

# The Career Fair Revolution

**job[fit]**

*fit forward*

# Concept

## A standard career fair...

- is costly
- is time-consuming
- is limited in its scope of participants
- often attracts the wrong students
- does not do a good job of representing startups and small companies
- makes it hard for students to meaningfully connect with the right potential employer and vice versa
- only focuses on one geographic area

## [fit]...

- costs less than half as much
- requires much less time, effort, and planning
- allows more participants
- filters the inflow of students
- levels the playing field for startups and small companies
- does away with geographical limitations

job[fit]

fit forward

students



employers



career centers



fit forward





students



- ☐ Stanford University
- ☐ Harvard University
- ☐ Princeton University
- ☒ Yale University

employers



career centers



fit forward

job[fit]  
fit forward

university

what colors do you wear



major

what do you study



desired location

where do you want to live



job form

full/part/internship



fit forward



job[fit]  
fit forward

[fit]s

basic company profile... [More...](#)

company name and pitch

size  
work  
location  
culture

0:00 / 4:59

website

Want the best  
company culture and  
job fit? Sign up.

Tool tip



take the [fit] filter  
quiz

Tool tip



basic company profile... [More...](#)

company name and pitch

size  
work  
location





## the profile

### size

how many employees



### work

what do you do



### location

where do you work



### culture

company identity



fit forward



## the job basics

### universities

select from list below



### majors

select qualifying majors



### location

where is the position



### job form

full/part/internship



fit forward

[fit] filters

personal

desirable qualities



involvement

select depth level



academics

desired class standing



skills

technical needs



fit forward



# Market & Customers

- **Market:** job-placement (ie. job search, recruiting, career fair, and career development)
- **Customers:** college students, employers, career centers, recruiters, advertisers,
- **Value:** Rather than pay \$900 and 4 hours to reach 100 qualified students from a single university, pay much less to reach thousands of qualified and interested students from the best universities for longer periods of time.

job[fit]

# BUSINESS MODEL CANVAS

## **Value Proposition**

Promote an enhanced career fair experience for both employers and employees, saving time, money and frustration.

## **Key Partners**

University Career Centers, Employers, Recruiters/Headhunters

## **Key Activities**

Create a filtering process on our website that facilitates useful connections between employers and employees.

## **Cost Structure**

Marketing and sales, technological support, data server.

## **Revenue Streams**

Fixed price listing fees and subscriptions, data sales to recruiters and career centers, and advertising.

# Competitors

- Informational for customers
- Sites that foster more exposure of applicants and employers

CareerBuilder

Virtual career fair

VirtualJobFairHosting

- Essentially a job listing

JobFairUSA

LocalHires

NationalCareerFairs

