

truscore

The **only** truth!

by **trumio**

Team #31

Introducing..

The most **powerful AI Powered** objective assessment platform

It's quick! It's easy! It's **tru**

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Let's show you how it **works!**

truscore: Student interface




Hello! What are you looking for? |




STUDENT

CLIENT

truscore: Client interface

 [Get Teams Recommendation](#) [Create Project](#)

John Doe
Client 

List a project

Title

Describe the project

Developing an AI enabled scoring mechanism, involving an intelligent scoring system for a freelancing platform. The goal is to analyse freelancer's profiles and domain knowledge in an accurate manner and predict the best fit teams for them.

What are you looking for in a team?

Add Skill

Submit

That's it!

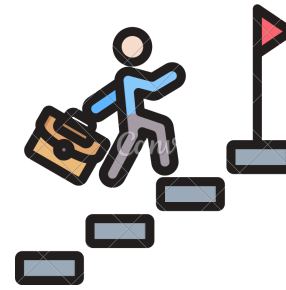
Upload - Test - Score - Improve!

and so much more...

We started with 3 goals in mind!



Drive Engagement &
Project Flow



Up skill student & universities'
capabilities

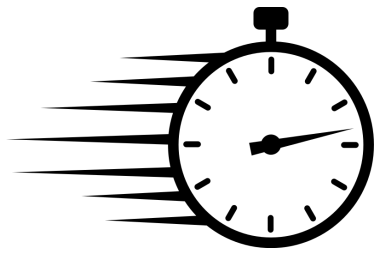


Meet quality expectations

How does **truscore** help meet these goals?



Goal #1: Drive Engagement & Project Flow



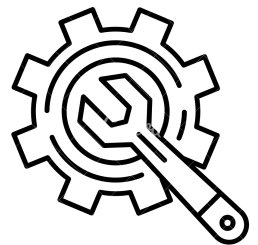
Accelerates evaluation process

4 hours to **4 secs**



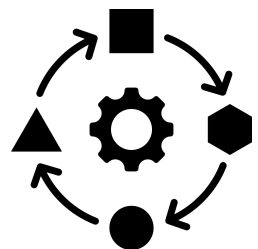
Objective Assessment

Say bye bye to expensive HR software



Tailored score

It's project specific!



Democratised assessment

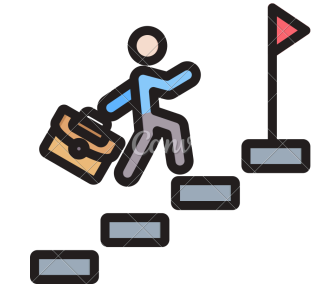
For anyone & everyone

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How does **truscore** help meet these goals?

