

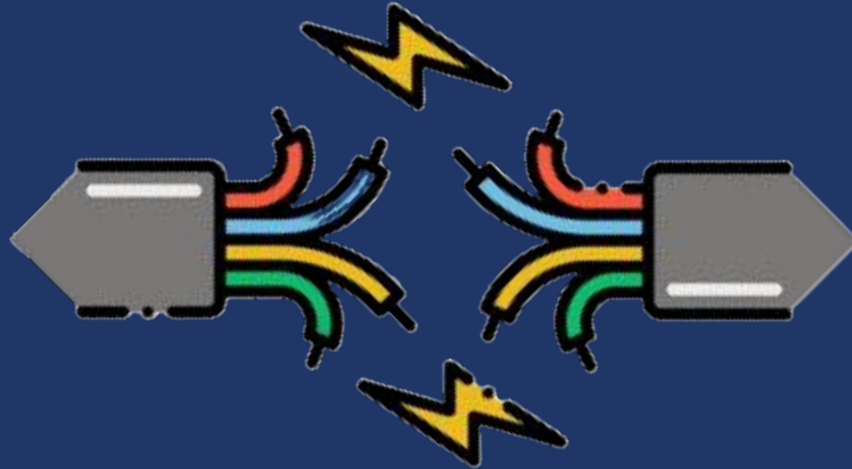
UNCHAINEDINC



"The Future of Early Career Recruiting"

The Problem

Employers



Gen Z
Professionals



The recruiting process between Employers and Gen-Z professionals is broken.



Our Solution

UnchainedInc is a two-sided marketplace that connects Gen Z Professionals with Employers through *'Hybrid Connections'*.

Gen Z professionals have access to **networking, professional development** and **paid freelancing opportunities** through our online platform and in-person engagements.

Employers **optimize their early career recruiting strategy** through a hybrid approach (virtual and in-person), **saving time and money.**



Why the 'Hybrid' model works for Gen Z Professionals...

Hybrid recruiting allows Employers to leverage a combination of virtual and in-person strategies to engage, attract, and hire Early Career (EC) talent.

The hybrid recruiting strategy is particularly effective with Gen Z professionals.

<u>Virtual</u>	<u>In-Person</u>
Time = \$\$\$	Human Connection
Expanded Reach	Company Culture
Convenient	Candidate Experience

Hybrid = "The Best of both worlds"



The “Early Career (EC) Professional”

Early Career Professionals are a subset of the Gen-Z demographic with up to (5) years of post-undergraduate experience.

Our Target Professional:

- Students (Undergrad and Grad)
- Professionals w/ < 5 years of work experience
- Degrees in high demand, nationwide



The “Employer”?

Employers are represented by recruiting teams looking for efficient (time and cost) solutions to building strong early talent pipelines.

Our Target Employer:

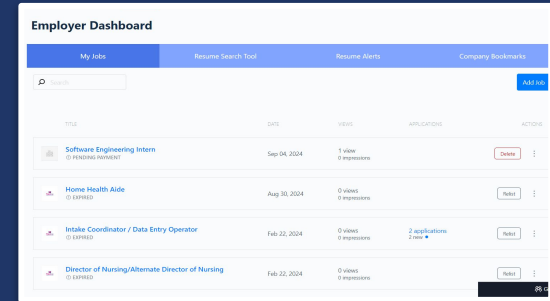
- +\$1B Revenue
- +1000 employees
- +\$500K Annual EC Recruiting Budget



Unchained Pro Offering:

Virtual Solution

- ❑ Post jobs/track applicants
- ❑ Host virtual events
- ❑ Attend virtual career fairs



The screenshot shows the 'Employer Dashboard' with a navigation bar containing 'My Jobs', 'Resume Search Tool', 'Resume Alerts', and 'Company Bookmarks'. Below the navigation bar is a search input field and an 'Add Job' button. The main content area displays a table of job listings with the following data:

TITLE	DATE	VEWS	APPLICATIONS	ACTIONS
Software Engineering Intern <small>EXPIRES</small>	Sep 04, 2024	1 view 0 impressions		Details
Home Health Aide <small>EXPIRES</small>	Aug 30, 2024	0 views 0 impressions		Post
Intake Coordinator / Data Entry Operator <small>EXPIRES</small>	Feb 22, 2024	0 views 0 impressions	2 applications 2 view #	Post
Director of Nursing/Alternate Director of Nursing <small>EXPIRES</small>	Feb 22, 2024	0 views 0 impressions		Post

