Blendoor

Diversity on Purpose

A mobile job matching app
that facilitates diversity recruiting in tech companies

Recently published employee data reveals most <u>tech companies</u> are less than

30% **Female** and **6%** **Black/Latino**

The claim is there are just <u>not enough</u> female and minority candidates in the **pipeline**

Which drives the current **diversity strategy:**

twitter	facebook.	Pinterest
Commitment to 11% Minorities & 35% Women	**Unconscious Bias Training** **Facebook University**	**Unconscious Bias Training** **Rooney Rule in Hiring**
(intel)	Apple	Google
$300 Million **$4K Referral Bonus**	**$50 Million** **HBCU Scholarships**	**$150 Million** **HBCU Googler in Residence**

But it's NOT just a **pipeline** problem

How B1endoor works

Candidates see...a job.
relevant
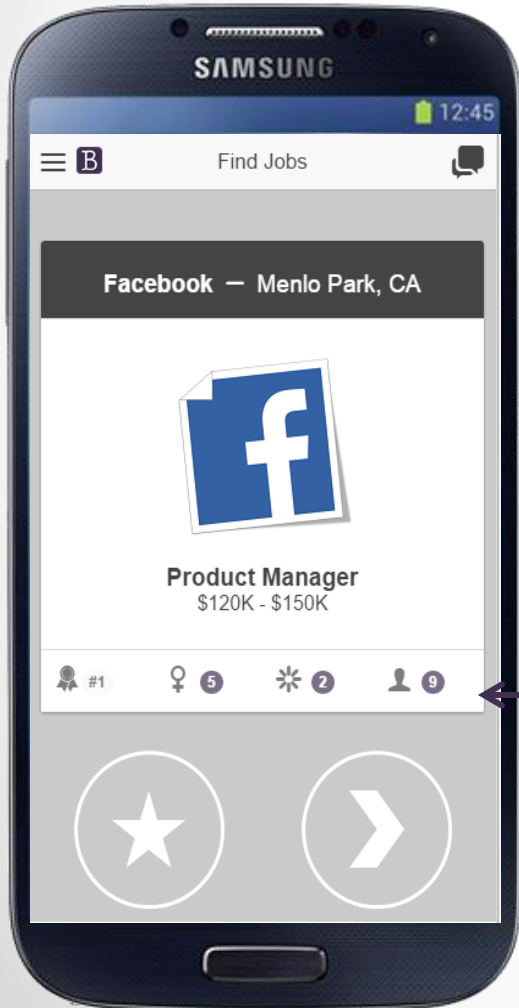
Like or Pass

Showcases Company Diversity
- "Blend" (Diversity) Ranking
- Diversity in Employees
- Diversity in Management
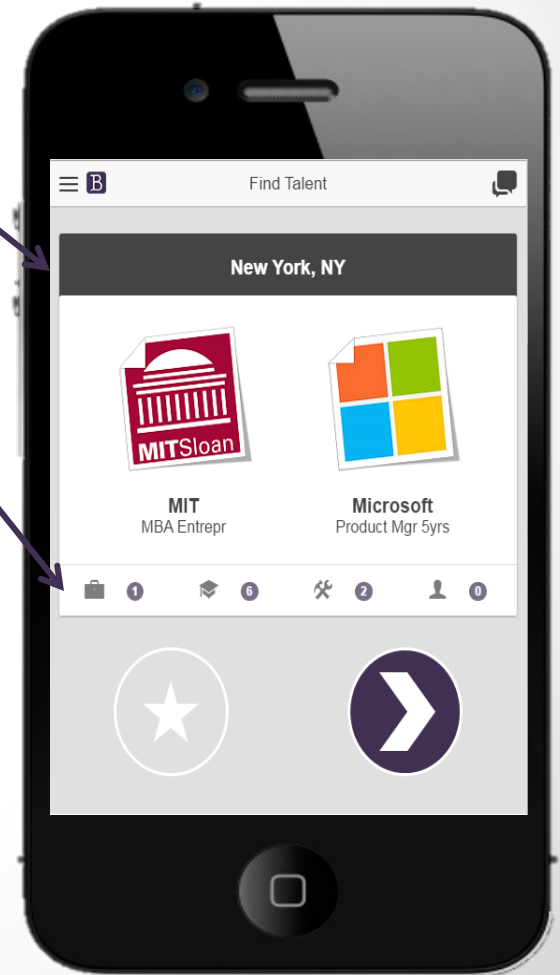- Programs, Initiatives & ERG's

