



www.nelus-group.com

BUSINESS PLAN

fedeny.vernedieu@nelus-group.com

WORDS OF THE FOUNDER

In the early days of recruitment industry, life was pretty straight forward. Our role was simply to find great candidates, but time has changed : there is more competition than ever before and with LinkedIn, social media, and job board. In reality it's never been easier for businesses to find great candidates. The question is :

HOW CAN WE STAND OUT FROM THE CROWD IN SUCH A BUSY MARKET ?

Most of the time candidates don't look anything like you have expected during the interview. Why : CVs nowadays reflects only 5% of the candidate overall profile !



Nelus Consulting is a company who looks after the overall recruitment process of business to help them choosing the right candidate.

WHAT IF...

A recruitment agency could help businesses making better hire ?

IMAGINE...

- A world where the line manager could receive a video CV with the client interview questions already answered by the candidate.
- A world where managers could invite candidates for interview by already knowing there is a perfect fit for his company.

Fedeny D. Vernerien

ABOUT THE FOUNDER

Fedeny D. Vernerieu is holding a Business & Finance Degree from Durham University top 3 best universities in the United Kingdom.

He started his career in corporate finance and people organisation management, at Nigel Frank, a company present in over twenty countries where from a simple consultant he has made his way up to assistant management.

After this great experience where he learned everything about business issues and how to overcome those problems, especially in people management, recruitment and corporate finance, he joined Kite Consulting Group (City of London) as an Account Manager and HR Business Partner.

He launched a new desk regrouping multiple clients from France, Luxembourg, Belgium and Switzerland.

As he became an expert in Human Capital sourcing, his team and himself have won multiple awards :



2018 BEST CLIENT SERVICE IN THE UK



2017 RECRUITMENT AGENCY OF THE YEAR



**2017 BEST BANKING /
FINANCIAL SERVICES AGENCY**



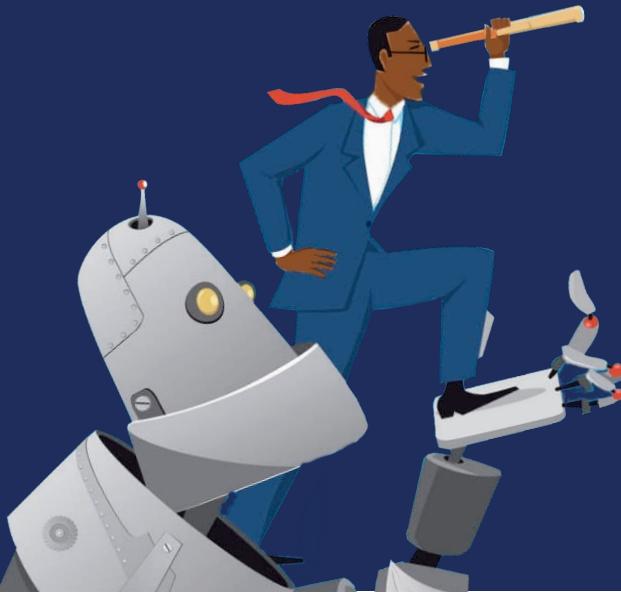
**2016 BEST BANKING /
FINANCIAL SERVICES AGENCY**



In 2018 he decided to start a new adventure to build a new company Nelus Consulting, after over six months of R&D. Today, his company has signed over 15 terms and conditions with clients across France, Switzerland and Germany.

BUSINESS MODEL

Nelus Consulting is a B to B human capital professional service that enables clients to outsource their hiring process, especially for Engineers, Chiefs of Technology and IT Managers.



We provide premium HR business partner services to help business reducing their percentage of bad hires and we help engineer making better choices in their career.

While we offer different packages, focused to match specific requirements, all our services are backed by our unique process and our belief in the economic principle of Human Capital — which states that employee value should be measured by contribution, not seat cost.

This concept and the idea that not all hires are equal is central to our service structure. It ensures that

OUR CLIENTS CONSISTENTLY SOURCE AND DEPLOY TALENT BETTER THAN THEIR COMPETITORS.

And there's no bigger competitive advantage from a recruitment supplier than that.

EVALUATE



Our unique benchmarking system consistently evaluates candidates against our client requirements and provides them with meaningful self-assessment summaries and career commentary, straight from the candidate. By starting here, we ensure the right skills for every person we recommend.

