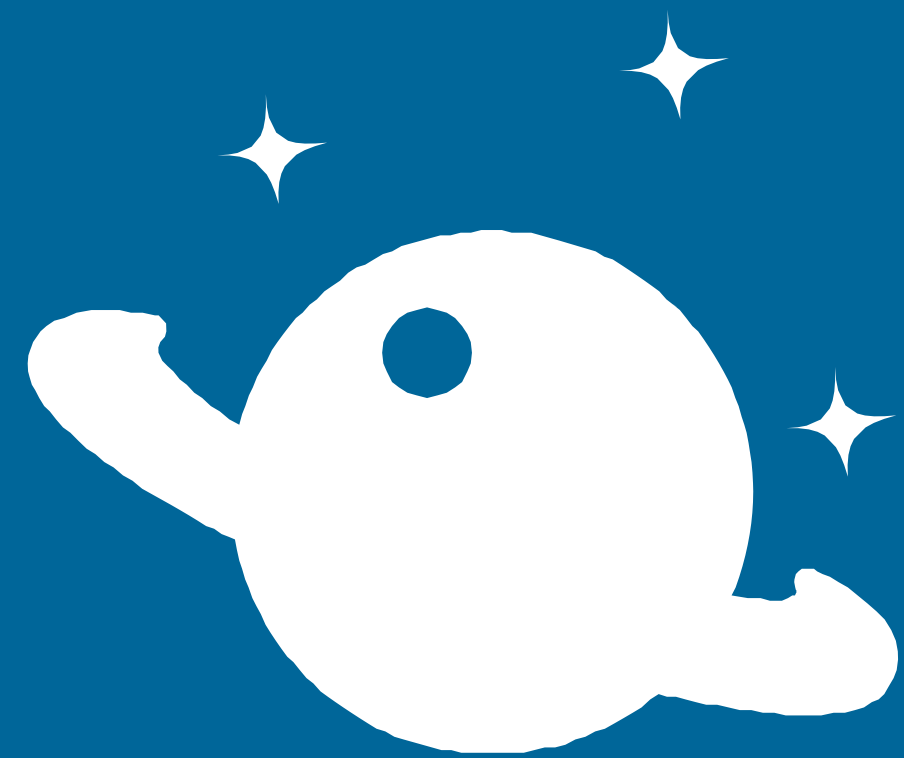


itopix.io

Discover IT Utopia: where
talent meets opportunity



Limited sources for finding working opportunities on the market available for local freelancers and tech sector workers

Absence of a unified tech community for promotion of tech sector and innovations in Azerbaijan

Difficulties in candidate search and interaction between recruiting and candidate parties, as well as absence of reporting tools for HR

A platform that:

- ④ **Unites freelancers and employees of the tech sector as well as businesses**
- ④ **Grants advanced recruitment opportunities**
- ④ **Has fixed-price estimates that don't break the bank**
- ④ **Approach as a social media concept**

Market validation:



Jobsearch.az

160+

Companies Publishing

~115

Monthly Vacancies

- focused on “vacancy” postings without interaction
- no direct contact
- magazine typed approach



