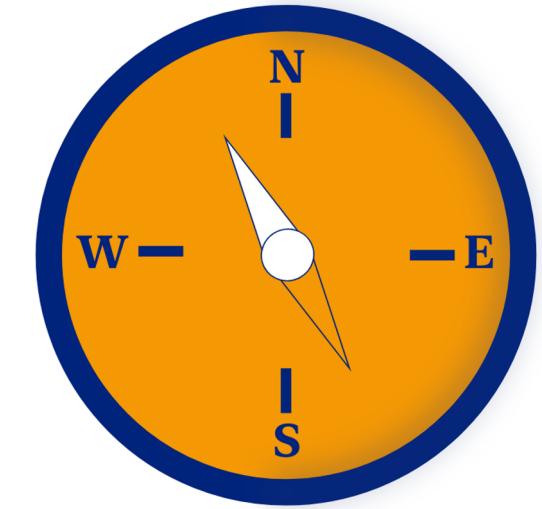


OriCert.

Learn with orientation and certify it.



START HACK '22 x **SWITCH**

Let's introduce our protagonists of the story



Karli, 19 y/o

- First semester in Computer Science
- Has edu-ID



Markus, 47 y/o

- CEO & recruiter



Emily, 25 y/o

- Board member of a student initiative

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Yet, they have a problem in common...
orientation.

We need to identify their problem!

- Regardless of their positions, they are on the same **Lifelong Learning Journey**.
- And as in every other journey, they can make use of some sort of a **Life compass**.



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OriCert provides **orientation** during the **endless timeline of learning**.

