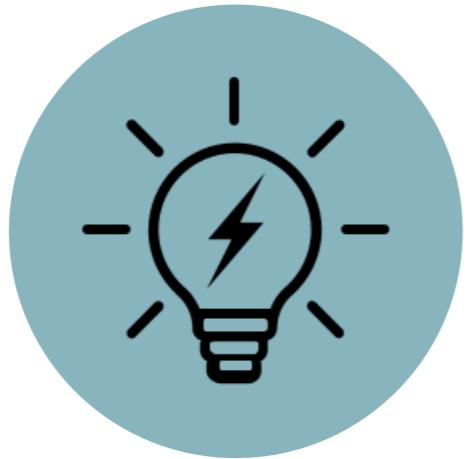


HUBNOB

Final Presentation

Snigdha | Qianyi | Faris | Malcolm

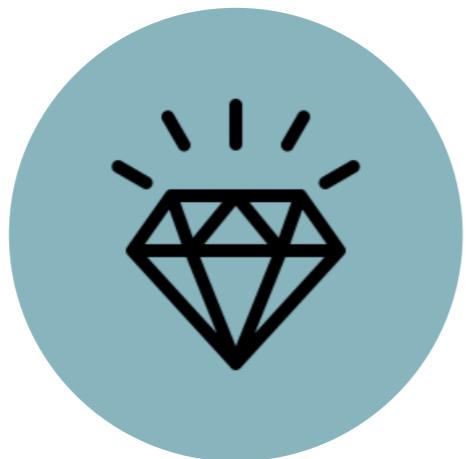
CONTENT PAGE



RECAP



HYPOTHESIS &
INSIGHTS



GAME PLAN



CONCLUSION

RECAP

CORE SOLUTION CONCEPT

VALUE PROPOSITION

"Hubnob is a one stop destination that **empowers students with professional career insights** and **drives meaningful corporate engagement.** "

WHAT DOES IT ALL MEAN FOR STUDENTS



One stop platform with all information



Gain first-hand knowledge through conversations



Convenient and Accessible

WHAT DOES IT ALL MEAN FOR CORPORATES



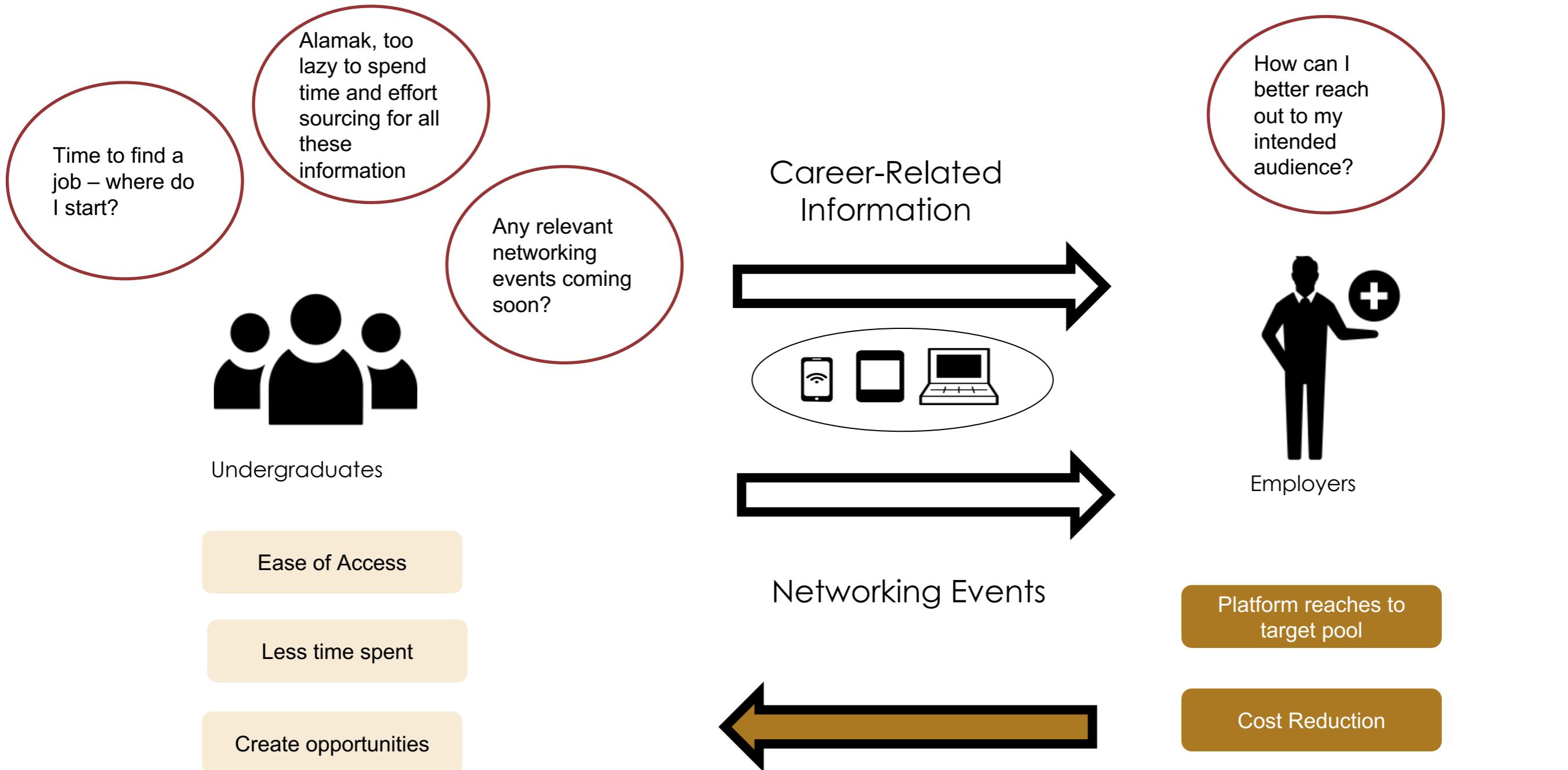
Increased interaction with undergraduate talent pool



More affordable marketing platform



OUR PRODUCT - USER JOURNEY





**COMPETITIVE
DIFFERENTIATION**



COMPETITIVE DIFFERENTIATION - CORPORATES



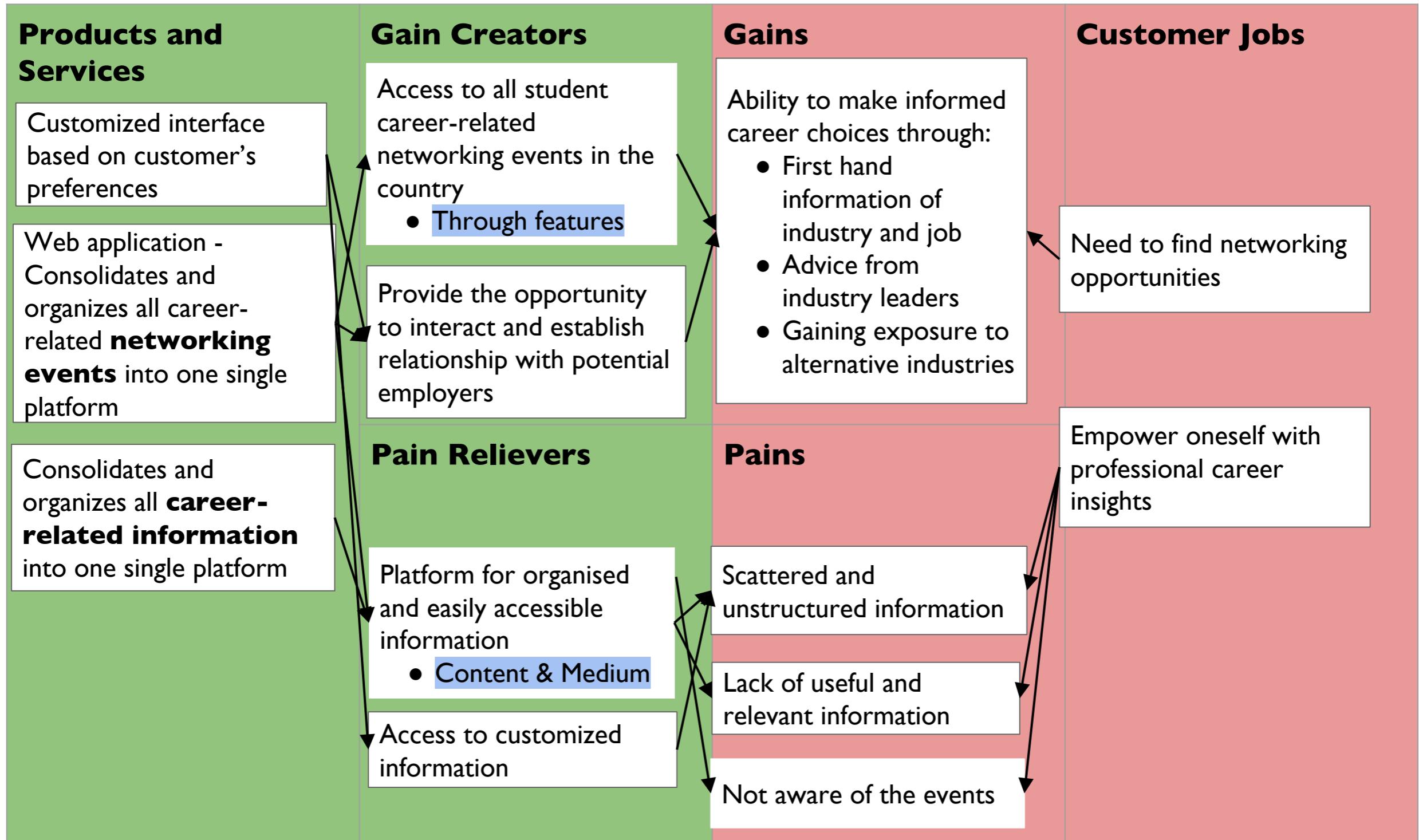
HubNob





MARKET VALIDATION- STUDENTS

VPC III Students



Gain Creators

I-on-I mentorship
with industry leader

Calendar
Alerts for
networking
events

Background
information
about company
and ambassadors

Friend Radar -
Inform you that
your friend is
attending the
event

Consolidates
Networking
events

Consolidates
**career
related
information**

Career-related
content (eg. jobs
and industry)

Parameter
Filters

Pain Relievers



BMC III Students

Value Proposition



Provide Students with

A platform to gain more information to make informed career choices

A platform to have access to effective networking events

Convenience & Accessibility

Provide Companies with

An accessible, convenient and potentially affordable way to engage with their university talent pool

Customer Relationship



Develop a good CRM base to collect data on our users and customers

Customize platform based on students needs

Channels



School Career Offices

Customer Segments



Corporate Companies

University Students



WHAT HAVE WE LEARNT FROM INTERIM



- Students are not willing to pay for HubNob
- Need to focus on Corporates as our customer segment



- Focus on solving Corporates pain points for hiring undergraduates



- Look at one industry for a strong validation



**CORPORATE
PAIN POINTS**



| PAIN POINTS



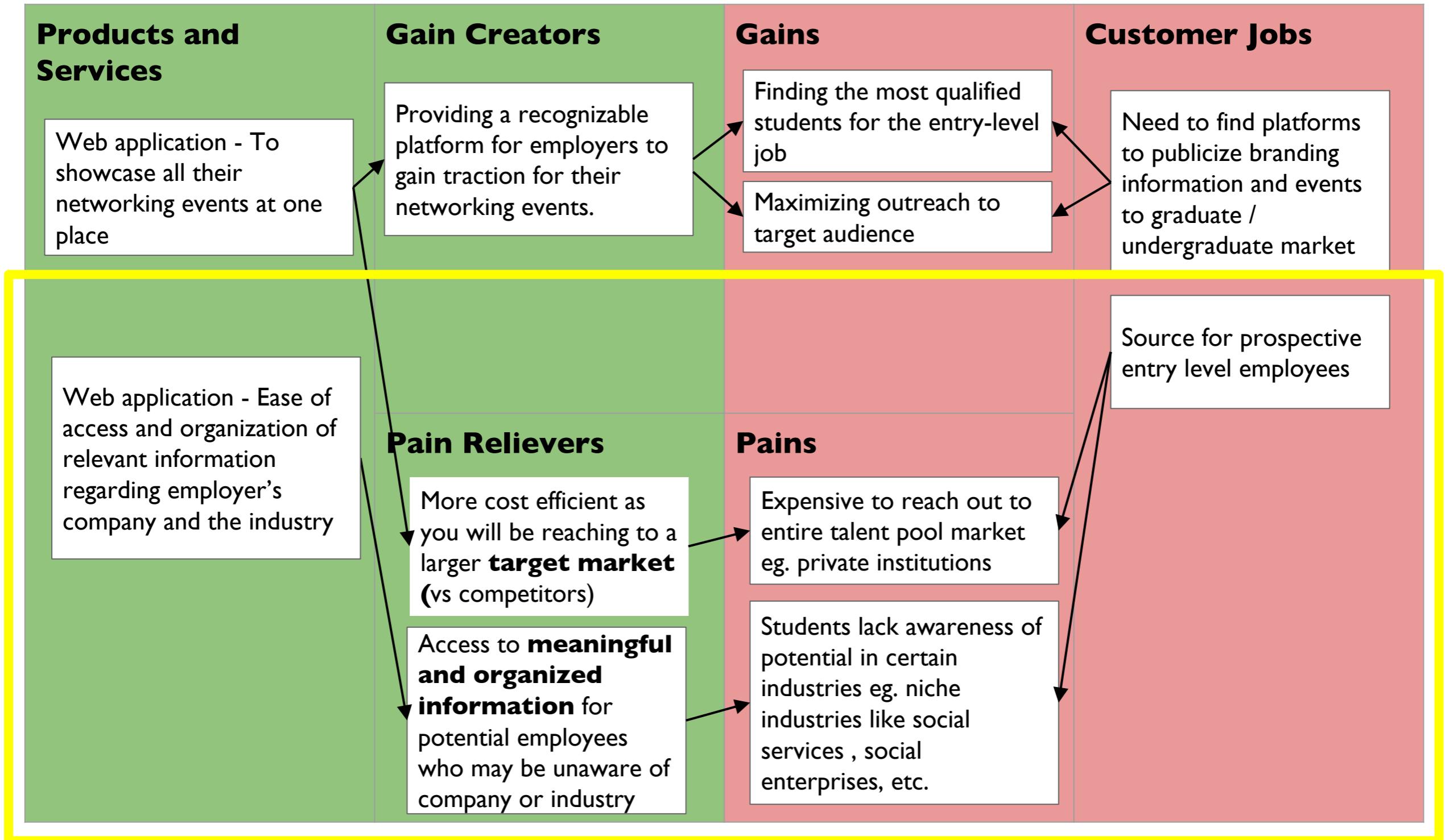
Corporates face **difficulty reaching out** to undergraduates, especially those in niche sectors or require **different skill sets**



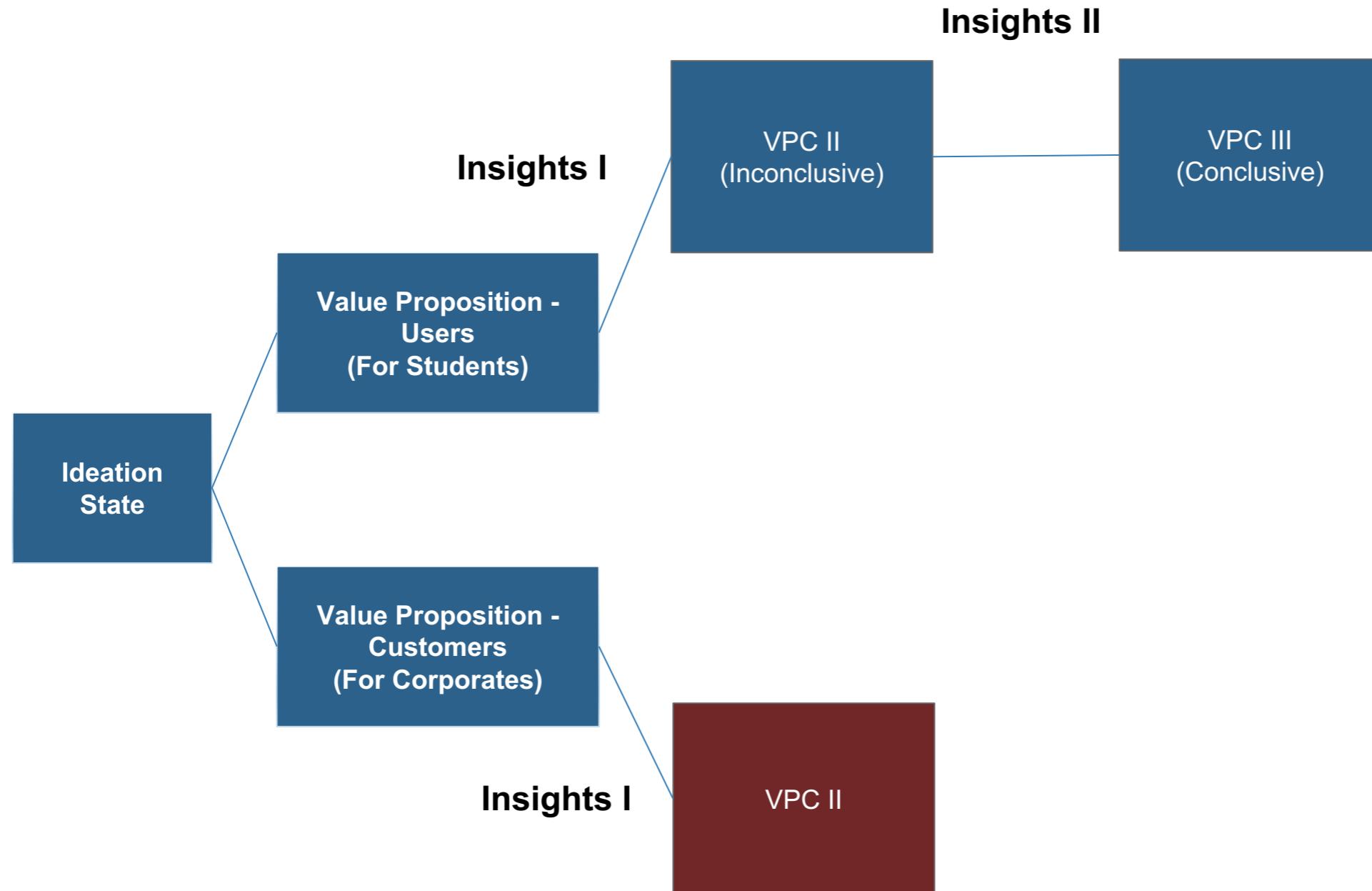
Marketing and Event Management costs incurred, even when these efforts are **not effective** in reaching out to the **right target audience**

SECOND CYCLE

INITIAL VPC - CORPORATES



WHAT'S NEXT



MARKET SEGMENT



- Consulting firms
- Varied in Size
- Competitive space
that needs significant
branding efforts

METHODOLOGY



- Research on all Consulting companies in Singapore
- Obtain contacts of HR Officers/Campus Recruiters

