ELEVATOR PITCH

Shela is a recruitment software tool which combines a Web Platform with an App, working cohesively to solve the issues faced with time-bond, quality hiring. Shela offers prospective candidates and app users the ability to upload a 90 second personal video resume coined PVR. Potential employers and recruiting agencies are able to search the shela database and gain additional insight into a candidate's personality,booking interviews at the push of a button.

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PERSONALITY MATTERS

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"Individuals and businesses want connectivity and responsiveness. We have created a platform that delivers more meaningful connections than ever before in the recruitment industry. With the addition of Personal Video Resumes (PVR) and direct recruiter/prospect contact, Shela solves today's most talked about recruitment issues, delivering quality & speed".

Ged Alexander

Mission and Vision

"The go to app for employment"

Mission

Shela's intent is to establish a professional, respectable and reliable brand which delivers on equal opportunity on a global level. We call it conscientious recruiting with both parties adopting active searching and an ethical approach.

Vision

Our growth will be driven by reputation, global appeal and inclusivity. We intend to encourage growth in the recruitment industry and foster a better connection between the recruiter and employee.

What we deliver

"Personality matters in recruitment"

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Self Help Employment Link App (SHELA) introduced **Personal Video Resumes** (**PVR**) intended to streamline the recruiting process. The idea is highly scalable and offers a unique selling point in a crowded market space.

We have created a unique recruitment platform which allows recruiters and prospective employees to connect, search, offer and accept employment and correspond directly to each other.

This is accomplished by using a web based platform which is supported by an app (delivered free) to the general public, which medium and large firms pay a subscription to utilise. Shela means the end to junk mail, and companies inappropriately matching candidates with unwanted jobs.

With Shela, a candidate can show their personality which is often restricted by purely sending in a CV. The Shela app allows candidates to upload up to 90 seconds of their video CV to accompany their paper CV. Recruiters stand to benefit the most.

The goal is to create an innovative digital recruitment platform which is the first point of call for employers involved in recruitment, individuals seeking employment and driven jobseekers looking for that extra edge.

OUR AIM

Our aim is that both Employees and Recruiters see Shel-a as the finest recruitment tool in the market by the outstanding features it provides to its users such as PVR, rating system, & affordable subscription packages to use their accounts to the maximum potential.

THE PROBLEM

"We figured it out"

Our research highlighted the dissatisfaction of employers and recruiters with the quality not quantity of the results they received from existing job boards and recruitment agencies. The advent of automated recruitment systems have left the recruitment process robotic and highly dependent on algorithms which has been responsible for overlooking some very deserving candidates.

"Shela was created after identifying an unexplored space in the recruitment industry coupled with a society that increasingly uses social media who also has a growing appetite for platforms were users are willing to film themselves". (Ged Alexander).

S Livingstone - New media & society, 2008 highlighted some of the opportunities and challenges.

Value Proposition

"We give more than our competitors"

Recruiter:

- Recruiter benefits from greater opportunity to make informed decisions on the selection process.
- Saves time and money on recruitment/ selection processes.
- Collect data on hiring trends based on real, relatable evidence.
- Reduces risk of interviewing an unsuitable candidate through lack of information.
- Cost savings made in the recruitment process can be distributed elsewhere throughout the business.
- Through a subscription service the recruiter gets access to all app users seeking employment.
- Access to employee PVR's, recommendations and ability to connect using app.
- Control over decision making

Employee:

- Showcase personality in 90 second video rendition
- Apply directly to Prospective employer
- Upload written CV and references to the app
- Get direct messages from the Employer directly to mobile device
- Confirm timings for interview
- Best foot Forward - retake video until happy before submitting

