

# Catalyzer

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A personal career development & discovery platform

27- JUNE - 2018

TREVOR HIGGS

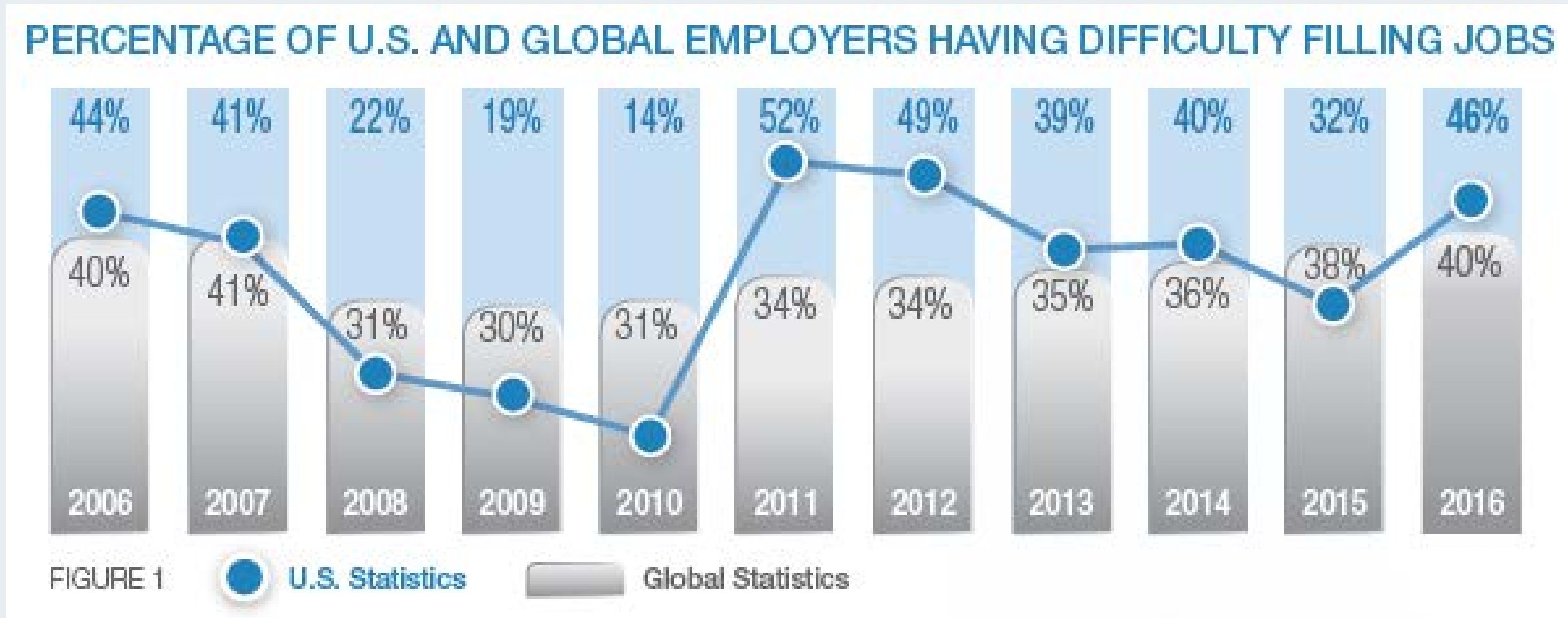
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# PROBLEM: THE WAR FOR TALENT

