

myhr.guru

Advising Your Workplace Needs

Rising Workplace Concerns

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- We're in a social climate where we need to make big changes in the workplace
- Sites like Medium & Glassdoor allow for the airing of companies' dirty laundry
- Recent scandals at Uber & Google give us insight into current conditions

Ellen Pao: Has Anything Really Changed for Women in Tech?

NY Times Opinion Article

"Just another crummy, mismanaged corporation in tech startup clothing"



Glassdoor review

I am an Uber survivor.

Medium post on Uber experience

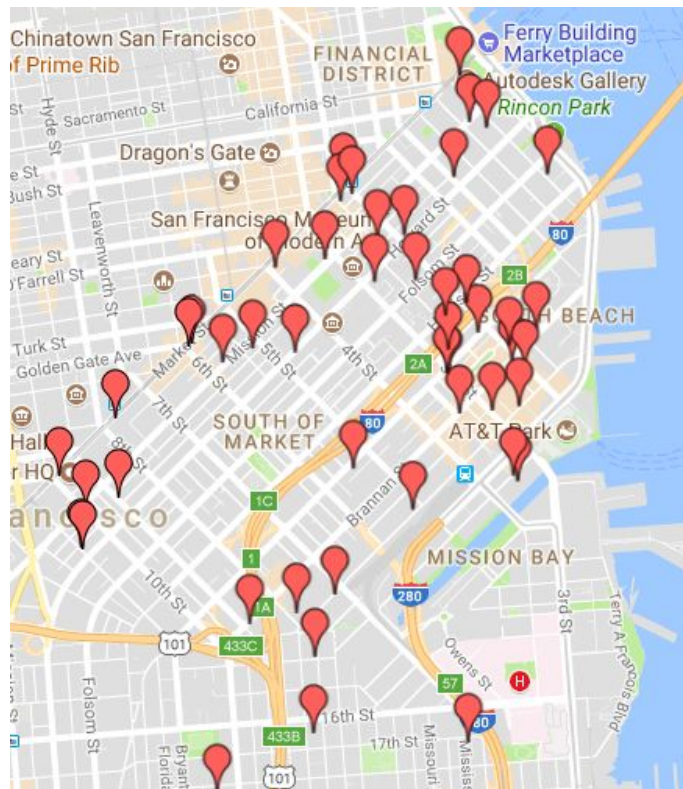
Is there representation out there?

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- Do employees have representation in the workplace that are actually looking out for them?
- Would employees feel more comfortable if they had access to a Human Resources specialist that was dedicated to their needs?
- Would current HR representatives want to provide assistance to employees not within their own company?

Market Space

- Around 15,000 startups in the SF Bay Area alone
- Half of these startups have less than 30 employees
- Typical size to hire an HR representative is **40 employees**



Startups in SOMA

myhr.guru

myhr.guru puts you in direct contact with experts

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- Have one-on-one conversations with seasoned HR specialists
- Privately message experts via a mobile app
- Ask public questions to the community for support
- Build skills and confidence to take back to your workplace





Experts support the community (and get paid)

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- HR experts work remotely
- Contribute to the community by providing their expertise
- And get paid for their contribution



Persona Name	Persona Characteristics
Michelle Tan	<i>Product Manager at an East Bay startup.</i>
	<p>Passionate about her job:</p> <ul style="list-style-type: none"> • Loves the opportunity to work for one of her favorite companies. <p>Has concerns about upper management's organization:</p> <ul style="list-style-type: none"> • She didn't receive feedback on her quarterly goals, despite the quarter ending 5 weeks ago. <p>Is unsure about how to approach this concern:</p> <ul style="list-style-type: none"> • She typically reaches out to her manager regarding concerns, but since her company does not have an HR team she thought she would schedule a 1x1 with her manager. • Her manager has been avoiding her meetings, continually rescheduling.
	Persona Goals
	<ul style="list-style-type: none"> • Wants to make it the Senior PM role (both a pay and status bump) • She wants to stay working on the consumer facing side of the product. • Speak up for herself and show that her work has proven her dedication to the role.

