

PROPOSAL FOR USC Viterbi School of Engineering CSCI577

1. Initial (Proposed) Project Name: **Nuleep**
2. Organization Name: **Binate LLC, DBA Nuleep**
3. Background of the Organization (e.g. history, objectives, missions, etc.)

ATTACHED. Nuleep Deck


INTRODUCTION







Nuleep, a USC Incubator company, was founded by ex Disney employees and a Trojan alum that have been friends for over 10 years. Our Founders' team, Grace Park, CEO Luis Reyes, CTO and Mitchell Sekiya, CDO, are focused on bringing top technologies with human connection for the future of work and career education. At Nuleep, we believe it is important to provide access, opportunity, and mentorship to all communities from all walks of life.


From technology to workplace happiness, our teams have worked at The Walt Disney Company, AMGEM, PWC, EY and other top companies. Our experts hold certifications in PMP, ACP, and CISA and higher education degrees that bring the best in class solutions and customer service. With Covid-19, Nuleep has created solutions with our technology and network to become a resource for students, jobseekers, and companies.

Today, Nuleep is proud to be working with thousands of students, companies that place importance on purpose, culture, and inclusion, and universities across CA, AZ, and soon to be CO. We've worked on, partnered, or collaborated with employees and teams at the The Walt Disney Company, Expedia, Facebook, and many other top organizations.


OUR EXPERIENCE








Grace Park
CEO








Luis Reyes
CTO







Mitchell Sekiya
CDO



8 years of front and back end development
10 years of financial and operations management
6 years of recruitment and organization restructures
10 years of user experience design and architecture

Our Advisors

Greg Toroosian
Human Resource Expert
CEO, Elevate Hiring
15+ Years in recruitment for Virgin Hyperloop One, Sweetgreen, etc.

Richard Lee
Investment Banking Executive
VP, Deutsche Bank
15+Years in Tech M&A and Corporate

Grace Park, CEO

[Grace Park](#) helps companies share their authentic stories to the right talent. Values. Culture. Inclusion. With over 15 years of experience in finance and tech, she helped build remote teams internationally and worked on \$1+ Billion portfolios at companies like the **Walt Disney Company**. She serves on nonprofit boards including at the Holliston Foundation providing scholarships and opportunities in education. At Nuleep, she builds partnerships with companies and universities that truly care about providing access and opportunity with technology. Today, Nuleep helps students & jobseekers connect to professionals, companies, and jobs that align to their values and purpose.

Luis Reyes, CTO

Luis Reyes is developing Nuleep into the next generation of data based matching in recruitment while being Nuleep's technical visionary. With 10 years of experience working at great brands such as **Disney, PWC, Amgen**, and many others, Luis has led many teams and products to viable and successful launches in the technology sector. He has developed software and security programs from startup to launches.

Mitchell Sekiya, CDO

Mitchell focuses on design and technology resources at Nuleep. With over 15 years of experience, Mitchell brings together our UX teams in creating a user experience focused on simplicity and the user experience. His experience in project management and healthcare design helps in creating collaborative team environments and bridging technology with people. A graduate of **USC Architecture**, he has been pivotal in

understanding the best trends and practices for Nuleep's product design and implementation.

OBJECTIVE

Engage new GEN Z users from getting a referral to getting hired at a company that aligns to their values and purpose.

We want to provide opportunities and access for everyone from all walks of life where they normally wouldn't have had access to professionals and companies since they don't know someone at the company.

With technology, we want to provide simple referrals (where a professor can refer a student who doesn't have work experience), access to companies that are truly hiring, and match skills and the intangibles, like values, purpose, and culture that really drive passion.

With this opportunity with USC Viterbi School of Engineering CSCI577, an added benefit of our automated referral system is open access to all and to help impacted groups like veterans who may not have had direct experience in an office to now obtain a referral that vets their leadership and project management skills in the military. We want to help share their stories in our APP so a veteran can now become an IT project manager.

MISSION

Share your company's authentic stories to the right talent. Values. Culture. Inclusion. Skills.

