

SquadJoy

Isac Karrman | Zach Schottenfeld | Andrew Zeller | Rebeca Guba | Julian Fluehler

Millennial Employee Retention Crisis



Customer Archetype & Needs



The Buyer



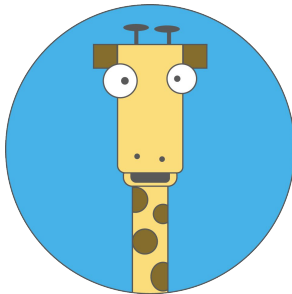
The User

Market Opportunity

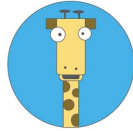


Solution

SquadJoy



@jefferey ●



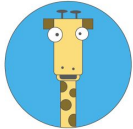
jefferey 10:59 AM

Hey there Andrew, welcome to SquadJoy!
Before I can help you with your career, I've got a few questions for you...
Tell me about your current job. What is your title and salary, and where do you live?



andrew 11:00 AM

Hey Jefferey! I am a junior frontend web developer living in San Francisco. My salary is \$85,000 a year. Is this fair?



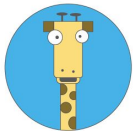
jefferey 11:01 AM

It depends, how old are you and how much work experience do you have?



andrew 11:05 AM

Well I'm only 21, so this is my first job out of college.



jefferey 11:07 AM

Nice! You're doing well then, the average salary for your experience and field in your city is about \$82,000.
Where do you work again?
I'd like to hear more about how you enjoy your job. Are you happy with where you work?



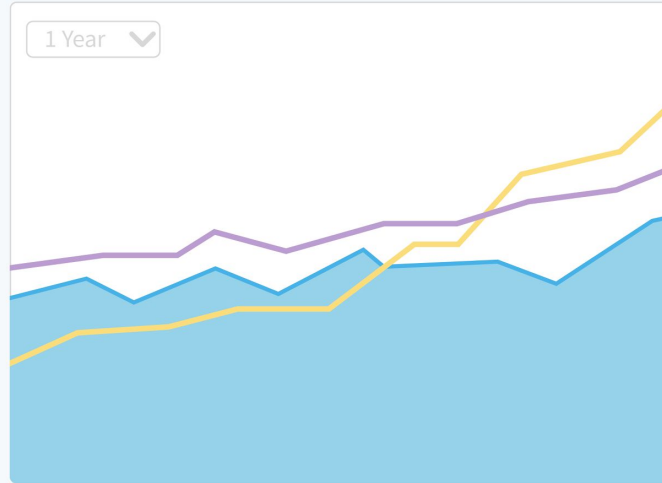
andrew 11:10 AM

I work at a company called Postmates. I like my coworkers a lot however I feel that the hours are long and I'm not always recognized for my effort.

Recommend to friend ▼

-  You
-  Competitor
-  Industry Average

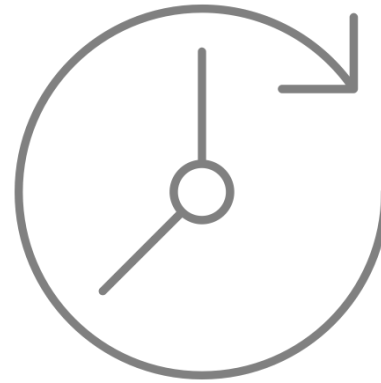
1 Year ▼



Customer Acquisition



Channels



Revenue Model

SquadJoy

Free for employees

Basic

\$50/month

Professional

\$100/month

Enterprise

\$500/month



















<i>Competitor</i>	<i>Price per user / month</i>
Tiny Pulse	\$10
OfficeVibe	\$4
Bonusly	\$3

GlassDoor	\$8000 / yr
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Costs

	Early incubator stage (First month)	Operating at scale (monthly)
Marketing: AdWords, Facebook, LinkedIn	\$2000	\$2000
Infrastructure: Stripe, Heroku, AWS, Intercom	\$1000	\$5000
Office: co-working space	-	\$1000
Salaries (3 employees)	-	\$15,000
Domain name, legal	\$500	-
Total	\$3,500	\$23,000

Competitor Benchmark

	Employee Feedback	Analytics Dashboard	Slack Integration	Millennial Focus
 TINYpulse [®]				
 glassdoor [™]				
officevibe				
<u>SquadJoy</u>				

Known Unknowns



Thanks!

Contact us: *squadjoy@gmail.com*

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Accounting	Hustler & Marketing	Design & Development	PR & Marketing	Development

Icons thanks to thenounproject.com

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