



#### **OUR TEAM**



MANNY LEON
Business Economics:
Concentration in Value Investing
(Fourth), Entrepreneurship
minor



JANE ZOU

Data Theory (First)



**BETTY CHIU**Bioengineering (Third)



JASON NG Cognitive Science (Fourth)



**LUCIAN LI**Computer Science (Second)



KIA YALZADEH
Economics (Third)



ANDY JOHNSON
Director at Sony Pictures
Entertainment

## 4 PROBLEM STATEMENT + EXISTING SOLUTIONS

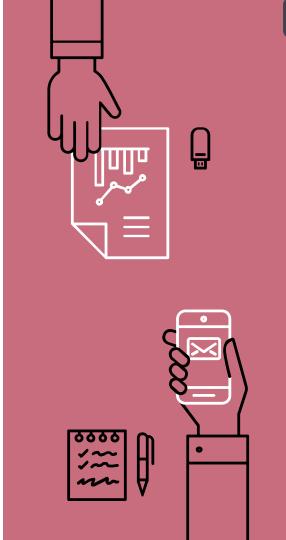
#### 7 COMPETITIVE ANALYSIS

 Key Competitors | Feature Comparison | Porter's Five Forces

#### 9 HYREUS DEMONSTRATION

- 11 VALUE PROPOSITIONS
- 13 BUSINESS MODEL
  - Financial Projections | Product Roadmap |
     Go-to-market Plan | Pre-seed funding ask







"IT'S HARDER TO FIND A JOB THIS YEAR THAN IT WAS LAST YEAR" (JORNITE 2010)

> "I PREFER TO USE AN **ONLINE JOB PLATFORM** TO FIND MY NEXT JOB."

"I DON'T USE LINKEDIN IN MY JOB SEARCH, BUT RECRUITERS DO."



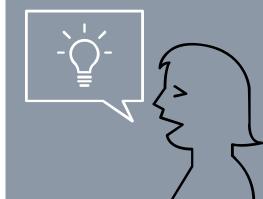
**HOW CAN JOB SEEKERS OBTAIN THE CAREER SUPPORT** NECESSARY TO SUCCEED IN THE **RECRUITING PROCESS** AND EFFECTIVELY **SHOWCASE** THEIR TECHNICAL AND SOFT **SKILLS?** 

"THESE CANDIDATES SHOULD HAVE AN **ONLINE PRESENCE** OR **PERSONAL BRAND**." (CAREERBUILDER 2019)

> "I NEED TO REACH OUT TO MY **SOCIAL NETWORK, BUT HOW?**"

"I NEED A CANDIDATE FOR THIS **ENTRY LEVEL** POSITION. WHICH ONE HAS THE RIGHT **INTERPERSONAL SKILLS**?"

(THE MANPOWER GROUP 2018





## **EXISTING SOLUTIONS**

#### **FISHBOWL**



Anonymous mentorship program



Job board, resume search

**INDEED** 

**UPWORK** 

#### LINKEDIN



Recruitment project challenges



Company and job seeker spaces

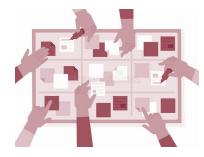
#### **MEET HYREUS**



**Personal Projects** 



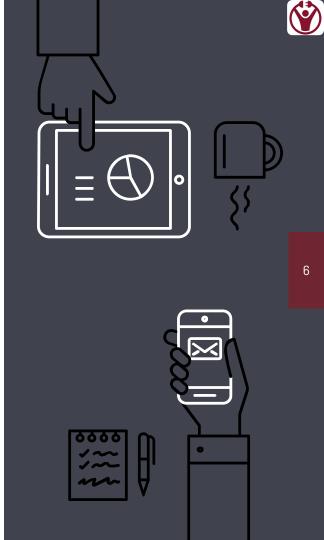
**Recruiter Project Challenges** 



**Communities and Spaces** 



Forum Engagement





		in	fishbowl	
Personal Project Showcase		_		
Recruitment Project Challenges	<b>/</b>	_		
Interactive Job Listings	<b>/</b>		<b>/</b>	
Forum Posting		1	<b>/</b>	<b>/</b>
Organized Mentorships	<b>/</b>			
Communities/Profile Spaces		<b>/</b>	<b>/</b>	

## PORTER'S FIVE FORCES

#### **BUYERS**

- High bargaining power
- Job board applications

#### **SUPPLIERS**

- Low bargaining power
- Online presence

#### **SUBSTITUTES**

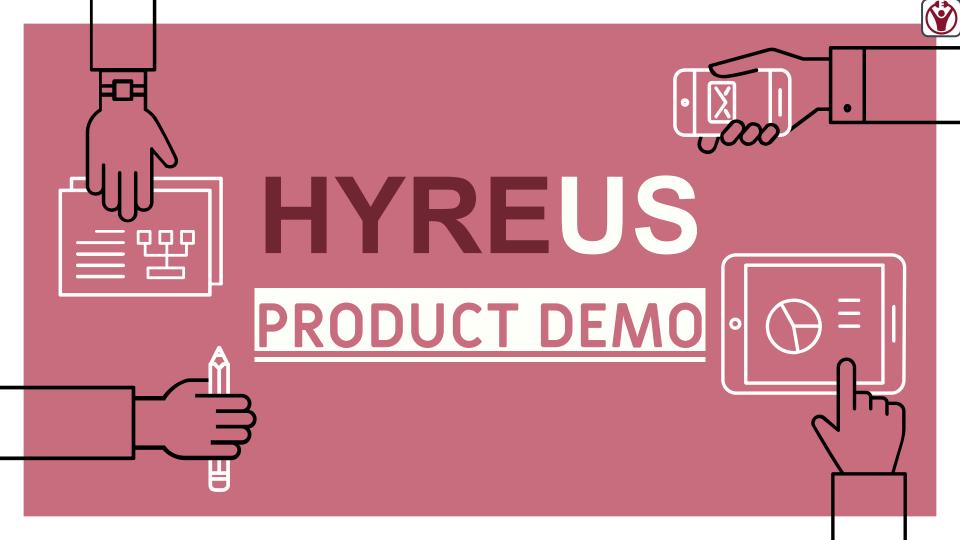
- **High** threat
- Online marketing

#### NEW ENTRANTS

- Medium threat
- No regulations impacting entry

## EXISTING RIVALS

- High threat
- Brand awareness and marketing
- Subscriptions







#### **JOB SEEKERS FIND THE**

#### PROFESSIONAL HELP

NEEDED BY JOINING

#### **INCLUSIVE COMMUNITIES**

WHILE ALSO GETTING THE OPPORTUNITY TO

**SHOWCASE** YOUR EXISTING

TANGIBLE SKILLS AND UNIQUE EXPERIENCES.





#### Negin's Perspective

- Advocating for students by setting expectations for skills and requirements
- Understanding what possibilities are out there
- Someone to practice with on a case-by-case basis



#### **INDUSTRY PROFESSIONALS**

**ACQUIRE NEW** 

PERSPECTIVES, INSIGHTS,

AND SOLUTIONS BY

**EXPANDING** YOUR EXISTING

#### **PROFESSIONAL NETWORK**

WITH PROMISING YOUNG TALENT AND DISCOVERING BUDDING TECHNOLOGIES.





