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.

shela

PERSONALITY MATTERS

shela

"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

3

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"

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.

5

THE PROBLEM

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
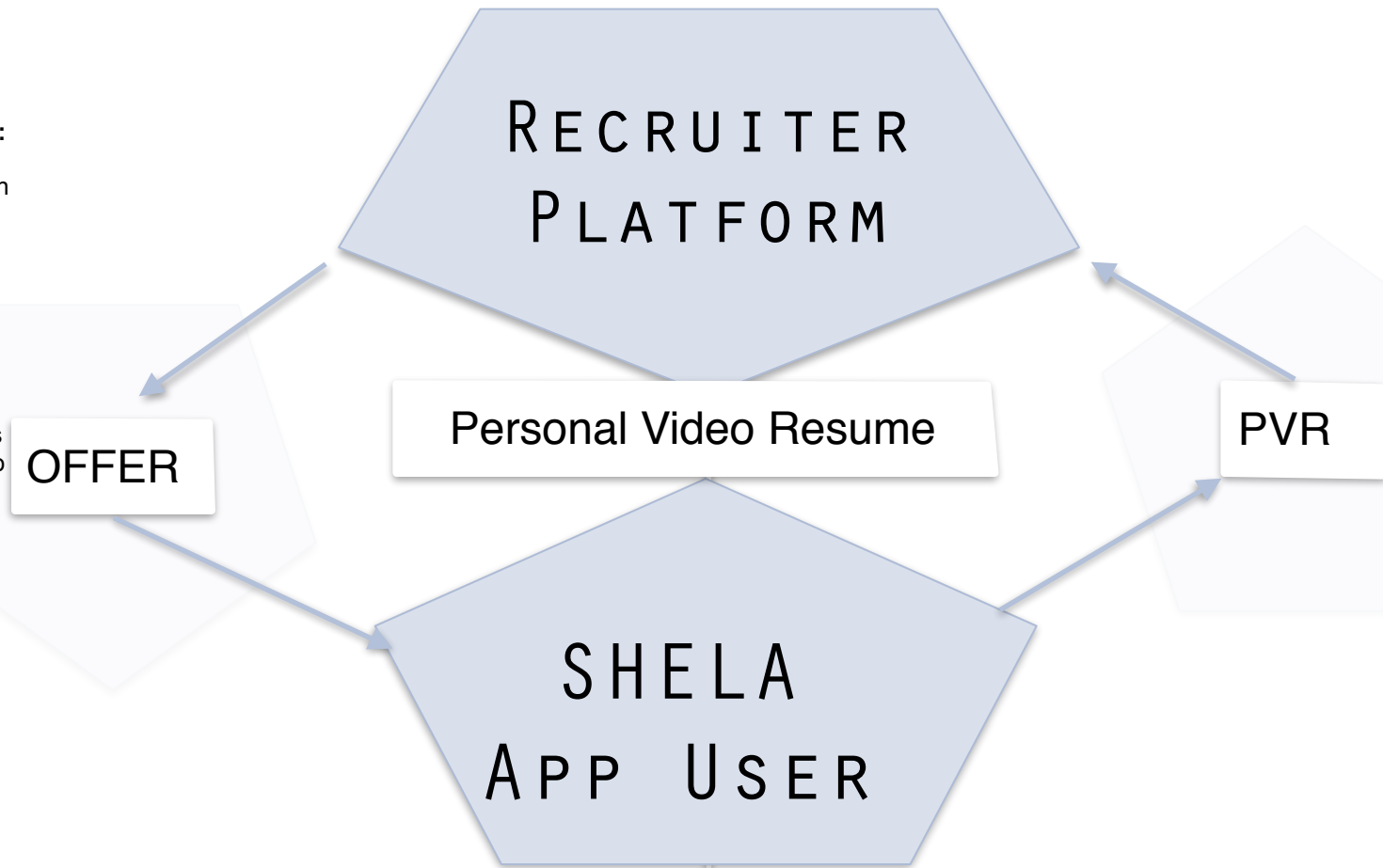- Best foot Forward - retake video until happy before submitting