INNOVATE



- Our video CV service is the next generation in talent assessment
 - Our clients measure, technical competencies, verbal reasoning, aptitude, personality directly from the CV
 - Accurately screen more people than ever before
- Our future client can now meet the people that ever matter !*

PROMISE



Our unique 12 month commitment means that we only succeed at recruitment when you succeed at only hiring.
If the employees we have placed don't perform, our job isn't done. We share the risk of finding our client the right person, every time.

OUR VIDEO CV

Thomas for the *Head of IT Position*

New interview Status: Assigned



00:00:00 / 00:35:24

Thomas' CV Thomas Parker's Details Comments

Candidate: Thomas
Salary Sort: £89,000
Notice: Available January
Location: Worcester
Position applied for: Head of IT

Professional Profile
As an experienced sales manager, my tenacious and proactive approach resulted in numerous important contract wins. My excellent networking skills have provided my team with vital client leads, and my ability to develop client relationships has resulted in an 18% increase in business renewals for my current organisation. After eight years in sales, currently seeking a new challenge which will utilise my meticulous attention to detail, and friendly, professional manner.

Career Summary
Jun 07 – Apr 16 **IT Manager at Cokitari**
• Accomplishes information technology staff results by communicating job expectations; planning, monitoring, and appraising job results; coaching, counseling, and disciplining employees; initiating, coordinating, and enforcing systems, policies, and procedures.



SERVICES

**RECRUITMENT ONLY ADDS VALUE
WHEN THE CANDIDATE IS A TOP PERFORMER.
THIS IS THE BASELINE FOR ALL OUR EFFORTS.**



PROJECTS & CHALLENGES

- We work closely with our clients in identifying all skills and technical background they need
- We build the interview question the candidate will have to answer during video application
- We build the technical test the candidate will have to complete



TOP PERFORMER RECRUITER

- We build a candidate short list from all around Europe
- Video interview with all suitable candidates
- Candidate Technical assessment

BY COMBINING MARKET AND RECRUITMENT EXPERTISE, OUR RPO SERVICE ENABLES CUSTOMERS TO REDEFINE THE STANDARDS OF THEIR SUPPLIER CHANNELS AND IMPROVE ROI.



GOOD OR GREAT OR NOT AT ALL

- The client receives all candidate shortlists with video CVs
- Final stage interview between the client and candidates



MISSION ACCOMPLISHED

- The client has a new great team member
- The client pays us a 15%-30% fees of the candidate overall salary



BUSINESS IMPLANTATION

**FRANCE
BELGIUM
SWITZERLAND
GERMANY
LUXEMBOURG**

Nelus Consulting is seeking to build a direct relationship with candidates from all around Europe to be their direct link between them and the client in every city.

With this candidate data base (video CVs, phone number, email) we will guarantee our client a direct connection with great talents in every city.



THEY ALREADY TRUST US

A QUICK OVERVIEW OF OUR CLIENTS



C3 IOT
France/USA



STARCLAY
France



SIMPLÆX
Germany



CLUSTAAR
France



QONTO
France



ADUNO GROUP
Switzerland



LEONTEQ
Switzerland



CONFINALE
Switzerland

SWOT

S

STRENGTHS

- Our innovations in evaluation, verification and candidate presentation
- Local implementation that allows us to know the market and work closely with our clients
- The founder : 8 years of experience in the industry (award winning)
- The company already has terms and business
- Client & candidate data base in the industry from all around Europe

W

WEAKNESSES

- The screening process requires more diligence and thoroughness since you know less about external candidates than you do about internal candidates.
- To make more income from sales, we need to constantly increase the number of employees to multiply their overall targets which will lead to a high presence in the market. A large number of employees request a higher budget allocated to the employee.

O

OPPORTUNITIES

- The need in Artificial Intelligence, Big Data, Internet of Things, Data Science, Software Engineering, Blockchain IT security is exponential
- The entry barrier is low, the client is willing to work with every company who can offer them the right candidate in a short period of time.
- Candidates salaries increase every year due to the high demand in the market (average salary 70K up to 140K +)

T

THREATS

- Economic/Financial Crises: these types of crisis could have an impact on business recruitment
- Entry barrier is low we have to continuously innovate to make sure we provide the best services to our clients
- Employee turnover

MARKET ANALYSIS

IN EUROPE

Over the five years to 2018, revenue for the Global HR and Recruitment Services industry is expected to increase. Growth during the period has been relatively stable as global business sentiment grew in line with improved macroeconomic conditions.