Amy and Damon's Perspectives

- Free, ease and speed of use
- Daily use of platform for entry level jobs
- Seeing candidatesskills in action
- Finding qualified candidates with no existing online presence



**RECRUITERS IDENTIFY THE BEST CANDIDATES** BY DIRECTLY INTERACTING WITH YOUNG JOB SEEKERS AND **GAINING INSIGHT** INTO THEIR EXPERIENCES AND **TANGIBLE ACCOMPLISHMENTS BEYOND THE RESUME.** 

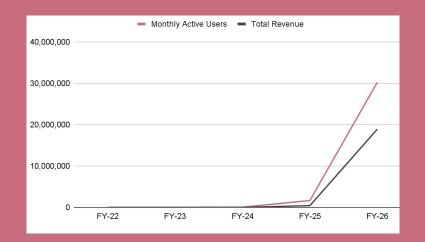




## FINANCIAL PROJECTIONS

	Dec-22	Dec-23	Dec-24	Dec-25	Dec-26
Revenue	-	-	-	\$ 412,509	\$ 18,879,415
COGS	\$9,282	\$10,000	\$ 21,563	\$329,484	\$ 11,302,949
OPEX	\$ 1,600	\$ 849,688	\$ 1,485,625	\$2,868,994	\$ 8,445,591
Operating Profit	(\$10,882)	(\$859,688)	(\$ 1,507,188)	(\$ 2,785,970)	(\$ 869,125)

## USER AND REVENUE GROWTH



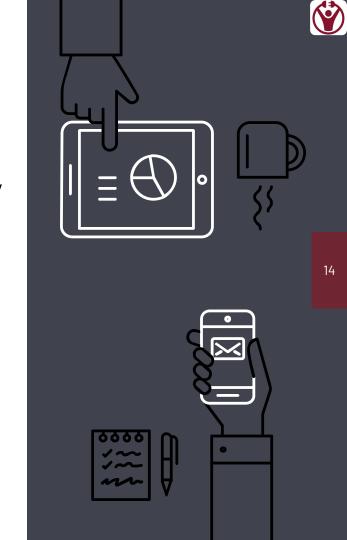
#### PRODUCT ROADMAP

GR + 3 MONTHS

- Industry professional mentorship appointments with job seekers
  - Requesting mentorship appointments one-on-one on projects

**GR + 6 MONTHS** 

- Industry professional Job seeker community mentorship suggestion algorithm
  - Event registration and hosting by industry professionals for all users to attend
  - Mentorship program for topic of choice guided by industry professionals



#### **GO-TO MARKET PLAN**

Sales Strategy: Self-service model **Demand Generation:** Inbound

- **HyreUs Website**
- **Content Marketing Efforts** 
  - Landing Page
  - Blogs
- **Social Media Campaigns** 
  - "Beyond a Resume"
  - #Hyre\_

#### "Beyond a Resume"



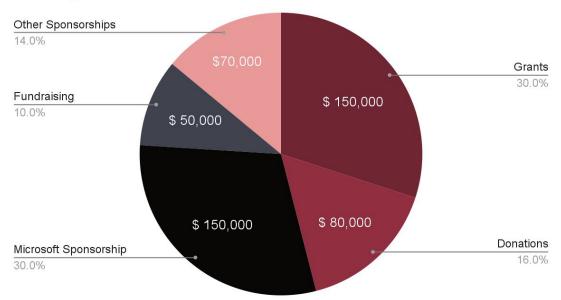
**Education Experience/Skills**  #Hyre\_

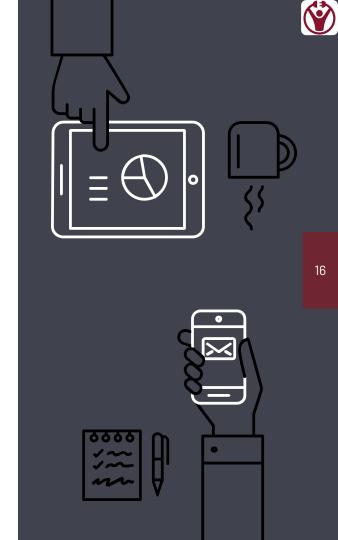


Introduction

### STARTUP FUNDING \$500,000

#### **Funding Sources**







EMPOWER YOURSELF WITH PROFESSIONAL RESOURCES AND

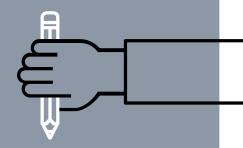
OPPORTUNITIES. BE A PART

OF **COMMUNITIES** THAT

REDEFINE **GENUINE** 

RELATIONSHIPS WITH

INDUSTRY PROFESSIONALS AND RECRUITERS.





#### **SPECIAL THANKS**

## DAMON NICHOLLS

Sr. Director, Business Development at truData Solutions

#### AMY HYATT

Oracle Sr. Principal Talent Advisor

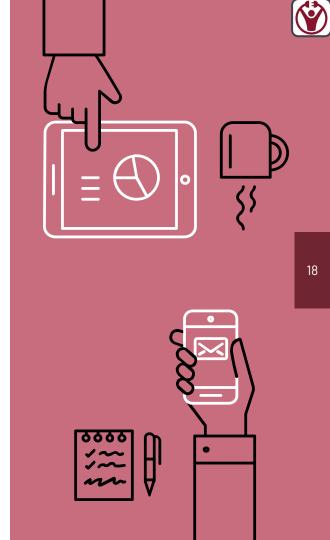
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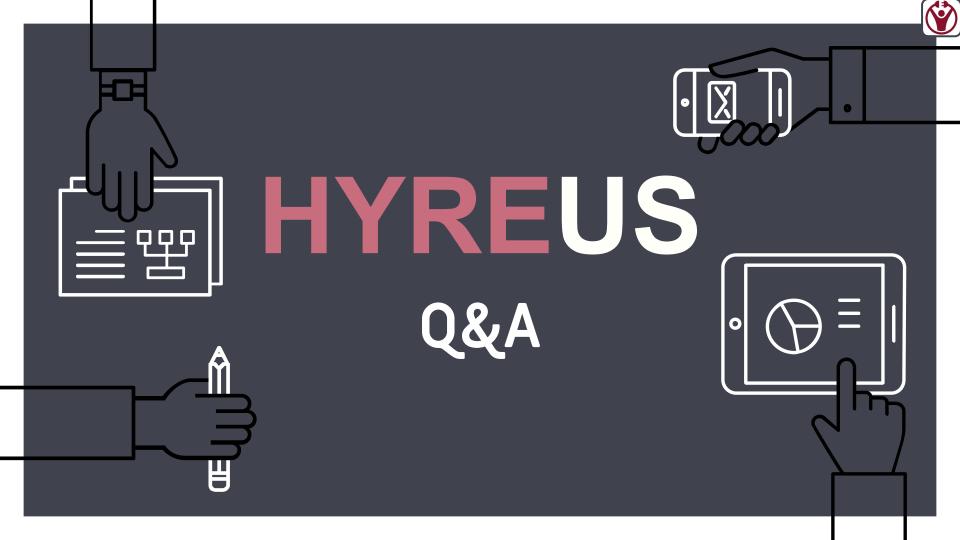
ER Technician and Medical School Student













#### **APPENDIX**

#### **Problem Statement**

The Strength of the Job Market is One-Sided
Solving the Talent Shortage
Glassdoor Study Reveals What Job Seekers Are Looking For
2022 HR Statistics: Job Search, Hiring, Recruiting &
Interviews.

<u>Tips for making your resume stand out | CareerBuilder</u>

#### **Porter's Five Forces**

2019-Recruiting-Benchmark-Report.pdf

Job Posting Cost: What It Costs to Post Jobs | Glassdoor for Employers

Barriers to entry: Factors preventing startups from entering a market

How Much Does It Cost To Start A Job Board? Understanding the online subscription model

#### **Financials**

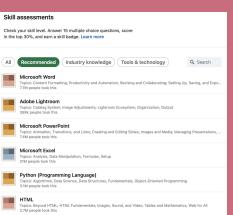
YTP Model

<u>Microsoft for Startups Sponsorship</u> <u>Current Workforce Development Grants</u> <u>Go to Market Strategy</u>

#### **Feature Comparison**

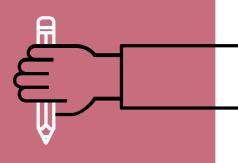
Linkedin's "project sharing" feature Linkedin's "skill assessment" feature

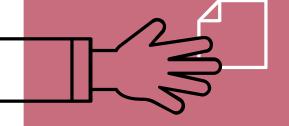






# HYREUS STATIC DEMO: Job-Seeker











#### Welcome to HYREUS

Register today as a:







#### **Create Your Account** Name Email Repeat Password Password Select an Industry Financial Services & Accounting Or register with I have read and accept the Terms of Service & Privacy Policy \*

#### **Suggested Communities**

Here are some suggested communities picked based on your selected industry. You can join communities at any time.