How B1endoor works
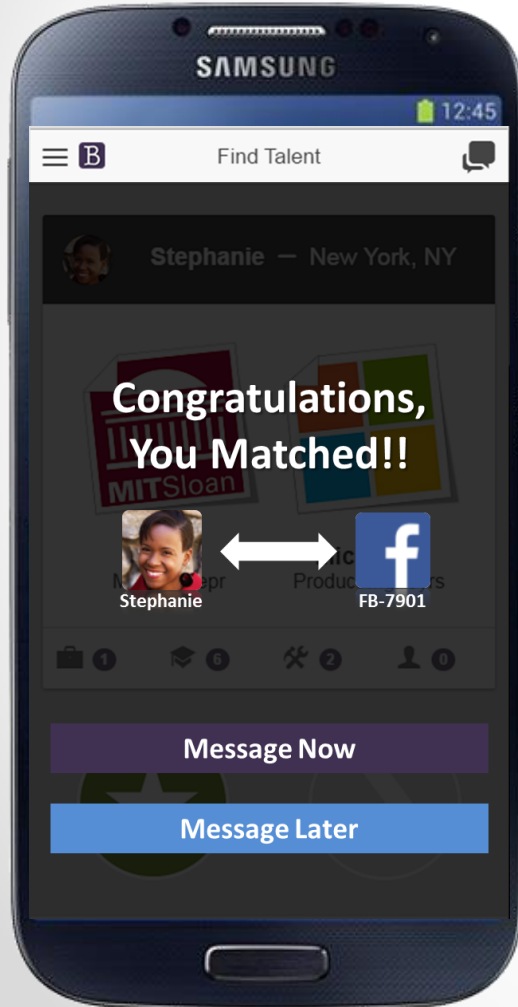
Hides Candidate Identity

Showcases Qualifications
- Professional Experience
- Degrees/Certifications
- Skills/Languages
- Common Contacts

Like or Pass

Recruiters see...a ~~qualified~~ candidate.

New York, NY

MIT
MBA Entrepr

Microsoft
Product Mgr 5yrs
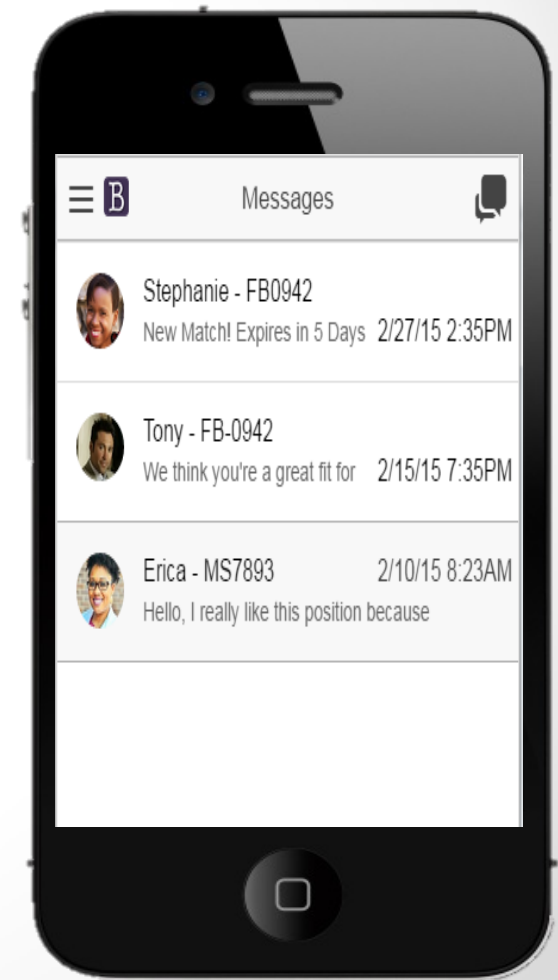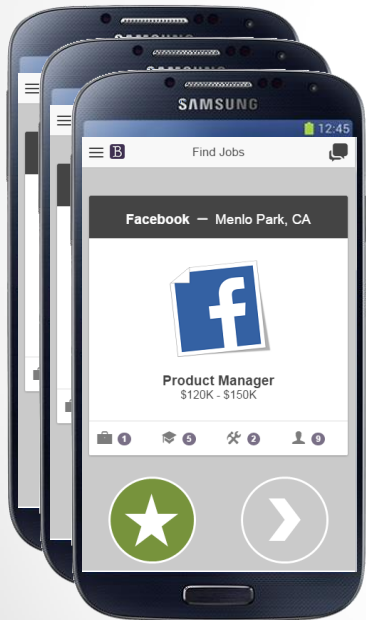
'Netflix for Careers'