LinkedIn

670k

Users in Azerbaijan

- broad reach
- un-segmented community

djinni.co

djinni.co

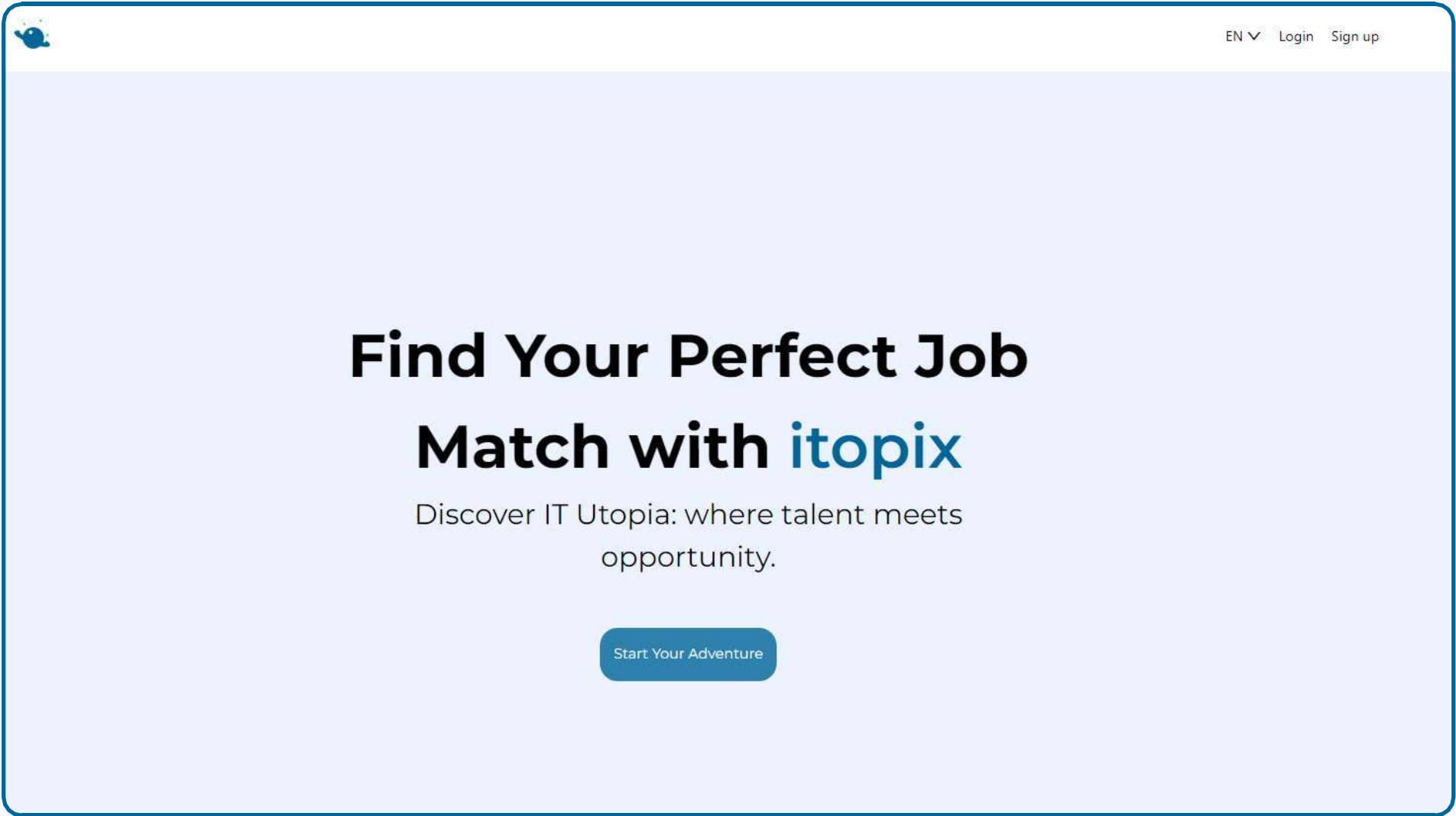
10k

active profiles

7%

fee rate from yearly salary of
hired candidate internally

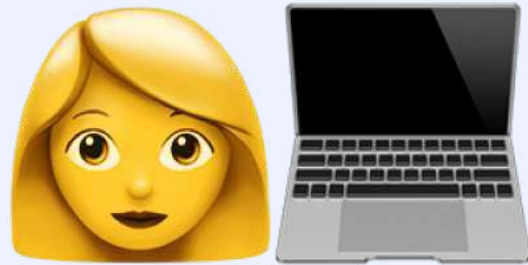
- tech marketplace
- high registration rate from Azerbaijan (2826)
- 100,060 yearly job postings



Traction since launch:

(03 April 2023 - 25 May 2023)

itopix.io



1150+ users

With minimum investments
on marketing



22 companies

Agreed to integrate their tech
recruiting to our platform



~15_{GB} data

Valuable data generated
during less than 4 months

Competitive advantages:



Profile system

Our platform is generated through both involved parties creating a profile, which gives recruiters all the necessary information about a user as well as the user gains the same advantage. You can always view applied vacancies and profiles applying on your vacancies



Feedback rate

In order to keep credibility criteria for both users and businesses, at the end of every finished project we integrated feedback sessions in the face of branded signs. The following signs are appeared on the pages of both parties.



