**Youthall is a *hall* that gets *all youth* and companies together to find & connect each other and build data-driven employer brand.**

# New gen-(Youthall)

**youthall**

| Characteristics | Baby Boomers (1945-1960) | Generation X (1961-1980) | Generation Y (1981-1995) | Generation Z (Born after 1995) |
|---|---|---|---|---|
| Formative experiences | Cold War<br>Post-War boom<br>"Swinging Sixties"<br>Apollo Moon landings<br>Youth culture<br>Woodstock<br>Family-orientated<br>Rise of the teenager | End of Cold War<br>Fall of Berlin Wall<br>Reagan / Gorbachev<br>Thatcherism<br>Live Aid<br>Introduction of first PC<br>Early mobile technology<br>Latch-key kids;<br>rising levels of divorce | 9/11 terrorist attacks<br>PlayStation<br>Social media<br>Invasion of Iraq<br>Reality TV<br>Google Earth<br>Glastonbury | Economic downturn<br>Global warming<br>Global focus<br>Mobile devices<br>Energy crisis<br>Arab Spring<br>Produce own media<br>Cloud computing<br>Wiki-leaks |
| Aspiration | Job security | Work-life balance | Freedom and flexibility | Security and stability |
| Attitude toward technology | Early information technology (IT) adaptors | Digital Immigrants | Digital Natives | "Technoholics" – entirely dependent on IT; limited grasp of alternatives |
| Attitude toward career | Organisational — careers are defined by employers | Early "portfolio" careers — loyal to profession, not necessarily to employer | Digital entrepreneurs — work "with" organisations not "for" | Career multitaskers — will move seamlessly between organisations and "pop-up" businesses |
| Signature product | Television | Personal Computer | Tablet/Smart Phone | Google glass, graphene, nano-computing, 3-D printing, driverless cars |
| Communication media | Telephone | E-mail and text message | Text or social media | Hand-held (or integrated into clothing) communication devices |
| Communication preference | Face-to-face ideally, but telephone or e-mail if required | Text messaging or e-mail | Online and mobile (text messaging) | Facetime |
| Preference when making financial decisions | Face-to-face ideally, but increasingly will go online | Online — would prefer face-to-face if time permitting | Face-to-face | Solutions will be digitally crowd-sourced |

## Gen-(Y) Career Goals

1. To be entrepreneurial or creative/innovative

2. To have an international career

3. To be a leader or manager of people

4. To be secure or stable in my job

5. To have work/life balance

# New gen-(Youthall)

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## What students want to do most after graduation
### Business & Engineering/IT

● Business  ● Engineering/IT

| | Work for an international company/organization | Work for a privately-owned national company/organization | Continue studying | Work for a state-owned company/organization | Start my own business | Work for a start-up | Work for the government |
|---|---|---|---|---|---|---|---|
| Business | 36% | 19% | 16% | 9% | 8% | 5% | 4% |
| Engineering/IT | 29% | 22% | 18% | 10% | 6% | 7% | 5% |

Source: universum

# New gen-(Youthall)



**Top 10 communication channels**
Business & Engineering/IT

● Business   ● Engineering/IT

# Employer brand – (Data drivien)
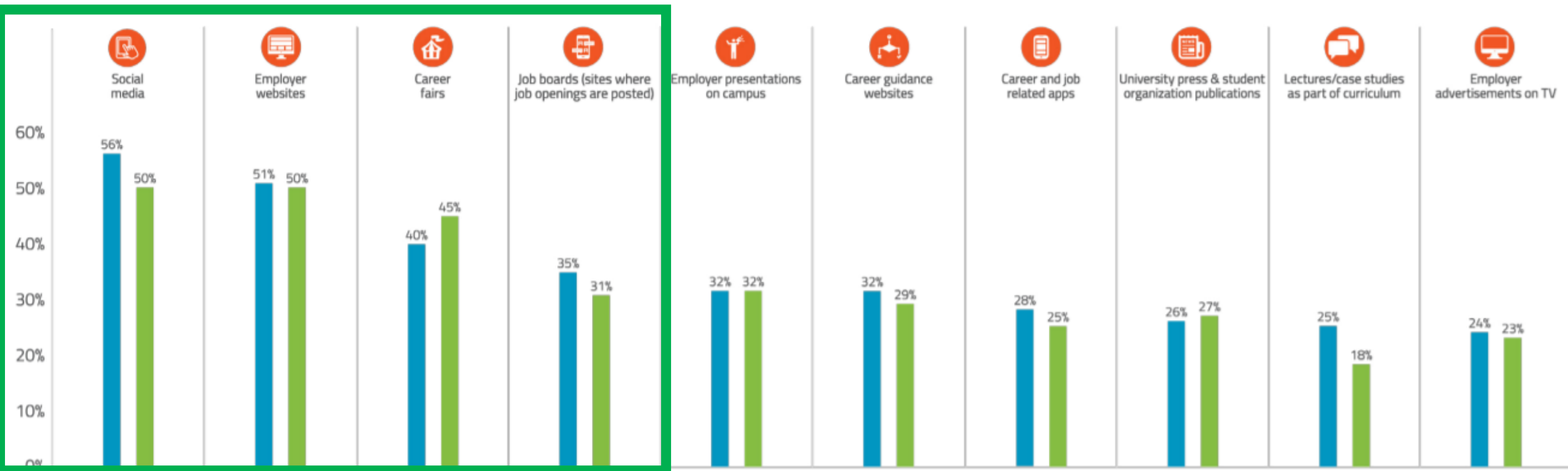
*Employer brand is the term commonly used to describe reputation as an employer, and its value proposition to its employees, as opposed to its more general corporate brand reputation and value proposition to customers.*

