



**DIGITAL RECRUITMENT
OF BLUE-COLLAR WORKERS
IN ONE CLICK**



PROBLEM

Lack of active applicants for blue-collar jobs

CV based hiring **does not work** for jobseekers nor for employees



Jobseeker pains

- Taking time off for interviews
- Write CV
- Read boring text ads
- Fear of rejection

Employer pains

- Read CV that don't match to job positions
- Weak callback feedbacks
- Low personal interview show-up

There is huge need for pre-interviewed people that match job requirements

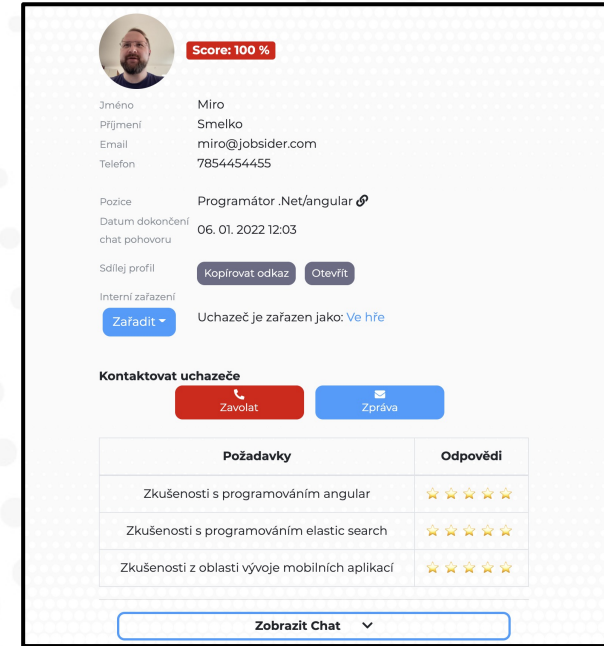
SOLUTION

Skills-based hiring tool designed specifically for blue-collar jobs

- **Jobseekers** can **apply without CV**. All required data is collected during online job interview with chatbot.
- **Employers** get **pre-interviewed candidates** with required data and job matching score.



PRODUCT



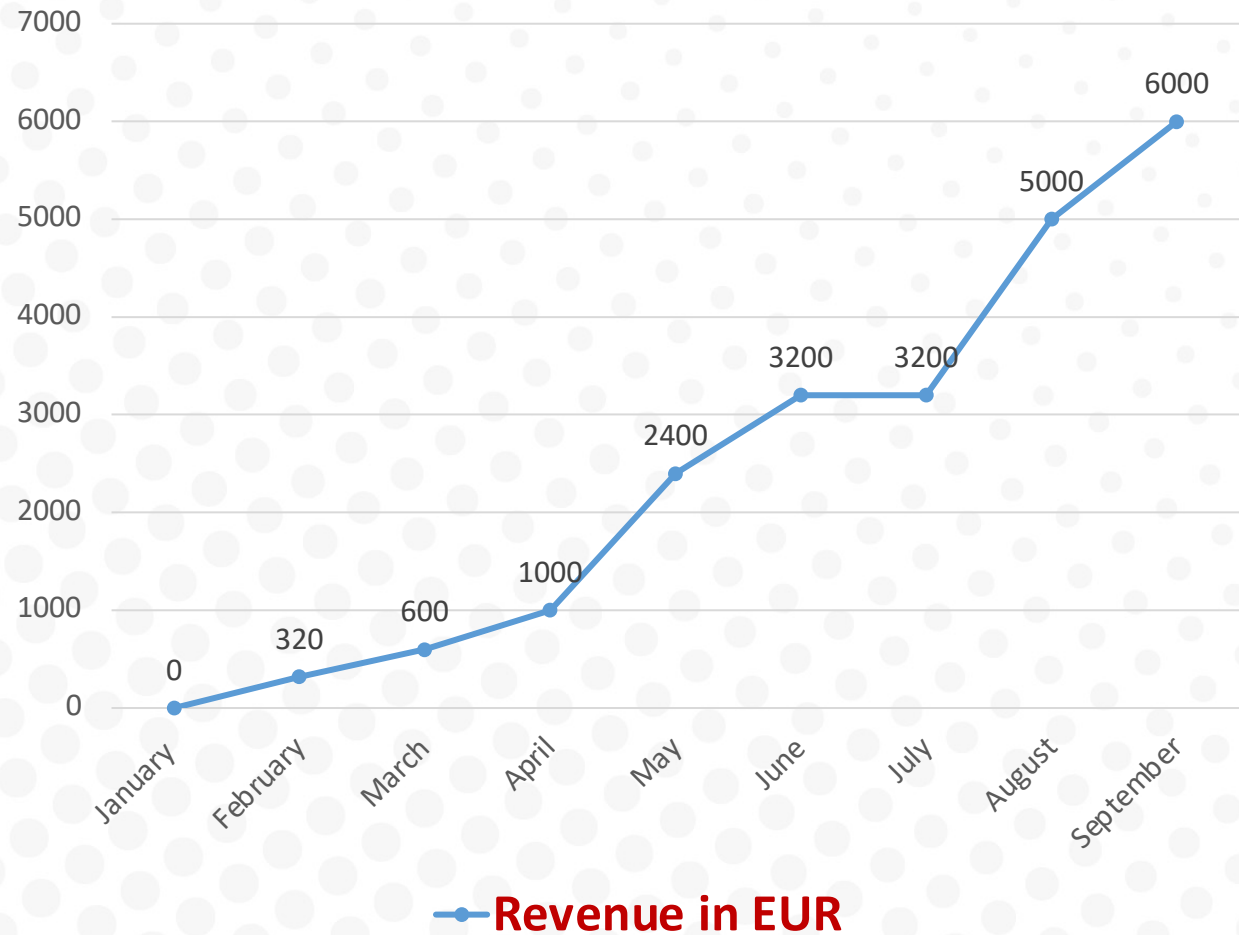
1) **Jobseeker** selects a job in *Instagram-look-a-like* platform companies

