Traineeship Recruitment Portal and Alumni CRM

14 November 2024

Capital Placement

Misk مسك
مؤسسة محمد بن سلمان
Mohammed Bin Salman Foundation

Executive summary

Capital Placement is thrilled to present our proposal in response to RFP 245-2, addressing the specialised needs of the Misk Traineeship Program with a customised CRM solution. With our extensive experience and successful track record in developing similar platforms tailored to precise requirements and having worked on the Traineeship program for four years, we understand the unique challenges the Traineeships team faces, we approach this opportunity with confidence and dedication.

At the heart of our proposal is our advanced, cloud-based CRM platform, meticulously designed to cater to the unique demands of the Misk Foundation. Harnessing the power of artificial intelligence, our solution offers unparalleled adaptability and efficiency, empowering Misk to streamline operations and maximise productivity.

Executive summary

One of the key strengths of our platform lies in its ability to automate labour-intensive processes, revolutionising the way tasks are handled. By automating repetitive workflows and mundane tasks, our proposed CRM system will allow your team to focus on strategic initiatives and high-value activities. This not only enhances operational efficiency but also drives significant cost savings over time.

Our proposal encapsulates a comprehensive overview of how our custom CRM solution aligns with the specific objectives and requirements outlined in the RFP. From seamless integration capabilities to intuitive user interfaces, we are committed to delivering a solution that not only meets but exceeds your expectations.

Capital Placement
08246863
London, UK

The Misk Traineeship Portal Key Information

Misk Traineeship Portal:
Performance and Stats

Over the past 2 years, Capital Placement has been offering technology solutions for Misk Traineeship and Immersive Team within the Skills Team. Here are some stats on our work with Misk to date;

89,500
Registered users
(since Q2 2023)

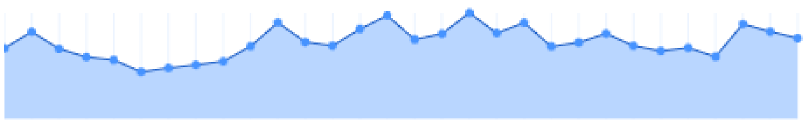
75,000
Received applications
(since Q2 2023)

0%
Downtime
on the portal since launch

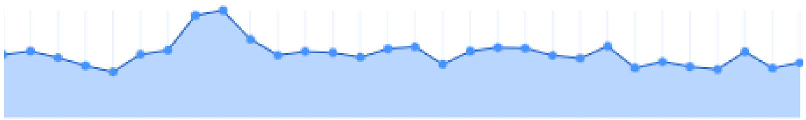
150 ms
Response time

It takes on average of under 150 milliseconds to process and respond to requests.

49k+
Monthly visits



3.57 million
Average monthly requests



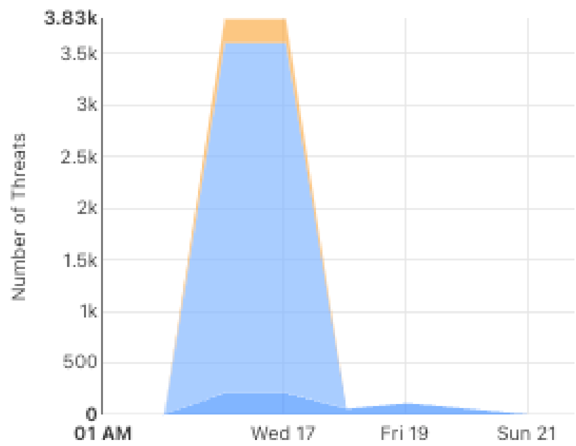
Robust infrastructure to serve over 3.5 million resource request from Traineeship Portal without any downtime

Misk Traineeship Portal: Cybersecurity

3k+

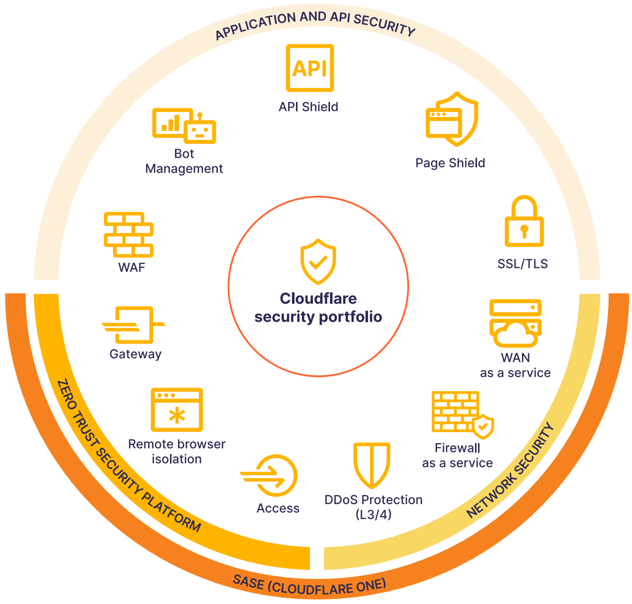
Security Threats/ Month

We understand how important security and data privacy are. On average we stop over 3,000+ security threats per month in real time and ensure the data remains safe



Beyond HTTPS, Analysing All Aspects in Real-Time

Currently, we monitor and secure more than just HTTPS protocols. Our comprehensive approach to cybersecurity involves real-time analysis and protection across all layers of your digital infrastructure. By continuously evaluating and responding to potential threats, we ensure that every aspect of your system is safeguarded, providing robust and immediate defence against any vulnerabilities.