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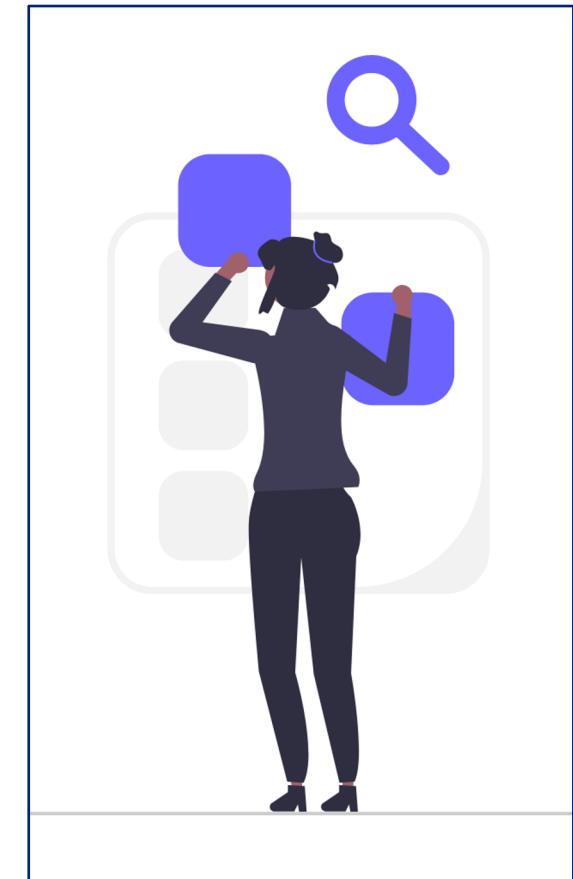
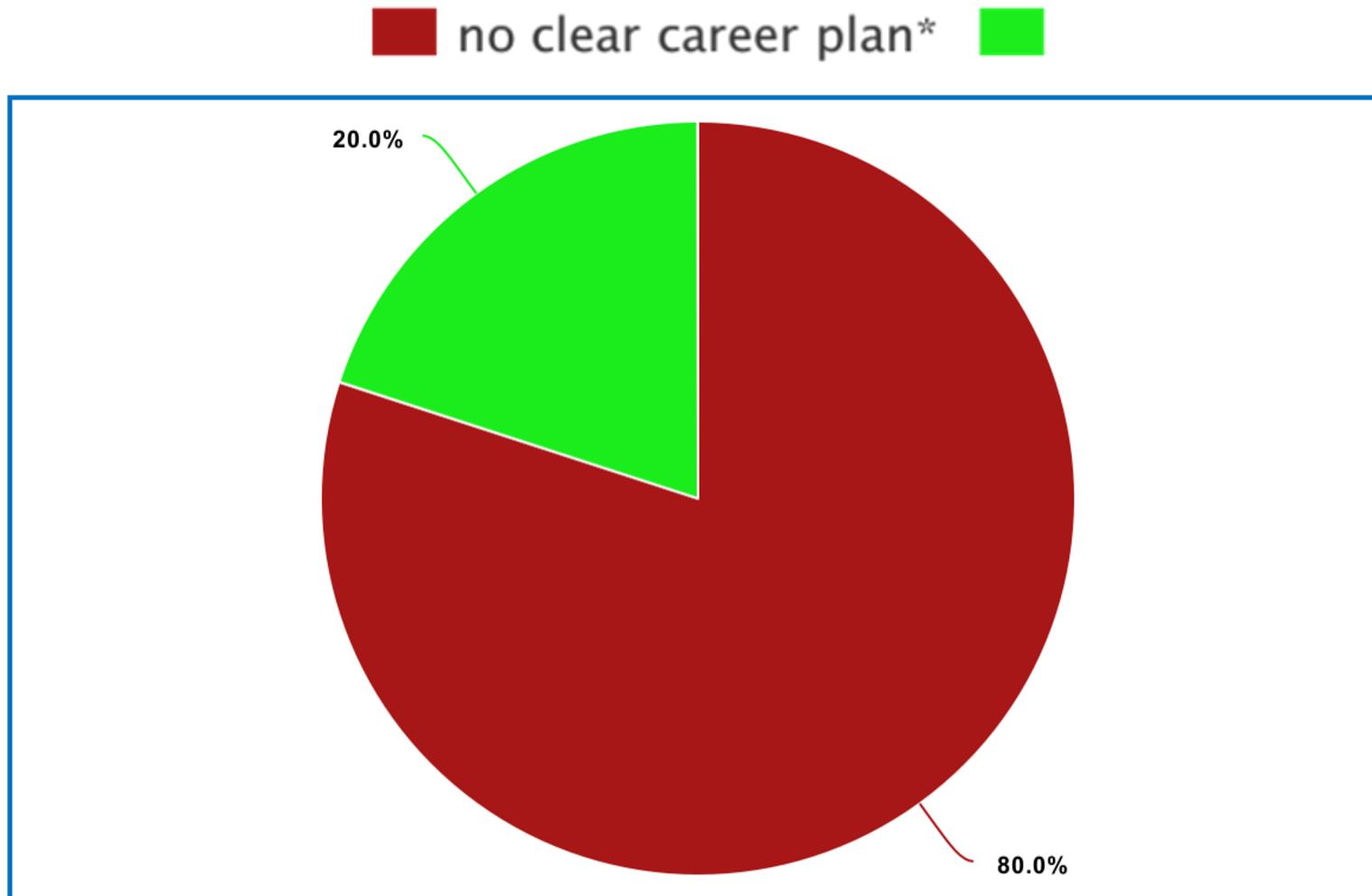
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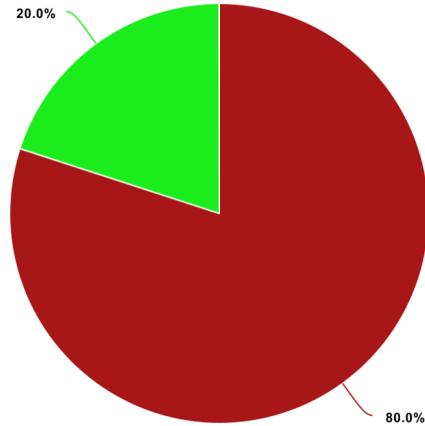
But what does that mean?

First, a student's perspective...



*Source: <https://www.jobteaser.com/de/advices/453-geldsorgen-und-einsamkeit-aber-keine-verzweiflung-fazit-nach-einem-jahr-pandemie-fuer-studierende>

First, a student's perspective...