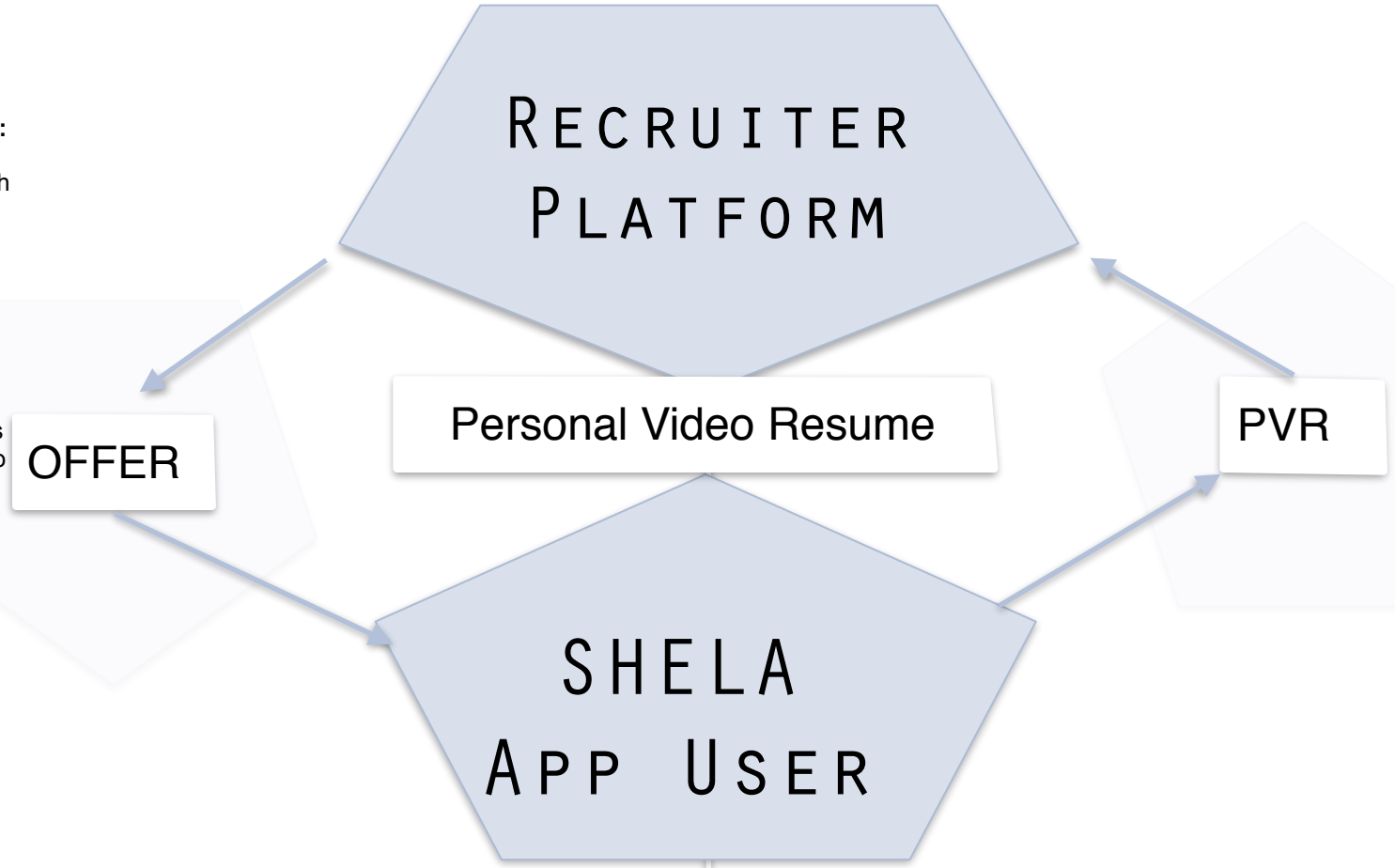
Business Model

"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.



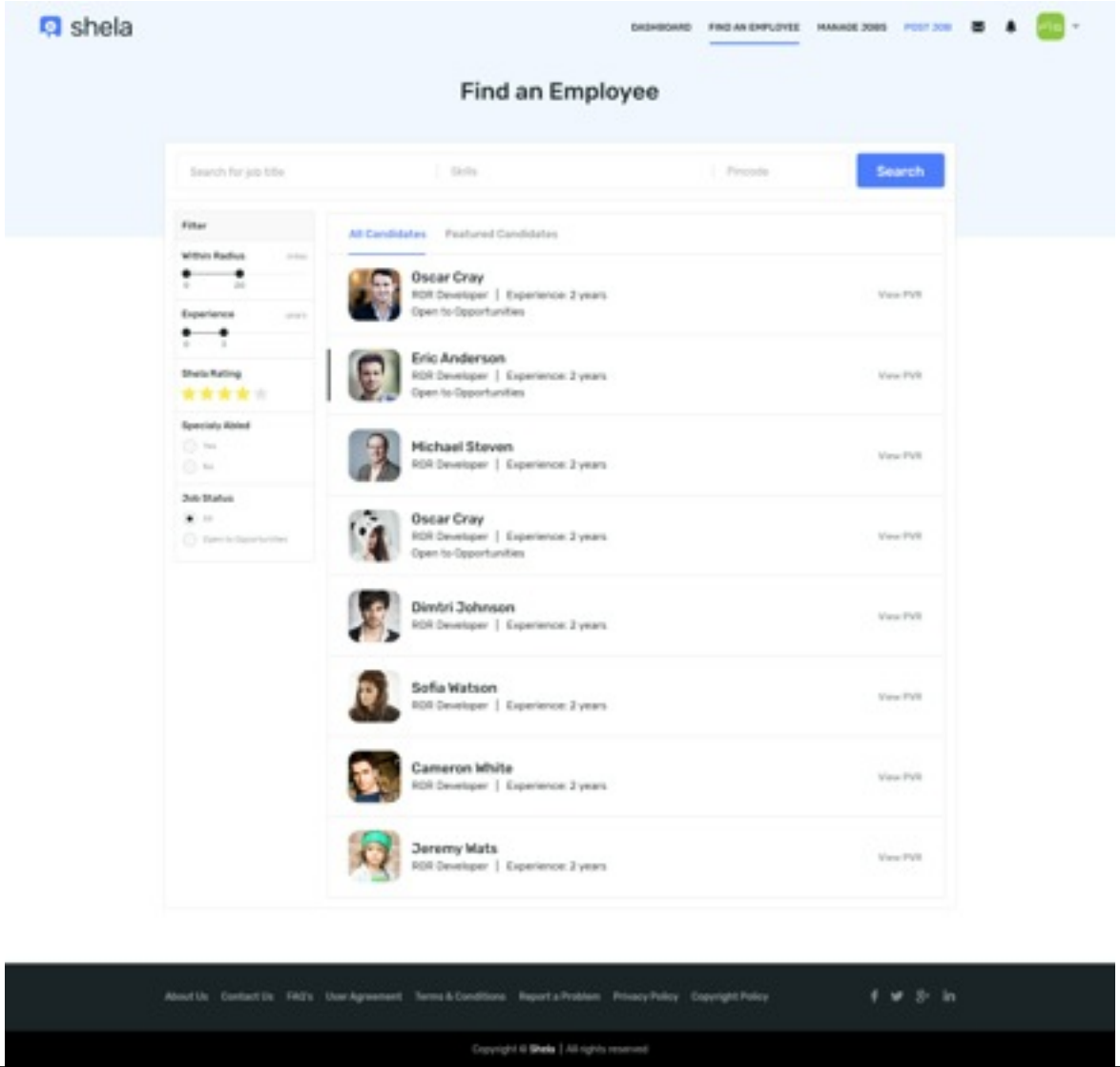
Purchase:
The app is free to use by the public, however mid and large companies pay a subscription package which is reasonably priced compared to major competitors.

