

✓enato



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"I apply to hundreds of jobs when I'm recruiting. I want an easier way to track the status of my applications."

"I miss out on dozens of job opportunities because it's hard to remember deadlines and job requirements"



"I love networking events, but I always forget the representatives' contact info and firm details"

# User Research Summary

30.8%

of Canadian students consistently  
apply to internships through their  
school portals

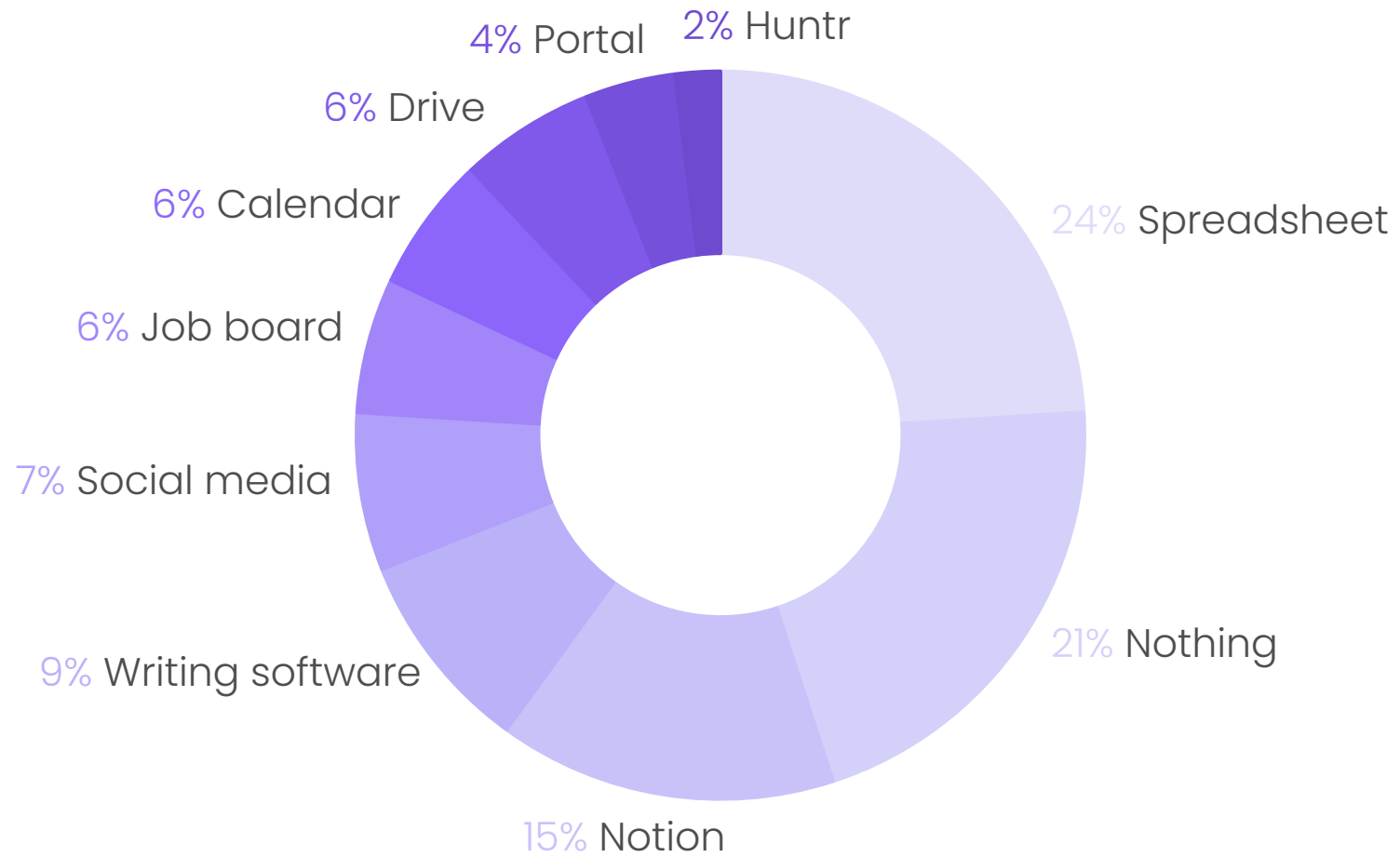
72.5%

of Canadian students struggle with  
knowing when/which firms are  
recruiting

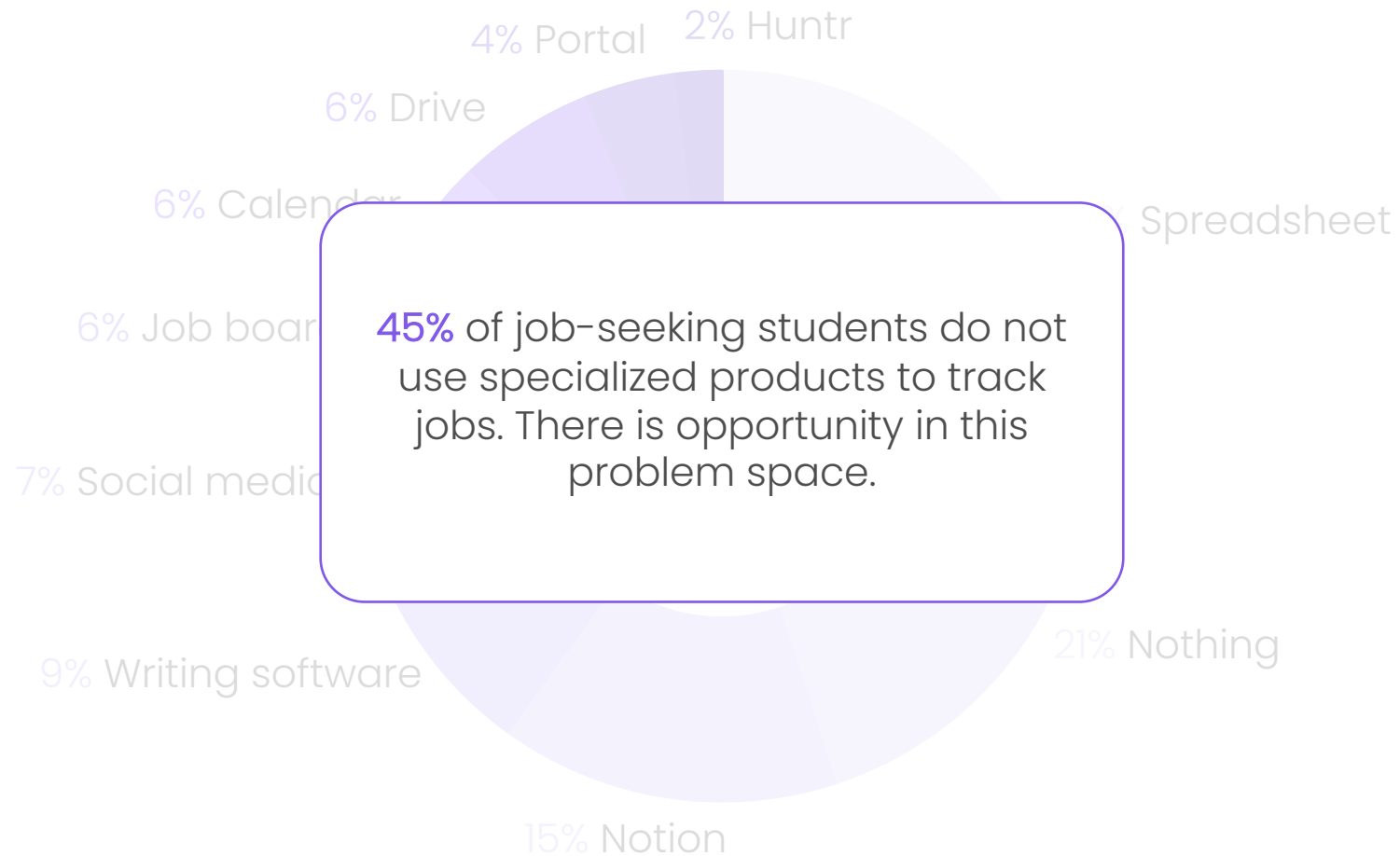
89.3%

of Canadian students are  
moderately to very stressed during  
recruiting season

# User Research Summary



# User Research Summary



# Problem Statement

As securing an internship is becoming increasingly competitive, **students have a hard time finding and staying on top of every opportunity.** Students' lack of job application tools further cause unnecessary stress and worry.