Our Proposal

Core Technology

.NET vs Laravel

Laravel is a strong choice for certain applications, particularly those with less emphasis on automation and heavy data processing. However, based on our experience with the Traineeship portal, it's critical to consider factors like speed, data processing, security, integration, and enterprise-level support. Given that our application manages over 3.5 million requests monthly, peaking at over 10 million, we recommend .NET as the infrastructure. It's designed for handling high data transfer and complex integrations. While we are prepared to implement Laravel if preferred, this comparison is to ensure the best technology fit for your needs. Here's a comparison

Criteria	**.NET**	**Laravel**
Performance	High, especially for large-scale applications; optimized for speed and efficiency with .NET Core	Good, but may require additional optimisation for very large-scale applications
Scalability	Excellent, designed for handling enterprise-level scalability	Good, scalable with the right architecture and optimization
Security	Robust, with enterprise-level security features and regular updates	Adequate, good for most applications but may require additional measures for enterprise security
Integration Capabilities	Seamless integration with Microsoft products and Azure ecosystem; strong partnership with Oracle for cloud and enterprise solutions	Moderate, with good support for integrations but not as extensive as .NET
Long-Term Support	Strong long-term support, with regular updates and a predictable lifecycle from Microsoft	Moderate, with good community support but relies on community-driven updates
Enterprise Adoption	Widespread adoption in the enterprise sector, used by large companies like Microsoft, Accenture, Intel, and NASA for mission-critical applications	Growing, particularly popular in web development and SMEs
Community Support	Vibrant and extensive community, with a wealth of resources, documentation, and third-party tools	Active and well-supported community, with plenty of resources available
AI Integration, Automation, and Future-Proofing	Advanced AI Integration: Deep integration with Microsoft AI services like Azure AI, Cognitive Services, and ML.NET. Automation: Native tools like Power Automate and AI-driven development assistance (IntelliCode). Future-Proofing: Backed by Microsoft's continuous investment in AI, cloud, and enterprise solutions, ensuring long-term viability and cutting-edge technology.	AI Integration: Available through third-party services, requiring manual integration. Automation: Task scheduling and queues are available but lack deep AI integration. Future-Proofing: Strong for web development but may require more effort to stay up-to-date with the latest AI advancements.

Capital Placement
08246863
London, UK

Our Recommendation

Our Experience

Since 2020, we have worked closely with the Traineeship Team, developing a portal that serves over 89,000 users and thousands of employment partners. We recognise that systems require ongoing updates, especially in the ever-evolving recruitment and job sector. To date, we have implemented over 50 major features for employers and candidates, with continuous requests for enhancements.

Capital Placement specialises in delivering programmes in the Kingdom of Saudi Arabia and beyond, giving us a deep understanding of both operational and technological needs. We recommend adopting an Agile model, allowing the platform to evolve alongside industry changes. A fixed scope could quickly render the platform outdated, failing to meet employer and candidate requirements. This was evident when the Traineeship Portal required a significant update this year to meet evolving needs, underscoring the importance of continuous improvement, particularly in automation and AI.

Technology - Framework

While we have experience with PHP and Laravel, we recommend .NET for its robust enterprise support and seamless integration with Microsoft products. .NET offers superior scalability, security, and industry-standard support for C#, with advanced capabilities in automation and AI. We've seen a decline in PHP use at the enterprise level, and while it's scalable, it has limitations. .NET's built-in security features are crucial, especially given the 3,000 attacks our Traineeship portal faces monthly, a number likely to rise going forward.

Database

A cloud-based NoSQL database is often more suitable for CRM systems compared to SQL. In our experience, NoSQL outperforms when handling large volumes of data where speed and agility are essential. Additionally, for AI-based features, we utilise Vector Databases, which integrate well with NoSQL—making it an ideal choice if expanding into AI is a future goal.

Agile and Continues Development

We recommend building the initial CRM with the core requirements; however, based on our experience, it is essential to remain agile, enabling the development of new features and staying up to date with technology as we receive further requests from end-users. In the past 18 months, the current Traineeship Portal has undergone over 200 incremental updates, including both feature enhancements and technology upgrades. It is crucial for this system to be agile to stay ahead of industry demands.

Capital Placement 08246863 London, UK

CRM platform features

1. Candidate and Partner Profiles

User Story:

"As a beneficiary, I want to create and manage my profile with relevant information, to showcase my skills and experience to potential employers."

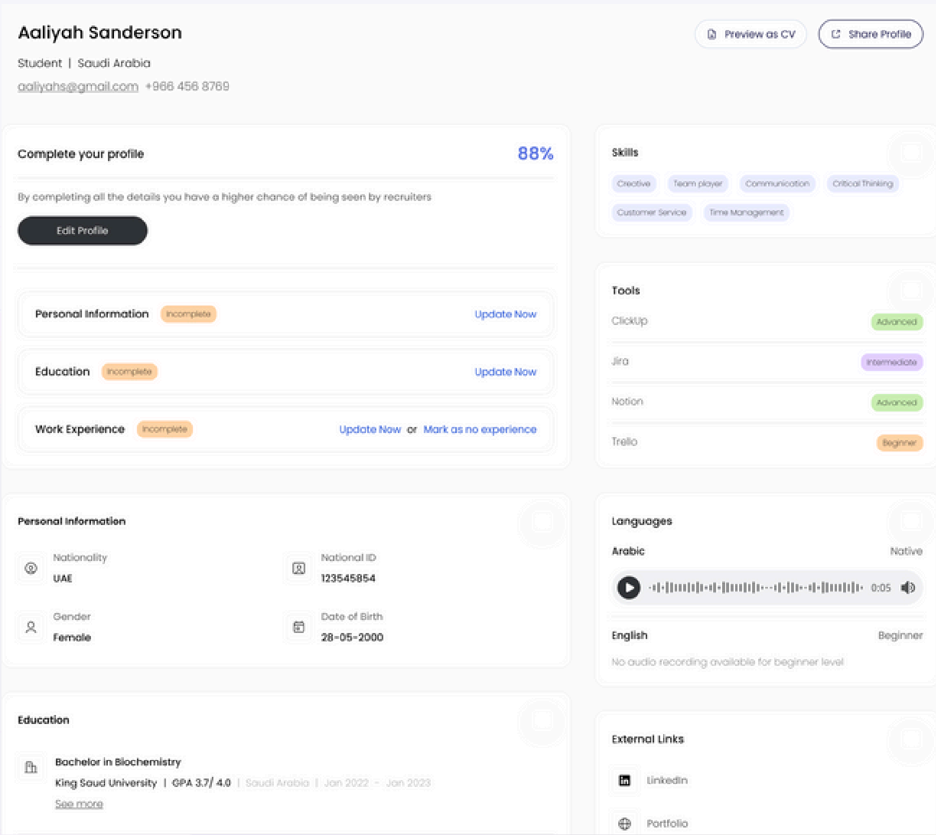
"As a partner, I want to create and manage my organisation's profile, to provide accurate information to attract suitable candidates."

