

Choose & Move

Anywhere

Where do you see yourselves in 6 months?



Content overview

01

**Problem vs.
solution**

02

**Product
overview**

03

**Product
Demo**



Introduction

Bootcamp students always ask how much could they earn in their first job after finishing. What is the salary in the market?

How to help the Career department with this inquiry?
Well, very **easy**...

You need our app: **Choose&move!!!**



01

Problem vs. solution

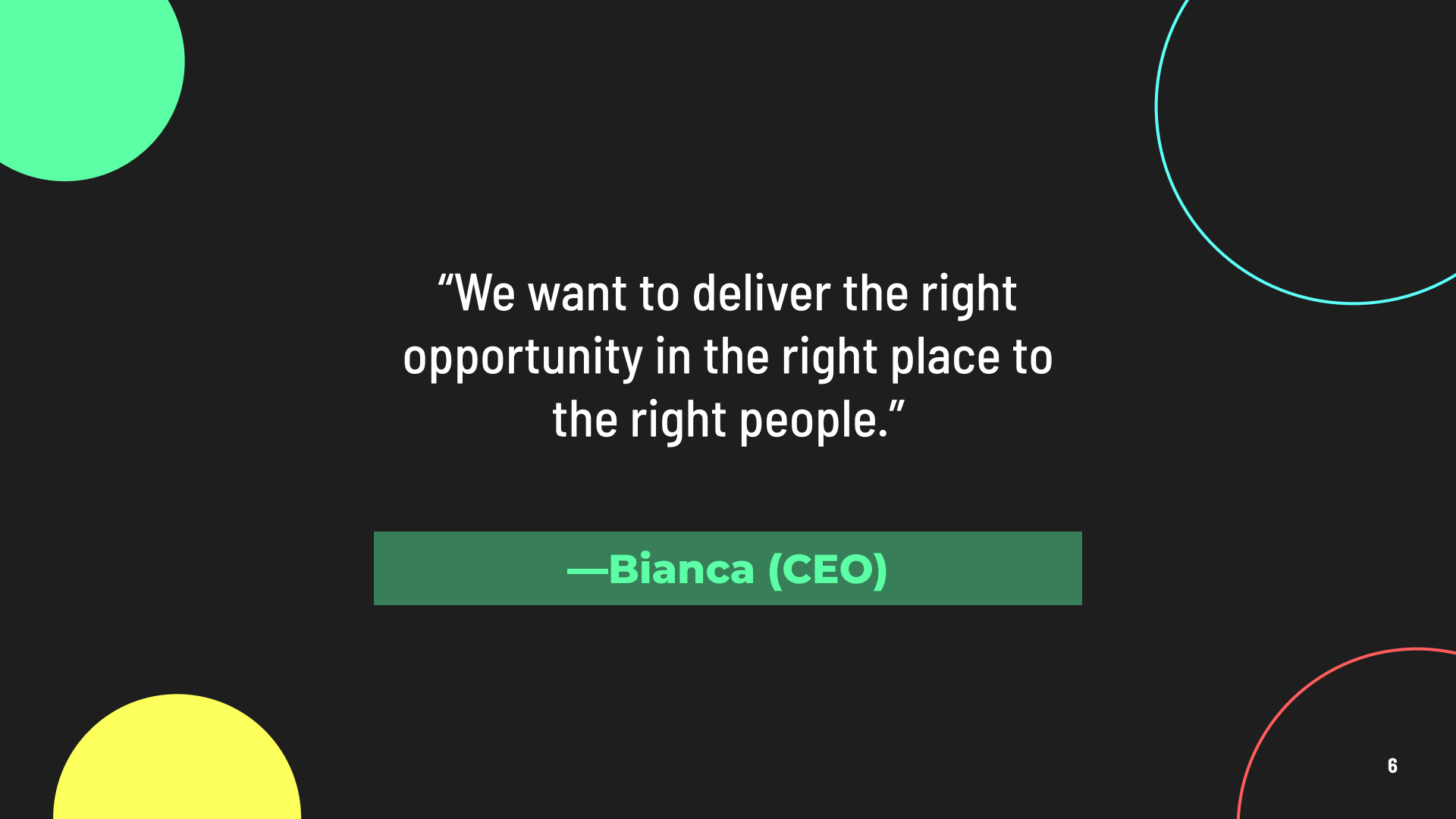
What to expect from the app

Our company

We are a software company that develops tools and apps to solve any issue based on data analysis.

Analysing 1000 data points to bring the most **innovative**, **accurate** and **disruptive** tool to shape the future career of any tech person.





“We want to deliver the right
opportunity in the right place to
the right people.”

—**Bianca (CEO)**

Our team



Bianca

CEO



Benjamin

DA consultant



Sergio

DA consultant



Problem to solve

As an Ironhacker graduate or new to this position:

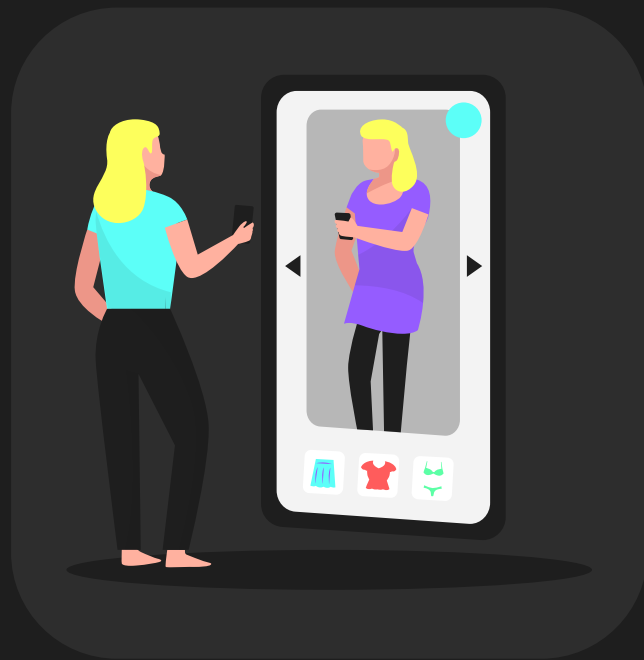
- What is the salary that I should ask for in my interview?
- How does the salary in my city compare to others in EU?
- Should I move to another city because there are better salaries and conditions?
- What should I do, what is the best decision to make?