Student Initiatives, Assistantship & Part-Time Jobs

- Many students are **overwhelmed** by the amount of possibilities
- Students often do not realize the benefits of **sidelines**

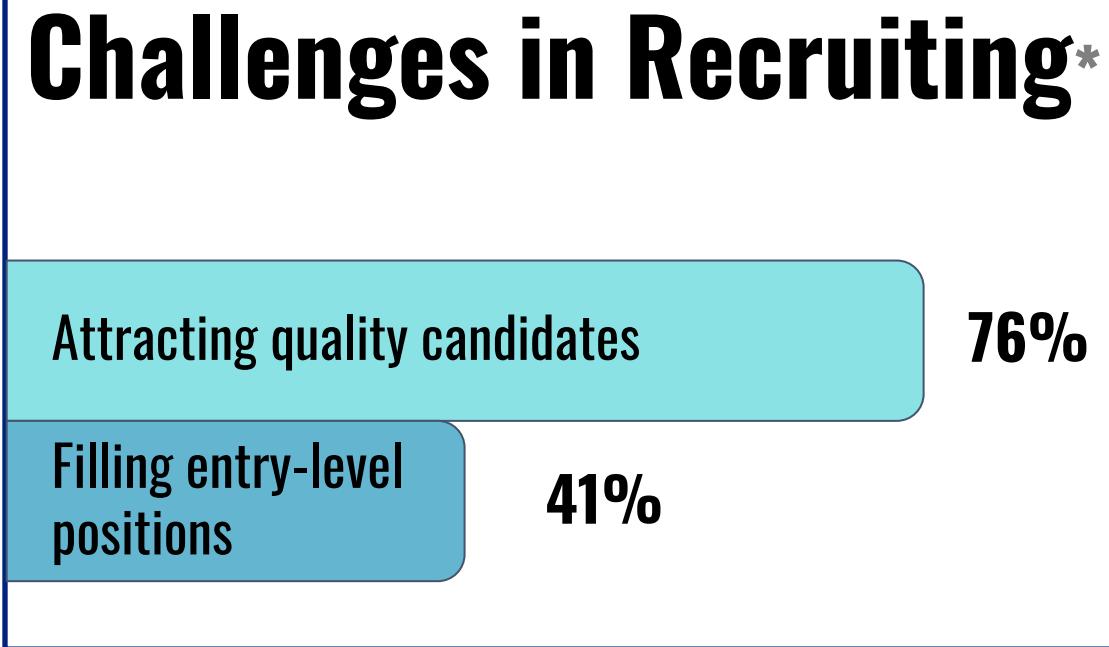


The Concrete Struggle

Finding **what they want** in a **work & life balance**.

Second, an employer's perspective...

Hard Facts:



Concrete Struggles:

- Complicated recruitment process
- Verification of the CV
- Missing description

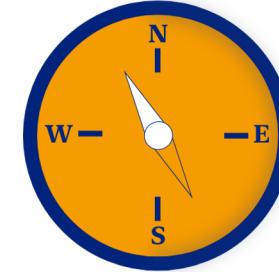


Companies have a hard time acquiring young talents

*Source: <https://thrivemyway.com/recruitment-stats/>

With our solution, we can simplify and solve the issues of our three protagonists

We offer our compasses by
OriCert which includes:

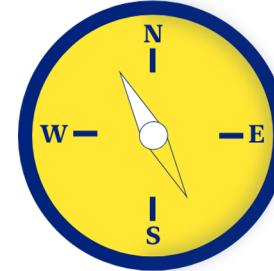


1

Commitment compass: Overview on organizations
where students can involve themselves