Finance Career Advice

+ Join

Financial Analyst Internship

Join

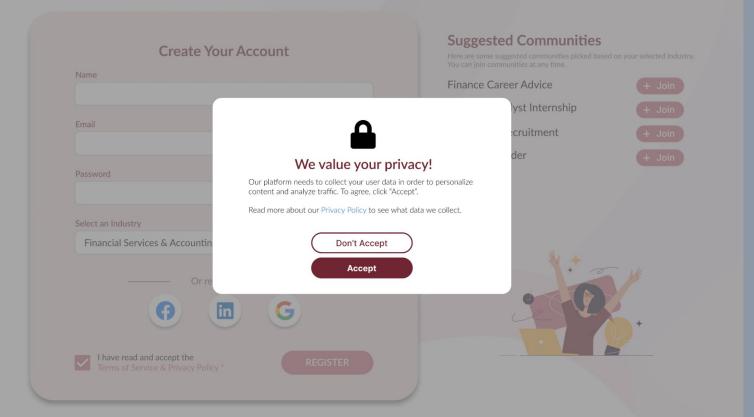
Consulting Recruitment

Company Insider

+ Join







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Communities

Job Search

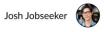
Notifications

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(<del>+</del>) Log Out

Account Settings

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Rising College Junior, majoring in Finance. Looking to snag an internship next summer. Looking to see any improvements or changes I should make to better improve my resume.

Kiamehr Valzadeh EDUCATION Enterests of California, Los Augules (ECLA) Extracelly of California, Los Augelos (CCLA)

Graduation: December 2013

Barlies of Arts in Economic

Commission GDA 3.3

Alliantimes: December 2014

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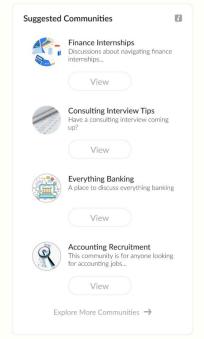
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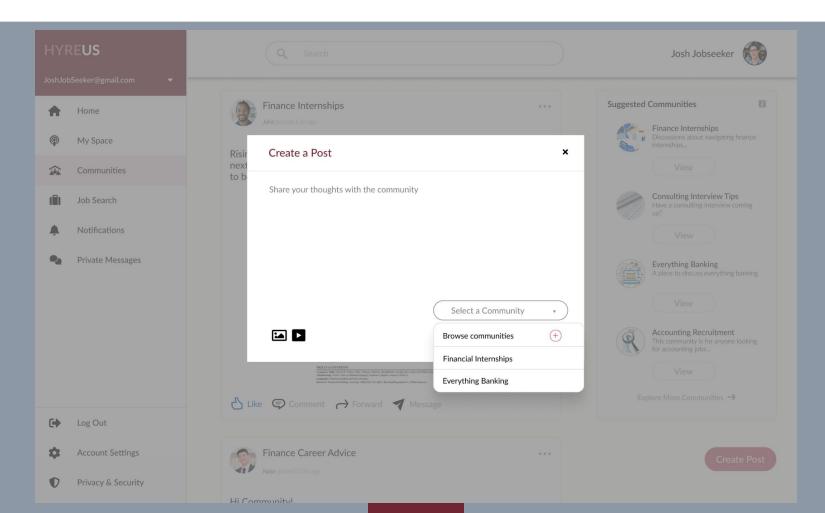
Hi Community

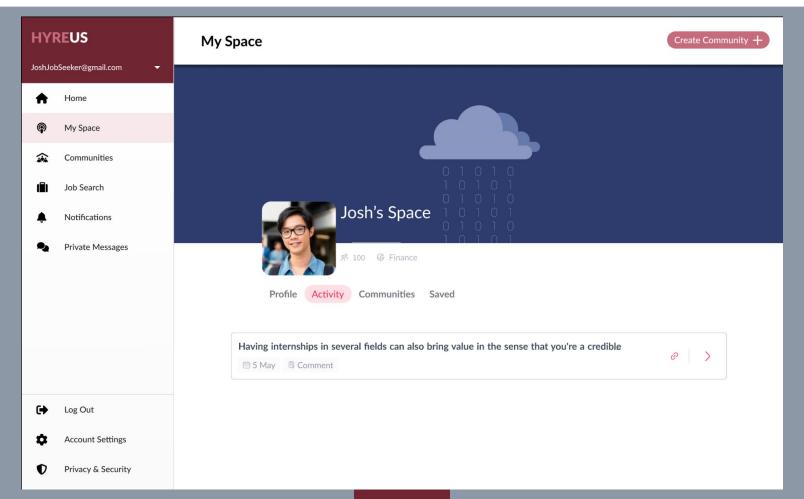


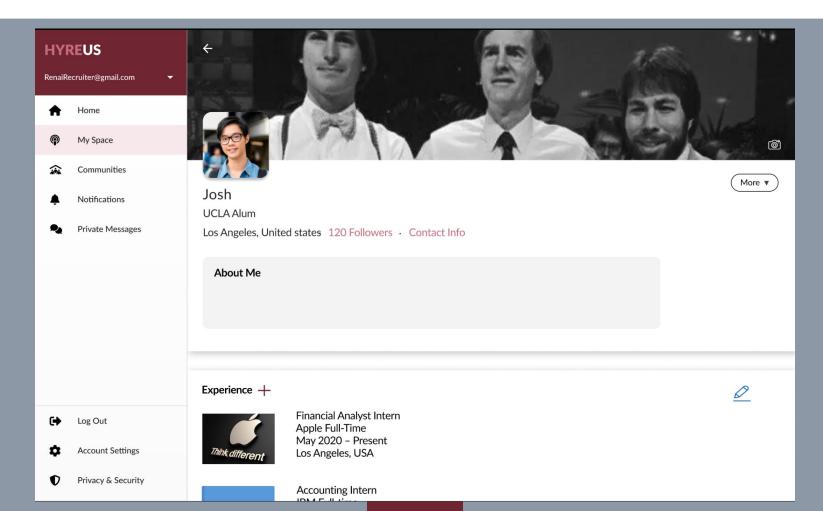


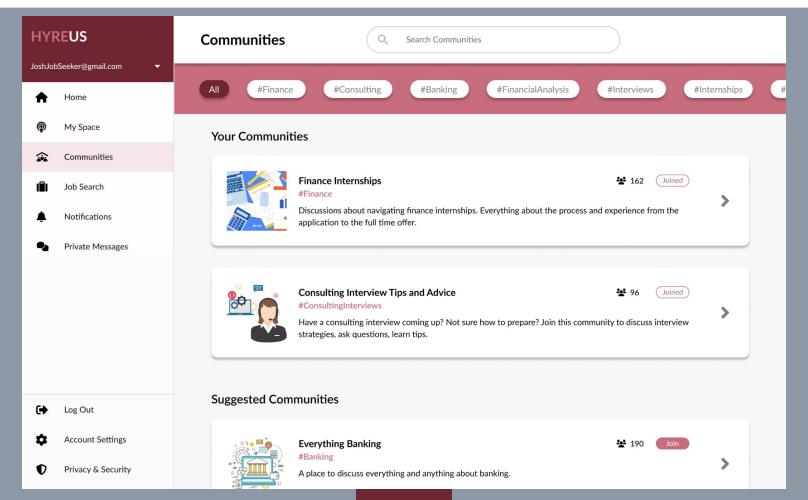
Finance Career Advice . . . Nate posted 2 hrs ago

