

Company Name: TalentWiz.ca  
Logan Houston | Queen's Commerce | Year: 2015

MUST STAY ON ONE PAGE - DELETE GRAY TEXT BELOW AND WRITE IN BOX (BULLET POINT FORM in FONT SIZE 8)

<div>PROBLEM</div> <div><div>Business Problem</div><ul style="list-style-type: none"><li>Small-mid sized businesses currently pay on average of \$1,300 more per hire than large companies.</li><li>47 % of small-mid sized businesses can not find qualified applicants</li><li>This is because they do not have access to an affordable recruitment system.</li></ul></div> <div><div>Job Seekers</div><ul style="list-style-type: none"><li>The traditional resume is vastly outdated and should be replaced. Job seekers currently do not have a medium to highlight they're skills and accomplishments in a digital manor.</li><li>Job seekers have no way to track applications, and 53% of job seekers report a poor hiring experience</li><li>Job seekers must recreate a profile for each company they apply to.</li></ul></div>	<div><div>SOLUTION</div><ul style="list-style-type: none"><li>Our software automates the job distribution to job boards (e.g monster), organizes applicants by job, turns electronic resumes into a filterable profiles, recruitment pipeline (e.g screened, phone screen, interview, hire), allows for team collaboration, automates scheduling interviews.</li><li>Our platform provides job seekers with the ability to create a unique career portfolio that is otherwise unavailable in the market</li></ul></div> <div><div>KEY METRICS</div><ul style="list-style-type: none"><li>Sales</li><li># of Users</li><li>Website traffic</li><li># of Jobs Posted</li><li># of Candidates</li></ul><div>The tools that I have built into the software track all data automatically.</div></div>	<div>UNIQUE VALUE PROPOSTION</div> <ul style="list-style-type: none"><li>TalentWiz helps companies make better hiring decisions, faster, easier, and cheaper.</li><li>TalentWiz achieves this by changing the way hiring is done, by combining an applicant tracking system, with unique candidate career portfolios and advanced candidate filters.</li><li>Improved Candidate experience, is improved by allowing candidates to track applications, receive updates, use TalentWiz profile for multiple companies</li><li>Job seekers can create a unique career portfolio that not only highlights their experience, but also displays projects that they have completed throughout their career highlighting their capabilities in a digital manor (videos, pictures, documents etc.).</li></ul>	<div>UNFAIR ADAVANTAGE</div> <ul style="list-style-type: none"><li>We are the only hiring software platform that takes the approach of portfolio based hiring.</li><li>This provides companies with a 360 view of a candidate, increased filtering capabilities, and improved candidate experience throughout the hiring process</li><li>We are currently the only platform in the market that provides portfolio based hiring</li></ul> <div><div>CHANNELS</div><div>Customers Acquired via Sales</div><div>LinkedIn Sales Navigator</div><ul style="list-style-type: none"><li>The primary decision makers in an organization to purchase hiring software are HR managers</li><li>I have been leveraging LinkedIn to identify companies, and who is the HR rep in the company.</li></ul><div>Other Potential Channels to Prospect</div><ul style="list-style-type: none"><li>SEO, Tradeshow, Partnering with professional organizations, marketing</li></ul></div>	<div>CUSTOMER SEGMENTS</div> <div><div>Businesses</div><ul style="list-style-type: none"><li>Our primary customer segment is small-mid (50 – 1000 employees) sized businesses. However, as we grow, our solution will be very attractive to larger businesses.</li><li>This is a market size of 25,000 in Canada, and 250,000 in the United states</li></ul></div> <div><div>Job Seekers</div><ul style="list-style-type: none"><li>Job Seekers are able to create a unique portfolio that highlights not only their work experience but the projects they have finished. Providing a 360 view of their professional life. This can be shared with potential employers to evaluate</li><li>As our network of businesses grow we will provide a lot of value to job seekers as they will be able to apply to jobs directly from Talentwiz with their unique portfolio.</li></ul></div>
<div>COST STRUCTURE</div> <div><div>Customer Acquisition Costs</div><ul style="list-style-type: none"><li>This is hard to say as my sales and customer acquisition has come through the process of outbound sales and I have yet to invest any money into marketing</li></ul></div> <div><div>Resource Costs (Human/Physical/Operating)</div><div>Human: \$2000 / month – currently \$0 – Sweat Equity</div><div>Operating : \$350 / month</div></div>		<div>REVENUE STREAMS</div> <div>SaaS Pricing: \$19 - \$299 / month + Enterprise Pricing</div> <div>Revenue Sharing: 15%-50% Per job posted to (Indeed, ZipRecruiter Etc.)</div> <div>Future Revenue Streams: Company Profile, Assessments, Background Checks, Screening, Video Interviewing, CampusWiz.ca (Student Platform)</div> <div><div>Revenue/ Gross Margin/Profit</div><div>Revenue: \$900</div><div>Gross Margin: \$864</div><div>Profit: \$0</div></div>		