1st Iteration



- Sent out 429 Emails and LinkedIn Messages to companies, and obtained 25 responses
- Reached out to companies through networking events, total 7 companies



- In total we did **32** Face to Face and Skype interviews

METHODOLOGY

2nd Iteration



- Total **31** responses via email, some are follow up interviews

3rd Iteration



- Reached out to **25** companies
- Surveyed **52** students



HYPOTHESIS AND INSIGHTS I

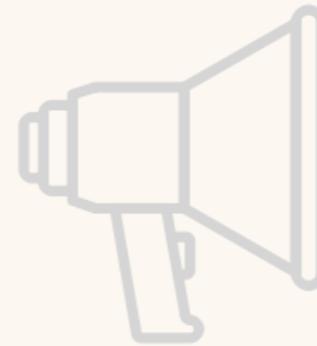
INITIAL HYPOTHESIS



CUSTOMER PROBLEMS



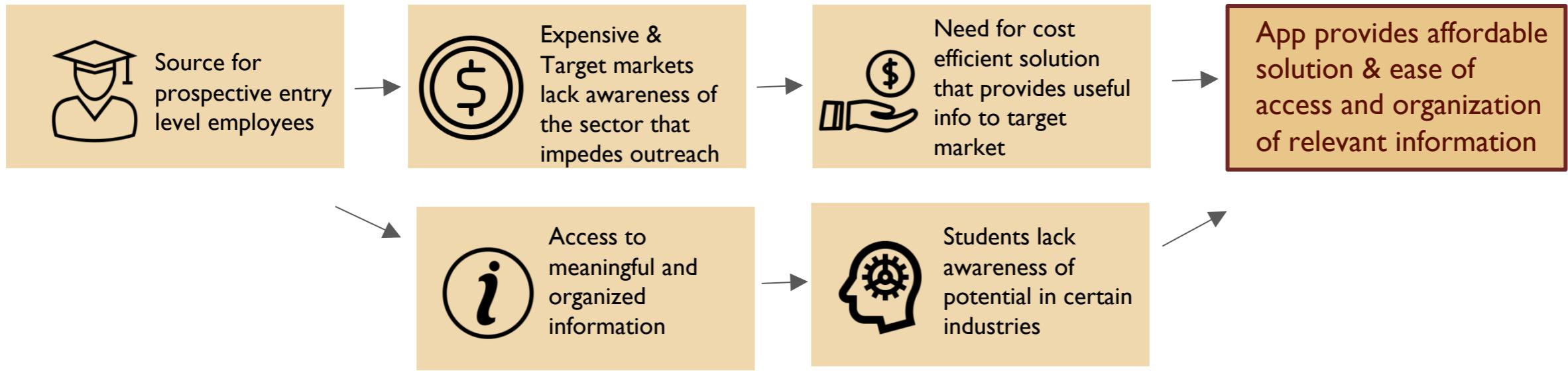
Source for
prospective
entry level
employees



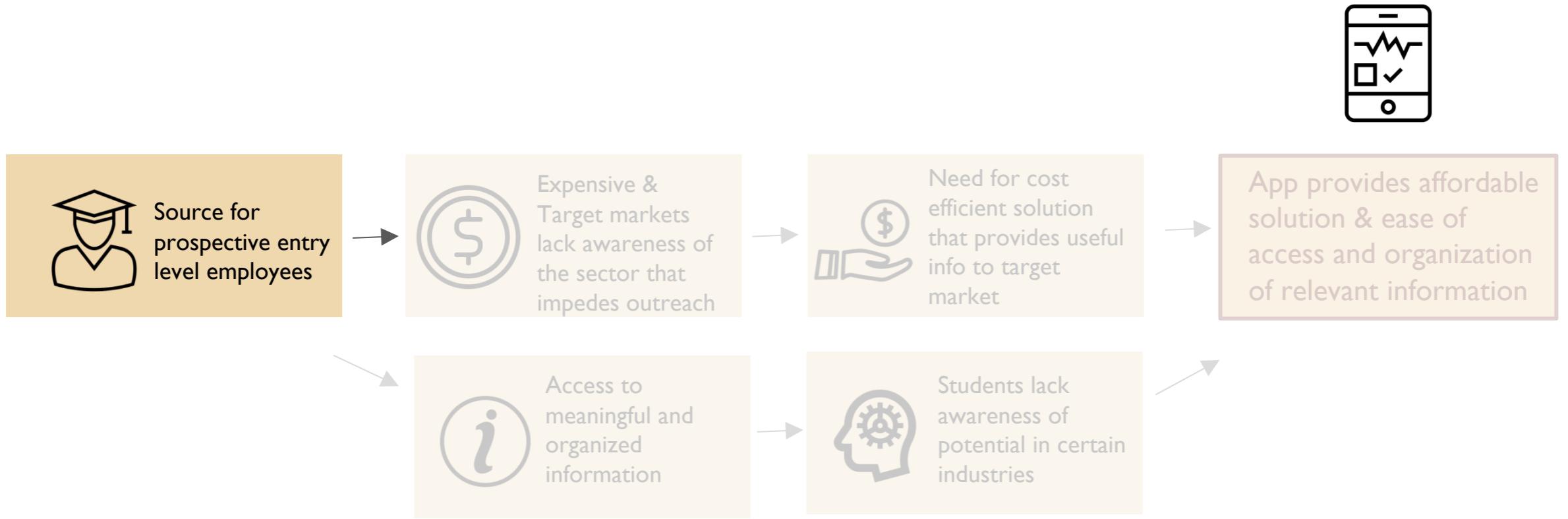
Platform to
publicise
branding info
and events for
target market



TESTING HYPOTHESIS



TESTING HYPOTHESIS



“Do you look out and hire prospective entry level talents?”



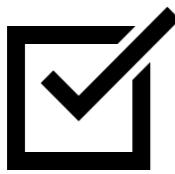
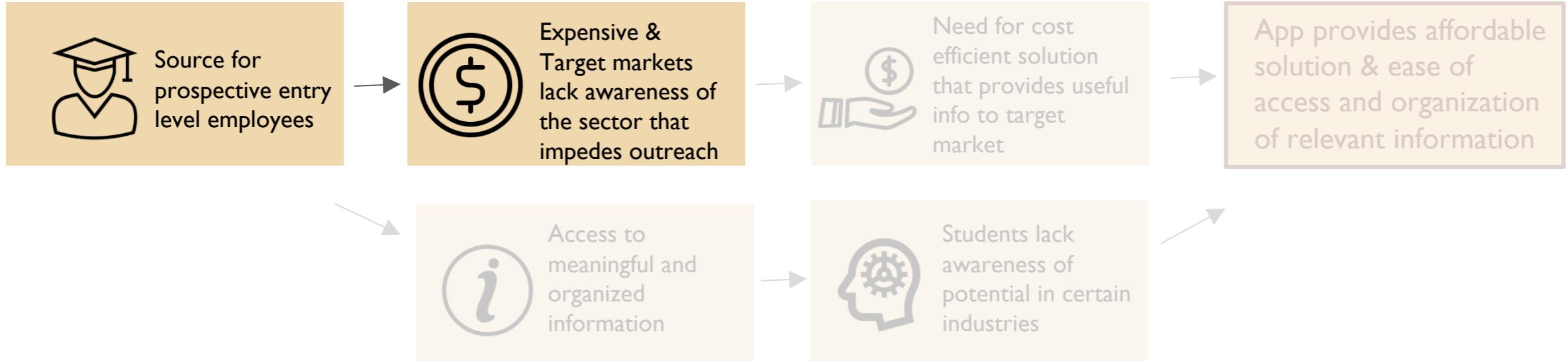
“How often do you hire these entry level talents?”



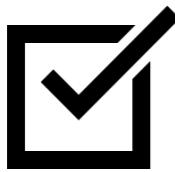
“How many entry- level talents do you hire per year?”



TESTING HYPOTHESIS



“What problems do you face when hiring these entry-level talents? (Rate these problems based on prevalence)”



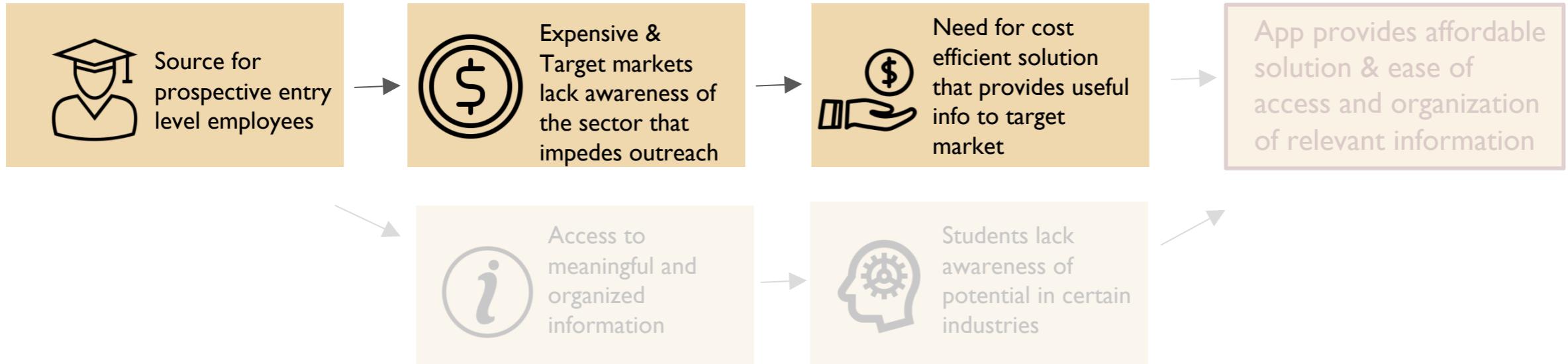
“How much cost do you incur while trying to hire entry-level talents?”



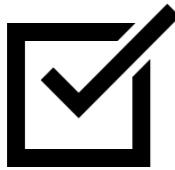
“How well informed are the students about your company and the job description?”



TESTING HYPOTHESIS



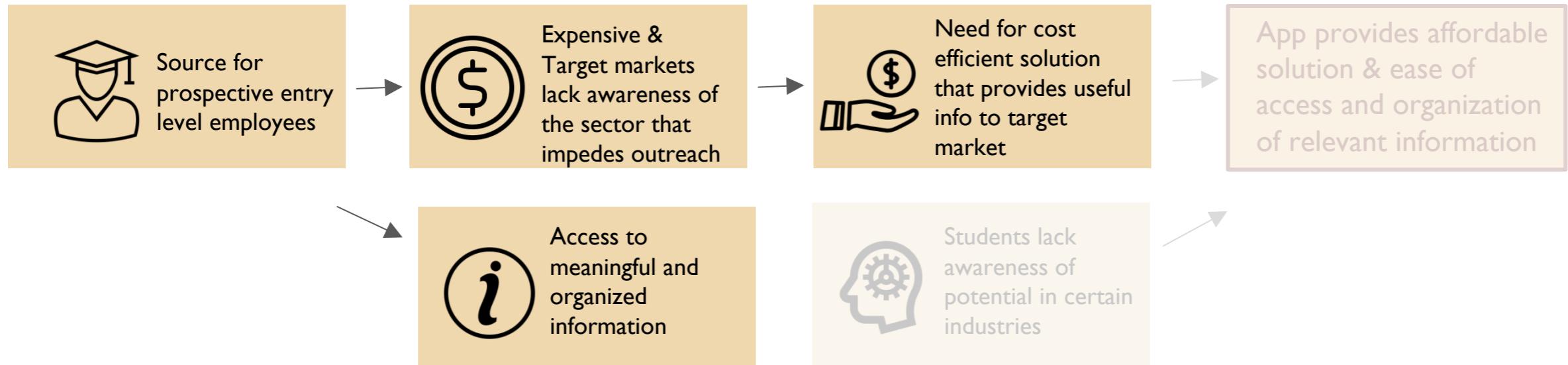
“Do you need assistance and tools to help in solving the problems faced?”



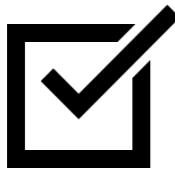
“Rate the identified problems based on the need for immediate attention.”



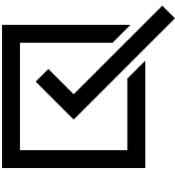
TESTING HYPOTHESIS



“Do you feel it is important to have meaningful and organised information in these platforms?”



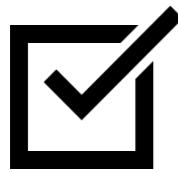
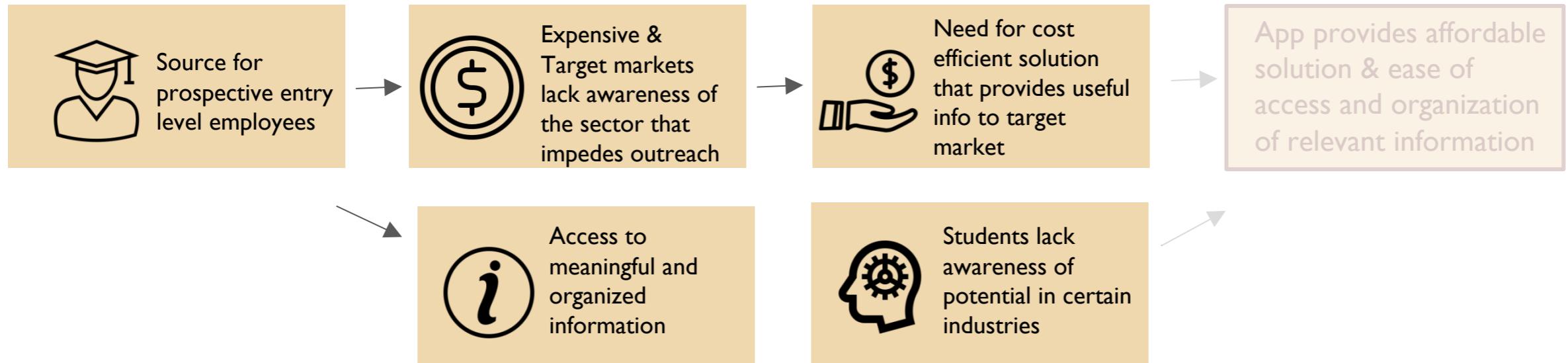
“How effective is the current organisation of information in getting potential hires?”



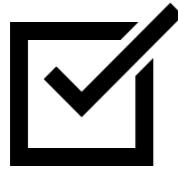
“What do you think of the organisation of information on current platforms?”



TESTING HYPOTHESIS



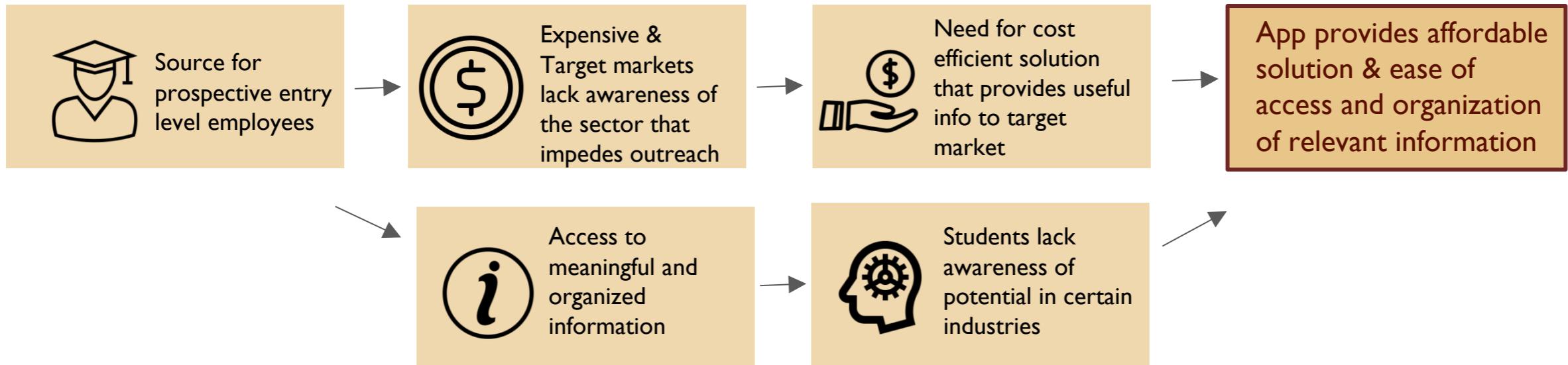
“Are undergraduates unaware of job openings in your company?”



“Do you think this platform will be useful in reaching out to more students?”



TESTING HYPOTHESIS



“HubNob is a one stop destination.....”



“On a scale of 1-10, how useful do you think this app is in improving the source for prospective entry level employees?”

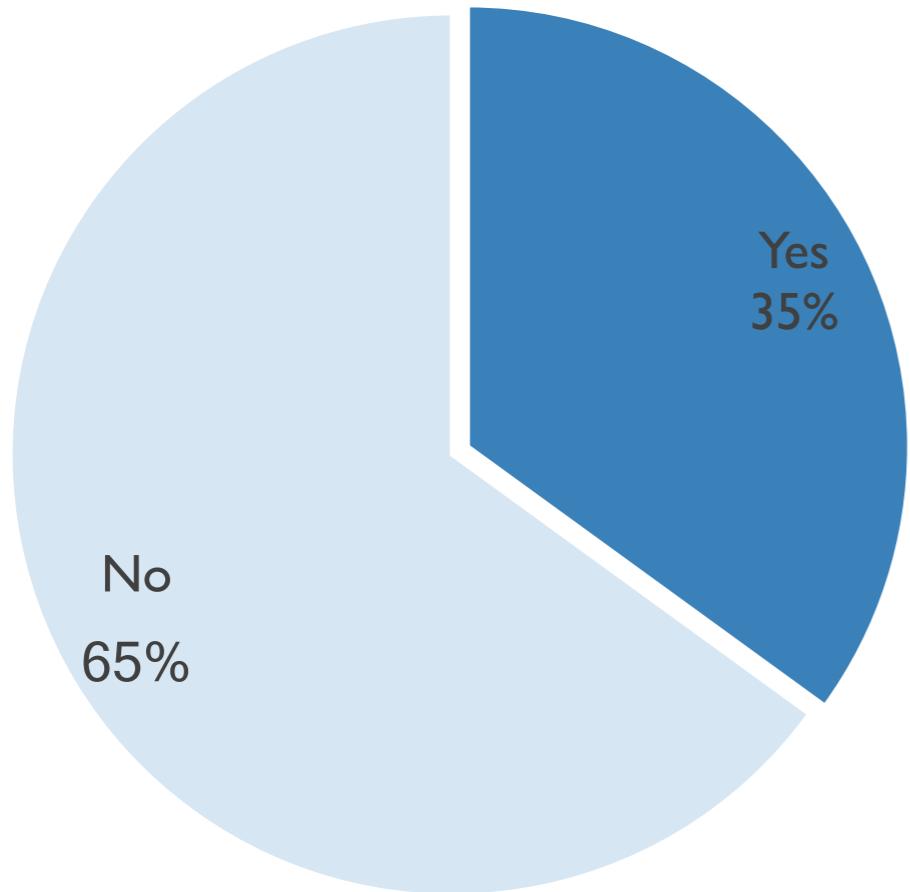


“What additional features would you like to see in that app?”

