Business Model
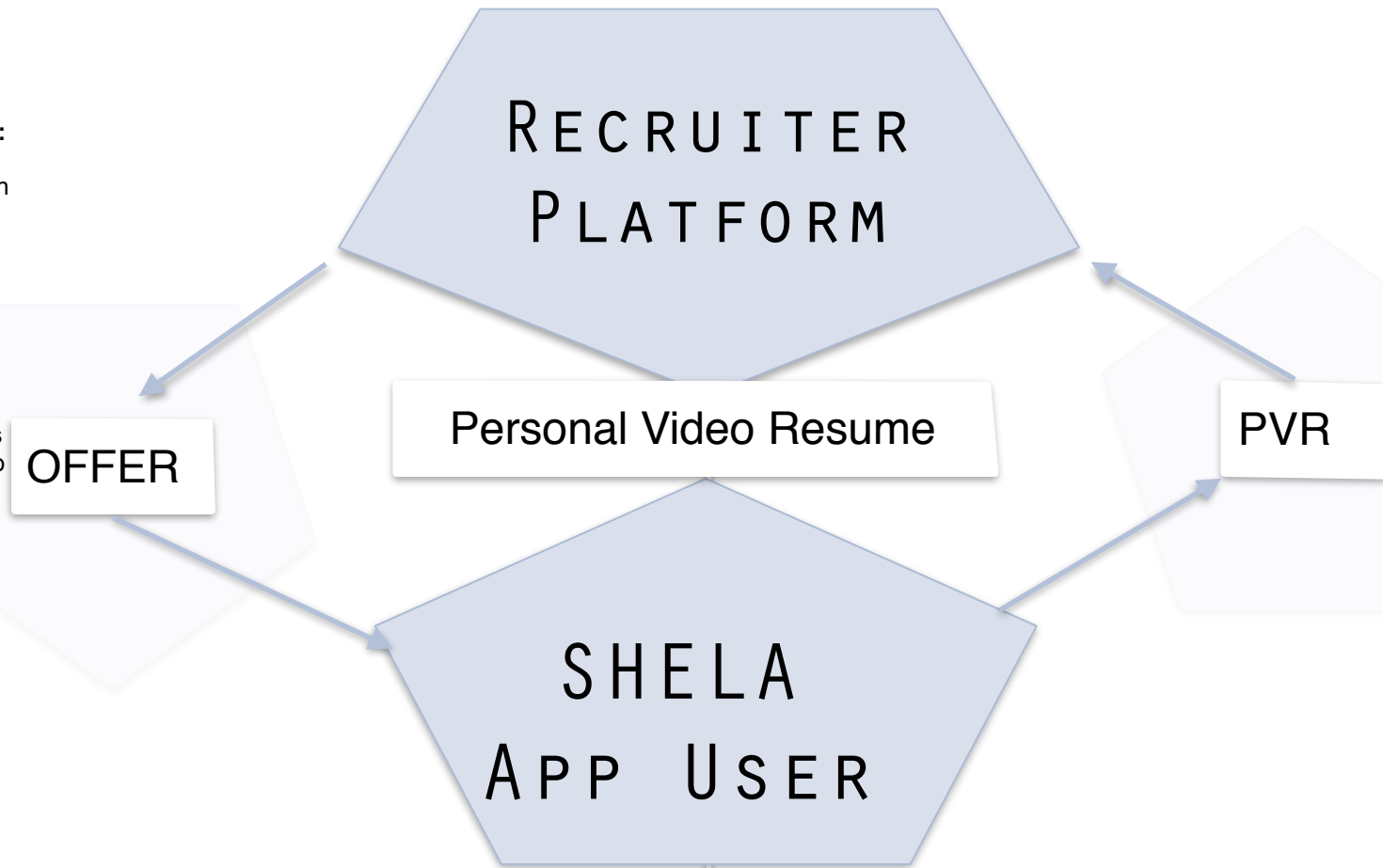
"Web Platform plus App"

Web Platform: Recruiter browse through our data base and select and connect to potential candidates.

APP Prospectives upload millions of 90 sec video files (PVR's), using visual resumes to help expand their visibility

Awareness: APP will be free to use by the public and will be marketed to student unions and student bodies initially.

Recruiter Platform

Personal Video Resume

OFFER

PVR

SHELA App User

Purchase: The app is free to use by the public, however mid and large companies pay a subscription package which is reasonably priced compared to major competitors.

Delivery: APP store availability for employees whereas we use a sales team to reach mid/large companies.

After sales: Administration team to offer valuable customer service and aftercare.