Solution

An app that provides different insights to help you make a decision based on facts.

This tool gives the students the facts in order to:

- Ask for a salary reference in an interview based on the market salaries.
- It gives different insights about your current city or where you might want to move.





02

Product overview

The best app ever..

Product overview



Salary reference

Glassdoor



Quality of life

Nomadlist & Ninja API



Cost of life

Numbeo

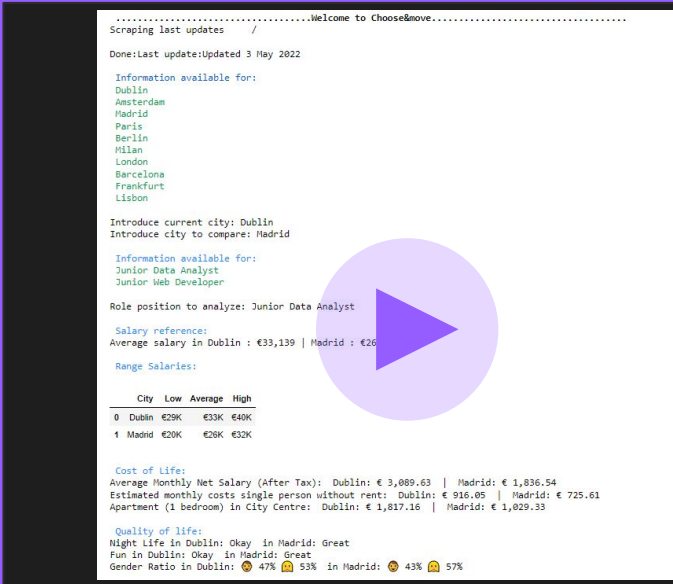


Data bases

Updated data ingestion

Case study

We will now show a real case from a student in the class and go through the beta version of the app.



```
.....Welcome to Choose&move.....
Scraping last updates /
Done:Last update:Updated 3 May 2022

Information available for:
Dublin
Amsterdam
Madrid
Paris
Berlin
Milan
London
Barcelona
Frankfurt
Lisbon

Introduce current city: Dublin
Introduce city to compare: Madrid

Information available for:
Junior Data Analyst
Junior Web Developer

Role position to analyze: Junior Data Analyst

Salary reference:
Average salary in Dublin : €33,139 | Madrid : €26,000

Range Salaries:

City Low Average High
0 Dublin €29K €33K €40K
1 Madrid €20K €26K €32K

Cost of Life:
Average Monthly Net Salary (After Tax): Dublin: € 3,089.63 | Madrid: € 1,836.54
Estimated monthly costs single person without rent: Dublin: € 916.05 | Madrid: € 725.61
Apartment (1 bedroom) in City Centre: Dublin: € 1,817.16 | Madrid: € 1,029.33

Quality of Life:
Night Life in Dublin: Okay in Madrid: Great
Fun in Dublin: Okay in Madrid: Great
Gender Ratio in Dublin: 🍷 47% 🍷 53% in Madrid: 🍷 43% 🍷 57%
```

Play



Salary Reference

Position: Junior Data Analyst

City : **Dublin**

€ 33,139

Average Base Pay



City to compare : **Madrid**

€ 26,404

Average Base Pay



-23%

Position: Junior Web Developer

€ 30,972

Average Base Pay

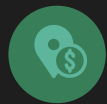


€ 23,214

Average Base Pay



-33%



Cost of life

Dublin

Madrid

3,089.63 €

1,836.54 €

-40.56%

Average Monthly Net Salary (After Tax)

