concept - 2

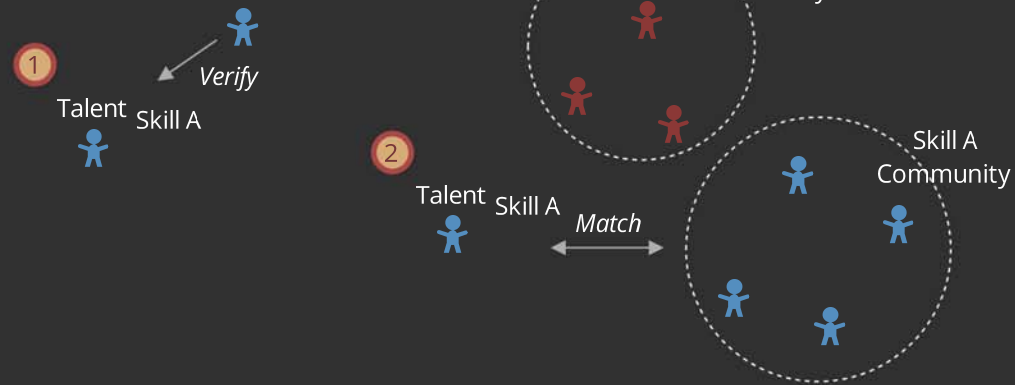
User Story

We simulate situations a talent commonly been through, and integrate our own experience during formation and execution "Talent OverFlow" project to form user stories.

Reside

(Figure 1)

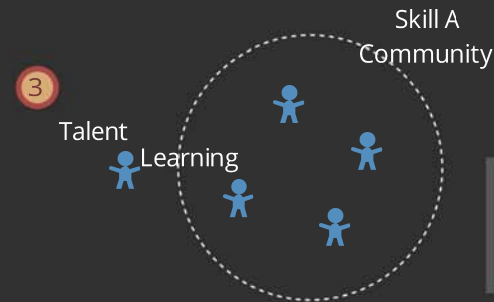
Talent with Skill A registers on "Talent OverFlow" platform. He uses the built-in skill structure finds out that his Skill A ranked in Intermediary and was verified by other members in the community.



Grow

(Figure 2 & 3)

Talent decides to learn more about Skill A. He uses the matching mechanism to find out a Skill A Study Group at a difficulty level reflecting Talent's need. He learns happily with other members with shared interest and similar proficiency in Skill A.

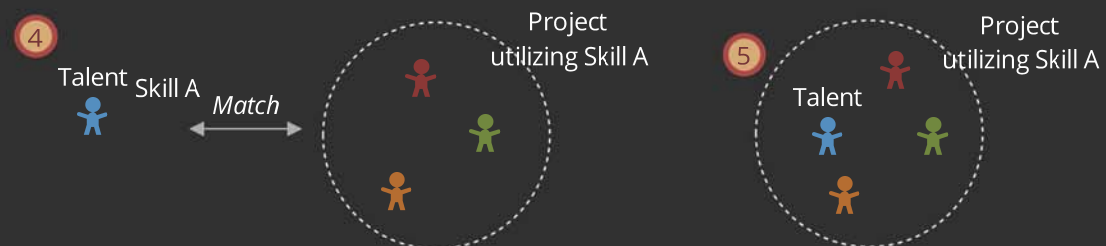


" Skill A can be Java. C#. Accounting. 3D modeling.. any relevant skills a talent may know. "

Realize

(Figure 4 & 5)

After having Skill A polished into an Advanced level, Talent decides to test its capability in real use. He uses the matching mechanism again, and joins an App development team named "noichi", complementing his Skill A with other talents' skills to form a well-balanced team. He then uses operating hub services for coordinating his team members.



Business Model - 1

"Talent OverFlow" is a web platform designed to facilitate a full utilization of Taiwan's (and other regions in the future) talents in business, programming, and visual design for computer-based applications (and other areas in the future).

It is expected to become one of the most important engine powering Taiwan's innovation and, as a result, economy development.

🐾 Target Audience

Talents with skills in specific areas.

- Business related skills
- Programming skills
- Visual design skills

Region

- Based in Taiwan
- Extended into China, East Asia, and then Worldwide

Four Reasons of Limiting Product's Scope in "Computer-based Application"

- Stay focused.
- Its the area our team members really familiar with. (Games are undoubtedly realization of computer-based applications)
- The area is emerging (globally) due to Internet and computer science progression.
- Compared to most of others, learning and realizing business in this area has a relatively lower entry barrier and capital requirement.