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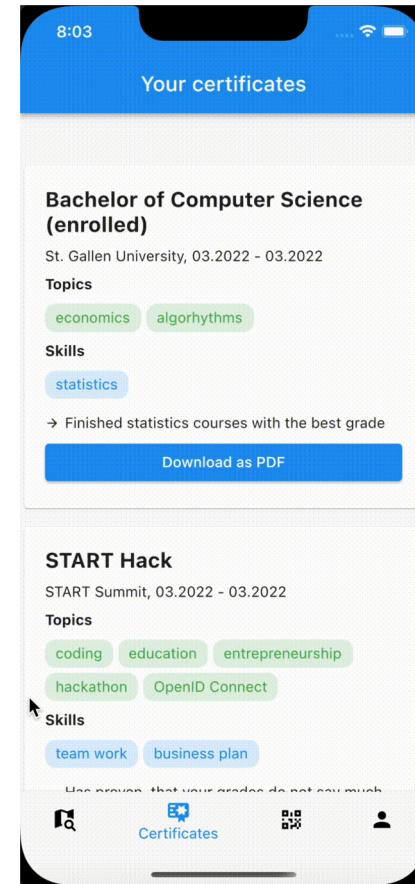
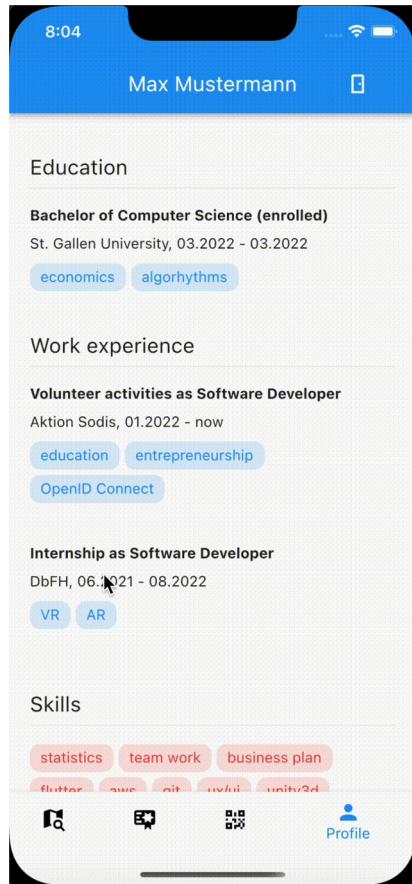
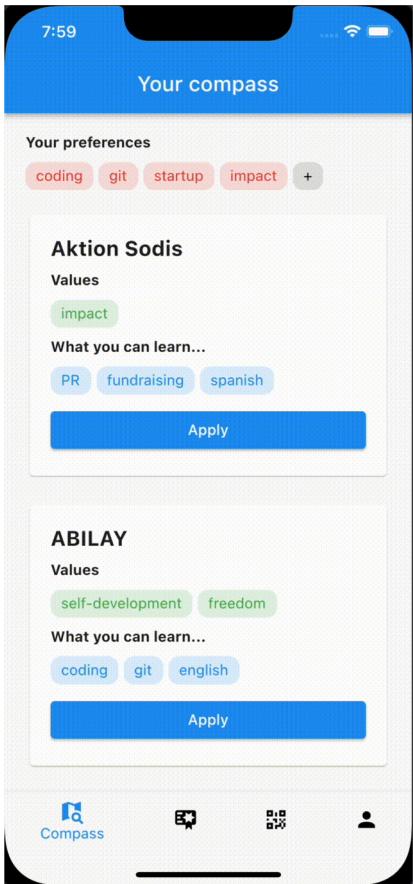
1

Commitment compass: Overview on organizations where students can involve themselves

2

Talent compass: Trustworthy certificates to validate applicants' CV + Deep Analyze

Solution as Mobile / Web App



Check the prototype app out!



What already exists on the market

04/23/18

Find new talents

Position your company on campus as an attractive employer and attract students as young talents. Get to know the wide-ranging offers from Career & Corporate Services and contact us.