# Meet the Team



Cameron B  
PM



Olivia X  
Sr Dev



Daniel J  
Dev



Reid M  
Dev



Helen X  
Sr BA



Nick A  
BA



Steven V  
BA



Shabicha S  
UX/UI

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# Value Proposition

Helping students **reach their full potential**. A one-stop, simple, easy-to-use **internship hub** to organize your job application processes.

# Demo

# Product Features

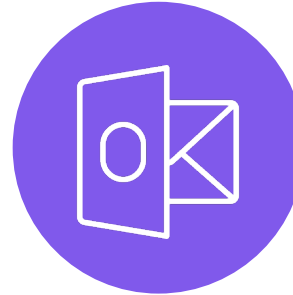
## Job Tracking

Add job applications and record relevant information.



## Cal Integration

Instantly sync deadlines with your everyday calendar.



## Calendar

Custom calendar to show upcoming deadlines.



## Interview Database

Access interview questions from other users.



## Notifications

Receive push, email, or desktop notifications for key deadlines.



## Job Search

View recommended jobs based on your job tracking history.



# Product Features

## Job Tracking

Add job applications and record relevant information.



## Calendar

Custom calendar to show upcoming deadlines.



## Notifications

Receive push, email, or desktop notifications for key deadlines.



## Cal Integration

Instantly sync deadlines with your everyday calendar.

## Premium Features



## Interview Database

Access interview questions from other users.



## Job Search

View recommended jobs based on your job tracking history.

# Core Target Market

## TAM

Students and new grads looking for an internship or full-time position.



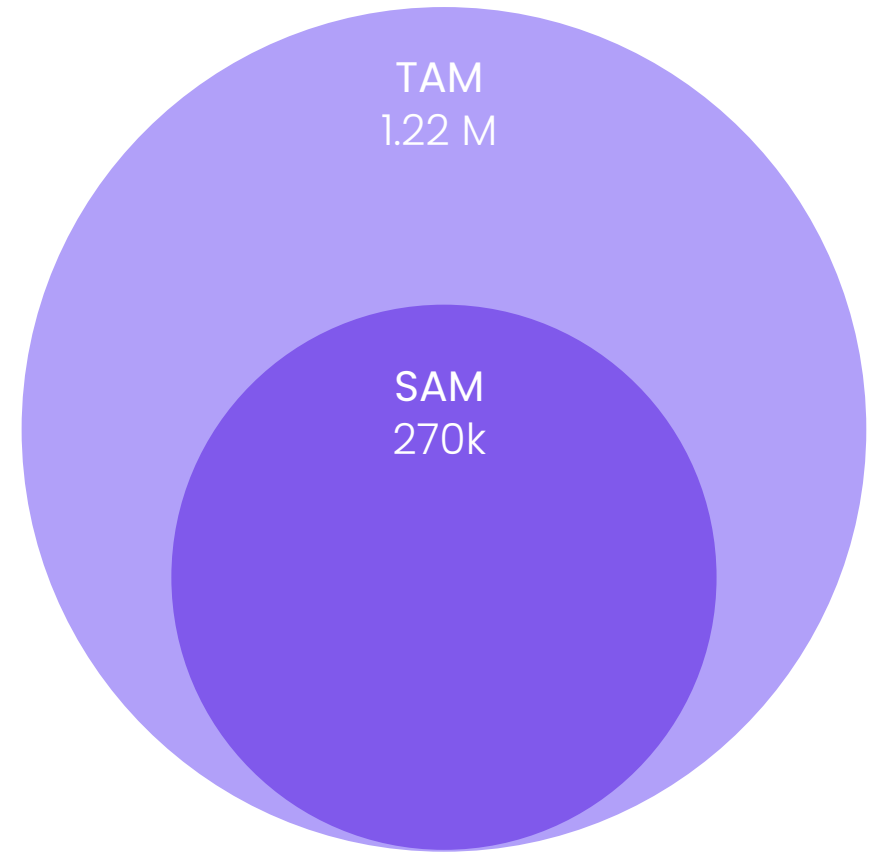
## SAM

Students looking for tech-related positions that have a long interview cycle.

## Common Pain Points

- Stressed about job hunting
- Often forgets deadlines
- Struggles with keeping track of multiple action items
- Lacks tools to record applications

## Canadian Market Size



# Competitive Landscape

## Discussion Based

Forum communities to discuss career opportunities and interview questions.

## Job Search Resources

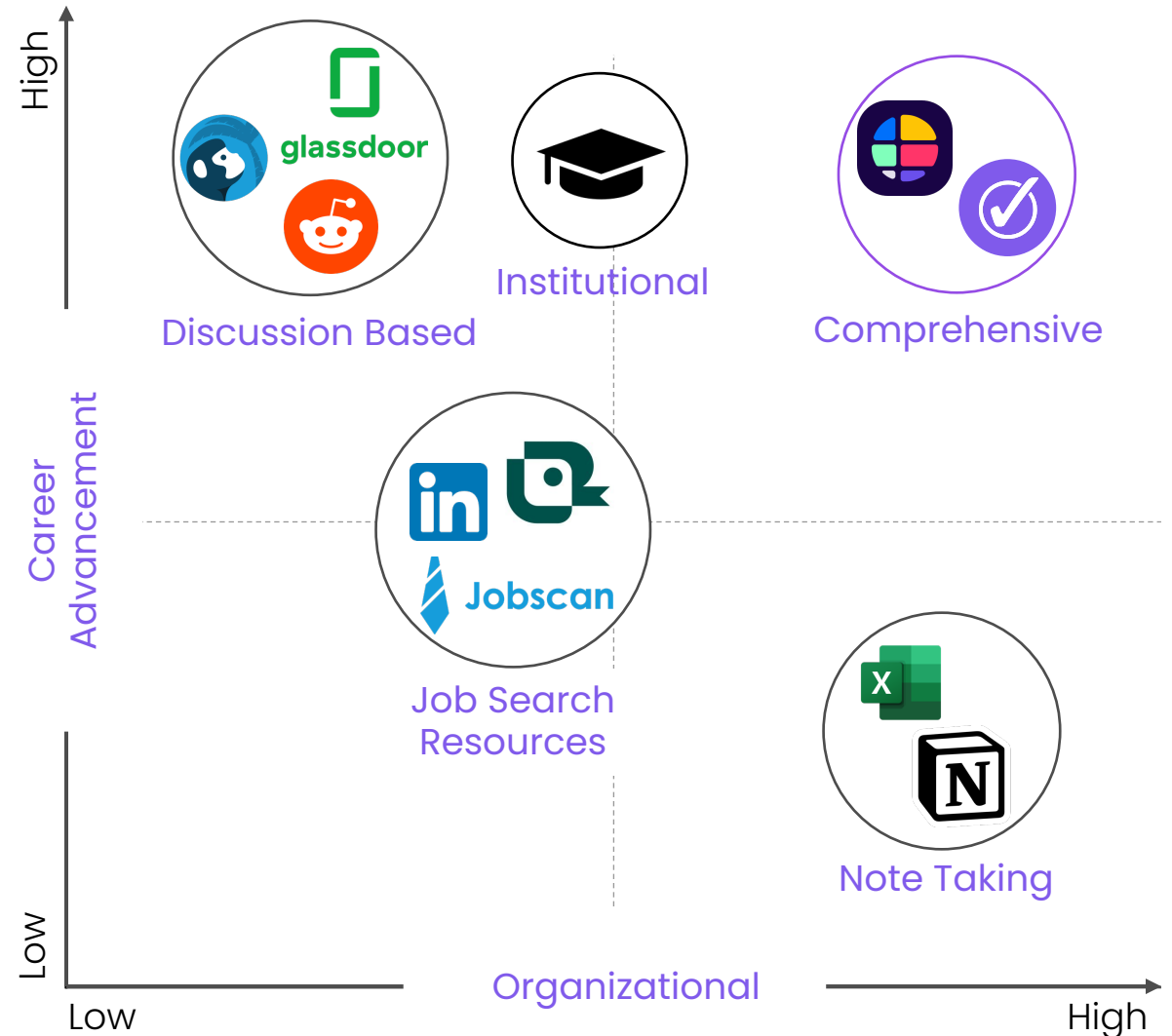
Products with different job search features, such as resume scanning.