**>3,000 EC Professionals
attended our Fall 2024
Virtual Career Fair**

**>100 Employers signed up
for early access to
Unchained Pro Offering**



Unchained Enterprise Offering: Hybrid Solution

- ❑ Ambassador Campaigns
- ❑ Campus Activations
- ❑ Custom Engagements



“The Unchained team was a breath of fresh air! I appreciate the flexibility of their solution and the level of cross-campus of support they provided to help us reach a wide range of qualified diverse early-career talent.” - **BNY Mellon**



Pricing Model

Unchained Pro
(Virtual / Self-Service)

\$1,500 Quarterly
\$5,000 Annually

- Ideal for employers hiring < 20 ppl
- Highly profitable at scale
- Price = Low barrier of entry for Employer

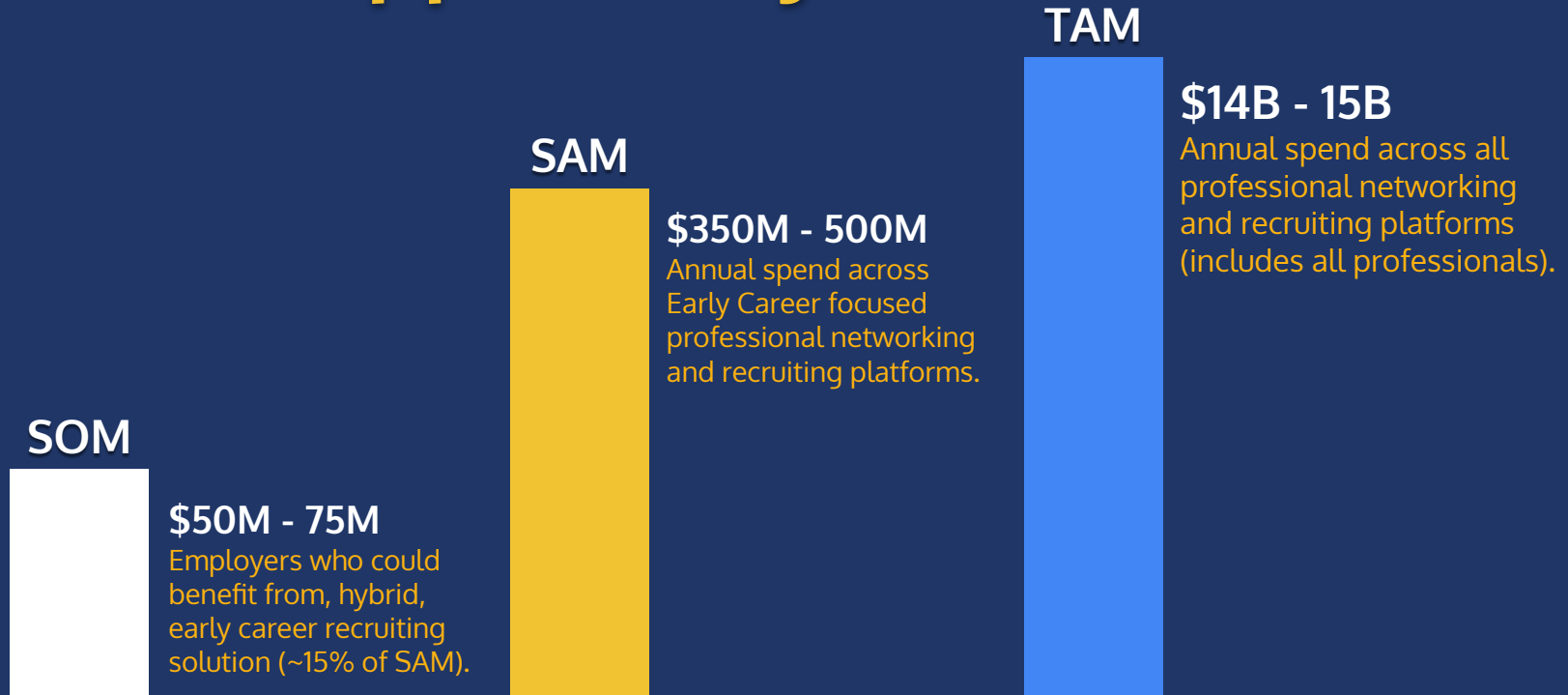
Unchained Enterprise
(Hybrid / Custom)