**Analysing the data further allows companies to better target their employer branding communications to ensure they reach the talent they are trying to hire.**

*Platforms such as LinkedIn now offer the ability to mine data to show the number of talents in a segment (e.g. IT engineers in the USA) based on the number of job listings in each city.*

# Old fashion

**Problem:** There is no effective, trusted and digital way for youth and companies to find, engage and connect with each other.

**Problem:** Existing online job markets are large but inefficient.
**Problem:** Selecting resume from Professional purposes platforms.
**Problem:** There are no any youth Professional network.

- *Linkedin Mission: To ensure that world professionals communicate with each other to be more productive and successful.*

- *Kariyer.net: iş arama ve işe alım süreçlerinde yeni nesil teknolojilerle, iş arayanlarla işverenleri internet ortamında bir araya getiriyor. (Kariyer.net is one of the biggest job listing platform in Turkey and just focus on job searchings not youth)*

# Solution

> *Don't fish where everyone else is fishing! Find where the hidden gems of talent are and engage with those.*

**WELCOME "WEB 3.0 "** (Personalized Info.)
*Now, when x and y people search for "eat" in search engines, they do not get the same results.*

| CONNECT | MATCH | PORTABLE | SOCIAL |
|---------|-------|----------|--------|
| *(knowledge)* | *(behavioral)* | *(personel platform for)* | *(platform)* |
| Youth ↔ Company | AI & Algorithm | Youth & Company | Events & Advices |

# Web 2.0 vs. Web 3.0.

# First thing first

**youthall**

For Youthall, the key is **personalized information**.

Where the solutions for youth and companies is unique and in niche area, the first mover is **critical to revenue**.

# Market *(15-24 y/o)*

Turkey

France

U.K.

