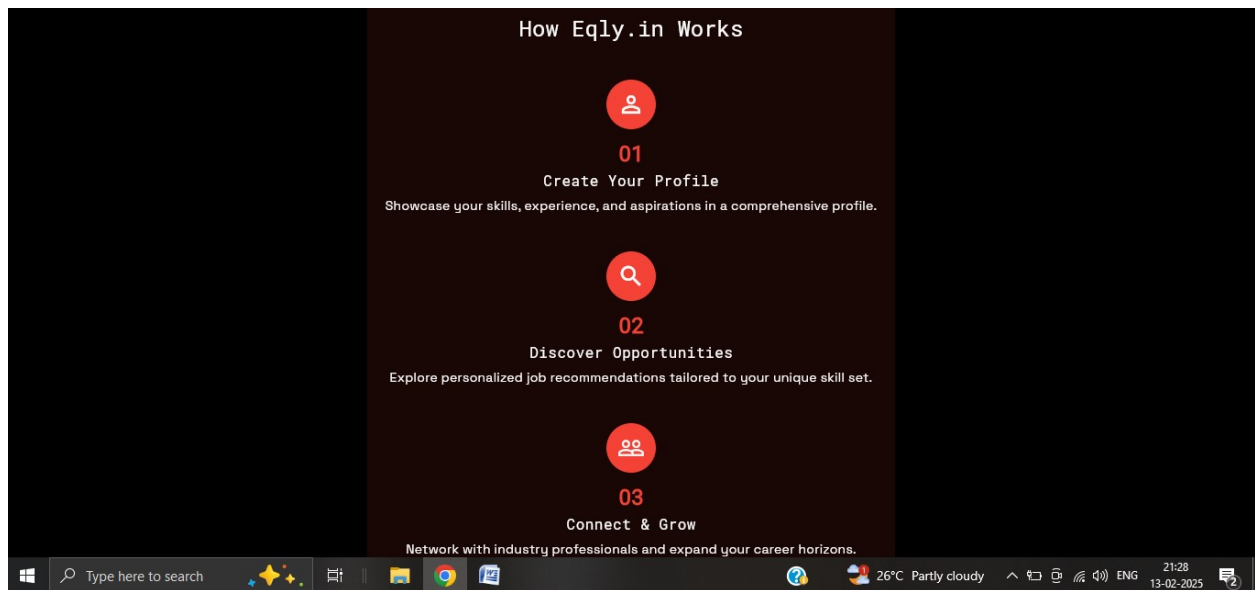


### Video Concept:

1. **Message:**  
"Welcome to the World's First Talent-Based Social Media Platform for Job Seekers!"  
Highlight that eqly.in is not just another platform but *the* place for Gen Z to thrive in their career journey.
2. **Tone and Vibe:**  
Make sure the visuals and music evoke a confident, "We have arrived!" feel—showcasing dynamic, fast-paced scenes that resonate with the Gen Z audience.
3. **Optimized Experience:**  
Since we want a fast load time, can replace heavy video files with high-definition static images, GIFs, or lightweight animations that still maintain the appeal. The experience should be seamless, immediate, and professional.
4. **Call-to-Action (C2A):**  
Use something like: "Join the Movement. Build Your Future, Today!" or "Ready to Level Up Your Career?" This should be front and center, with buttons that stand out.
5. **Visuals:**  
Use vibrant and modern colors (e.g., bold blues, energetic purples) to convey innovation. Focus on user-friendly, accessible fonts and design elements that highlight ease of use.



## How Eqly.in Works – Revamped Version

### 1. Create Your Profile – Build Your Future

Showcase your unique skills, experience, and aspirations in a comprehensive profile.

- **Exciting Update:** Create a profile, and get paid to create content! The more you engage, the more you earn.
- **New CTA: Start Now – Take Control of Your Career!**
- **Visuals:** Animated profile creation process with vibrant colors and smooth transitions to create a feeling of empowerment.

### 2. Discover Opportunities – Unlock Your Dream Job

Explore personalized job recommendations tailored to your unique skill set.

- **Exciting Update:** Improve your salary, access unlimited job opportunities, and make premium connections. Reach the top 1% of the corporate world.
- **New CTA: Explore Jobs – Grab Your Dream Opportunity!**
- **Visuals:** Interactive scroll-through job recommendations with dynamic, fast-paced transitions, offering job previews with engaging images of leading companies.

### 3. Connect & Grow – Expand Your Network

Network with industry professionals and grow your career horizons.