Persona Name	Persona Characteristics
<p data-bbox="104 134 262 164">Sam Gupta</p> 	<p data-bbox="759 134 1406 164"><i>Data Analyst at an Silicon Valley ‘unicorn’ startup.</i></p> <p data-bbox="759 208 1164 239">Eager and willing to work hard:</p> <ul data-bbox="794 244 1789 383" style="list-style-type: none"> ● Recently started at his position ● Since he’s new to the company, he’s acclimating to the dynamics of the office. ● Wants to show that he’s dedicated. <p data-bbox="759 426 1261 457">Hesitant about his health care options:</p> <ul data-bbox="794 463 1808 566" style="list-style-type: none"> ● Is having trouble picking between four health care plans. ● When he reached out to the Head of HR for help, they said that he would have to pick out the option himself. <p data-bbox="759 610 1107 641">Frustrated and concerned:</p> <ul data-bbox="794 646 1818 785" style="list-style-type: none"> ● He made an offhand remark to the VP of BI about the inadequacies of HR ● He soon found out from a colleague that the VP of BI and the Head of HR are close fishing buddies. ● He fears that they have spoken to each other about the remark. <p data-bbox="759 817 966 848">Persona Goals</p> <ul data-bbox="794 881 1827 1019" style="list-style-type: none"> ● Wants to diffuse any bad intentions from the initial remarks he made. ● Wants to know what to say to both the Head of HR and VP of BI. ● Since he’s never the best with words, would like some coaching on how to approach this.

Dedicated to helping you

- Other platforms include suites that try to incorporate all facets of HR: payroll, hiring, etc.
- myhr.guru is a simple solution that only wants to help **you** - the employee
- Dedicated to personal & professional development



1st employee-focused advice app

- With the growth of advice apps: therapy, doctors, conversational
- myhr.guru will be the first to be employee focused



Risks involved

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- Assumed that employees at smaller companies are having negative experiences in the workplace
- Assumed that employees are willing to pay for one-on-one coaching
- Assumed that the existing platforms (who already have a market share) don't pivot

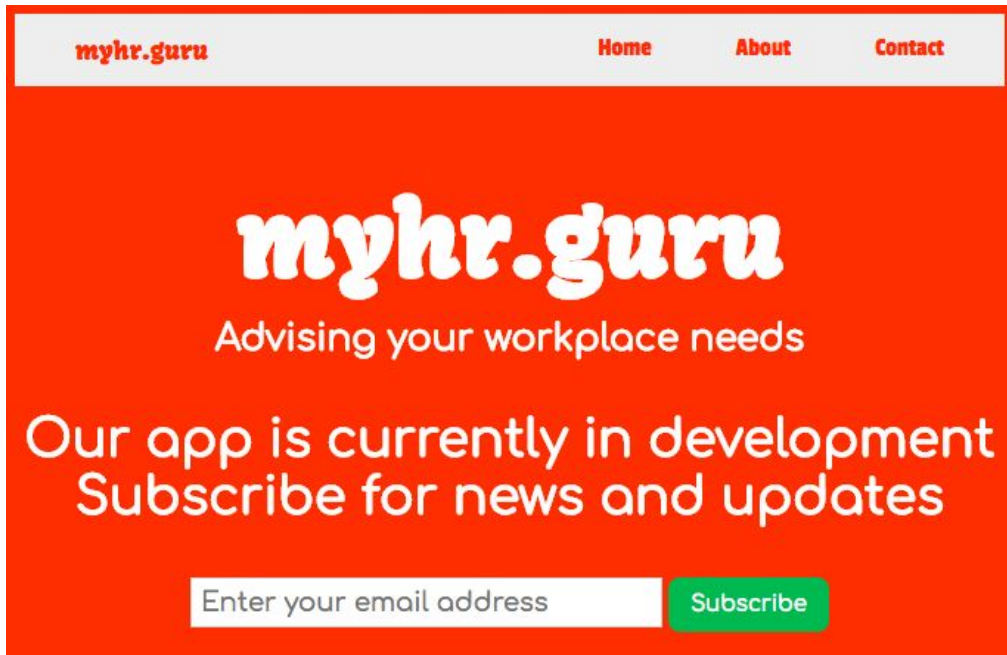
Features & Timeline

Landing Page MVP

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MVP

- Before building all of the features that would make this possible, I'll need to show that there's interest in the product itself. I will build a Proof-Of-Concept landing page for the product myhr.guru.
- Interest is split between two populations
 - Customers
 - Contractors



