



The Best Online Careers Fair

PROBLEMS

- Education systems do not prepare students for work .
- **21st** century workplaces are undergoing rapid change.
- Many high school students will seek jobs not yet invented.



MEANWHILE:

Careers services: Underpowered/past sell by date/ poor reach.

Education: Produces exam factory output no one wants: College output standards down: drop out rates up.

Employers: Cost of hiring spiralling: Robotics spells end of some jobs and creation of others.HR struggle with skills retraining of millennials & Gen.

In a nutshell

Eduvate develops an extended talent acquisition pipeline for companies and job awareness and job planning for young people.

We match people approaching the start of their working life with companies and organisations they may have heard of but not understood, or areas of work they had never considered.

We run the worlds best online job exploration market place for young people and Conferences on The Future of Work around the world.



eduvate

**Job Exploration Market Place
for the 21st century**

MARKET OPPORTUNITIES

Worldwide

PARTICIPANTS: Students from High School or College

EXHIBITORS: Employers[Companies, public sector and other organisations]

- Forges early and personal employer/student relationships.
- Build students' job readiness skill sets.
- Develops student knowledge and awareness of individual employers and world of work.
- Raises High School students' ability to choose College or Not?
 - Introduces HR influence in secondary education outcomes
 - Augments badly performing elements of Careers services.



Top Universities featured on platform



Career Hacks about how to land a job



Interview practice experience



Ambition Alley: Active Now



Future of Work Conferences on going



STATUS

Top brands, world class Universities on board now - many more in pipeline.



BUSINESS MODEL

Traditional exhibition industry model: Visitors register and attend free – Exhibitors purchase ‘Channels’

Key Advantage over physical Exhibitions there are no restrictions on size or number of Exhibitors or Participants – An increasingly sophisticated search function matches participant’s needs with the right exhibitor. Future of Work Conference are funded by Recruiters and Exhibitors.



Employer Channels

(online Exhibition Stands) purchased by employers: Different sizes and prices units \$10k - \$40k



Conferences

Real time conferences with companies Future of Work – content placed online – cross sell for online employer channels



User Base

Data capture then free to students

ROUTE TO MARKET

UK/US/INTERNATIONAL

01

Substantial unique content
online NOW

02

Big Brands/Organisations on
board with first iteration of
Channels/developing
partnerships - many more
on track

03

UK/US interactions
established and
developing

04

Proceeding with ongoing
sales and upsell to
companies

05

in-gathering user base
(FREE to sign up

Content/User Traction

Content

- College or Not? Features content provided by 35 University partners
- Ambition Alley features contributions from 30 Employers
- Job Ready podcast/Interview features content from 25 employers

Users

- 20,000 emails to schools around the world are distributed weekly during term time
- Job Ready Podcast and back catalogue featured on 10 + sites including iTunes Acast Spotify etc
- 18000 active users

SALES TRACTION



Lead time 1-3 months



Range - SME's to Corporates + Colleges



Multiple product range



High existing employer appetite



High margins



Fully Developed Business Plan



Pre Money Valuation
\$.1.5m



Existing Partners in Recruitment,
Colleges, High Schools,
Manufacturing



The Ask:- \$2m for
18% Equity



Strong Earn out
projections



Cash for sales and
marketing 40% - Tech
Dev 60%



REQUEST: \$2M INITIAL INVESTMENT

Feature

**Design stage 2/3
Employer Channels**

Gamification

**UK marketing
development**

**US marketing
development**

**Establish/outsource
conference
company/department**

Description

Design templates and VR features
for Employers and College
Channels

Design and execute Cyber security
gamification for cyber safety and
cyber security Industry