916.04 €

725.40 €

-26%

Estimated monthly costs single person without rent

1,817.16 €

1,029.33 €

-73%

Apartment (1 bedroom) in City Centre

3.22 €



-70.02%

0.96 €

2.01 €



+7.61%

2.16 €

9.00 €



-11.11%

8.00 €



Quality of life

Leisure time



Dublin



Madrid



Night life

Okay

Great



Fun

Okay

Great



Gender Ratio



47%



53%

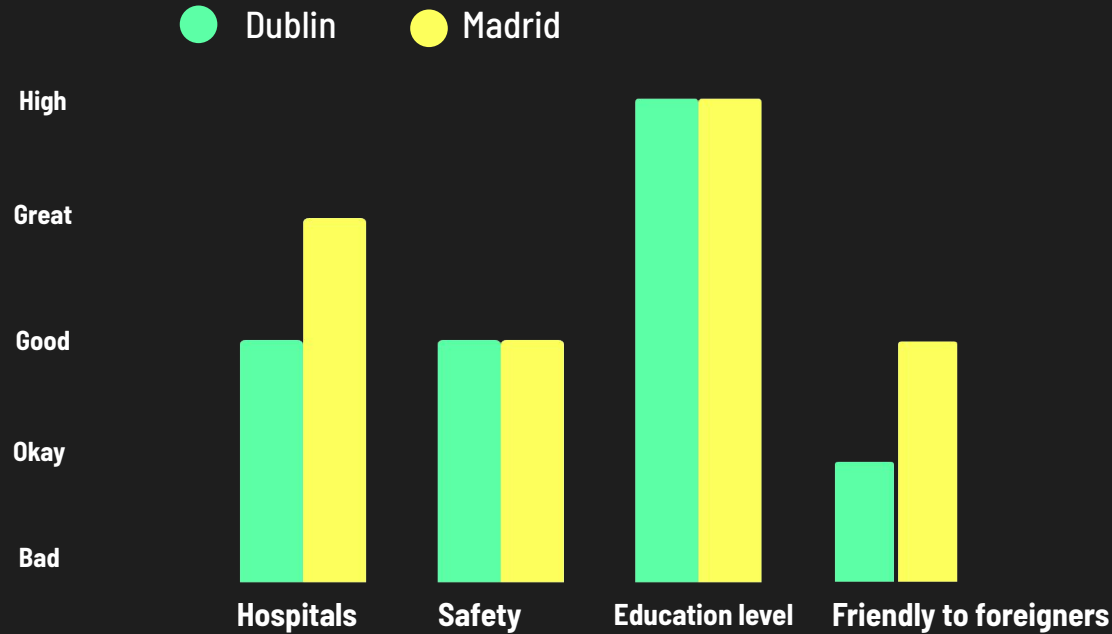


43%



57%

City services and insights



Air Quality Index (AQI)

📍 Dublin 123 

📍 Madrid 137 




People Density

📍 Dublin 5k / km₂ 




📍 Madrid 5k / km₂ 

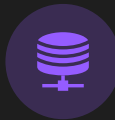
Economy

Dublin

 Estimated tax on \$50,000 \$13,139
 GDP per capita \$64,497 / year
 Cashless Yes, cards widely accepted

Madrid

 Estimated tax on \$50,000 \$11,365
 GDP per capita \$26,695 / year
 Cashless Yes, cards widely accepted



Data bases



4

Sources

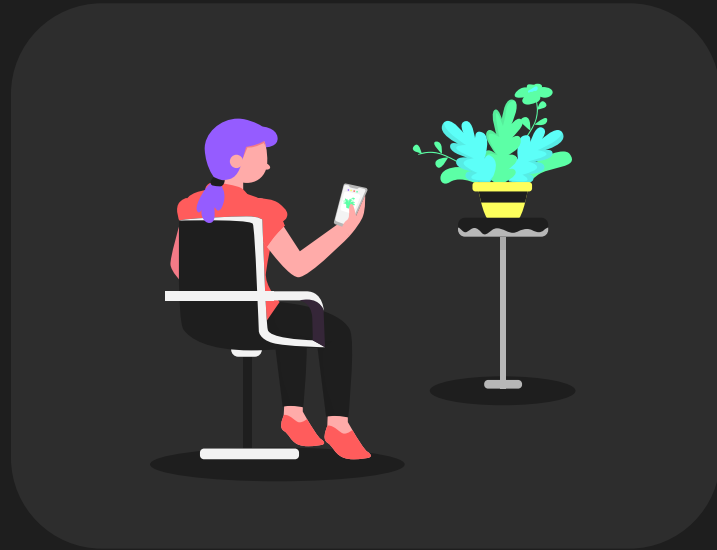
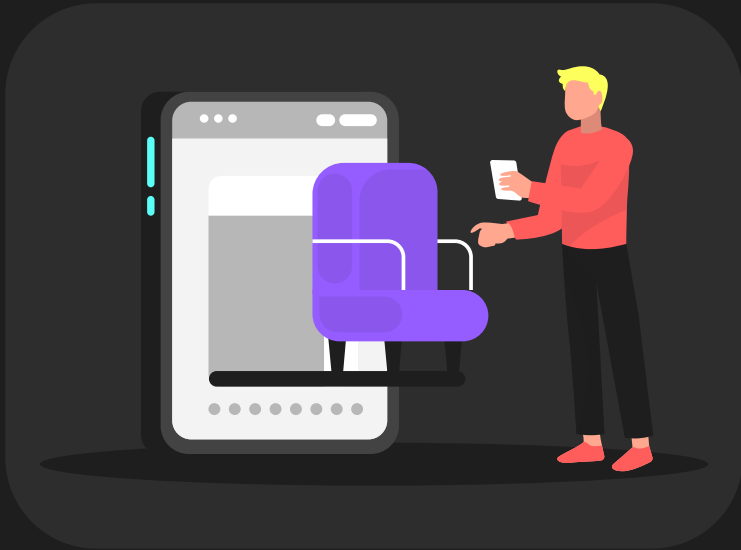
- Daily updates
- Easy access through app
- Europe db first launch

1

Interface

App ready to use

Q&A



Cost of life

Marketing

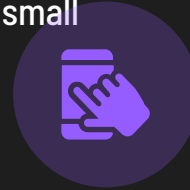
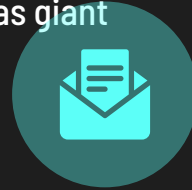
Jupiter is a gas giant and the biggest planet in the Solar System

Training

Neptune is the farthest planet from the Sun.
It's cold there

Assessment

Despite being red, Mars is actually a very cold place to live



Saturn is a gas giant

Mercury is small

Pluto is small



Cost of life

Marketing

Jupiter is a gas giant
and the biggest planet
in the Solar System

Training

Neptune is the farthest
planet from the Sun.
It's cold there

Assessment

Despite being red, Mar
is actually a very cold
place to live



Saturn is a gas giant

Mercury is small

Pluto is small



Leisure time



Dublin

 Night life

Okay

 Fun

Okay

 Gender Ratio


 47%  53%



Madrid

Great

Great

 43%  57%

City	Dublin	Madrid
 Quality of life score	Good	Good
Air Quality (AQI - Air quality index)	123	137
 Cost of living for expat	\$3,989 / month	€2,057 / month
 Estimated tax on \$50,000	\$13,139	\$11,365
 GDP per capita	\$64,497 / year	\$26,695 / year
 Safety	Good	Good
 Nightlife	Okay	Great
 Fun	Okay	Great