🐾 Core Business Process

1 Channel in the talents

- Utilize core members' networks at early stage
- From schools and industries
- From entrepreneur communities

2 Establish the talents

- Provide skill categorization and data structure
- Provide skill verification mechanisms

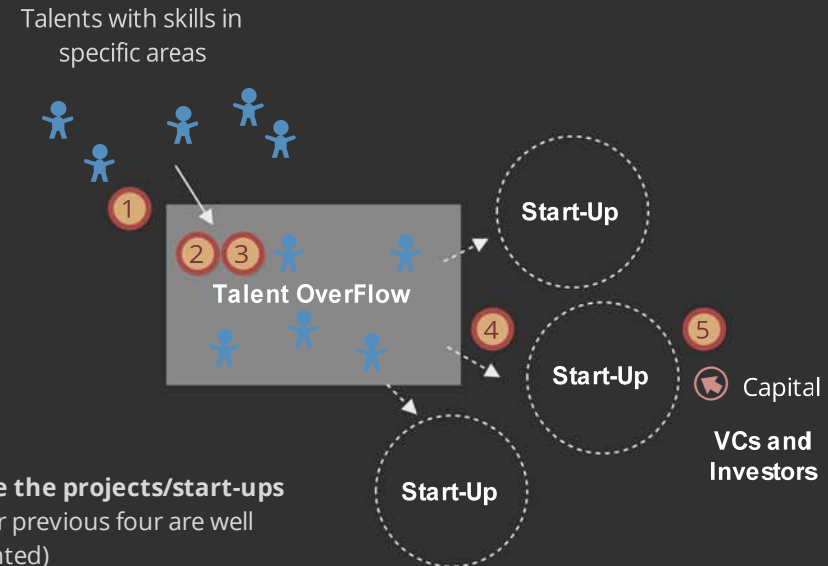
3 Keep the talents

- Provide matching for skill types and levels
- Provide hub services for running study groups

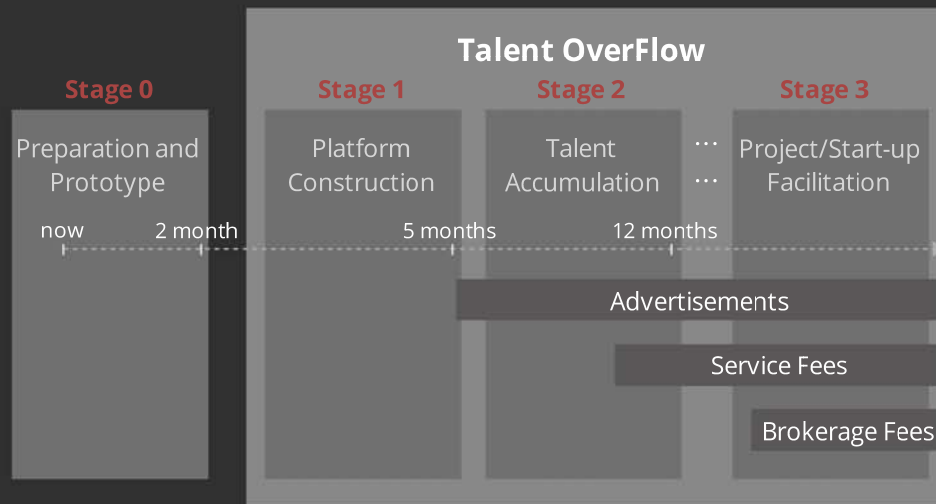
4 Exercise the talents

- Provide hub services for running independent projects

- ### **5 Facilitate the projects/start-ups** (only after previous four are well implemented)
- Provide start-up trainings and consultations
 - Act as intermediary between investors and projects/start-ups



Business Model - 2



Milestones

Stage 0

- Business Plan
- System design
- Platform design
- Platform prototyping
- Data structure plan

Stage 1

- Basic user flow
- Hub services for study groups
- Matching/Searching algorithm

Stage 2

- Hub services for independent projects
- Platform commercialization

Stage 3

- Investment brokerage
- Talent brokerage for existing start-ups
- Product scope extension into different areas (TW, CN, East Asia, and then Worldwide)
- Product scope extension into different skill types