2) **Jobseeker** does online interview with chatbot

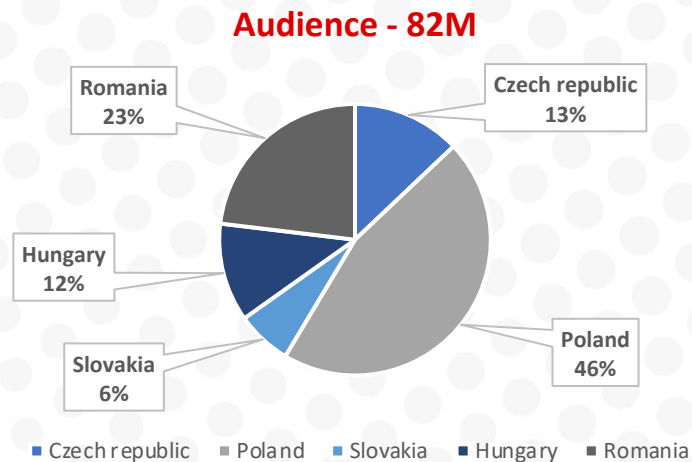
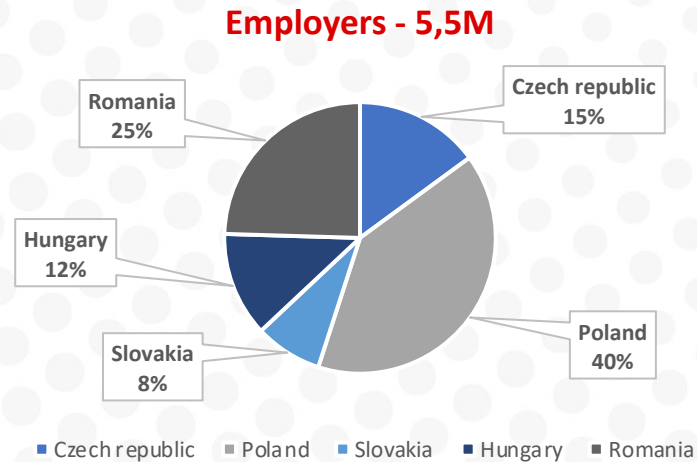
3) **Employer** receives unified **skill-based CV** and job matching on each candidate

TRACTION

- **450+** companies in pipeline
- **100+** active clients
- **1000+** job positions posted
- **2 500+** digitally interviewed people
- **Over 40%** accepted for personal interview
- **3 languages** – CZ, EN, UA
- **~50% MoM** revenue growth



MARKET SIZE



MOMENTUM

Market situation is **in our favor**

- High inflation
- Energy and gas prices
- Ukraine immigrants
- Post-covid economy changes

Biggest HR market shakeup since 1993

Sources:

<https://www.hithorizons.com/eu/analyses/country-statistics>

<https://data.worldbank.org/indicator/SP.POP.TOTL>

3 BUSINESS MODELS

1. B2B Membership

- **Recurring** monthly payments for flexible use
- Multiple **pricing tiers** based on package size
 - from 190 € to 900 € a month
- Suitable for companies with constant hiring needs

