



migrantBLUE

CONNECT

Digital Product Innovation: Pitch Presentation

Migrant Blue - Group 2



New App Makes Social Impact -
migrantBLUE CONNECT provides
employment to 80% of immigrant
workers!



migrantBLUE CONNECT Founding Members



Romauli
Butarbutar



Roman
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Kristine
Keating



Vanesha
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Keshia
Pershad

Problem/Opportunity



Traditional job seeking platforms
do not cater to blue collar and
laborer populations

Lack of worker awareness of labor
rights

Lack of wage transparency and
equity for migrant workers

Low wage workers are a vulnerable
population for workplace
exploitation

Too many hoops to jump through
in legal/compliance to obtain work
outside origin countries

Unskilled workers have a limited
skillsets

Knowledge-Driven Guarantee



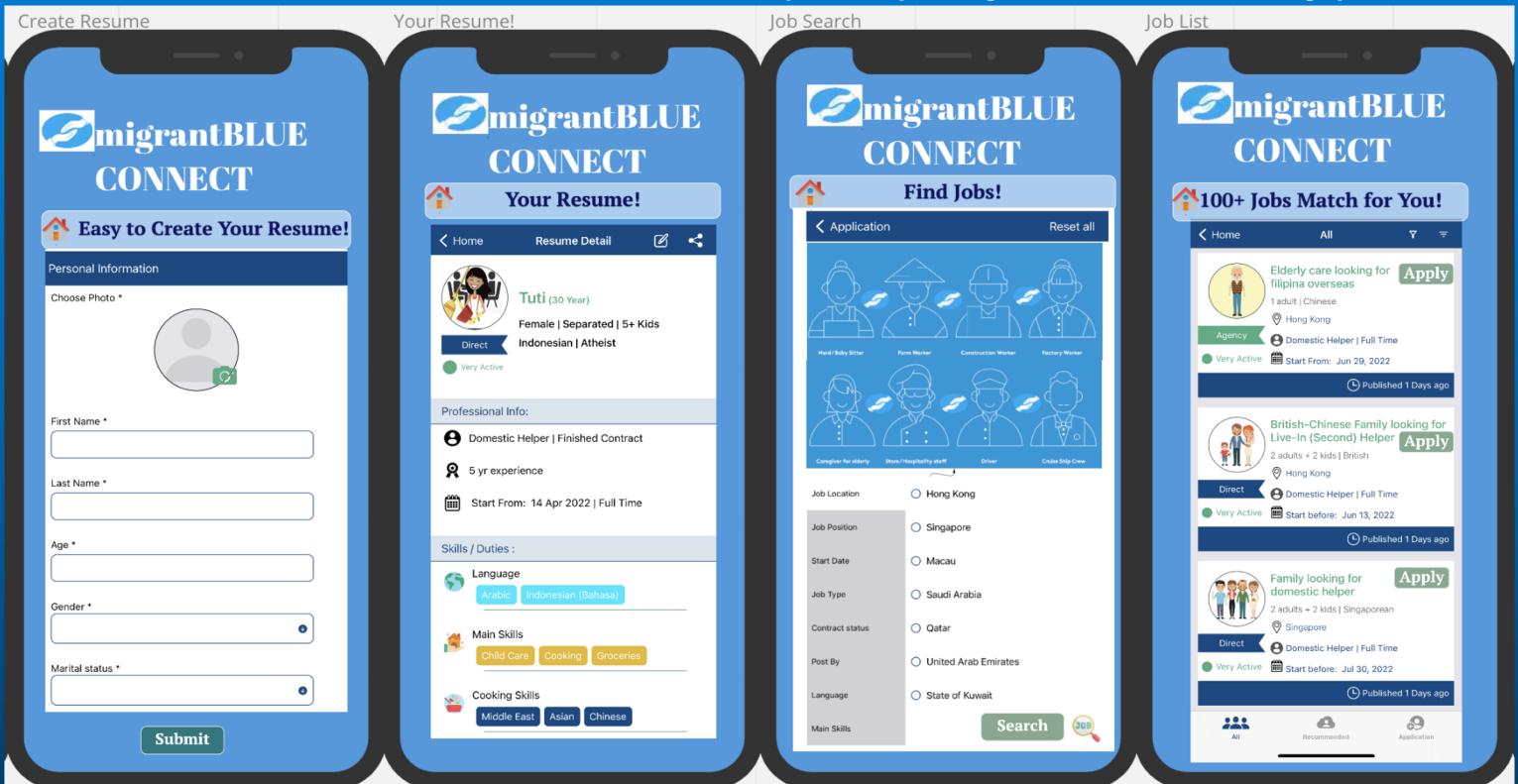
Connecting Workers
with Agents and
Employers

