

“imAvailable”

THE JOB MATCHMAKER



PREVIOUSLY

“ Technology and social shifts have made communications fragmented and chaotic.

Order must be restored.”

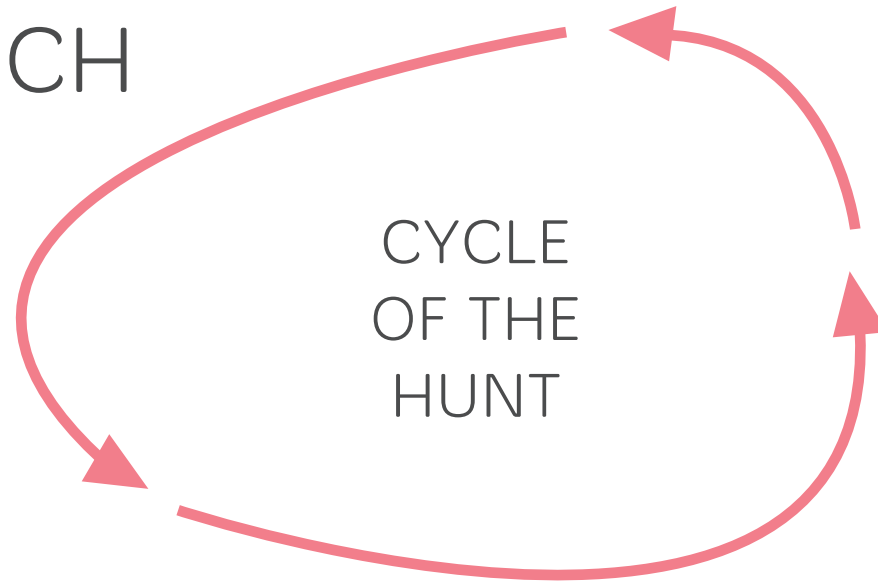


TOO BROAD

We need to find out who **exactly** we are serving.

RESEARCH

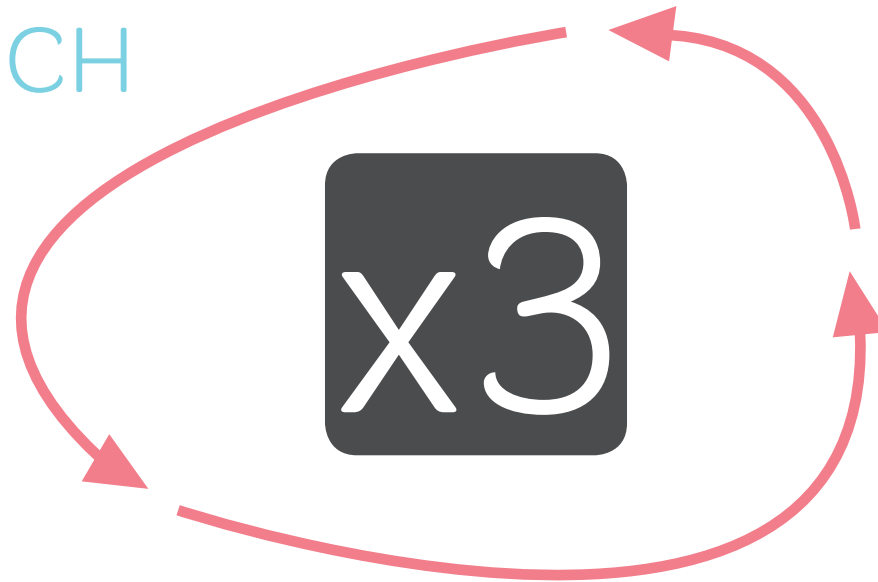
CRITIQUE



NEW HUNT

RESEARCH

CRITIQUE



NEW HUNT



Potential Users

Co-workers, teams, friends, social groups, alumni groups, hobbyists, interest groups

Research

31 Surveyed & 5 Interviewed

- Student groups
- Alumni director

Insights

- Timeline visualization valuable
- Not a strong need to aggregate communication channels



TIMELINE VISUALIZATION

Not enough to create an entire mobile service and no co-created value.



Potential Users

Businesses & Power-Networkers

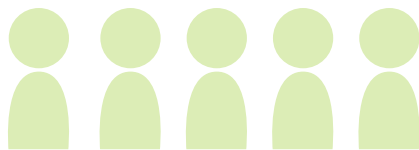
Research

5 Interviews including

- Restaurant owner
- Promoter
- Small business owner
- Salesman

Insights

- Searching contacts with image analysis and tagging is not valuable
- Some need for fast contact adding



v2



ALREADY HANDLED

Business people know their contacts and need little assistance.

Now what?

With help from John & Jim...

- Social networks?
- Existing datasets?



JOB HUNTING FEVER

- How do contacts talk to each other?



