



NXTPITCH

CHANGING HOW YOU HIRE

Mission Statement:

Internships are meant to provide students with the most knowledge possible. We'll connect you with the company where you have the potential to learn the most and have the greatest impact.

Market Opportunity:

The majority of university students rely on their campus career center to discover and connect with companies. Specifically, the career fair is a great opportunity for in-person interactions between students and recruiters; however, there is limited diversity in regards to the companies that attend these events. Many smaller companies and startups do not have the resources for the time and money required with attending these fairs. Because of this barrier to entry, startups are at a disadvantage when trying to recruit at the university level, which hurts students as well.

Solution:

We are proposing a new platform that facilitates contact between students and smaller companies those students wouldn't usually hear about. We believe that the best way to execute this vision is to create a platform similar to the campus career fair. Those events allow recruiters to see for themselves how well a student would fit in the culture of their company, a quality especially valuable for a potential employee at a startup. The platform will allow students to post videos of the same pitches they give at career fairs, allowing startup recruiters and students to get the career fair environment anywhere, anytime. After the pitches are posted, students can then ping companies that they are interested in. Vice versa, companies will be able to do the same, giving a two-way approach that isn't usually present on traditional recruiting platforms and events. We believe this solve the issues of the status quo for the following reasons:

Startup Solutions:

University Recruiting Program:

Issue: Since startups don't usually have the funds to come to career fairs, many students haven't heard about startups and therefore won't apply to them. This puts startups at a disadvantage as interns can provide a fresh perspective at a fraction of what a full-time employee would cost.

Solution: Startups no longer have to travel to each university they want to recruit from; they can simply search through the students on the platform. Furthermore, we have an in-built search feature that allows companies to parse based on major, university, and skills, allowing companies to take a more direct approach to their recruiting efforts.

Competition:

Issue: Even if a company has the funds to travel to a career fair, they have to compete against many large companies, reducing their exposure and the value of attending such events.

Solution: We intend on having this platform for solely smaller companies; therefore, these companies don't have to compete for the attention of students against larger companies. This will allow for them to attract much more talent.

Marketing Efforts:

Issue: Connecting with college students provides for a great way to market your product, especially during one-on-one conversations such as those at career fairs. However, since these companies don't have developed university recruiting programs, they're forced to resort to other efforts to expand at this level.

Solution: We encourage the recruiters to communicate with as many students as they can; even if a conversation does not lead to an offer or a potential employee, each student a recruiter talks to will be another student interested in their vision.

Student Issues:

Startup Experience:

Issue: When looking for internships, students often only apply to the largest high profile companies because they haven't heard of smaller companies and startups. The issue is that the value associated with those internships is often much more; they get more one-on-one attention and have the potential to make a tangible impact on the company.

Solution: On this platform, students will not be distracted by large, high-profile companies. We will ensure that this platform is filled with companies that intend on giving interns real jobs that will have real impacts on the ideas they're building.

Plan of Action:

Our plan for attracting users can be divided into two different parts: our company workflow and our student workflow.

Student Workflow:

We'll begin by contacting all of our friends about the application and ask them to join our mailing list. We also plan on having the following incentive program:

1. If they sign up for the mailing list, we'll enter them into a \$100 Amazon Gift Card raffle and give them an evaluation of their resume based on an ML extension to NXPitch we built at CalHacks.
2. If they agree to refer other people, we'll build them a personal ".nxtpitch.com" domain.
3. Every single time they refer a friend to us, they'll be given a \$1.

Once we have about 20-30 students on the platform, we'll start talking to companies about asking them to join. After we have some interest there, we'll start publicizing to the larger UCLA CS Community.

Startup Workflow:

To attract companies, we plan on contacting companies from the following places:

Angellist, KPCB, HackNY Companies: Look up all the companies that are listed here and contact them with our idea and if they would be interested in a partnership.

Startup UCLA Accelerator: Find and connect with all of the companies that went through the Startup UCLA Accelerator and see if they would be interested in using the platform. We can use this approach with companies from other accelerators too such as TechStarsLA, YCombinator (may be a stretch).

Startup UCLA Fellowship Companies: Two years ago, Bruin Entrepreneurs and it's USC counterpart hosted a fellowship for 6-7 startup companies. We can approach those companies and see if they would be interested as well.

Startup Fair LA: Every year, there is a career fair hosted for startups at UCLA; we can connect with those companies as well.

Once we have a solid foundation of companies that are interested, the best approach would be to get to VC's that invest in startups. If we can convince them of our product, we could ask them to ask all of the companies they've funded to use our application for recruiting efforts.