



YOU'RE MORE THAN JUST A RESUME

THE NEXT BIG THING IN YOUR JOB SEARCH IS COMING

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COMPANY PURPOSE

CHANGE THE WAY
JOB SEEKERS & EMPLOYERS
SEE EACH OTHER

JOB SEEKERS AND EMPLOYERS **DON'T** **REALLY** KNOW WHO **EACH OTHER** ARE

FOR JOB SEEKERS...

- ▶ Resumes are not a complete picture of who they are
- ▶ A company's internal culture does not match its public image
- ▶ Increased competition in the job market and oversaturated networks make it harder to stand out

FOR EMPLOYERS...

- ▶ Inconsistencies in candidate evaluations lead to more bad hires
- ▶ Impossible to know how an applicant will "fit" into your company culture
- ▶ Substantial cost and time commitment doesn't allow for a thorough review of every application

JOB SEEKERS AND EMPLOYERS **DON'T REALLY** KNOW WHO **EACH OTHER** ARE



49%

Candidates list “Not knowing what it’s really like to work at a company” as top complaint

- LinkedIn, 2015



51%

Employers say improved personality and culture fit will play a significant role in shaping the recruiting industry

- LinkedIn, 2015



87%

Organizations cite culture and engagement as one of their top challenges and 50% call the problem “very important”

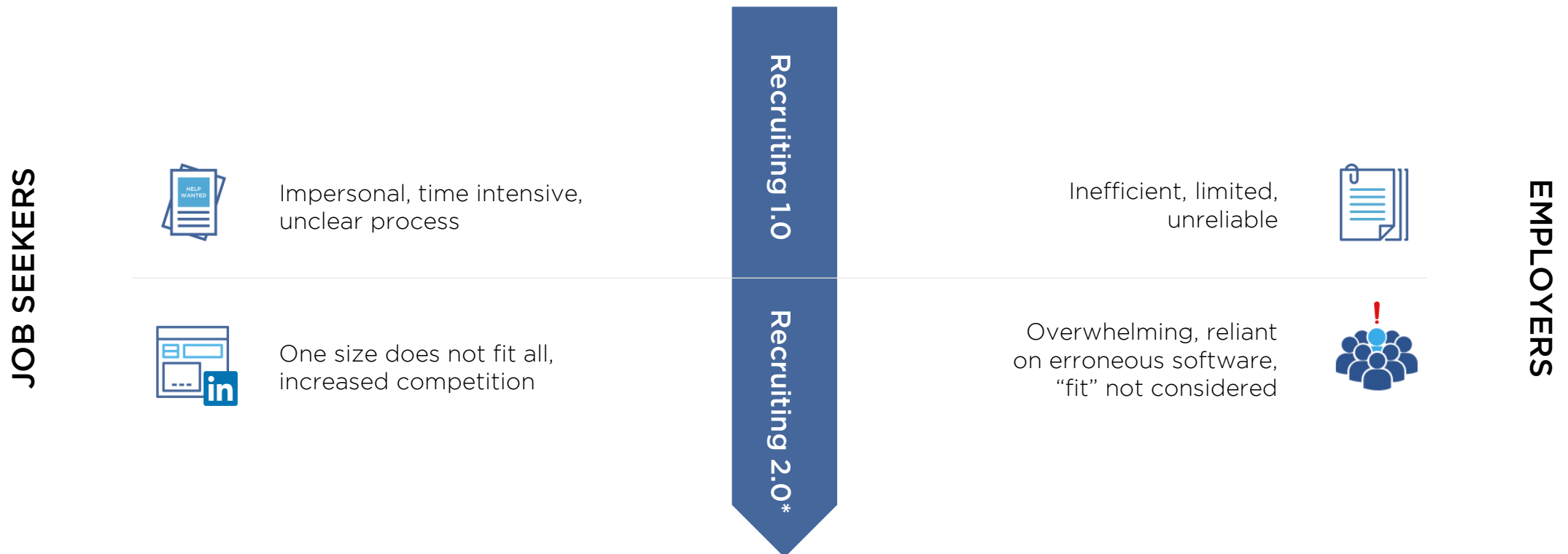
- Deloitte, 2015



SOLUTION

GET TO KNOW EACH OTHER
WITH **RECRUITING 3.0**

What is Recruiting 3.0?



