



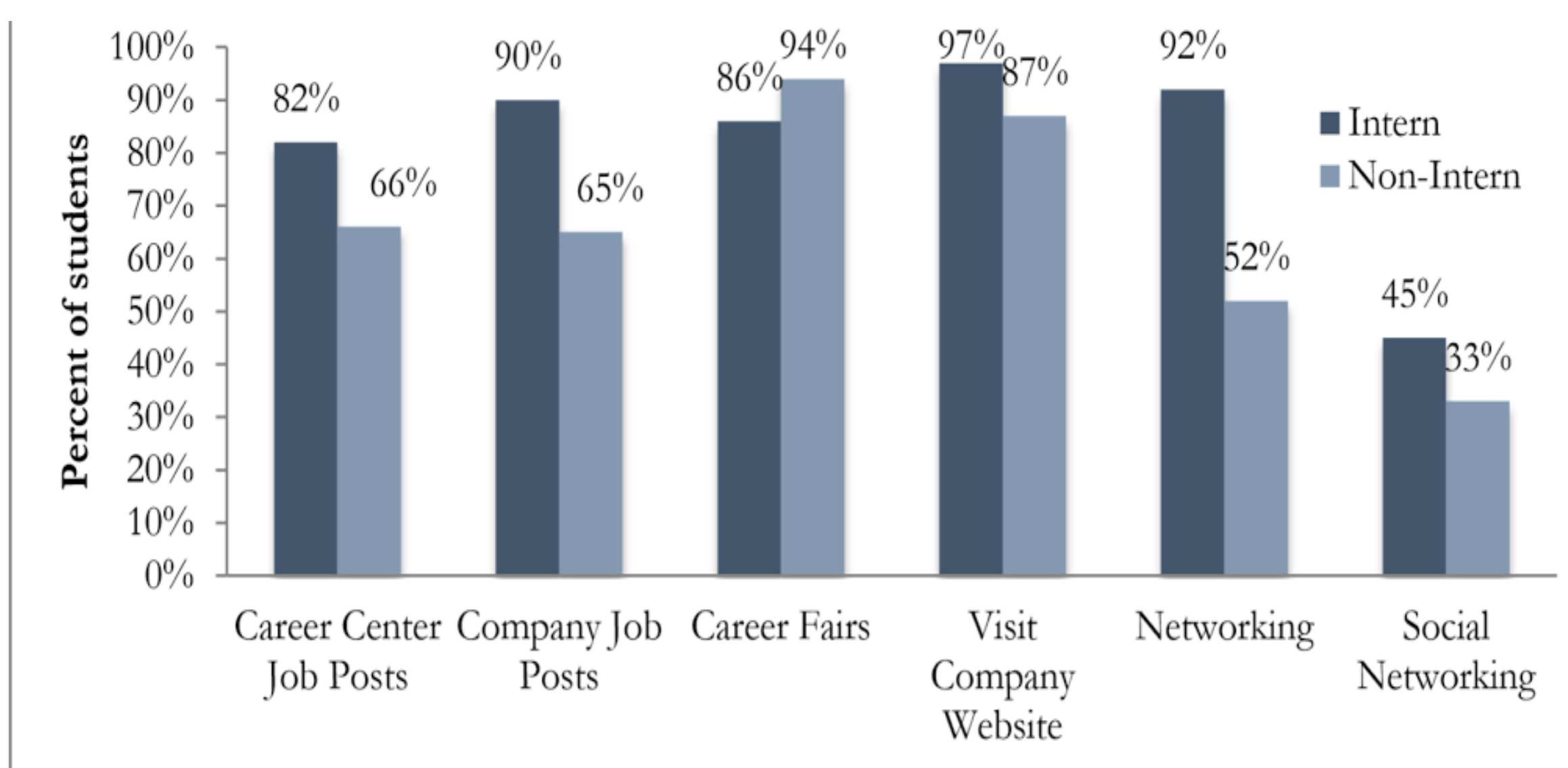
## Mission Statement

Our Mission is to give job recruiters and job seekers an effortless tool to help create and maintain real, meaningful connections.

## Our objectives

- Develop an application and website with powerful tools for job seekers and recruiters
- Provide a platform for real time virtual connections made anywhere and anytime
- Provide reliable information on career fairs and other relevant professional networking events
- Help to keep good connections alive with easy and casual interaction

## Job Search Activities Utilized by Graduating Seniors



Source: NACE 2011 Student Survey

## How does it work?

### Job seekers & Recruiters:

- Find and register for career fairs and networking opportunities easily
- See information regarding pre and post career fair events
- Network effortlessly with people important to you in your field.

### Features:

- Recruiters can share information before career fairs/events
- Job Seekers can utilize the information posted by recruiters to increase their chances of an interview, and ultimately, a career.
- Direct Messaging, career fair/event search, interview scheduling, and more!

Recruiters are in control of who they'd like to connect with. This allows for connections to be more meaningful for the recruiter as well as job seeker.



## The Problem with...

### Traditional career fairs:

- Finding career events specific to profession can be difficult
- Can feel like merely a "resume give-away" Very difficult to maintain a connection with a recruiter with such limited face time.
- Long wait times to hear back from recruiters



- Limited social aspect, too formal
- Many meaningless, random connections
- All about making large web of connections rather than nurturing recruiter-candidate relationships



- UI feels too much like a dating app
- Lack of companies using the app
- Lack of available jobs on the app
- Great idea, poor execution