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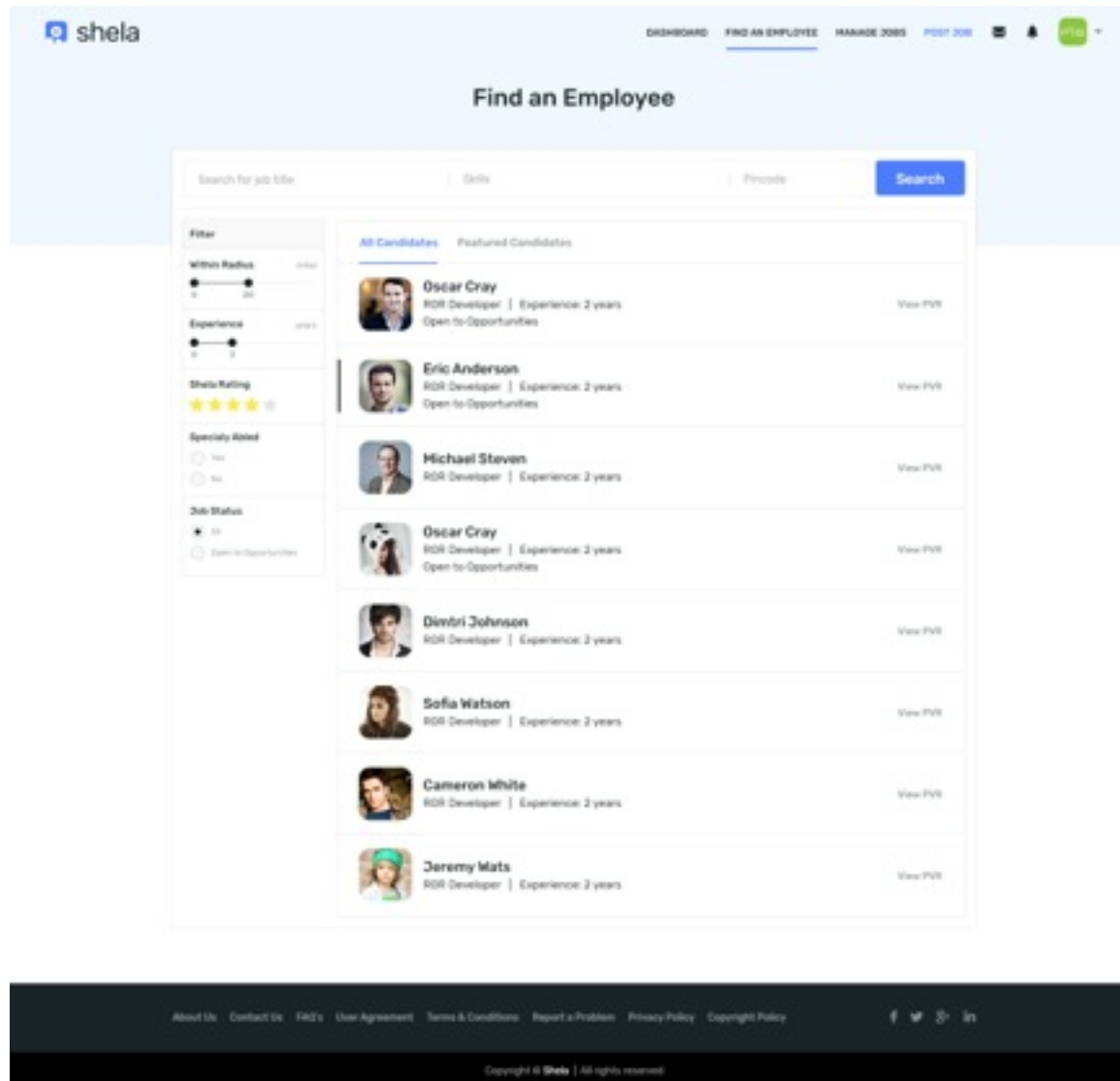APP will be free to use by the public and will be marketed to student unions and student bodies initially.