## Note Taking

Traditionally used for taking notes and organizing work.









































## Institutional

Resources given by university/college career advancement centers






































# Competitive Landscape

	 enato	 Excel	 huntr	 Notion	 Career Centers
Freemium					
Progress Tracker					
Job Tracker					
Job Discovery					
Interview Data					
Cal Integration					
Mobile & Desktop					

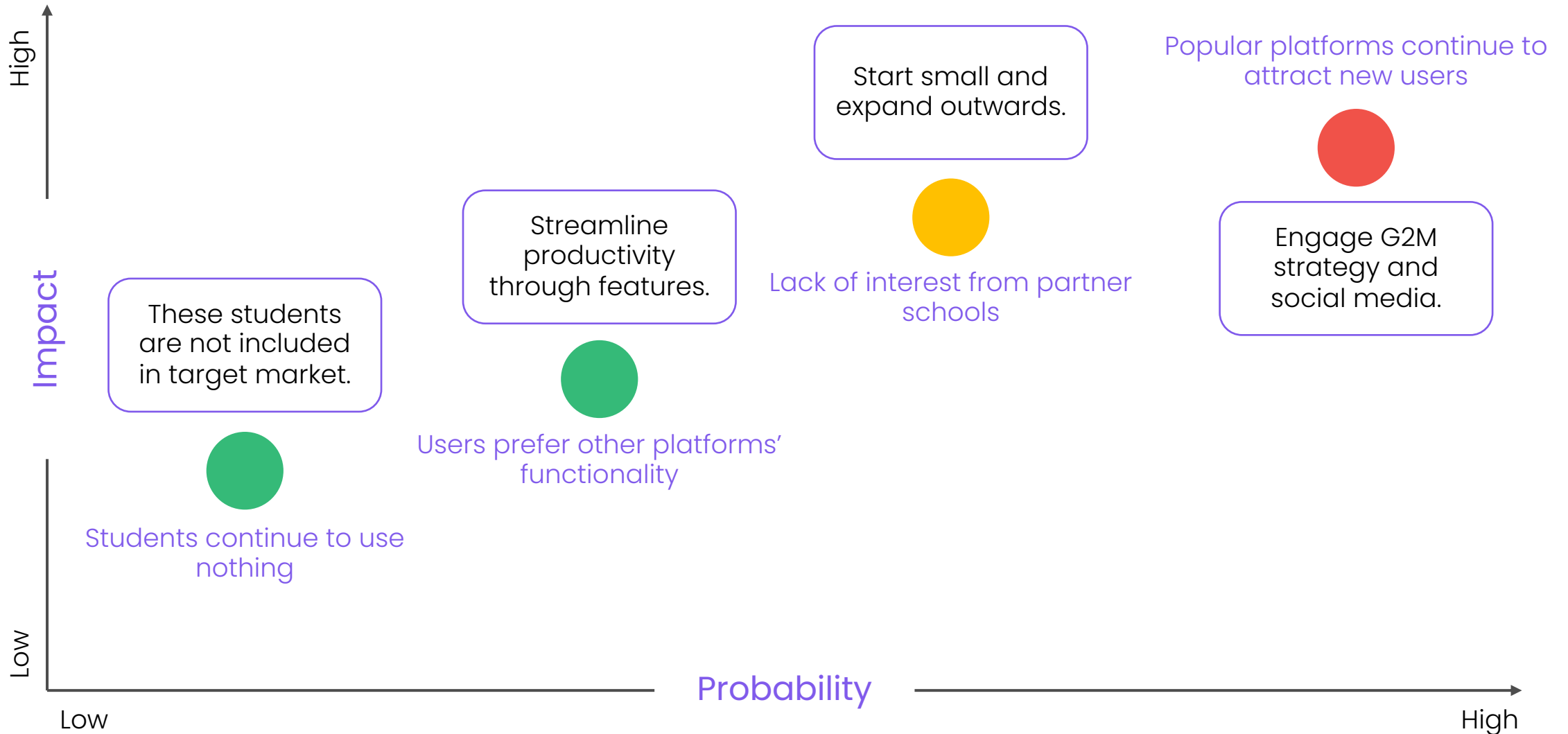
\*matrix only includes most relevant competitors

# Competitive Landscape

	 Venato	 Excel	 huntr	 Notion	 Career Centers	
Freemium						
Progress Tracker						
Job Tracker			 <p>Venato is the only company with the specific set of features that caters to our core target market.</p>			
Job Discovery						
Interview Data						
Cal Integration						
Mobile & Desktop						

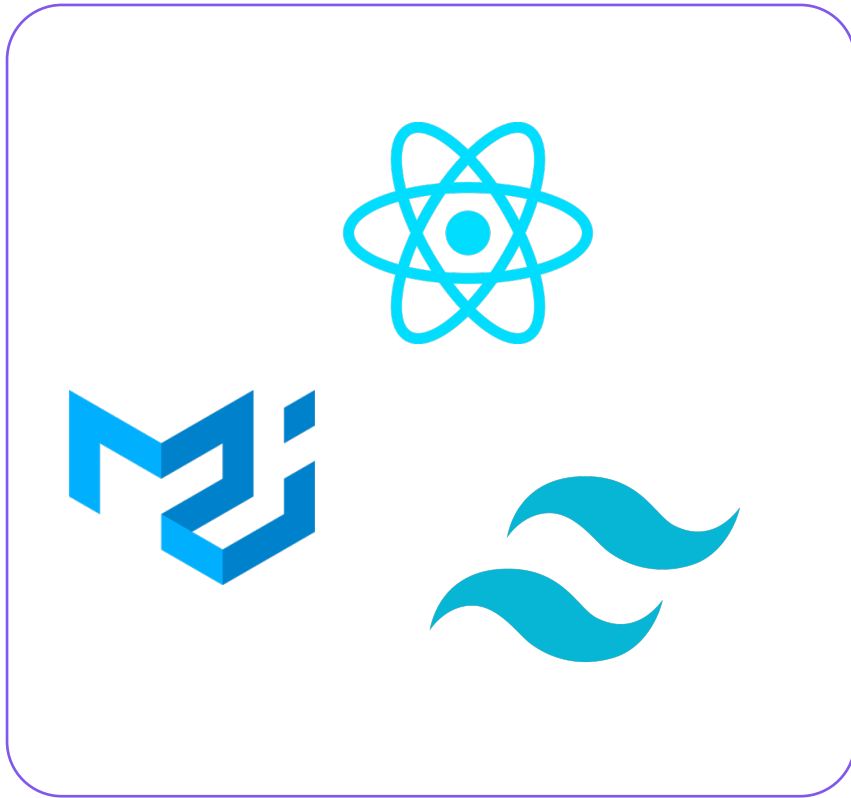
\*matrix only includes most relevant competitors

