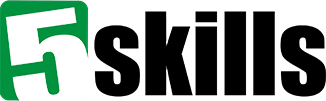
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**Elevator pitch:** 5skills provides a no-hassle and highly effective way of finding jobs and job seekers that really fit by replacing job descriptions and resumes with skills-only profiles. Expensive and reactive sourcing and matching systems become obsolete as 5skills becomes the de-facto global source of jobs and job seekers.

**Problem:** Employers and recruiters spend thousands of dollars per job sourcing and matching CVs to job requirements. Traditional job boards and resume databases are reactive and expensive. Job seekers also spend countless hours searching and applying for suitable jobs on multiple websites.

**Solution:** A job board and resume database merged into one marketplace where job seekers, recruiters and employers find each other using uniquely structured search profiles. Backed by a proprietary and highly accurate matching engine, 5skills provide a low-cost and highly effective source of job seekers and jobs. 5skills' solution comprises 3 components:

1. **5skills search profiles:** requirements of both jobs and job seekers are defined using skill-only profiles
2. **5skills job board aggregator:** collecting and converting jobs from leading job boards to skills-only profiles
3. **Real time matching engine:** Highly accurate matching engine

**Unique Value Proposition:** 5skills provides an innovative way of increasing sourcing and matching value while reducing both the cost-of-hire and the effort involved in finding the right jobs or the right job seekers by using proprietary skills-based profiling. Our unique profiles are easier and simpler to create and maintain and together with our proprietary matching engine exceptionally accurate results are returned in real-time.

**Target market:**

**$7b online recruitment market:** 3 sub markets: job postings ($2b), resume searching ($1b) and headhunting ($4b). The job posting market is declining. Proactive resume searching and referral based social sourcing is on the rise.

**Total addressable market (TAM):** job seekers: $0.5b, employers and recruiters: $1b

**Business Model:**

**Job seekers:** (1) FREE - online search forever, (2) $2 per month - job email alerts

**Employers and recruiters**: (1) FREE - 1-day online search and job seeker email alerts (2) $50 per month - unlimited online search, (3) $100 per month - unlimited online search and job seeker email alerts

**Customers:** Employers, recruiters and job seekers.

**Current** **POC customers:** recruitment agencies: HeverITR ([www.heveritr.co.il](http://www.heveritr.co.il)), Promng ([www.promng.co.il](http://www.promng.co.il)).

**Competition:**

**Job posting and resume database combined market:** Careerbuilder.com, Monster.com, Indeed.com, SimplyHired.com, Realmatch.com and Alljobs.co.il\* offer expensive job posting and resume searching services

**Examples:** (1) 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, (2) 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, (3) Alljobs.co.il is market leader in Israel with $1m revenue, 30,000 jobs and 1m monthly visitors, 30-day job post is approx. $150

**Competitive advantage:**

**Product:** 5skills is the only skills-only based real-time matching engine in the market. Our profiles are faster and easier to create and maintain and provide more accurate results.

**Price:** By removing complex algorithm-based matching of job descriptions with resumes, we are able to significantly lower our matching costs and higher value matching services at a fraction of the cost as traditional job boards do.

**Sales/Marketing:**

**Building 5skills job database:** (1) Alljobs's go-to-market strategy:aggregating jobs and converting them to 5skills profiles, (2) Creating a landing page for searching jobs

**Raising awareness of 5skills for job seekers:** Online advertising using blogs and social and professional networks

**Building 5skills job seeker database:** Identified.com's 'invite your friends' strategy: Using social connectors to gain access to friend's network for initial reach, expecting 2% conversion rate initially

**Build self-service registration:** Provide self-service registration for recruitment agencies, employers and job seekers

**Establishing 5skills as de-facto job database**: Direct marketing and direct sales to agencies and organizations

**Team:** *Tomer Sagi,* founder & CEO, previous overseas start-up experience as founder. He has over 13 years of IT experience spanning development, architecture, project management and UX design. *Guy Kohn*, MBA, advisor*, Alin Siris*, recruitment agency founder with over 5 years of high-tech recruitment experience

**The Ask:** $100k pre-seed for completing 2 milestones: POC with 2 recruitment agency early adopters (3 months) and BETA website completion (additional 3 months). 1 angel investor is willing to co-invest $25k.

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