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.

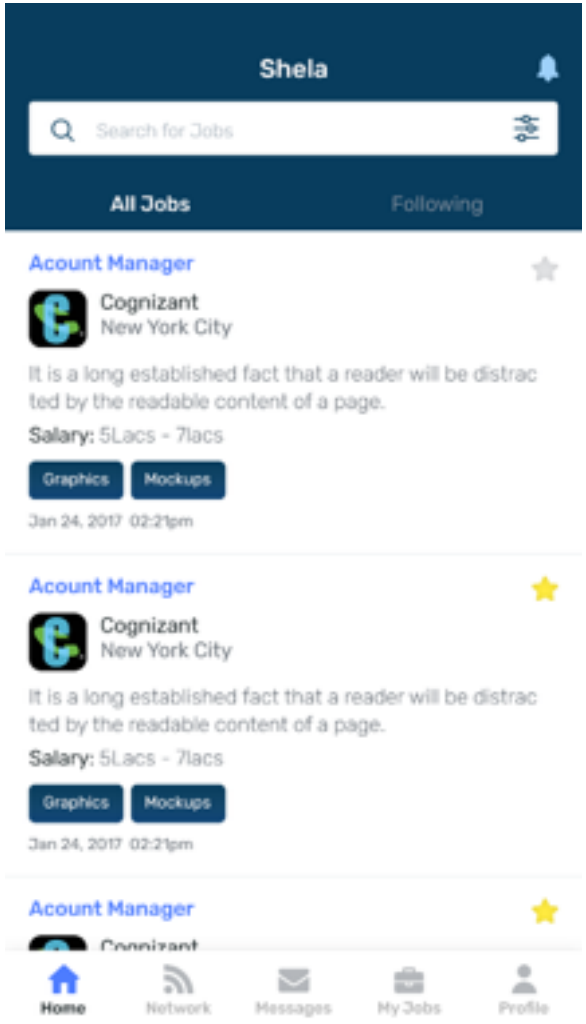
Clean Design

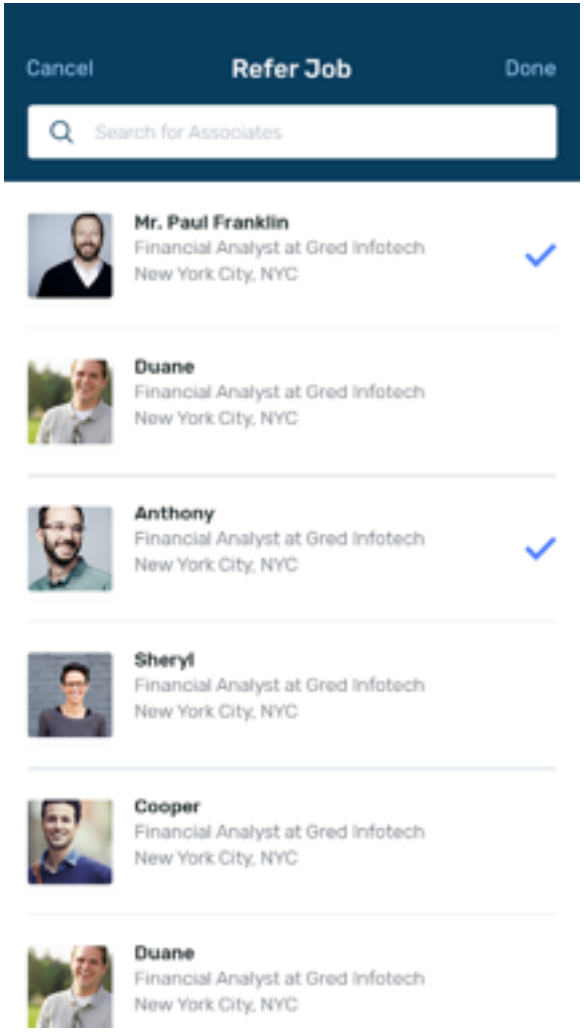
Recruiter Platform



Simple App Design

App users search tool





Market Offer

"The Opportunity"

Market Opportunity

- Shela has a unique opportunity to disrupt the current market.
- Shela allows recruiters/employers to search the data base themselves and in so doing see more than every before.
- Shela's fresh new offering (PVR's) has been welcomed by a youthful generation who enjoy filming, streaming and posting on social media.
- Shela offers its product for free for three months with no obligation to continue