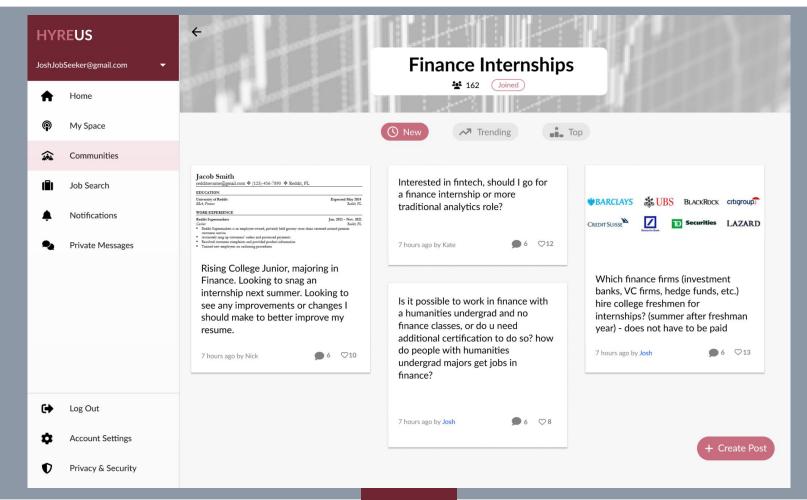
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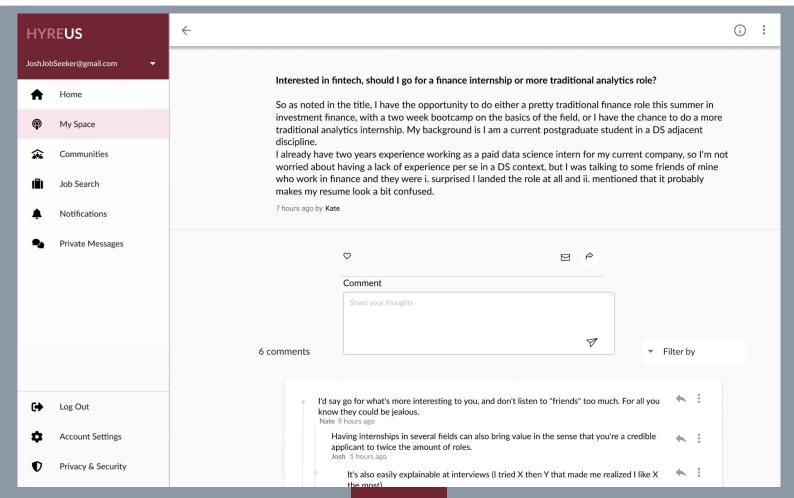