Data bases



36%

Jupiter

Jupiter is a gas giant and the biggest planet in the Solar System

64%

Venus

Venus has a beautiful name and is the second planet from the Sun

SWOT analysis

Strengths

Jupiter is the biggest planet of them all

S

W

Weaknesses

Venus is the second planet from the Sun

Opportunities

Despite being red, Mars is actually a cold place

O

T

Threats

The Sun is the star at the center of the Solar System

Our plans

Basic

Jupiter is the biggest planet of them all

- Characteristic
- Characteristic
- Characteristic

\$70

Standard

The Sun is the star at the center of the Solar System

- Characteristic
- Characteristic
- Characteristic

\$120

Premium

Despite being red, Mars is actually a cold place

- Characteristic
- Characteristic
- Characteristic

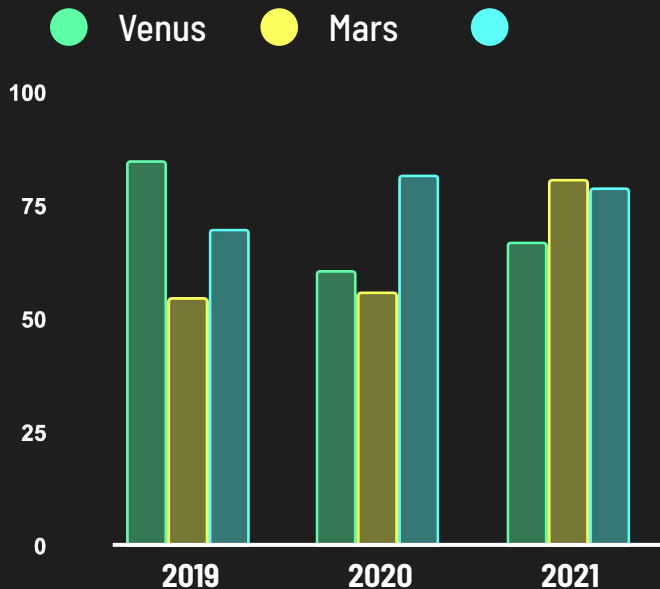
\$150

The background is dark gray with several large, semi-transparent circles and arcs in cyan, red, and green. The number 489,236 is prominently displayed in the center. The digit '4' is yellow and set within a green circle, while the rest of the number is white.

489,236

Big numbers catch your audience's attention

This is a graph



Average user savings per deal

\$1,850

Ceres

\$516,500

Annual revenue

28,362

Total app downloads

Follow the link in the graph to modify its data and then paste the new one here. [For more info, click here](#)

Case study

Mercury's name has nothing to do with the liquid metal, since Mercury was named after the Roman messenger god

Results

Neptune is the farthest planet from the Sun

Challenge

Earth is the third planet from the Sun and has life

Solution

Jupiter is the biggest planet in the Solar System



Reviews



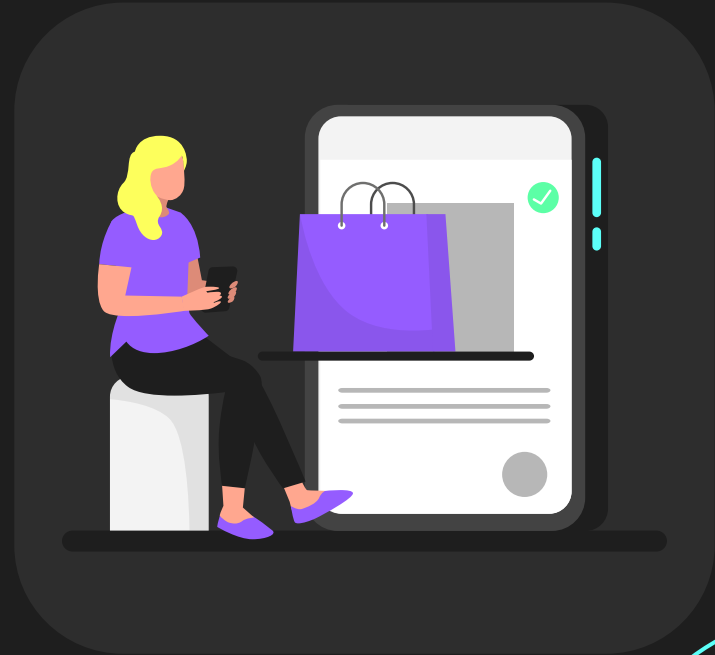
John James

"Mars is full of iron oxide dust, which gives the planet its reddish cast"



Lisa Patterson

"Jupiter is a gas giant and the biggest planet in the Solar System"



Awards



Mars

Despite being red, Mars is actually a cold place. It's full of iron oxide dust



Mercury

It's the closest planet to the Sun and the smallest one in the Solar System



Venus

Venus has a beautiful name and is the second planet from the Sun

A young woman with long brown hair, wearing a light pink t-shirt, is smiling and holding a red smartphone horizontally to take a photo. She is sitting at a wooden table in a modern kitchen with white cabinets and a built-in oven. The background is slightly blurred. There are decorative elements: a yellow circle in the top left, a purple circle in the top right, and a red circle in the bottom left.