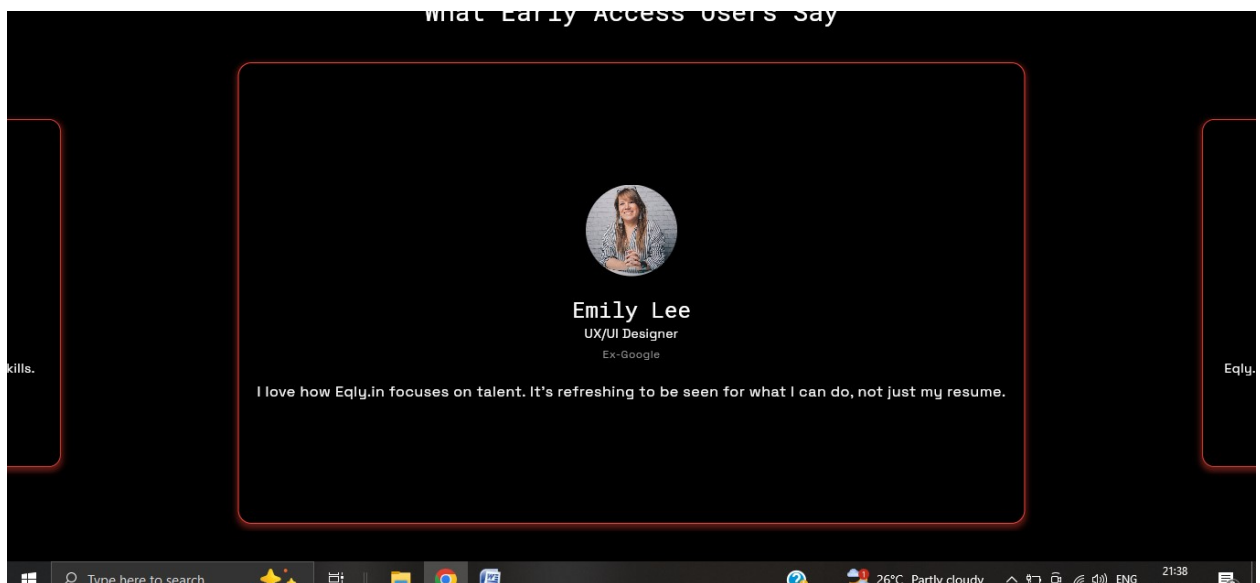
- **Exciting Update:** Connect directly with the top 1% in the corporate world. With eqly, you can make connections that can skyrocket your career.
- **New CTA: Grow Your Network – Connect with the Best!**
- **Visuals:** Sleek, animated network growth visuals that show you expanding your network with top professionals. Consider adding icons or visuals of real-time connections and achievements.

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## Design Suggestions:

- **Background & Colors:** Use a gradient or vibrant neon hues (blue, purple, electric green) for each section to make the content pop and feel fresh. These colors should transition seamlessly as users scroll.
- **Typography:** Bold and modern fonts like **Poppins** and **Bebas Neue** with dynamic size changes for each heading and subheading. The subtext should be clean and readable, providing a nice balance of flair and clarity.
- **Icons & Animations:** Interactive and animated icons that trigger subtle movements when hovered over or clicked, ensuring a dynamic experience. These icons should represent each section and engage users.
- **Call-to-Actions (CTAs):** Ensure the CTAs stand out with vibrant buttons or text links, using bold colors and a modern design. Ensure these CTAs appear engaging, clear, and easy to navigate. Example CTA buttons: "Start Now," "Explore Jobs," "Grow Your Network."

• **You can make changes the way we have discussed if you think it will work best**



# 1. 1000+ Active Users

Celebrate the success of our growing community. Over 1000 active users are already part of the eqly.in platform.

- **Visuals:** Use vibrant, bold typography with a smooth gradient background (think dark blue to purple) to make it stand out. Add a slight animation or glowing effect to the number "1000+" to emphasize its growth.

## 2. **68.33% Active Users Joined Within a Week**

Our platform is growing rapidly, with more than 68% of users joining within their first week.

- **Visuals:** Highlight this achievement with a dynamic graph or animated counter to give the feel of fast-paced growth. Use energetic colors like electric green or neon yellow for contrast, placed over dark gradients.

## 3. **1000+ Indian Users**

eqly.in has already made waves across India with over 1000 users.

- **Visuals:** Use a map with glowing markers on India, highlighting the large user base in the country. The background can feature rich gradients like deep red and gold to represent success in India.

## 4. **Top Companies Filling Exclusive Access Forms**

Leading companies are already recognizing the potential of eqly.in and have filled our exclusive access form.

- **Visuals:** Showcase logos of these top companies in a rotating carousel or grid layout with subtle hover effects. Use a gradient background from dark navy to gold for a premium, elegant look.

## 5. **Second-Largest User Base in the United States**

eqly.in has quickly gained traction with top companies and premium talent in the United States.

- **Visuals:** Use a map showing the U.S. as the second-largest user base with glowing circles on key states. Consider a gradient of royal blue and purple for sophistication, with sleek animations to create a sense of movement.