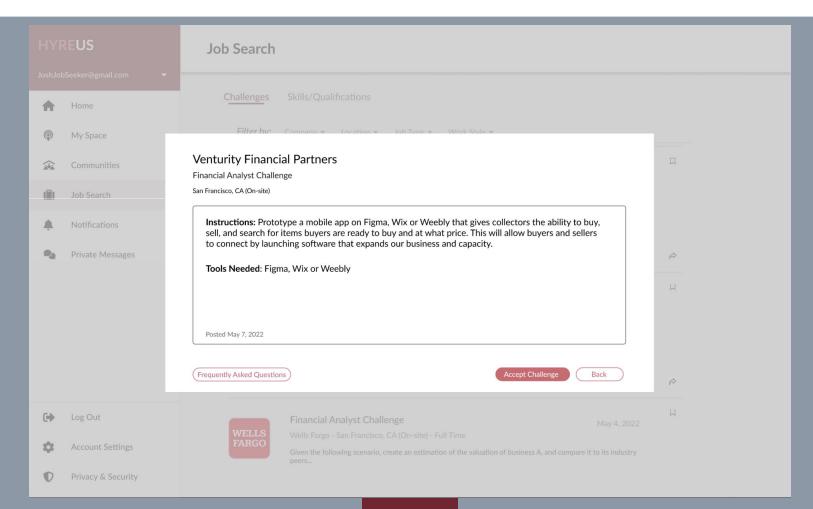


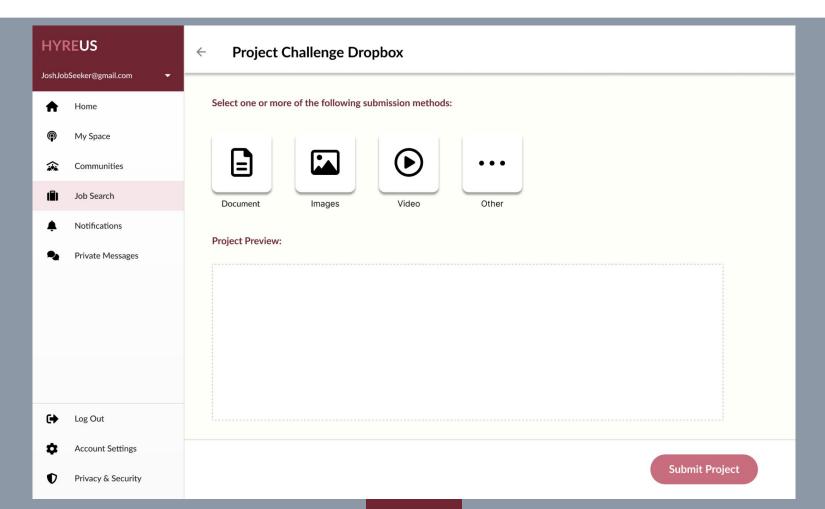


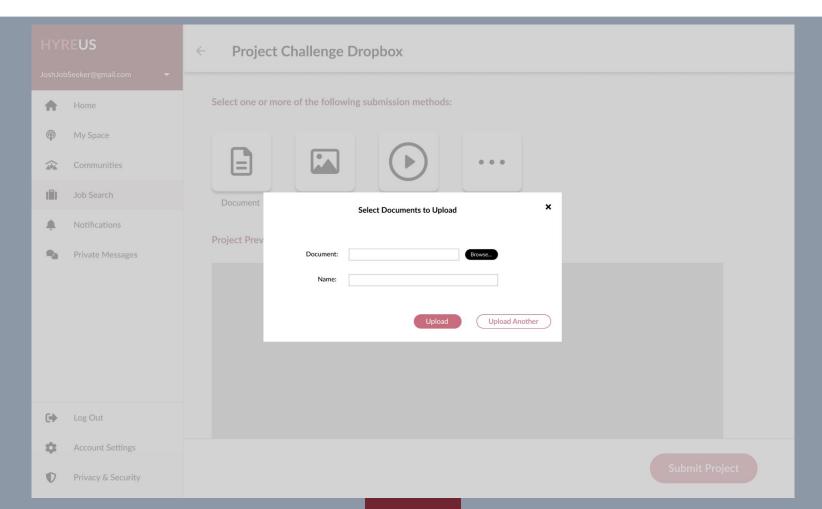


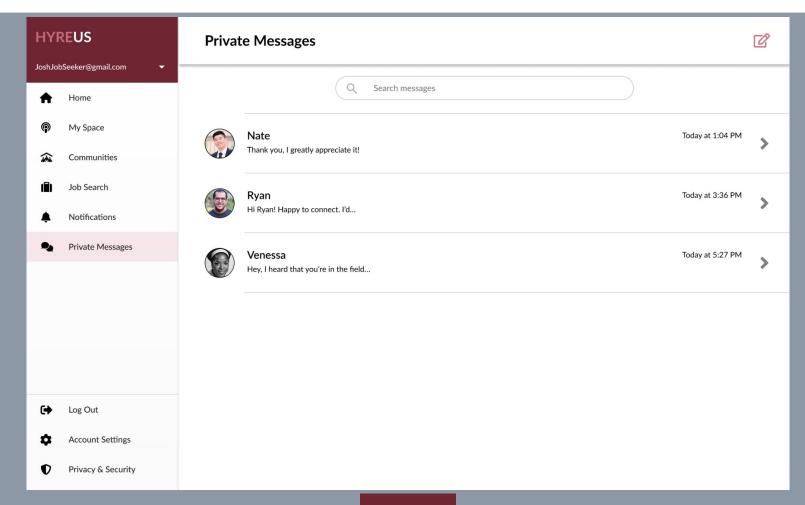
#### **HYREUS Job Search** Search for jobs JoshJobSeeker@gmail.com Challenges Skills/Qualifications Home Filter by: Company ▼ Location ▼ Job Type ▼ Work Style ▼ My Space Communities Financial Analyst Challenge May 7, 2022 Venturity Financial Partners - San Francisco, CA (On-site) - Full Time Job Search Prototype a mobile app on Figma, Wix or Weebly that gives collectors the ability to buy, sell, and search for items buyers are ready to buy and at what price. Notifications Private Messages Portfolio Management Intern Challenge May 5, 2022 Los Angeles Capital Management - Los Angeles, CA (Hybrid) - Internship Devise a short term strategy for acquiring and disposing of the holdings in the following portfolio... A W Log Out Financial Analyst Challenge May 4, 2022 WELLS Wells Fargo - San Francisco, CA (On-site) - Full Time **FARGO Account Settings** Given the following scenario, create an estimation of the valuation of business A, and compare it to its industry peers... Privacy & Security

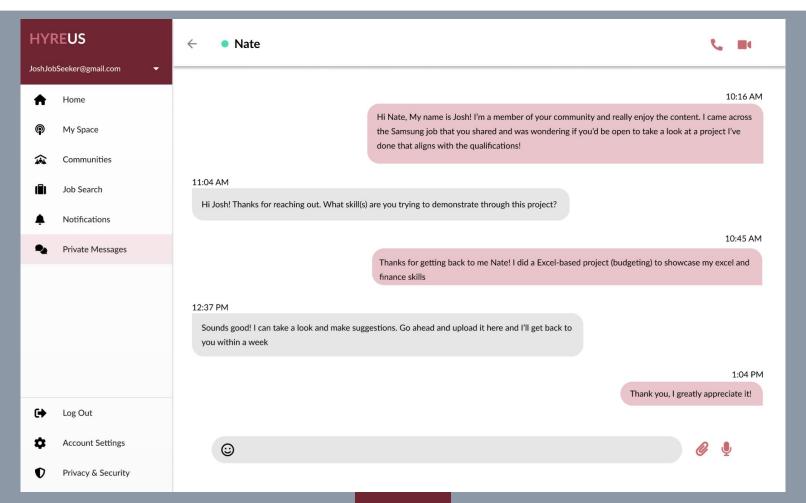
#### **HYREUS Job Search** Search for jobs JoshJobSeeker@gmail.com Challenges Skills/Qualifications Home Filter by: Company ▼ Location ▼ Job Type ▼ Work Style ▼ My Space Communities Financial Analyst May 8, 2022 Oracle - San Francisco, CA (On-site) - Full Time Job Search As a member of Oracle's finance organization, you will be responsible for providing all aspects of financial support for planning and control... Notifications Private Messages A Banking Analyst Intern May 7, 2022 **WELLS** Wells Fargo -Santa Monica, CA (Hybrid) - Internship FARGO Wells Fargo's Regulatory and Basel Reporting team (RBR) is responsible for filing regulatory reports with numerous regulatory agencies... A W Log Out **Public Finance Analyst** May 3, 2022 Citi - Los Angeles, CA (On-site) - Full Time **Account Settings** This role is responsible for all aspects of valuation control, including calculation of price verification results, determination of valuation adjustments... Privacy & Security





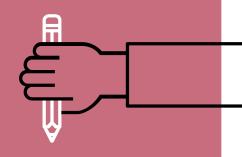


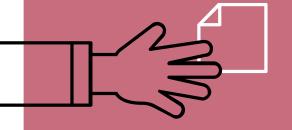






# HYREUS STATIC DEMO: Industry Professional











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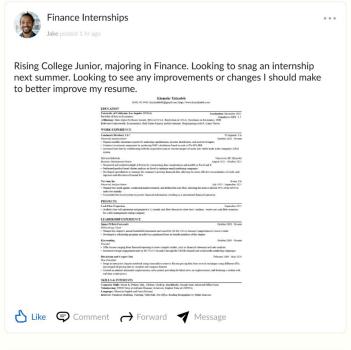
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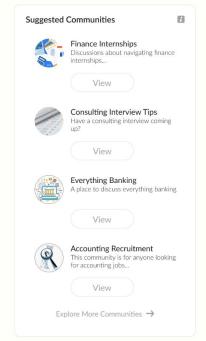
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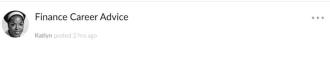
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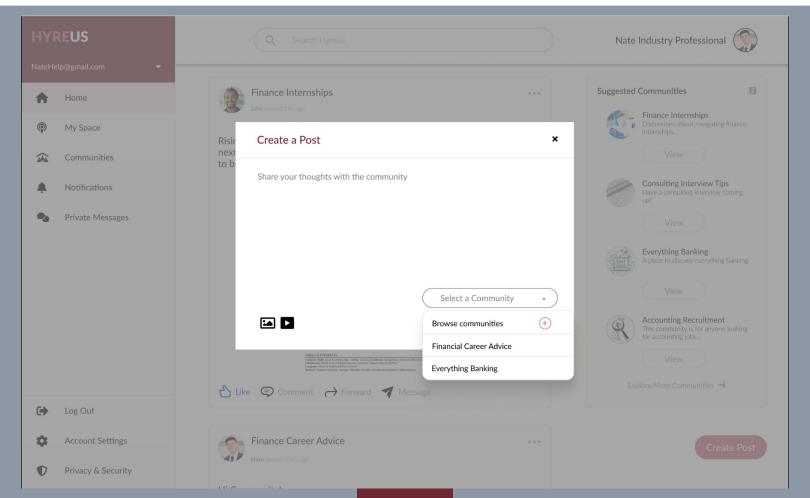