A picture is worth a thousand words

Target

Gender



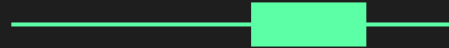
57%



43%

Age range

21-32



70%

33-45



61%

46-56



39%

Hobbies



Mars is actually
a cold place



Earth is where
we all live



Saturn has
several rings



\$369,178

Ceres is located in the main asteroid belt

+25%

Mercury is the smallest planet

2023

Neptune is far away from Earth

Main competitors



Mercury

It's the closest planet to the Sun and the smallest one in the Solar System



Venus

Venus has a beautiful name and is the second planet from the Sun



Jupiter

Jupiter is a gas giant and the biggest planet in the Solar System



Neptune

It's the fourth largest object by diameter in the Solar System

Business model



Marketing

Jupiter is a gas giant and the biggest planet in the Solar System

Saturn is a gas giant



Training

Neptune is the farthest planet from the Sun. It's cold there

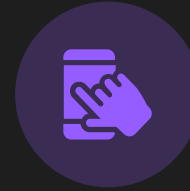
Mercury is small



Assessment

Despite being red, Mars is actually a very cold place to live

Pluto is small



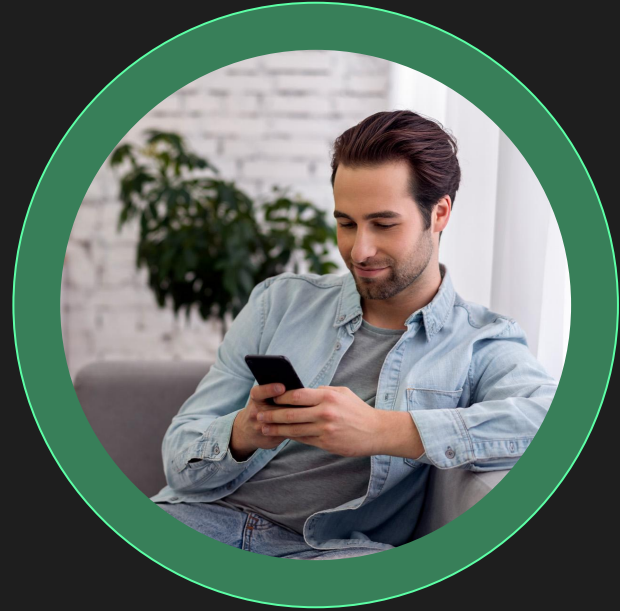
Technology

Earth is the only planet that harbors life in the Solar System

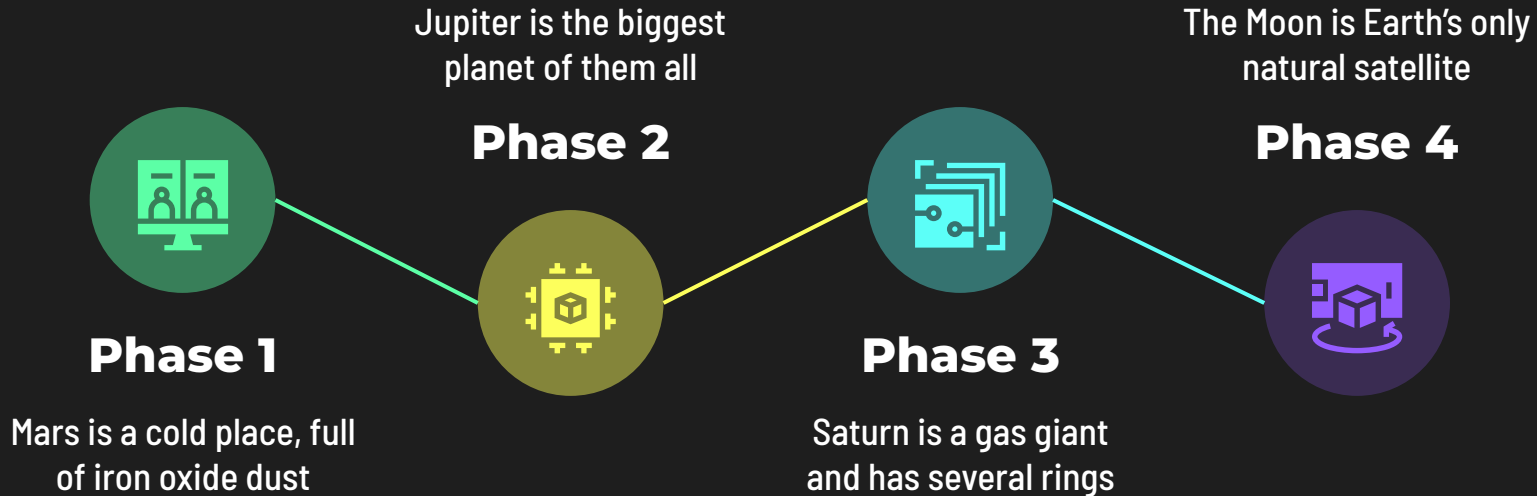
Ceres is small

A picture always reinforces the concept

Images reveal large amounts of data, so remember: use an image instead of a long text. Your audience will appreciate it



