



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  
Damaso



Kristine  
Keating



Vanesha  
Majithia



Keshia  
Pershad

# Problem/Opportunity



migrantBLUE

CONNECT

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

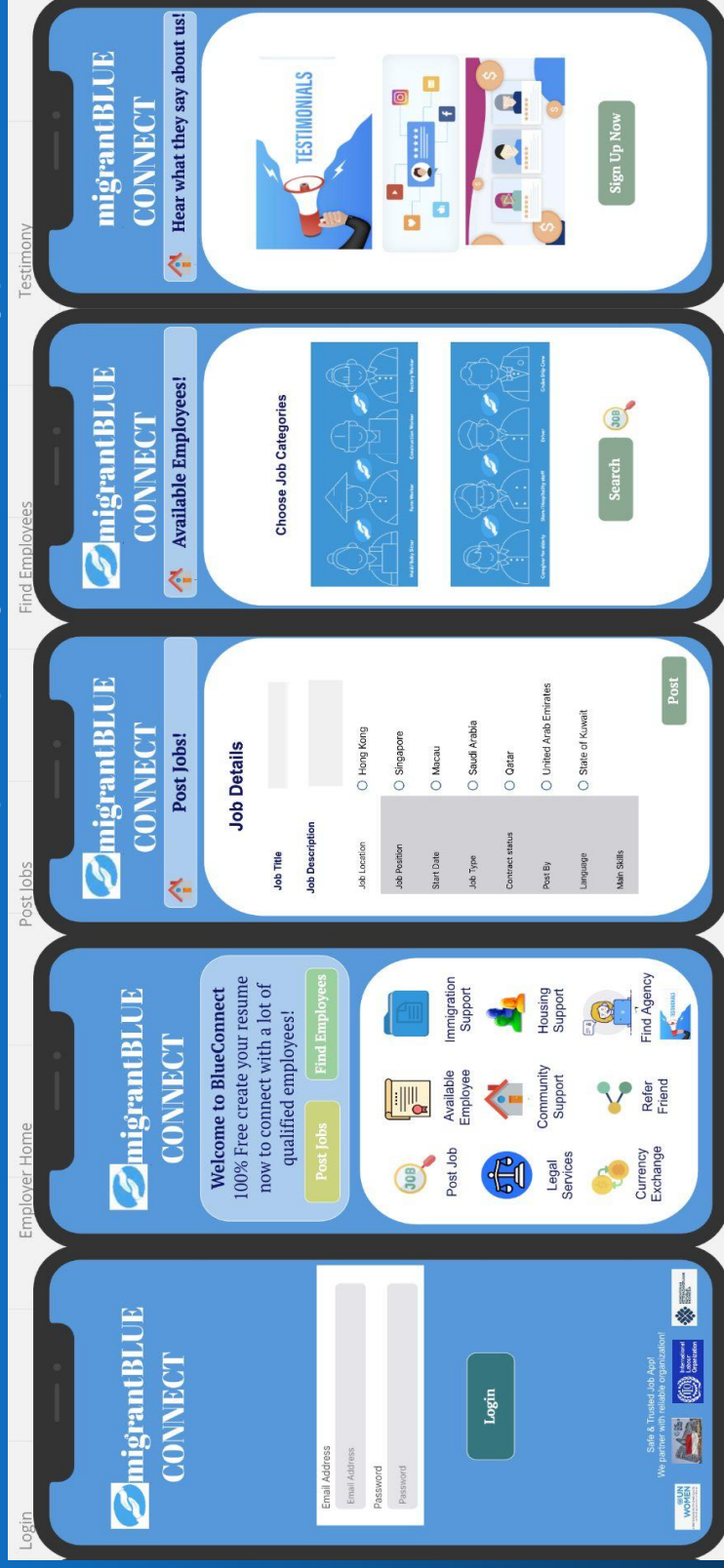
# Minimum Viable Product (Employee Journey)



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

INVISION: [https://projects.invisionapp.com/d/main#/console/21989185/466127382/preview#project\\_console](https://projects.invisionapp.com/d/main#/console/21989185/466127382/preview#project_console)

# Minimum Viable Product (Employer Journey)



VIDEO: <https://drive.google.com/file/d/16lrHfbfy9Wi3m7n2m40birbMT39PayCj/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



SATISH K. B. 2018

# Competition

## ROMAN

				
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