Target Market

- Large Companies, HR staff, Recruiting Agencies, Staffing Agencies, Specialists Job Boards and recruiters.
- Anyone eligible to work legally within their country, focussing on those already using a variety of digital mediums to communicate with each other.
- We intend to scale this platform worldwide.
- Ideal for Professional and bespoke roles

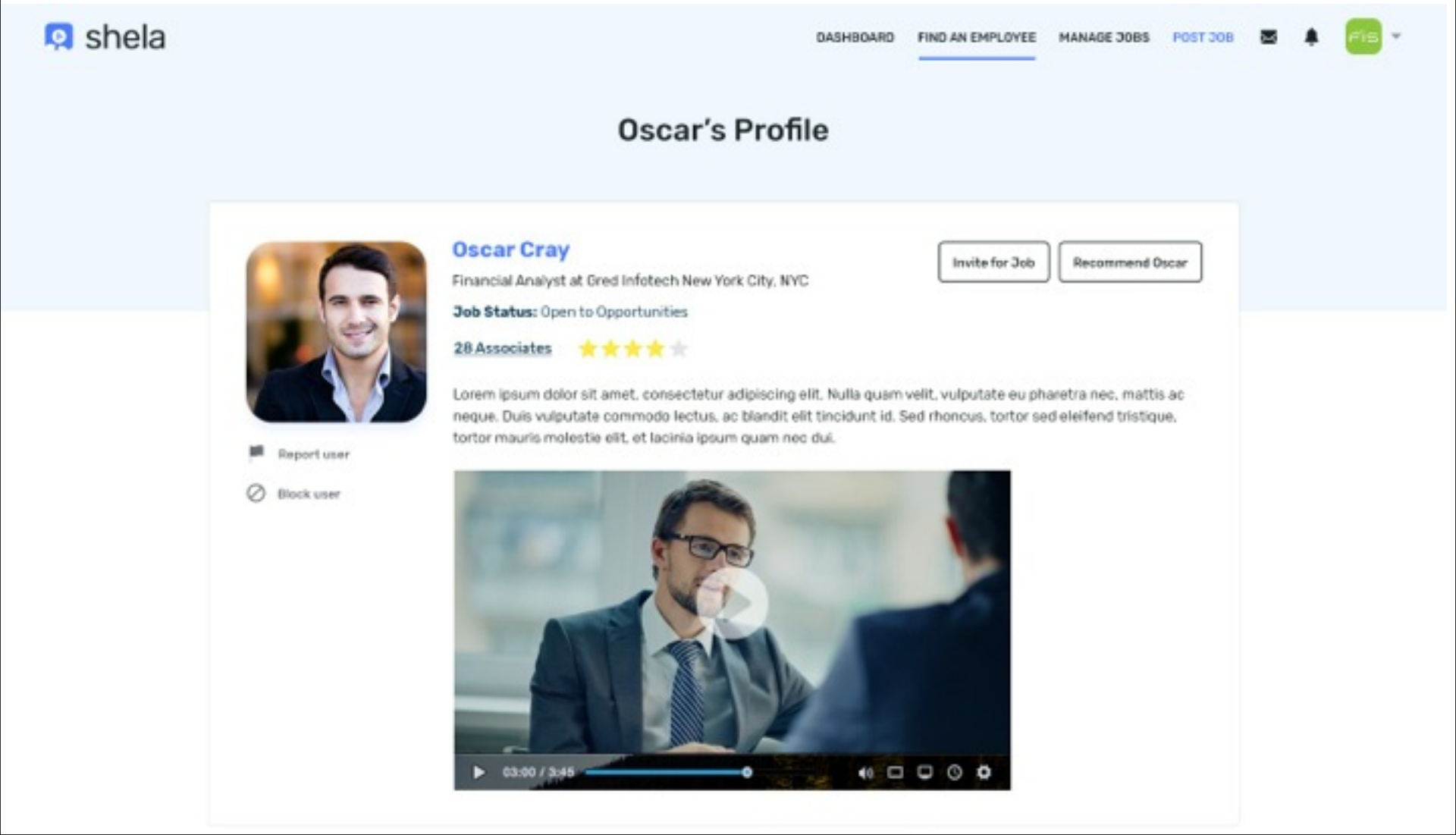
Offer To Members

"The Opportunity"

- Upload vacancies to all Shela audience
- View Personal Video Resumes of potential employees
- Accept Personal Video Applications from boosted candidates
- Message potential employees directly through our app
- Manage the hire from initial contact through to hire
- Store personal information securely
- Upload company video on Company Profile Page
- Receive feed-back on recruitment performance
- Schedule interviews with the push of a button
- Interviews automatically booked on the dashboard's calendar
- Receive push notifications when the candidates take action

PVR Feature

"Our Unique Selling Point"