**Youth Population**

**13 Million** -16%

**Youth Population**

**7.9 Million** -11.8%

**Youth Population**

**7.7 Million** -11.9%

**Youth Unemployment Rate**
**19.6%**

**Youth Unemployment Rate**
**21.7%**

**Youth Unemployment Rate**
**12.0%**
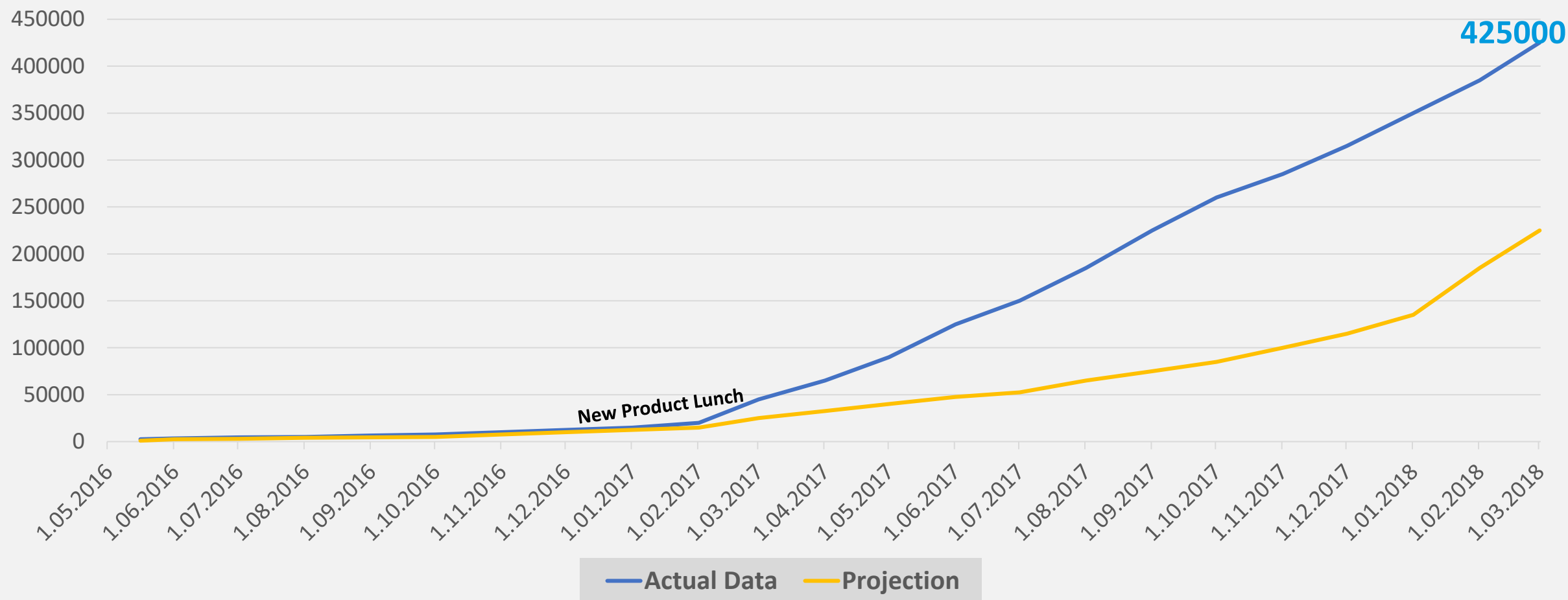
# Customers

youthall

# Customer acquisition

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| | Nov.16 | Dec.16 | Jan.17 | Feb.17 | Mar.17 | Apr.17 | May.17 | Jun.17 | Jul.17 | Aug.17 | Sep.17 | Oct.17 | Nov.17 | Dec.17 | Jan.18 | Feb.18 | Mar.18 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Company | 27 | 32 | 40 | 23 | 53 | 54 | 52 | 52 | 30 | 46 | 34 | 25 | 44 | 30 | 35 | 23 | 22 |
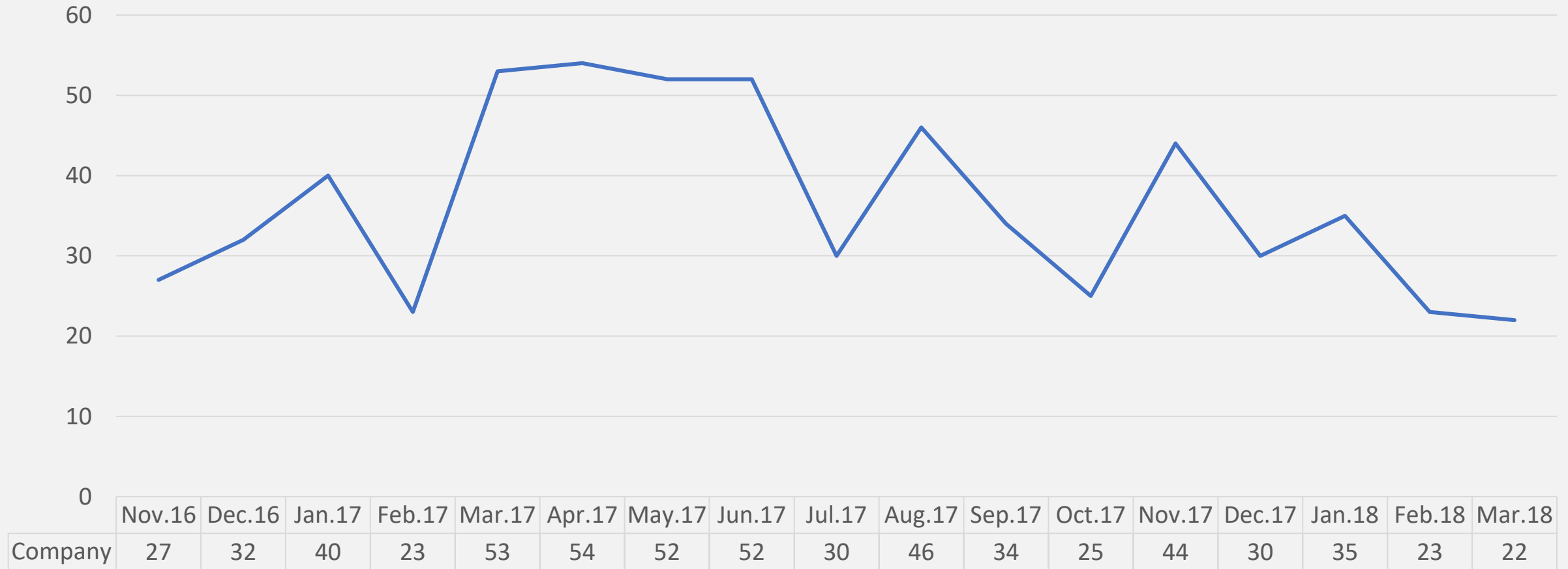
**+550** companies       **+1.300** listings       **+500.000** matched