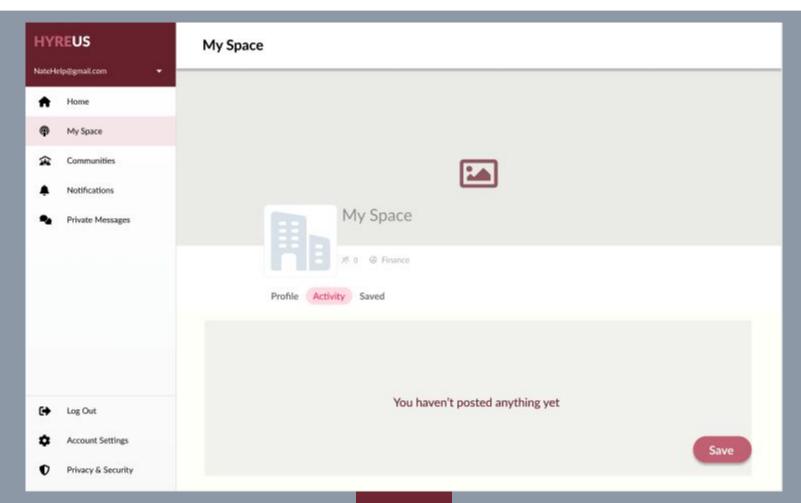


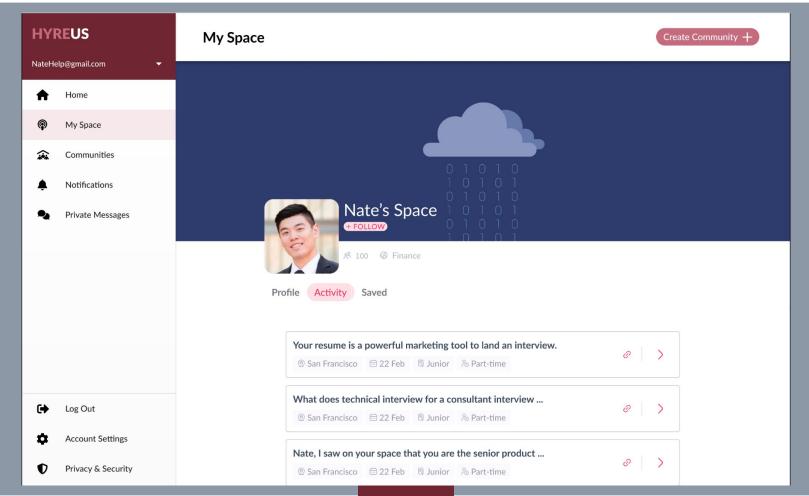


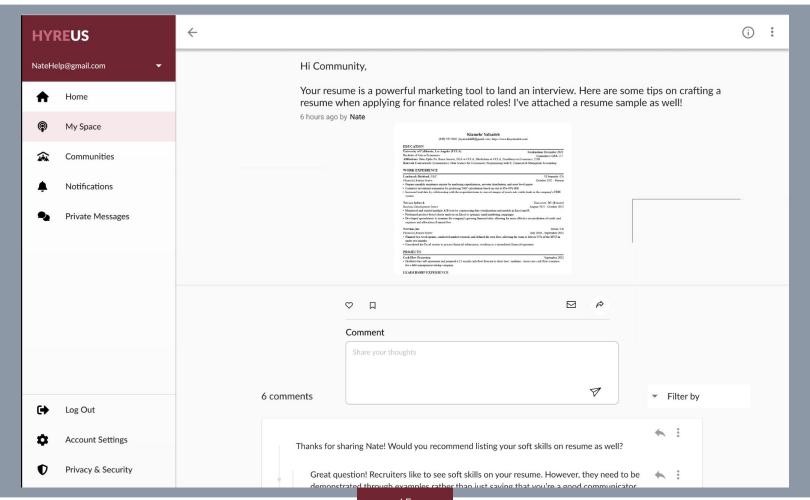


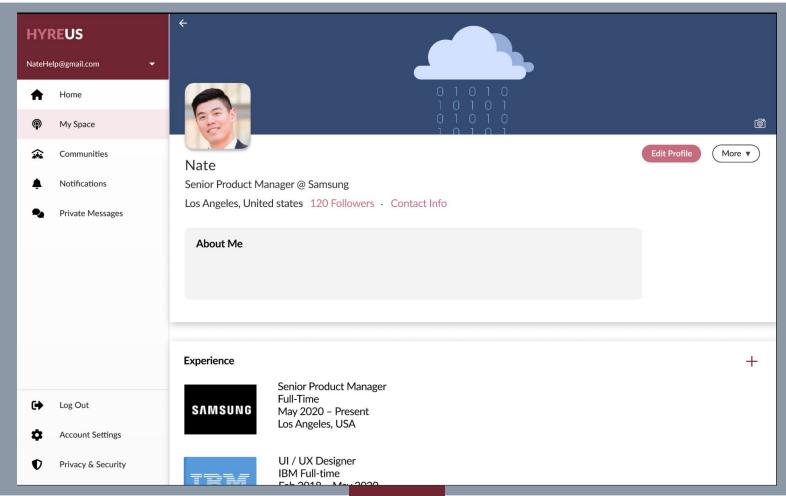
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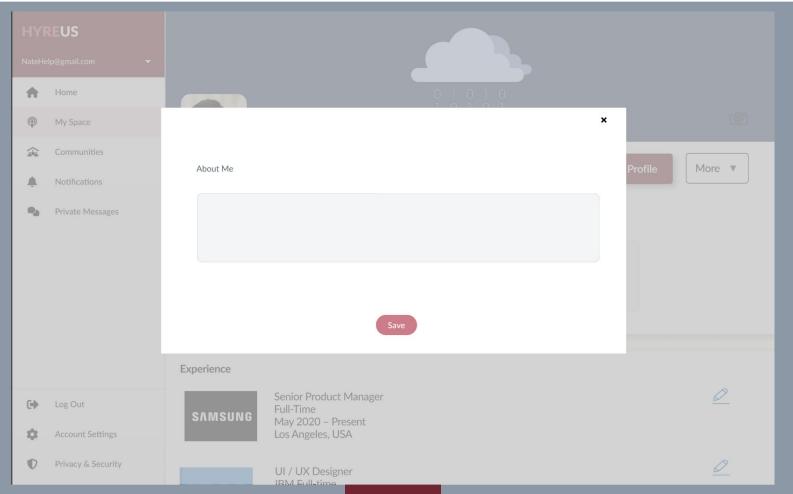