Solution:

1. Candidates can create their profiles using the Misk Identity Server (Single Sign-on) to enable access across the platform.

2. Allows candidates to upload resumes, portfolios, and other relevant documents to showcase their skills and experience.

3. Carry your existing profile from professional platforms such as LinkedIn to pre-fill your details. Also allows you to pull the data via API from Misk Hub to pre-fill the profiles.



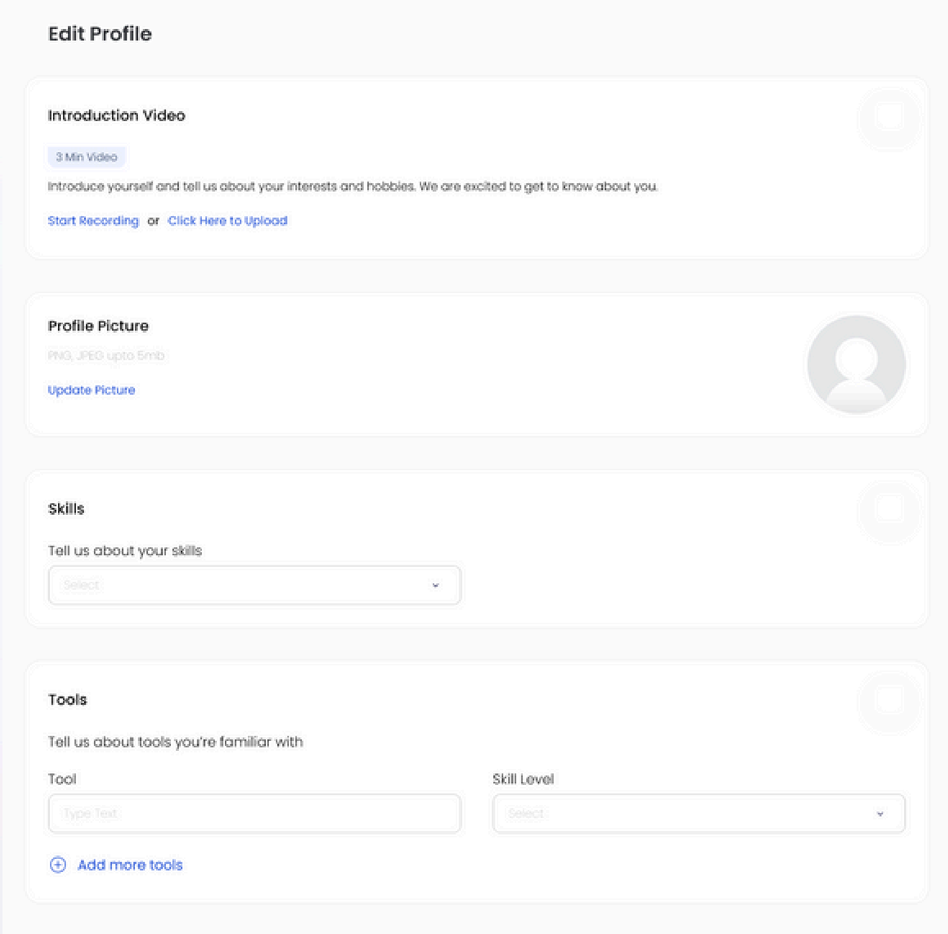
CRM platform features

1. Candidate and Partner Profiles - Continued

Solution:

4. Automate the employer signup process including validating the domain to ensure authenticity.

5. Implements a user- friendly profile creation and management system with customisable fields for candidates and partners.



CRM platform features

2. AI-powered opportunity and beneficiary recommendation

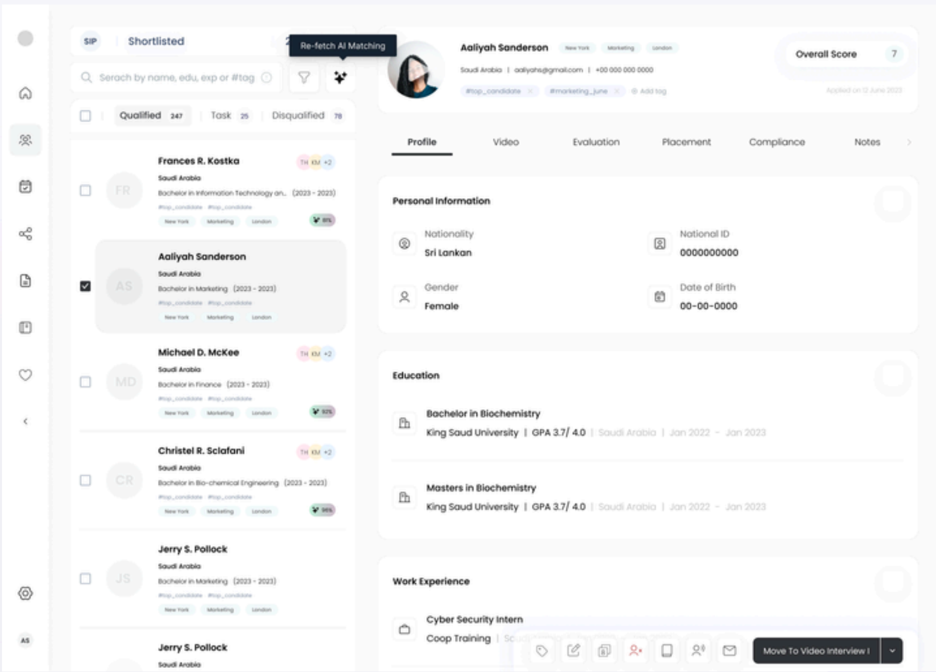
User Story:

"As a beneficiary, I want to be able to get a list of top job opportunities that match my profile and interests, and for which I am eligible to apply. I also want to get notified about any new job postings that match my industry."