# Market competitors

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Internet Software

Enterprise Software

Professional Focus

Social & Youth Employment Focus
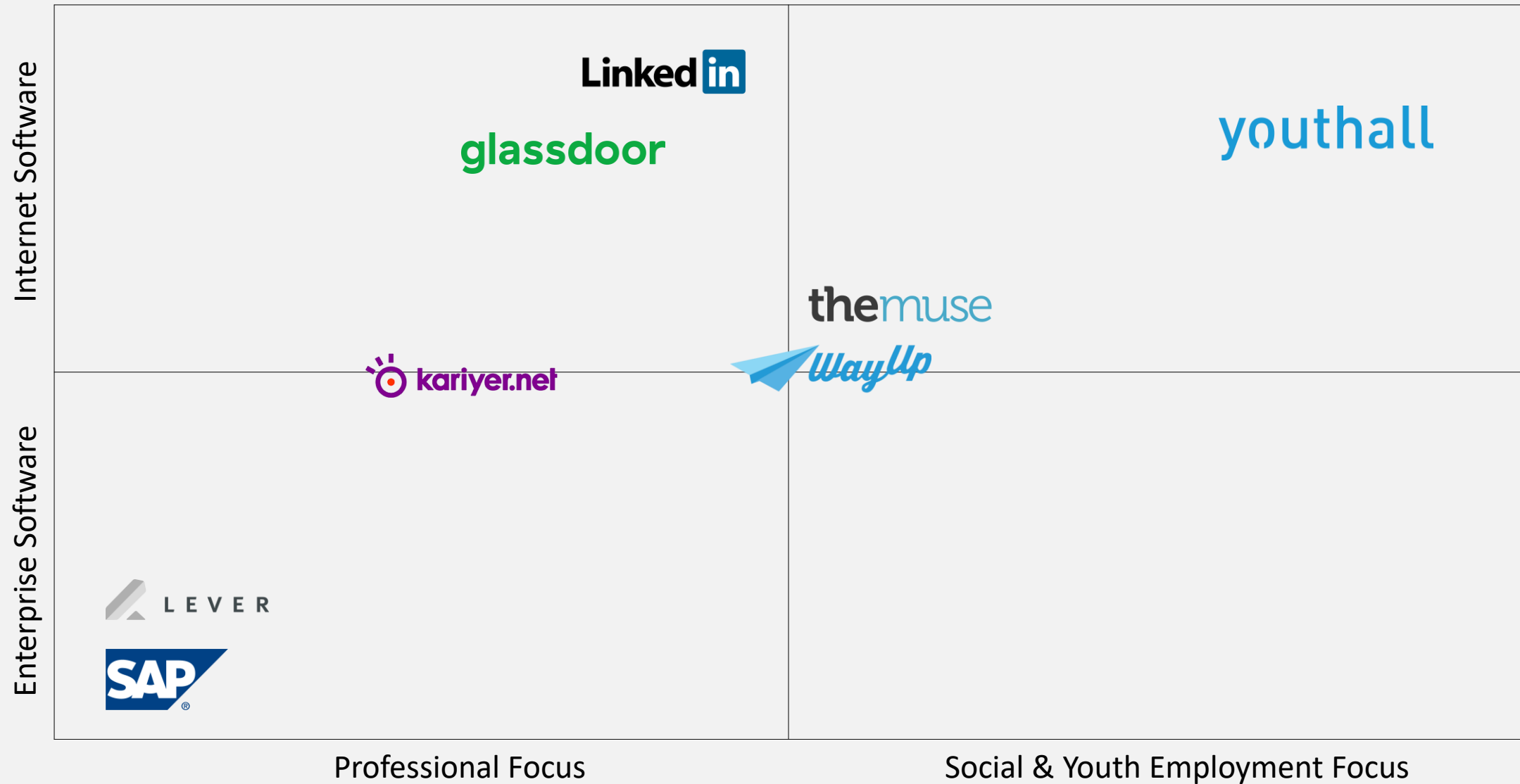
# Providing strong brand endorsement for growth

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## Leading University Collaborations