2. Pay Per View

- **Unlimited posting** of jobs
- **Success fee** for applicant unlock - 20 €

3. Custom Campaign

- **PPC campaign** for selected job from 200 €
- Planned to be fully **automated**



COMPETITION

- Our competitors are lacking blue-collar focused solution
- **Why choose jobsider?**
 - Skills-based hiring
 - Pre-recruitment interview
 - Blue-collar niche

- LMC (CZ)
- Profesia (SK)
- Grupa pracuj (PL)



VISION

Become **No. 1** choice for hiring blue-collar employees in CEE

2023

- Establish market presence in CZ, SK, PL

2024-25

- Establish market presence in HU, HR, RO, SI
- Grow in size and revenue

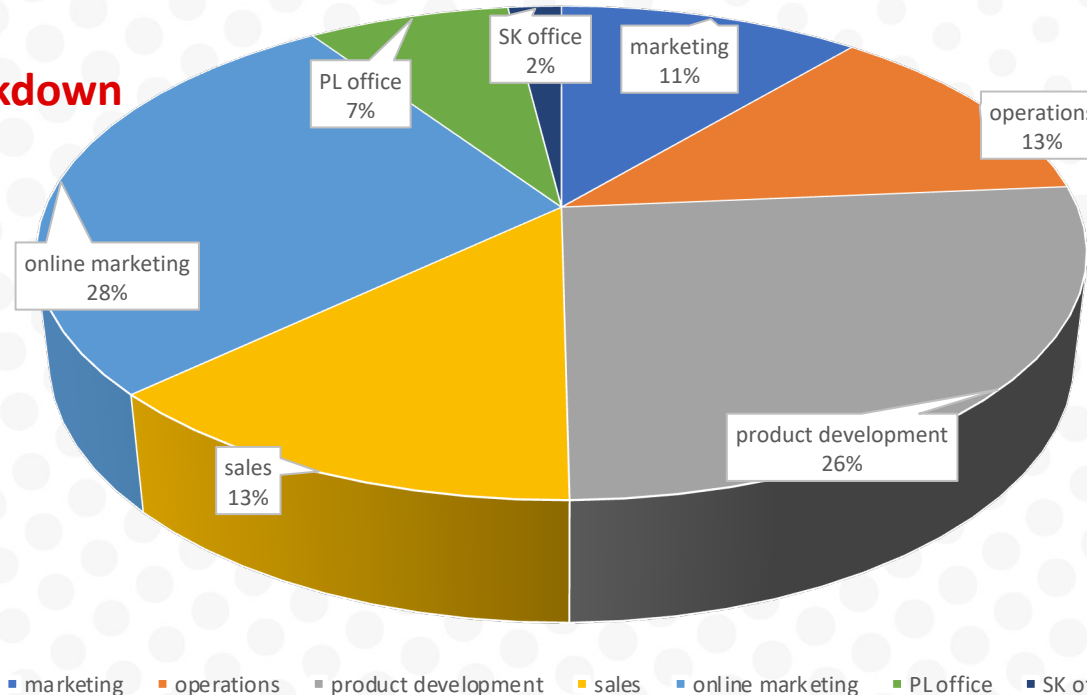
Exit

- Exit to bigger competitor looking for expansion to CEE region

ROADMAP FOR 18 MONTHS

	Q4/22	Q1/23	Q2/23	Q3/23	Q4/23	Q1/24
Total active users	6 785	24 165	46 457	73 939	73 939	148 851
Interviewed candidates	1 443	5 850	12 601	22 256	22 256	53 677
Clients	120	325	690	1095	1095	1895
Total Revenue	€ 28 750	€ 89 050	€ 175 807	€ 292 993	€ 439 945	€ 608 640

Cost breakdown



FOUNDERS



Marek Dian (CEO) – 15+ years in business development, 4 successful international exits

Miro Smelko (CTO) – 15+ years in software development, tech lead on US and EU projects



In 2021 LHV invested 340 K Euro in jobsider

FUNDRAISING

- **500 K EUR** to scale and speed up
 - We have commitment of 300 K EUR secured
 - You are invited to **CO-INVEST 200 K EUR**
 - With valuation of 4,5 million EUR pre-money
- **To scale up and accelerate growth**
 - Full marketing automation
 - Customer self service capability
 - Automate onboarding process
 - Inbound sales pipeline
- Expand to **2 new markets (SK,PL)**
- To reach **200 K+ EUR MRR** in 18 months





THANK YOU FOR YOUR TIME

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