"As a partner, I want to be able to post a job opportunity, and automatically get a list of top matches of beneficiaries that are best suited for that role, considering different requirements and relevant experience."

Solution:

AI-powered Matching System that combines features including our evaluation algorithm, skill taxonomy, and external data collector will help automate the candidate matching process.



A. Evaluation Algorithm: Our evaluation system automatically analyses candidate profiles and assigns evaluation scores for accurate matching.

CRM platform features

2. AI-powered opportunity and beneficiary recommendation

Solution:

B. Skill Taxonomy: We've built a proprietary Skill Taxonomy containing over 30,000 skills from various professions, this proprietary system will not only help automate, but also, help match candidate skills with the skill requirements of each job to a high degree of accuracy.

C. Automated Data Gathering: Our system identifies candidates' professional profiles such as LinkedIn and extracts any relevant information to provide accurate matching in the absence of a valid resume.

D. AI Recommendation System: Our AI recommendation engine will evaluate the complete profile details of the beneficiary, considering parameters like relevant education, adequate experience in the relevant industry, required skills, and LinkedIn data, to create a score. We also calculate the match accuracy between the resume and the job description, to find the strongest connection between beneficiaries and the opportunity they are applying for.

Capital Placement
08246863
London, UK

CRM platform features

3. Opportunity Posting and auto-generate job descriptions

User Story:

"As a partner, I want to post internships with detailed requirements, to attract qualified candidates."

"As a partner, I want the option to create job descriptions providing only key details, and the system should be have the ability to auto-generate a job description using that information following the template of my company."

Solution:

1. We support seamless opportunity posting using Generative AI for partners. This will help automate the process for partners where they can simply provide the requirements for the job descriptions, and choose a default or partner- specific template from our selection of job descriptions, with an option to customise.

This will help the amount of time and effort required from a partner's side when it comes to creating job listings and details.

Capital Placement
08246863
London, UK

Product Roadmap

Our portal already has the powerful features mentioned so far and is ready to deploy within weeks. To further enhance the portal and to enable further automation, we have the following features in our product roadmap. Features will get updated every 6 weeks with the full set of features in the proposal to be ready by June 2025.

Capital Placement
08246863
London, UK

Upcoming features:

1. Smart Calendar integration tools

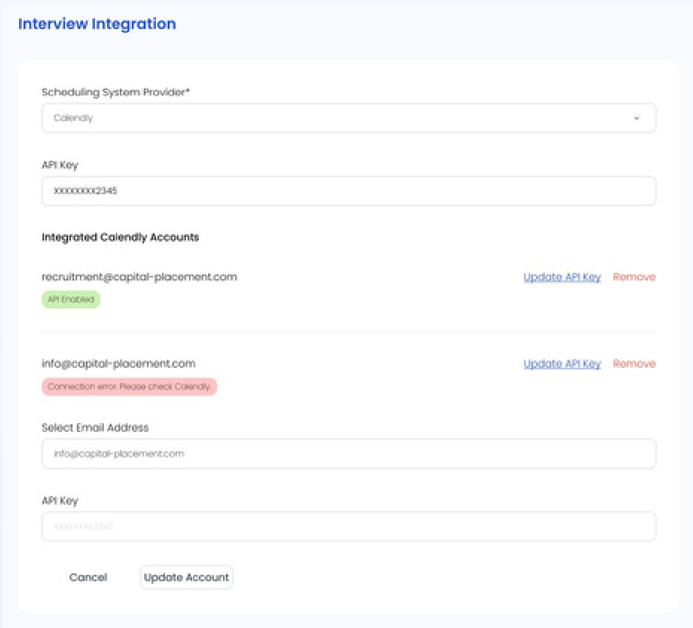
User Story:

“As a beneficiary, I want to see all available time slots to book an interview and see in real-time any availability that matches my calendar. The booking process must be seamless and I should have the ability to book an interview instantly.”

“As a partner, I want to get an interview scheduling system which can automatically provide time slots to interviewees based on my calendar, and to receive notifications when an interview has been booked.”

Solution:

1. With an integrated third party platform, Calendly, built into the platform, we can enable automatic, realtime diary availability of both both the partners and beneficiaries to enable an automated interview booking process.



Proposed release date:

Internal program integration: Q4, 2024

External partner integration: Q2, 2025

Upcoming features:

2. Leverage AI tools for Quality Assurance using automated filtration

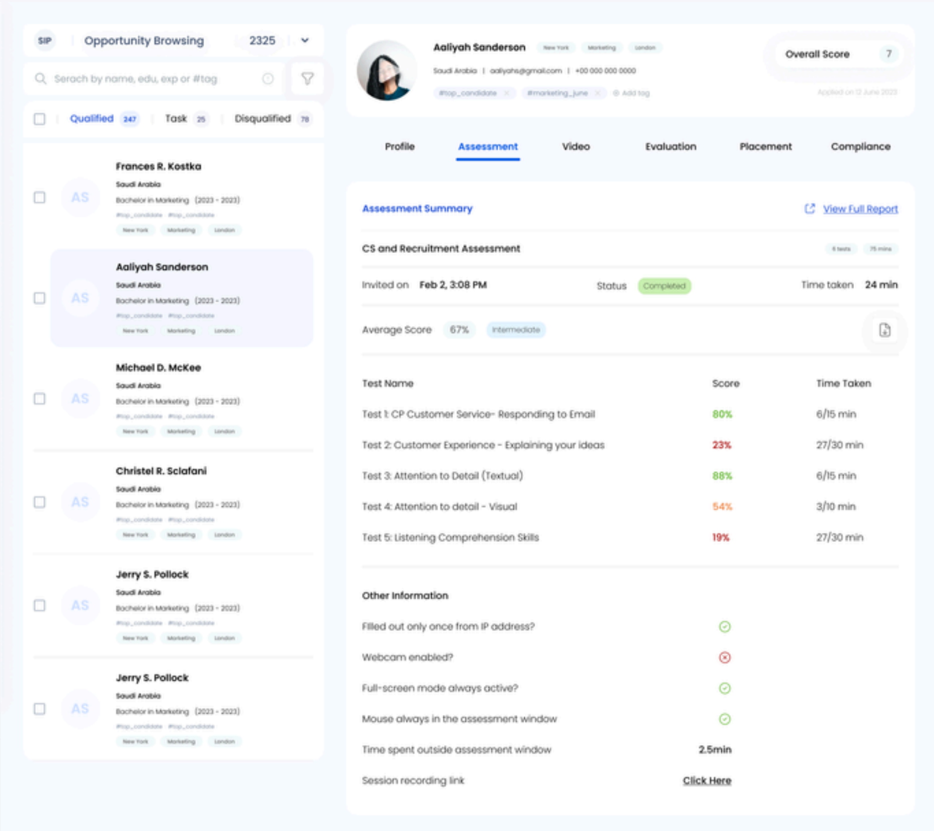
User Story:

"As a partner, I want to be able to filter beneficiaries that have applied to the job based on different criterias. I also want an AI-based Quality Assurance system that can help identify suitable beneficiaries and check if any mistakes have been made when beneficiaries are progressing towards each stage."

Solution:

1. With an in-buit AI powered engine that can filter beneficiaries based on different criterias such as nationality, year of graduation, GPA, years of experience, etc.

2. Enabling an automated Quality Control system using AI ensures complete monitoring of every beneficiary, to ensure a suitable beneficiary isn't removed accidentally, or prevent less suitable beneficiary to proceed to the next stage.



Proposed release date:

Q1, 2025

Capital Placement
08246863
London, UK

Upcoming features:

3. Automated Video Assessment

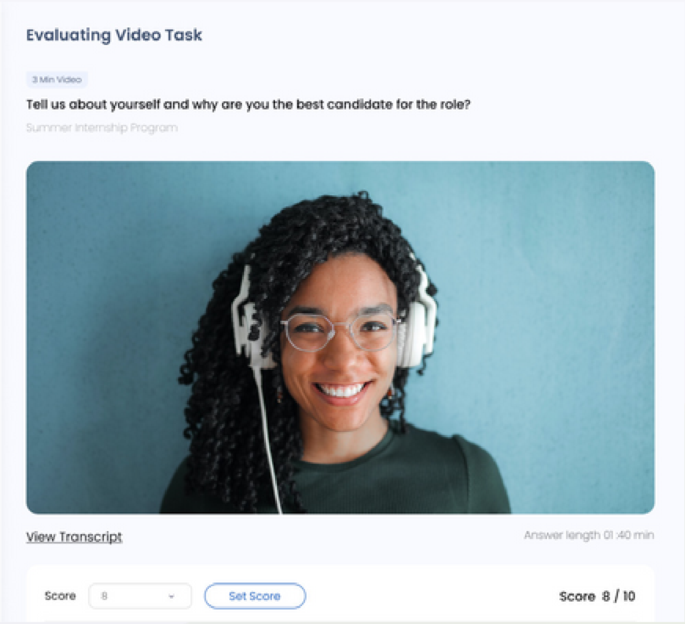
User Story:

"As a partner, I want a summarised evaluation of the video assessment result for each of the beneficiaries, highlighting key points of the video and insights. Based on that a scoring system should rate the video in different aspects like fluency, communication skills, etc."

Solution:

1. Using a transcription system to analyse the video content and pick up communication fluency and if the candidate's answer aligns with the expectation.

2. Provide scores for the video based on content analysis by using AI



Proposed release date:

Q1, 2025

Upcoming features:

4. Automated Certificate Issuance

User Story:

"As a beneficiary, I should receive the certificate in my registered email ID right after completing the event."

"As a partner, I want an automated system that can generate and issue certificates to the beneficiaries who are attending a workshop or completing an online course, without manually entering their personal details."

Solution:

1. Whenever a beneficiary completes an eligible workshop, online course or traineeship, certificates can be issued based on pre-existing templates.

2. The beneficiary names can be bulk uploaded for each program from a CSV file or if the eligible opportunity was published on the portal, automatic certificates can be issued at a specified date.

3. The certificate will get automatically emailed to the registered email ID of the beneficiary.

Proposed release date:

Q1, 2025

Upcoming features:

5. Automated Impact Survey

User Story:

"As the enabler of these programs, I want to create and share Impact Survey forms for both partners and beneficiaries to get their input and to further improve the programs. I should be able to add and modify any of the questions at any point."

Solution:

1. Based on the insights from the project report, analytics and user engagement, the system should provide survey questions for both partner and beneficiary sides, so that you don't have to manually create an entire survey questionnaire.

2. Integrating AI to auto-suggest default question templates.

3. Automatically trigger surveys at crucial milestone points of a program, along with reminders.

4. Seamlessly integrate with third-party survey tools and analytics platforms to collect and analyse survey responses, generate real-time insights for administrators and partners.

Proposed release date:

Q2, 2025

Upcoming features:

6. Dashboards to summarise trends

User Story:

"As the enabler of these programs, I want a central dashboard covering key statistics and trends to help me assess the current state of programs and any trends we should be aware of."

Solution:

1. Design a user-friendly dashboard that displays key information in a visually clear manner. Include simple navigation buttons or links for easy access to different sections.

2. Implement a customisable layout that allows users to choose what they want to see on their dashboard.

3. Include interactive elements like charts, graphs, and widgets to provide quick insights and trends.

Proposed release date:

Q4, 2024

Capital Placement
08246863
London, UK

Upcoming features:

7. Alumni CRM capability

User Story:

"I want an Alumni CRM system that can host a large number of alumni profiles, with a capacity exceeding 50,000 beneficiaries. I want the system to track their career progressions, share job opportunities, and create communities for networking."

Solution:

1. Allow alumni beneficiaries to create and manage profiles with details like location, education, work experience, skills, career goals, etc.

2. Create a dynamic solution to enhance alumni networks by automated beneficiary tracking. The system syncs into platforms like LinkedIn and GitHub and fetches timely updates to expand the alumni network, and the beneficiary database is always the latest.

3. Create forums or groups where alumni can interact, network, and share experiences forming a community, allowing them to share job opportunities.

4. Allow partners to organise events, webinars, or workshops where alumni can register and participate.

5. Implement automatic messaging tools for partners to communicate with alumni and send updates or notifications about upcoming job opportunities or events.

