

# RECRUIT.ME

A new way to connect talent and employers



## team product pandas

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# The Problem



**RECRUITERS WANT TO FIND TALENT** to fill their roles and **outbound sourcing** is one of the most time-consuming, and at times, challenging, parts of the job.

**TALENTED EARLY-CAREER JOB-SEEKERS** **WANT TO FIND A ROLE**, but they struggle to get **connected** with the right people.



Recruiters are an incredibly under-served market & job-seekers are always looking for new tools to supercharge their job hunt



# What's Out There... and why it doesn't work

FOR RECRUITERS AND EARLY CAREER JOB-SEEKERS

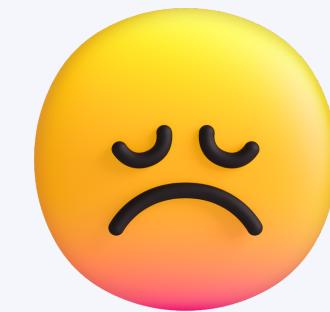
What's currently out there:



application process feels like throwing your resume into a vacuum or a black hole



job seekers feel dehumanized due to the transactional nature of applying for jobs



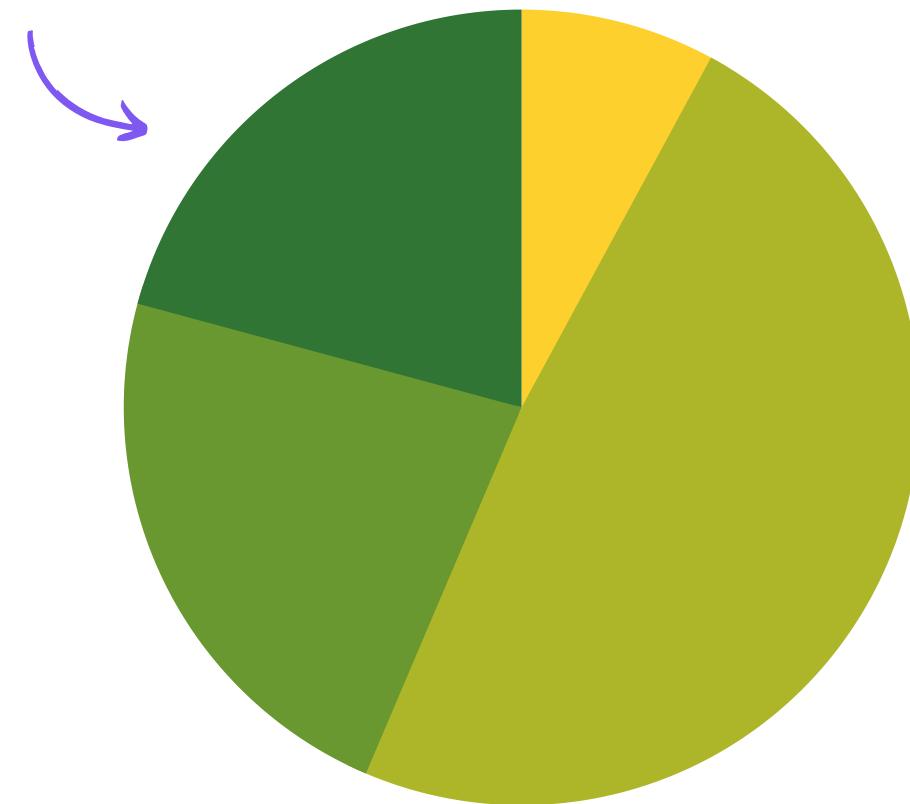
the current tools don't actually facilitate or motivate a 2-way, engaging interaction



# Research & Data

Findings from user interviews and surveys

Sourcing  
Candidates /  
Resumes (20.8%)



At what stage of the recruiting process do you hit the biggest bottlenecks?



“ It's not about having a perfect 100% of the job requirements ”

“ Sourcing is a job in and of itself, but more often than not, recruiters are expected to perform this function on top of recruiting responsibilities. ”

“ Just like in dating, how there's no perfect guy or girl, in recruiting, there's no perfect candidate. ”