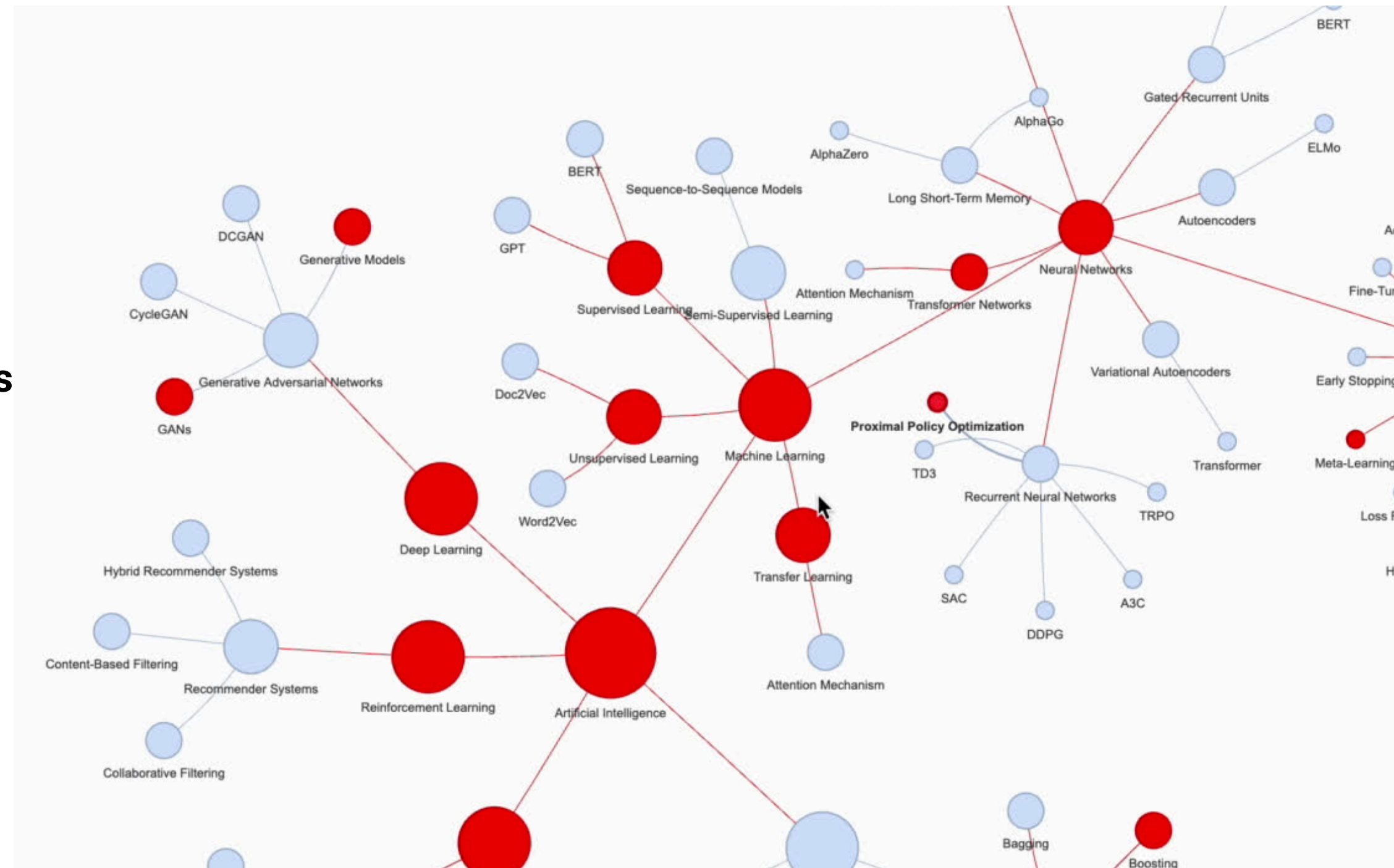
Goal #2: Up skill students' & universities' capabilities



① Student knowledge graph

② Personalised learning modules

③ Alumni and Peer support



How does **truscore** help meet these goals?



Goal #3: Meet Quality Expectations



STUDENTS

- ① **Transparent Selection Process**
- ② **Better experience, better payout**
- ③ **Easy collaboration and structured journey**