\$20,000-\$50,000 Annually

- Ideal for employers hiring > 20 ppl
- >75% gross profit on scale
- Price = <20% of total recruiting budget



Market Opportunity



Competition

					
Standard Job Board					
Applicant Tracking System					
Professional Development					
Focused on Early Career					
In-Person Engagement					
Ambassador Network					



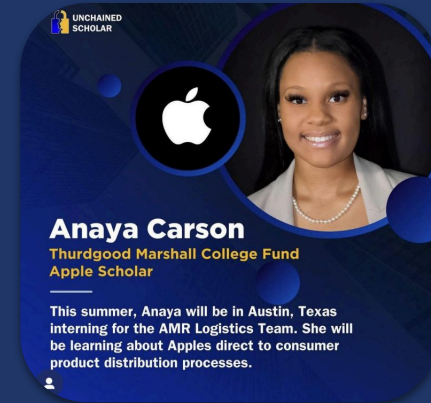
Our Ambassador Program

Our ambassadors are responsible for creating tailored social media content targeted to their specific universities, strategically promoting your available job openings to directly reach the right audience.



Kobe is a campus ambassador at FAMU who created an instagram reel promoting TruStage job openings

Anaya is a student ambassador from NCA&T who participated in our Scholar Development program this fall and has now secured an internship with Apple this summer



Early Traction

Early Career Professionals:

- >70,000 Gen z users across 40 states in the US and 8 countries
- Average GPA on platform 3.4+
- >200 universities represented (60% undergraduate)
- Average time/user on platform = ~3.75 minutes
- >2,000 campus ambassadors
- Completed >20 in person campus activations with over > 500 attendees

Employers:

- 100 Employers using virtual solution
- 20 employers used hybrid solution
- 10 industries represented across 120+ fortune 100-500
- 4 Employer upgrades and renewals



Founding Team



Bilal Issifou
Sales and Operations

B.S Liberal Studies Pre-Law
Consumer Compliance
Business development
Talent sourcing



Rabih Johnson Jr
Employer Success

B.S Business Administration
Account management
Business development
Customer service



Ruth Uy
Governance and Strategy

Kellogg MBA,
Executive-level leader
with expertise in
Environmental Services



Nasir Jones
Technology and Marketing

NCSU M.S Computer Science
Serial Entrepreneur, Senior
Level Software Developer



Meshach Cleary
Strategy and Operations

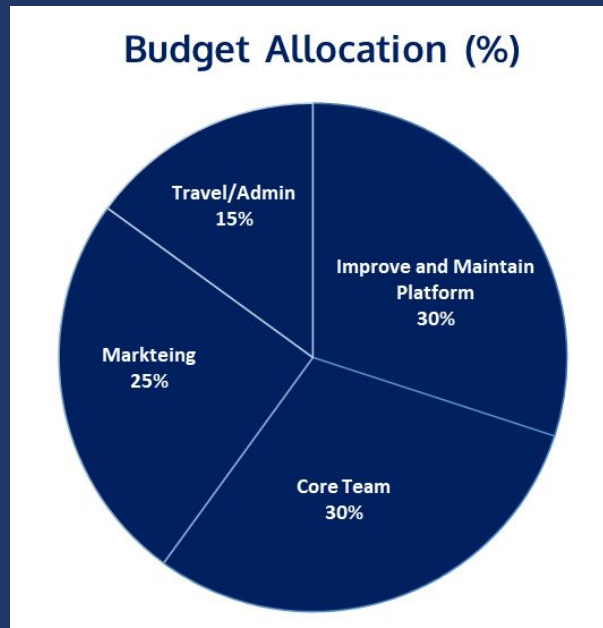
Yale MBA,
Executive-level leader with
expertise leading large global
teams in complex operations



Next Steps

□ Key Objectives:

- Hiring (3) team members to support KPIs:
 - 200K Professionals on the platform
 - 100 Employers converted to Unchained Pro
 - 10 Enterprise Clients
 - Double avg time spent on platform per EC professional
- Improve and maintain the virtual platform
 - Professional/Employer UX/UI
 - Prioritizing speed and efficiency
- Expand digital marketing strategy



Target Raise: \$750K to support ~18 months of operation



Thank You
UnchainedInc Co.

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Appendix