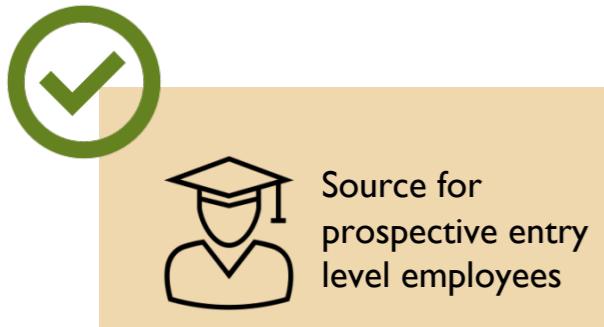
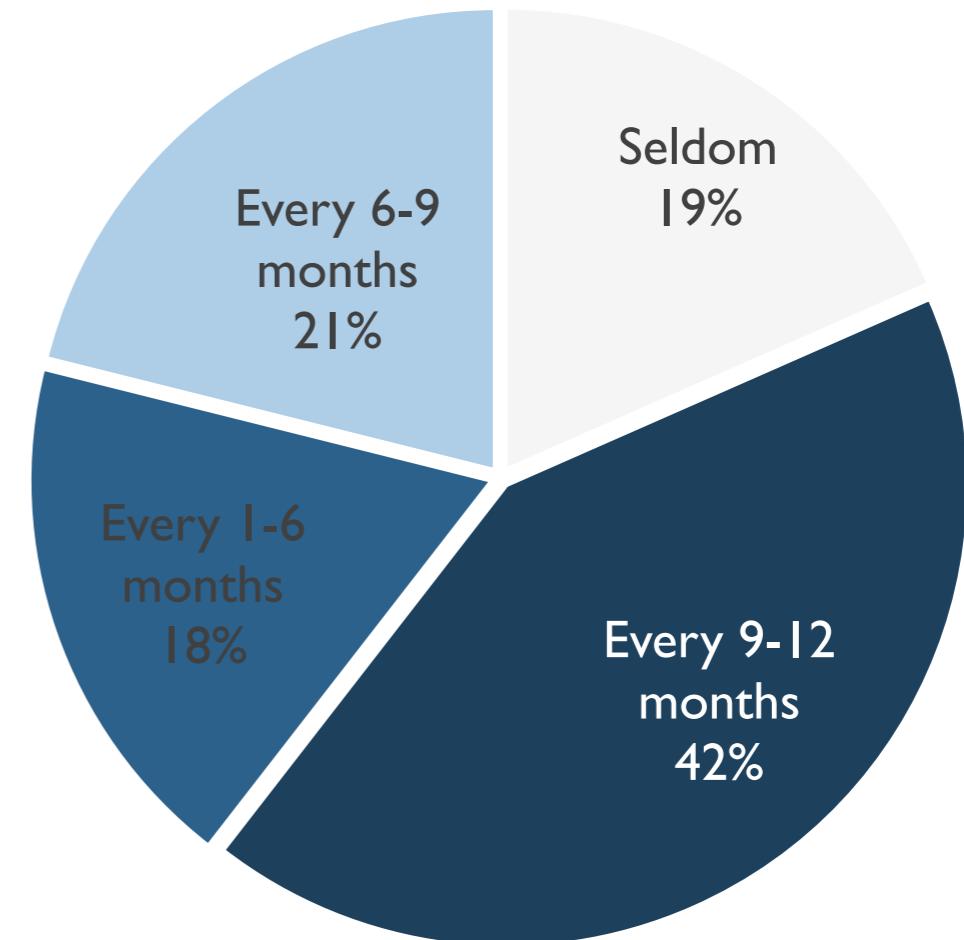


Consulting companies routinely source for prospective entry level employees

Do you hire entry level talent?

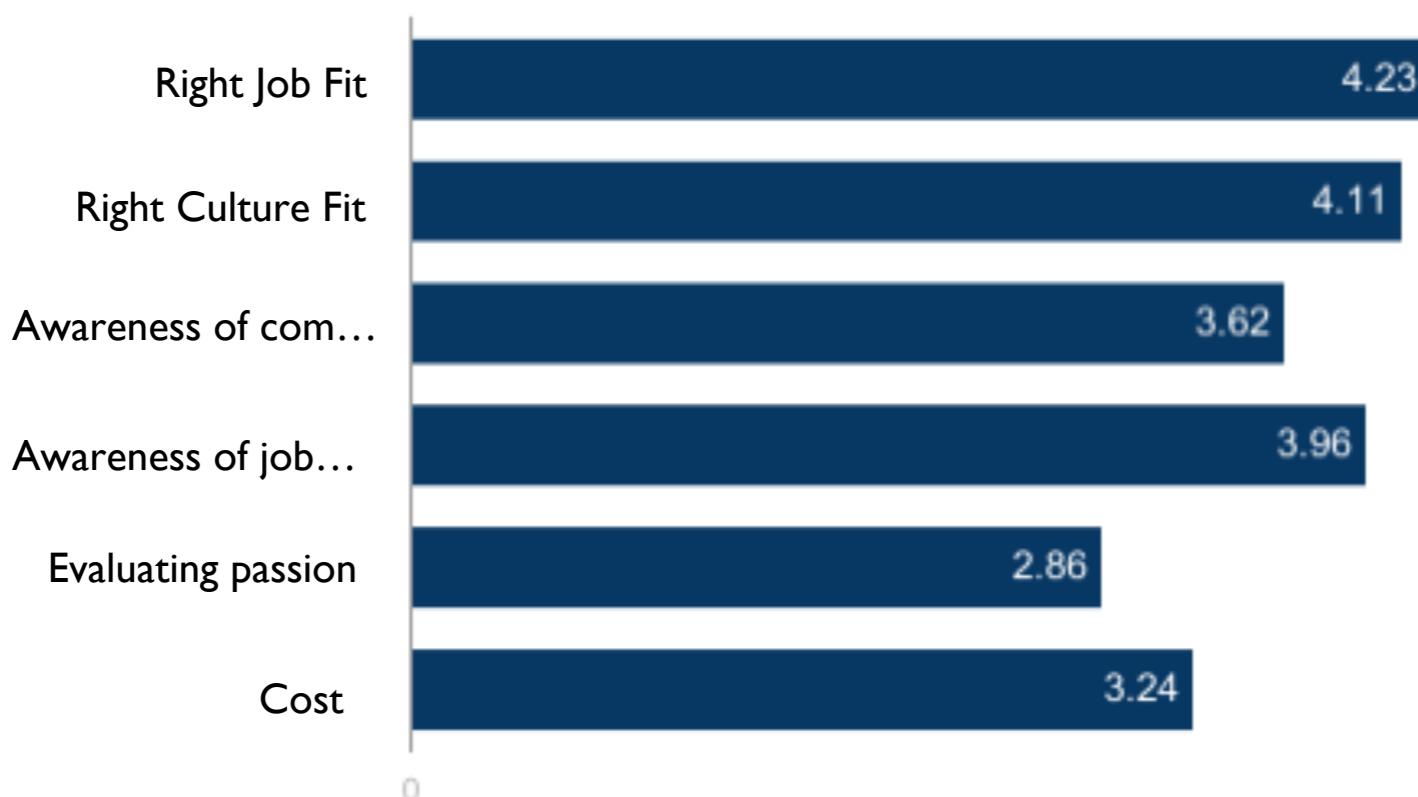


How often do you hire?

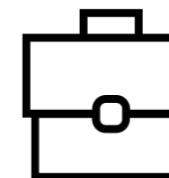


Cost is not an essential pain as compared to lack of knowledge and awareness

**Top hiring challenges
by hiring managers**



Job Fit & Cultural Fit are the biggest hiring and retention problems in the industry



Students' lack of awareness of job scope/description within the industry is also a huge challenge for hiring managers



Cost, however, does not pose as a challenge by most hiring managers



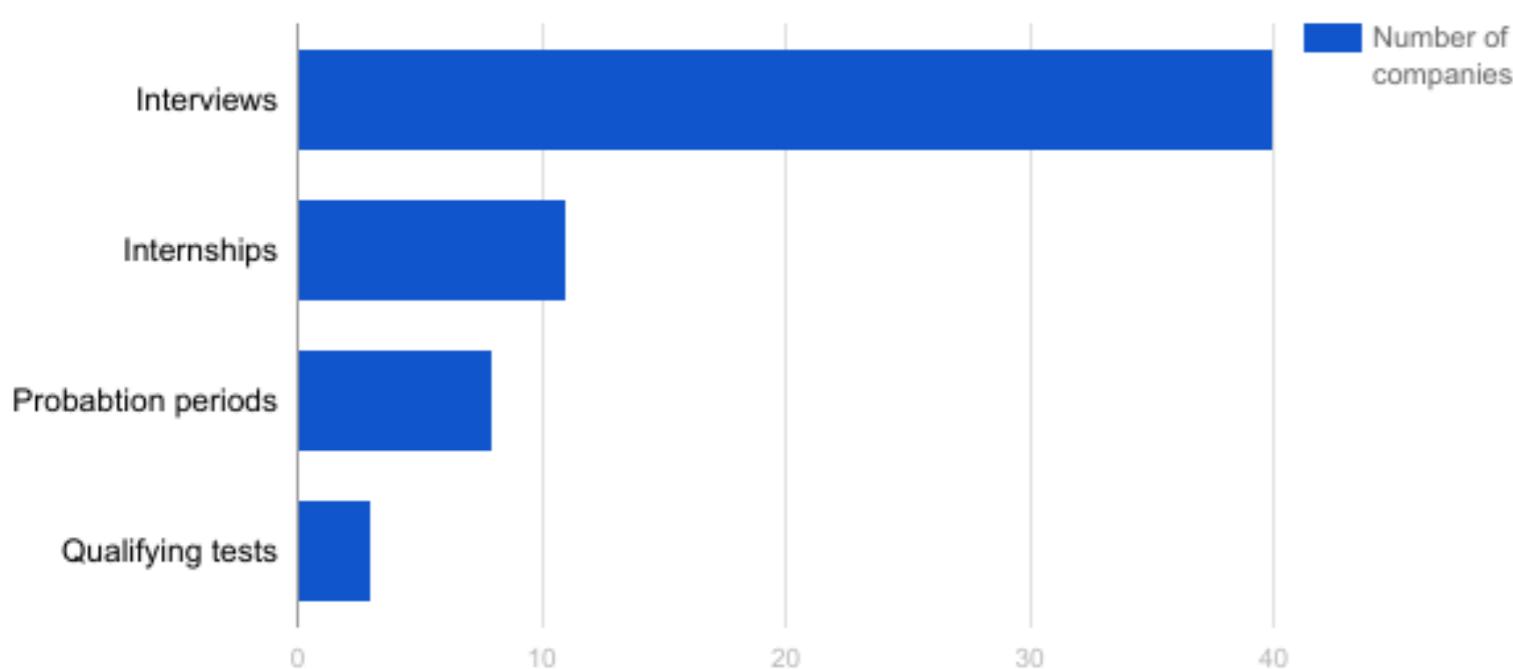
Expensive ✖

Lack awareness ✓ of sector



Companies are not receptive to platforms that can solve the job and culture fit issues

For hiring problems like finding entry level talents with the right job and culture fit, what are the current platforms used?



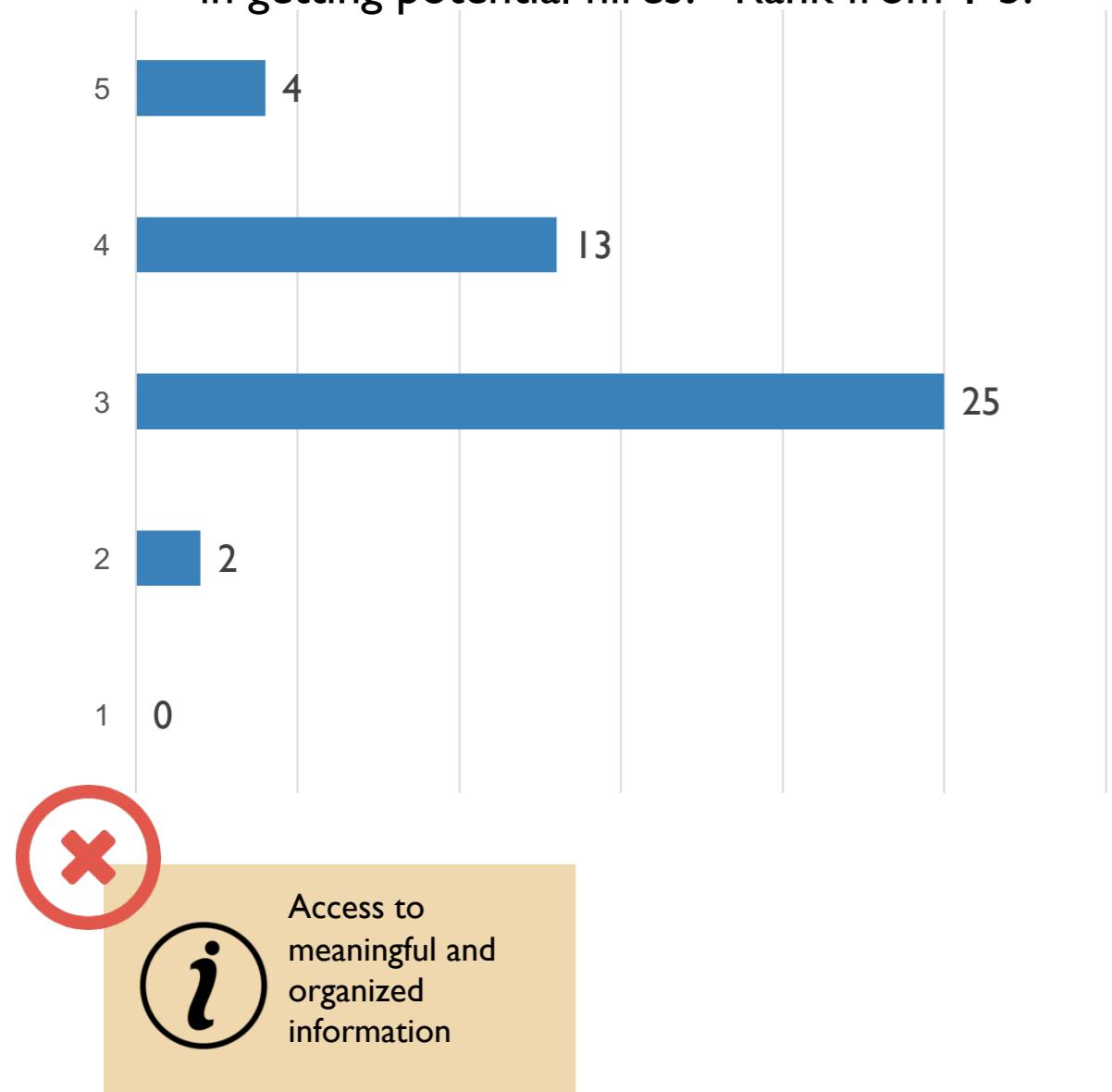
“Face to face interaction is key for judgement”

“No platform will be able to replace the accuracy and dependability of interviews”

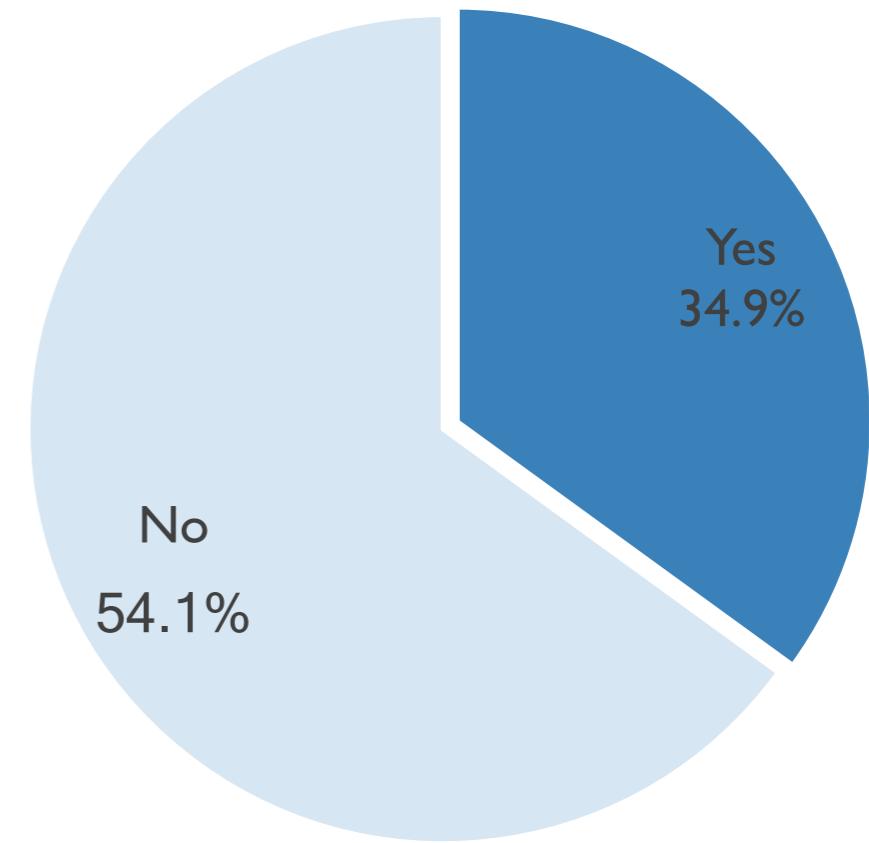


Companies do not see the need for organised meaningful company information for students to gain awareness of companies and jobs

“How effective is the current organisation of information in getting potential hires?” Rank from 1-5.



“Do you feel it is important to have meaningful and organised information in these platforms?”