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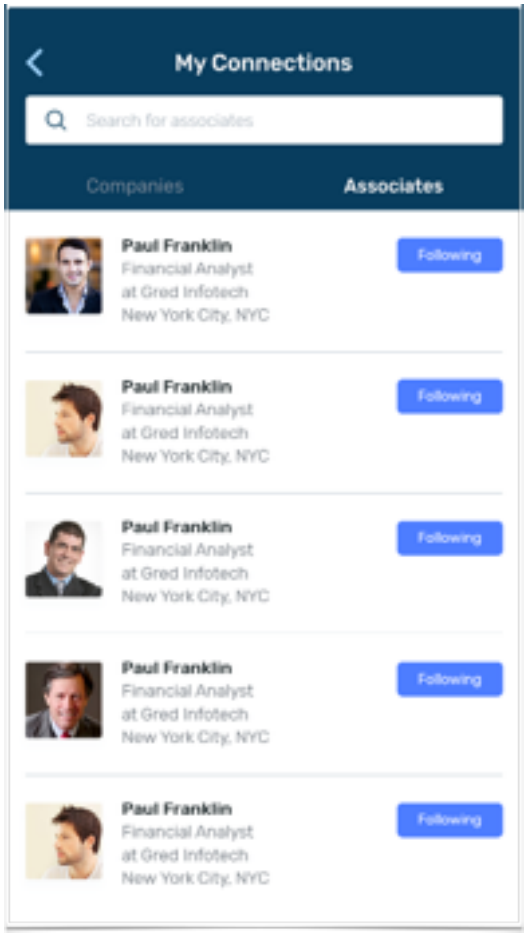
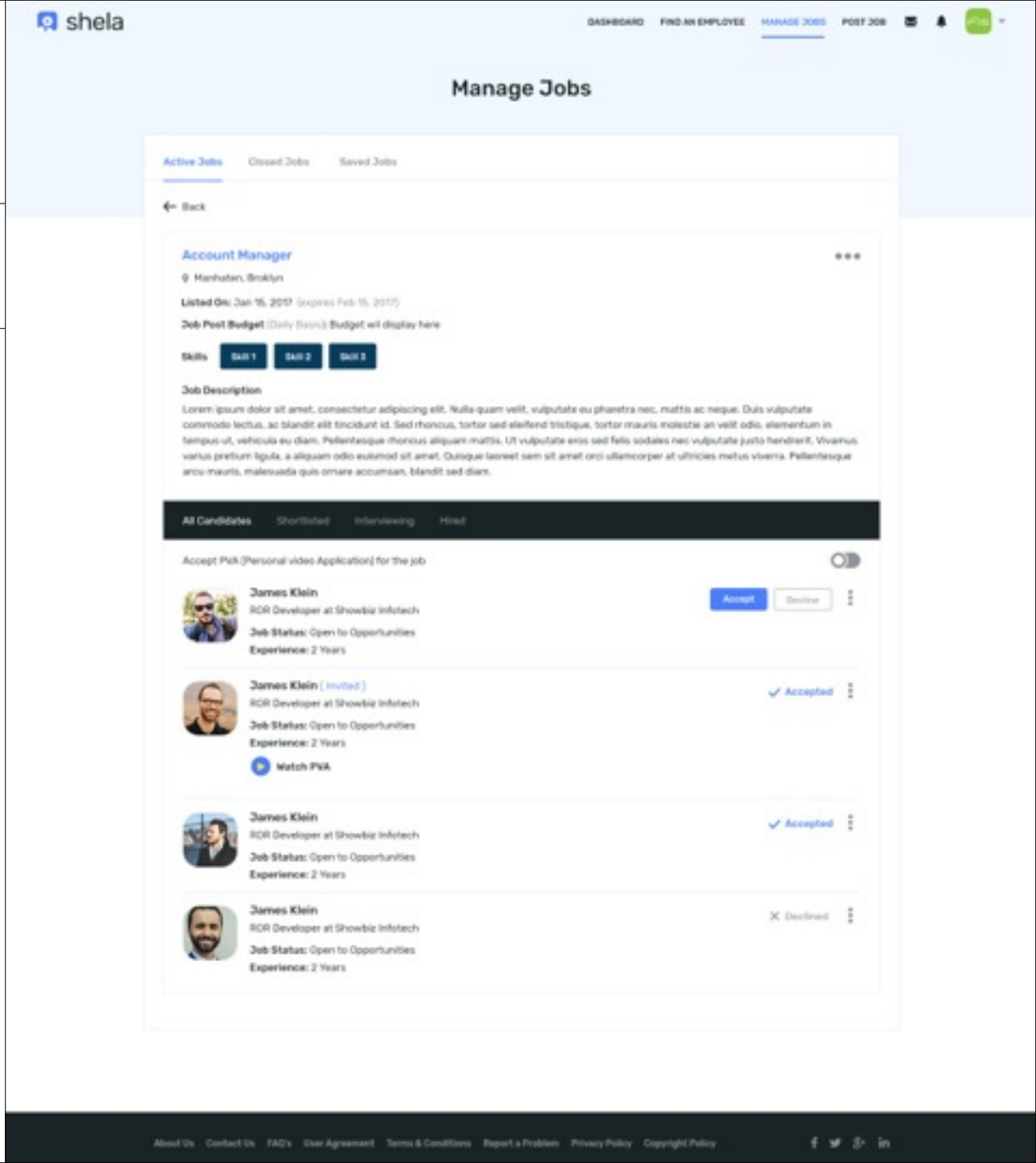
Manage