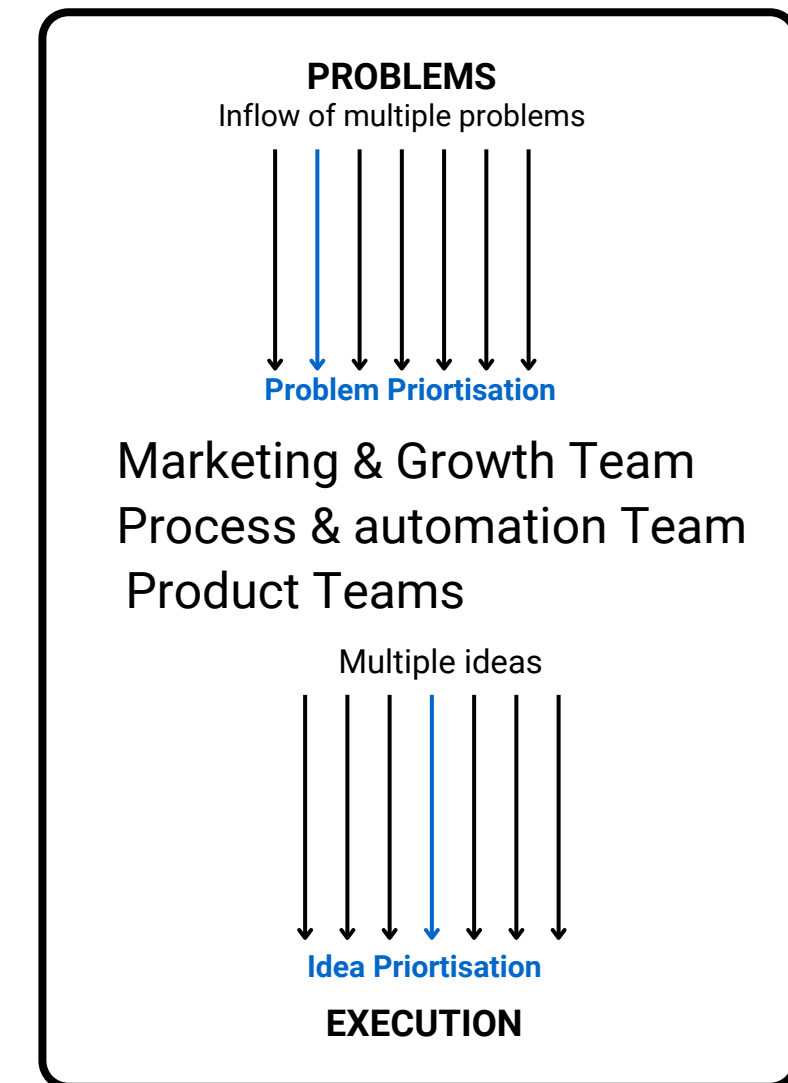
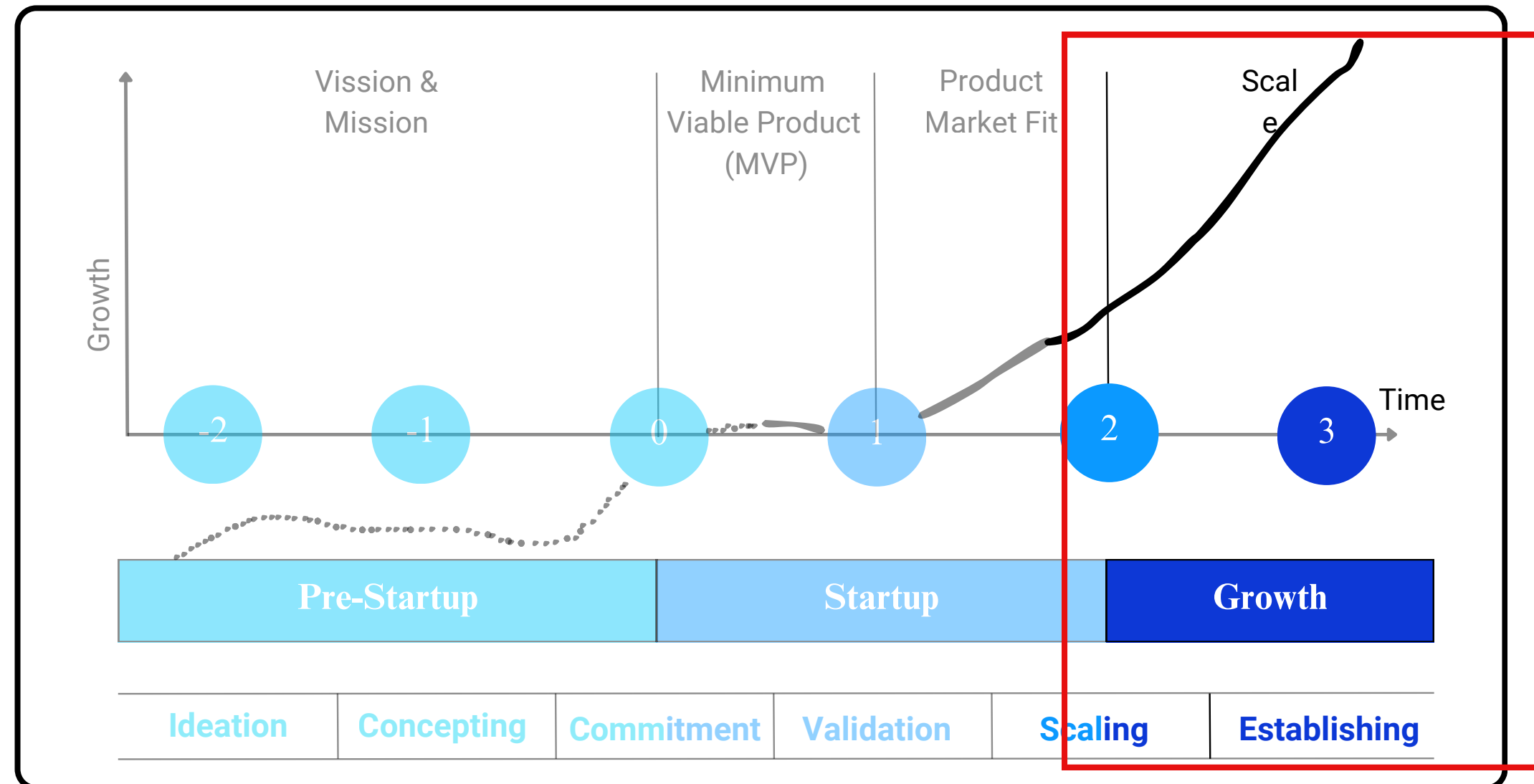