Project timing



Predicted growth

Mercury

It's the closest planet to the Sun and the smallest one of them all

+\$500,000

Expected income for 2022

21,500

New users next year

500

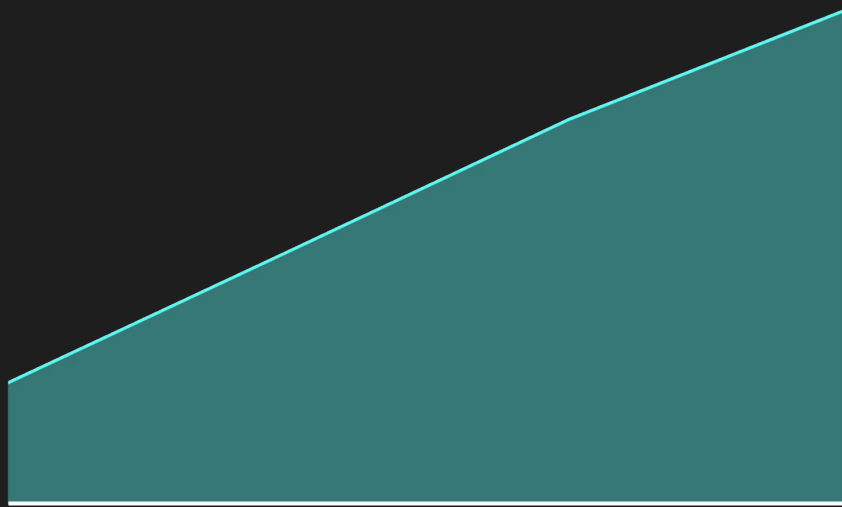
400

300

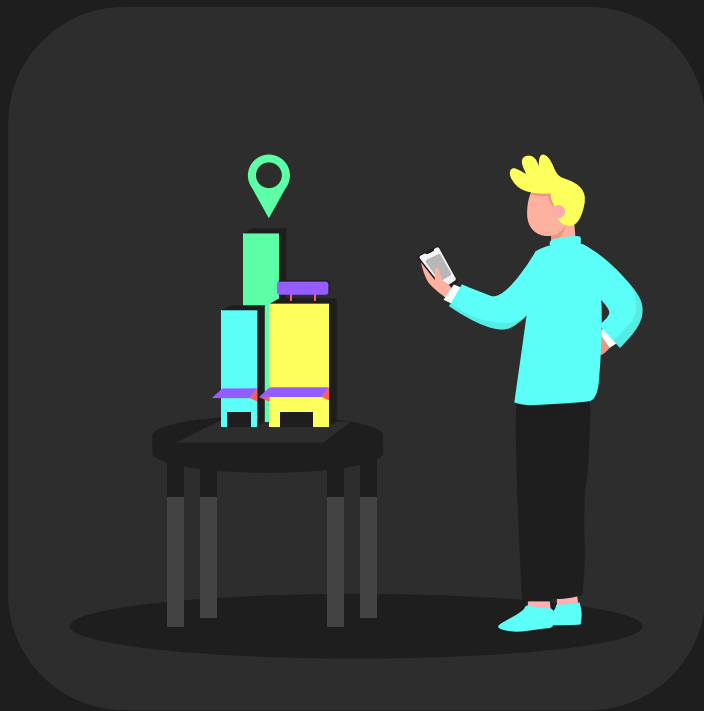
200

100

0



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Thanks!

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#ffffff

#2d2d2d

#f3f3f3

#b7b7b7

#955cff

#fdff5c

#5cff8

#5cfa6

#ff5c5c

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Create your Story with our illustrated concepts. Choose the style you like the most, edit its colors, pick the background and layers you want to show and bring them to life with the animator panel! It will boost your presentation. Check out [how it works](#).