Segmentation

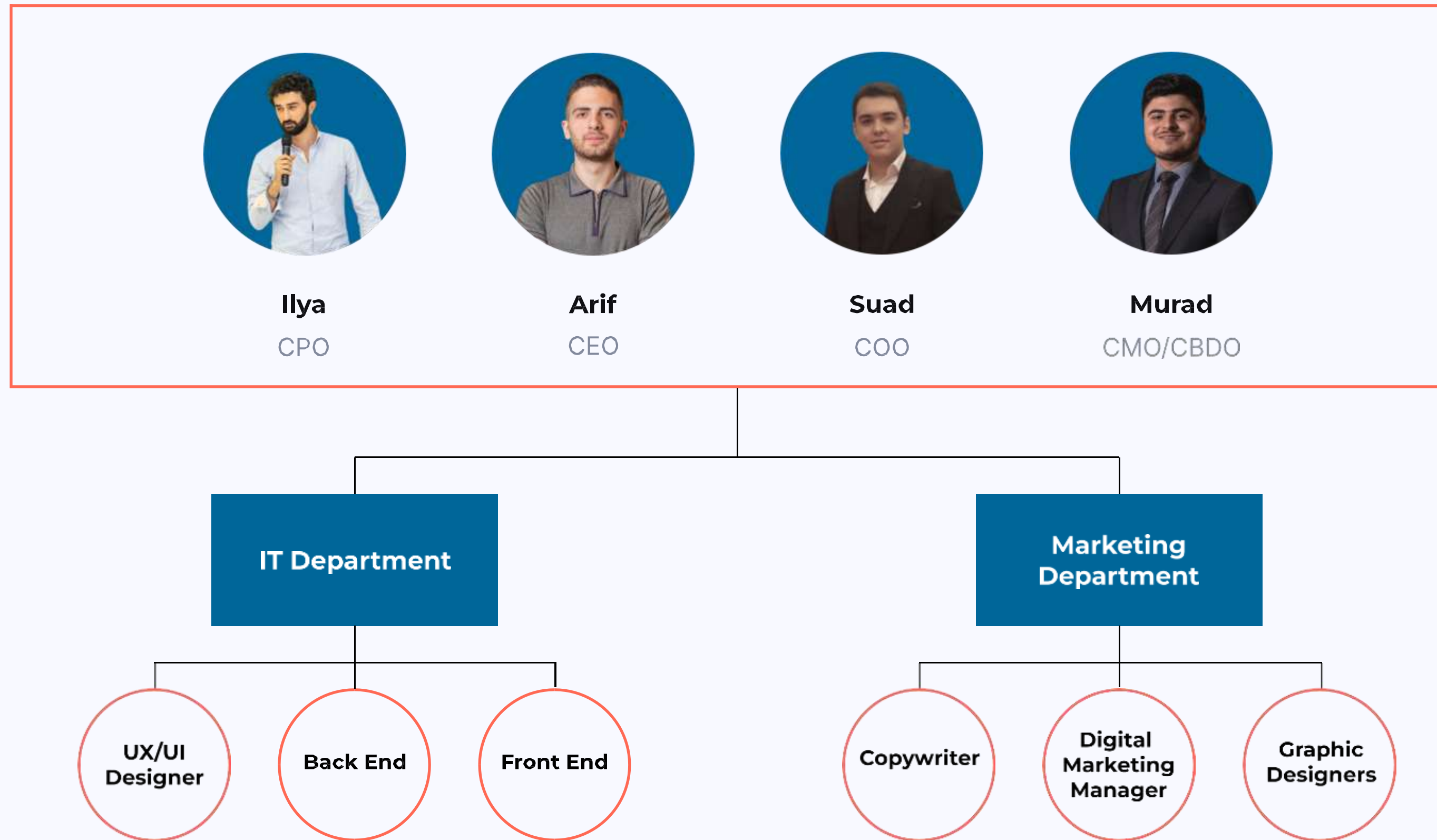
Our platform is segmented directly for the tech sector, which gives involved parties opportunities to easy search and interact directly within their sphere of interest.