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:
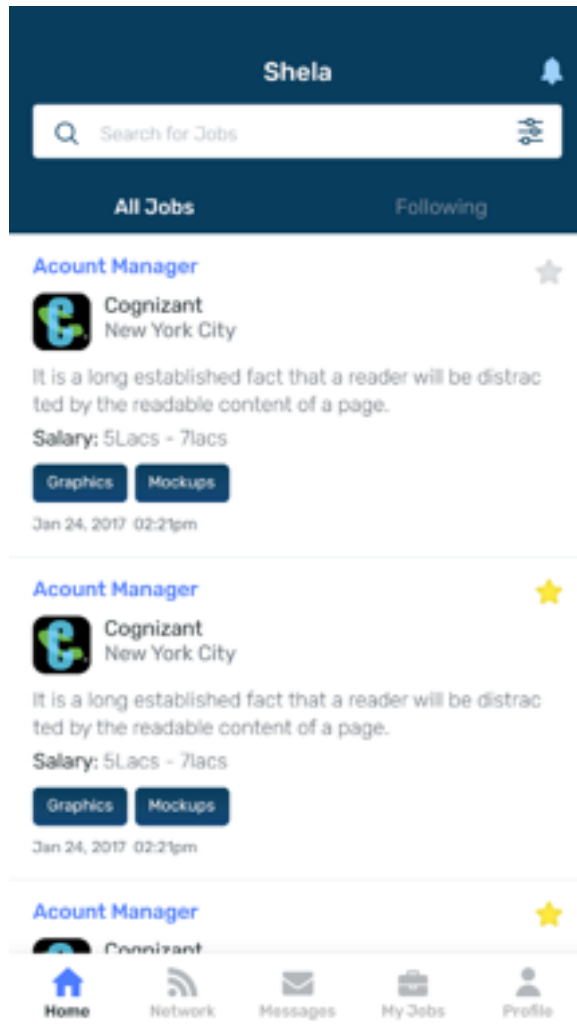Administration team to offer valuable customer service and aftercare.

8

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"

Manage

shela

Manage Jobs

Active Jobs   Closed Jobs   Saved Jobs

← Back

Account Manager

⚬ Manhatan, Broklyn

Listed On: Jan 15, 2017 (expires Feb 15, 2017)

Job Post Budget (Daily Basis) Budget will display here

Skills   Skill 1   Skill 2   Skill 3

Job Description

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quam velit, vulputate eu phanetra nec, mattis ac neque. Duis vulputate commodo lectus, ac blandit elit tincidunt id. Sed rhoncus, tortor sed eleifend tristique, tortor mauris molestie an velit odio, elementum in tempus ut, vehicula eu diam. Pellentesque rhoncus aliquam mattis. Ut vulputate eros sed felis sodales nec vulputate justo hendrerit. Vivamus varius pretium ligula, a aliquam odio euismod sit amet. Quisque laoreet sem sit amet orci ullamcorper at ultricies metus viverra. Pellentesque arcu mauris, malesuada quis ornare accumsan, blandit sed diam.

All Candidates   Shortlisted   Interviewing   Hired

Accept PVA (Personal video Application) for the job

James Klein
ROR Developer at Showbiz Infotech
Job Status: Open to Opportunities
Experience: 2 Years

Accept   Decline

James Klein (Invited)
ROR Developer at Showbiz Infotech
Job Status: Open to Opportunities
Experience: 2 Years
▶ Watch PVA

✓ Accepted

James Klein
ROR Developer at Showbiz Infotech
Job Status: Open to Opportunities
Experience: 2 Years