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## Design and Typography Suggestions:

- **Font Choices:** Use premium, clean, and modern fonts like **Helvetica Neue**, **Roboto Slab**, or **Montserrat**. Opt for bold fonts for the numbers and achievements to make them pop, and use elegant, thinner fonts for the descriptions.
- **Colors & Gradients:** Utilize rich colors that give a high-definition and premium feel, such as dark purples, golds, blues, and electric greens. Soft gradients will provide depth and sophistication to the content without making it too heavy.
- **Animations:** Incorporate animations like counters for the numbers (e.g., active users), smooth fades, and scroll-based animations to draw attention to each achievement. These animations should be subtle yet impactful, providing a seamless experience.
- **Layout:** The achievements should be presented in a clean, organized, and spacious grid format with plenty of white space around them. Each achievement can be displayed within a dynamic card or circular element with hover effects to engage users.

- . You can make changes the way we have discussed if you think it will work best



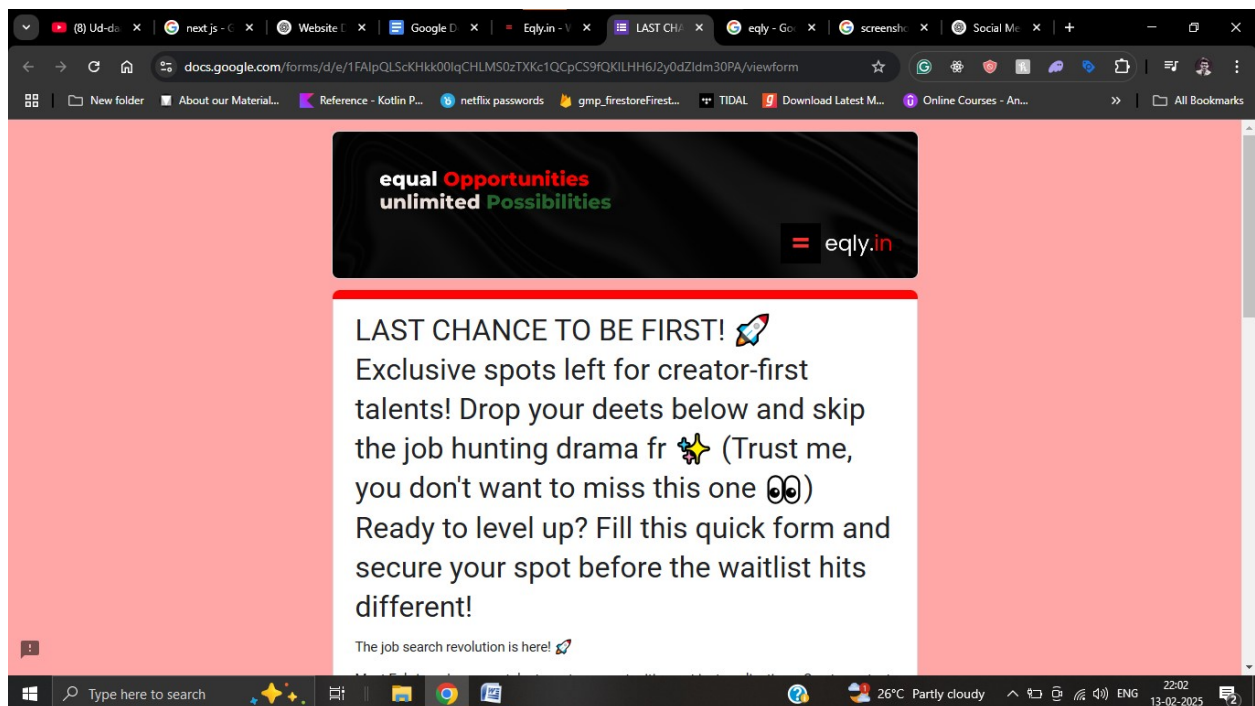
## Unlock Premium Opportunities with eqly.in

1. **Access Premium Opportunities**
  - *Stand Out from the Crowd:* Get noticed by top recruiters who remember you when thinking about the best talent.
  - **Visual:** Use an icon representing a spotlight or recognition, with a smooth glowing effect to show attention and exclusivity.
  - **CTA: Unlock Top-Tier Jobs – Stand Out Today!**
2. **Get Paid to Create Content**
  - *Build Your Brand:* Create content that enhances your profile and gets you paid! Become a recognized voice in your industry.
  - **Visual:** Use an icon of a content creator or money with a dynamic animation showing growth.
  - **CTA: Start Creating – Get Paid, Build Your Brand!**
3. **Create Your Own Brand – Ace Your Interview**
  - *Be the Expert:* When you walk into an interview, your personal brand will speak for you, and half of the job is already done!
  - **Visual:** Showcase an icon of a profile or personal brand, paired with a sleek animation of a person confidently walking into an interview.
  - **CTA: Build Your Brand – Let Your Profile Speak for You!**
4. **Access Global Opportunities – Work from Anywhere**
  - *Imagine the Best:* U.S. salaries, European work-life balance, all from the comfort of your home in India.