4. Current System

4.1. System name (and links if available)

Nuleep Mobile Application - iOS

<https://apps.apple.com/us/app/nuleep/id1478992330> [We pulled back our APP in the Apple store for our Covid-19 updates. It will be republished in August.]

4.2. What does the current system provide you or the users?

The mobile application provides the following to its users:

- View jobs hosted by Nuleep and our partners.
- Apply to jobs posted by our clients and our partners.
- View information about the job postings.
- View local community information in the radius of the job location.
- View current industry/career information.

- Build a profile that includes information about the individuals interest, business culture, values, and salary expectations.

The iOS App was published and live in the Apple Store. The Android APP has not been released yet but we have a build we can work with. If there is sufficient time, we'd like to also add the Android release to this project.

4.3. How is it implemented?

From a technology perspective. The application was built using React Native and the Expo frameworks. The UI is using native UI components and the backend is hosted on DigitalOcean running Apollo. Our application also integrates with a collection of cloud services. The services include Google Talent Solutions, AWS Coginto, AWS S3, and MongoDB.

From a delivery perspective. The team operates in an agile environment running the Scrum framework. We use Azure DevOps to operate our delivery sprints and integrate the platform with Github to host the source code. The team operates on 2 week sprint cycles and run all agile ceremonies that include a daily stand, sprint planning, sprint retrospective, sprint demo, and backlog refinement.

4.4. Problems or issues with the current system

Technically, the iOS application suffers from a few bugs and performance issues in terms of loading content from AWS and issues with UI.

The Android application has not been released to the public.

Delivery, the team is small and it impacts the velocity at which our team can deliver. This also directly impacts our release schedule.

5. Desired System

5.1. Expected benefits to your organization, the users or the public from the new system.

We want to add enhancements to the application that help increase user adoption and usability. This will help achieve our goal of helping young adults find meaningful jobs that align to their career goals and values.

5.2. Key Features (functions/performance it must perform/provide)

We will like to add the following additional features:

- The ability to refer a colleague to a job role or a company. This feature is expected to enable users a method to refer people they know to jobs or companies they believe are a good fit.
- The ability to instantly chat with recruiters. This feature is expected to allow a user a way to chat instantly with HR recruiters.

5.3. Specification (if known)

5.3.1. Platform (i.e. Windows, Mac, Linux, Unix): **iOS iPhone**

5.3.1.1. Development: The iOS application will have a new user experience for referrals and for the chat messaging section based on design comps that were built in advance.

CHAT MESSAGING SYSTEM: The ability to instantly chat will be built using a third party software such as Sendbird, ShatSDK, or TalkJS. Students and Nuleep team will assess the 3 option and identify the best software to help enable the application the ability to chat instantly. Once a solution is determined, the team will execute the development by integrating the chosen solution into the mobile application.

REFERRALS: The ability to refer friends will have functionality that allows users to swipe on a profile to refer or deny them to a job role or company. The user will be shown a collection of existing users in the application that they know, which they can review and refer to a job of a company. This functionality will only exist in the mobile application.

5.3.1.2. Final product: A functional iOS mobile application that includes additional features like the ability to refer a friend, instant messaging, and an updated user experience that better aligns with the demographic we are targeting.

If there is time, a functional Android mobile application that includes the additional features from the iOS side.

5.3.2. Database (i.e. MS Access, MySQL, Oracle): **MondoDB**

5.3.3. Web browser user interface? (Y/N): **Y**

5.3.4. Any specific software that must be used? **No**

5.3.5. Programming Language? (i.e. C/C++, Java, PHP) **Javascript**

5.3.6. Types of users and their characteristics: **Young adults in college, post grad, and professionals.**

6. Type of Proposal

A two-semester project to define, develop and transition a fully tested and documented application for your use and maintenance.

7. Contact Information

7.1. Client's contact name with title: **Grace Park, CEO**

7.2. Client's contact number (Mobile at your discretion): **323.854.5992**

7.3. Client's contact's email address: grace.park@nuleep.com