

Business Profile

Business Summary:

TrainingSeeker is Canada's only online marketplace that enables customers to search, choose and book instructor-led, online and blended training with certified providers when and where they need it. Our mission is to provide seekers with the easiest way to find, choose & book courses with certified training professionals wherever and whenever. Our goal is to give people the information and tools they deserve and make it available to as many people as possible.

Customer Challenge:

Similar to restaurants, training providers rely on having paying students in their classroom seats on a consistent basis. With prospective business lost due to inefficient website design and traditional marketing not working, marketing opportunities with measurable results are limited to both large and small providers.

For time and budget strapped customers who are trying to find, book and attend courses, comprehensive awareness of courses available in their area are limited. Extensive online research, numerous phone/email inquiries currently lead to poor search results and endless frustration.

Product/Services:

TrainingSeeker offers consumers an online booking system where they can see all the courses available within their search parameters. Just like Expedia is to travel, TrainingSeeker gives consumers looking for training the ability to search, compare and book training with providers that are recommended and recognized as quality trainers.

For training providers, TrainingSeeker offers a cloud based administration tool that they can leverage to access consumers previously out of reach. No longer do they have to rely on word of mouth, free advertising or trying really hard to get people to visit their website.



Company Name and Address:

Training Seeker Inc.
The Forge at McMaster Innovation Park
175 Longwood Road South, Suite 301A
Hamilton ON L8P 0A1

The Forge at McMaster Profile

<https://theforge.mcmaster.ca/company/training-seeker/>

Contact Email

info@trainingseeker.com

Leadership / Management

Marko Babic – Founder
Andrew Moore – Chief Operating Officer
Harry Fairbanks – Lead Developer

Pricing:

Currently, there is no registration/onboarding fees for service providers that register for early access by 31 January 2017

When a customer does book through TrainingSeeker, a 15.5% + .20 cents commission applies to each course purchased on the TrainingSeeker main page, with the following breakdown:

3.5% + .20 cents: financial transaction
5.7%: digital/traditional marketing the provider's courses
6.3%: continuous improvement of TrainingSeeker

For all organically sourced bookings made using the Provider Dashboard, a significantly lower percentage of 5.5% + .20 cents will apply.

About Marko Babic, Founder at TrainingSeeker

Marko Babic is the founder and CEO of TrainingSeeker. A graduate of McMaster University, Marko has served with the Canadian Armed Forces army and naval reserves for over twelve years, first as a non-commissioned member and now as an officer. While working in the occupational safety training and management field in Calgary, Alberta, Marko founded TrainingSeeker with the goal of advancing access to quality training by leveraging the power of online marketplaces.