Potential Users

Recruiters, Job Seekers & Career Counselors

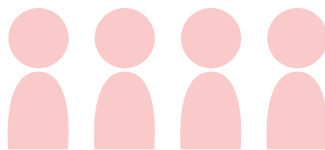
Research

4 Interviews

- HR Director (IT firm, 400+ employees)
- Job Seekers (x2)
- Undergraduate Program Advisor

Insights

- Hard to find Young Professionals (1-3 yr)
- Casual connections typical
- Job Seekers need help with basic logistics
- Job Seekers know Young Professionals

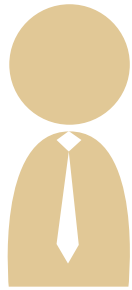




NEW ELEVATOR PITCH

imAvailable enables employers to locate the most viable and fitting job candidates by leveraging the contact networks of the job seekers themselves.

We place the recruiter into the conversation among the candidates.



Who is the user?

the mobile user: Job Seeker

- Is connecting with recruiters
- Is unclear of how to behave at a career fair
- Is unsure of how and when to follow up with a recruiter
- Talks with friends about their offers
- Is friends with other Job Seekers and Young Professionals



Meet JOEY, 21

Computer Science Senior, Carnegie Mellon University



His Story

Joey is about to graduate from a top-tier computer science school, but he does not know how to talk to job recruiters. When he goes to the job fairs, he feels really uncomfortable and is unsure of what he is supposed to do or say.

When he does get to speak with a recruiter, he feels like the conversation is not good. The recruiter usually asks him some questions, but he rarely gets a call back.



Meet ARIKA, 33

Human Resources Director, Anderson Software



Her Story

Aarika is the HR Director for her company and she does all of their recruiting. She is often on the road visiting college campuses to find candidates. She has trouble finding candidates outside of college graduation times, when personal contacts seem to be the only way to generate new candidates. It's October, and her boss just asked her to find twenty new people. Aarika begins looking through her old contacts and putting out the word for developers to ask their friends for connections.



Meet SHIKA, 26
Software Developer, WebConnectU



Her Story

Shika recently graduated from a top-tier computer science university and is an outstanding professional software developer in her company.

She is, however, not satisfied with her position and salary. She is considering to change to a better job for the near future.

Her greatest barrier: she has no good idea on how to get started.

Who is the client? aka \$\$ maker

...NOT the Job Seeker!

The College Recruiter

- Needs to hire college graduates
- Frequently hires through friends of other new hires
- Values the coveted Young Professional with 1-3 years industry experience
- Frequently creates new connections with candidates





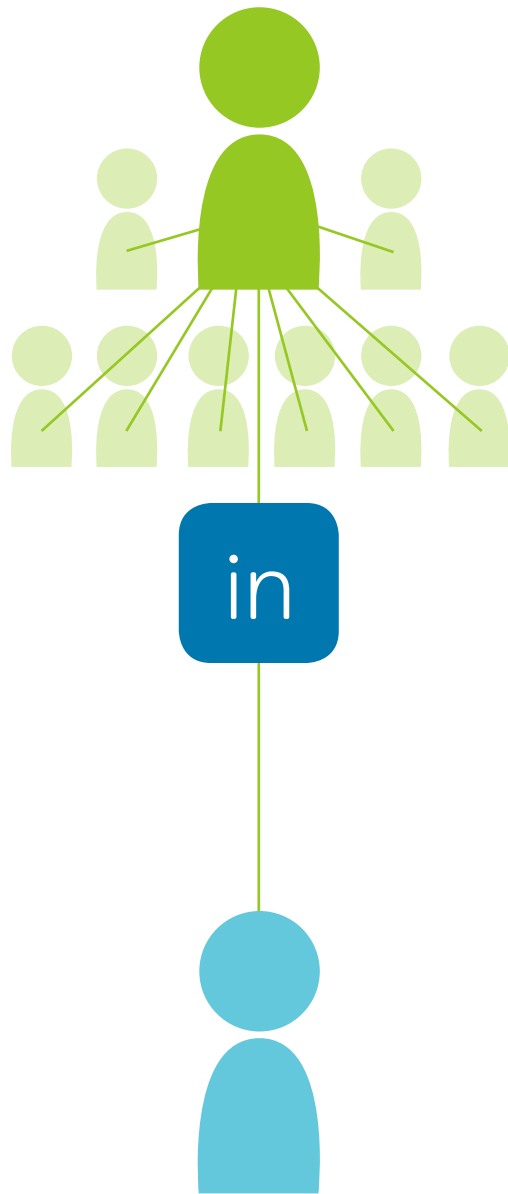
So, what are they buying?

In our research, we saw that...

1. Recruiters need to hire college graduates but would **really** like Young Professionals
2. The candidates generate word-of-mouth
3. The candidates know Young Professionals

which leads us to...





Co-created Value

The Job Seekers

- get value through the **FREE** app, and
- provide value with their contact networks

They use LinkedIn to connect to the recruiter.

The Recruiters

- gets value through job seekers' networks
- use it to recruit other Job Seekers and Young Professionals via the golden marketing channel: word-of-mouth
- Data may also be leveraged to find “missing” Job Seekers and others searching

Thank You,
Questions?