- **Visual:** A map showing global connections with seamless transitions between U.S., Europe, and India. Use icons representing different locations with glowing effects.
- **CTA: Go Global – Access Top Jobs from Anywhere!**

## Design Recommendations:

- **Typography:**  
Use **Montserrat** or **Poppins** for clean, bold headings and **Roboto** for easy-to-read subtext. Opt for large, bold typography for each achievement/feature to make it stand out.
- **Colors & Gradients:**  
Use vibrant gradients like dark blue to neon green or gold to electric purple for backgrounds. Keep the text white for contrast. You can also consider subtle hover effects for CTA buttons.
- **Icons & Logos:**  
Choose modern, sleek icons (such as a dollar sign for "Get Paid to Create Content," a globe for "Access Global Opportunities," and a shining star or spotlight for "Access Premium Opportunities"). Make sure they're clean and minimalistic, with a slight animation to make them interactive.
- **Layout:**  
Consider a horizontal layout with large, bold headings at the top, followed by a short and punchy description. Place the corresponding icons next to each point for better engagement.



## Refined Form Design

### 1. Overall Layout:

- **Minimalist Approach:** Use a clean, sleek form layout with plenty of white space. Remove any unnecessary clutter and keep the focus on the essential fields.
- **Background:** Use a soft gradient background (e.g., light purple to dark blue) to maintain an energetic yet elegant vibe.
- **Form Borders & Fields:** Make sure the fields have smooth, rounded corners with a slight shadow effect to create a clean, modern look. The form sections should be clearly divided with enough space between them.

### 2. Form Fields:

- **Name:** A simple text input field with a modern font like **Roboto** or **Montserrat**.
- **Email:** Another text input field for email, with a sleek placeholder text like "Enter your email."
- **Status (Job Seeker, Currently Working, or Company Interest):**
  - Use a drop-down or radio buttons to select the status.
  - Based on the status, show different MCQ questions (see below). The options could be:
    - *Job Seeker:* "What challenges are you facing in finding your dream job?"
    - *Currently Working:* "What is your current career challenge?"
    - *Company:* "What are the difficulties you're facing in finding the right talent?"
- **Company Name (For Companies):** A text field to fill in the company name, shown only if the user selects "Company Interest."
- **Additional Question (Based on Status):** A dynamic, MCQ-based question that changes based on whether the user is a job seeker, employed, or representing a company. For example:
  - **Job Seeker:** "What difficulties are you facing?"
    - Options:
      - A. Lack of relevant job opportunities
      - B. Difficulty with interviews
      - C. Limited professional network
  - **Currently Working:** "What is your current career obstacle?"
    - Options:
      - A. Lack of career growth opportunities
      - B. Unhappy with work-life balance
      - C. Seeking new challenges
  - **Company:** "What challenges are you facing in hiring the right talent?"
    - Options:
      - A. Lack of qualified candidates
      - B. Poor engagement from potential applicants
      - C. Hiring process inefficiencies

### 3. Buttons & Icons:

- **Submit Button:** Use a bold, attention-grabbing button with text like "Get Exclusive Access" or "Join eqly Now!" in a vibrant color like neon green or electric blue. Add subtle hover animations to give it a dynamic feel.
  - **Icons:** Use sleek, simple icons next to each field (like a user icon for the name field, envelope for email, etc.), with a modern design. Use vibrant colors for the icons to keep things visually engaging.
4. **Data Storage & Management:**
- **Backend Storage:** You can store the form submissions in a Google Sheets or Airtable integration (via N8N or another service) to easily track user data, depending on their status (job seeker, employed, company).
  - **Personalization:** Make sure the form questions are dynamically displayed based on the selected status. If needed, use a simple JavaScript function to show/hide the questions accordingly.
  - **Email Notification:** Set up an email notification system to alert your team whenever a new form is submitted, categorized by status.
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### **Aesthetic Enhancements:**

- **Fonts:** Use bold, modern fonts like **Montserrat** or **Poppins** for the headings and form titles to create a youthful, energetic feel. Use a clean font like **Roboto** for form input fields to keep things easy to read.
- **Colors:** Use gradients and dynamic color schemes to draw attention, with contrasting buttons and text. For example, a gradient background from deep purple to neon pink can add richness, while buttons in bright greens or yellows make them pop.
- **Animations:** Implement smooth fade-in effects for the form fields and buttons. Also, consider animating the MCQ question transitions for a smooth, interactive experience.