✓ Accepted

James Klein
ROR Developer at Showbiz Infotech
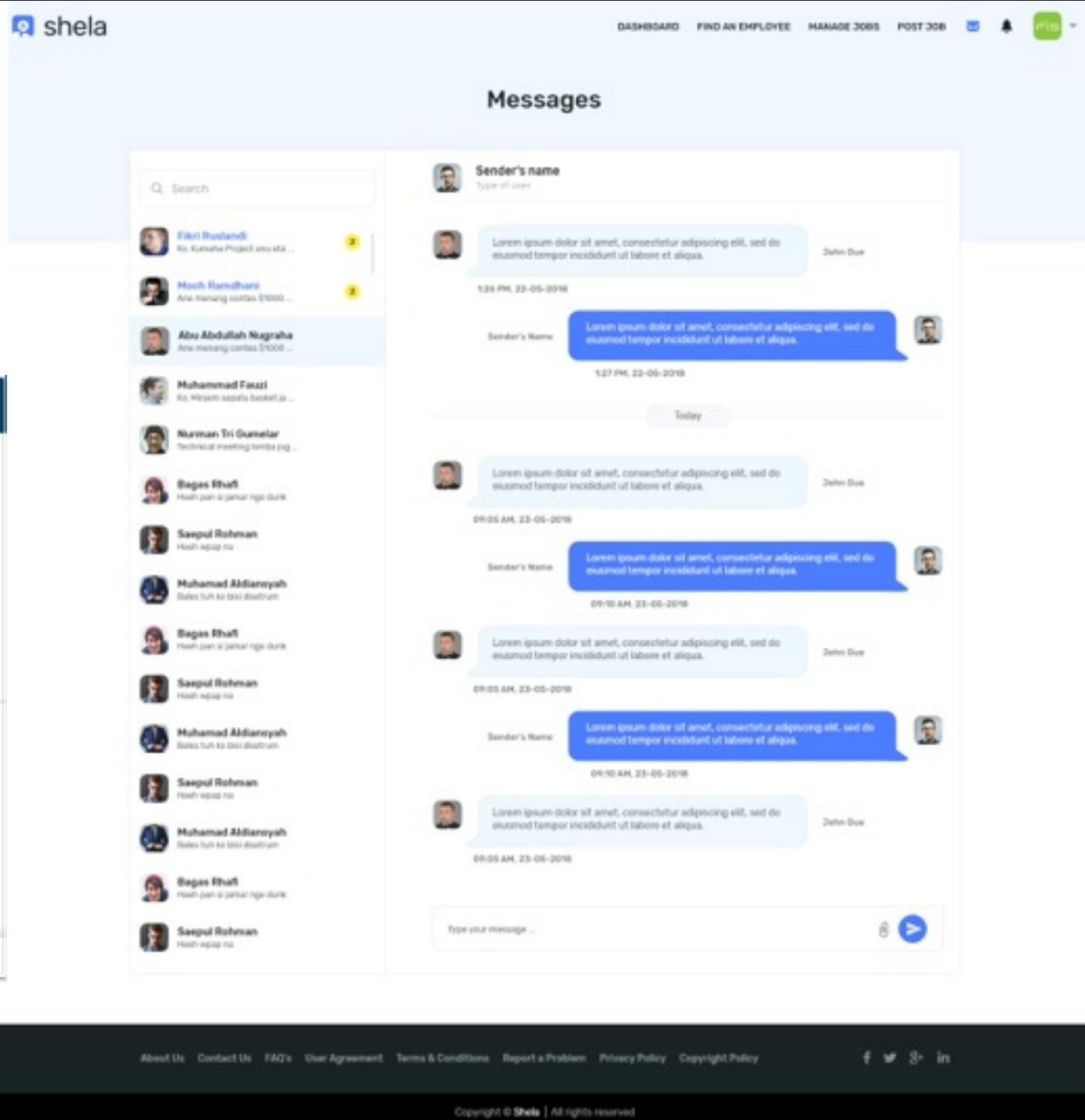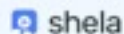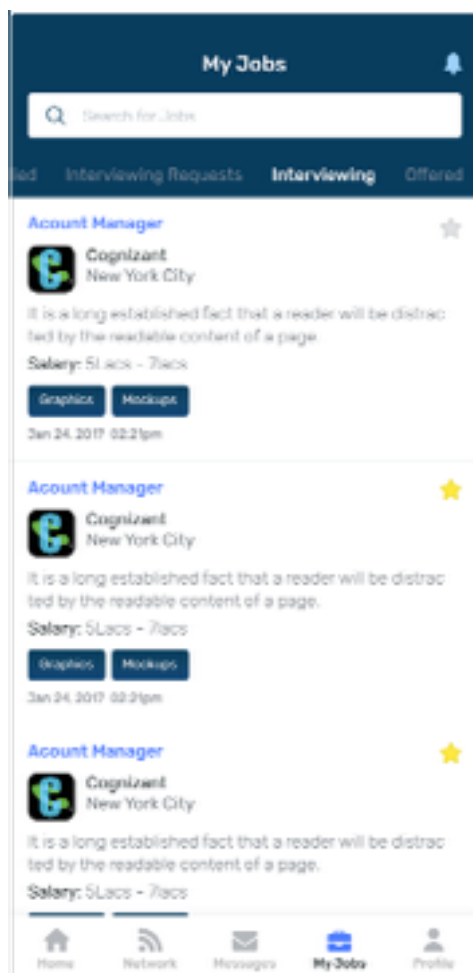**Job Status:** Open to Opportunities
Experience: 2 Years