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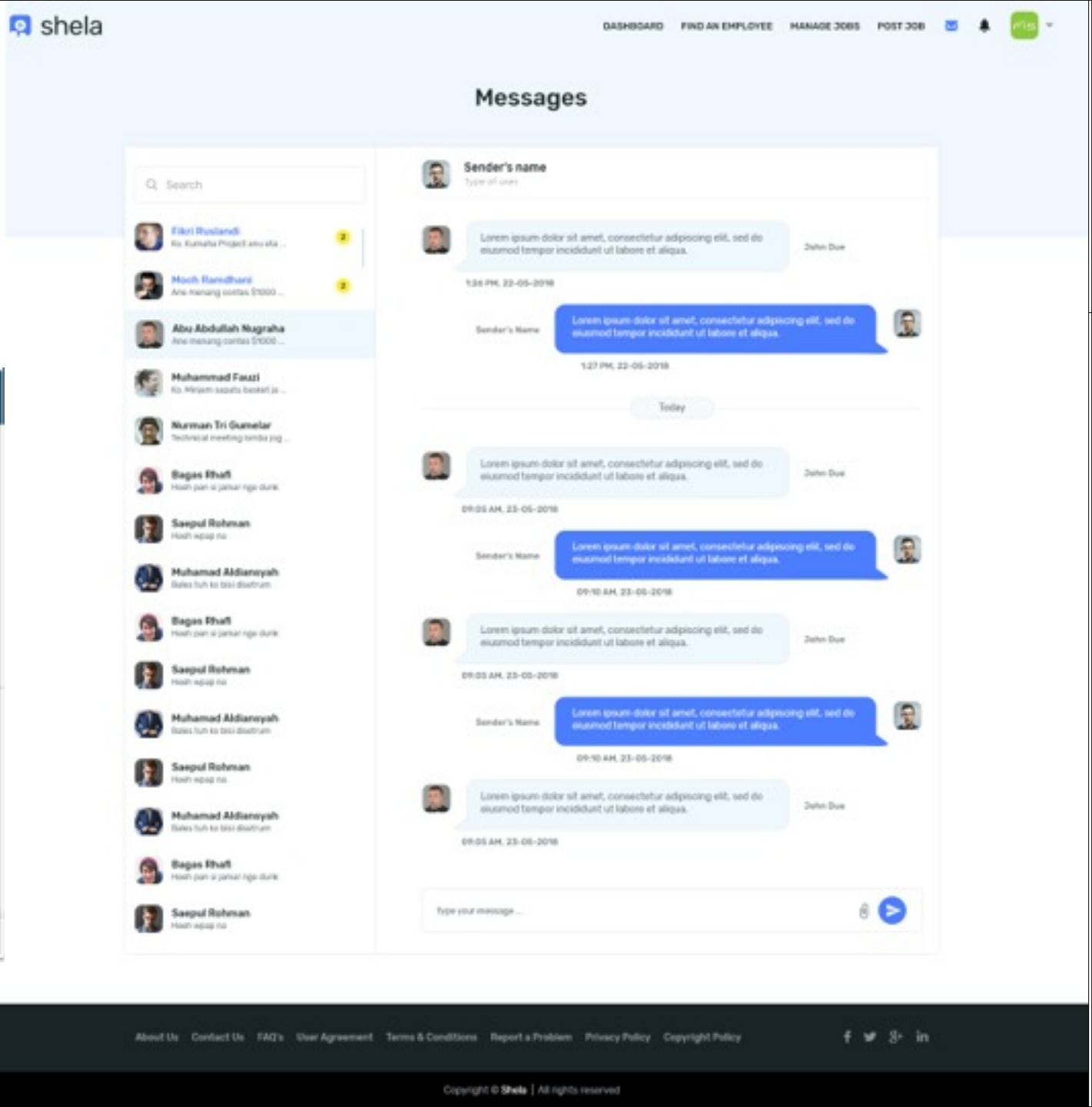
Message