CLIENTS

- ① **Only relevant people in the system**
- ② **Skill specific benchmarking**
- ③ **Detailed report and project specific up skilling**

Student-Client Market Fit

Identifying the relevant client persona for a student freelancing project!



Student Freelancers are perfectly positioned to pickup these as projects. They are Small, Short & doesn't requires too much depth. AND these teams can now work with increased conviction ensuring they do not miss out on game changing ideas



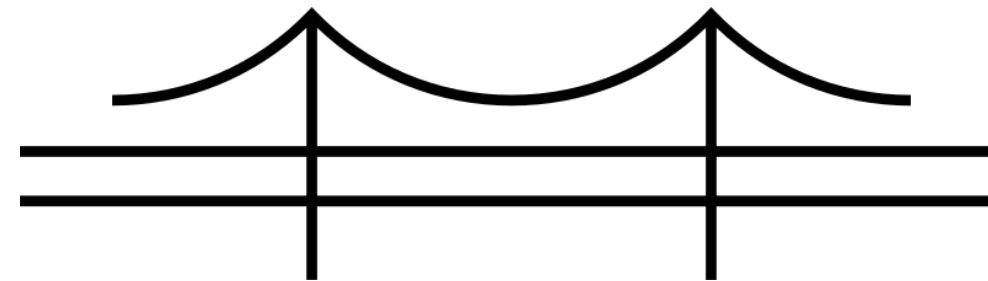
Product led companies in growth stage and beyond have few specific teams that can directly benefit from student freelancing

GTM: Go **tru** Market Strategy

Leveraging existing opportunities to grow clientele

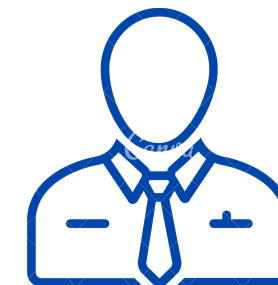
Students

Use TruScore for self evaluation and upskilling



Clients

Use TruScore to evaluate potential interns/job applicants



What is the one place they come together?



College Campus Connect

Engineering colleges have strong alumni networks as well as annual placement and internship seasons where companies directly interact with students. TruScore can foray into the market through campus partnerships, through:

①

Alumni Relations Cell

②

Placement Cell

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Primary Go **tru** Market Strategy

Leveraging existing opportunities to grow clientele



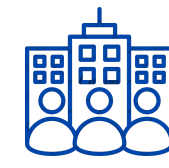
Onboarding Alumni

Alumni Relations Cell

Cell Goal: Drive relationship with Alumni to open up opportunities for current students

What's in it for Alums? **truscore** allows alumni to quickly and easily find and connect with students who fit their needs from their alma mater

Channels for Outreach: 1) Online: Personalised Email Marketing 2) Offline: Access to alumni networking events



Onboarding Companies

Placement Cell

Cell Goal: Ensure industrial exposure and opportunities for students year round

Our offering: **truscore** offered during placements/ interns to companies limited to respective campus

What's in it for Companies? **truscore** enables growth stage companies that don't get Day 1 slots to quickly evaluate and shortlist students

Secondary Mechanism

Via Referrals

Mutual benefits provided to both parties involved in a referral in the form of discounts, quantified further

GTM Funnel for Clients: Alumni



Total number of alumni
~500K

Assuming 1000 students graduate every year from 10 colleges and have done it for 50 years



Total number of alumni in decision making authority
~20K

1% of alumni with 10 years of experience & 5% of alumni with more experience



Number of alumni reached
~10K

Alumni reached out through college groups, webinar, etc.