Proposed release date:

Q2, 2025

Capital Placement
08246863
London, UK

Upcoming features:

8. Consent management

User Story:

“As an enabler, I need the portal to support the electronic collection and management of consent forms from beneficiaries and partners, ensuring compliance with legal requirements and simplifying consent tracking.”

Solution:

1. Implement a digital consent management system (similar to DocuSign) that collects and manages consent forms electronically.

2. Beneficiaries and partners can electronically sign and submit consent forms, reducing manual effort and ensuing compliance.

3. With a built-in email reminder option to reduce follow-up times for all stakeholders.

4. Provide a dashboard for all partners to review and verify consent status.

Proposed release date:

Q1, 2025

Capital Placement
08246863
London, UK

Upcoming features:

9. Career coaching/ workshop booking system

User Story:

"As a beneficiary, I want to book career coaching sessions through the portal to get personalised guidance on my career path."

Solution:

1. Calendly integration enables us to provide an automatic session booking system that connects the beneficiaries with our career coaches, and based on their availability book a call.

2. The system utlises Capital Placement's history of excellence and efficiency in career coaching by offering personalised coaching plans and career development resources for each of the beneficiaries, both as groups or individually.

Proposed release date:

Q2, 2025

Upcoming features:

10. Online courses addition

User Story:

"As a partner, I want to offer online courses through the platform so beneficiaries can access learning resources and develop their skills at their own pace."

Solution:

1. Implement the existing Misk Learning Management System (LMS) within the platform, to offer comprehensive online course functionality. This would allow Misk and its partners to create and manage courses, organise multimedia content, and track user progress.

This is subject to the relevant APIs being provided by the Misk Foundation

2. Ensure the system supports certificate issuance for course completions based on APIs being provided by the Misk LMS Platform.

Proposed release date:

Q2, 2025

Capital Placement
08246863
London, UK

Upcoming features:

11. Skills testing, case studies and psychometric assessment

User Story:

"As a partner, I want to assess candidates' skills, conduct case studies, and perform psychometric assessments to ensure candidates meet the requirements for specific roles."

Solution:

Integration with Testlify and other possible custom questions list or case studies prepared for each major skills.

Subject to our fair usage policy- 3000 annual tests.

Proposed release date:

Q4, 2024

Capital Placement
08246863
London, UK

Recruitment Process:
Partner Side

Current Process	Automated Alternative
1. Reach out to other partners	Use CRM to automate outreach & track communication, the system should automatically send personalized emails, follow up on leads, and record partner interactions. Everything should be connected to the CRM portal to maintain a consistent data flow throughout the partner lifecycle.
2. Partner fills the interest form	The CRM can have its own version of online form solution (similar to Google Forms) to allow partners submit interest digitally, which eliminates all the manual workload and also digitally records partner agreement & information.
3. The team reviews shared criteria and create a post	Use the task management tools linked to the CRM (similar to Trello) to assign tasks, track progress, and make collaboration easier. Automate notifications to ensure team members are aware of their responsibilities.
4. Share the landing page form with the partner	Using the automated email platform, administrators can send landing page forms to the partners, and then automate follow-up emails to ensure completion. The CRM stores information of receiving & responding to the form for each partners separately.
5. Partner fills the landing page form	Use APIs or other integration tools to ensure when the partner is sending back the digital form.
6. Traineeship team reviews the landing page form and confirms with the partner:	Use workflow tools to automate the review process, which are integrated with task management tools to consistently track the review process and automate communication to reduce manual follow-up.

Capital Placement 08246863 London, UK

Recruitment Process: Partner Side

Current Process	Automated Alternative
7. Share the landing page form with Misk Hub to post it	Use APIs or integration tools like Zapier to automate data sharing to Misk Hub, making sure that data is securely transferred and that the format is consistent with Misk Hub's requirements, streamlining the posting process.
8. Share the landing page form with the vendor to post it	Use similar integration tools to connect with vendor platforms & share information, ensuring automated data transfer without manual intervention.
9. Invite partner to the platform	Use the built-in invitation feature from the CRM which involves validating domain to ensure authenticity, and also tracks invitation and follow-up.
10. Partner reviews and selects candidates:	Use Rena's existing Applicant Tracking Systems (ATS) to automate the candidate selection process and tracking. Connect the ATS with the CRM to maintain a consistent record of partner-beneficiary interactions.
11. Partner invites candidates to interview stage:	Using Rena's existing interview scheduling tool to streamline the interview scheduling process, which eliminates manual queries & interview overlapping. The interview scheduling tool needs to be connected with the ATS system so that beneficiary's progress remains updated automatically.
12.Partner moves beneficiary to the hired stage:	Automate status changes within the ATS to indicate candidate progress, along with automated notifications to keep relevant stakeholders informed, reducing manual follow-up.

Recruitment Process:
Beneficiary Side

Current Process	Automated Alternative
1. Beneficiary registers on Misk Hub	Use secure online forms to automate the registration process, integrated into the CRM system to manage beneficiary data and track engagement.
2. Beneficiary goes to the traineeship platform:	Provide guided onboarding tools to help beneficiaries navigate the platform, with step-by-step instructions and automated prompts for essential information. This will be directly integrated with the CRM to track beneficiary engagement and progress.
3. Beneficiary submits the video	Implement video upload systems like YouTube, with automated checks for compliance and compatibility. Connect with a back-end system that can automatically process and categorize videos for further evaluation.
4. Partner reviews and evaluates the video	Use AI-based video assessment tools like Testlify to automate the video evaluation process, providing summarized results for partners. This will be integrated with the CRM and other systems to ensure smooth data flow and automated reporting.
5. Beneficiary gets invited to the group interview:	Use automated email tools or platform-specific messaging to send group interview invitations to beneficiaries. Integrate with scheduling tools like Calendly to maintain a consistent interview timeline, & automated follow-up without meeting overlapping.
6. Beneficiary selects a date and time for the group interview:	Connect scheduling platforms like Calendly with the CRM to track interview scheduling from the Misk portal and maintain accurate records for beneficiaries.