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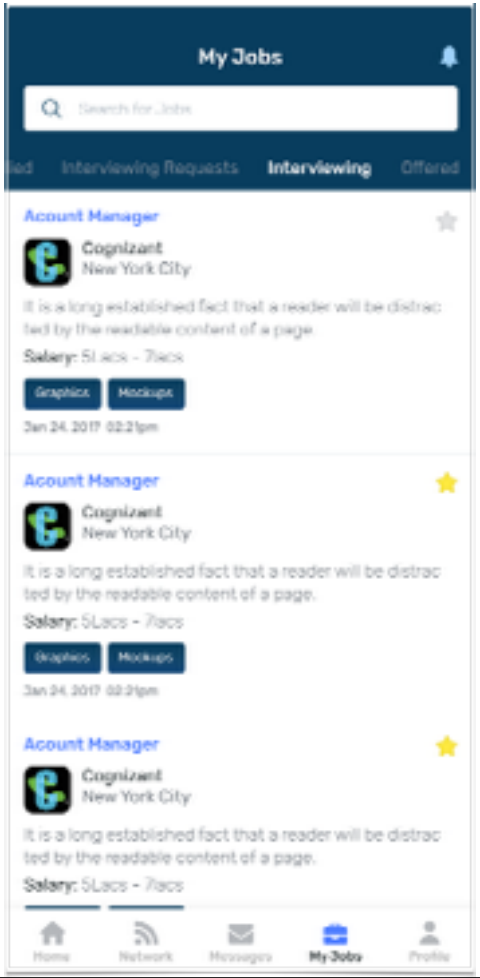
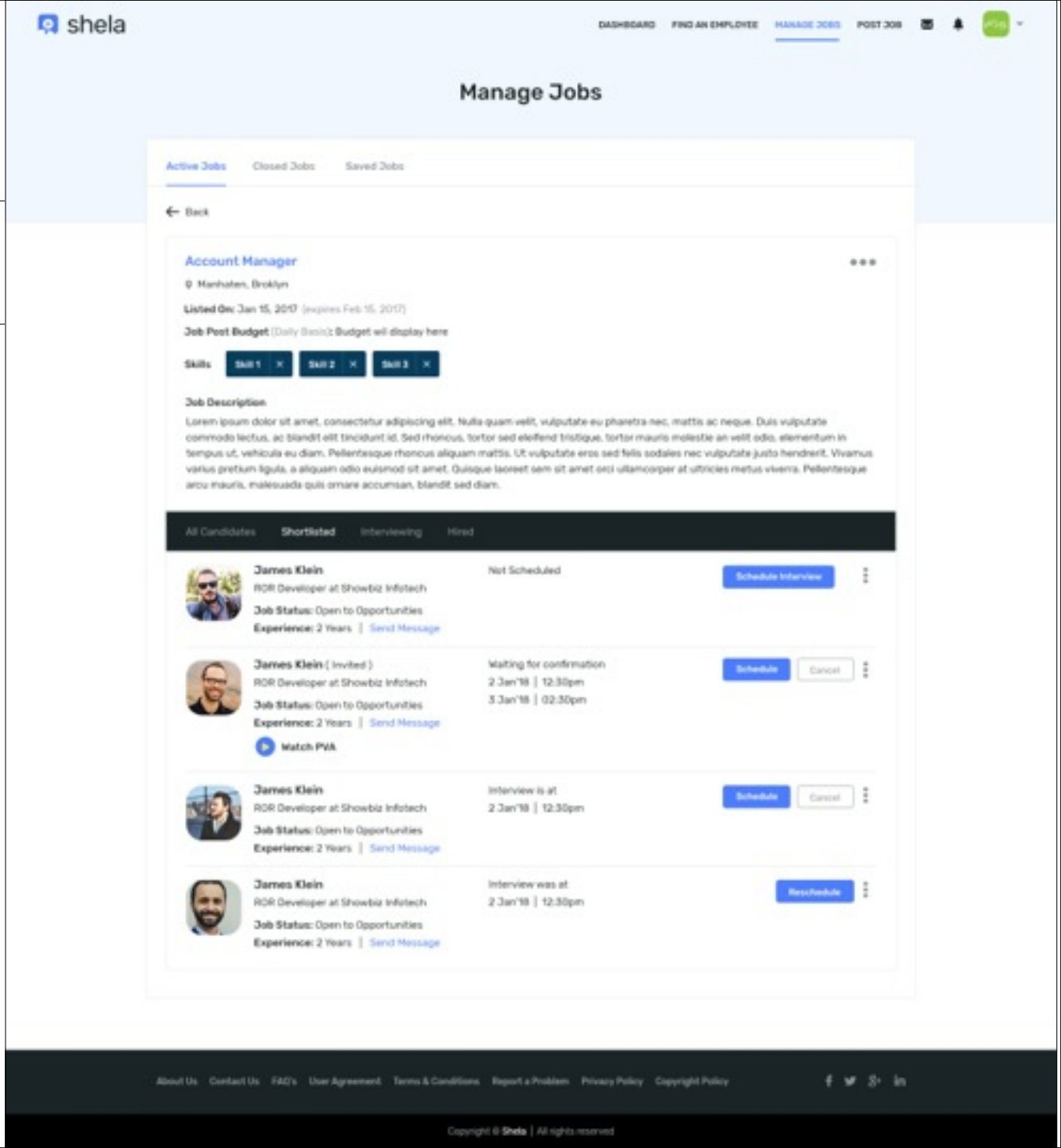
Schedule





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DASHBOARD FIND AN EMPLOYEE MANAGE JOBS POST JOB

Oscar's Profile

Oscar Cra

ROR Developer

★★★★☆

Job Status: Op

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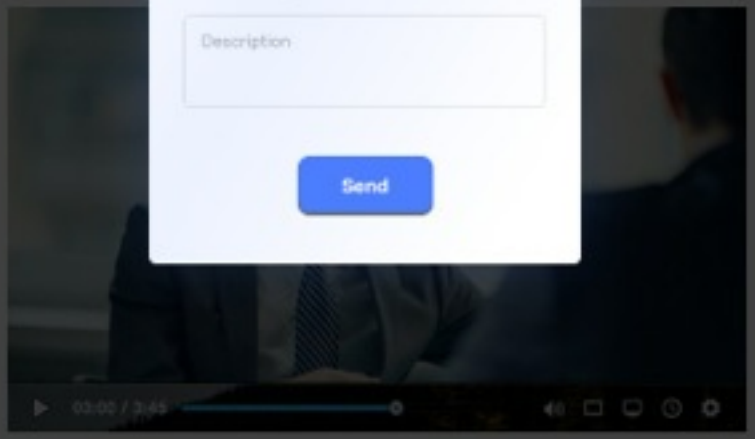

