**Service Description – Full Service**

## Introduction

A digital platform where students can register by simply adding their matriculation number / AAI-login. By this connection, we will extract all passed modules, the personal preferences, weight the gradings and feedback from the different modules and thereby create a detailed personality profile from the students.

On the other side, a web crawler collects all open positions from companies, as well as a semantic analysis of their mission, vision and company culture to create also a profile of the company and its values.

These two profiles will be matched fully automatic to find the most promising combination to staff the open position

## Customer Segment

In the initial phase FHNW students looking for jobs (full-time or part-time) and companies looking for highly skilled personnel

## Functions

A fully automated matching platform with the following functions:

* Login area with
* Sentiment analysis with scoring model
* Text Mining / Web Crawler (Job description)
* Matching process

## Revenue Stream / ROI

Membership for both parties, plus an additional commission fee for successful matches from the companies

## Value Proposition

Platform business model to automate and mostly personalize the recruiting processes. This leads to an optimized matching probability and wipes out “hire and fire” decisions.

## Needed Partners

* Companies with
  + the need for highly skilled personnel
  + long and expensive HR-Processes which they want to get rid of
  + looking for a sustainable business relationship to take care of their talent program

## Required actions to realize service

* Build platform to connect the two parties
* Acquire companies
* Develop personal scoring model
* Implement ToR / AAI / module description / grades / personality
* Web crawler for open positions and company values (In an initial phase, companies can be acquired and added to the platform by human tasks)

Rating 1-6

|  |  |  |  |
| --- | --- | --- | --- |
|  | Peter | Yannick | Simon |
| Potential | 6 |  |  |
| Realizability | 2 |  |  |
| Priority | 4 |  |  |
| MVP Relevance | 1 |  |  |

Lean Canvas