Blendoor Recommendations for Jamaal

From: Blendoor Bot
To: Jamaal Brown
Date: 1/1/2016 12:01AM

Hi Jamaal,

Based on your latest activity & our predictive analytics here are a few recommendations we think might be helpful:

Career Development

General Assembly – **Python for Data Science**
April 18 – 26 (4 Sessions) San Francisco, CA $900

Hadoop Summit 2015
June 9 – 11   San Jose, CA $725

Employment

APPLOVIN   **Business Development Intern**
San Francisco, CA

Braintree   **Relationship Manager**
Chicago, IL

Traction

(Companies committed to Beta)
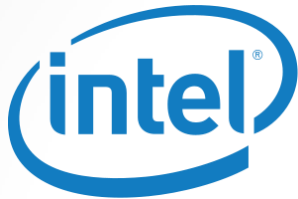
500+ Beta Users

Recruiting-Tech Market Size

(Online Job Boards, Application Tracking Systems, CRM Tools, Employer Marketing, etc.)

$104B
Recruiting (Global)

$41B
Recruiting (US)

$15.3B
Diversity All

$2.8B
Diversity in Tech

...............is just the beginning!

Mobile
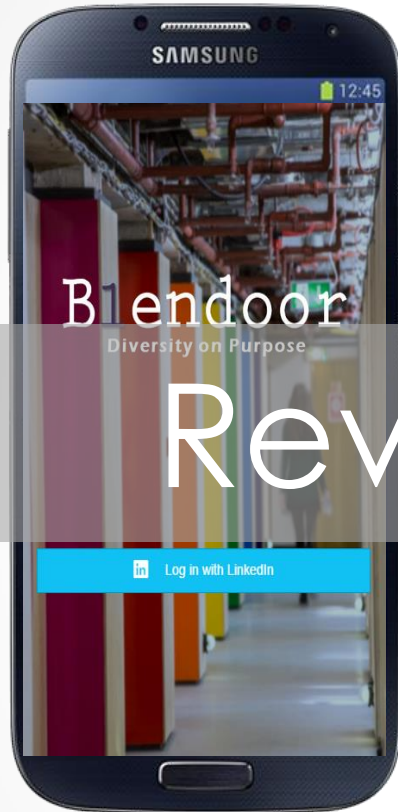
SaaS Platform
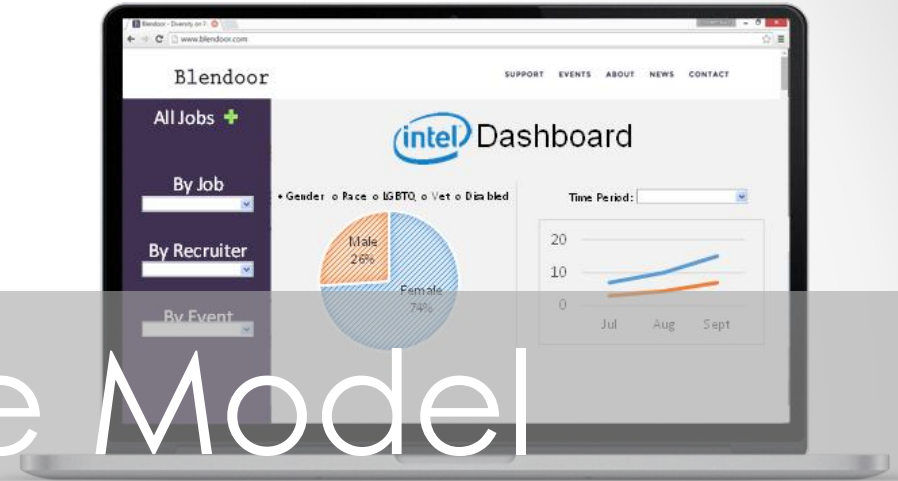
Revenue Model