# Our Solution



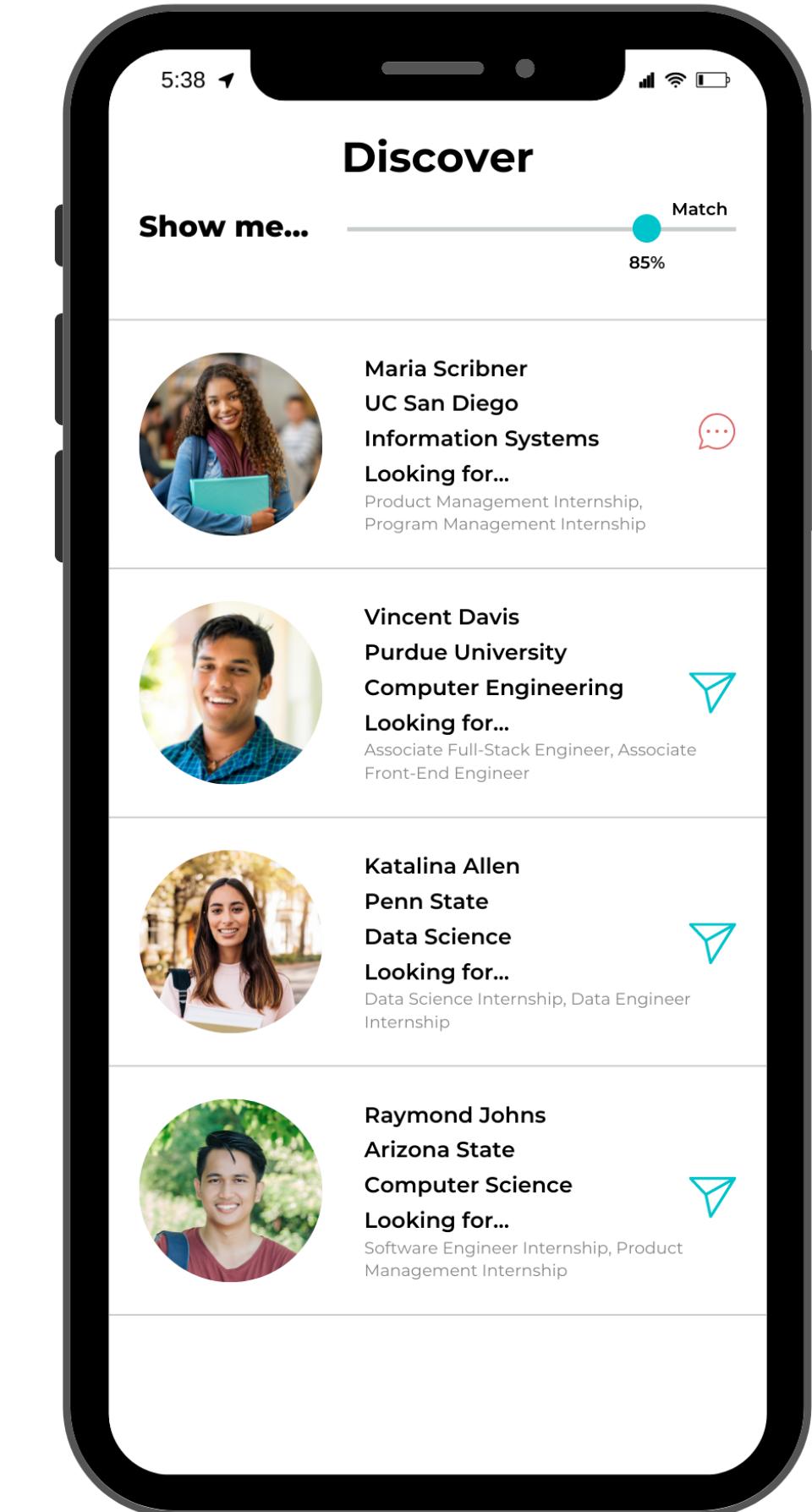
## A mobile app-based platform...

*where recruiters and job seekers*

- can create profiles that state who they are and what they're looking for
- find opposite users to connect with i.e. recruiter finds talent
  - filter their findings by a percentage match of their profiles

*and that will*

- streamline the candidate [outbound] sourcing process for recruiters
- provide a way for job seekers to directly connect with recruiters
- facilitate 2-way, engaging interactions