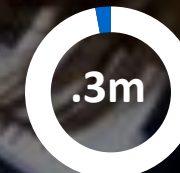
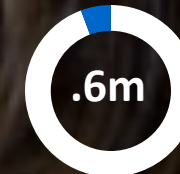
Develop cross sectoral
marketing campaign covering
High schools, careers advisors,
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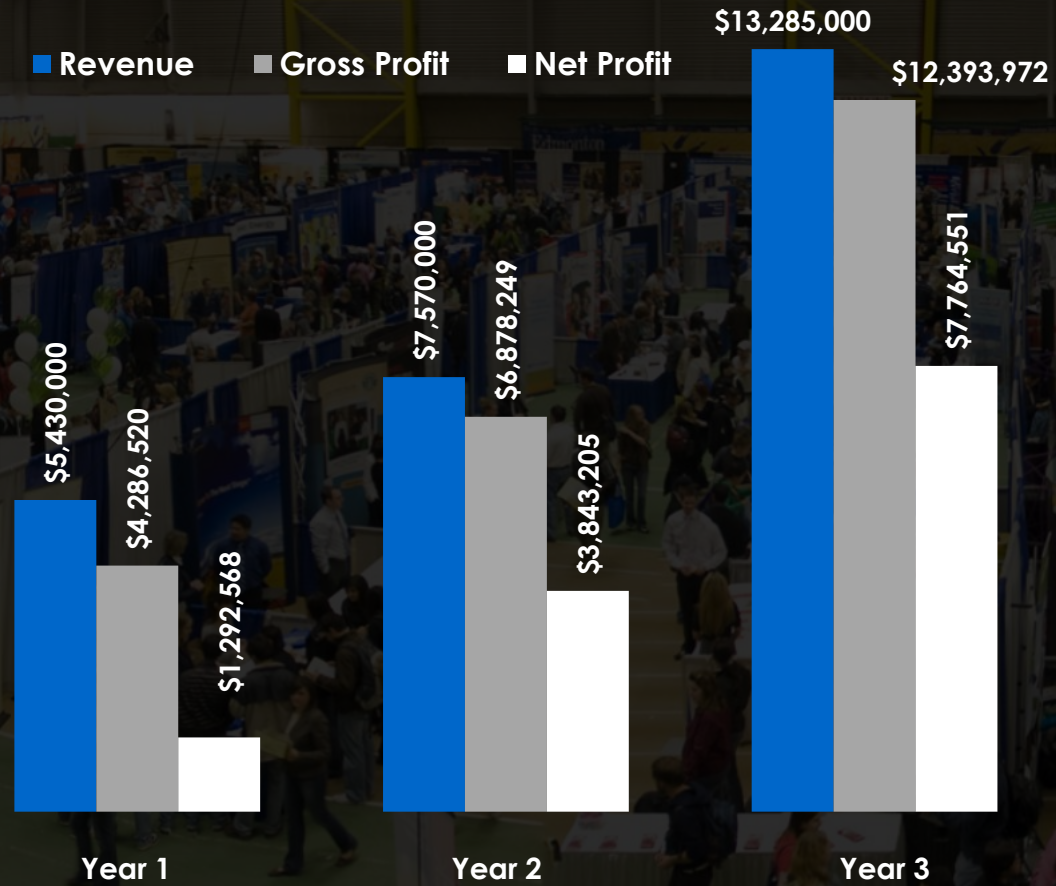
Design plan and execute 10
outstanding students
conferences



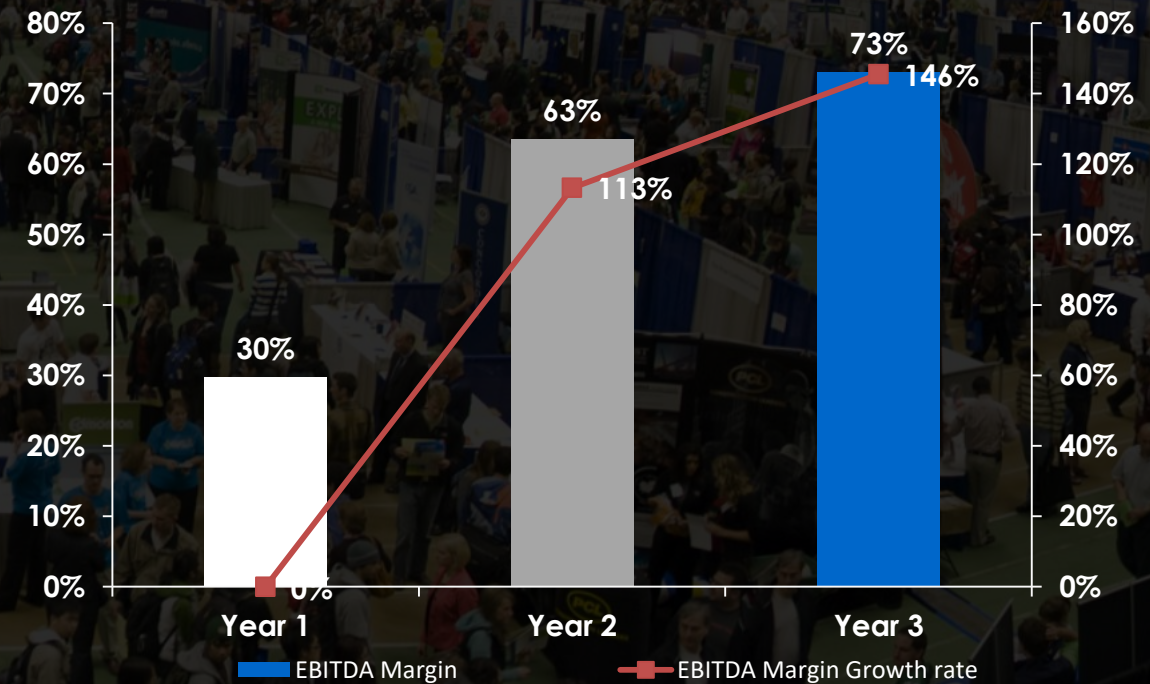
Investment (Inc. Staff)



Financial Projections



Ebitda margin & growth rate



Who is Currently On Ambition Alley





THANK YOU



www.eduvate.biz



jonathan@eduvate.biz



DL +44(0)7974926122