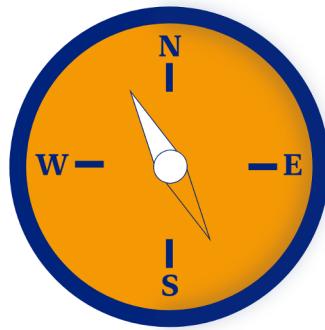
→

HSG tries to match students and companies



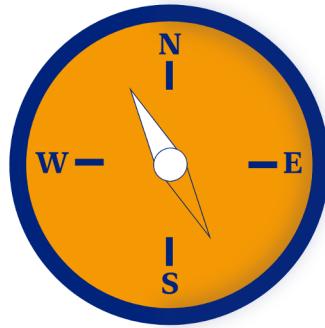
USP - Our compass leads to something unique

Trustworthiness



USP - Our compass leads to something unique

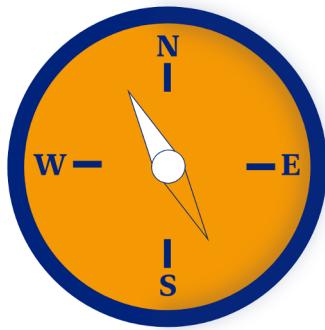
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Standardization

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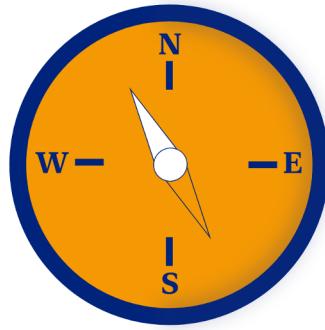
Standardization

edulD as a
fundament

USP - Our compass leads to something unique

Secure data flow
(Decentralised
Database system)

Trustworthiness



Standardization

edulD as a
fundament

Revenue Streams

1

Employers pay for access to our platform

Revenue Streams

1

Employers pay for access to our platform

With **edulD** and **OriCert**:

- Access to fully updated and trustworthy CVs of applicants with detailed certificates
- Big student/participant pool (**600.000**)
- *Deep analyze* of the candidate

Revenue Streams

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With **edulID** and **OriCert**:

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2

Organizations can additionally promote their opening

Revenue Streams

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2

Organizations can additionally promote their opening

- Suitable openings are get recommended explicitly for students

What we already implemented?

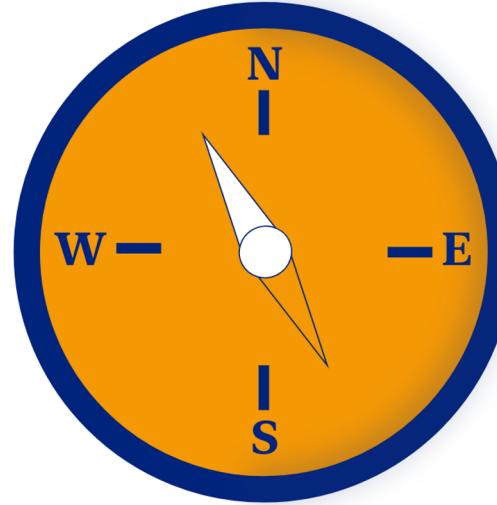
Backend

- Scalable and secure **event store** as its backbone. **Decentralized** in the next milestone!
- Automatically generated **certificate** PDFs
- RESTful API

Frontend

- Intuitive UX of the mobile app
- Automatic composing of a CV
- Algorithm to deep analyze an applicant

BackUp



START HACK '22 x **SWITCH**

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Emily, 23 years old

- Board member of a student initiative
- Her **goals**:
 - strengthen the presence of the initiative
 - raise money
 - recruit motivated people
- Her **difficulties**:
 - tight budget,
 - recruiting is difficult as people do not see the benefit of student initiatives



Markus, 47 years old

- Employer of a local medium-sized company
- His **goals**:
 - grow company's revenue
 - recognize and recruit talents
 - keep employees long-term within the company
- His **difficulties**:
 - Missing budget for recruiting
 - Brain drain
 - Bad cv



Karli, 19 years old

- First semester as a computer science student
- Her **goals**:
 - New technical skills
 - Work as a team
 - Presentation
- Her **difficulties**:
 - Overwhelmed by the offer of student initiatives
 - No overview-site
 - She needs a short explanation of the things she will learn

They are all in possession of an **eduid** but they also share a problem in common...