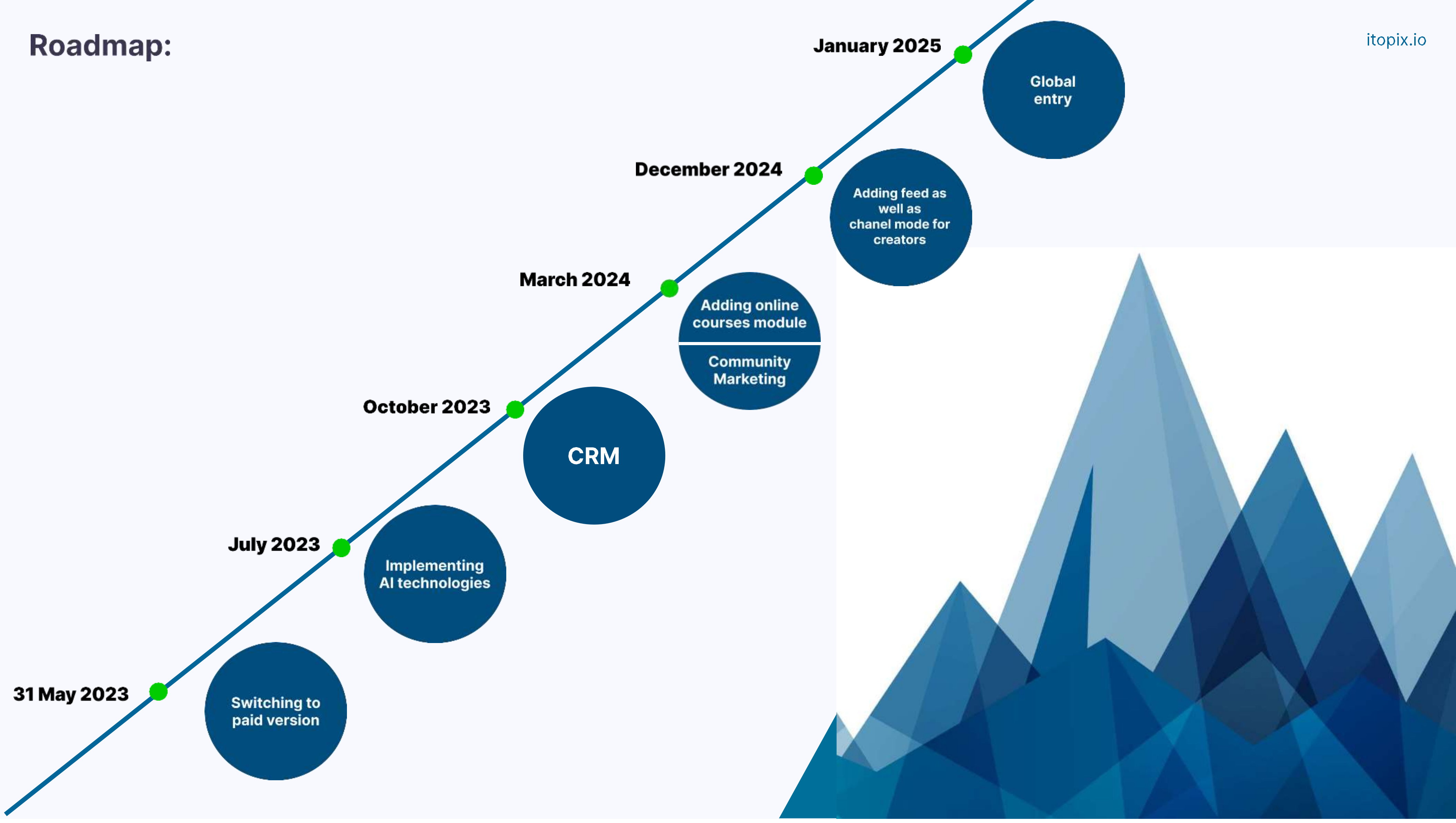
Vision

Our vision is to revolutionize the tech recruiting industry by offering a personalized platform that connects top tech talent with the best companies. Through innovative social media strategies and content generation, we aim to become the go-to brand for both job seekers and employers in the tech sector. In addition we target a full creation of a new social media designed for tech sector community.