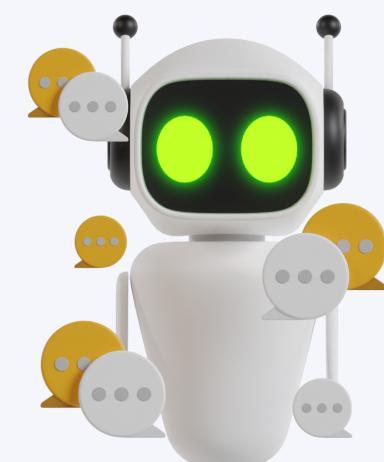
# Key Value Points

**WHAT MAKES THIS DIFFERENT AND WHY IS IT BETTER?**

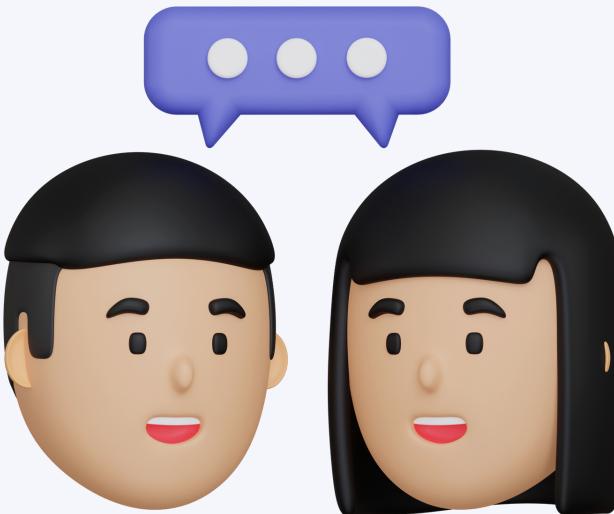
**streamline outbound  
sourcing**



**interact with people,  
not robots**



**eliminates the  
awkwardness**



**take a more social  
approach**



# Defining the MVP

## WHAT DO WE NEED TO LAUNCH?

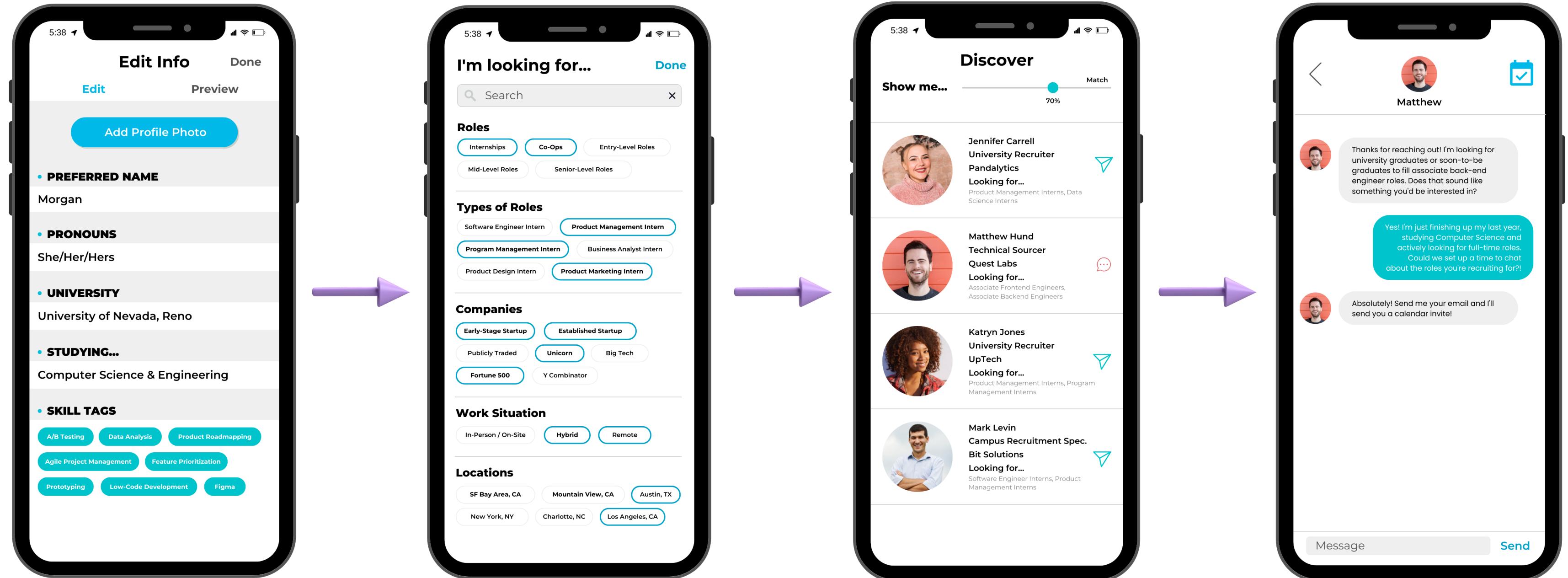


- Profile Builder Page – Early Career Job-Seeker POV
  - Name
  - University
  - Studying
  - Skill Tags
- Profile Builder Page – Recruiter POV
  - Name
  - Company
  - Job Title
- "Seeking" Page – Early Career Job-Seeker POV
  - Roles
  - Types of Roles
- "Seeking" Page – Recruiter POV
  - Career Levels
  - Roles
  - Skills
- Percentage "Match" Toggle/Filter
- Discover Page
  - "Like/Express Interest" functionality for recruiters
  - "Express Interest/Send Resume" functionality for job seekers
- Messaging functionality

# A Closer Look at Our Solution



User Flow – Job Seeker POV



Building a profile

Fill out "I'm looking for..."