Companies see it as a **good to have**, but not a **must have**

“Most company information can be found on the company website”

“The current organisation of information is suffice, deeper insights can be gained through company events like ours”

“Job description is the most important. Hires should look up on company information on their own”

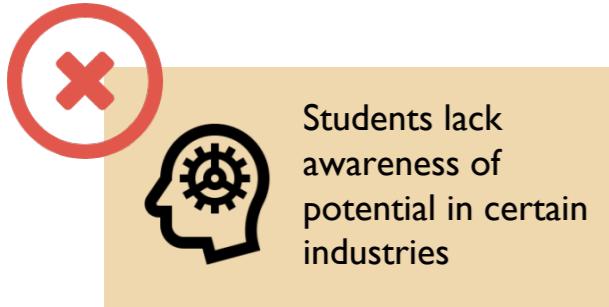
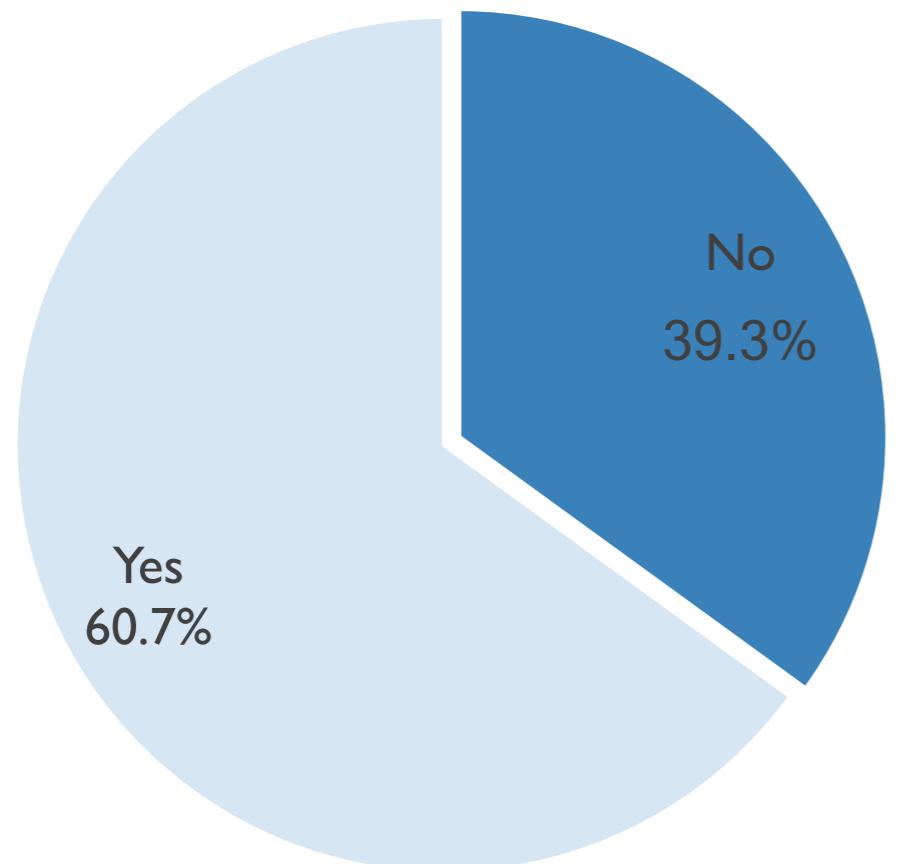


Access to meaningful and organized information



Undergraduates are aware of the company job openings

“Are undergraduates unaware of available job functions in your company ?”



“Do you think this platform will be useful in reaching out to more students?”

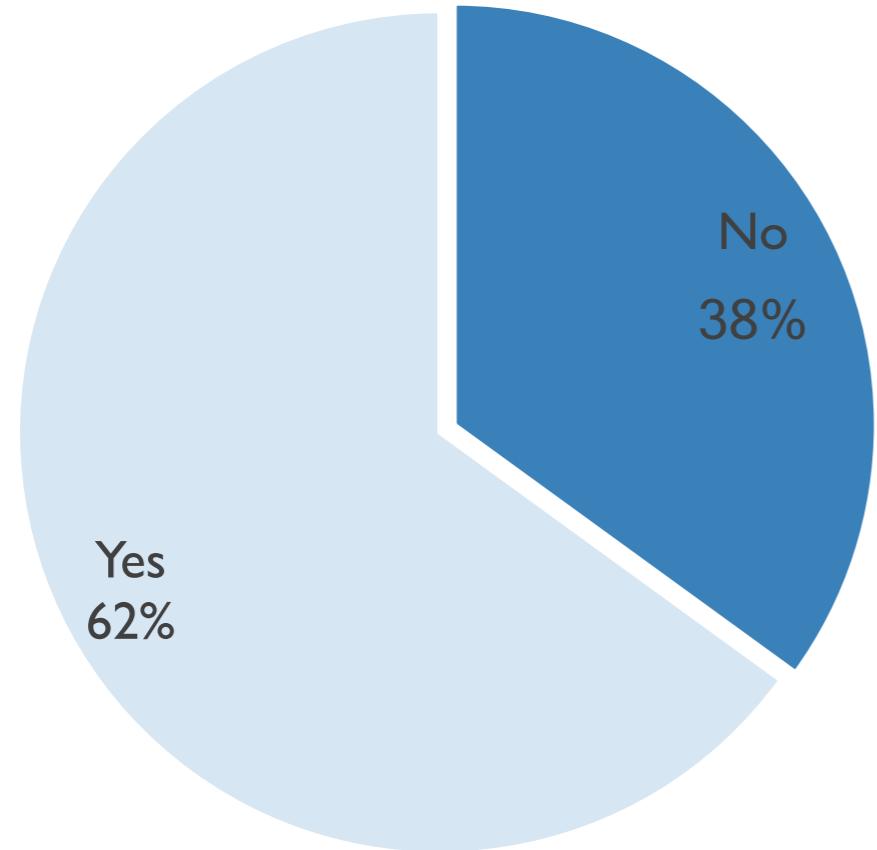
“Yes, but it will not make a significant difference”

“The platform might just be another outlet for us, but not the KEY one that everyone uses”

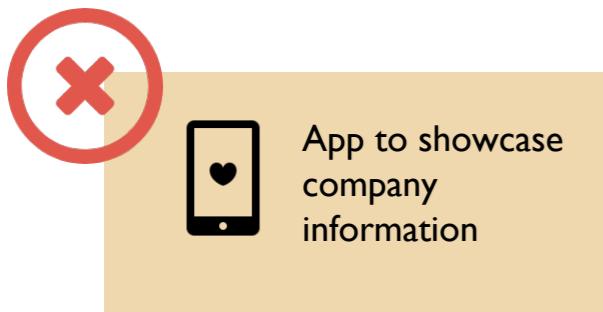


Companies **feedback** about usefulness of the app

If there was a large target pool on the platform,
would you use it to provide information to
students?



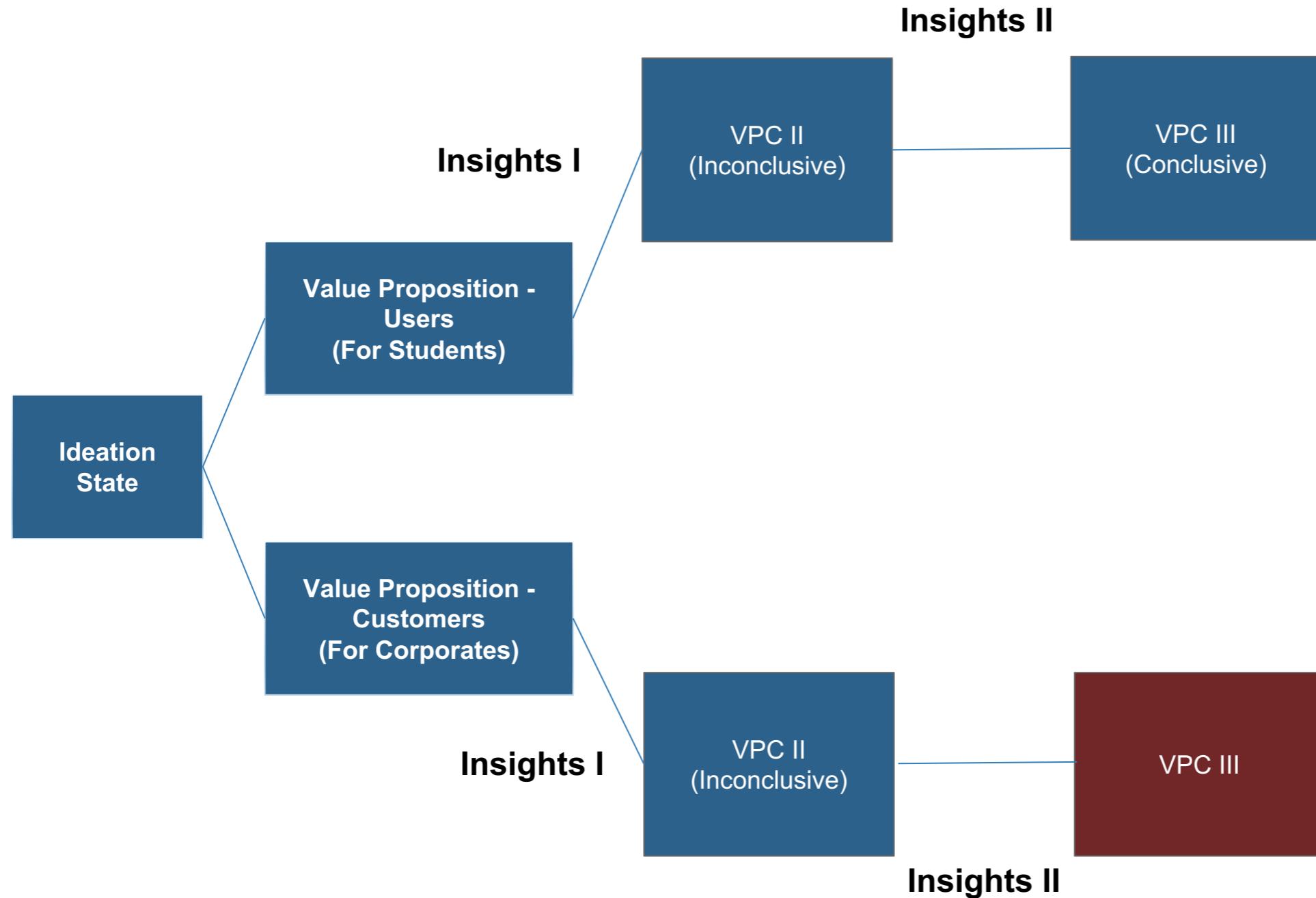
“There are already sufficient places to post our information; and our company website is the best place to find holistic information about our company.”



VPC II - CORPORATES

Products and Services	Gain Creators	Gains	Customer Jobs
	Pain Relievers	Pains	
<p>Web application - To showcase all their networking events at one place</p> <p>Web application - Ease of access and organization of relevant information regarding employer's company and the industry</p>	<p>Providing a recognizable platform for employers to gain traction for their networking events.</p> <p>More cost efficient as you will be reaching to a larger target market (vs competitors)</p> <p>Access to meaningful and organized information for potential employees who may be unaware of company or industry</p>	<p>Finding the most qualified students for the entry-level job</p> <p>Maximizing outreach to target audience</p>	<p>Need to find platforms to publicize branding information and events to graduate / undergraduate market</p> <p>Source for prospective entry level employees</p>

WHAT'S NEXT





HYPOTHESIS & INSIGHTS II

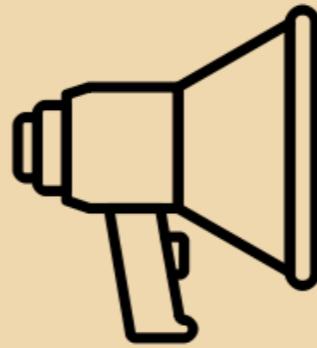
INITIAL HYPOTHESIS



CUSTOMER PROBLEMS



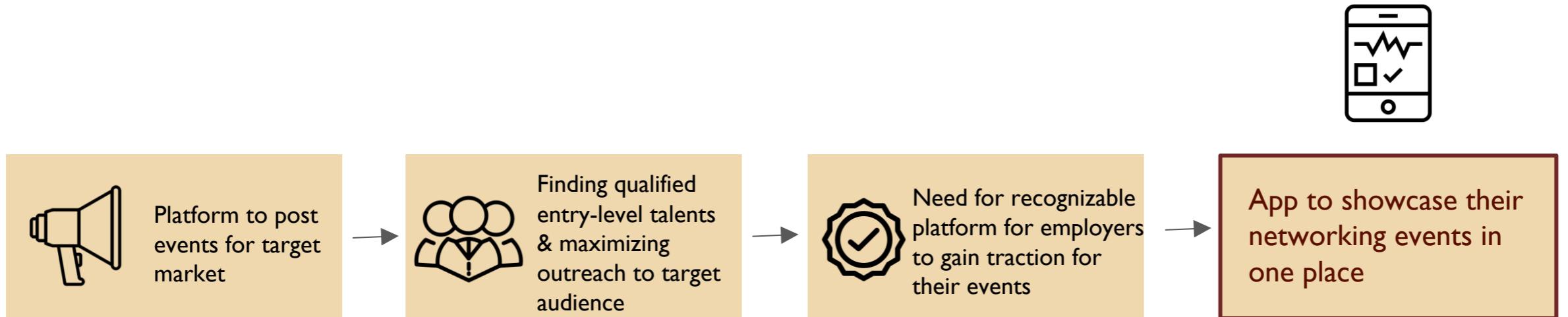
Source for
prospective
entry level
employees



Platform to
publicise events
for target
market



TESTING HYPOTHESIS



TESTING HYPOTHESIS

 Platform to post events for target market

 Finding qualified entry-level talents & maximizing outreach to target audience

 Need for recognizable platform for employers to gain traction for their events

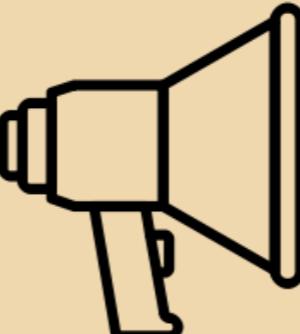
 App to showcase their networking events in one place



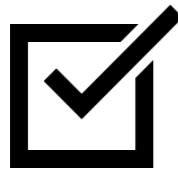
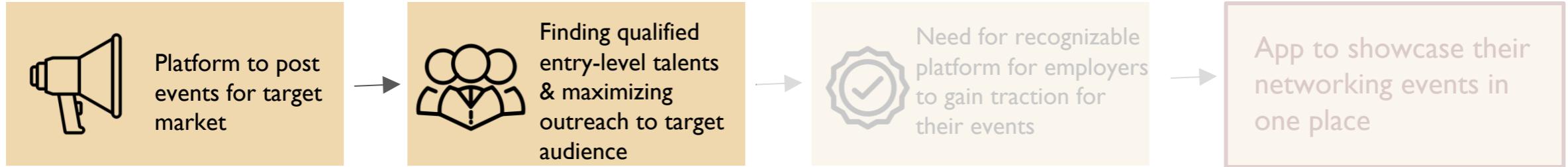
“Do you think networking events are important? Why or why not?”



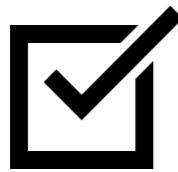
“Which platforms do you use to publicize brand information/ events/ job openings to students?”

 Platform to publicise events for target market

TESTING HYPOTHESIS



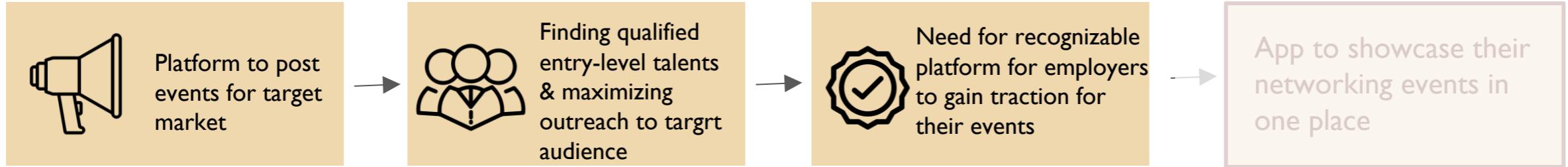
“What are the reasons for having these platforms to publicize?”



“How helpful are the platforms that your company uses in addressing the reasons identified above?”



TESTING HYPOTHESIS



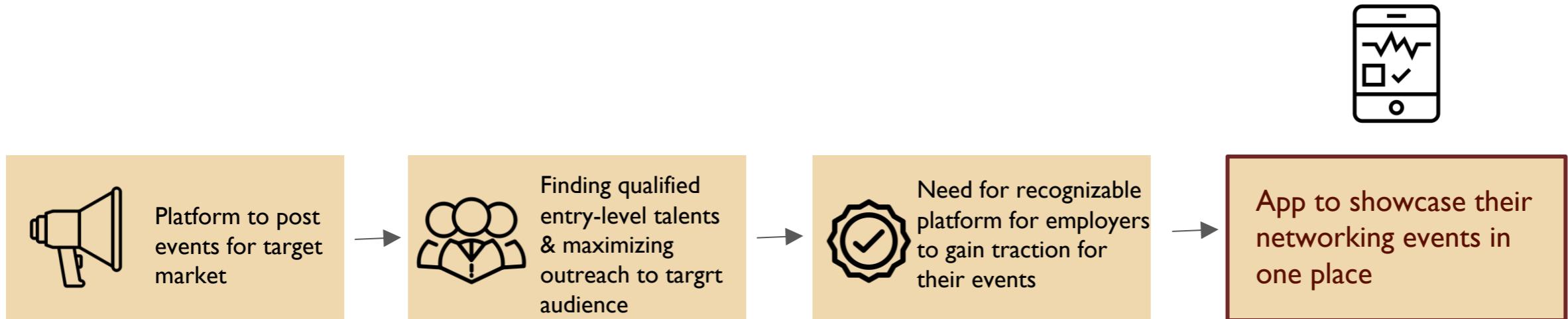
“What are the limitations of the platforms you have selected above?”



“Do you feel the need to improve your current capability to boost your outreach to the graduate talent pool for events?”



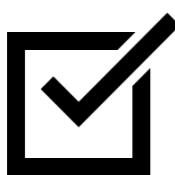
TESTING HYPOTHESIS



“HubNob is a one stop destination.....”



“If there's platform with a large pool of university grads , would you use it?”

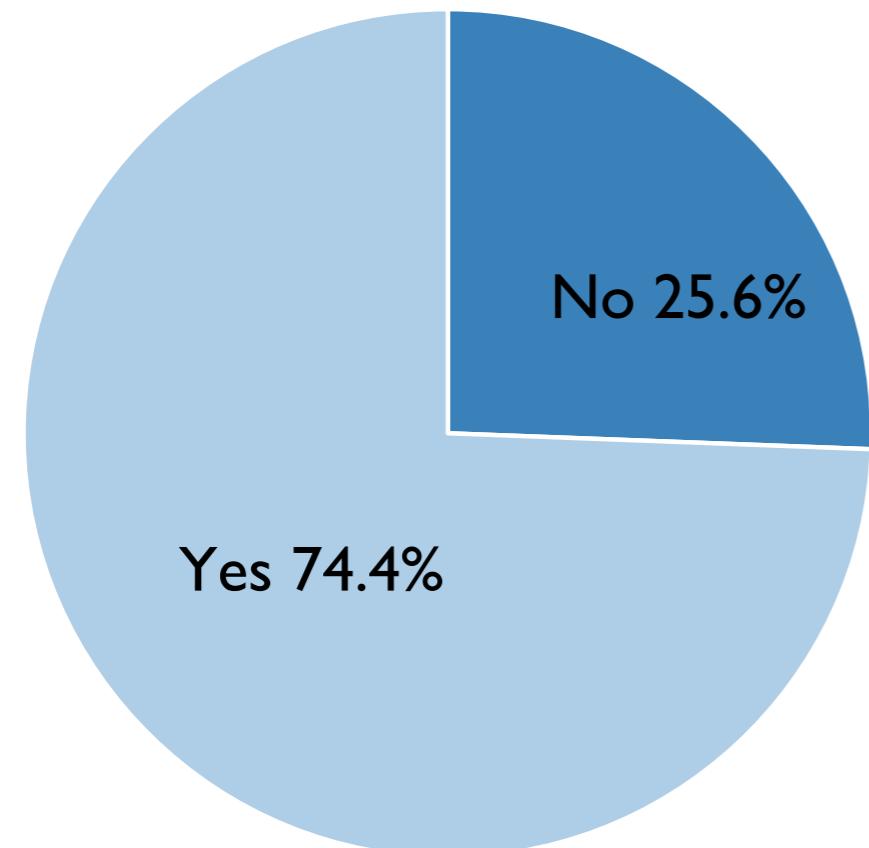


“How useful is HubNob in addressing the limitations faced in current platforms used?”