Number of alumni interested in product
~1K

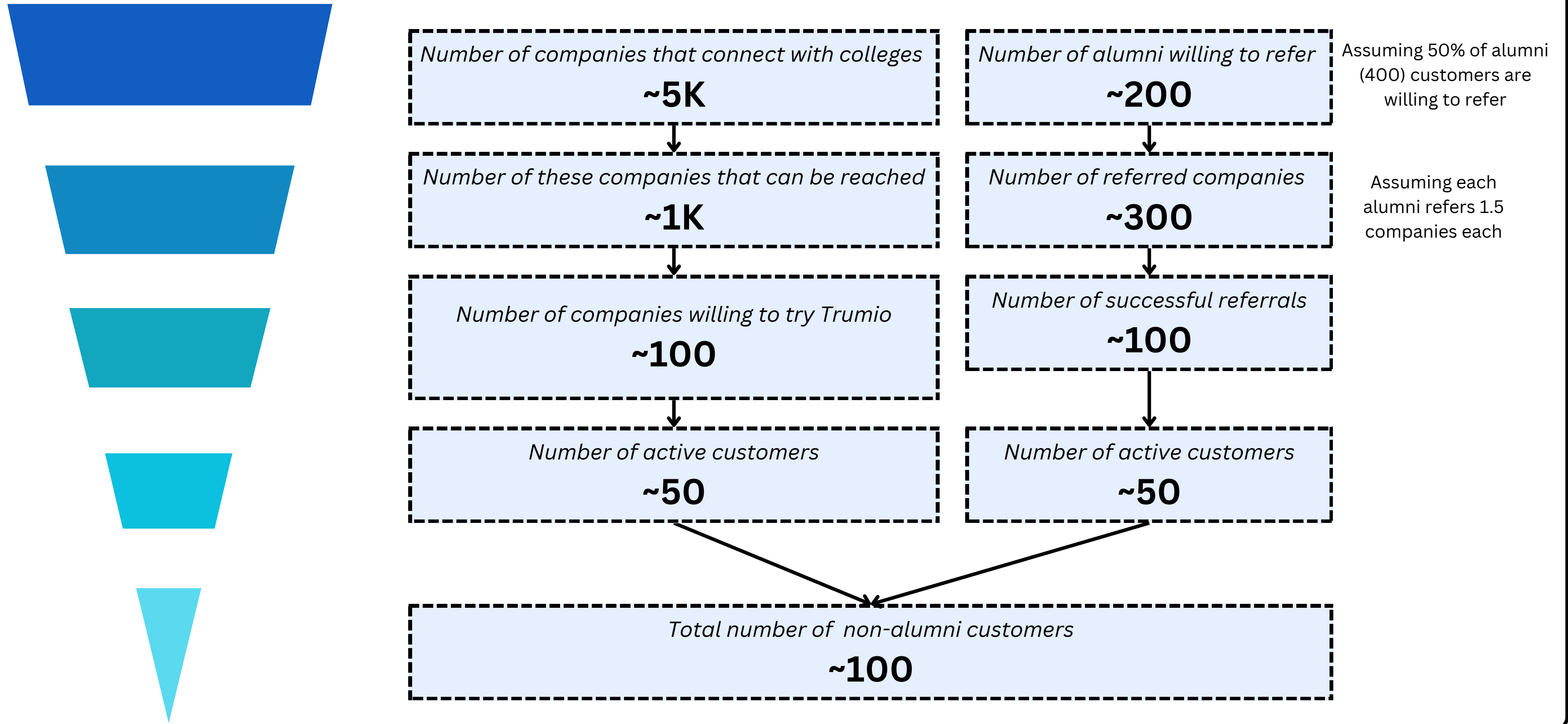
Alumni who work in companies in the fields of engineering primarily as well as growth stage companies



Number of alumni customers
~400

Alumni who choose to invest in truscore after using the dem

GTM Funnel for Clients: Companies



Revenue Forecast: First year

Total number of customers

~500

truscore 0-45

truscore 46-80

truscore 81-90

Number of active projects in a month

~250

Number of active projects in a month

~150

Number of active projects in a month

~100

X

X

X

Average value of project

~\$1.2K

Average value of project

~\$4K

Average value of project

~\$5.5K

=

=

=

Revenue from commission (15%)

~\$45K

Revenue from commission (10%)

~\$60K

Revenue from commission (5%)

~\$27.5K

Total revenue in a month

~\$130K

Total revenue in the first year

~\$1.6M