Pana



Amico



Bro



Rafiki

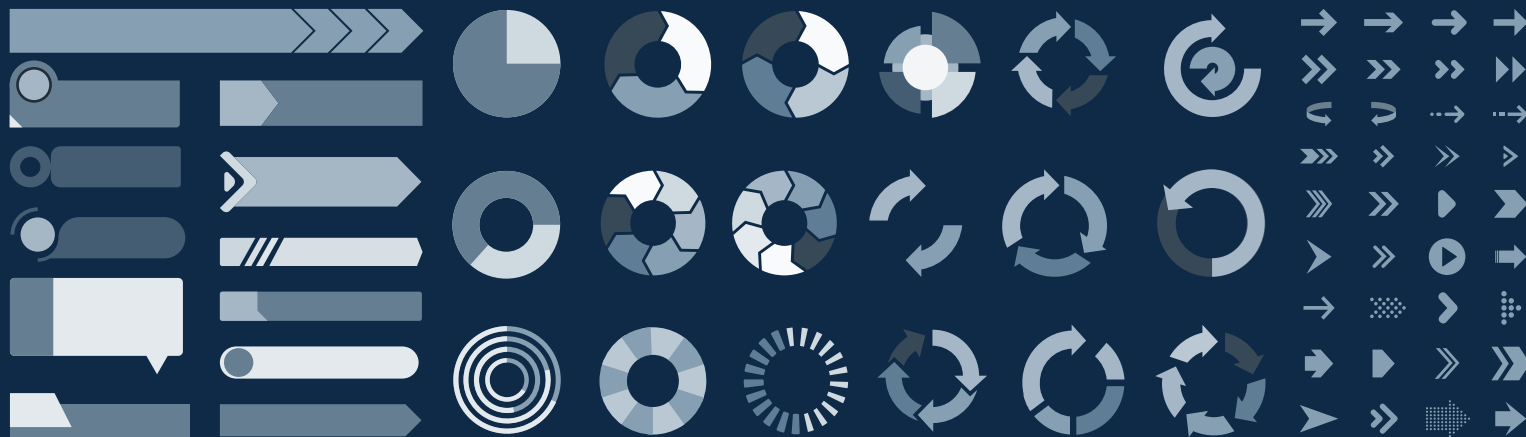


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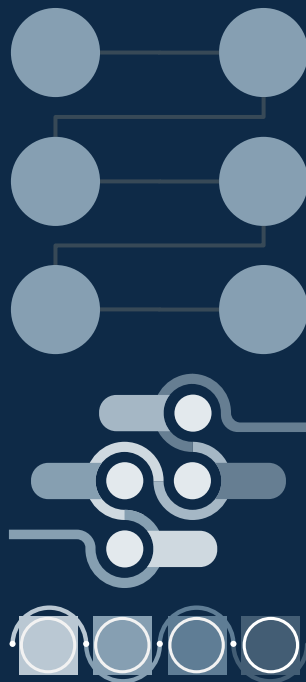
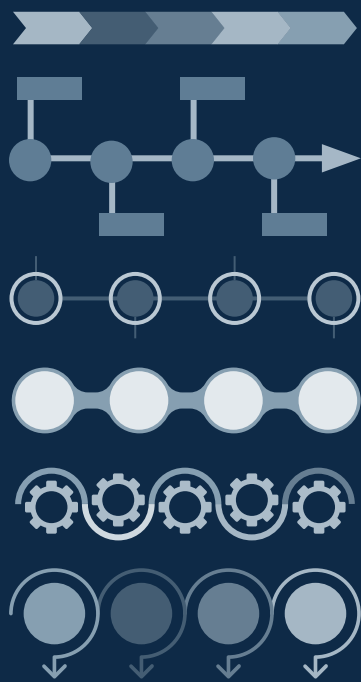
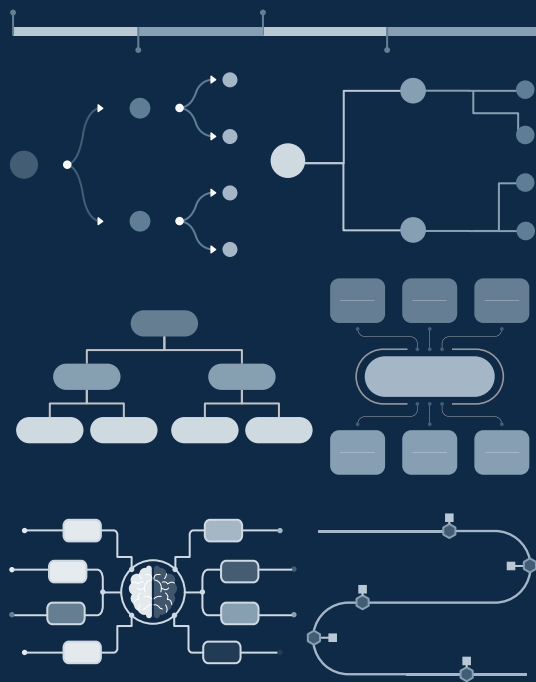
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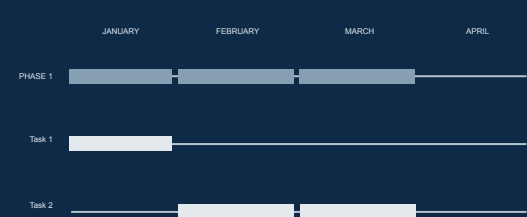
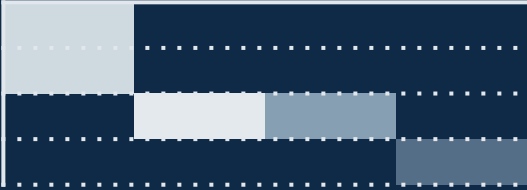
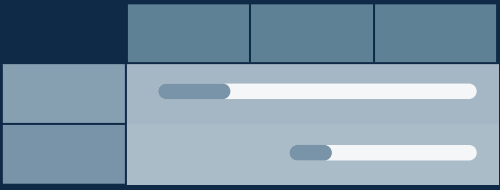
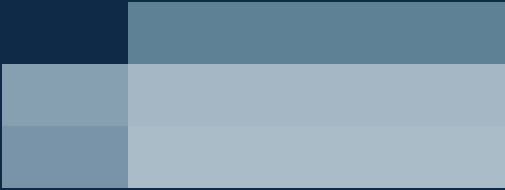
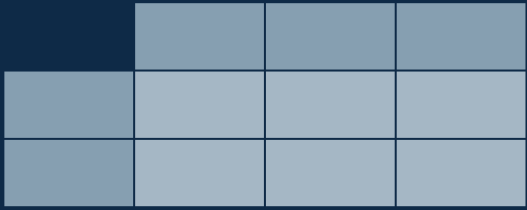
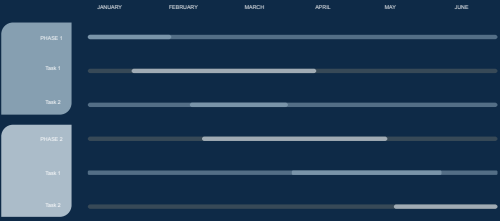
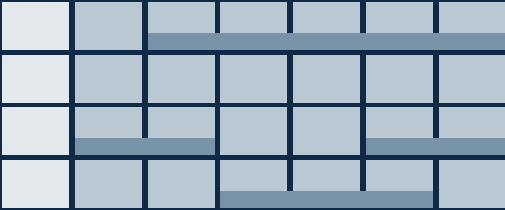
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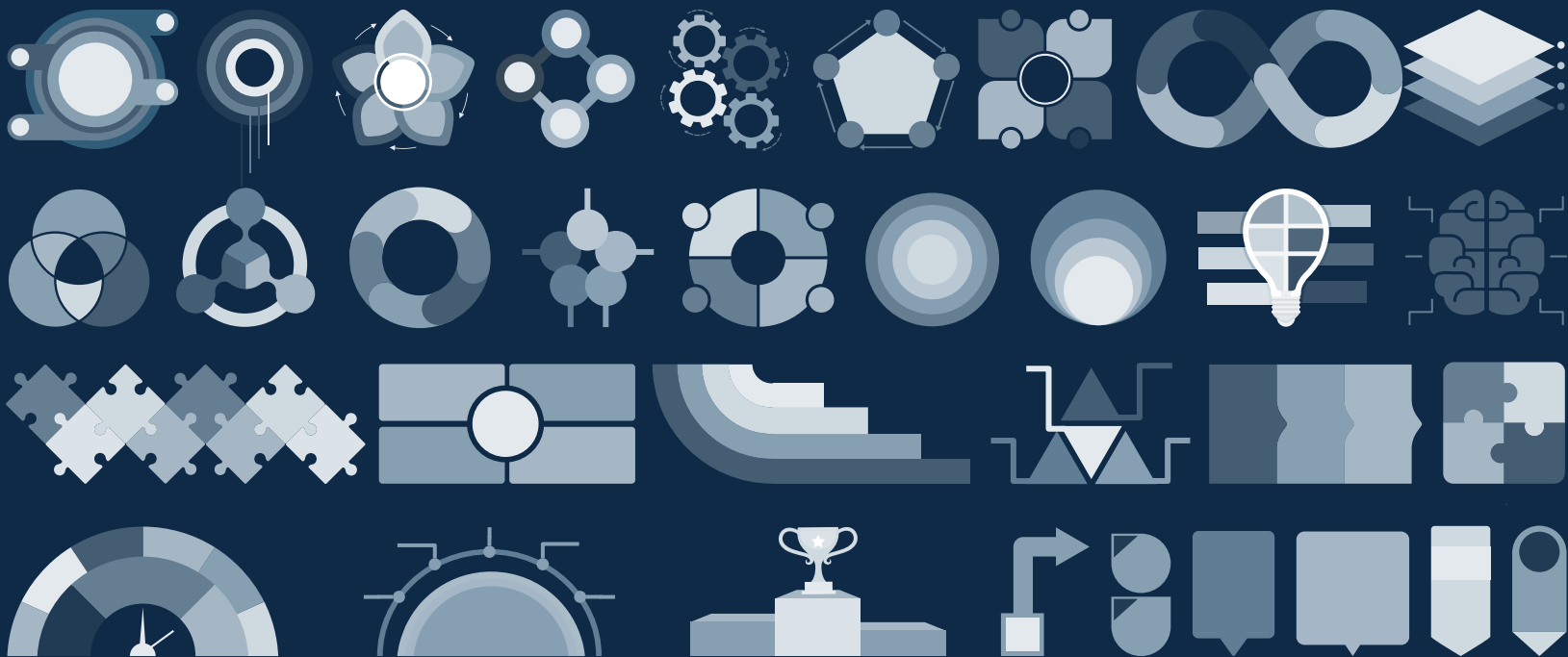
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Medical Icons



