



BRIDGING STUDENTS TO
CAREERS, ONE CLICK AT A TIME.





OVERVIEW

- **FOUNDED :** 2019
- **ANGEL INVESTORS :** AMAN GUPTA, ASHNEER GROVER, PIYUSH GOEL

COMPANY VISION AND MISSION

VISION

- MAKING CAREER SUCCESS ACCESSIBLE TO EVERY STUDENT.

MISSION

- UNLOCKING REAL-WORLD OPPORTUNITIES FOR TIER 2 AND 3 STUDENTS.

KEY MILESTONES :

- **REBRANDING :** TRANSITIONED FROM EVENTBEEP TO BEEP, FOCUSING MORE ON CAREER SERVICES.
- **SHARK TANK INDIA APPEARANCE :** GAINED NATIONAL RECOGNITION AND BACKING FROM PROMINENT INVESTORS.
- **USER BASE GROWTH :** OVER 15,000 STUDENTS PLACED THROUGH THE PLATFORM.





SERVICES (MARKET PLACE).

BEEP OFFERS A SUITE OF SERVICES TAILORED FOR STUDENTS AND FRESH GRADUATES :

- INTERNSHIP AND JOB LISTINGS
- PERSONALIZED JOB MATCHES
- RESUME BUILDING
- SKILL DEVELOPMENT
- WORK-FROM-HOME FILTERS

UNIQUE SELLING PROPOSITIONS :

- TIER 2 & 3 FOCUS : CONNECTING STUDENTS FROM LESS URBAN AREAS TO CAREER OPPORTUNITIES.
- ONE-CLICK APPLY : SEAMLESS APPLICATIONS FOR JOBS AND INTERNSHIPS.
- REAL-TIME ALERTS : INSTANT JOB AND APPLICATION UPDATES.
- SKILL BOOSTERS : COURSES AND TRAINING TO ENHANCE EMPLOYABILITY.

BUSINESS MODEL

- PREMIUM LISTINGS : CHARGING COMPANIES FOR FEATURED JOB POSTINGS.
- SKILL DEVELOPMENT COURSES : OFFERING PAID COURSES AND TRAINING PROGRAMS.
- PARTNERSHIPS : COLLABORATING WITH EDUCATIONAL INSTITUTIONS AND ORGANIZATIONS FOR EXCLUSIVE OFFERINGS.



KNOW YOUR CUSTOMERS :

- TIER 2 & 3 STUDENTS : BRIDGING GAPS IN OPPORTUNITIES AND RESOURCES.
- FRESH GRADUATES : EASING THE TRANSITION FROM COLLEGE TO CAREER.
- FREELANCERS & CAREER SWITCHERS : OFFERING FLEXIBLE JOBS AND SKILL DEVELOPMENT.

CUSTOMER NEEDS

- ACCESSIBLE CAREER OPPORTUNITIES : NEED FOR PLATFORMS THAT PROVIDE RELEVANT JOB AND INTERNSHIP LISTINGS.
- SKILL ENHANCEMENT : DESIRE FOR RESOURCES THAT HELP IN DEVELOPING INDUSTRY-RELEVANT SKILLS.
- SIMPLIFIED APPLICATION PROCESSES : PREFERENCE FOR USER-FRIENDLY PLATFORMS WITH STREAMLINED APPLICATION PROCEDURES.

CUSTOMER PAIN POINTS

- LACK OF EXPOSURE : STUDENTS FROM NON-METROPOLITAN AREAS OFTEN MISS OUT ON OPPORTUNITIES AVAILABLE TO THEIR URBAN COUNTERPARTS.
- SKILL GAPS : MISMATCH BETWEEN ACADEMIC CURRICULA AND INDUSTRY REQUIREMENTS.
- COMPLEX APPLICATION PROCESSES : TRADITIONAL JOB APPLICATION METHODS CAN BE CUMBERSOME AND TIME-CONSUMING.



CUSTOMER JOURNEY:

- **DISCOVERY :**
 - WORD OF MOUTH
 - DIGITAL MARKETING
- **ONBOARDING :**
 - USERS DOWNLOAD THE BEEP APP AND CREATE PROFILES.
- **PROFILE BUILDING :**
 - USER INPUT EDUCATIONAL BACKGROUND, SKILLS, AND PREFERENCES.
- **OPPORTUNITY EXPLORATION :**
 - BROWSE THROUGH PERSONALIZED JOB AND INTERNSHIP LISTINGS.
- **APPLICATION :**
 - APPLY TO DESIRED POSITIONS WITH A SINGLE CLICK.
- **SKILL ENHANCEMENT :**
 - ENROLL IN COURSES TO IMPROVE EMPLOYABILITY.
- **PLACEMENT :**
 - SECURE INTERNSHIPS OR JOBS AND PROVIDE FEEDBACK FOR CONTINUOUS IMPROVEMENT.





COMPETITORS





SWOT ANALYSIS:

- **STRENGTH**

- NICHE FOCUS ON TIER 2 & 3 STUDENTS
- SIMPLIFIED CAREER DISCOVERY
- MOBILE-FIRST APPROACH
- COST-EFFECTIVE MODEL FOR EMPLOYERS
- STRONG VISIBILITY (SHARK TANK)

- **WEAKNESS**

- LIMITED BRAND RECALL (POST-REBRAND)
- STILL BUILDING TRUST IN TIER 1 CITIES
- DEPENDENCY ON JOB SUPPLY
- MONETIZATION CHALLENGES

- **OPPORTUNITIES**

- INDIA'S GROWING YOUTH DEMOGRAPHIC
- RISE OF REMOTE WORK & GIG ECONOMY
- COLLABORATIONS WITH COLLEGES & EDTECH
- CORPORATE CSR & DEI INITIATIVES
- VERNACULAR & REGIONAL EXPANSION

- **THREATS**

- HIGH COMPETITION
- USER RETENTION RISKS
- PLATFORM FATIGUE
- ECONOMIC UNCERTAINTY
- COPYCAT PRODUCTS

Need help in Product Strategy, Development or Operations ?

Contact



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THANK YOU!