Most companies find networking events useful

Do you find networking events useful for hiring undergraduates?

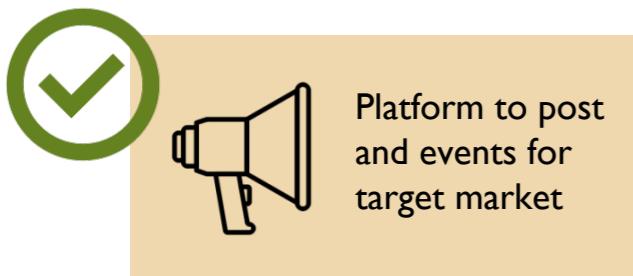
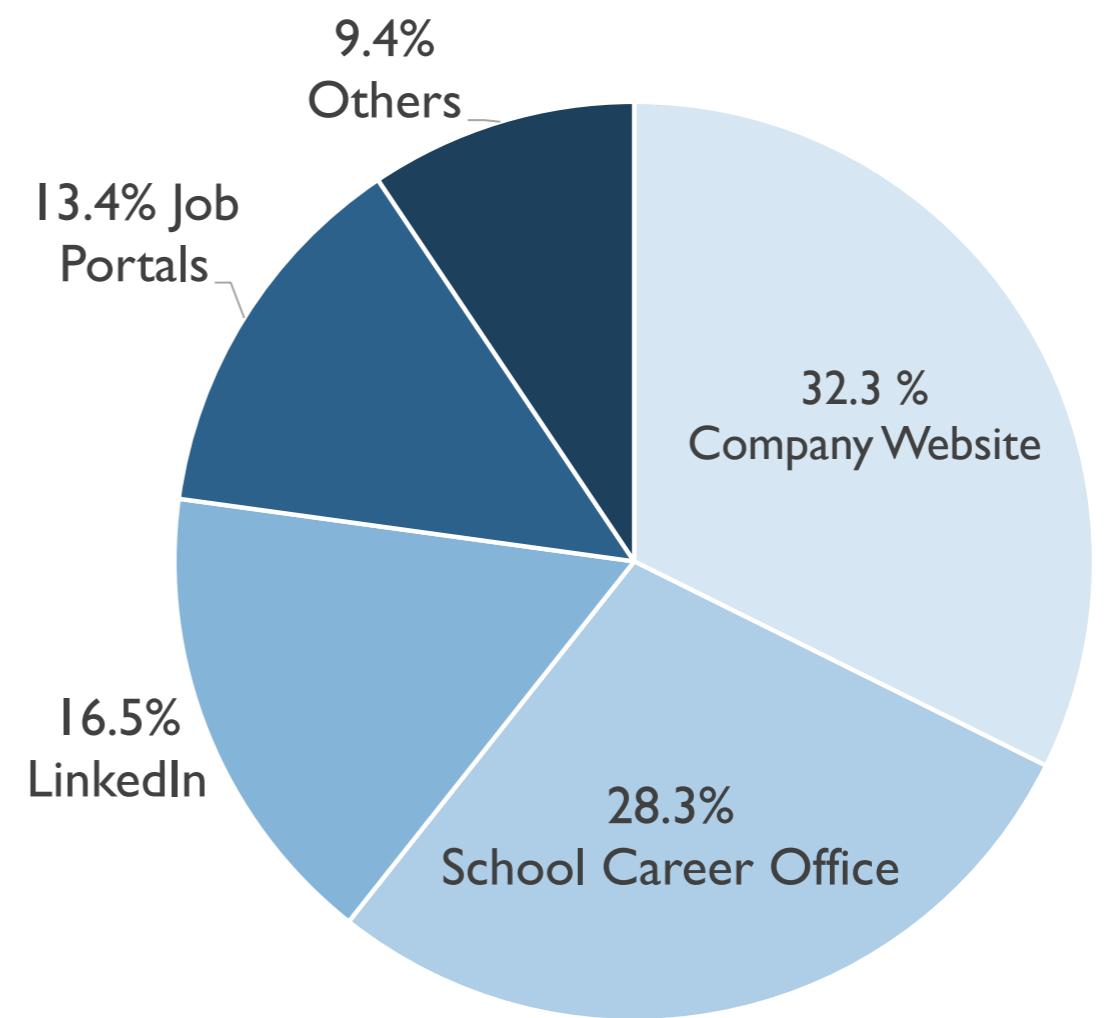


“Networking allows for Face to face interaction”

“Deeper understanding of candidates”

Company websites and School Career Offices are the most frequently used

“Which are most frequently used to publicize brand information/events to students to raise awareness about your company, its culture and job opportunities?”

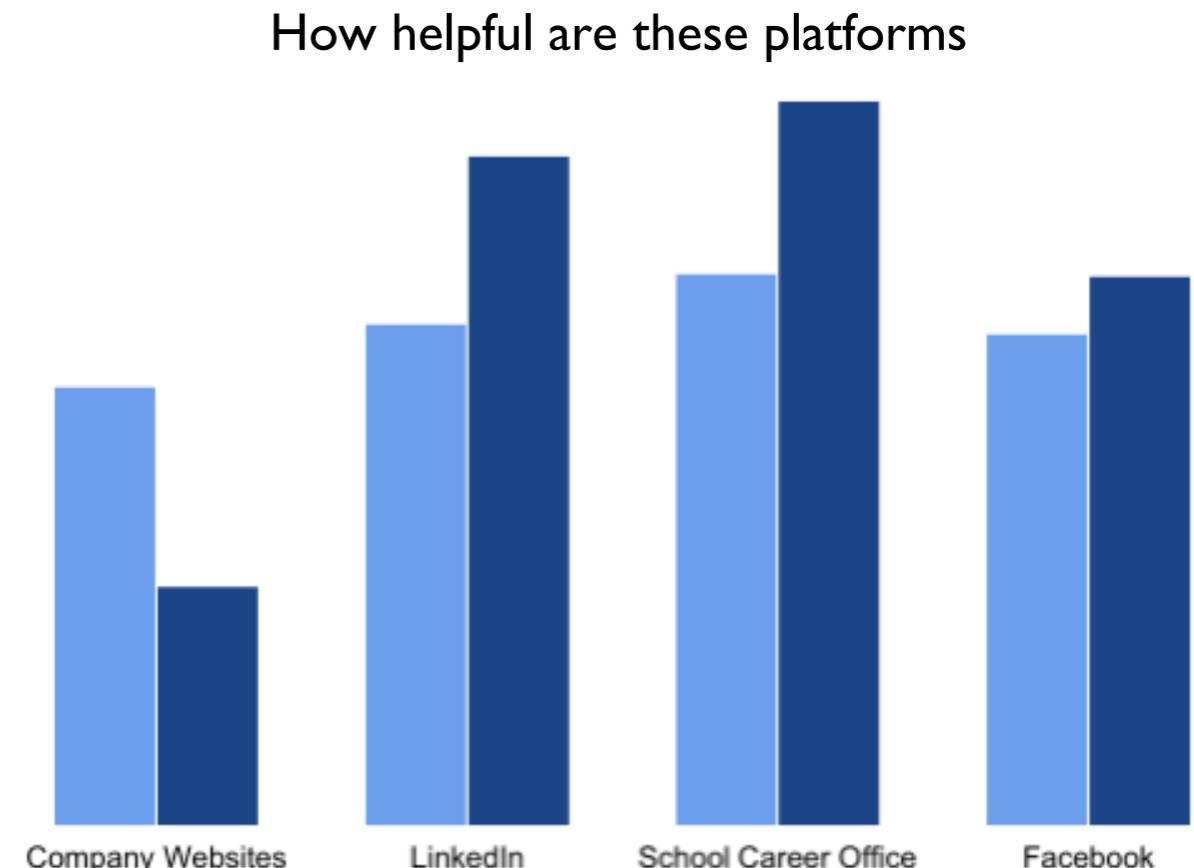


“There is a need to have more effective publicity to target undergraduates specifically”

Companies want to use these platforms to publicise because of **large market outreach**

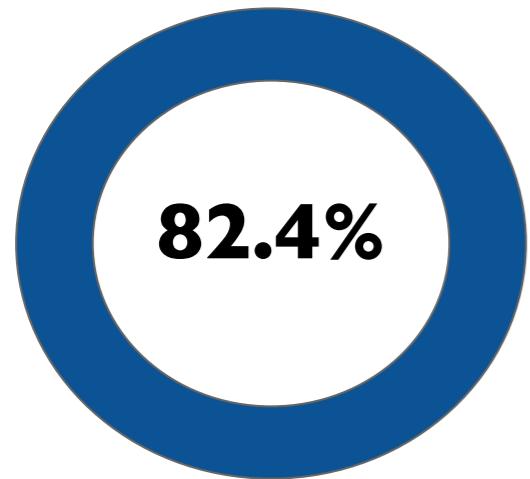
85%
Finding Qualified Entry Level

95%
Large outreach to target market



“We mainly use these platforms because of the high outreach of quality graduates we can get through them”

Employers require an effective platform to publicise their events



Percentage of respondents that feel that the current publicity platforms are not effective in gaining traction for events.



Need for recognizable platform for employers to gain traction for their events



Limitations



74.7%

Current capabilities do not publicise specifically to target audience - Students interested in the industry!

92%

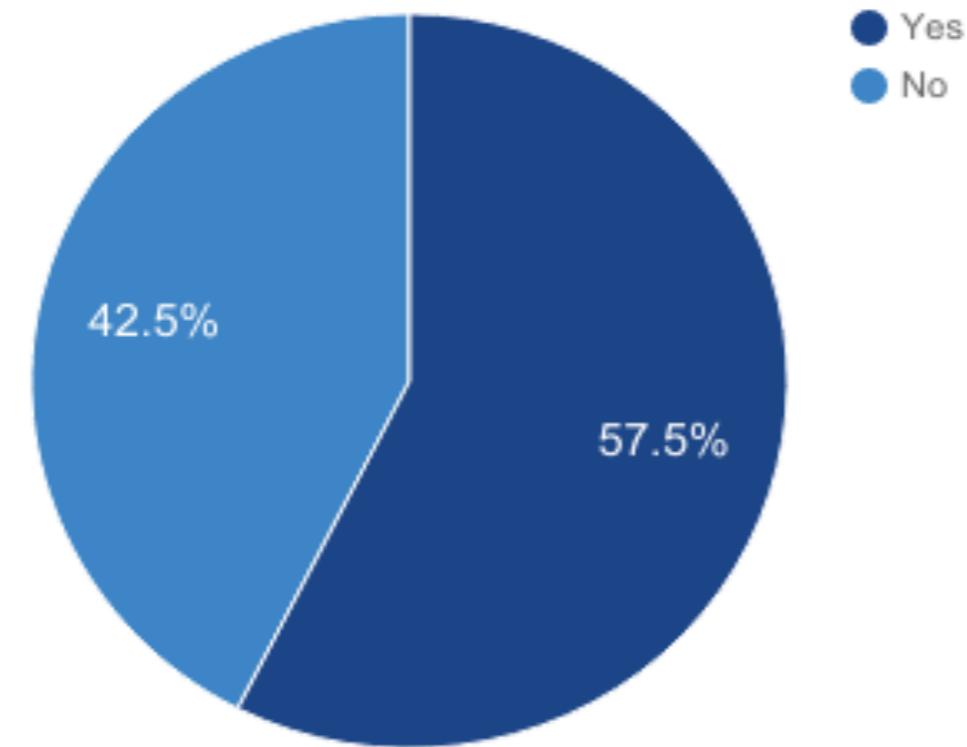
Does not offer a targeted solution to an underlying problem

“ You can plan for the best events, best resources, best ambassadors but talents will not come due to **conflict of schedules or travelling time**. It is a **waste of resources**. ”



Companies **feedback** about usefulness of the app

If there was a large target pool on the platform,
would you use it to publicise your event?



App to showcase their networking events in one place

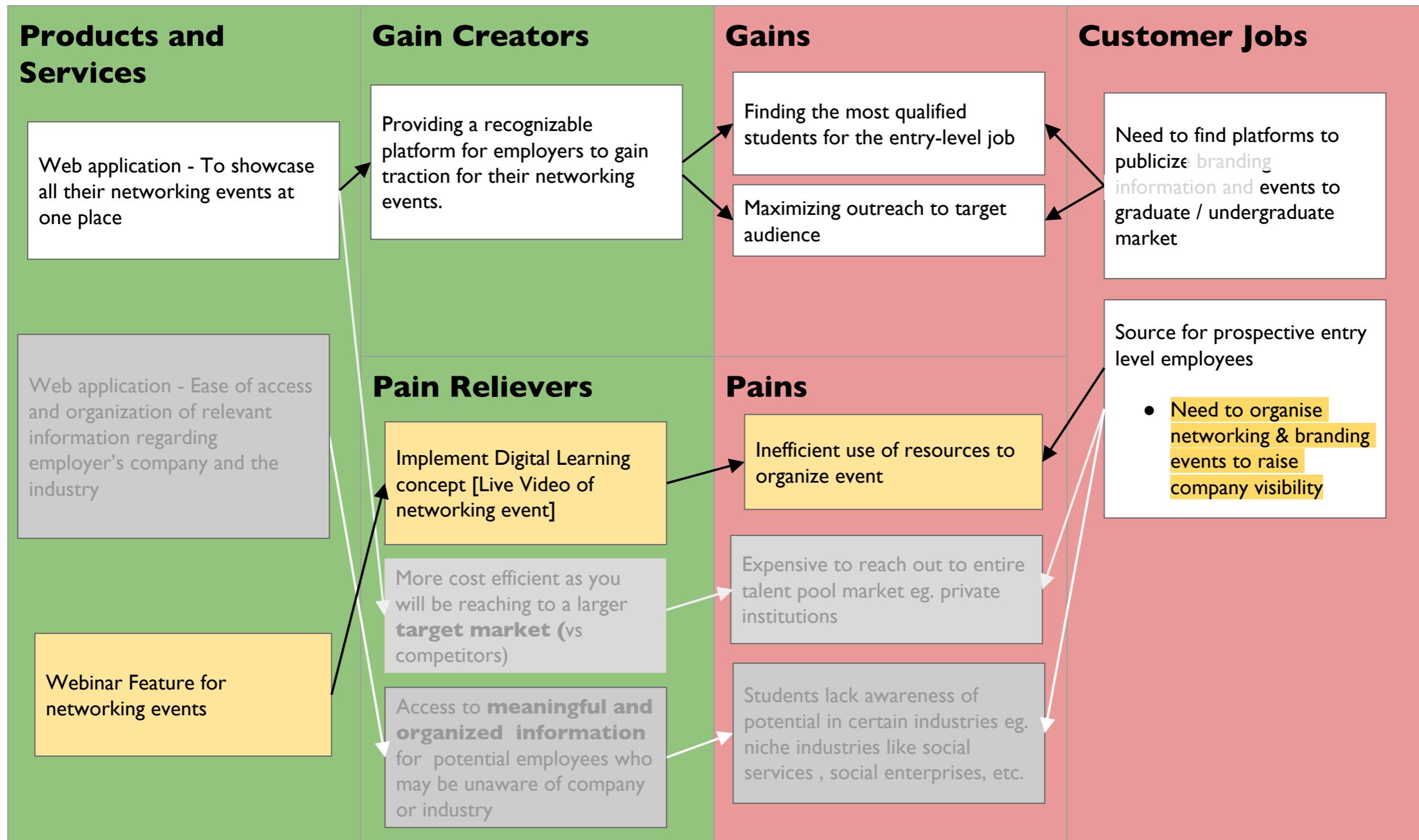
88%

Companies that hire new talent said yes

“Perhaps having **webinars** would solve the problem of time and resources”

“**Consolidated list** of events organised in categories for different target audience”

