

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">Small-mid sized businesses currently pay on average of \$1,300 more per hire than large companies.47 % of small-mid sized businesses can not find qualified applicantsThis is because they do not have access to an affordable recruitment system.</div> <div><div>Job Seekers</div><ul style="list-style-type: none">The traditional resume is vastly outdated and should be replaced.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.Job seekers have no way to track applications, and 53% of job seekers report a poor hiring experienceJob seekers must recreate a profile for each company they apply to.</div>	<div><div>SOLUTION</div><ul style="list-style-type: none">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.Our platform provides job seekers with the ability to create a unique career portfolio that is otherwise unavailable in the market</div> <div><div>KEY METRICS</div><ul style="list-style-type: none">Sales# of UsersWebsite traffic# of Jobs Posted# of Candidates<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">TalentWiz helps companies make better hiring decisions, faster, easier, and cheaper.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.Improved Candidate experience, is improved by allowing candidates to track applications, receive updates, use TalentWiz profile for multiple companiesJob 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.).	<div>UNFAIR ADAVANTAGE</div> <ul style="list-style-type: none">We are the only hiring software platform that takes the approach of portfolio based hiring.This provides companies with a 360 view of a candidate, increased filtering capabilities, and improved candidate experience throughout the hiring processWe are currently the only platform in the market that provides portfolio based hiring <div><div>CHANNELS</div><div>Customers Acquired via Sales</div><div>LinkedIn Sales Navigator</div><ul style="list-style-type: none">The primary decision makers in an organization to purchase hiring software are HR managersI have been leveraging LinkedIn to identify companies, and who is the HR rep in the company.<div>Other Potential Channels to Prospect</div><ul style="list-style-type: none">SEO, Tradeshow, Partnering with professional organizations, marketing</div>	<div>CUSTOMER SEGMENTS</div> <div><div>Businesses</div><ul style="list-style-type: none">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.This is a market size of 25,000 in Canada, and 250,000 in the United states</div> <div><div>Job Seekers</div><ul style="list-style-type: none">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 evaluateAs 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.</div>
<div>COST STRUCTURE</div> <div><div>Customer Acquisition Costs</div><ul style="list-style-type: none">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</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>		