- Auto-Matching
- Candidate Search
- Event Tracking
- ATS Integration
- **Data Analytics**

Freemium

Subscription + Job Ads

Competition

	Blendoor	Entelo	Jopwell	Doxa	Paradigm	GapJumpers	Atipica
Women	✔	✔	✘	✔	✔	✔	✔
Visible Minorities	✔	✔	✔	✘	✔	✔	✔
Others	✔	✔	✘	✘	✘	✔	✘
Mobile	✔	✘	✘	✘	✘	✘	✘
Blind Recruiting	✔	✘	✘	✘	✘	✔	✘
Diversity Survey	✔	✘	✘	✔	✔	✘	✘
Career Development	✔	✘	✘	✘	✘	✘	✘
Training/ Consulting	✘	✘	✘	✘	✔	✘	✔
Capital Raised	TBD	$8.7M	$1M	$0	$0	$40K	$0
Diversity in Leadership	2 Blk Women 1 Latino Man	2 White Men	2 Black Men	1 White Woman	1 White Woman	2 White Men	1 Latino Woman
Stage	Seed	Series C	Seed (YC'15)	Bootstrapped	Seed	Series A	Seed
Pricing	$11K+/year Tiered Subscription + $100-$200/Job Ad	$12K/year	$17K + 10% of salary	Subscriptions + Ads	Consulting	$5K+/year Tiered Subscription	Subscription

Stephanie Lampkin

Founder & CEO

- Born to homeless single mother who battled alcohol addiction. Never met Dad.

- Started coding @ 13, Network Admin @ 15, AP Computer Science @ 16

- **Stanford** B.S.: Mgmt Science & Engineering

- 12 Years in Tech: Northrop, Lockheed Deloitte, **Microsoft**, TripAdvisor

- **MIT** Sloan MBA: Entrepr. & Innovation

- Technical Founder of Hoowenware

- Built Blendoor MVP & Initial Traction

Team

Ijeoma Nwatu
CMO

- George Mason, BS Public Administration

- Georgetown, Digital Media Management

- HDGZ & Startup Institute, Community & Marketing Mgr

Ben Shephard
CFO

- Holy Cross, BA Spanish & Economics

- Wharton MBA

- Associate at Credit Suisse, Bank of America

Jill Fishbein
Lawyer

- U Penn BA Economics & Int'l Relations, UCLA JD

- Partner at Carr & Ferrell

Stuart Taylor
Advisor

- Yale BA, Harvard Business School Finance

- President & Founder of The Taylor Group

Prizes & Press

HACKATHON
Won 1st Place

NYTECH MEETUP
Finalist

Lesbians who Tech
Won 1st Place

TECH COCKTAIL™
Finalist

NSBE
1st Place

Startups ILLUSTRATED
Finalist

Extra Stuff

Pricing Structure

'Razors & Razor Blades'

	Monthly Subscr	Annual Subscr	Dashboard	Auto-Matching	Analytics	Events	ATS
Blendoor Premium*	$10	$100	n/a	n/a	n/a	n/a	n/a
Enterprise Tier I	$1,000	$11,000	√	√			
Enterprise Tier II	$3,000	$33,000	√	√	√		
Enterprise Tier III	$6,000	$65,000	√	√	√	√	√

Add-Ons 'Razor Blades'	
Job Ads (Subscriber)	$100
Job Ads (Non-Subscriber)	$200

*Blendoor Premium provides mobile users the capability to save/track ALL likes view trends & analytics, and receive targeted recommendations based on app usage behavior.