VPC III - Corporates



Need to validate both segments



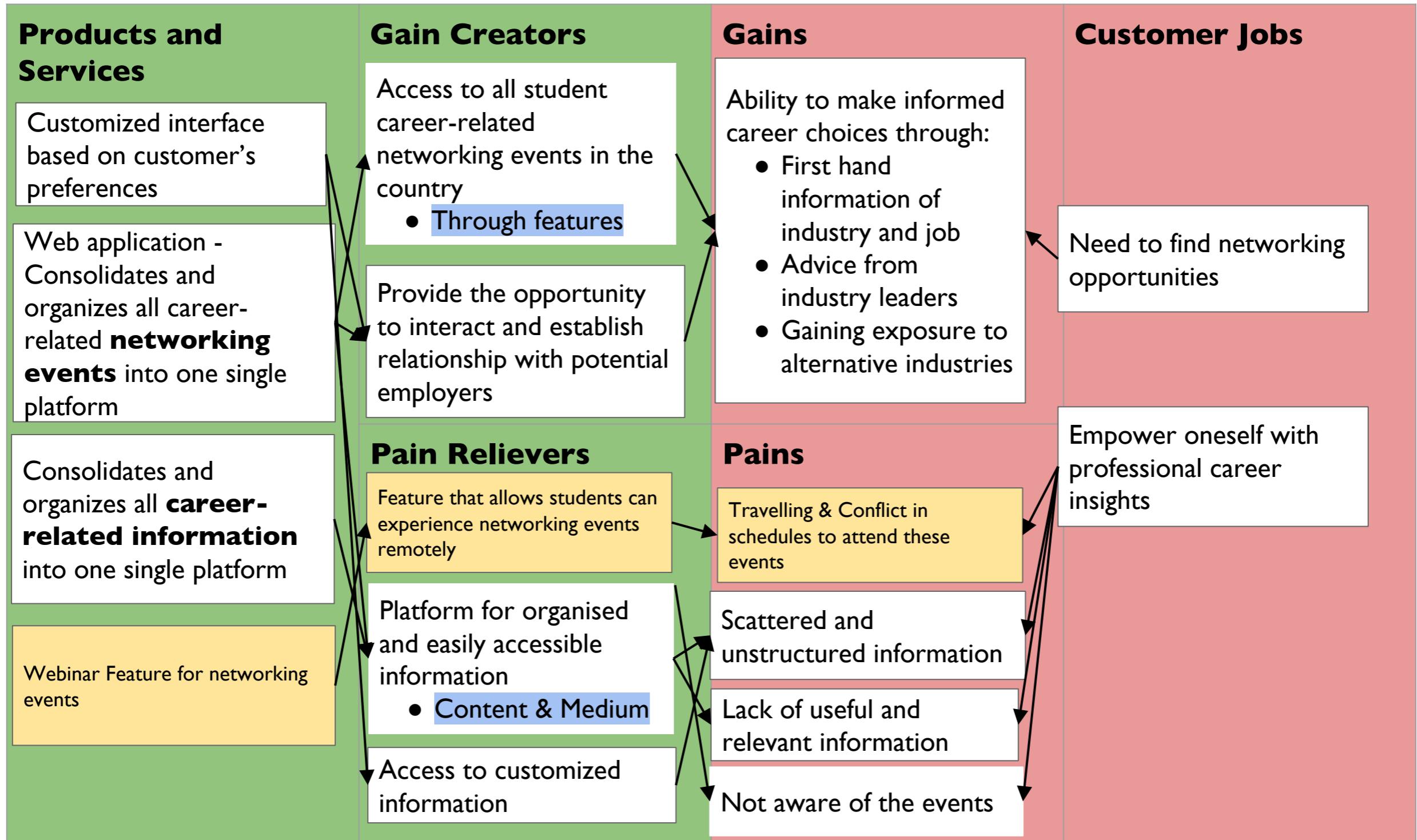
Students



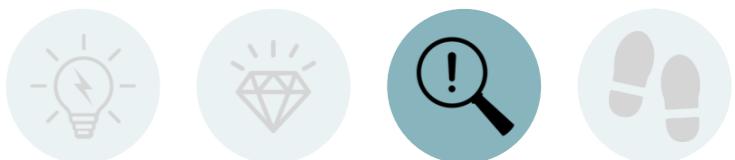
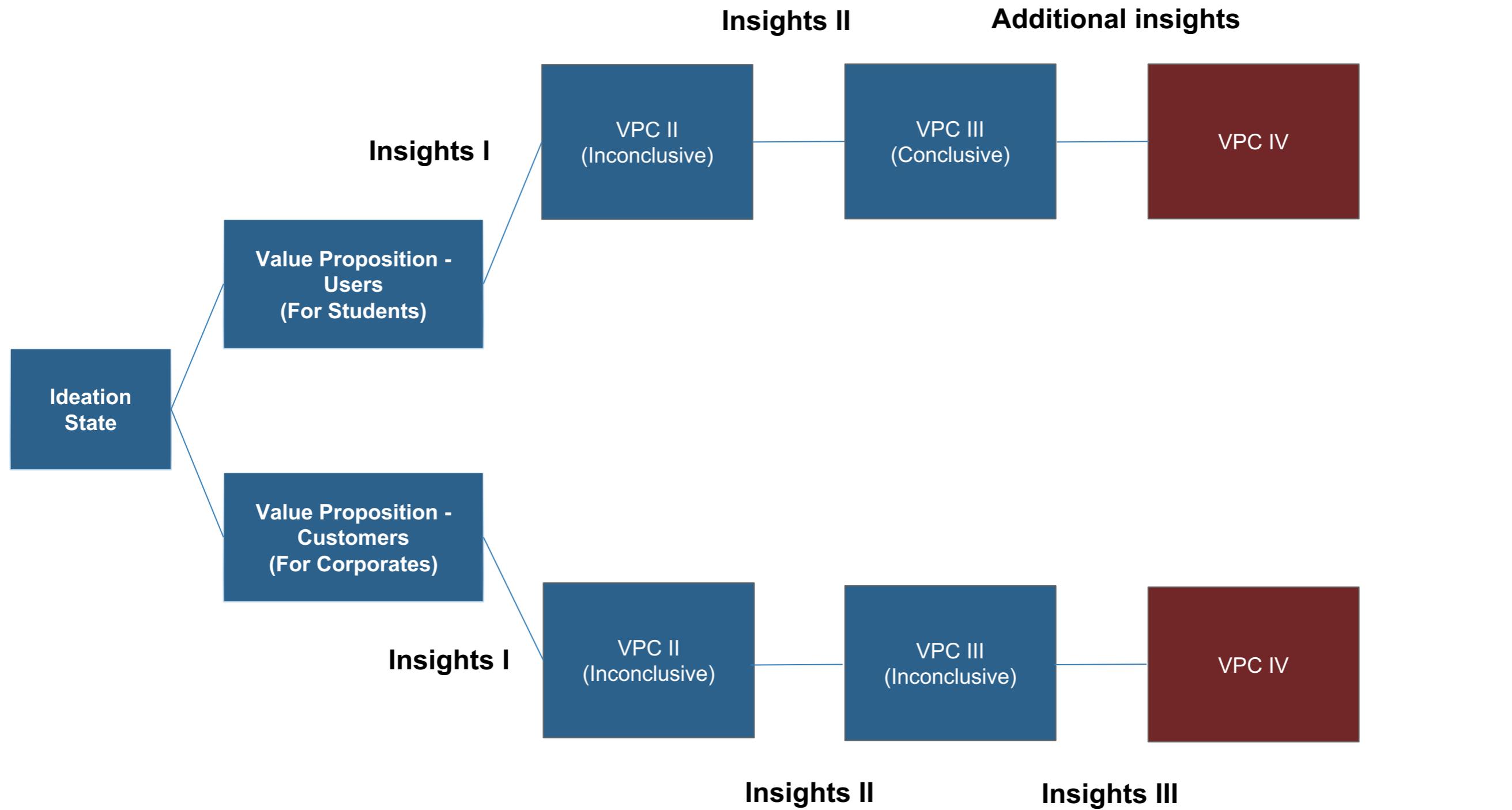
Companies



VPC III - Students



WHAT'S NEXT





HYPOTHESIS AND INSIGHTS III



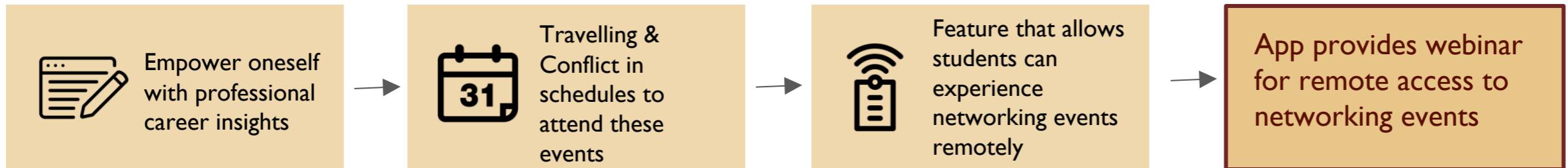
Students



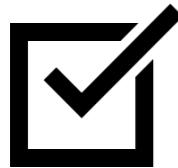
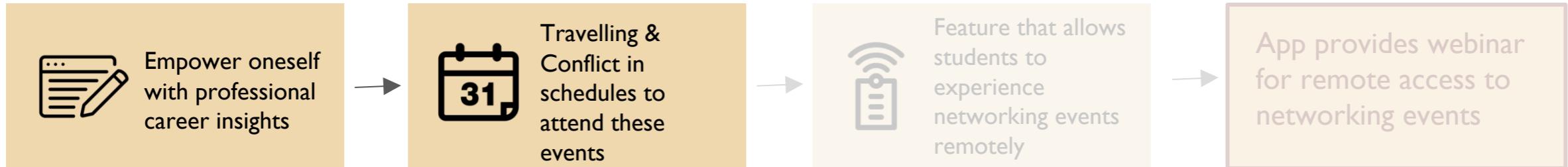
Companies



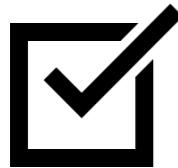
TESTING HYPOTHESIS- STUDENTS



TESTING HYPOTHESIS- STUDENTS



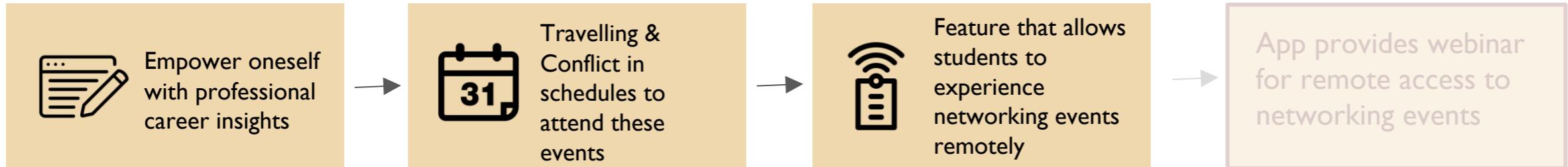
“Do you find it a challenge to make time to attend these networking events?



“What is / are the main reason(s) you find it a challenge ? ”



TESTING HYPOTHESIS- STUDENTS



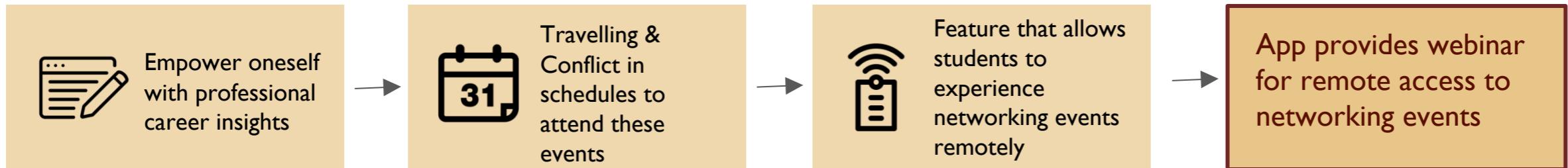
“From a scale of 1-5, how important do these factors determine your decision in attending a networking event?”



“Do you think a solution of helping you experience these events live / online help you tackle these challenges ? ”



TESTING HYPOTHESIS- STUDENTS



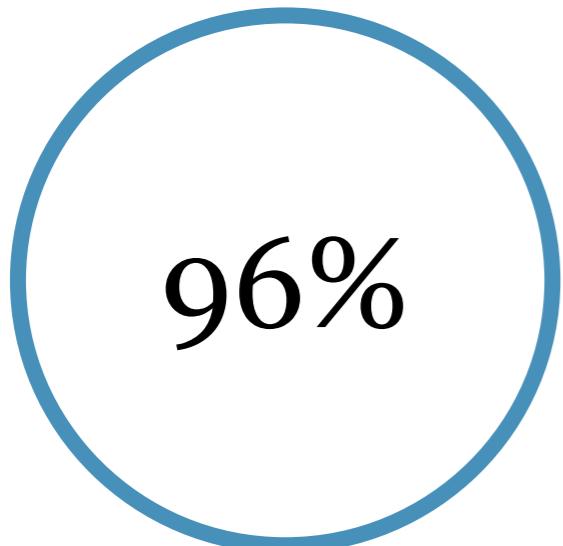
“Do you think a webinar feature for networking events be useful in attending these events?”



“What other sub-features do you think we should add in to complement the webinar feature?”

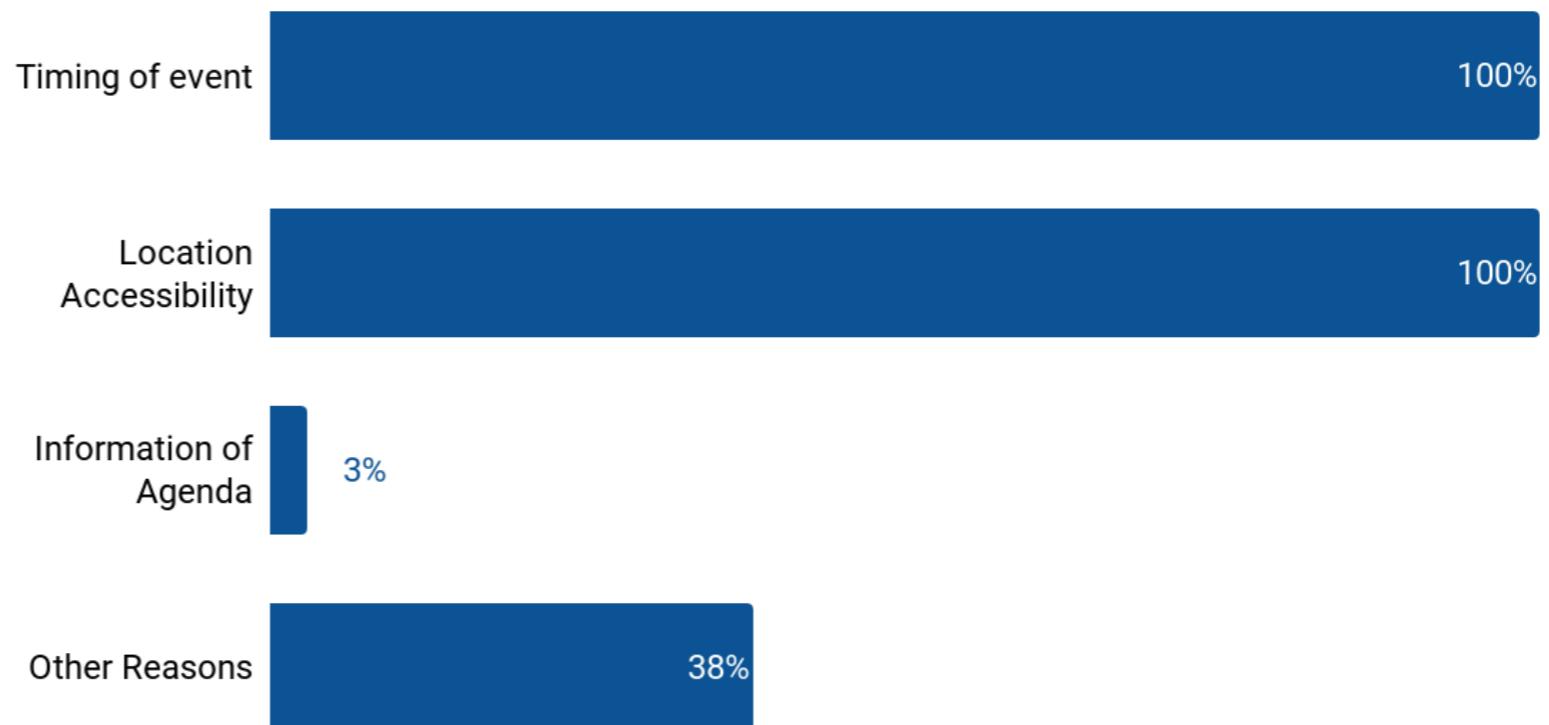


Travelling & conflict of schedules to attend these events are main challenges



Percentage of respondents who feel find it a challenge to attend networking events

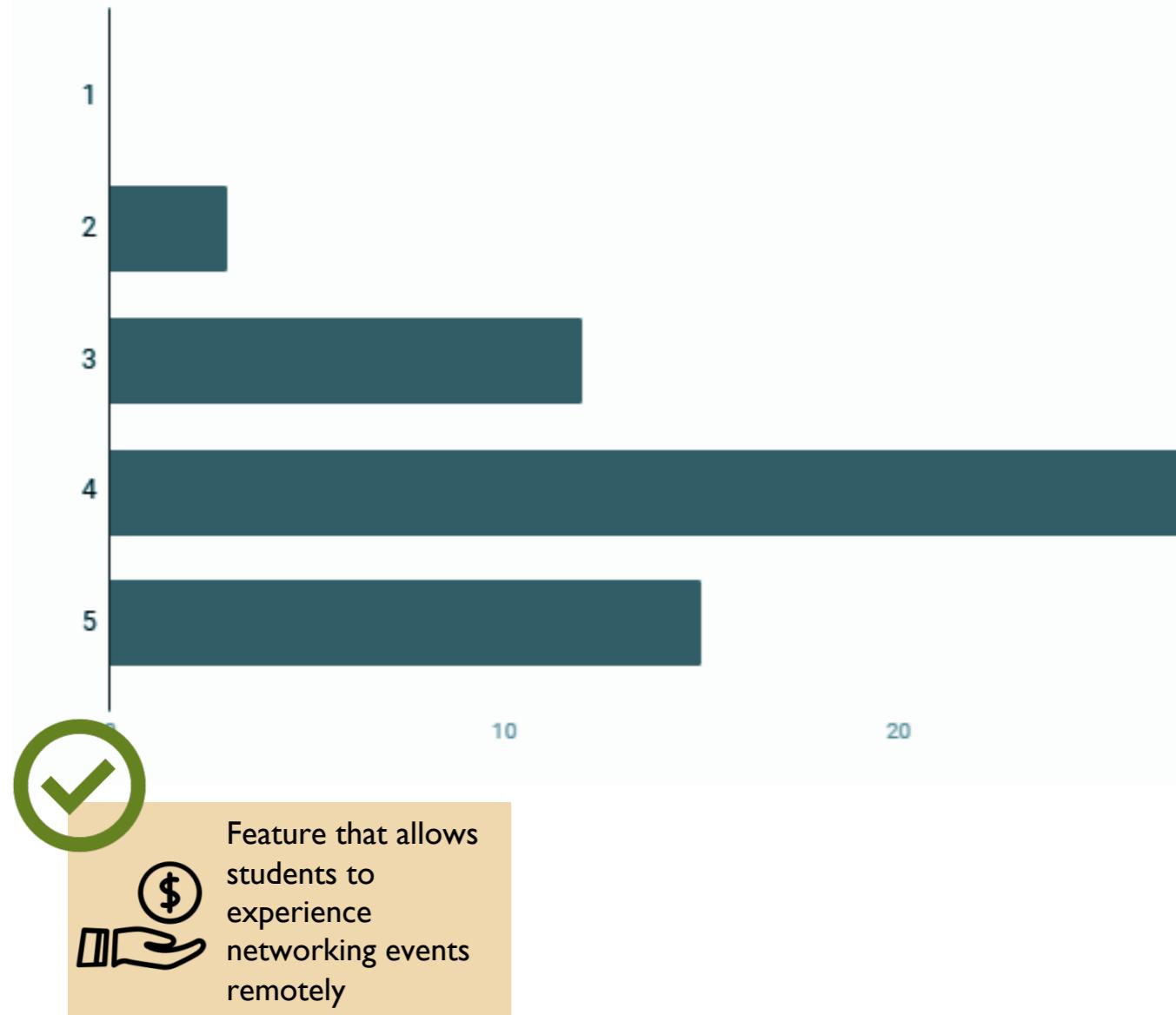
Challenges of attending events



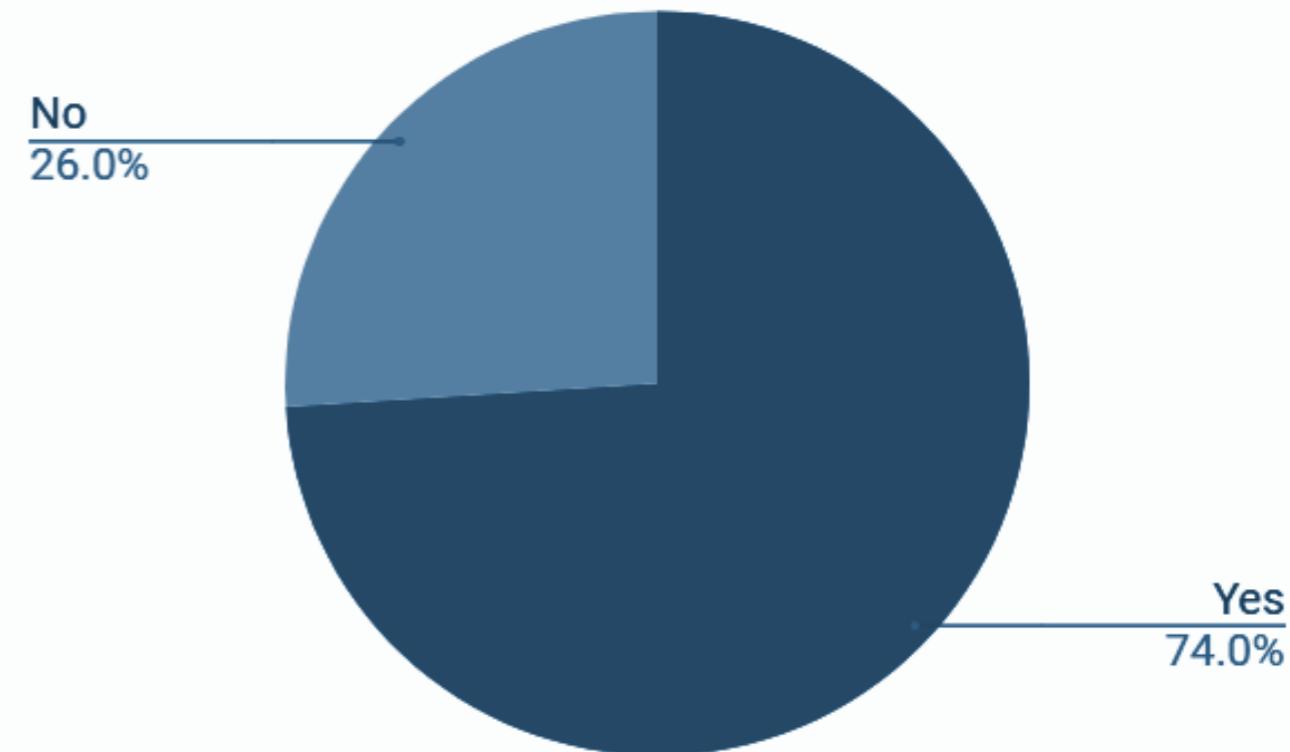
Travelling & Conflict in schedules to attend these events

Students need the solution to be able to attend networking events remotely

“From a scale of 1-5, how important do these factors determine your decision in attending a networking event?”