Schedule Interview

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Interview Date & Time

1st Choice Date Time

2nd Choice Date Time

3rd Choice Date Time

Description

Send

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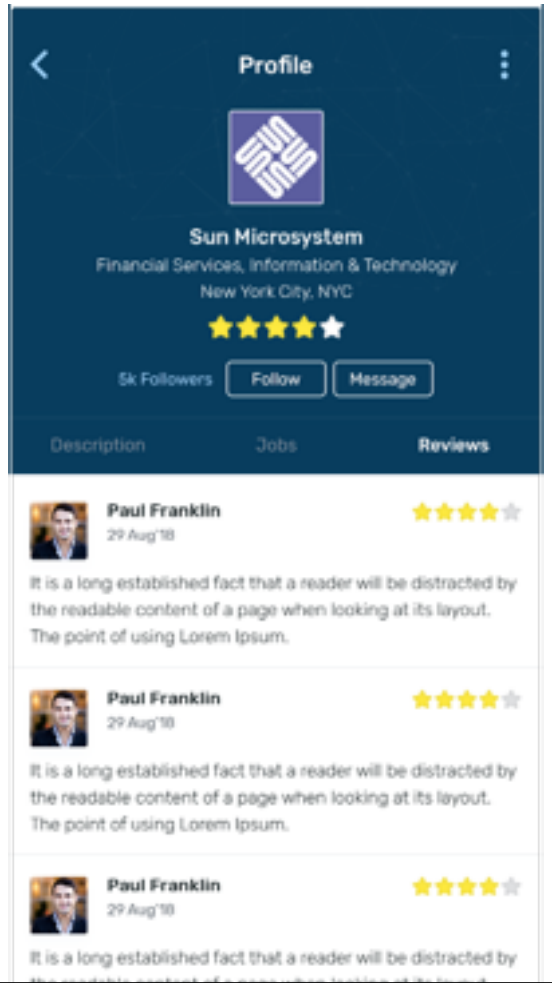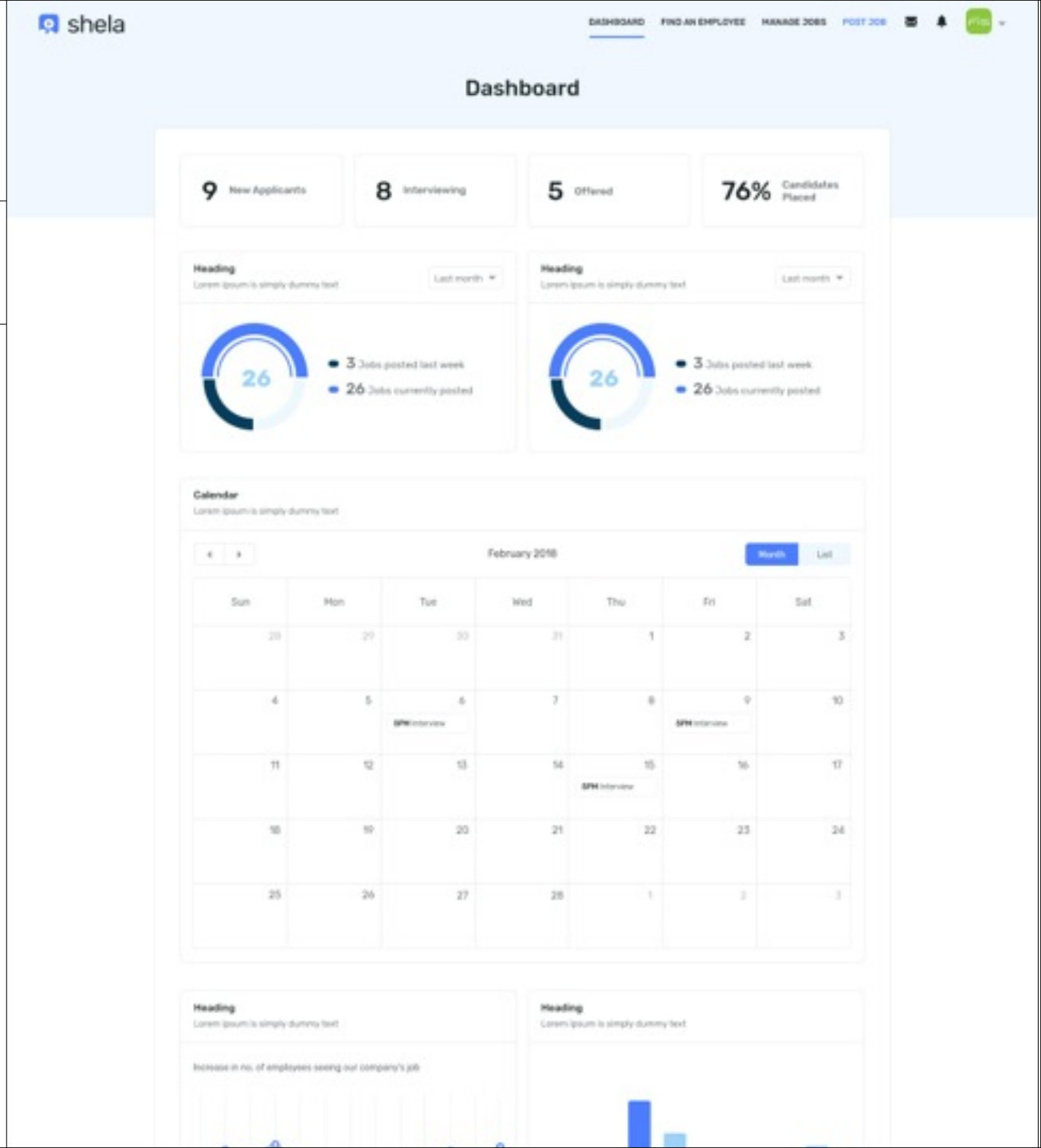
One stop