Organization

Get individual recommendations for applying at student initiatives through our data analytics

See immediately what you can learn

Generate more applicants for student initiatives



Certificates

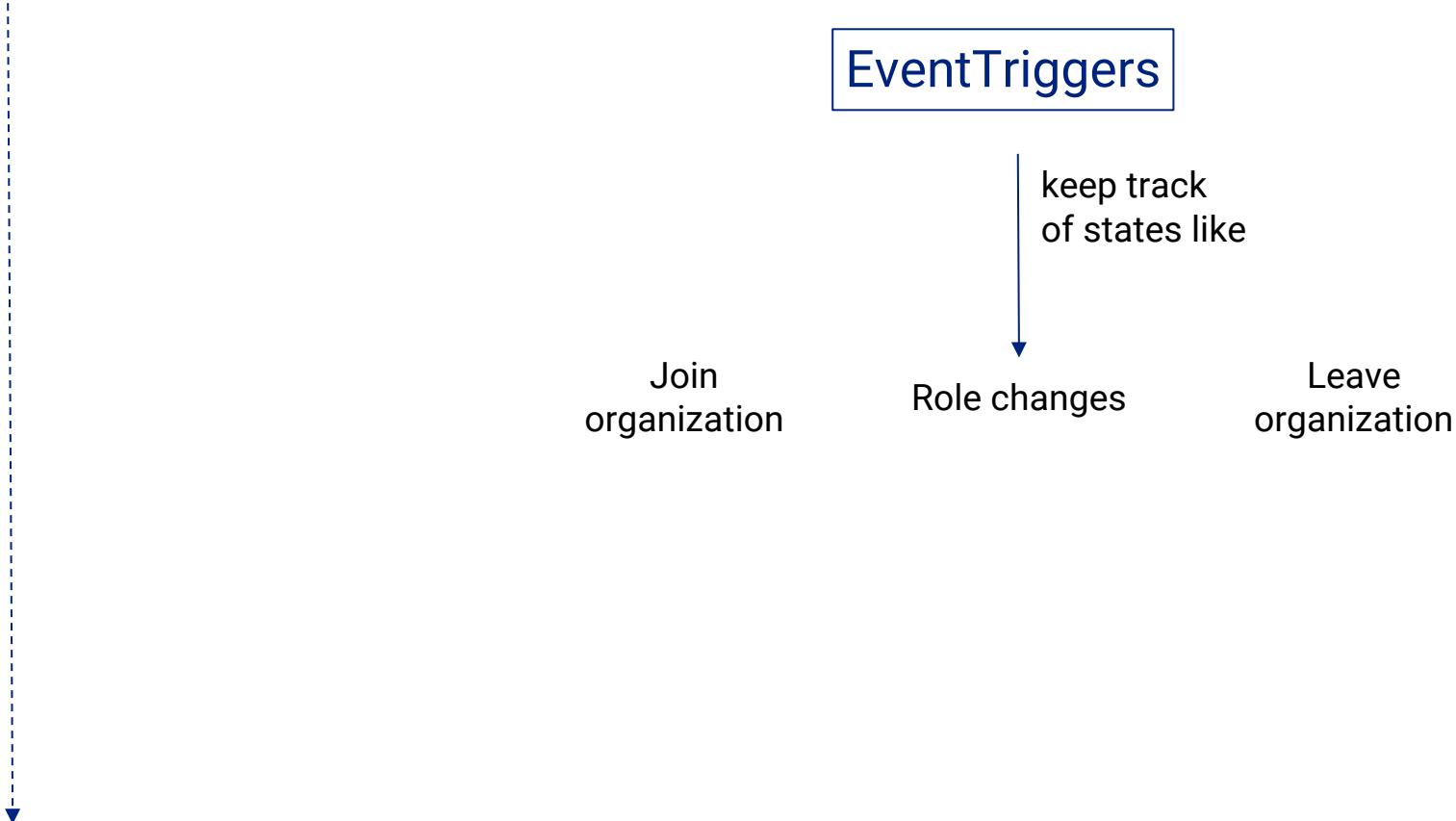
Make CVs trustworthy

Managed and provided by
organizations using OriCert

