Professional Executive Forum (PEF) – Business Overview

Now with five user roles, all selectable by a single person.

PEF is a **global digital platform** that collects structured information from professionals at all levels — including job seekers, employers, business owners, and investors — and uses that data to later power **intelligent opportunity matching**.

This creates a **massive, high-quality global database** of talent, business opportunities, and investment prospects.

💼 Five Roles a Single Person Can Choose (Any Combination)

When registering, any person can select one or more of the following:

1. Professional

People who want to network, showcase skills, and join the platform for career visibility.

2. Job Seeker

People actively looking for a job (locally or internationally).

3. Employer

Organizations or individuals who are **offering jobs**, hiring talent, or looking for potential candidates.

4. Business Owner

Founders and entrepreneurs who want:

- Partnerships
- Expansion
- Investors
- Talent for their company

5. Investor

People or firms who invest in:

- Startups
- SMEs

- New projects

- Market opportunities

A single person can be **all five at the same time**, and the system adapts to whatever roles they choose.

🔍 How the Multi-Role System Works (Simple Explanation)

When a person registers:

1. They enter **basic information** (name, country, email).

2. They **select their roles** (any combination).

3. For each role, the system asks a few **short, relevant questions**:

   o Investor → investment size, industries

   o Employer → job positions they are offering

   o Job Seeker → fields they are applying to

   o Business Owner → business details, partnership needs

   o Professional → skills, experience

The platform stores all role data under **one single profile**.

No separate accounts.
No duplication.
No confusion.

🎬 What the Platform Does (Phase 1 – Data Collection)

✔ Accepts registrations from all over the world

Saudi Arabia first launch, but **open to Canada, UK, Germany, Italy, and others** from day one.

✔ Stores structured information

This means high-quality, consistent data that can be used later for matching.

✔ Shows a public "Member Directory"

Visitors can filter by:

- Country

- Industry

- Role (Investor / Employer / Business Owner / etc.)

Only approved members appear.

✔ Allows Employers to Post Jobs

Employers can post job openings that appear in the opportunity board (once approved by admin).

✔ Allows Investors & Business Owners to Post Opportunities

Investment openings
Business partnership requests
Expansion plans
Market collaboration offers

✔ Strong Admin Approval

Every member and every opportunity is reviewed before going live — ensuring **serious, high-quality, spam-free data**.

✔ Content Publishing

Platform includes:

- News

- Videos

- Newsletters

- Announcements

- Weekly updates

This keeps the community active while data grows.

🧠 Future Benefits (Phase 2 – AI Matching)

Once enough data is collected, PEF will be able to:

- ◆ **Match investors with businesses**

"Here are 10 investors interested in your sector."

- ◆ **Match job seekers with employers**

"These are 5 companies hiring in your field."

- ◆ **Match professionals with partnerships or opportunities**

"You share industry interest with these companies."

- ◆ **Provide analytics to chambers or government**

Industry trends
Skill gaps
Investment patterns
Sector demand

This is where the real power and value of the platform will emerge.

Data Collected From Every Member (Basic Information)

(Collected once, no matter how many roles they choose)

Personal Information

- Full Name

- Email (required for verification)

- Phone (optional)

- Country

- City

- Languages spoken

- Short professional headline (one sentence)

- Short bio/description (2–3 lines)

- Links (optional):

    - o LinkedIn

- o Website

- o Portfolio / Social media

✅ **Role-Based Data (Collected only if user chooses that role)**

A single person can choose **any or all of the five roles**.
Below is what we collect per role.

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1 **Professional (general skilled person)**

- Years of experience

- Industry/sector

- Skills (top 5–10)

- Certifications (optional)

- Current job title (optional)

- Name of current employer (if applicable)

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2 **Job Seeker**

- Target job titles (e.g., Marketing Manager, Project Lead)

- Preferred industries

- Employment type: full-time / part-time / remote / contract

- Salary expectation range (optional)

- Availability: immediately / 30 days / 60 days

- Willingness to relocate (yes/no)

- Countries they want to work in

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3 **Employer (someone offering jobs)**

This is collected from someone *who is hiring*:

- Company name

- Industry/sector

- Open job positions (titles)

- Job descriptions (short)

- Required skills

- Is the job local or remote?

- Country/city of the job

- Salary range (optional)

- Hiring urgency (low / medium / high)

4️⃣ Business Owner

- Business/Company name

- Industry/sector

- Company size (1–10 employees, 11–50, etc.)

- Years in operation

- Country & city of business

- What they are looking for:

  o Investors

  o Partners

  o Distributors

  o Expansion support

  o Skilled employees

- Revenue range (optional)

- Capital required (if seeking investment)

- Export/expansion countries (optional)

5️⃣ Investor

- Investment amount range (e.g., $10k–$50k, $100k–$500k)

- Preferred sectors/industries

- Preferred countries to invest in

- Investment stage:
    - Idea
    - Startup
    - Growth
    - Mature business

- Investment type:
    - Equity
    - Partnership
    - Joint venture

- Short investment thesis (1 paragraph)

- How they prefer to be contacted

📦 Additional Data Collected From Everyone (Platform Needs)

Membership & Activity

- Registration date

- Approval status

- Last login

- Opportunities posted

- Jobs posted

- Business listings created

Opportunity Listings (if member posts something)

Types of opportunities:

- Job offering

- Investment opportunity

- Business partnership

- Project collaboration

For each opportunity:

- Title

- Description

- Sector

- Country/city

- Budget or salary (optional)

- Contact preference

- Status (open/closed)