



Making Skilled Staff Recruitment Easy.

INVESTMENT DECK
JULY 2022

Current Challenges



Complicated hiring systems

Job seekers are only aware of openings when a role is advertised.

Difficulties for recruiters to confirm candidates' skills and experience.



Unfair recruiting process

Lack of recruiter's understanding of skills needed.

Poor feedback to potential candidates after rejection.



Difficulties attracting and engaging talent

Focus on job titles rather than skills.

Unclear job advertisements.



Ineffective data processing from job applications

Poor interaction between all stakeholders.

Applications from candidates don't match their true qualifications.

Our Solution

JobDNA.me is an innovative system that uses smart skills matching technology through 19,174 skills defined by industry to identify over 6,200 job types.

The platform is a hybrid SaaS delivered as four separate but complementary symbiotic services.



JobDNA Ecosystem

Recruiters

- 1 Create position using workforce skills profile
- 2 Contact matching candidates based on their profile
- 3 Select candidates to interview

JobDNA.me

- 1 Matches candidates with required skills
- 2 Shortlists skills that matches 70% of job requirements
- 3 Notified of interview and level 2 info released

Job Seeker

- 1 Receive advice of the position based on their skills
- 2 Apply with their device. No resume or cover letter
- 3 Advised for selection or rejection

Market Size



Business Model

Job Seekers



Job seekers set up a skills and industry experience profile.

Recruiters



Recruiters/Employers setup organization workforce profiles and pay

X\$

for each recruitment transaction.

Competitive Analysis

Features



Hired_



LinkedIn

indeed

Identifying candidates by skills and industry experience



Instant skills gap analysis



Pool of candidates by location defined by recruiter




Identifying skills mismatch




Traction/Metrics




Database Designed



Data Validated



Database Built

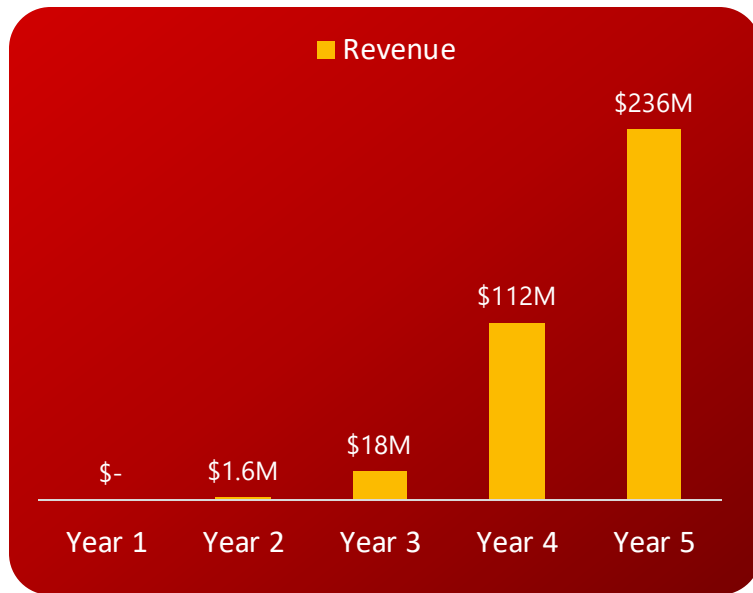


MVP Completed
(bubble.io) with soft
launch July 2022

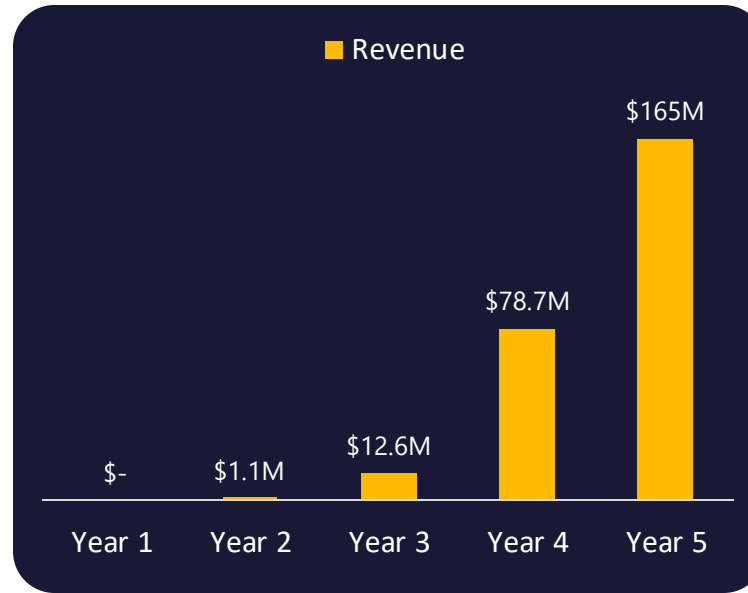


Financial Projections

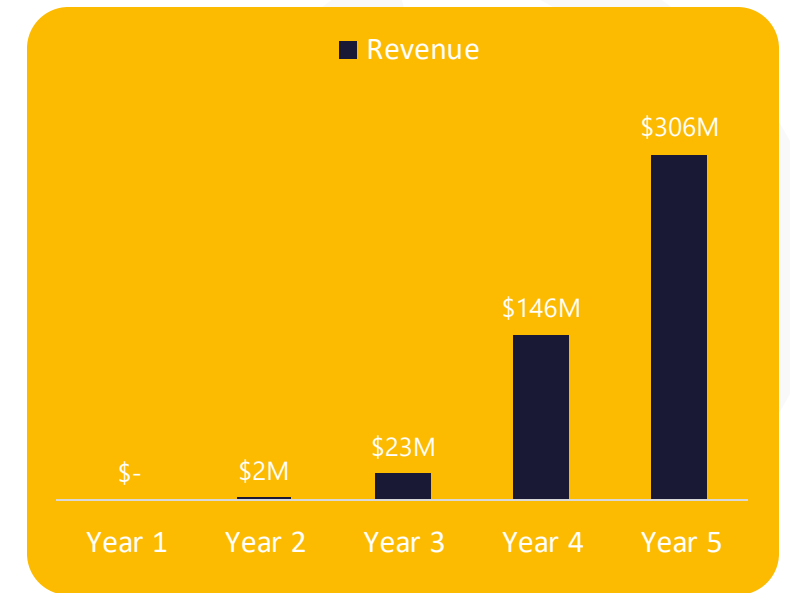
Base Case



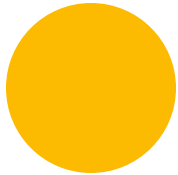
Conservative Case



Optimistic Case



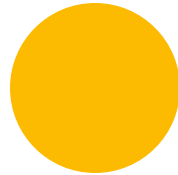
Management Team



ROSS LINDSAY

Founder CEO

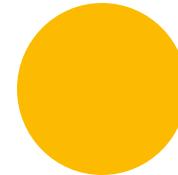
Professional experienced in VET sector leadership and development with a background in developing workforce capability skills and careers, implementation of online learning and organizational change.



LEIGH ELDRIDGE

Chief Operating Officer

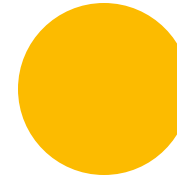
Extensive industry experience in both the private and public sectors and previously held position in Management and HR.



CATHERINE BEAGLEY

Chief Content Officer

Extensive experience in career development, organization, training need analysis and facilitating skills development.



GEO GORGE

Chief Technology Officer

Extensive experience in startup ecosystem and was instrumental in the development of the JobDNA.me MVP.



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