Title and logo

**1 sentence pitch:** 5skills - is a skill based job to job seeker matching service that makes your life easier finding a job or a qualified job candidate anywhere in the web.

**Problem:** Using just CVs is hard to quantify exactly how qualified a candidate job seeker is, since CVs come in various formats and lack important information.

**Solution:**

Snapshot

* **Real Time 5skills Matching Engine:** 5skills introduces a skill based matching engine that compares the skills required to do a job with those of the candidate's in real time and shows the match percentage between the two. This provides an instant quality quantitative indication, saving valuable time understanding the candidates' ability to perform and succeed in a job.

Snapshot

* **Job-to-Candidate Common Language:** Candidates create a *5skills-candidate-profile* composed of their 5 primary skills while companies create *5skills-job\_rofile* with the top 5 necessary skills required to do the job. In addition each skill is composed of sub skills, and years of experience. This creates a common comparable language which acts as a top layer above the CV.

Snapshot

* **Plugin:** Simple web service API enables job posting websites to integrate easily the match making service in practically no time. Once embedded with a click of a button and a short assistive form a job can be turned into a 5skills job profile and show the job's match percentage to a job seeker who also has a 5skills profile.

**Unique Value Proposition:** 5skills offers an effective end-to-end solution for shortlisting jobs and job seekers using proprietary skills-based profiling of jobs and job seekers. Our unique profiles are easier and simpler to create and maintain. As a result, our matching engine produces higher accurate results in real-time. The solution provides a software plugin that seamlessly integrates into any job board or website.

**Target market:** $1b new category in $5b online recruitment market (divided into 2 services: job postings and CV searching). Careerbuilder.com is market leader with approx. $1.5b revenue, 1.5m job listings, 13m CVs and $390 is the cost for a 30-day job post. Monster.com is 3rd in market with $1b revenue, 1.1m job listings, 40m CVs, $100 - $400 for 30-day job post and $1,000 - $2,000 for CV access.

**Business Model:** Monthly subscription to 5skills service and job posting revenue share with job boards.

**Customers:** Job boards, recruitment agencies and companies looking for candidates and candidates. Current customers: recruitment agencies: HeverITR ([www.heveritr.co.il](http://www.heveritr.co.il)), Promng ([www.promng.co.il](http://www.promng.co.il)).

**Competition:** 5skills is the only skills-only based real-time matching engine in the market that offers a complimentary 'matching' service to recruitment agencies and job boards. Our direct competition is ATS matching companies. Our indirect competitors include realmatch.com and other alternatives solutions to recruitment agencies and job board services.

**Competitive advantage:** 5skills proprietary skills-only based profile and matching engine together with an easy to integrate plugin provides a low-cost highly accurate matching platform for recruiters, employers and job seekers. Once embedded in various job boards it will create a high barrier of entry to more of the same plugin mimickers.

**Sales/Marketing:** Affiliate programs with large recruitment agencies and job boards companies with reach to many companies and job seekers. Additional viral marketing of the new service to be found various job boards around the web.

**Team:** *Tomer Sagi,* Founder & CEO, brings previous overseas start-up founder and CEO experience, building and selling 3-dimensional products. Has over 13 years of IT experience spanning development, architecture, project management and UX design. *Guy Kohn*, Co-founder& Biz Dev, brings current start-up experience as a founder, for a local product sourcing ecommerce venture.

**The Ask:** $50k pre-seed for reaching POC: Final validation of demand in market, finish development of plugin and raising seed money to go global.