✗ Declined

My Connections

🔍 Search for associates

Companies   **Associates**

Paul Franklin
Financial Analyst
at Gred Infotech
New York City, NYC
Following

Paul Franklin
Financial Analyst
at Gred Infotech
New York City, NYC
Following

Paul Franklin
Financial Analyst
at Gred Infotech
New York City, NYC
Following

Paul Franklin
Financial Analyst
at Gred Infotech
New York City, NYC
Following

Paul Franklin
Financial Analyst
at Gred Infotech
New York City, NYC
Following

shela

Schedule

shela

Oscar's Profile

Oscar Cra
ROR Developer

Book Availibility   Recommend Oscar

★★★★☆

Job Status: Op

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Report user

Block user

Download Resu

PVR

Mar 20, 2017 at

Schedule Interview

Lorem ipsum is simply a dummy text for printing.

Interview Date & Time

1ˢᵗ Choice	Date	Time
2ⁿᵈ Choice	Date	Time
3ʳᵈ Choice	Date	Time

Description

Send

One stop

shela

DASHBOARD   FIND AN EMPLOYEE   MANAGE JOBS   POST JOB

Dashboard

9 New Applicants	**8** Interviewing	**5** Offered	**76%** Candidates Placed

Heading
Lorem Ipsum is simply dummy text

Last month ▼

26
- **3** Jobs posted last week
- **26** Jobs currently posted

Heading
Lorem Ipsum is simply dummy text

Last month ▼

26
- **3** Jobs posted last week
- **26** Jobs currently posted

Calendar
Lorem Ipsum is simply dummy text

◄ ►   February 2018   Month | List

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	31	1	2	3
4	5	6 5PM Interview	7	8	9 5PM Interview	10
11	12	13	14	15 5PM Interview	16	17
18	19	20	21	22	23	24
25	26	27	28	1	2	3

Heading
Lorem Ipsum is simply dummy text

Increase in no. of employees seeing our company's job

Heading
Lorem Ipsum is simply dummy text

Profile

Sun Microsystem
Financial Services, Information & Technology
New York City, NYC
★★★★☆

5k Followers   Follow   Message

Description   Jobs   **Reviews**

Paul Franklin
29 Aug'18   ★★★★☆

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum.

Paul Franklin
29 Aug'18   ★★★★☆

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Paul Franklin
29 Aug'18   ★★★★☆

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