

Q.Riosity Inc. C-Corp

Investment Brief

Business Summary: QriosityNet's mission is to connect early career individuals and students with internships, jobs, career counselling and skill building opportunities to meet the ever changing needs of today's employers. It's a SaaS platform referred to as *Gamified LinkedIn for students*.

Total Available Market: In Pakistan with access to 3.3M companies and a market share of 0.15% we're targeting a revenue of \$21,000 in the first year. Later by expanding to South East Asia and Africa over the next 5 years our revenue opportunity grows to 1.2 million dollars annually. Our growth trajectory includes South East Asia and Africa over the next 5 years with a projected revenue of \$1.2M. We have partners in SEA and Africa who are enabling us to launch in the said regions.

Industry Verticals in focus: Pharmaceutical, Banking, Retail and Tech industries

Customer Problem: Employers are frustrated because of the time wasted in scouting and screening talent with the right skills and qualifications. The Society for Human Resource Management estimates that companies spend an average of 42 days and \$4,129 per hire to fill a position. Interviews with companies have validated that hiring is a pain and there's a dire need of a decluttered pool of relevant applicants.

Product/Service: Employers create their business profile, post job offers and start receiving the right candidates, auto-sorted based on their relevance, assessment scores and ratings. Job seekers spend their Qoins carefully to apply for jobs and hence employers get relevant applicants. The built-in business intelligence engine provides employers a quick insight into the hiring metrics.

Value Proposition: **Pre-assessed, top, relevant tech talent** for the employers.

Students and early career individuals are not on LinkedIn and QriosityNet serves as a marketplace for them in terms of career counselling, training and finding early career jobs all in one place.

Competitors: It is a social network for recruitment competing to some extent with Rozee, LinkedIn, Glassdoor and others who have missed the huge opportunity of matching pre-assessed applicants for **entry level jobs**.

Financial Info

Bootstrapped	\$ 70,000
Debt	\$ 0
Equity	\$ 70,000
Capital Available	\$ 60,000
Monthly Cash Flow	\$ (9,900)
Capital Seeking	\$ <u>2,000,000</u>

Company Info: URL: qriositynet.com Industry: HR/ EdTech SaaS
Employees: 8
Incorporation: C Corp
Founded: May/20

Management:

Zartaj Ahmed, CEO & CF
Nahyan Farooq, CDO & CF
Ron Thomas, Advisor

Contact:

Zartaj Ahmed
zartaj@qriositynet.com
Cell: +923002726672
LI: /zartajahmed

Q.Riosity Inc.

Honolulu, HI, USA.

+1 (925) 819-3228

Competitive Advantage: QriosityNet's engaged community and the experience of the founding team members in the domain.

Sales/Marketing Strategy: Our marketing & sales efforts are focused on EMPLOYER and UNIVERSITY outreach, Search Engine Optimization and Social Media Marketing. We onboard customers by helping them sign up and start managing jobs in the least possible time. We focus on retention and reducing churn rates to ensure customer success.

Use of Funds: Hire a CMO and expand the marketing and sales, product development teams; onboard 2 more Advisors with relevant experience and network.

Management: OUR well-rounded team is led by myself as the CEO working on overall business strategy, partnerships and business development. Nahyan is the Chief Design Officer focused on Product Research, UI/UX design and operations. Ron, our Advisor, is one of the top 5 HR Thinkers in the MENA region. Naseh is the CTO, leading the product development team.

Potential Exit Strategy: QriosityNet believes that a financial exit in the form of a merger, acquisition or IPO will be the way to go.