**+150 universities**

## Student Organizations Collaborations



**+250 club organizations**

## Additional Events

**PepsiCo** - Marketing in FMCG

**P&G** - Future Minds
**P&G** - CEO Challange
**P&G** - IT Business Challenge
**P&G** - Unsolvable Quest Case

**Unilever** - Beyond Sales
**Unilever** - Connect: Interactive Career Fair
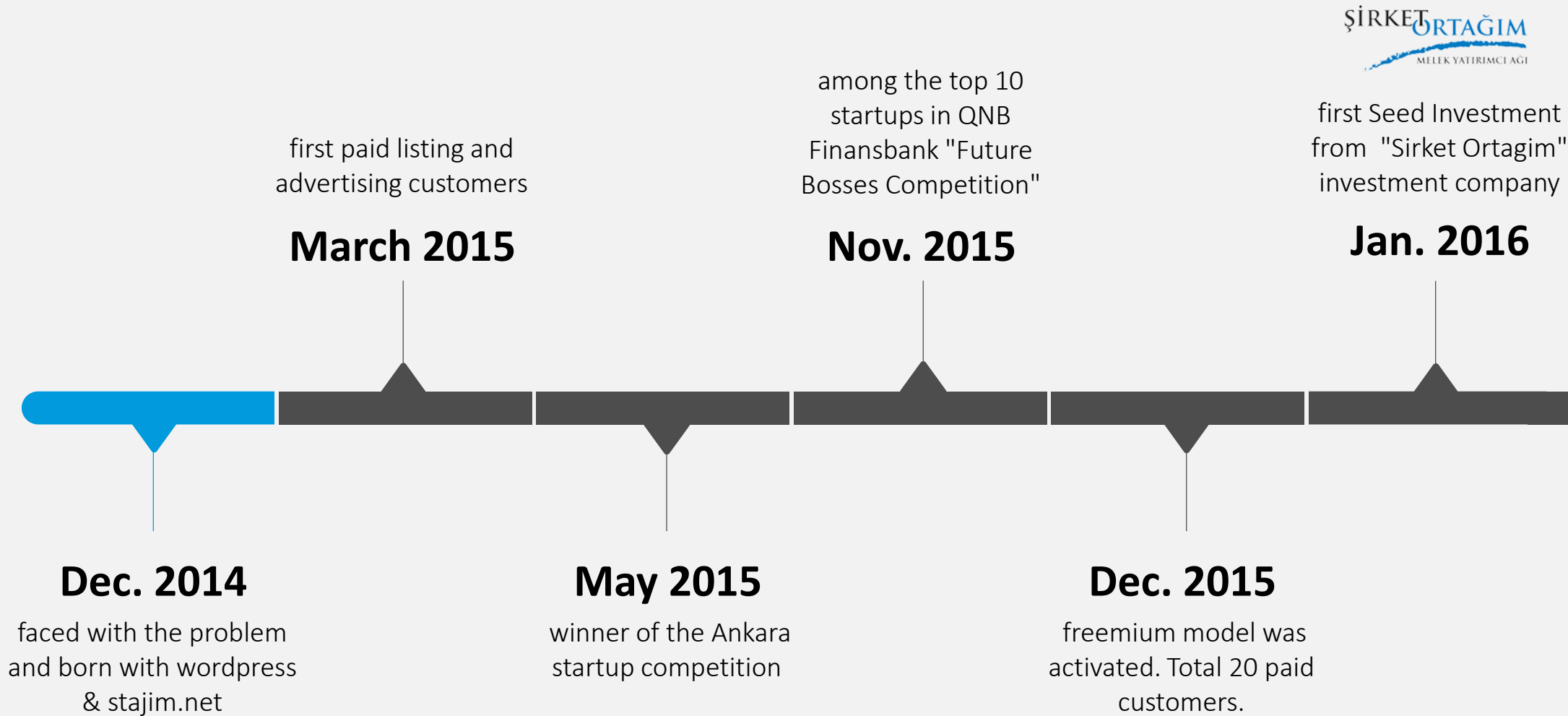**Unilever** - WizaR&Ds

**DenizBank** - "Kampüs Deniz'de"

**British American Tobacco** - Battle of Minds

# Milestones

youthall

among the top 10 startups in QNB Finansbank "Future Bosses Competition"

first paid listing and advertising customers

first Seed Investment from "Sirket Ortagim" investment company

**March 2015**

**Nov. 2015**

**Jan. 2016**

**Dec. 2014**

faced with the problem and born with wordpress & stajim.net

**May 2015**

winner of the Ankara startup competition

**Dec. 2015**

freemium model was activated. Total 20 paid customers.