IBISWorld estimates that revenue will increase over the five years to 2023. During the period, the industry will benefit from improvements.

The global recruitment market will be driven by factors such as declining rate of unemployment, increasing use of mobile platforms, rising industrial production, and increased volume of mergers and acquisitions in the industry.

Staffing/recruiting sales are highly correlated with gross domestic product (GDP). As GDP expands, so does recruiting market. The market is trending with budding new business environment, rise in foreign born workers, rising staffing index, VMS & MSO usage, high demand for skilled and professional workers and accelerating job opening and hires. However, the market growth will be hindered by decline in labor force participation, ageing workforce and declining number of unemployed per job openings.

INDUSTRY STATISTICS & MARKET SIZE



COMPETITORS

ELITESOFT

ACCEOIR

COUTHON CONSEIL

SUNEVIT COMPANY INTERNATIONAL

ADDECO

HAYS

SILKHOM - SMART RECRUITMENT

MANPOWERGROUP

INTEAM

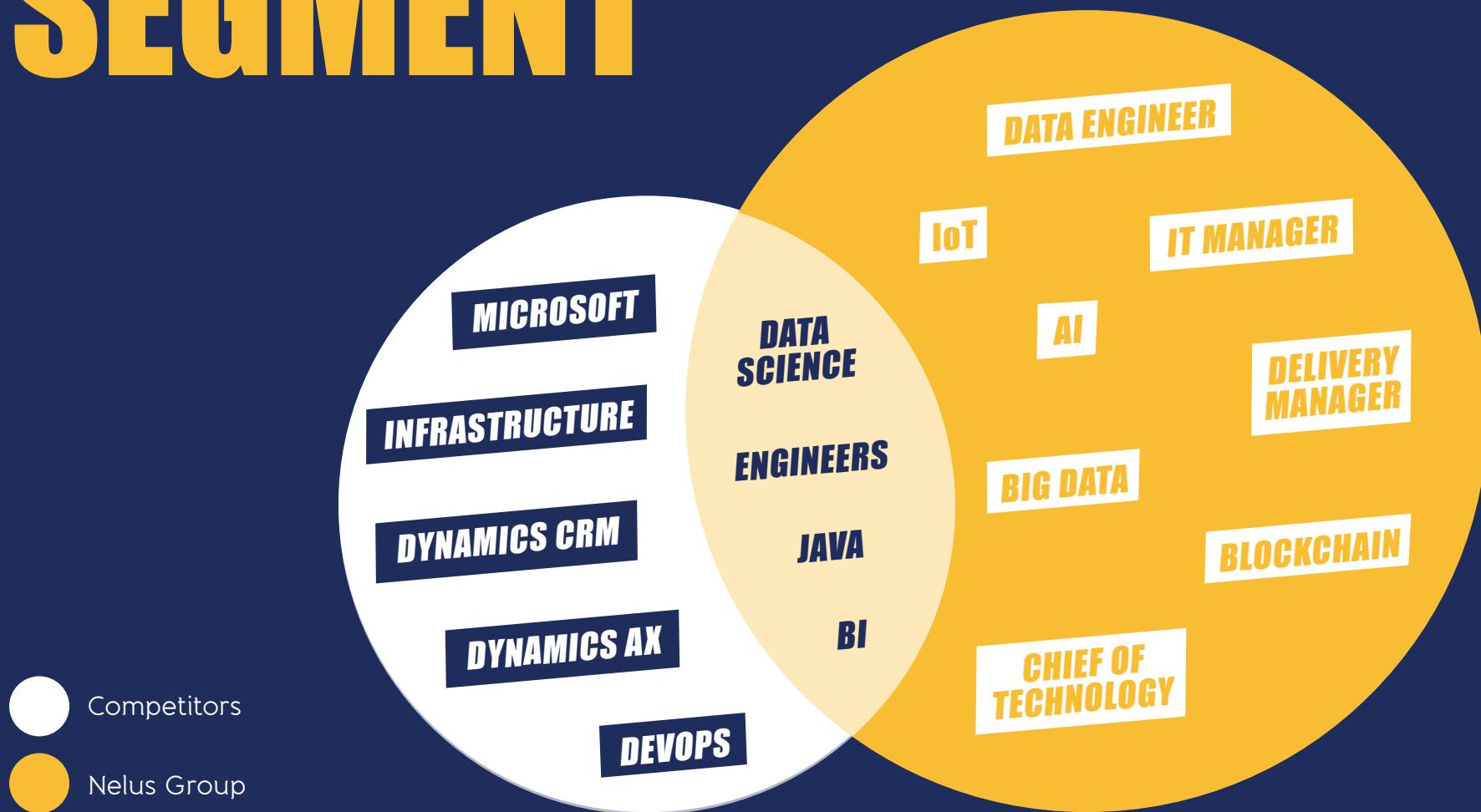
EUROSTAFF

SOLANTIS

PAGE PERSONNEL

HUXLEY

MARKET SEGMENT



COMPETITORS

NELUS CONSULTING



Normal CV

Video CV + Technical Test

No HR Business Partner Service

HR Business Partner Service

Sourcing Candidate Service

Sourcing Candidate

Don't Meet Candidate

We Meet Candidate

Don't Meet Client

We Meet Client

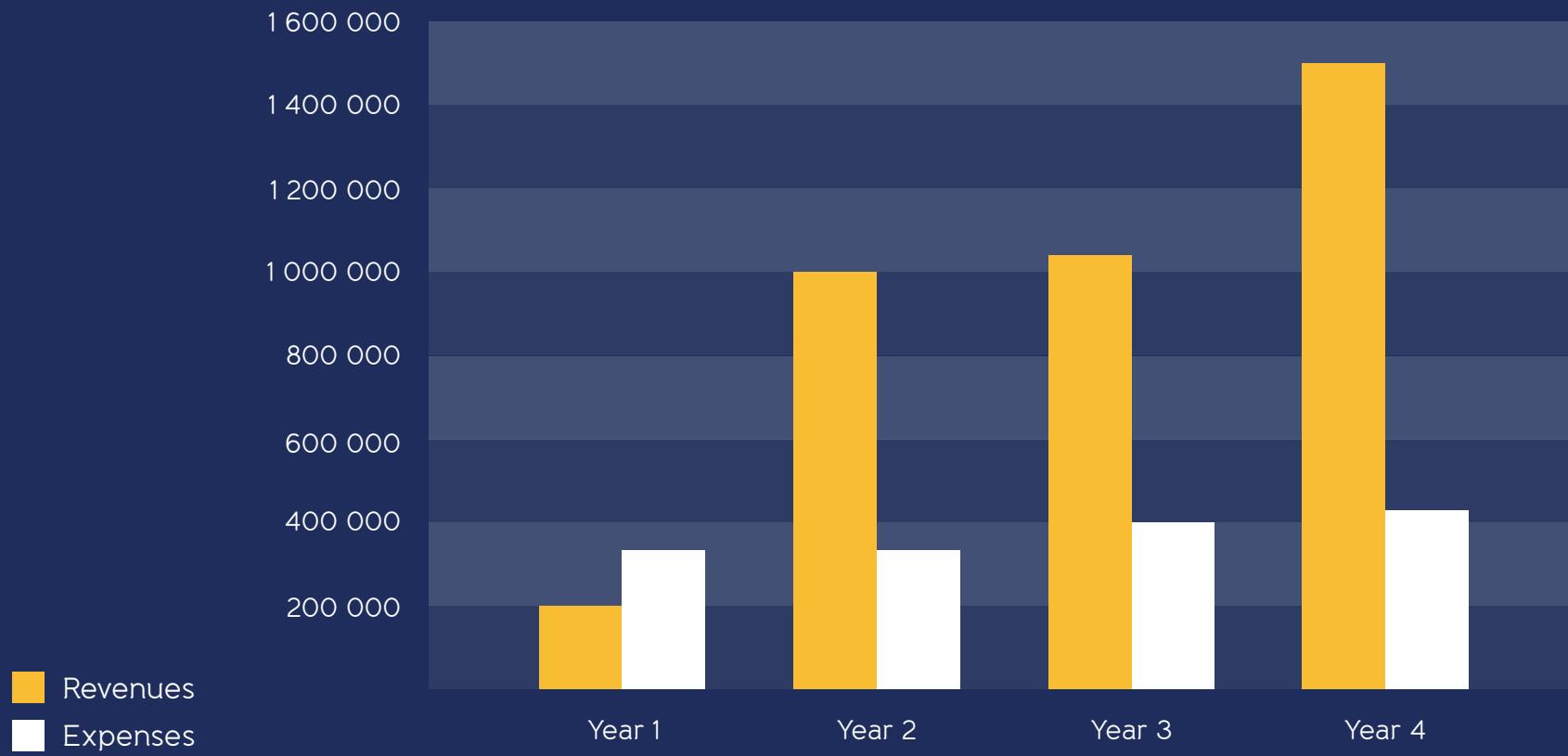
12% - 18% fees

15% - 25% fees

1 month warranty with proportions

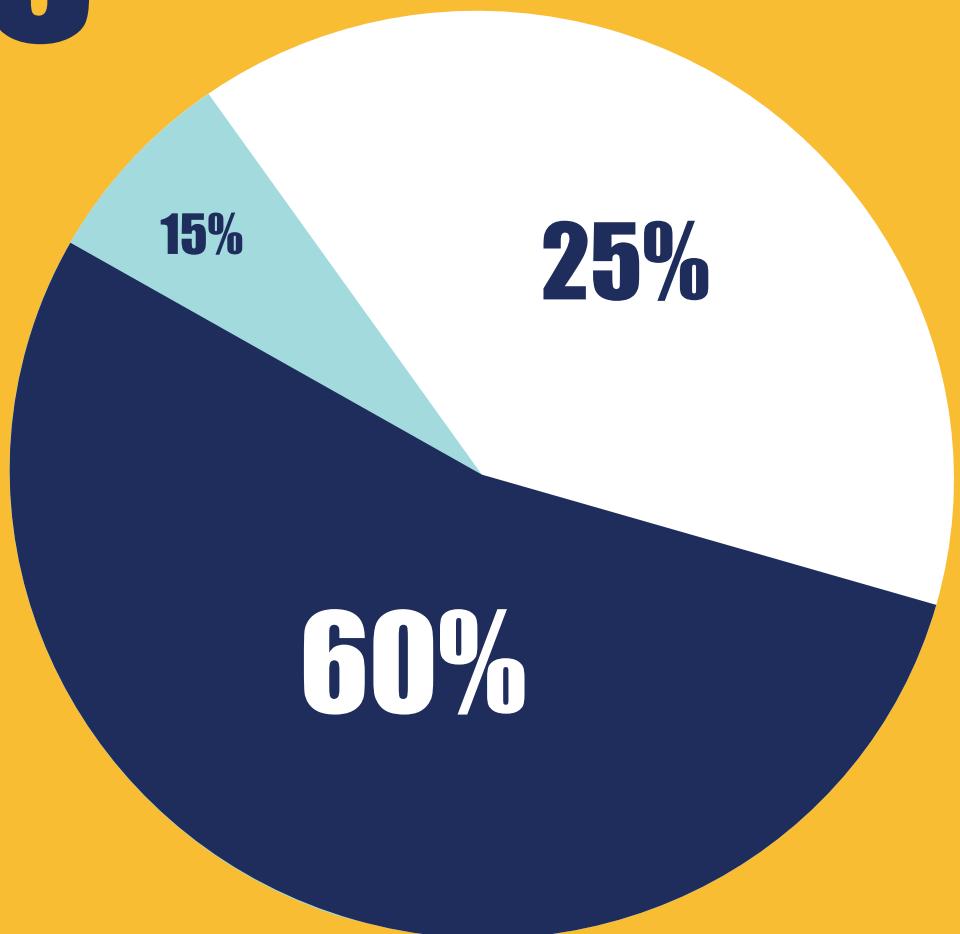