# Competitive Landscape



# Tech Stack

## Frontend



## Backend



# Design Values

## Organization

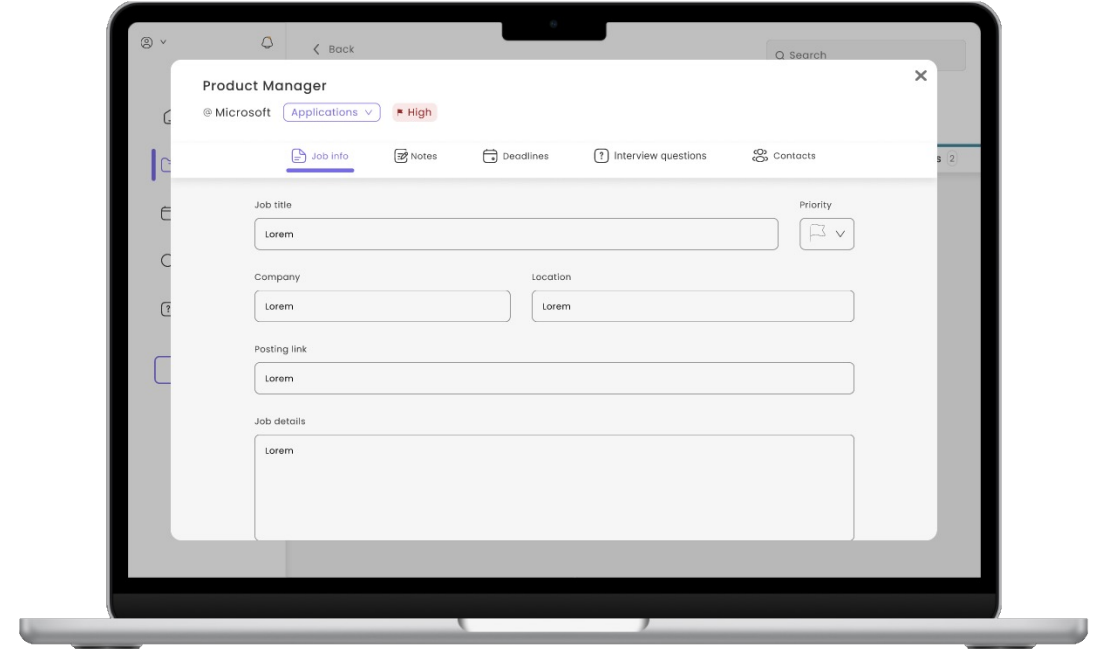
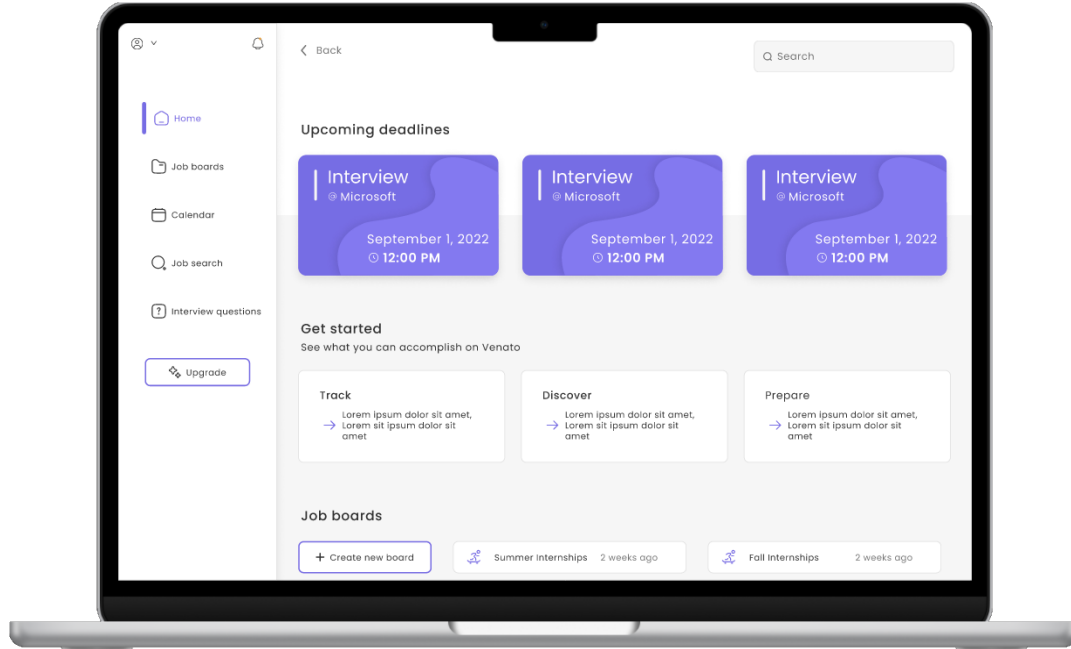
Intuitive information architecture.

## Accessibility

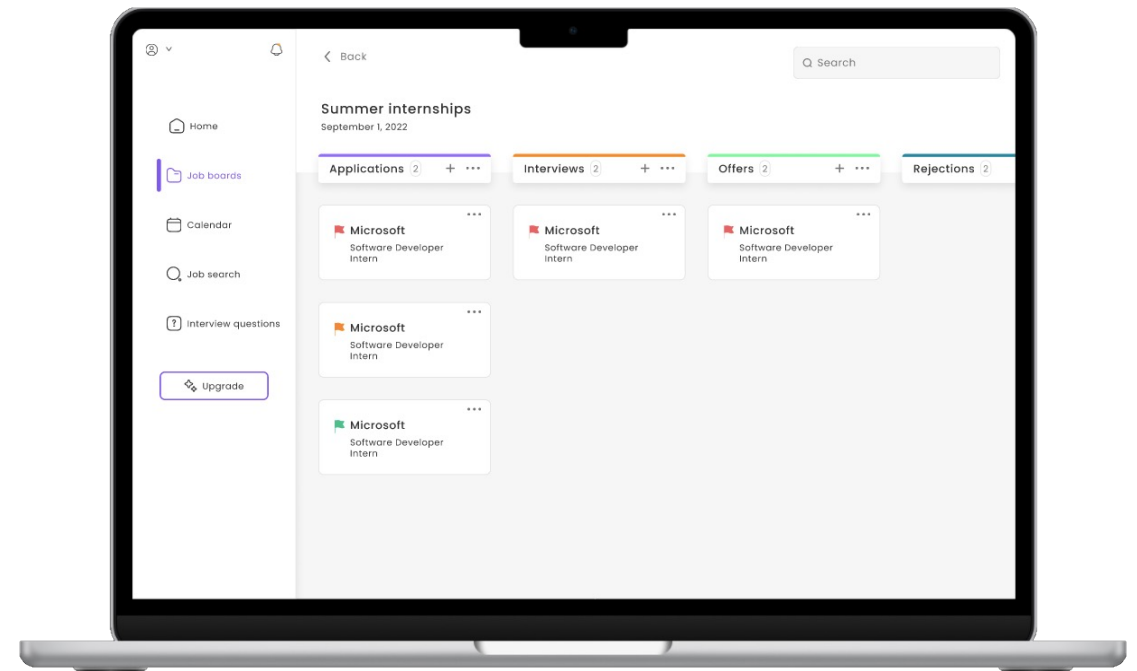
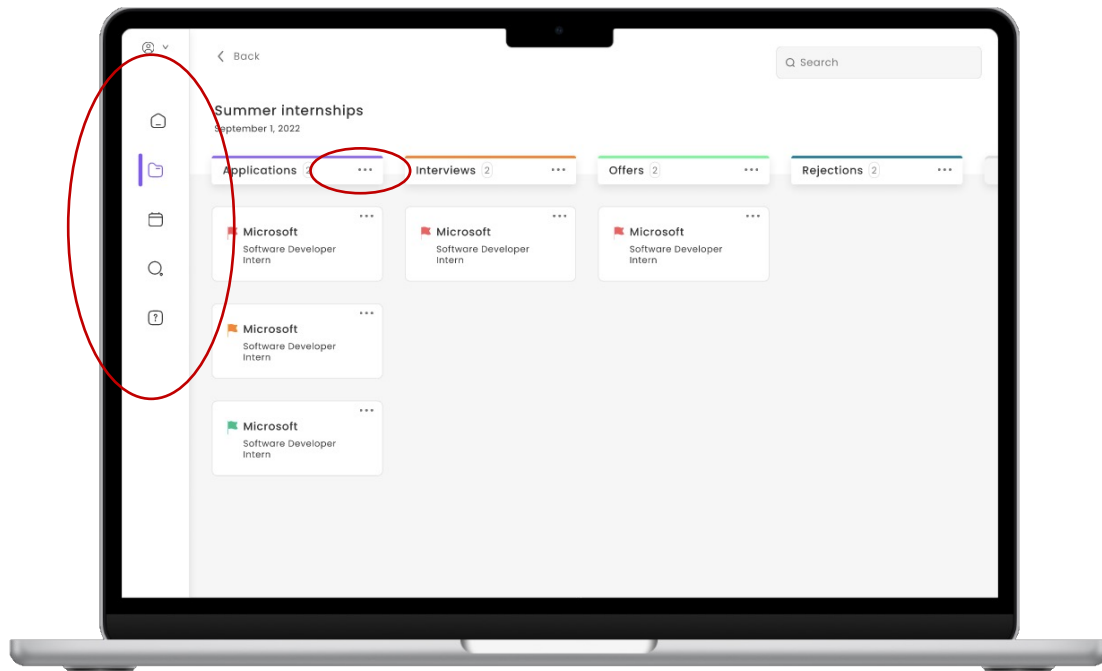
Focus on creating a stress-free experience.