Committed to Safety

Quality Assurance

Advising and
Trainings

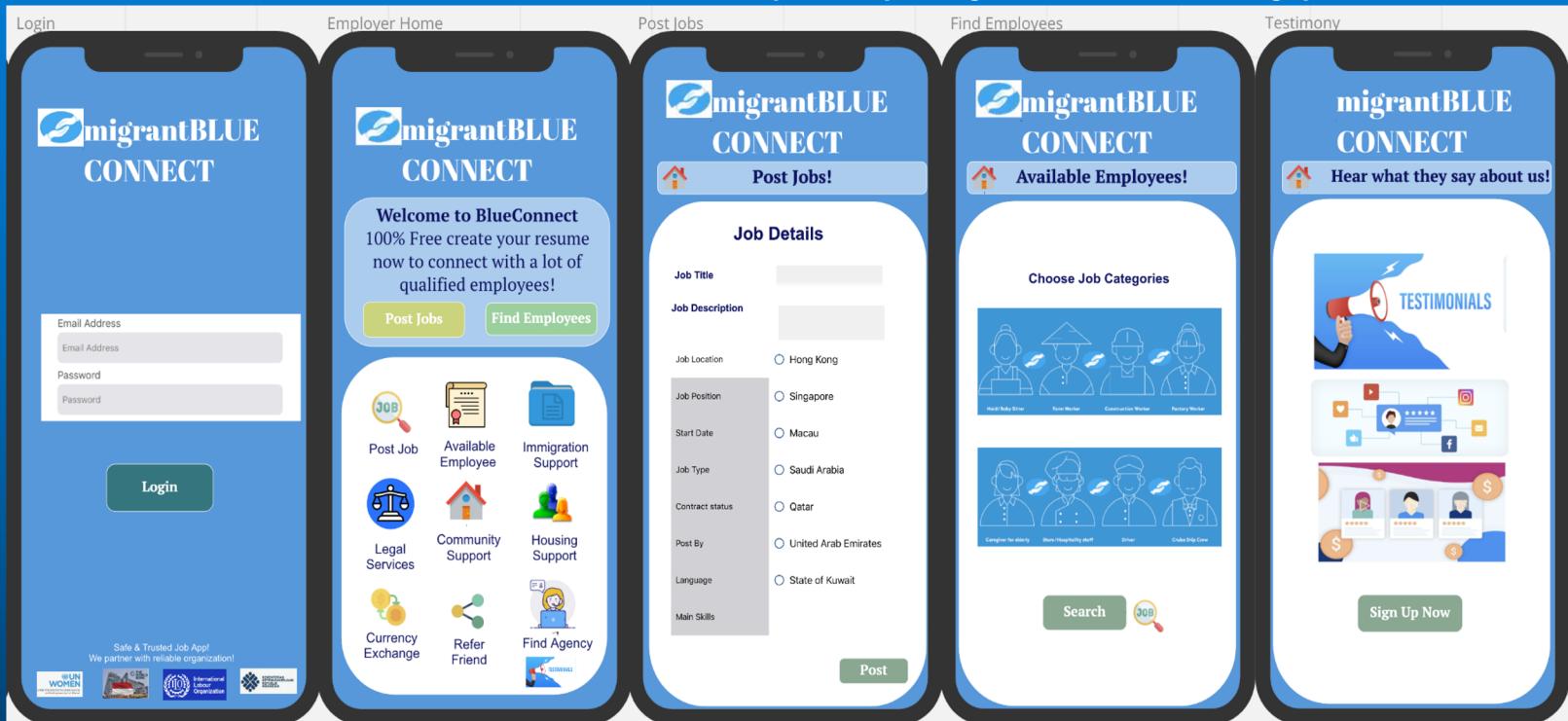
Minimum Viable Product (Employee Journey)



VIDEO: <https://drive.google.com/file/d/1d7qwPcMk3qGYQv5dx3CxRVHKUPRzVHuQ/view?usp=sharing>

INVISION: https://projects.invisionapp.com/d/main#/console/21989185/466127382/preview#project_console

Minimum Viable Product (Employer Journey)



VIDEO: <https://drive.google.com/file/d/16lrHfbfy9Wi3m7n2m40bjrbMT39PgyCj/view?usp=sharing>



Unfair Advantage

Focus on building personal relationships with employers as well as aid groups which would bring in the added trust that employees look for while finding job opportunities.

Training programs that help employees develop skills based on requirements in the job market.

Technology investment in terms of Artificial intelligence algorithms that helps in optimising search engine recommendations.

Optimising all visa documentation processes which is often a huge hassle for blue collar workers as they are unaware of the requirements and procedure and is also an extremely time consuming task.

What is the size of the opportunity? Informal Economy by the numbers

ROMAN



SATURDAY
SAM 2014

Competition

ROMAN

	migrantBLUE CONNECT	karir .com	Jobindo.com	indeed®
Curated multi-step vetting system				
Migrant-focused partnerships				
ML/AI Recommender system with Migrant/Employer data				
Basic job search and find				
Employer database				
Applicant Tracking Capabilities (ATS)				
Complementary Employee Development Services				

Founding Costs & Strategy

Launch timeline 9 to 12 months

Implement scalable model in Indonesia beachhead market that can expanded into South East Asia / South Asia in year 3-4 and global impact 4 year +

Generate product buzz while raising capital by partnering with grassroots groups

Core Costs	\$	Founding Fund sources
Software Development/ Marketing/Test+Prototype	~\$200,000	Personal Investments
Salaries	~\$430,000/ Monthly	Crowdfunding
Overhead Essentials	~\$25,000 initial/\$8000 Monthly	Grassroot organizations support
Total:	~ \$670,000 (\$470,000 Mon)	~ \$200,000

Opportunity to Support Our Mission

\$3,000,000

Early Adopter for Socially Impactful Investment

Representative on Board to Advise on Business Strategy

6 Months Post Launch:

Quantifiable
data on
social impact

Design for SAAS
model to begin
generating
income

Preliminary
plans for
global
expansion

Secured
long term
funding

Thank you for your
consideration