ŞİRKET ORTAĞIM
MELEK YATIRIMCI AĞI

# Milestones

youthall

**KWORKS**

selected by KWORKS (Koç University) Accelerator Program

**May. 2016**

**STATION F**

openin new **market** and selected by Station F "Founder's Program" in Paris

**April 2017**

*Grooowing...*

**Feb. 2016**

first paid international company that is Unilever

**Nov. 2016**

new website lunched with advanced algorithms

**June 2017**

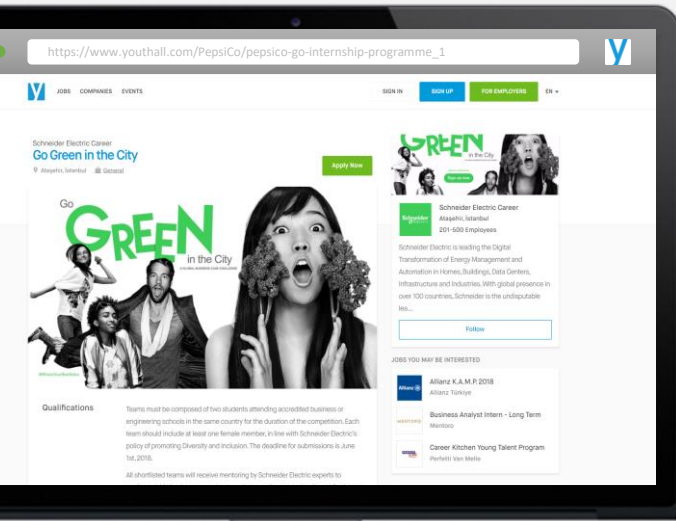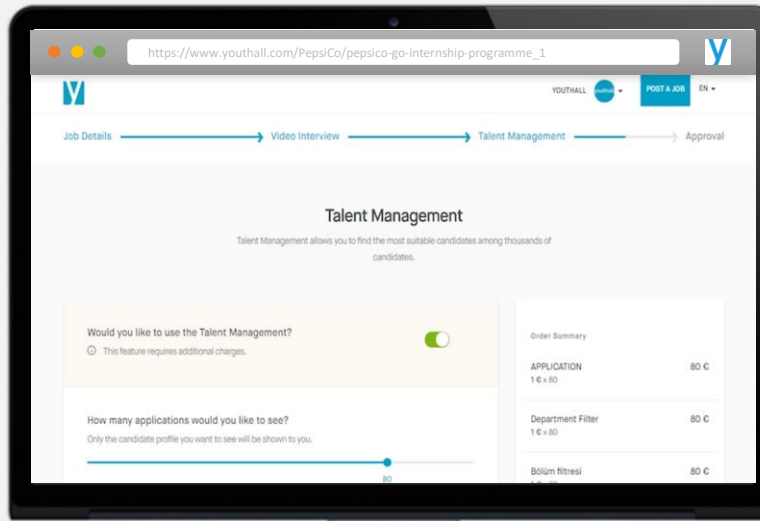new brand name Youthall.com

Product

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## 1

# Jobs

- New Graduate Jobs
- Part Time Jobs,
- Internship / MT Jobs
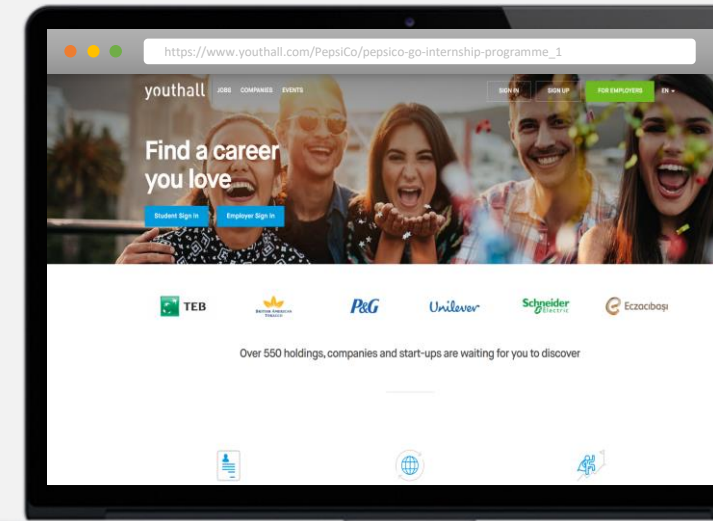- Campus Representative
- Daily/Seasonal Jobs

## 2

# Targeted Match

It allows companies to find the most suitable candidates with our 'AI' among thousands of candidates. Filters:

- Departments Filter
- Graduate Year Filter
- Lanugage Filter and other 5 filters.

## 3

# Ads.

- Homepage Logo Area,
- Blog Banner Area,
- Mobile Push,
- Mailing, Social Media Posts,
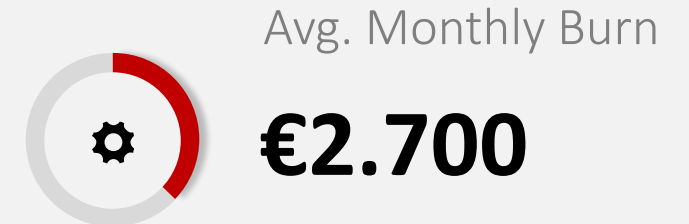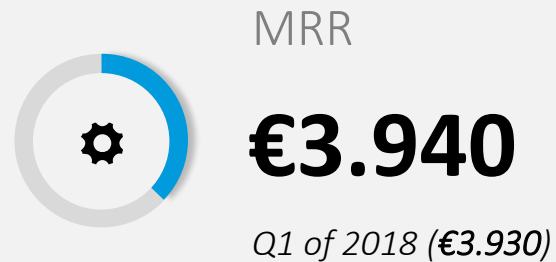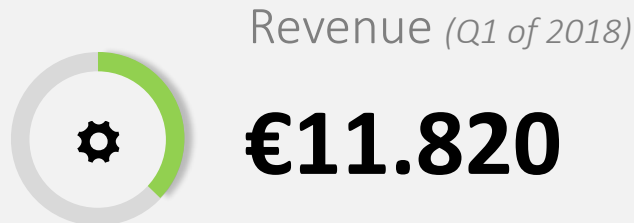- Sponsored Jobs-Companies.