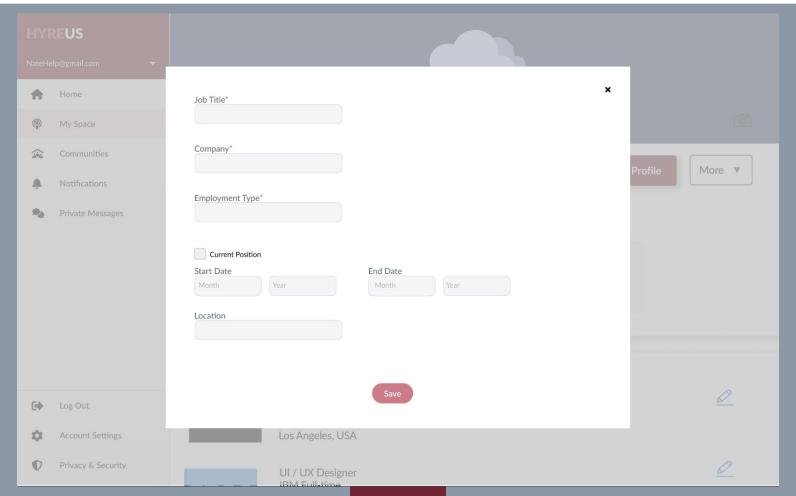


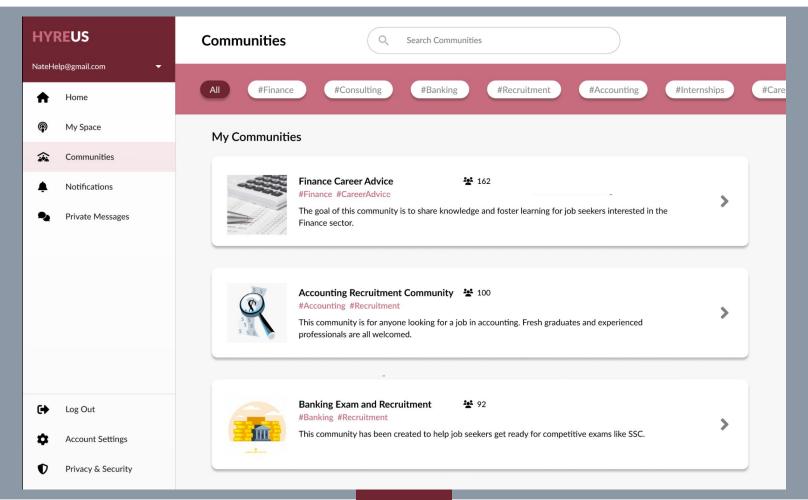


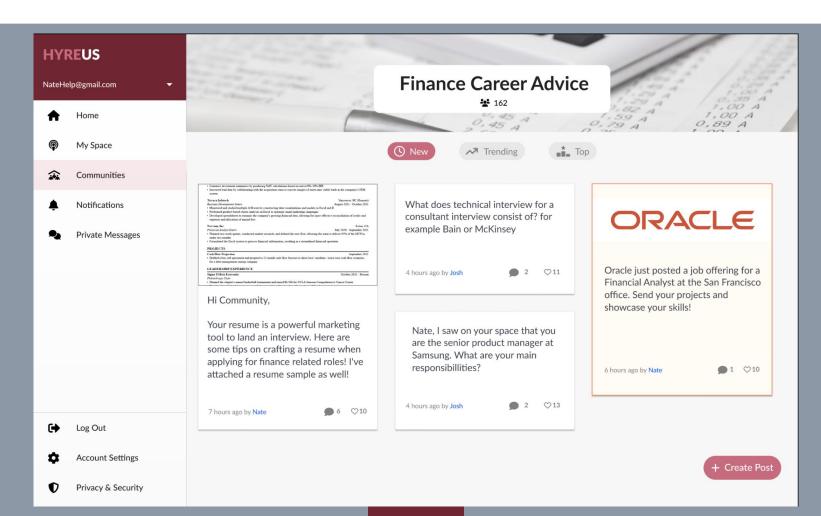


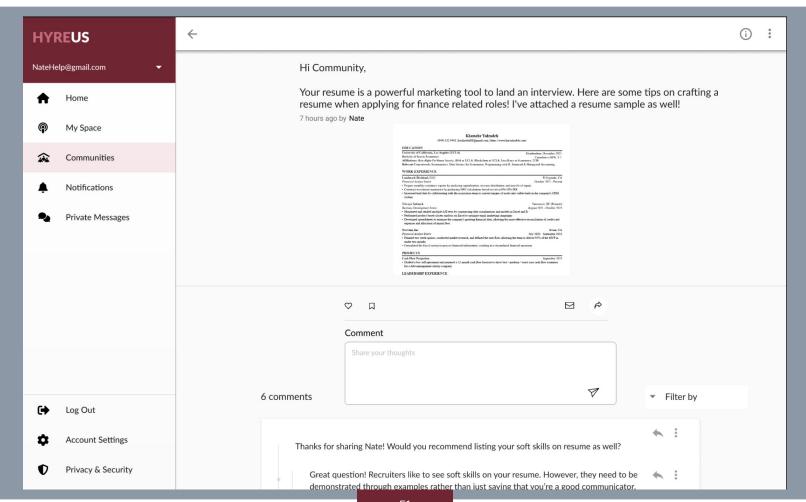


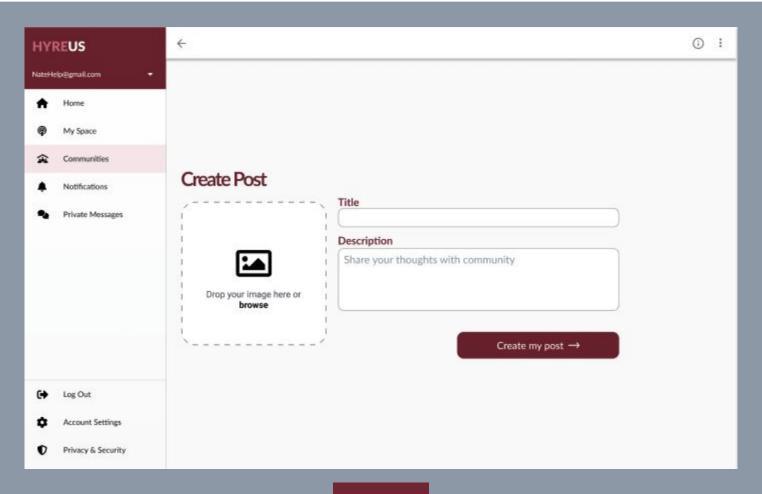


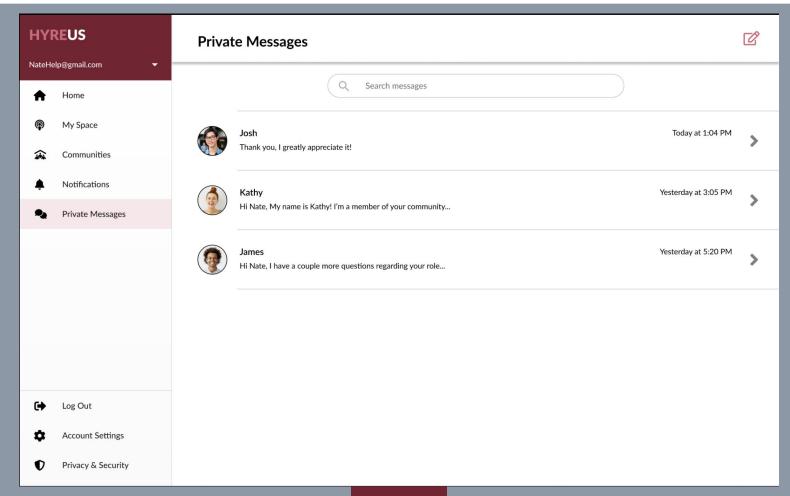


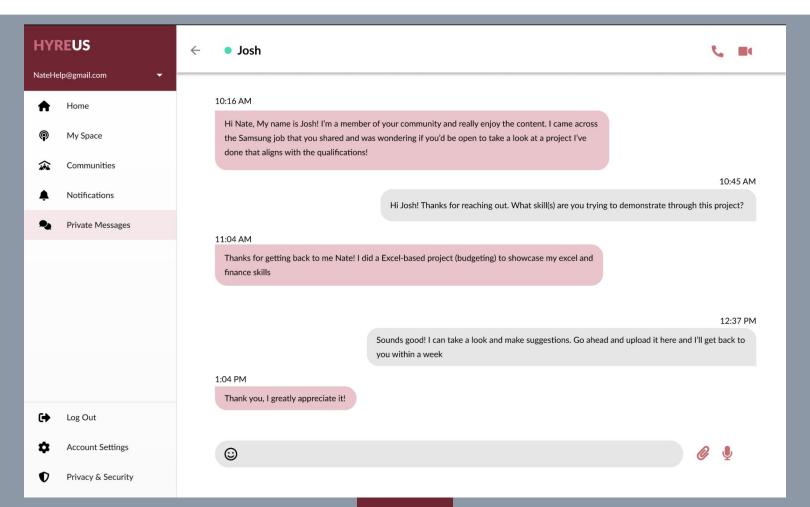






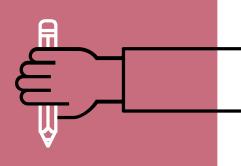


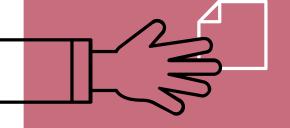






# HYREUS STATIC DEMO: Recruiter





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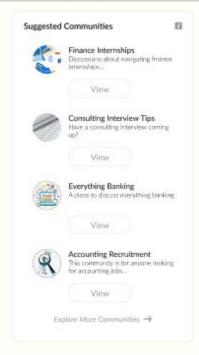
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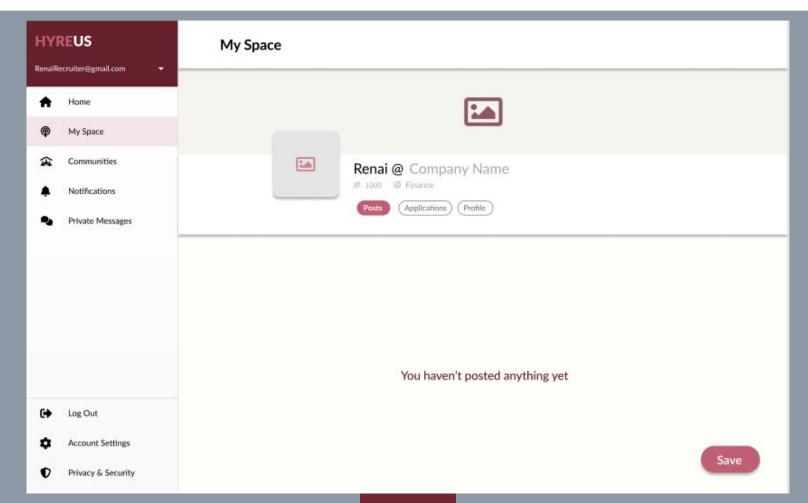