## Flexibility

Emphasize customizable features.



# Key Iterations



# G2M Strategy

Use social media, and paid marketing tactics to acquire a student base.

Reach out to Canadian post-secondary schools via email for partnership

Leverage user base to convince SMBs to host sponsored jobs.

Expand outside of Canada using existing tactics.

Onboarding Student Users

Partnering with Schools

Introducing Sponsored Jobs

Expanding across North America

# G2M Strategy

## Launch Giveaway

46

New user  
signups

\$200

Spent on  
promotions

150%

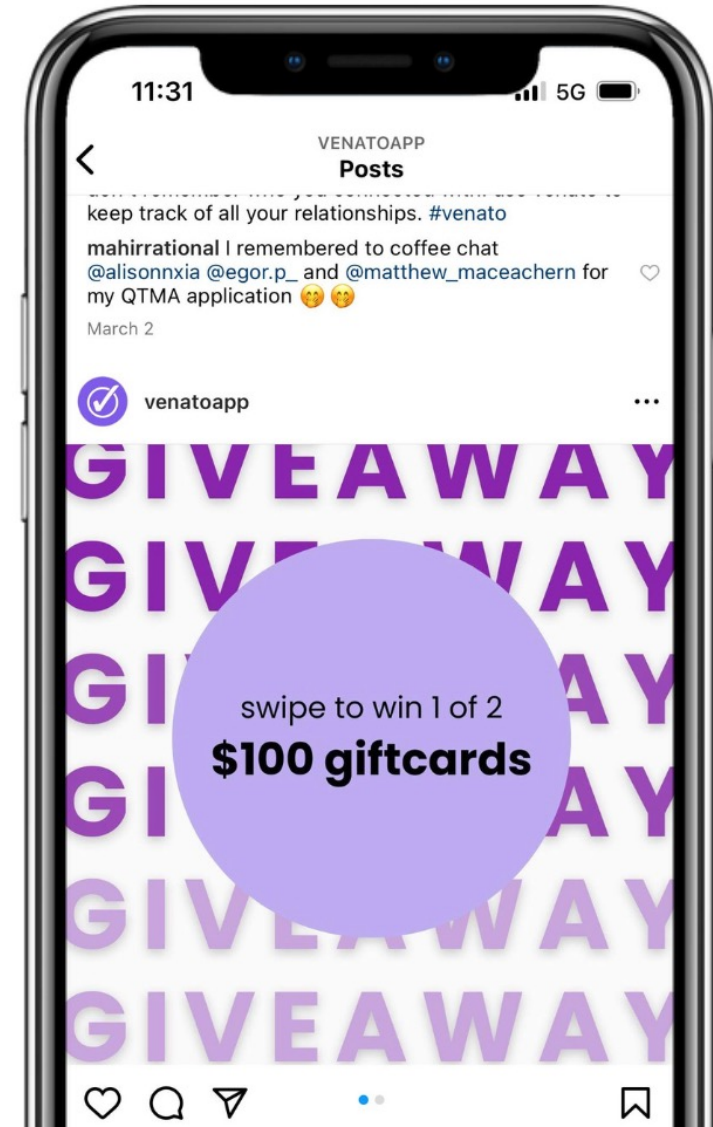
Increase in  
engagement

## Goal

Rapidly increase visibility, engagement, and signups in our core target audience.

## Result

Acquired users and generated buzz on social media.





# G2M Strategy

## Google Adwords

17.2%

Click-through  
rate

512

Impressions  
(est./month)

3.5M

People to be  
reached

## Goal

Increase number of signups and users through Google search.

## Result

Achieved high click-through rate through Google ads.



internship tracker

job tracker

job tracking

interview questions

networking tracker

find internship



Ad · venatoapp.ca

**Keep track of deadlines | Record your job applications | Secure an internship**

A one-stop, simple, easy to use platform for all your recruiting needs. Venato helps students reach their full potential.

# G2M Strategy

## Stickers

100+

QR scans

\$0.40

Price per sticker

## Goal

Increase visibility and interest in Venato, with a clear action item to sign up.

## Result

Quickly reached a large audience.



# G2M Strategy

## University Emails

60+

Schools  
contacted

3

Schools expressed  
interest

8

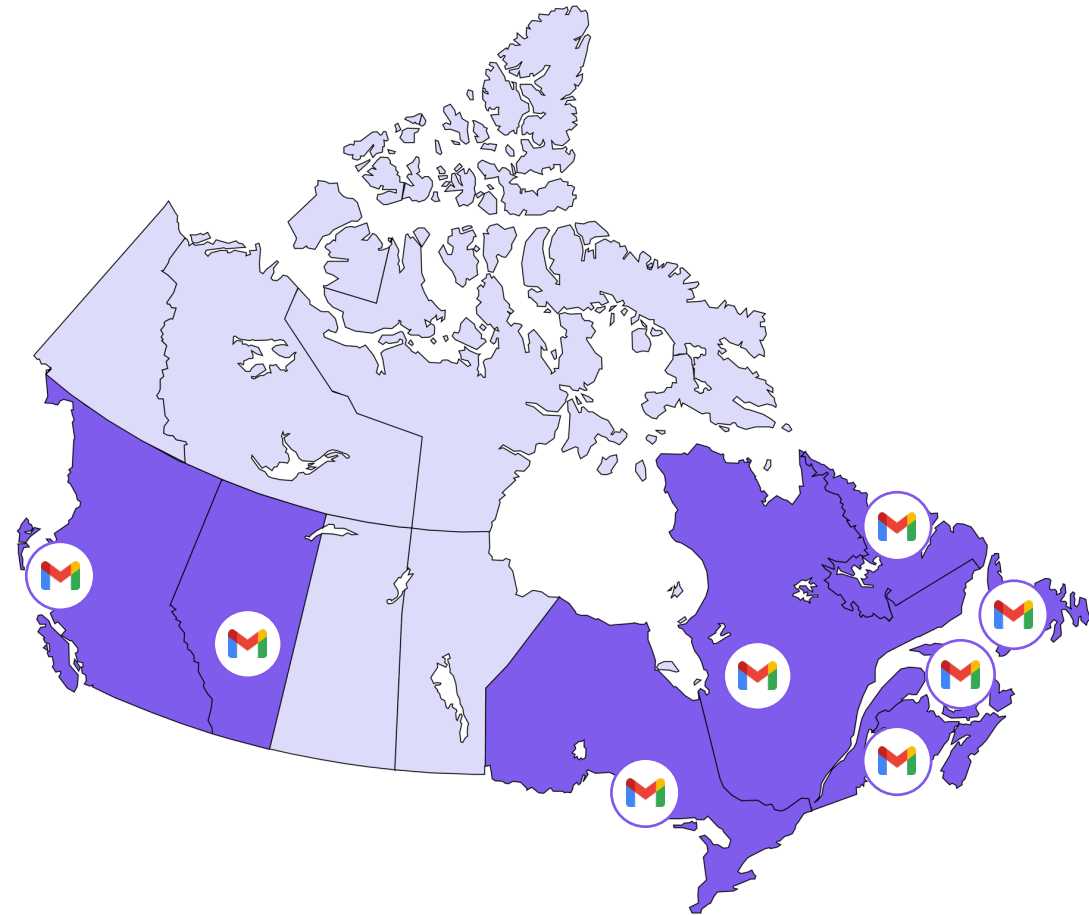
Provinces  
reached

## Goal

Develop relationships with post-secondary institutions for potential partnerships.