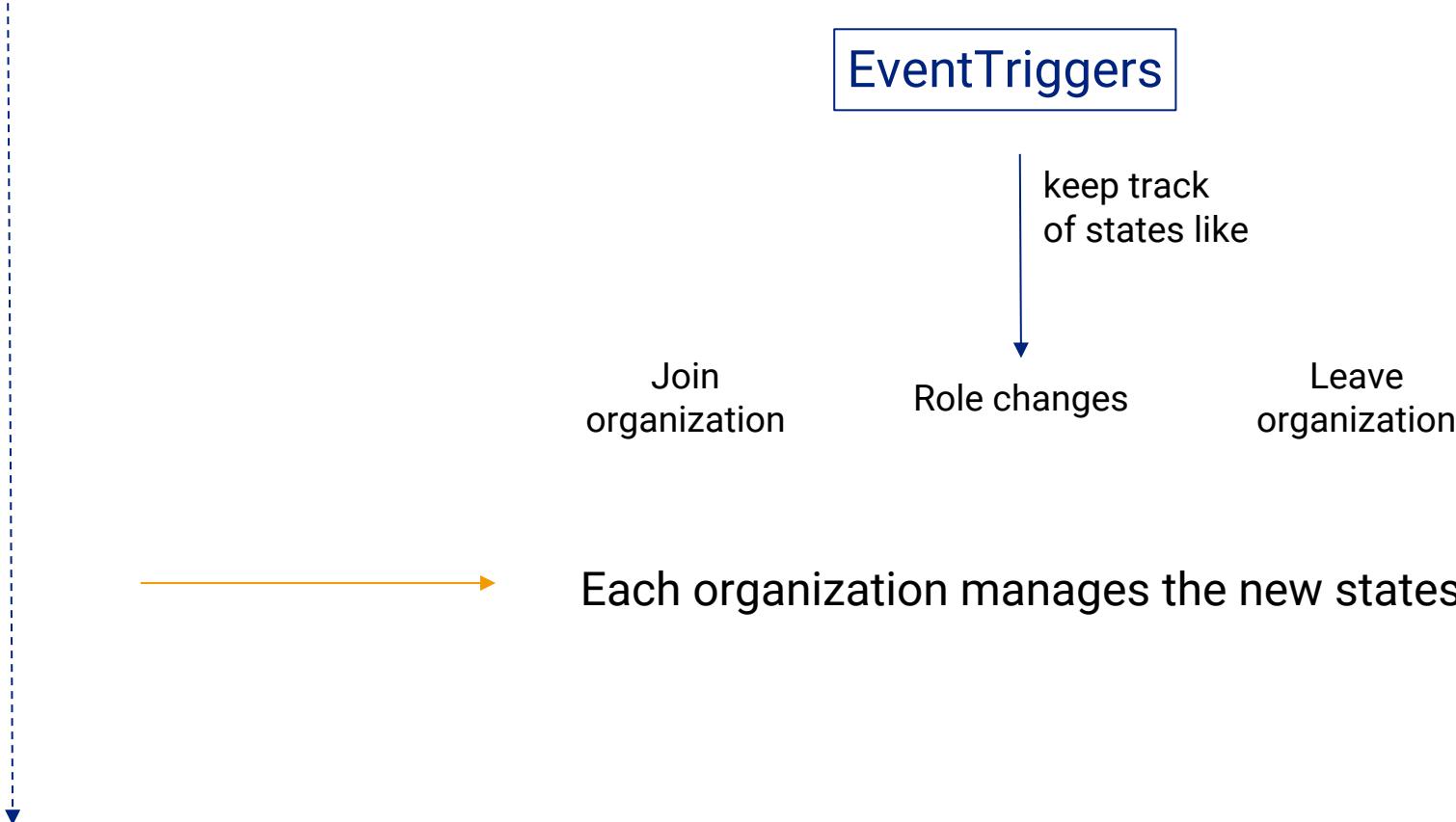
Makes the recruiting process more efficient
→ you are able to learn more about the applicant

Centralised and standardised certificates
→ simplifies application for **both** sides

Decentral Database system



Decentral Database system



Decentral Database system