JOBREEL is insightful, engaging and efficient
JOBREEL is **Recruiting 3.0**

*Recruiting 2.0 was coined as "professional people search 2.0" by LinkedIn in their Series B pitch deck (2004)

JOB SEEKERS



TECHNOLOGY



EMPLOYERS



Growing un/under employment



Improved speed and network availability



Overwhelmed by passive recruiting & networking



Increased competition



Integrated web and app development



Existing recruitment platforms unreliably assess proper "fit"



Cannot easily determine "fit"



Widespread access to HD cameras (smartphones, computers, tablets)



Increased cost and time to hire due to oversaturated of job market



MARKET SIZE

RECRUITMENT IS A MORE THAN **\$100B U.S. MARKET.**
CONSERVATIVE ESTIMATES PUT **JOBREEL** AT A
MARKET SHARE OF **OVER \$750M**



Mobile video has a 21% compound
annual growth rate.

- Cisco VNI, 2015



27% of Americans actively look online for
new employment every year

- Pew Research Center, 2015



MARKET SIZE

JOB SEEKERS



\$153.9M

Assumes 35% market share and
3% premium user conversion
@ \$15/month

Total Addressable
Market



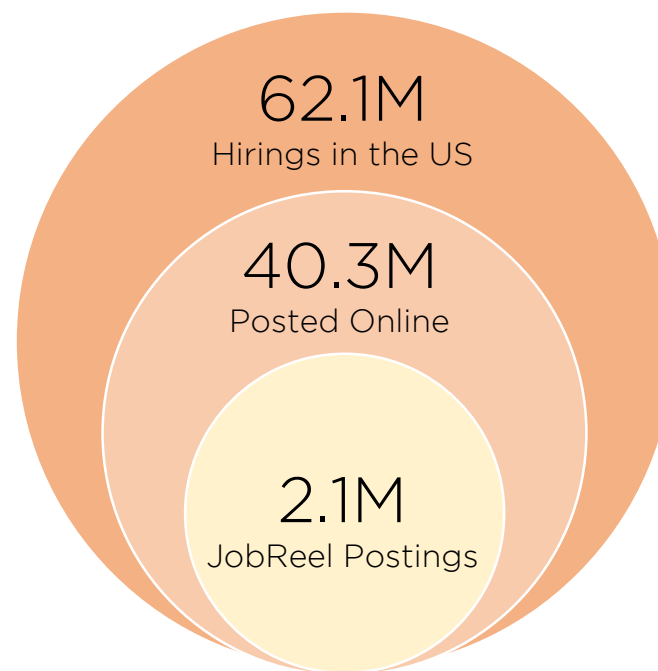
Segmented Addressable
Market



Share of Market



EMPLOYERS



\$603.75M

Assumes 5% market share
@ \$287.50/posting

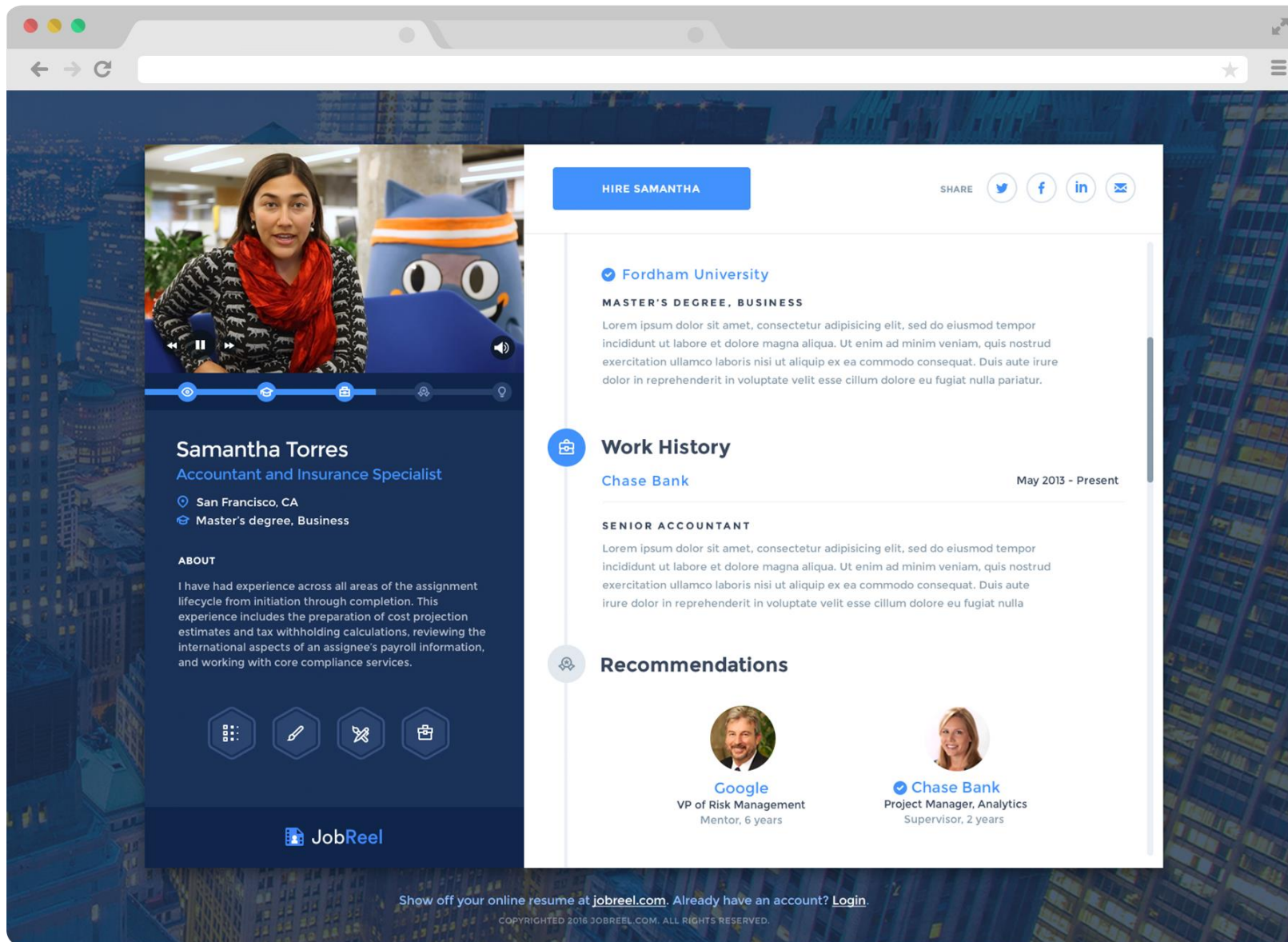
WE'RE THE ONLY COMPANY **DELIVERING** ON THE RECRUITING 3.0 OPPORTUNITY





PRODUCT

STREAMLINE THE HIRING
PROCESS AND GET PEOPLE
TALKING



JOB SEEKERS



Show the human behind the resume



Showoff your accomplishments and recommendations with segmented video



Use your social network to find your next job

EMPLOYERS

Discover deep insights into candidate fit



Gain confidence with verified information

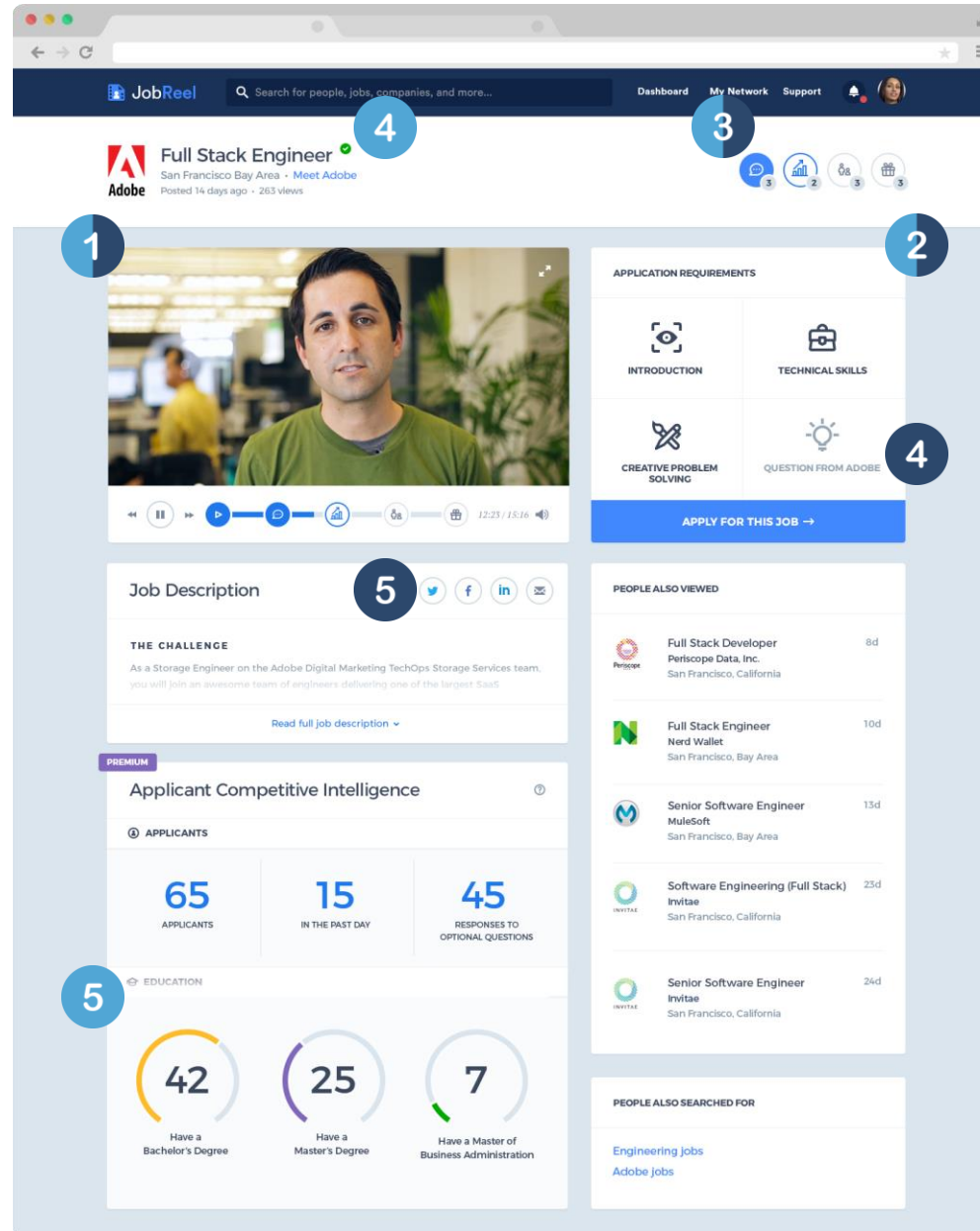


Reduce time and cost to hire



JOB SEEKERS

- 1 Determine fit after getting to know life in the position
- 2 Match your competencies to job requirements
- 3 See and give feedback with RecruitmentReel ratings
- 4 “Active job posting” verifications ensure your application will be seen
- 5 See how you stack up against the competition



EMPLOYERS

- 1 Build an engaging candidate experience
- 2 Highlight critical job competencies
- 3 Learn what appeals to potential applicants
- 4 Create custom questions specific to this job posting
- 5 Gain visibility and traction for your position

CUSTOMER ACQUISITION CHANNELS



Target Universities



New College Grand Programs



Direct Marketing

KEY METRICS



of JobReels



of Job Postings

REVENUE STREAMS



Freemium User Accounts



Pay Per Posting



Enterprise SaaS



TEAM



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