Capital Placement
08246863
London, UK

Recruitment Process:
Beneficiary Side

Current Process	Automated Alternative
7. Beneficiary passes the group interview:	Implement automated status updates to inform beneficiaries of their progress, with email notifications to keep them engaged and informed. Ensure these updates are reflected in the CRM and other tracking systems.
8. Beneficiary goes to opportunity browsing:	Implement a user-friendly browsing system with search and filter options, allowing beneficiaries to easily find and apply for opportunities. Connect with the ATS to automate the application process and track user activity.
9. Beneficiary applies to the opportunity:	Use ATS to automate the application process, providing real-time status tracking for beneficiaries.
10. Beneficiary gets invited to an interview from the partner's side	Similar to the Misk-beneficiary interview process, this can also be done using automated scheduling tools (eg. Calendly), which will be integrated with the ATS and other systems to track interview processes & beneficiary logs.
11. Beneficiary passes the interview:	Implement automated status updates to keep beneficiaries informed of interview results and guide them through the next steps. Ensure these status updates are linked with the CRM and ATS to maintain consistency.

Recruitment Process: Beneficiary Side

Current Process	Automated Alternative
12. Partner extends an offer to beneficiary:	Automate offer letters with partner-side templates or Generative AI features included in the ATS, allowing for quick and efficient processing of offers without manual intervention. Automated email service should help here to streamline the messaging service with automated follow-up feature.
13. Beneficiary accepts the offer and gets hired	Implement automated onboarding systems providing pre-uploaded required document lists or onboarding tasks. Ensure that the consent management system (eg. DocuSign) handles necessary document signing, like offer letters or employment contracts automatically. Connect the onboarding system with HR systems in the CRM to automate tasks such as payroll setup, benefits enrollment and other onboarding activities.

We can reduce manual workload in all these steps by ensuring some major components:

Customer Relationship Management - CRM (eg. Salesforce or Hubspot)

Online forms for data collection (eg. Google forms)

Task Management and workflow Tools (eg. Trello or monday.com)

Email automation (eg. Mailchimp)

Test & video assessment tool (eg. Testlify)

Data integration and sharing (eg. Zapier)

Applicant Tracking Systems - ATS

Interview scheduling tools (eg. Calendly)

Consent management system (eg. DocuSign)

Automated status updates (automate updates from ATS to CRM using APIs or event-listners)

Assurances

Capital Placement
08246863
London, UK

Assurance:
Unified Platform Experience

We are committed to providing a unified Alumni CRM platform experience that seamlessly replaces the existing Traineeship Portal. By maintaining a modular architecture, we can allow for development on top of the current infrastructure. This strategy not only supports future Alumni CRM Platform growth and new system additions but also provides a streamlined, user-friendly interface. Our goal is to deliver an integrated system feel, ensuring all components work together seamlessly for an optimal user experience.

Unified Platform Integration

User Experience
The overall interaction quality and satisfaction of users.

Modular Architecture
A flexible system design that supports future growth and integrations.

Traineeship Portal
A system that manages Recruitment and Application (Recruitment Engine) process.

Alumni Portal
A system for maintaining Alumni relationships and data.

Assurance:
Data Centre Selection Criteria

We understand the importance of data residency for your operations. Therefore, we will ensure that all stored user data related to this application will be stored within Saudi Arabia.

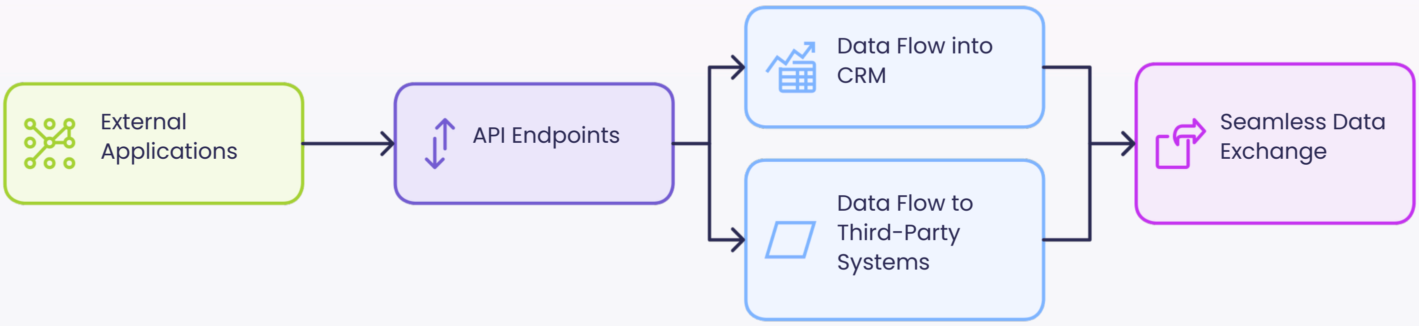
Our approach to selecting data centres prioritises compliance and security. We ensure that selected data centres:

1. Are approved by the Communications, Space and Technology Commission (CST) in Saudi Arabia, confirming their licensing to operate within the country.
2. Adhere to standards set by the National Cybersecurity Authority (NCA) of Saudi Arabia, ensuring the highest level of cybersecurity controls.
3. Possess ISO 27001 certification, demonstrating compliance with international standards for information security management.
4. Are regionally located within Saudi Arabia, ensuring data residency and compliance with local regulations.

Assurance:
Future Integrations

We understand the importance of flexibility and innovation in today's fast-paced environment. As a SaaS provider, the Alumni CRM Platform is designed to support future expandability and third-party integrations. While we offer comprehensive services and solutions, we also recognise the value of allowing our clients to tailor the platform to their unique needs.

Our preference is always to develop any future features or modules in-house, however, we welcome the opportunity to collaborate with third-party developers to build custom solutions and add-ons on top of the platform. This approach ensures you have the freedom to enhance and modify the Alumni CRM Platform whether through our team or by engaging external experts.