# Current Financials

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| -Turkish Lira ₺- | 2016 – (TRY) | 2017 – (TRY) |
|---|---|---|
| A- REVENUES | 19.948,41 | 64.479,73 |
| 1-TURKEY SALES | 19.590,36 | 64.185,91 |
| 2-SALES ABROAD | 358,05 | 293,82 |
| B- NET SALES | 19.948,41 | 64.479,73 |
| C- EXPENSES | 5.697,46 | 0 |
| 1-COGS | 5.697,46 | 0 |
| GROSS PROFIT | 14.250,95 | 64.479,73 |
| D- OPERATING EXPENSES | 76.394,13 | 119.064,18 |
| 1-MARKETING & SALES | 5.205,00 | 6.510,76 |
| 2-SG&A | 71.189,13 | 112.553,42 |
| OPERATING PROFIT | (62.143,18) | (54.584,45) |
| E- FINANCE EXPENSE | 90,00 | 0 |
| F- OTHER EXPENSES | 348,81 | 672,06 |
| EBITDA | (62.581,99) | (55.256,51) |
| NET INCOME | (62.581,99) | (55.256,51) |

323%

*There is tax exemption.*

# Strong results with initial seed investment

*€1 = 4.95 TL*

**youthall**

### Revenue Growth

**323%** ⬆️

*From 2016 to 2017*

### MRR

**€1.400**

### Avg. Monthly Burn

**€2.400**

### Revenue *(Q1 of 2018)*

**€11.820**

### MRR

**€3.940**

*Q1 of 2018 (**€3.930**)*

### Avg. Monthly Burn

**€2.700**

### Contract Reviewed

**€25.675**
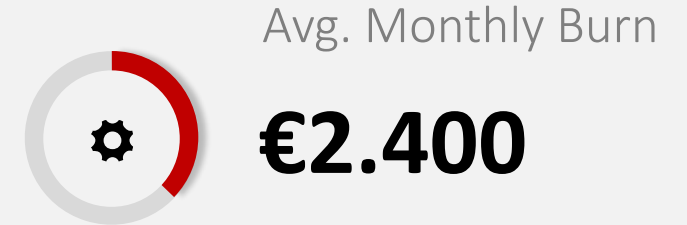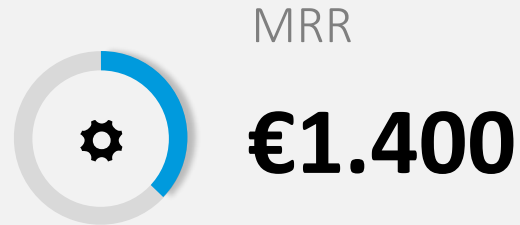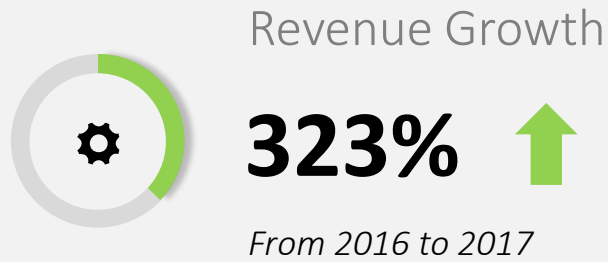
### Q1 of 2018 Net Income

*(Cash Positive)*

**+€3.720**

# New sources of revenue

**youthall**

**01** Targeted sourcing — January 2019

**02** Subscription for Youth — March 2019

**03** Event management — June 2019

**04** Online trainings — October 2019

**05** Advertisement Tools *(CPM-CPC)* — February 2020

**06** Application tracking System — April 2020

# 2nd round brings Youthall to operating profitability in 2019

youthall

| 5- YEAR FINANCIALS | 2017 | T | T+1 | T+2 | T+3 | T+4 |
|---|---|---|---|---|---|---|
| Total Active Users | 425.000 | 1.354.475 | 3.255.807 | 5.185.813 | 7.799.554 | 10.139.421 |
| Growth Rate | 323% | 860% | 122% | 170% | 175% | 200% |
| Annual Revenue | 64.479,73 | 2.055.000 | 2.497.917 | 4.241.420 | 7.422.486 | 14.844.971 |
| Expenses | 119.736,24 | 1.093.250 | 1.843.678 | 2.681.720 | 4.576.046 | 7.152.914 |
| EBITDA | (55.256,51) | 961.750 | 654.239 | 1.559.701 | 2.679.801 | 7.653.777 |
| *EBITDA Margin* | *-86%* | *+47%* | *+26%* | *+36%* | *+38%* | *+52%* |
| Net Income | (55.256,51) | 769.400 | 523.392 | 1.247.761 | 2.277.151 | 6.153.646 |
| *Operating Margin* | *-85%* | *53%* | *74%* | *63%* | *62%* | *48%* |
| Headcount | 2 | 7 | 10 | 15 | 20 | 23 |