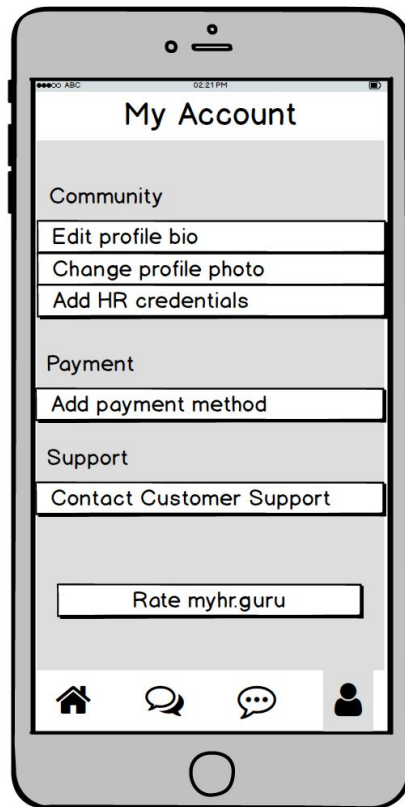
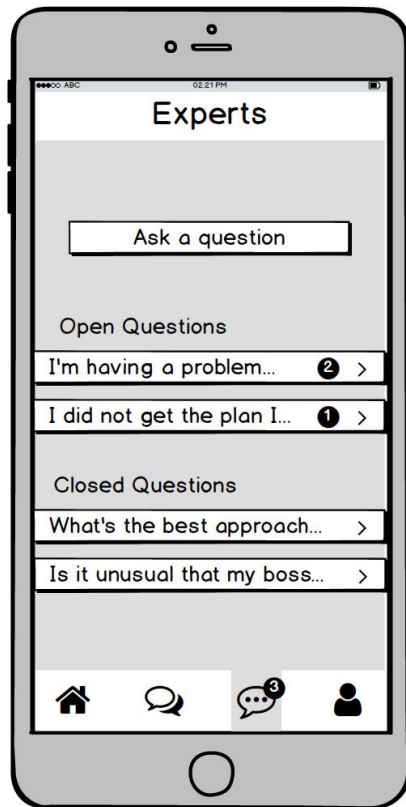
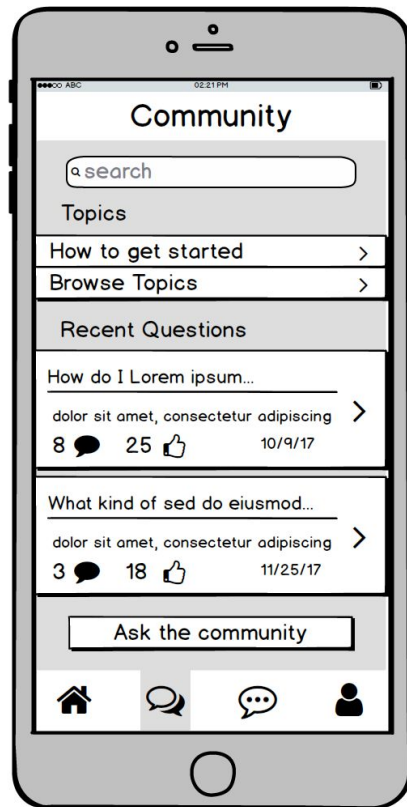
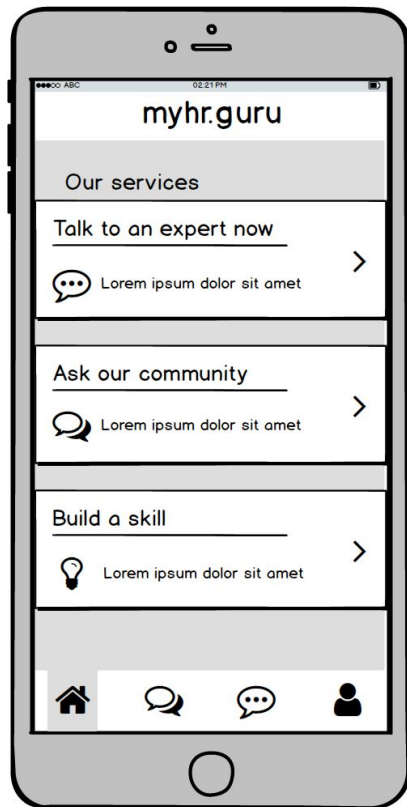
Features