## Result

Received interest from 3 schools in Canada.



# Monetization Strategy

## Free Plan

**FREE**  
/month

Buy Now

- ✓ Job tracking (25 max)
- ✓ Notifications
- ✓ Unique filter options

## Individual Premium Plan

**\$5.00** or **\$50.00**  
/month /year

Buy Now

- ✓ Job tracking (unlimited)
- ✓ Notifications
- ✓ Unique filter options
- ✓ Calendar integration
- ✓ Customizable theme
- ✓ Interview database access
- ✓ Job search access

## University Package

**FREE** or **\$0.05**  
/month /active student

Buy Now

- ✓ Job tracking (unlimited)
- ✓ Notifications
- ✓ Unique filter options
- ✓ Calendar integration
- ✓ Customizable theme
- ✓ Interview database access
- ✓ Job search access

# Monetization Strategy

40%

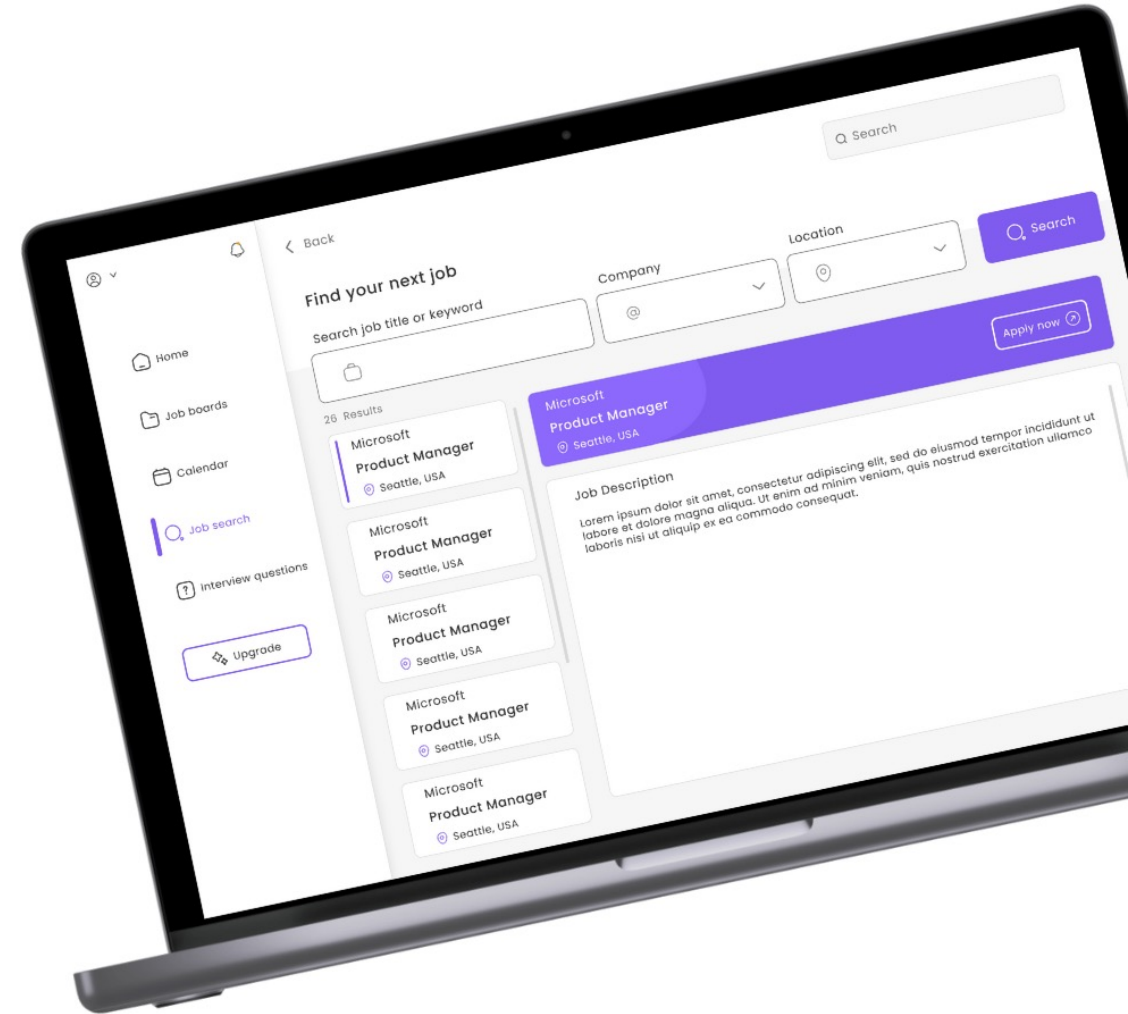
Percentage of Canadian companies that have open positions they cannot fill.

25,000

Additional technology jobs that Canadian employers will need to fill by 2025.

83%

Percentage of students that do not know when companies are hiring.



# Monetization Strategy

40%

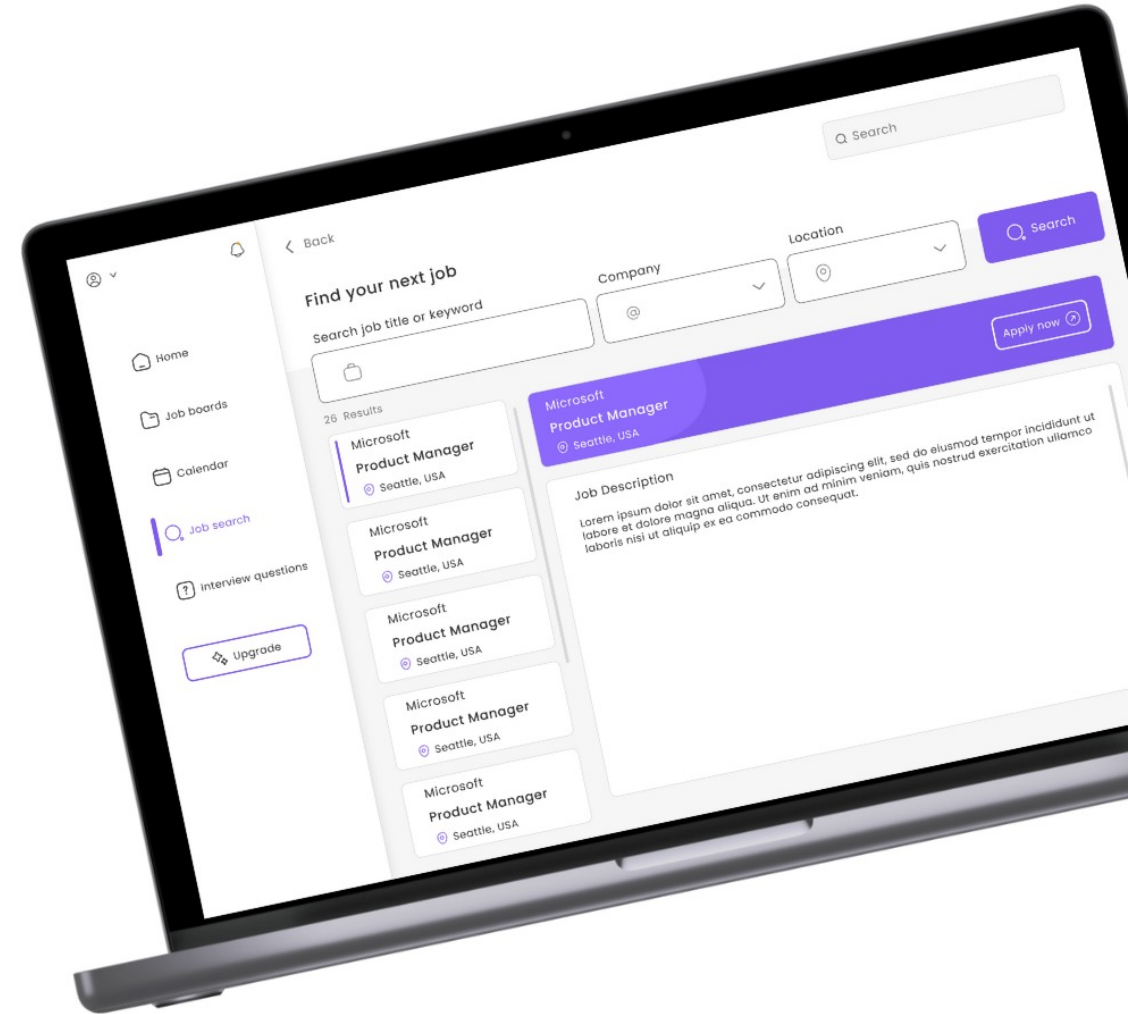
Percentage of Canadian companies that have open positions they cannot fill.