Financial Projections

	FY 2016	FY 2017	FY 2018
Revenue			
Premium Users	$ 3,366	$ 149,738	$ 1,045,440
Referrals	$ 800	$ 51,750	$ 175,750
Subscriptions	$ 90,404	$ 1,255,240	$ 5,283,490
Job Posts	$ 206,172	$ 2,557,256	$ 5,402,331
Total Revenue	$ 300,742	$ 4,013,983	$ 11,907,011
Cost of Revenue			
Sales	$ 103,000	$ 510,000	$ 1,353,000
Marketing & Advertising	$ 132,000	$ 600,000	$ 1,980,000
Total COR	$ 235,000	$ 1,110,000	$ 3,333,000
Gross Profit	$ 65,742	$ 2,903,983	$ 8,574,011
Operating Expenses			
Salaries	$ 327,500	$ 1,157,000	$ 2,277,000
Equipment & Supplies	$ 49,000	$ 80,500	$ 263,500
Rent & Utilities	$ 19,800	$ 70,800	$ 240,000
IT Software & Services	$ 3,600	$ 30,000	$ 86,000
Customer Support	$ -	$ 93,000	$ 273,000
Legal & Fees	$ 21,000	$ 195,000	$ 740,000
Research & Development	$ -	$ 44,000	$ 200,000
Human Resources	$ 46,200	$ 120,000	$ 107,200
General & Administrative	$ 16,000	$ 21,000	$ 37,000
Total Operating Expenses	$ 483,100	$ 1,811,300	$ 4,223,700
Net Income Before Taxes	$ (417,359)	$ 1,092,683	$ 4,350,311
Income Taxes	0	$ 382,439.20	$ 1,522,608.96
Net Profit	$ (417,359)	$ 710,244	$ 2,827,702
Net Profit Margin	-139%	18%	24%

Key Assumptions
Revenue

Premium Users – based on the assumption .5% of all users will pay $0.99 for premium features (ad free, premier jobs, special alerts, activity tracking, etc.). Total users acquired is a function of B2C marketing spend.

Referrals – based on the assumption we will make an average of $50 in revenue for every referral we facilitate for candidates to coding boot camps, online courses, conferences, etc.

Subscriptions – the number of companies acquired is a function of sales staffing and B2B marketing spend. The estimate for the number of companies that pay for Blendoor's Enterprise Dashboard is based on the assumption that ~30% of all companies will be subscribers (search tools, data analytics, application tracking system integration, etc). Tier I = $1,000/month, Tier II - $3,000/month, and Tier III - $6,000/month.

Job Posts – estimates of monthly jobs added (0 – 5 for non-subscribers at $200/post and 0 – 10 for subscribers at $100/post) are based on analysis of various online job boards that have complimentary mobile apps (LinkedIn, Indeed, etc)

Key Assumptions
Cost of Revenue

Sales – salaries & commission of sales professionals based on market rate.

Marketing & Advertising – travel and expense cost of sales and marketing staff in addition to paid advertising via LinkedIn, Google, Facebook, Twitter. Also utilizing a PR company to maximize exposure to print and online media channels.

Key Assumptions
Operating Expenses

Salaries – based on market rates for Engineering & Design, Marketing, Finance, HR, Operations & IT, Administrative, CEO, CTO, CMO and CFO.

Equipment & Supplies – based on market prices for servers, hardware, furniture and office supplies.
Rent & Utilities – based on average rent prices for co-working and private office spaces in San Francisco, CA

IT Software & Services – based on market rates for hosting, enterprise software and services required for internal and external IT/data management.

Customer Support – based on market rates for outsourced customer support.

Legal & Fees – based on market rates for legal startup services and fees. Occasional spikes are due to legal services and fees associated with Series A funding and new hire onboarding.

Research & Development – costs associated with the process of transitioning into new products, services and market segments.

Human Resources – estimate of costs associated with procuring and onboarding new staff. Also includes training, morale, and all other administrative tasks associated with personnel.

General & Administrative – includes expenses associated with fundraising, board of directors meetings, and all other external administrative tasks.