6 up to 12 months warranty

REVENUES & EXPENSES FORECAST



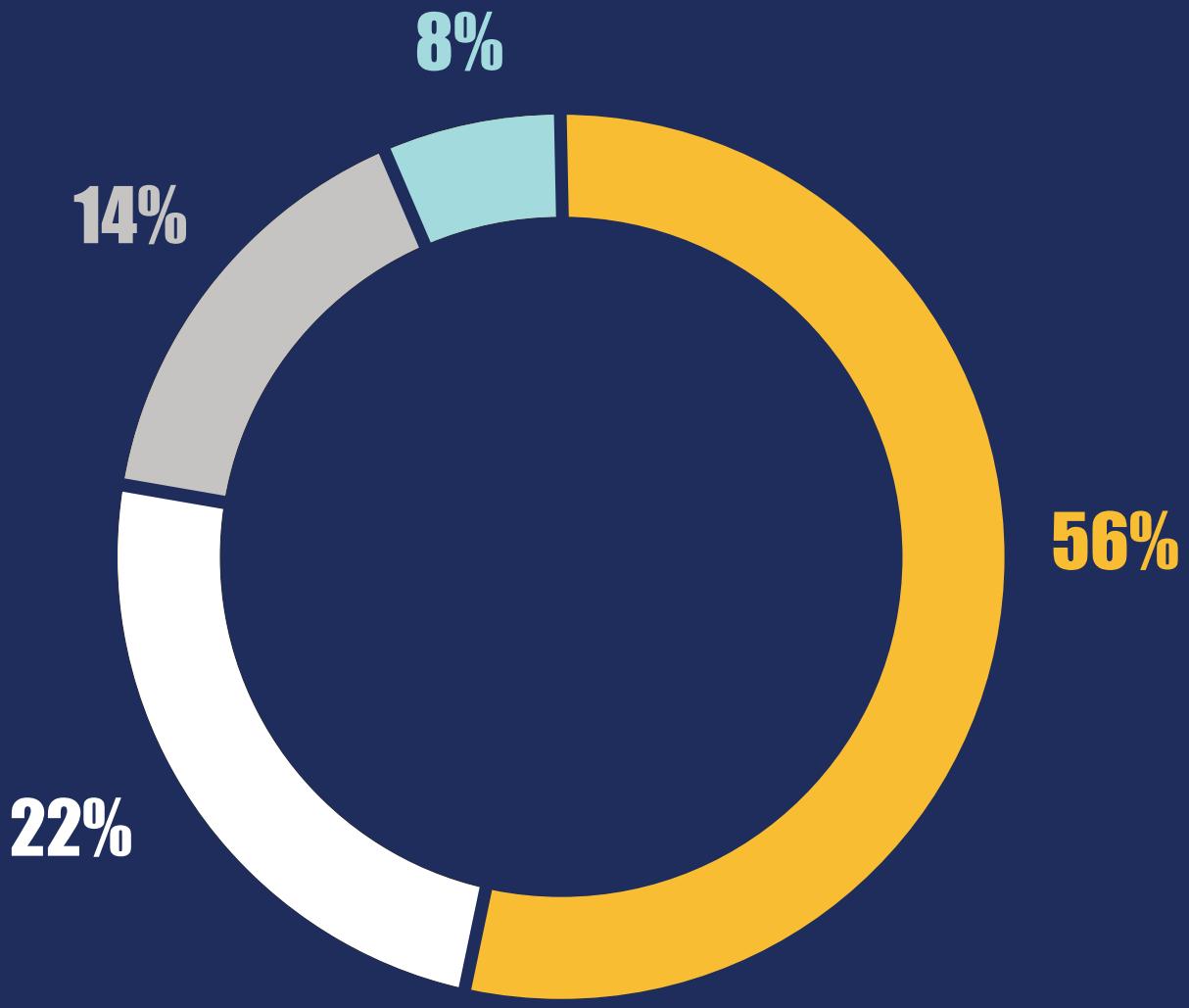
REVENUES FROM SALES

SERVICES	PLACEMENT FEES
IT Consulting Firm	8K – 15 K
End User Company	15K – 30K
Freelance Placement (End User)	5K



- End User Client Placement
- IT Consulting Firm Placement
- Freelance Placement

EXPENSES



- Wages
- Software
- Office Space
- Computer

WHERE WE ARE & WHERE WE WANT TO BE



THANK YOU

www.nelus-group.com
fedeny.vernedieu@nelus-group.com



designed by Juliette Lombard 