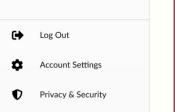




Hi Community



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# My Space





# Renai @ Venturity Financial Partners

8 1000 S Finance

Profile

Applications



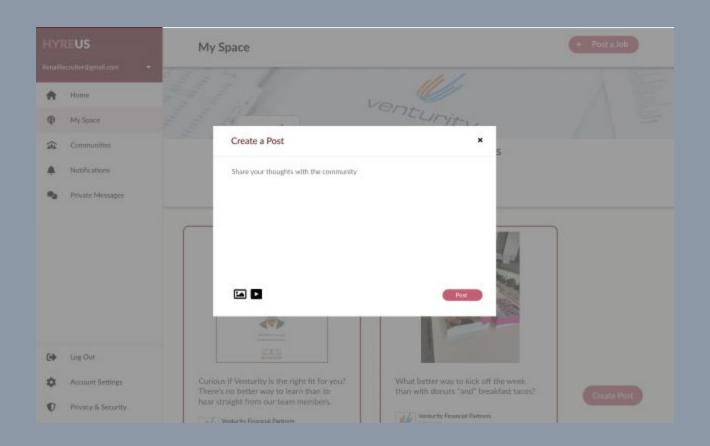
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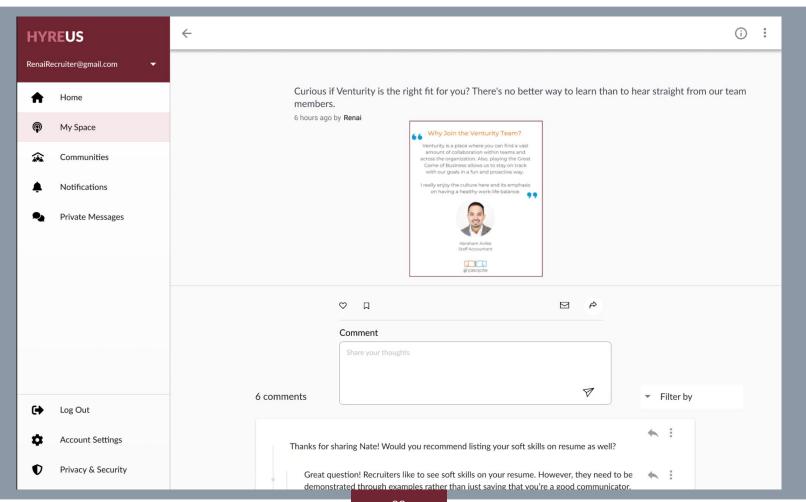




What better way to kick off the week than with donuts \*and\* breakfast tacos?







# **HYREUS** ← Applications RenaiRecruiter@gmail.com Home My Space Financial Analyst Venturity Financial Partners. San Francisco, CA (On-site) Communities 55 Applicants **6 6 6** ... Notifications Posted May 7, 2022 Private Messages Controller Venturity Financial Partners. San Francisco, CA (Remote) 46 Applicants Posted May 2, 2022 Accounting Intern Venturity Financial Partners. Los Angeles, CA (Remote) 100 Applicants Posted May 2, 2022 Log Out Account Settings Privacy & Security

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# ← Applications

### **Financial Analyst**

Venturity Financial Partners. San Francisco, CA (On-site)







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2

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12-month Cashflow Forecast

Excel File



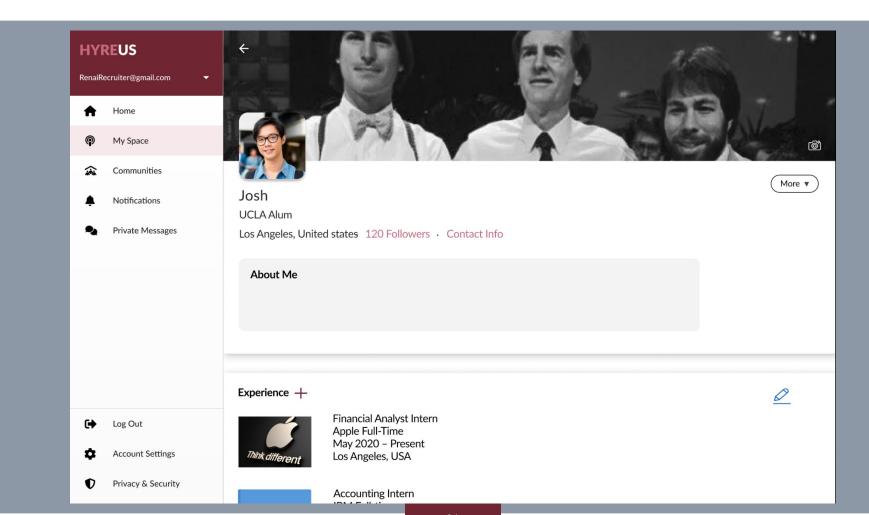


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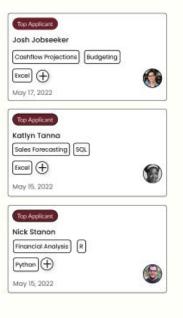
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# ← Applications

### **Financial Analyst**

Venturity Financial Partners. San Francisco, CA (On-site)







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# ← Applications

# **Financial Analyst**

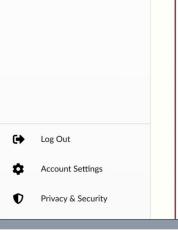
Venturity Financial Partners. San Francisco, CA (On-site)







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# My Space





# Renai @ Venturity Financial Partners







Applications



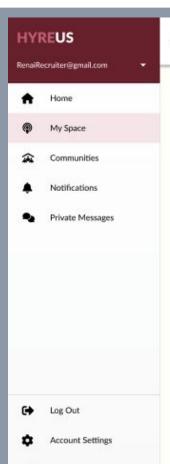
Curious if Venturity is the right fit for you? There's no better way to learn than to hear straight from our team members.

/// Venturity Financial Partners



What better way to kick off the week than with donuts \*and\* breakfast tacos?



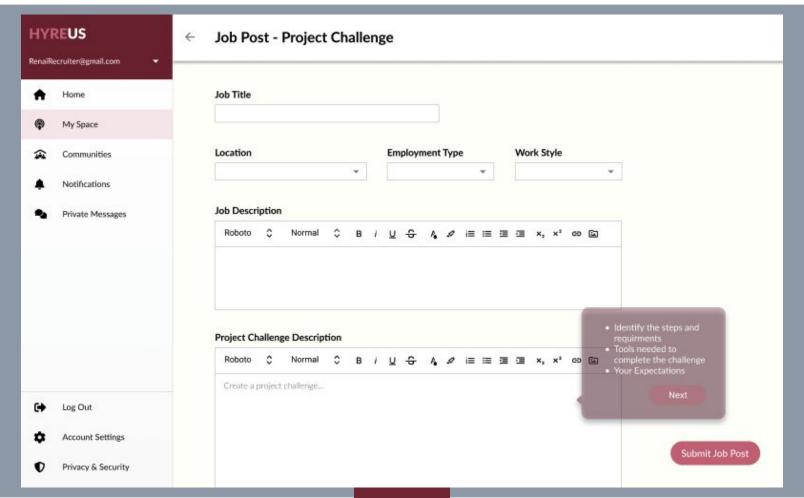


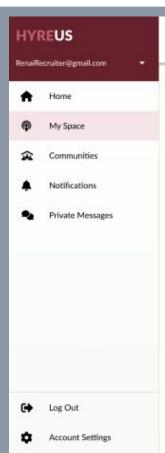
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Skills/Qualifications

Describe the skills and qualifications required for the role