Initial Target Companies

1. **Adobe**	21. **Glassdoor**	41. Priceline
2. Agilent	22. GoDaddy	42. Razorfish
3. AirBnB	23. **Google**	43. Rovi
4. Amazon	24. **GroupOn**	44. **Salesforce**
5. AMD	25. HP	45. Shutterfly
6. AOL	26. Indiegogo	46. Splunk
7. **Apple**	27. Intel	47. Symantec
8. **Box**	28. Intuit	48. Tinder
9. **Braintree**	29. Kickstarter	49. **TripAdvisor**
10. **Cisco**	30. LinkedIn	50. Twilio
11. **Dell**	31. Match	51. Tumblr
12. DropBox	32. Meetup	52. Twitter
13. Ebay	33. Microsoft	53. Uber
14. Electronic Arts	34. Netflix	54. **VMWare**
15. EMC	35. NVIDIA	55. Workday
16. **Eventbrite**	36. OpenTable	56. Xerox
17. Expedia	37. **Oracle**	57. **Yahoo**
18. Facebook/IG	38. **Pandora**	58. **Yelp**
19. Fairchild Semiconductor	39. PayPal	59. **YouTube**
20. GitHub	40. **Pinterest**	60. **Zynga**

Committed
In Pipeline

1. RainbowPUSH
2. **Silicon Valley Forum**
3. Code2040
4. **INROADs**
5. Black Data Processing Associates
6. **Information Technology Senior Management Forum**
7. National Society of Black Engineers
8. **Society of Women Engineers**
9. **Grace Hopper**
10. **National Center for Women in Information Technology**
11. Lesbians Who Tech
12. **National Black MBA Association**
13. National Society of Hispanic MBAs
14. Society of Hispanic Professional Engineers
15. The Woman Effect
16. **Trans*H4CK**
17. Military 2 Career

18. Wonder Women Tech
19. National Hispana Leadership Institute
20. Association of Latino Professionals in Finance and Accounting
21. Student Veterans
23. National Black Information Technology Organization
24. Women Coders
25. Lean In Org
26. Global Tech Women
27. **Anita Borg Institute**
28. Stemettes
29. Ada's List
30. Write Speak Code
31. Ms. Tech
32. Chicago Women Devs
33. Dames Making Games
34. Articulate
35. Girl Geeks

36. Ladies Who Code
37. Girls and STEM
38. Scientista Foundation
39. Women in Tech
40. Bella Minds
41. Black Tech Miami
42. Silicon Harlem
43. Technologists of Color
44. C/I
45. Philly Tech Sistas
46. Women Who Code
47. DC Fem Tech
48. Year Up
49. Zero Divide
50. Techies of Color
51. So She Did
52. Girl Geek Rising
53. STEMfinity
54. Black Speaks
55. NGC Project

56. American Association of University Women
57. UN Women
58. Wome in Innovation
59. jduchess
60. Poornima
61. PyLadies
62. Tech Ladymafia
63. Rails Bridge
64. Rails Girls
65. Double Union
66. Girl Geek Dinners
67. Hacking for Women
68. Tech Girlz
69. Latinos in Information Science & Technology
70. Black Female coders
71. Blacks in Technology
72. Black Women in Computing
73. Black Founders
74. Dev Chix
75. She ++

76. Workplace Forum
77. Diversity Executive
78. Lady Pargons
79. Urban Tech Alliance
80. Diverse Tech
81. Tech Diversity
82. STEM-Works
83. STEM Women
84. Minorities in STEM
85. Women in Science & Engineering
86. Women's Engineering Society
87. Latinas in STEM
88. Tech Girls
89. Tech Women
90. Women 2.0
91. STEMinist
92. Platform.org
93. Women's Coding Collective
94. Ladies Learning Code
95. Girl Develop It

76. Women in Technology
77. Girls Who Code
78. Stealth Mode
79. African American Women in Technology
80. Black SXSW
81. Women of Color in Tech
82. Silicon Valley Women
83. Ladies Storm Hackathons
84. Women Who Tech
85. Black MBA Women
86. Black Engineers
87. Tenth
88. Femgineers
89. Black Techies
90. The Li.st
91. Latinas in Computing
92. NY Tech Women
93. Made with Code
94. Ladies of Industry

Target "Coding Schools"

1. All Star Code
2. GeekChic Programming
3. Callback Women
4. CodeNow
5. Hack the Cycle
6. Code for Progress
7. **Qeyno Labs**
8. **Black Girls Code**
9. **Hack the Hood**
10. **Level Playing Field Institute**
11. **Hidden Genius Project**
12. **Hackbright Academy**
13. **Yes We Code**
14. Startup Institute
15. **General Assembly**
16. Coding Dojo
17. Flatiron School
18. Hack Reactor
19. Dev Bootcamp
20. RockuetU
21. Mobile Makers