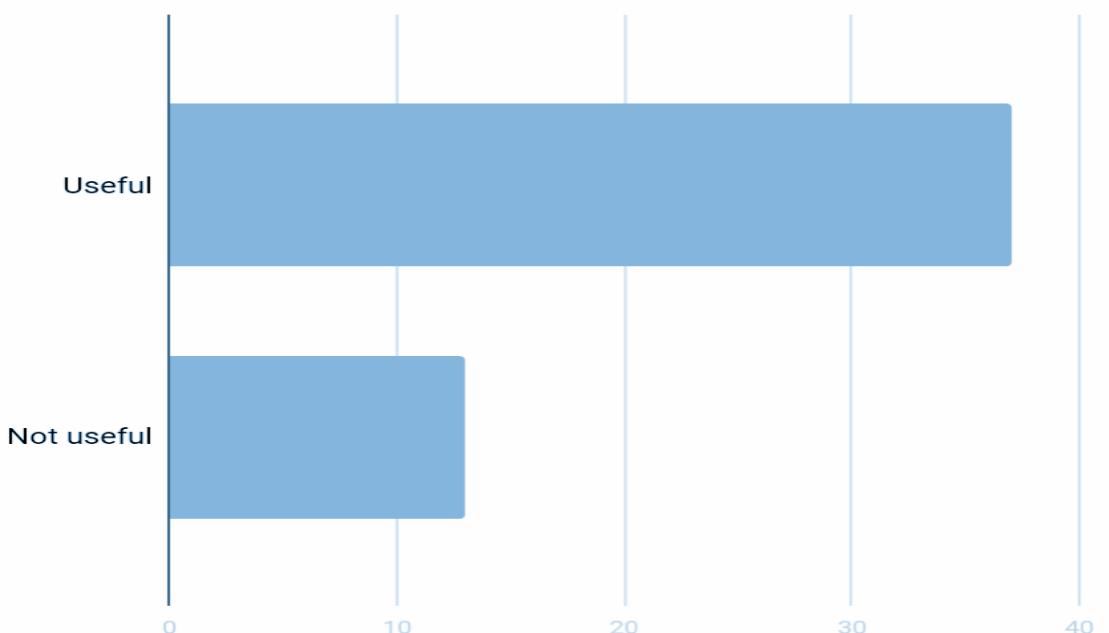


“Do you think a solution of helping you experience these events live / online help you tackle these challenges ? ”

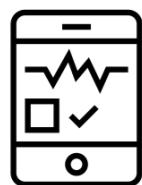


Students find webinars to be very useful in exploring options

Student's perception on webinar feature

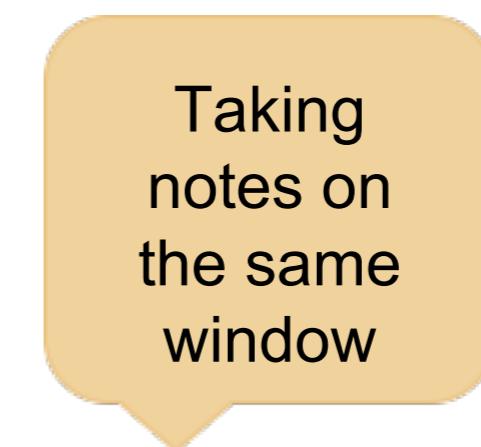


“Most definitely! This will allow me to still explore my options efficiently and not compromise on study time!”

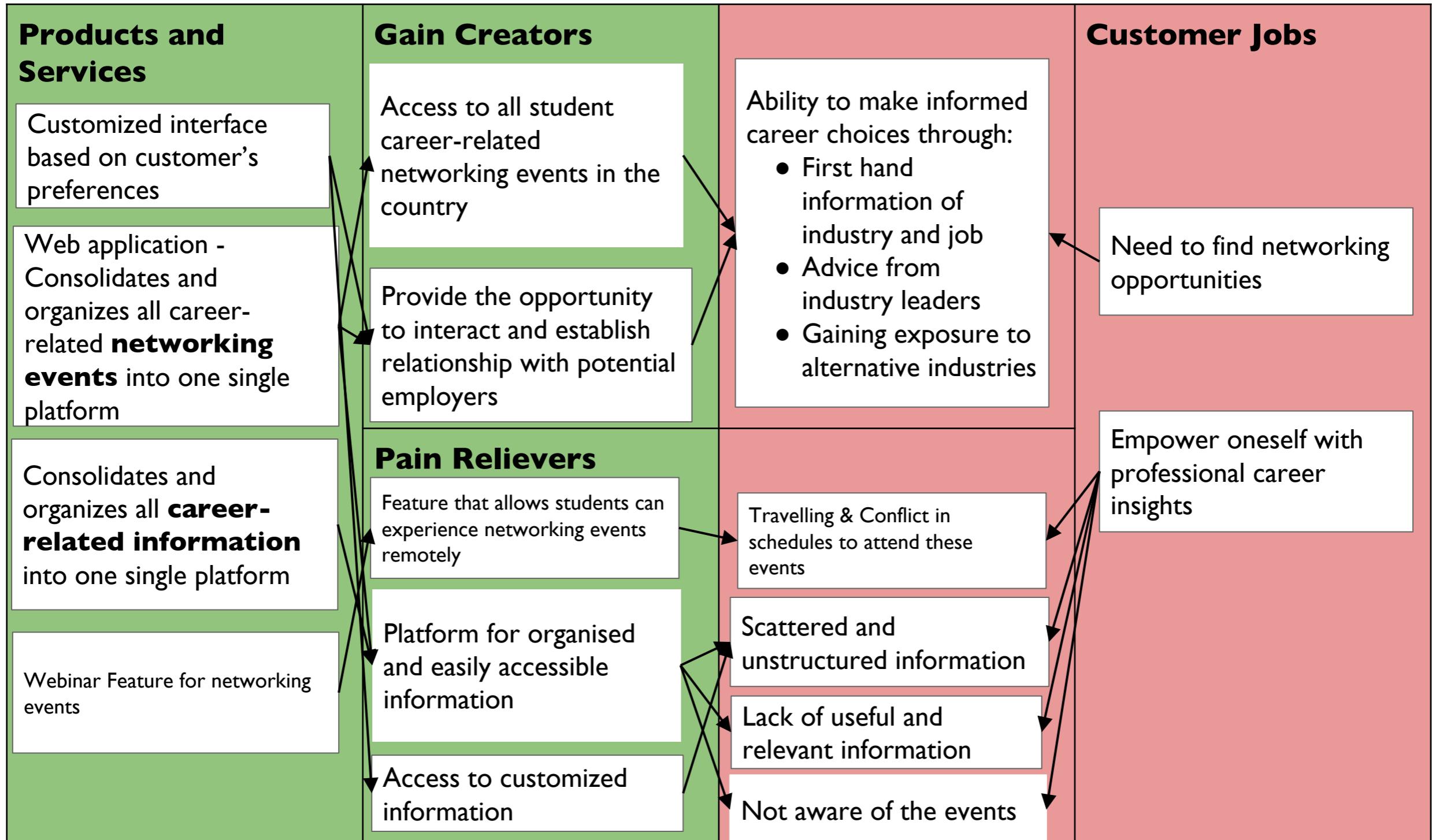


App provides webinar for remote access to networking events

Sub-Features to complement with webinar



Final VPC - Students





Students



Companies



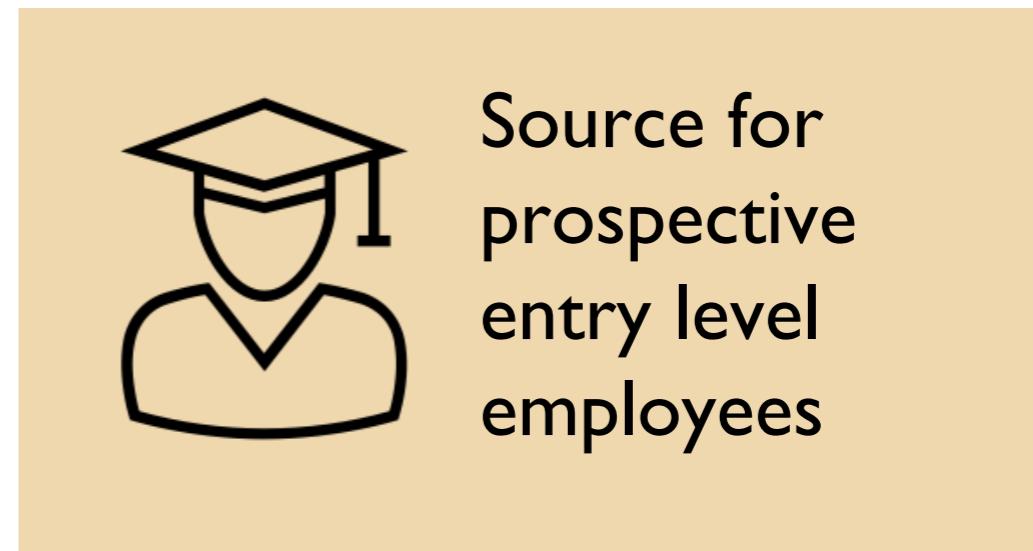
TESTING HYPOTHESIS- CORPORATES



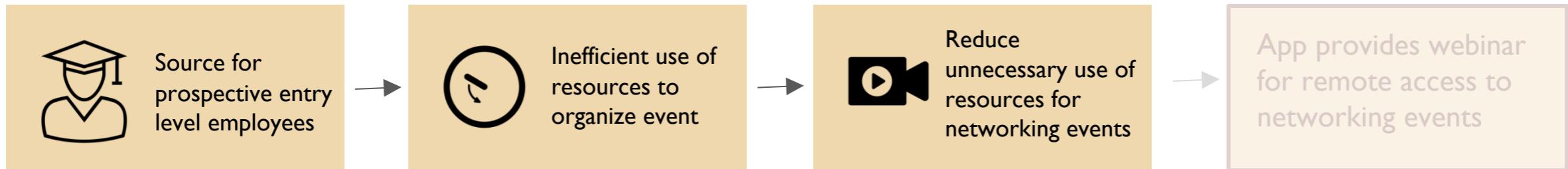
“What are the pain points in organizing a networking event?”



“What would you like to save most on these initiatives?”



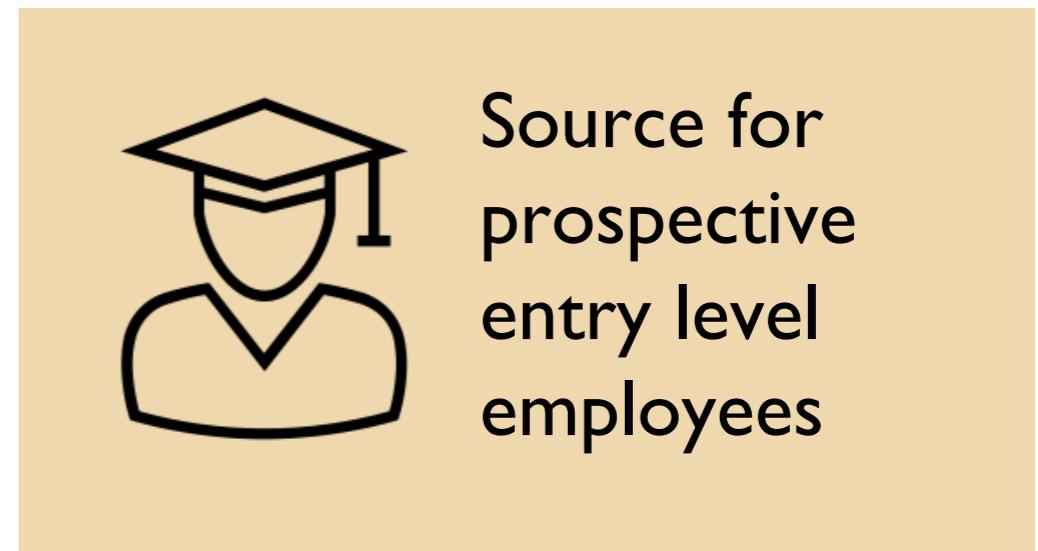
TESTING HYPOTHESIS- CORPORATES



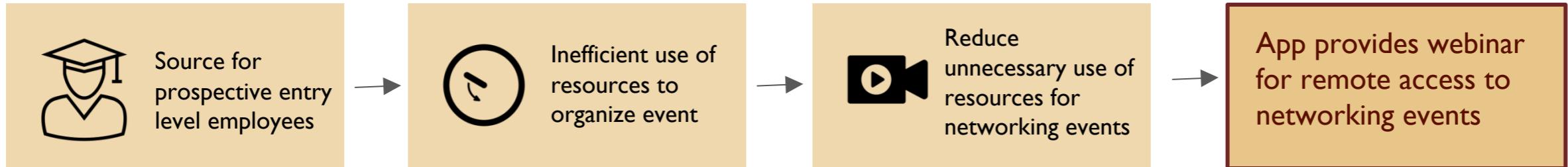
"Have you conducted networking events remotely before?"



"Do you think it will be useful to carry out online networking events?"



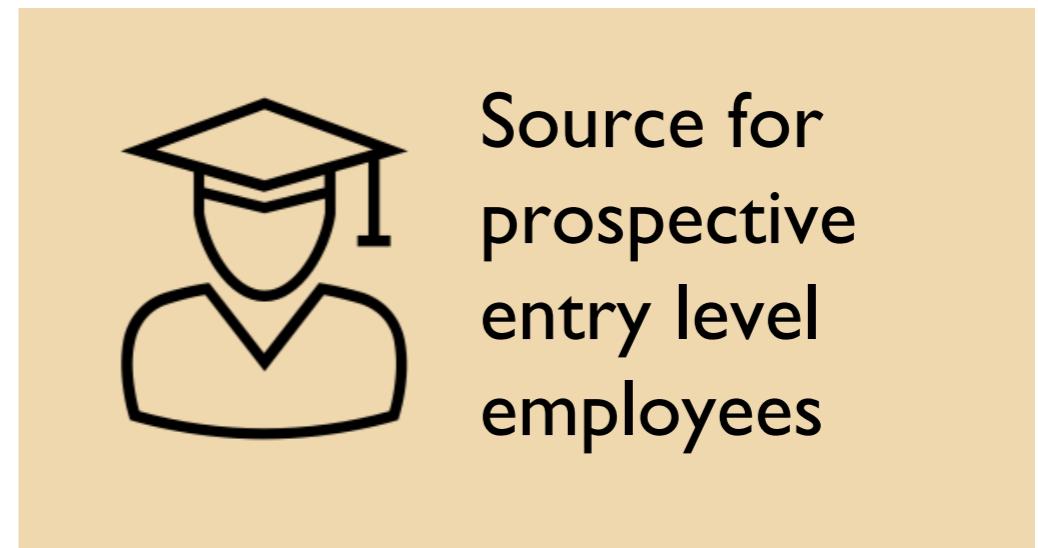
TESTING HYPOTHESIS- CORPORATES



“Do you think a webinar feature for networking events be useful in solving your pain points?”