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- Customer-facing Chat (mobile app)
- ~~Contractor-facing chat (mobile app)~~
- Contractor-facing chat (web)
- ~~Video Chat~~
- HR Contractor scheduling platform
- Customer-facing Ratings feature (mobile app)
- Website for contractors to access web chat, manage schedule
- Mobile app for customers to contact HR specialists
- Customer support for customers on mobile app
- ~~Customer support for contractors on website~~
- ~~Interactive map to manage regional contractors to ensure national coverage~~
- Ability to attach files (.pdf, images, embedded videos) to chat.

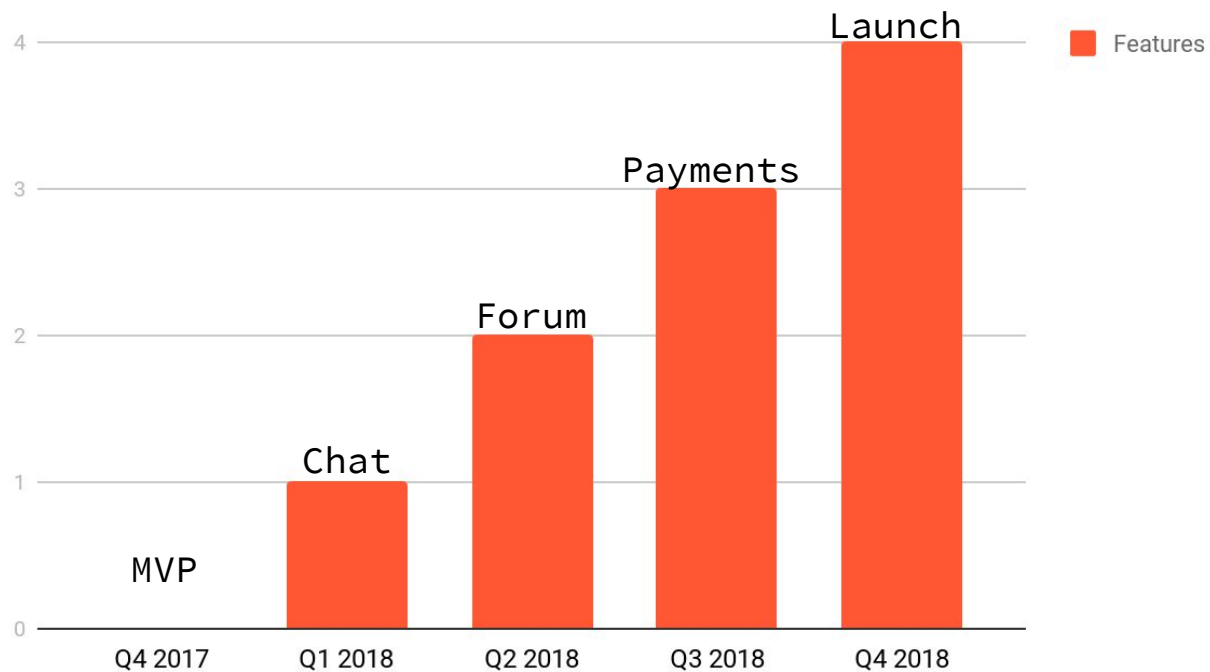
+1: Community (mobile app)

Features: Mockup



Timeline

Features built



Conclusion

Build the app that helps employees

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- To create better experiences in the workplace, employees need advice and assurance in their decisions
- More confident employees, means happier and more productive employees
- Build the app that fosters care
- Potential for employers to subscribe to the service
 - Inexpensive compared to hiring a full-time HR rep



Questions?