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**Business Plan**

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1. **General**
   1. **Introduction**

Today, there is a high demand and many fundraisers of resources for all types of jobs and for high-tech in particular.  
Almost every company is looking for employees, and also there are lot of private people or freelancers that looking for full time job or part time job.  
The market today is difficult, and it is hard to find a candidate that fit the requirements of the company, so there is a high need to look candidates.

* 1. **Chart, bar chart

     Description automatically generatedGlobal market size**

* 1. **The App**

Our app offers finding candidates, both for full-time and temporary project. The app will be easy and user-friendly so it will be convenient and easy to look for a candidate or look for a job.

1. **Application Description**
   1. **Idea**

User interface designed for job seekers, service providers and employers.  
The main page contains a list of potential candidates where each user can be swiped right to start the recruitment process and left for candidate rejection.  
In addition, each candidate will have a rating, photos, likes and general description.

* 1. **Users**

Employers have two options:

* As a company that is looking for a candidate for a temporary project or full-time.
* A private employer, looking to hire a candidate for a temporary project.

Workers:

* The candidate has the option of looking for a temporary project or full-time job. In addition, have the option to offer themselves as group or a company.

\* If you employ a candidate for a temporary position, there is an option that we will be the company that manages the funds. It's mean that first the employer will transfer the money to us and only when he will get the project the employee will get funds. (This way they can trust and be sure that the employer will pay properly).

1. **SWOT Model**

|  |  |
| --- | --- |
| **Strengths**   * Easy to operate. * Two-way Search mechanism. * Large projects service. * Flexible search algorithm with machine learning component. * Extremely innovative and enthusiastic staff. | **Weaknesses**   * Single service provider / business display. * Non-secured chat. * Limited ability to provide outcome insurance |
| **Opportunities**   * Constantly needed market for our service. * Growing number of outsource services. * Conquering the market with all-in-one platform. | **Threats**   * Larger Companies. * More attractive payment methods. * Companies with more specific fields. * Overridden projects. * Risk of scams. |

* 1. **Strengths**
* **Easy to operate -** low number of actions needed to operate our system, from sign up to receive required services.
* **Two-way Search mechanism -**having the ability for freelancers to search for projects and for businesses to search for an outsource for a single project and for a full-time job.
* **Large project service -**the ability to get a Group of people for the same project whether they are known as a group on our platform or by selecting each member.
* **Flexible search algorithm with machine learning component -**unique algorithm that will find the best matches for the given data in the search by learning users preferences and behaviors.
* **Extremely innovative and enthusiastic staff -**our staff include few of the greatest minds in this country and has the ambition needed to make this platform best as possible.
  1. **Weaknesses**
* **Single service provider / business display -**a single user display while other platforms use mostly grid display.
* **Non-secured chat -**after a provider and a require starts the chat there is a risk of the two to work outside the boundaries of the platform.
* **Limited ability to provide outcome insurance -** there is no way to guarantee that the service provided will be executed as required.
  1. **Opportunities**
* **Constantly needed market for our service -**in these times the market for outsourcing and searching for professional workers for businesses.
* **Growing number of outsource services -**the number of people deciding to go on a freelance way of work is growing by the day, meaning the number of possible users are growing as well.
* **Conquering the market with all-in-one platform-** our platform has a large variety of optional choices for their project while other has only few and are not covering all needs.
  1. **Threats**
* **Larger Companies -**companies that has a large number of users and foundations.
* **More attractive payment methods -**there are few possible ways to create income with this platform, different people will prefer different methods.
* **Companies with more specific fields -**companies like this will probably have a more extensive variety for their specific field.
* **Overridden projects -**with no way to ensure use of the platform after opening a chat this can lead to users giving services to other users without our platform.
* **Risk of scams -**because of no direct contact between provider and require and the option of international services there is a possibility of a transaction made and service is not delivered properly.