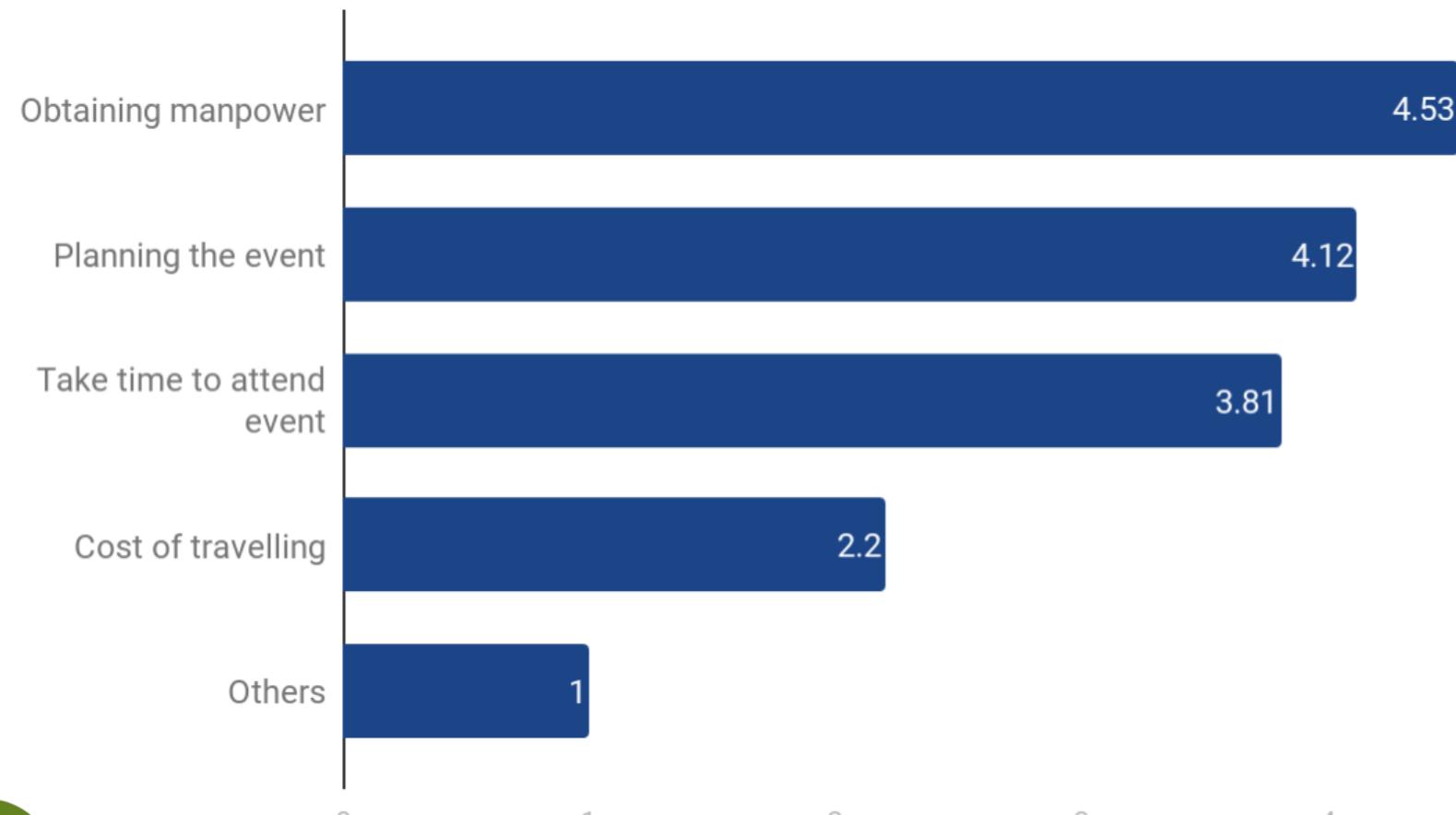


“What other sub-features do you think we should add in to complement the webinar feature?”



Companies felt that there could be a better use of manpower and time

Top pain points of organizing a networking event



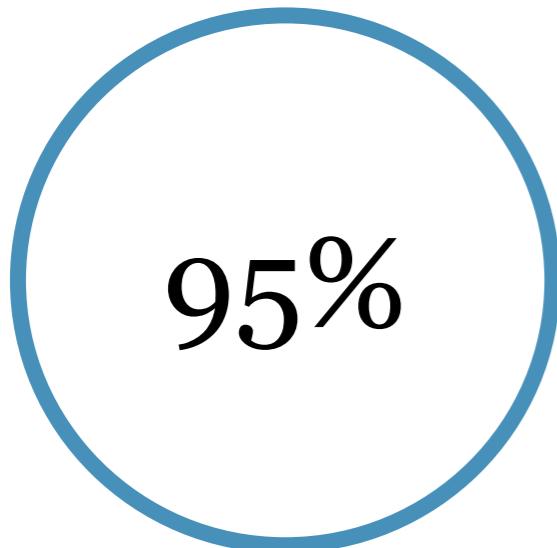
Small to Mid Level Firms felt that:

"Time could be better spent at work or elsewhere."

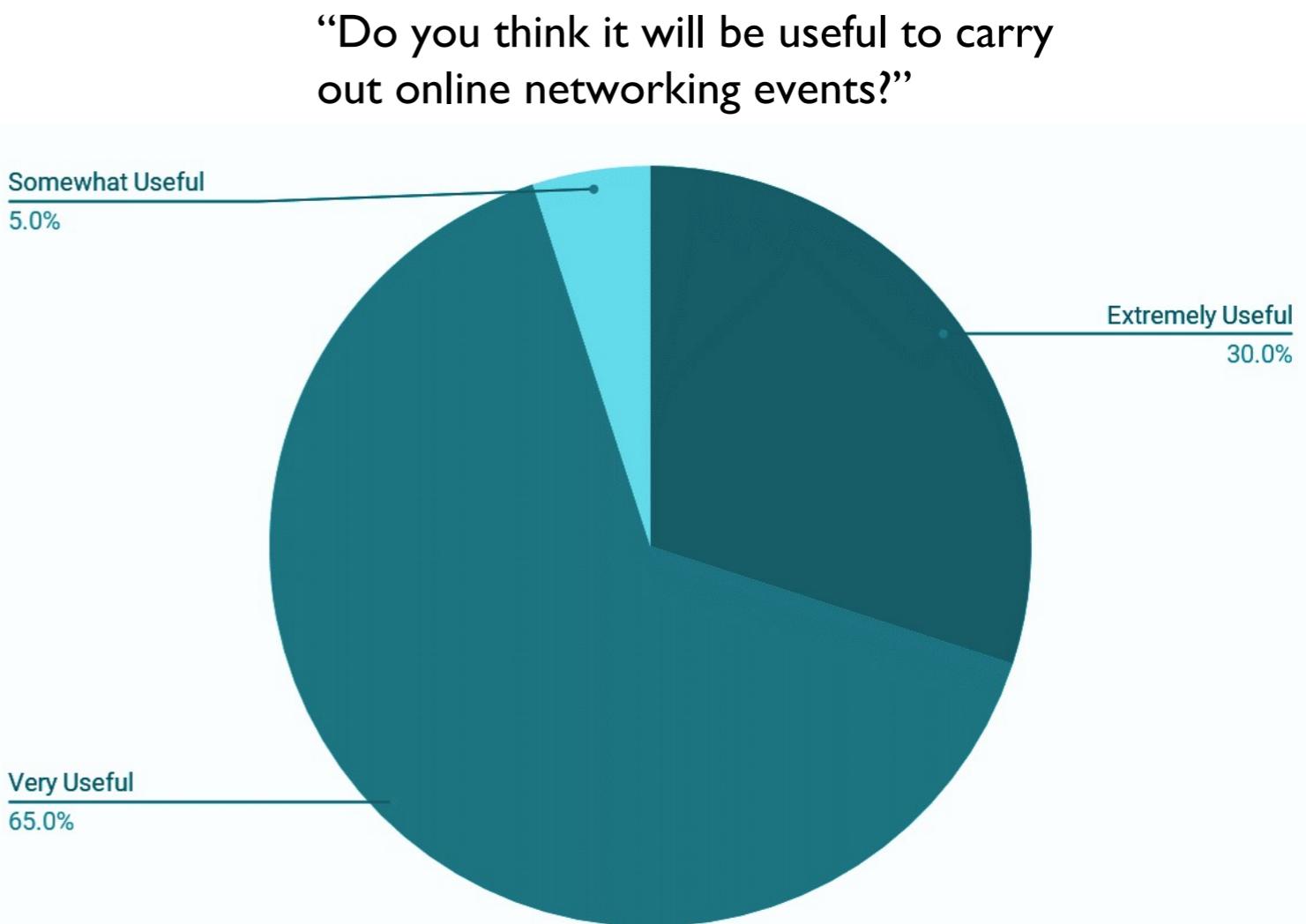
"Difficulty is to convince people to take time off their schedules to attend these events"



Companies want students to be able to attend networking events remotely

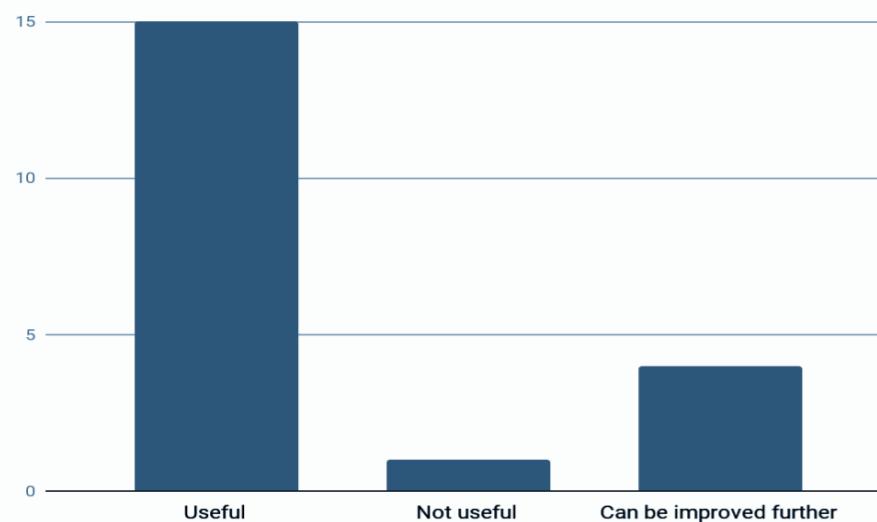


*Percentage of respondents
who have not conducted
networking events remotely
before*



Companies find webinars to be very useful in reaching out to students

Usefulness of the webinar feature in solving pain points



Other Suggested sub-features

Chat function

Posting questions in real time

“There are still aspects of physical interactions that webinars cannot replace such as the human touch but it will be really useful for small firms like us or during peak periods”

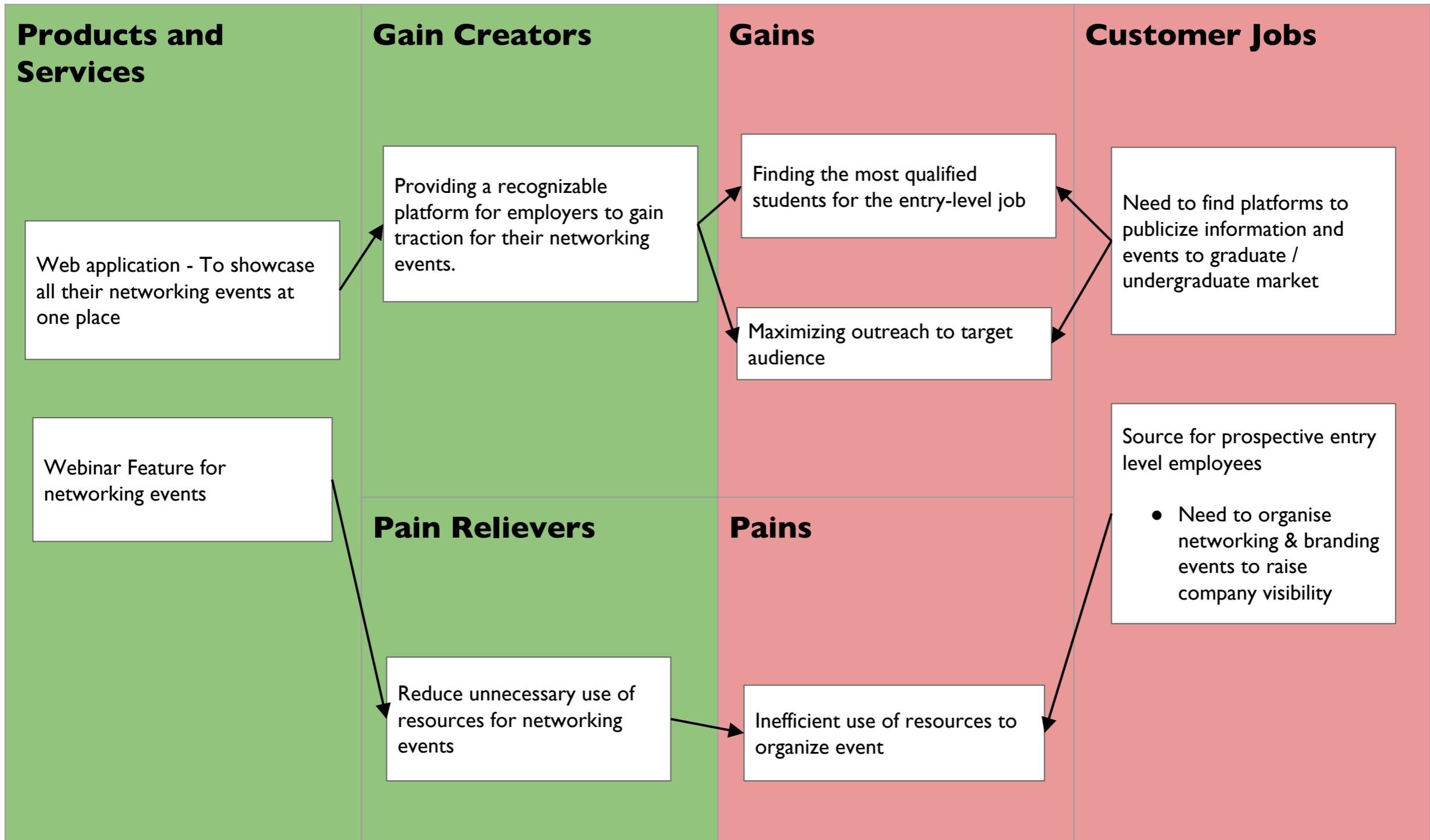


App provides webinar for remote access to networking events

Polling Feature



Final VPC - Corporates





FINAL WPC & BMC

Final WPC

Gain Creators

1-on-1 mentorship
with industry leader

Calendar
Alerts for
networking
events

Background
information
about company
and ambassadors

Friend Radar -
Inform you that
your friend is
attending the
event

Core Product:
Networking &
Career
Information
Platform

Consolidates
Networking
events

Consolidates
career
related
information

Career-related
content (eg. jobs
and industry)

Webinar for
networking events

Pain Relievers

Parameter
Filters



Final BMC

Value Proposition



Provide Students with

A platform to gain more information to make informed career choices

A platform to have access to effective networking events

Convenience & Accessibility

Provide Companies with

An accessible, convenient to engage with their university talent pool

Reduce unnecessary use of resources for networking events

Customer Relationship



Develop a good CRM base to collect data on our users and customers

Customize platform based on students needs

Customer Segments

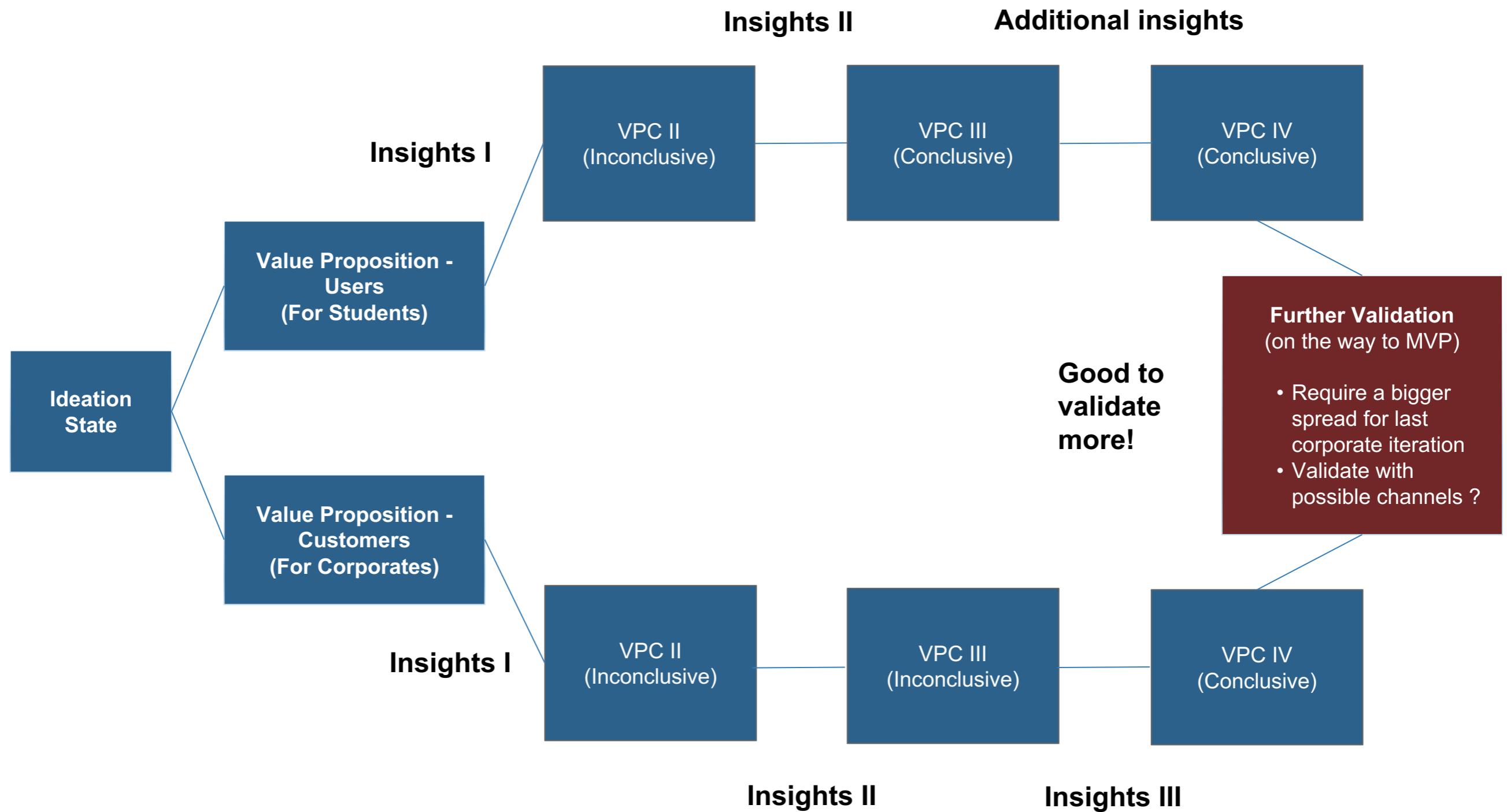


Corporate Companies





WHAT'S NEXT





FINAL REFLECTIONS

THE CONFIDENCE

- The 4049 process of creating a product from what we perceive the market needs and then iterating it into what the market actually needs- allowed us to **gain the confidence** in and taught us **how to building relevant** products.

BEING ADAPTABLE

- Everyone has pre-conceived notions and that is what we take with us when we walk into interviews. However, when interviewees give us **unexpected answers**, we have to learn to be adaptable and ask questions relevant to the conversations we are having, rather than following the pre-planned questions.
- With other commitments and work, we all had to constantly find way to **adapt to each others' schedules** and find ways to continue collaborating as a group.



THE NETWORKING ASPECT

- Most of our interviews and validation process were through emails and referrals.
- But there were times where we had to get our hands dirty and really make the effort to generate leads.
- Situation: For the last validation iteration with our corporates, we realised we expended all our networks and no one was replying. So we had to **physically attend any events we found** on eventbrite and meetups to carry out our validation. It is all about capitalizing on every little opportunity we have. It was miserable but really meaningful when you see your insights materializing through the face to face interviews.

TRANSFERABLE PROCESS

- It is not always about the results of our insights but we felt that the **skills we have obtained are invaluable and transferrable** to other career aspects.
- If we want to validate a social policy or find out if a compensation benefit is relevant to our employees, we now have a very methodical process of validating if it is receptive and sustainable



THANK YOU

A large, colorful word cloud centered around the words "thank you". The word "thank" is in red, "you" is in yellow, and "you" is in green. Numerous other words in different languages are scattered around, such as "danke" in German, "merci" in French, "gracias" in Spanish, "mochchakkeram" in Korean, and many others. The background is white, and the text is in various colors including red, blue, green, yellow, and purple.