Commercialization

Stage 0 & Stage 1

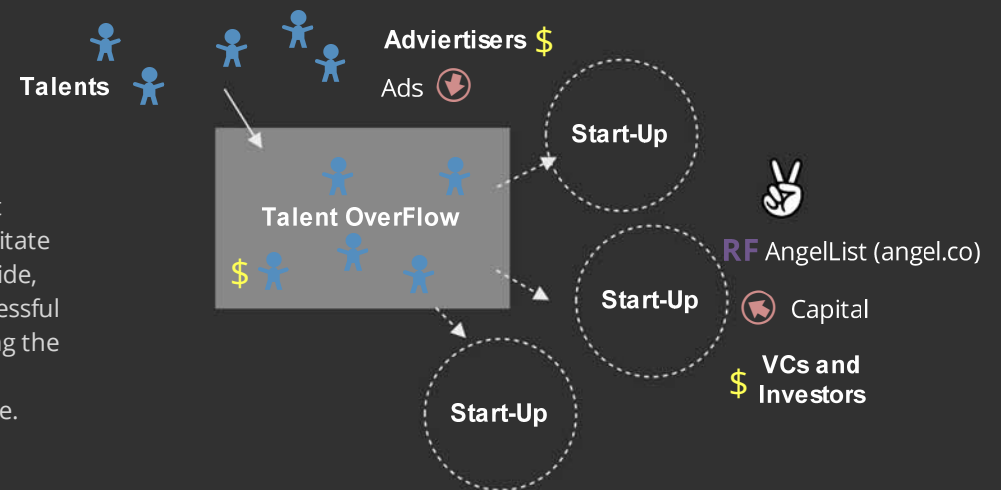
Leverage skill categorization scheme and skill-talent relation to provide a much precise advert exposure for relevant businesses such as tools, schools, and private courses.

Stage 2

For study groups and independent projects hosting the talents more than a threshold, "Talent OverFlow" may charge a fixed service fee.

Stage 3

Referencing the model of AngelList (angel.co), "Talent OverFlow" prepares to facilitate the investments from outside, and for each round of successful start-up/project fund-raising the platform would charge a percentage of brokerage fee.



Competitive Edge

The product, "Talent OverFlow", is expected to develop major competitive advantages through our "Focus", "UX" design, "Core Team", and "Early Mover Advantage" against existing and potential rivals.

Focus

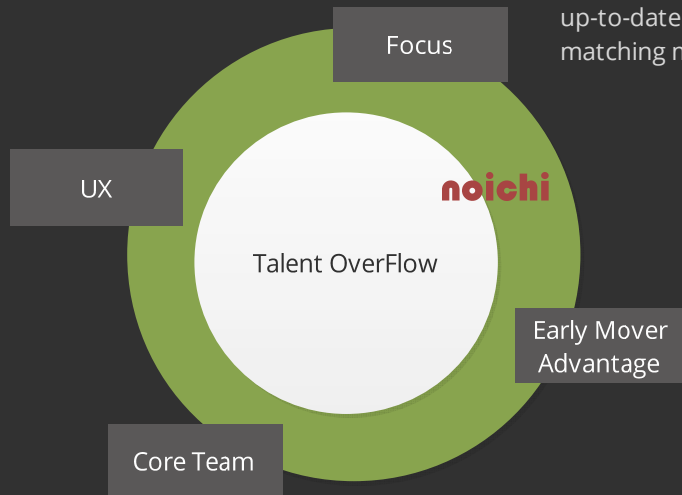
We are focused. That makes our product more unique, and allows a more concentrate resource allocation, which leads to technical advantage.

- Focusing on specific areas of skills ensures the up-to-date field knowledge facilitating the matching mechanisms.

Early Mover Advantage

Although similar products in the market (eg. EzStartup, ezstartup.com.tw), we believe "Talent OverFlow" is quite distinguished due to its distinct focus and approaches. This makes it able to enjoy the Early Mover Advantage.

- Established talent community/network brings up positive network effects which reinforces the product's quality, and builds up the entry barrier to new comers.
- Development of skill categorization and matching algorithm requires time. Our early action will ensure our leadership in the field.



UX

Emphasizing people, talents themselves, ensures better user experience that stands out the product as a platform providing services.

- Three of four core team members possess professional Game Development experience that can be well leveraged to create a better, even gameful, user experience.

Core Team

Its our pleasure to have the best core team members who are outstanding and well experienced in their areas whilst sharing a common goal.

- We have a team with a well-balanced and tempered-by-industry skill set that makes the cooperation complementary and complete.
- Core team members' acquaintance and understanding from past intimate teamwork in XPEC Entertainment ensures future smooth collaboration.
- Industrial and academic network resources are important to the platform especially in the early stages. Our core team members coming from a diversity of background contribute to a better start.

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