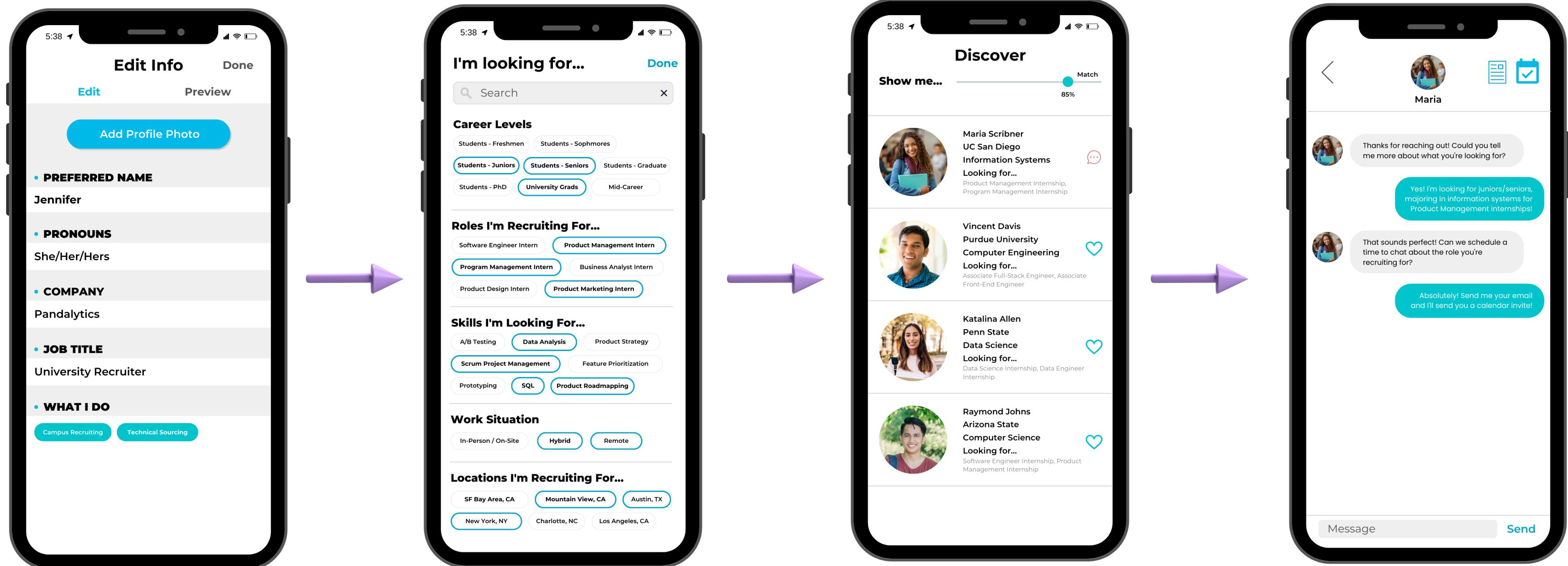
**Discover** what you're looking for

**Connect** with **who** you're looking for

# A Closer Look at Our Solution



User Flow - Recruiter POV



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# Business Model



## Freemium Subscription Model

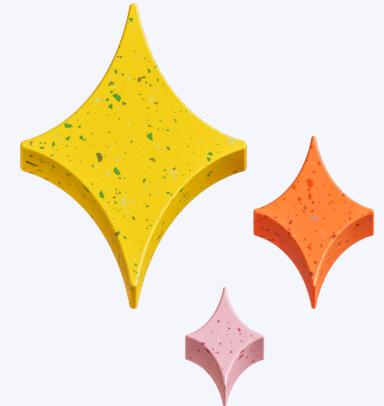
In this case, especially, accessibility is important. Anybody should be able to use this app.



## Premium Features

- Personalize "express interest" actions
- Temporary Boost on the Discover Page
- "See Who Expressed Interest in You" Peek Functionality
- "You were viewed by [insert name], Recruiter looking for X role"





# Key Performance Indicators

For us to measure, post-launch

## App KPIs

User Growth Rate

# of Downloads

Retention Rate

# of Subscriptions

Sessions

## Talent Acquisition KPIs

Daily Active Users

Monthly Active Users

Churn Rate

Sourcing Channel Efficiency

## Job Hunting KPIs

% of "Matches" from Discover

"Match" → Offer Conversion

**THANK  
YOU FOR  
LISTENING**



**Q & A**