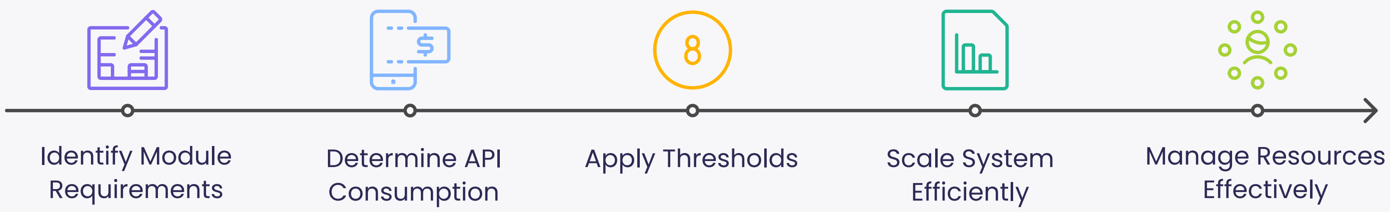
Assurance:
Future Integrations

Development Options:

As a API first platform, the entire Alumni CRM Platform is designed to grow over the coming years and provide flexibility to our partners. We offer 2 primary ways to grow the functionality of the platform.

1) API and Webhooks Endpoints:

We facilitate data exchange between platforms using both API and Webhooks methods. The Alumni CRM Platform can either provide API endpoints to third-party applications for seamless integration or receive data from third-party applications for integration. If third parties are building additional services to communicate with the Alumni CRM Platform, we can offer APIs, with pricing determined based on the required resources and the anticipated number of requests.



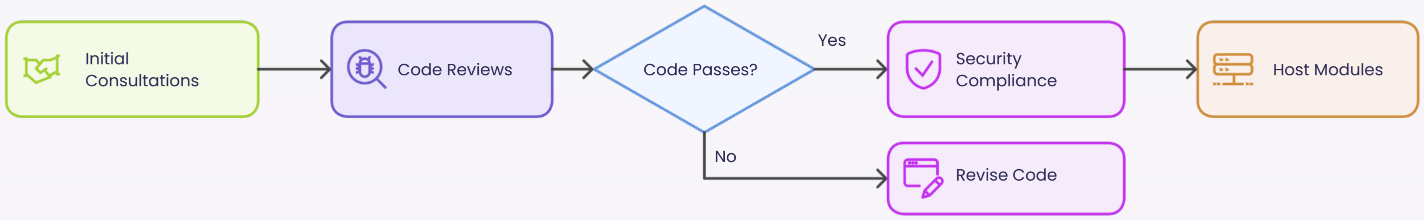
Assurance:
Future Integrations

Development Options:

2. Custom Feature Development

For any features that requires custom development, our preference is always for our in-house team to build the feature. We can take full responsibility for developing new modules, ensuring seamless integration with the existing system. Since we have complete knowledge of the Alumni CRM Platform, this approach guarantees that all components work harmoniously.

If the Misk Foundation would prefer to engage and have third parties to develop features for the platform, we advocate a modular approach. As third parties may not have full knowledge of the platform, we will be required to act as integration consultants. Our consulting services will guide third party developers on how to integrate with our system effectively. This includes initial consultations to align with our architecture, code reviews by our in-house development team to ensure quality assurance, and compliance with our security standards. We will also host the new modules on our infrastructure, scaling it to meet the evolving needs of the platform. The pricing for our consulting services will be determined based on the required resources.



Team Members and Expertise

Capital Placement prides itself on having a world class team of highly skilled professionals who are dedicated to delivering excellence in every project we undertake. Our team for the Misk Traineeship Program CRM solution comprises individuals with diverse expertise and a shared commitment to innovation and client satisfaction.

Team Members and Expertise

CTO: Niranjan Thampu

With 12 years of experience in project management and a proven track record of successfully delivering complex IT solutions, including the current Misk Traineeship Portal, Niran will oversee all aspects of the project, ensuring seamless coordination and timely execution.

Project Managers: AJ Potdar and Vinay Vimalan

AJ, a qualified lawyer and accountant with an MBA from Oxford University will be the primary project manager on this project. He will be working alongside Vinay Vimalan, the CEO of Capital Placement.

Technical Lead: Surija Srikumar

As the Technical Lead, Surija brings 10 years of expertise in cloud computing, AI technologies, and CRM systems development. She will be responsible for guiding the technical implementation of the CRM solution, leveraging her deep technical knowledge to overcome challenges and optimize performance.

Technical Consultant: Scott Perham

An experienced Cloud Solution Architect and former Microsoft employee, Scott brings over a decade of expertise in the technology industry, driving innovative and scalable IT solutions. As the Technical Consultant, Scott leverages his technical acumen and hands-on approach to ensure the project's success.

AI Researcher: Dr Niro Yogendran

A medical doctor and PhD candidate at Imperial College London, Niro will be our lead AI Researcher on this project. He will working with our engineers on developing our machine learning capabilities of our AI engine.

Capital Placement 08246863 London, UK

Team Members and Expertise

Software Engineers: Amr Ismael, Mohammed Agina, Isaac Chukwuka, Abdul Jaweed, Anannyo Dey, Paul Ok, Suvankar Das

Our team of highly skilled engineers, has over 15 degrees and over 50 years of combined experience in software development/ computer engineering, with a focus on creating scalable, robust, and user-friendly solutions. They will be instrumental in translating the project requirements into tangible deliverables, ensuring the seamless functionality and reliability of the CRM system

Data Analyst: Pradeep Givaji

With a background in data analysis and business intelligence, Pradeep will play a pivotal role in extracting actionable insights from the CRM data, enabling the Misk Traineeship Program to make informed decisions and drive strategic initiatives.

UI/UX Designer: Ravindi, Timi and Samuel

Our UI/UX designers bring a wealth of experience in creating intuitive and visually appealing interfaces that enhance user experience. Ravindi will collaborate closely with stakeholders to ensure that the CRM system not only meets functional requirements but also delights users with its ease of use and aesthetic appeal.

Collectively, our team members bring a wealth of experience, expertise, and passion to the table, and we are committed to leveraging our collective strengths to deliver a customized CRM solution that exceeds your expectations and drives success for the Misk Traineeship Program

Capital Placement 08246863 London, UK

Thank You