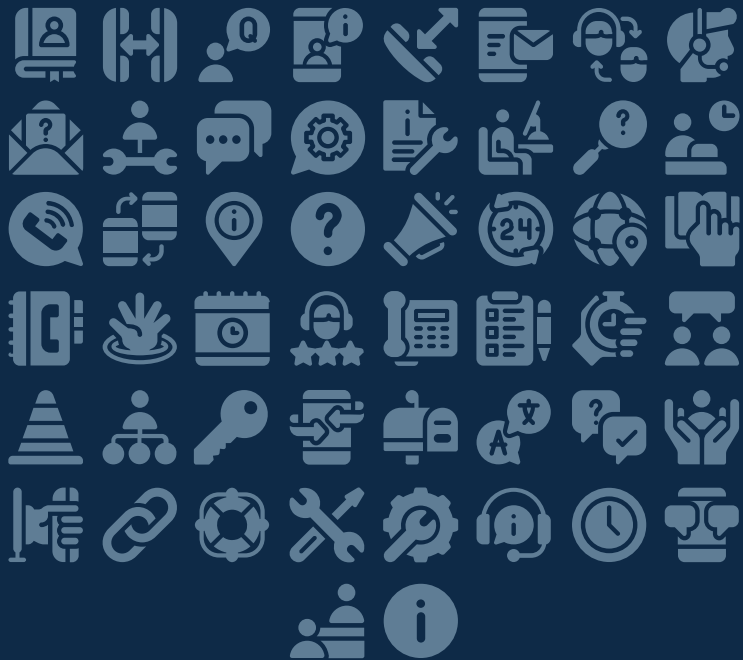
Business Icons



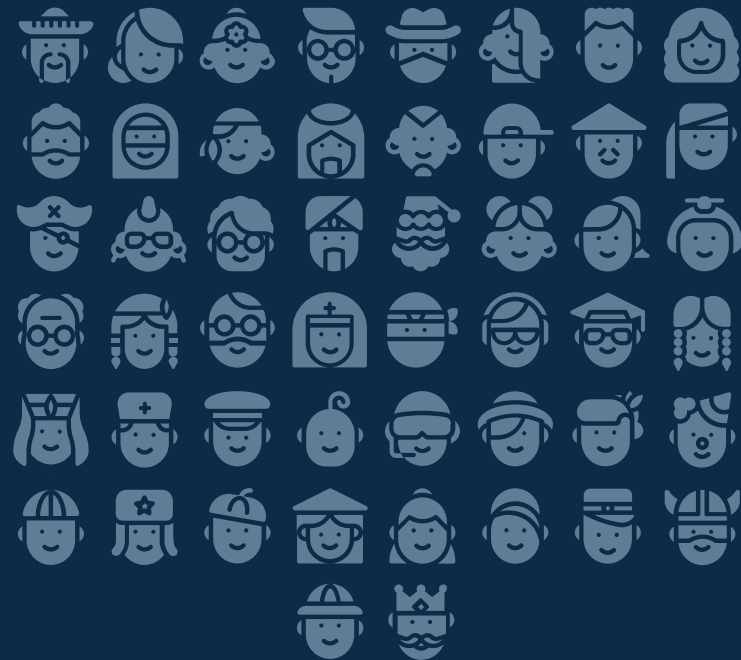
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