25,000

Companies to host sponsored jobs on Venato: students to easily find positions + companies to access a large pool of talent.

83%

Percentage of students that do not know when companies are hiring.



# Next Steps

Use social media, and paid marketing tactics to acquire a student base.

Reach out to Canadian post-secondary schools via email for partnership

Leverage user base to convince SMBs to host sponsored jobs.

Expand outside of Canada using existing tactics.

Onboarding Student Users

Partnering with Schools

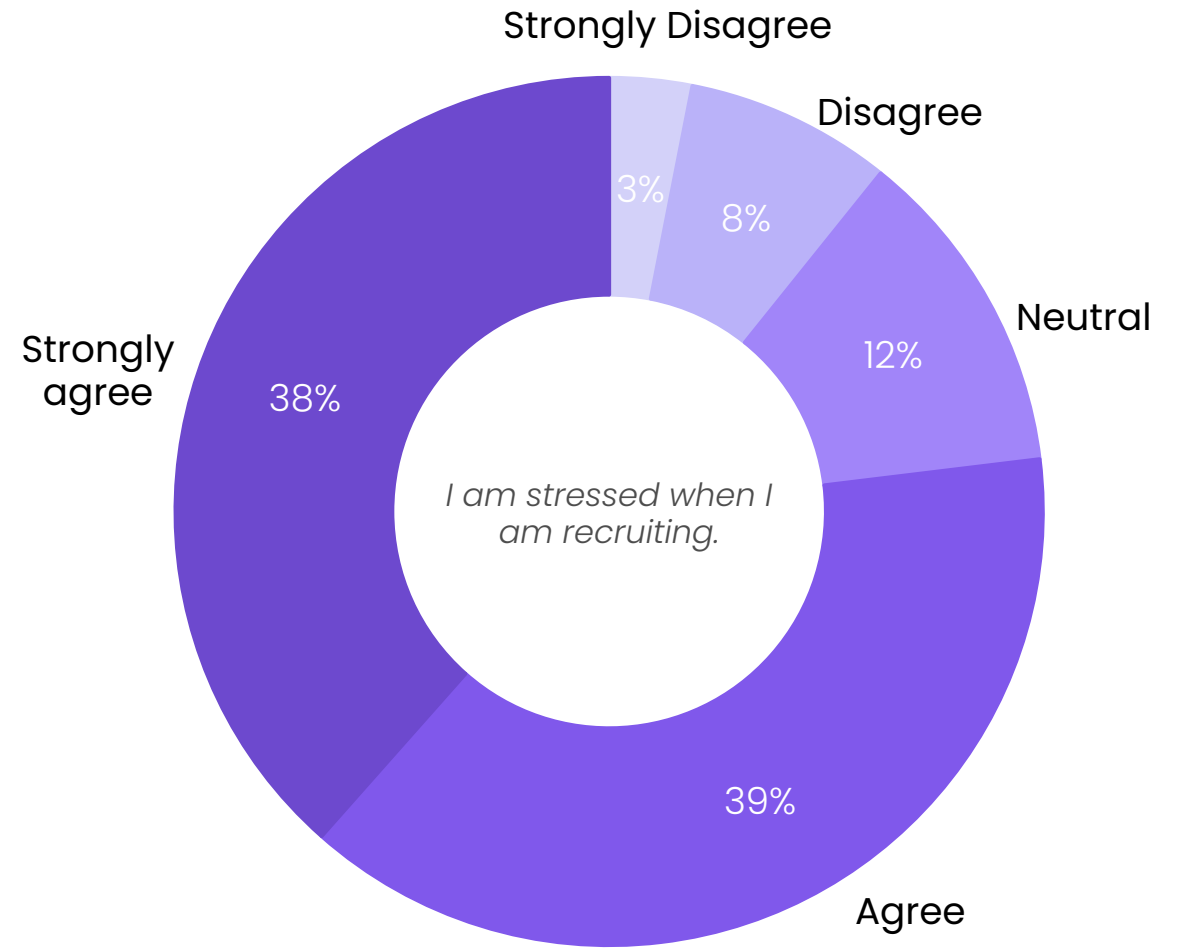
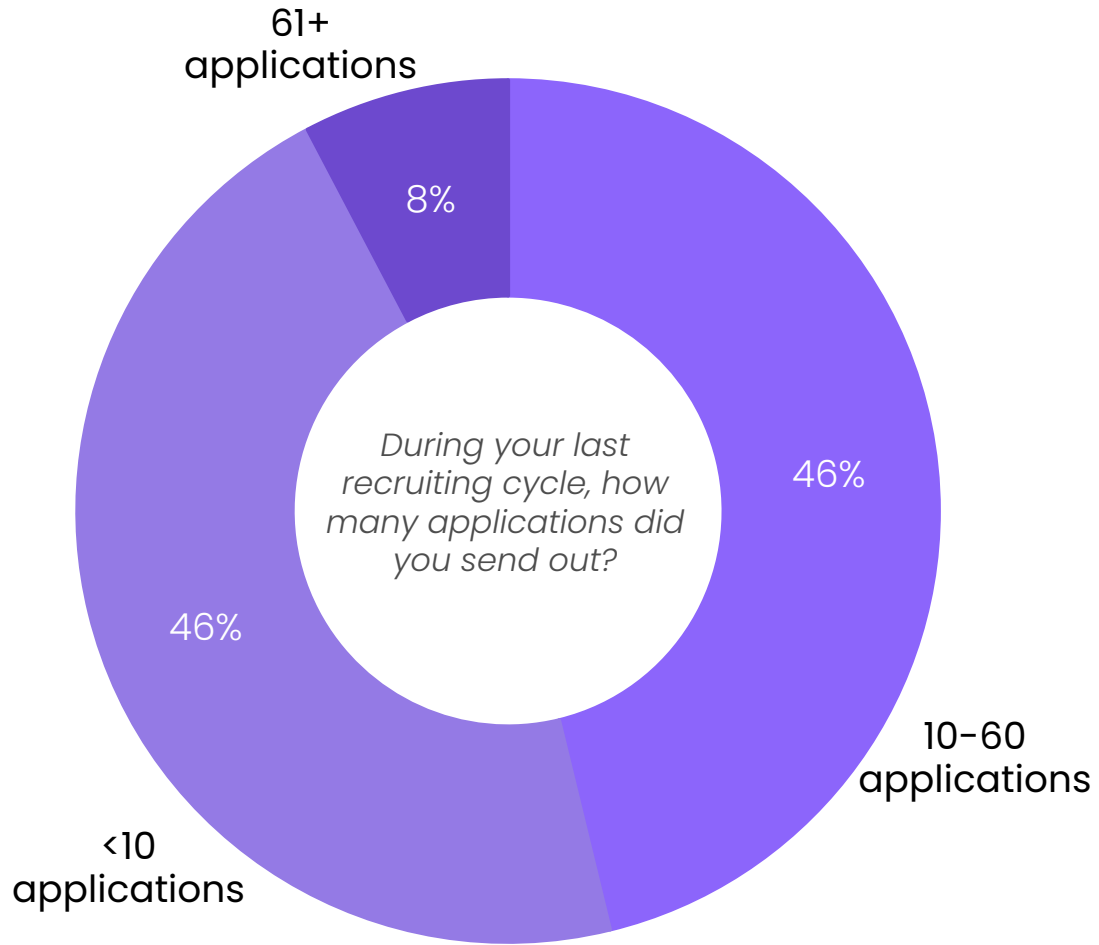
Introducing Sponsored Jobs

