Collaboration Proposal: ID Future Stars (IDFS) & PasaJob.ph

This document outlines potential collaboration opportunities between ID Future Stars (IDFS) and PasaJob.ph, leveraging IDFS's educational and career development programs alongside PasaJob's referral-based employment platform.

# 1. Career & Skill Assessment Integration

* Offer assessments from IDFS, such as Math AI assessments or skill-based tests for students on the PasaJob platform.
* Integrate the 'Are You The One?' IDFS assessment directly into PasaJob, facilitating student readiness evaluations and employer candidate selections.

# 2. Referral-Based Internship and Job Placements

* Create a targeted network for IDFS alumni through PasaJob's referral system, allowing alumni to recommend peers, forming a highly curated candidate pool.

# 3. Joint Certification Program

* Introduce a joint certification or badge, 'PasaJob-IDFS Certified,' awarded to students completing IDFS training or assessments, enhancing their employability.

# 4. Career Pathway Mapping

* Produce tailored career pathway resources and educational content for PasaJob users, clearly connecting academic majors to job opportunities on PasaJob.

# 5. Data and Insights Sharing

* Exchange aggregated data related to skill demand, career trends, and student performance to refine IDFS educational offerings and enhance job-candidate matching on PasaJob.

# 6. Workshops & Webinars

* Collaborate on joint webinars and workshops featuring IDFS experts and career counselors for PasaJob users, covering topics such as career selection and job market readiness.

# 7. Exclusive Early Career Programs

* Establish exclusive internship or initial employment opportunities specifically for IDFS participants through PasaJob's employer network.

# 8. Student Ambassador Program

* Initiate a student ambassador program where high-performing IDFS students use PasaJob's referral system to recommend peers and actively promote both platforms.

US Market Entry Strategy for PasaJob

**Strategic Positioning**

Position PasaJob as a revolutionary referral-driven talent platform that leverages social networks to find hidden talent, reduce hiring costs, and improve candidate quality, distinguishing itself from traditional recruitment methods.

**Leveraging Connections & Partnerships**

**Google & Google Education**

• Integrate PasaJob’s referral methodology with Google educational initiatives, such as Google Career Certificates, creating robust candidate pipelines.

• Develop tailored digital tools for skills assessments and referrals within Google's ecosystem.

**Venture Capital (Sequoia, Kleiner Perkins)**

• Highlight scalability, cost-efficiency, and disruptive potential to attract strategic investment.

• Frame PasaJob as a category-defining solution transforming recruitment via network credibility and candidate validation.

**Enterprise Employers (Morgan Stanley, TCS, etc.)**

• Position PasaJob as a unique talent solution enhancing diversity hiring, tapping hidden talent, and reducing recruitment costs.

• Create specialized internal referral networks for internships, early-career positions, and diversity & inclusion initiatives.

**Marketing & Outreach Approach**

**Thought Leadership Content**

• Develop authoritative content on referral-based hiring and talent insights, leveraging IDFS expertise.

• Produce webinars, podcasts, and white papers targeted at HR decision-makers.

**Strategic Events and Webinars**

• Host virtual events or webinars co-branded with Google, Morgan Stanley, TCS, and VCs focusing on workforce trends and recruitment innovations.

**Direct Networking and High-Level Introductions**

• Use executive-level relationships through IDFS and The Sikat Agency to facilitate introductions and demonstrate PasaJob’s value proposition to strategic partners and enterprise clients.

**Potential Expansion Roadmap**

**Pilot Programs**

• Initiate pilot referral networks within select enterprise partners (e.g., Morgan Stanley, TCS) to create measurable case studies showcasing PasaJob’s effectiveness.

**Expansion to Universities and Colleges**

• Partner with US colleges and universities using IDFS programs to connect students directly with employers via the referral platform.

**Long-term Scaling**

• Expand broadly across enterprise and educational sectors, supported by strategic venture capital partnerships to accelerate growth.