Assumptions

- Investment: **€1.500.000**
- Stake: 10%

5-Years Total Net Income

**€ 10.971.350**

# Why invest now
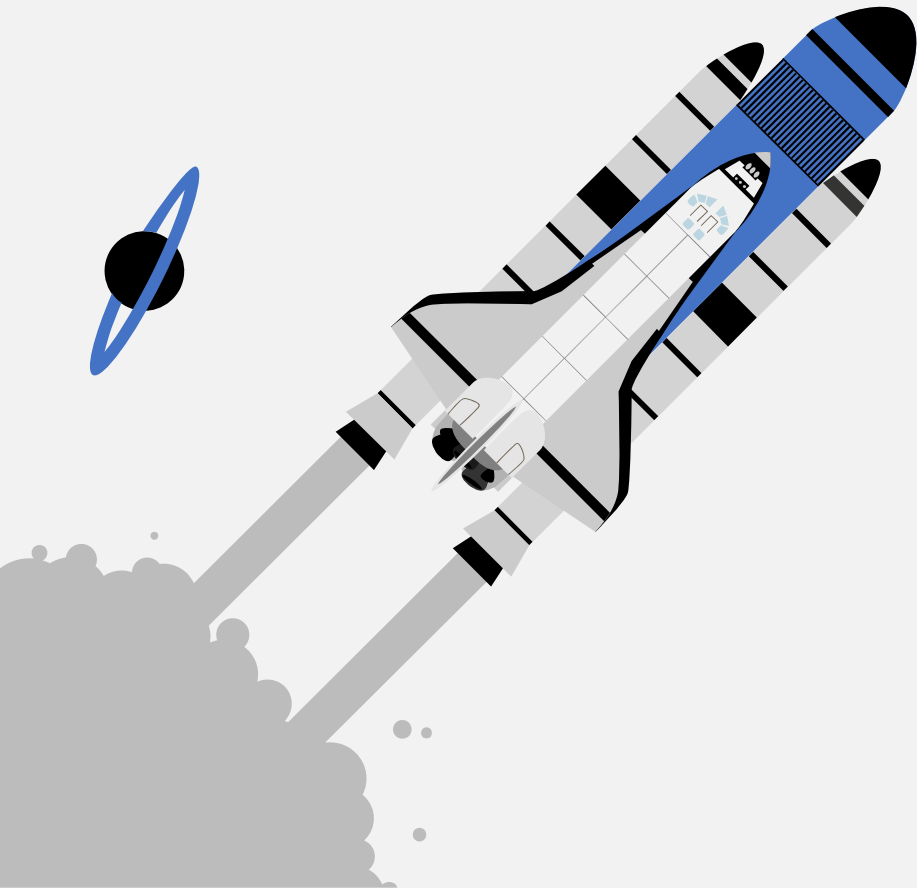
**Need for**
## Additional Investment

› Additional resources needed to maintain **first mover** advantage

› **Competetive pressure** increasing

› Expended spend in **advertising** and **headcount**

› Starting **global** expansion (France & UK)

**High potential**
## For Growth

› Potential for growth will allow new investors to see an outsized return

› Customer adoption will scale up exponentially

› To key to success will be in locking in a loyal customer base early

# Exit strategies

**youthall**

**Want to focus on youth** ➡️ **Linked**in glassdoor kariyer.net

**Want to open new markets** ➡️ WayUp themuse INTERNSHALA internships that matter

**HR consultancy firms** ➡️ KORN FERRY | HayGroup Adecco randstad

**Large companies** ➡️ facebook Google Microsoft

*YOUTHALL WILL HAVE MULTIPLE EXIT OPPORTUNITIES THAT WILL RESULT IN A HIGH ROI.*

# Team and investors

youthall



**Youthall Initial Seed**
**€78.200**
**May 2016**

Board:
**Emre Aykan** (Chairman)
**Elis Yılmaz** (Vice Chairwoman)
**Sedef Korkmaz** (Board Member) *Sirketortagim*

EMRE AYKAN

Co-Founder

ELİS YILMAZ

Co-Founder

**Lara Özalp:** Digital Marketing
**Anıl Oruç:** iOS Developer
**Arif Güler:** Android Developer

+

*115 University Representative*

# LET'S BUILD TOGETHER

Youthall is a
**hall** that gets **all youth** and companies
together to find & connect each other and
build data-driven employer brand.

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