Expanding across North America

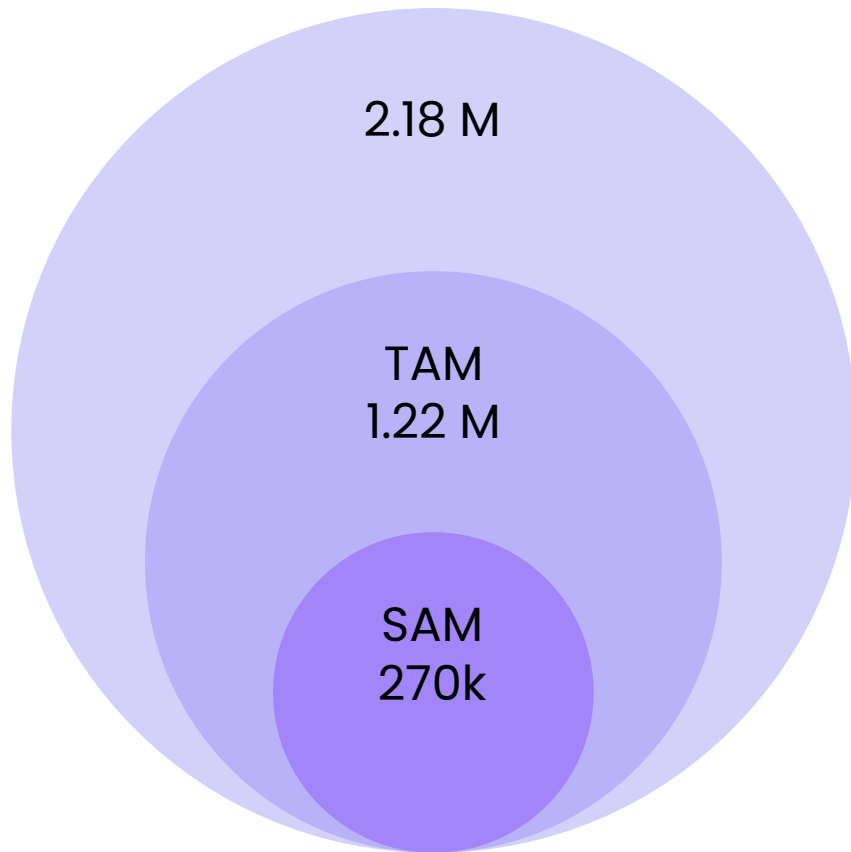
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# Appendix I



## Appendix II



Total number of Canadian post-secondary students.



56% of post-secondary students graduate with internship experience.



22% of students graduate in a STEM-related field.

# Appendix III



1. Intuitive and familiar.

2. Customize inputted information.

3. Easily filter and sort.

4. Tons of organizational tools.

1. Manually add information.

2. Easy to forget deadlines.

3. No integration with other apps.

4. Only one function.

# Appendix IV



## Career Centers

1. Integration with school resources.

2. Calendar function.

3. Often a student database.

4. Two-way system.

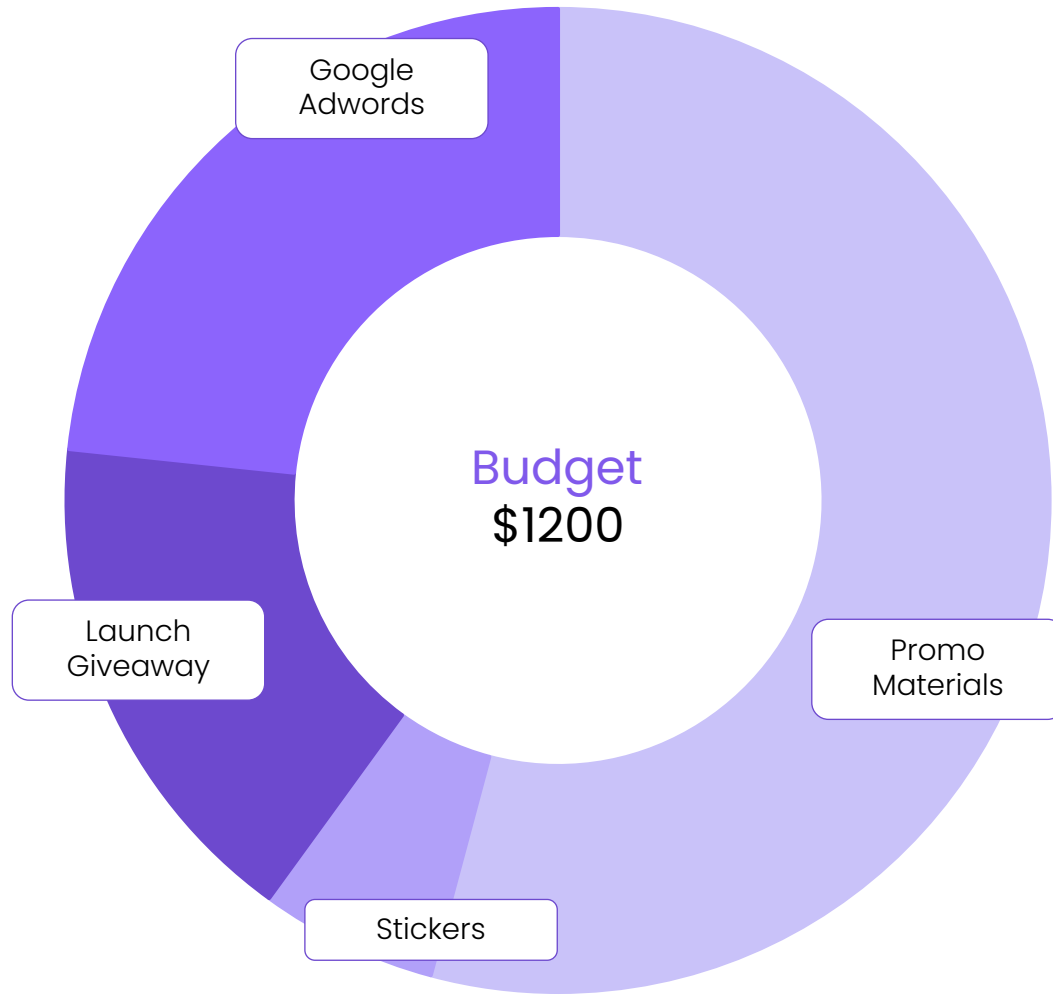
1. Not commonly used by students.

2. No integration with other apps.

3. Inconvenient UX/UI.

4. Largely used to find jobs, not to track.

# Appendix V



## Paid Marketing

- 1 Launch Giveaway
- 2 Google Adwords
- 3 Stickers
- 4 Team Merchandise

## Unpaid Marketing

- 5 University Email List

# Appendix VI

## Subscription Forecast

Time Elapsed	# Subscriptions
1 month	0
6 months	5
1 year	20
2 years	200
3 years	1000

Total subscriptions = 1225

## Breakeven Projections

Budget	\$750
Unit price	\$5

BEP (premium) = 150

## Total Revenue Forecast

Subscriptions	1225
Unit price	\$5
Total revenue	\$6,125
Total fixed costs	(\$750)

Total profit = \$5,375

Based on our assumptions, Venato is set to breakeven just before the two-year mark.