Team:



Roadmap:





- Collaboration in product development of CRM system for HR analytics



- Technical support in terms of product implementation and development

We are looking to grow to 10K+ users this year

12.5k\$

Investment so far

By participating in Pasha Holding's internal KICKBOX acceleration program, our project advanced to the blue box stage receiving the mentioned amount.

We are expecting presenting pitch presentation for further investment raise in the start of June.

KICKBOX[®]



200k+

Users by end of 2025

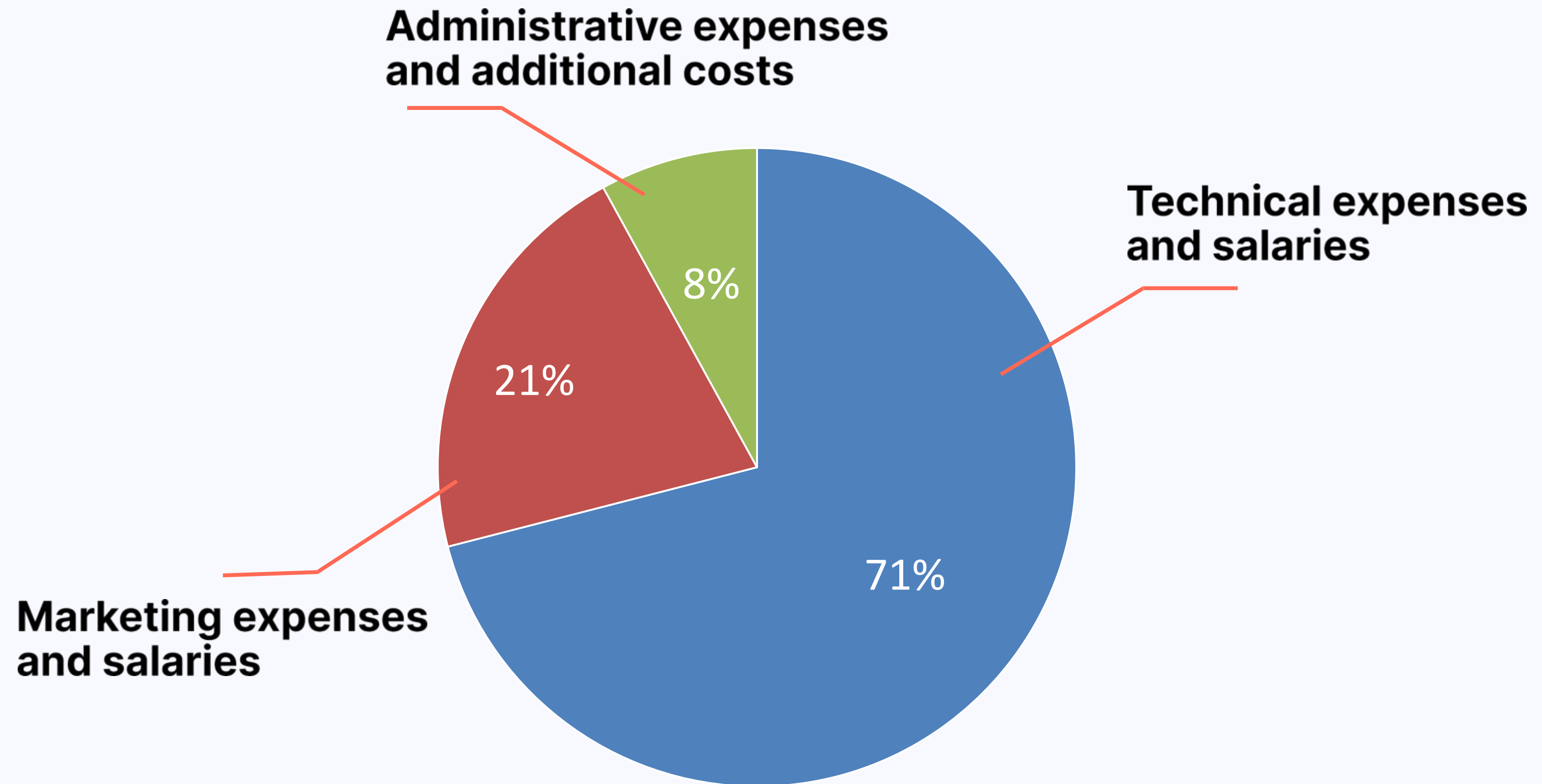
We are hoping to grow rapidly this year

86,400\$

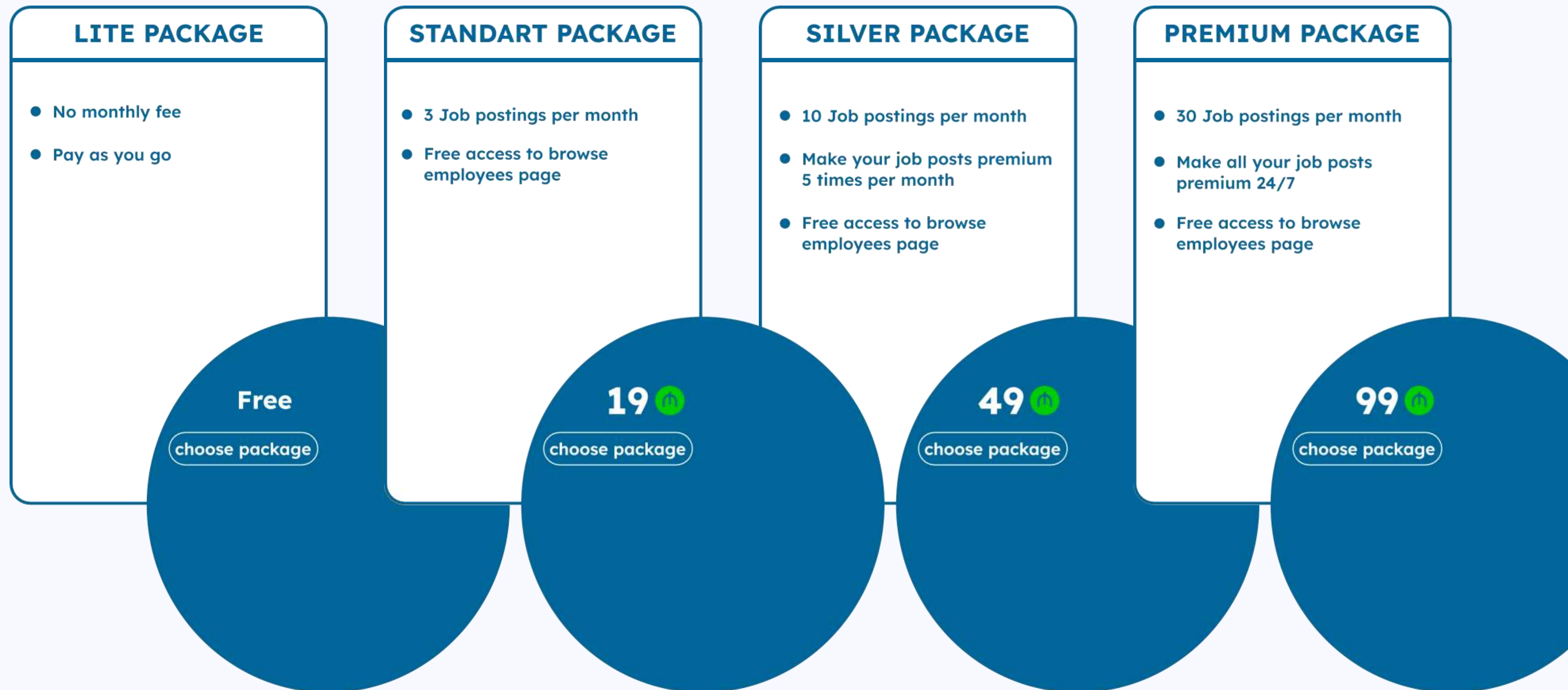
ME 2024-2025 Revenue

Requested investment:

Total ≈ 70.000\$



Packages:





Thanks for attention !

Connect with us:



Instagram



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Facebook

Email us at: marketing@itopix.io

Number for calls: +994512150909