20 YEARS ON WITH NO END IN SIGHT



"Talent Shortage Whitepaper, 2016/2017" Manpower Group

**\$260 Billion**  
Annual US Spend on Talent Acquisition

US Department of Labor & Deloitte

US unrealized output due to labor deficit

**2020**  
**\$420 Billion**

"Future of Work – The Global Talent Crunch" Korn Ferry, 2018

**2025**  
**\$760 Billion**

**2030**  
**\$1.74 Trillion**

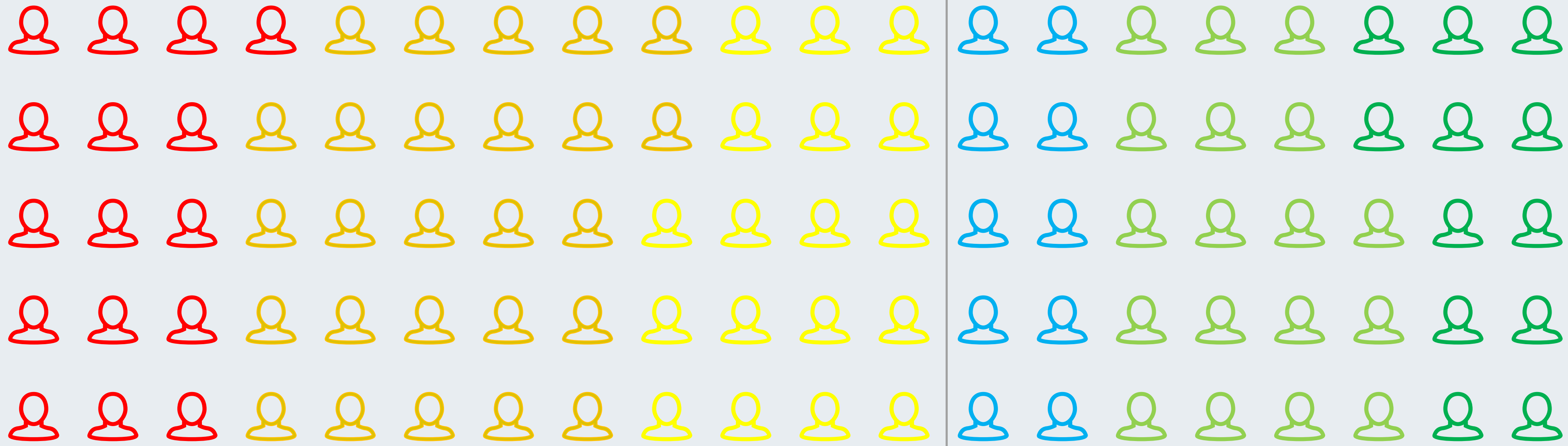
# QUESTION: WHERE ARE THE WORKERS?

## A TOP OF PIPE ISSUE

100 children enter 9<sup>th</sup> grade . . .

**60** will have no post-secondary education or limited education

**40** will receive post-secondary education



Drop out of HS

Do not attend or drop out of post-secondary education

Under employed

Employed

Employed in major

US Department of Education

**#1 reason for not attending, or dropping out, of post-secondary education: Financial Need**

"Their whole lives ahead of them" Public Agenda/Gates Foundation

**27% of college graduates have jobs related to their major**

" Federal reserve: Agglomeration and Job Matching among College Graduates

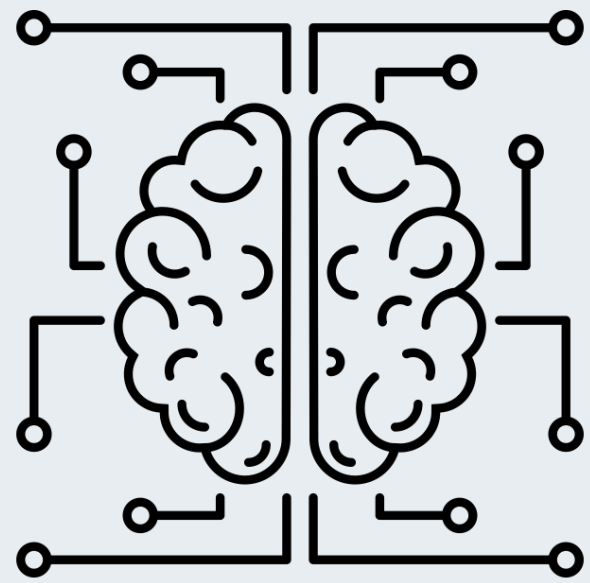
# BIG IDEA: A LEARNING & EARNING PLATFORM

HUMAN CAPITAL INVESTING 101

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Digital tools & technologies enable a “direct to consumer” approach to career development . . .

**Learn**



**Cognitive Science**

**Develop**



**Big Data**

**Invest**



**Gamification & Rewards**

**Employ**



**Matching**

85 years of science have **identified** the **elements** that can **predict success**

Skills, capabilities and education **data for over 900 occupations** guide training

**Incentivize** students with immediate rewards to drive achievement of skills

**Student profiles** & validated skills **matched** to Employers' **high performer profiles**

Catalyzer uses cognitive assessments and validated skills to create a predictive model for talent, connecting employers to candidates based on their *potential*

# Appendix

# CATALYZR: A PERSONAL CAREER DEVELOPMENT PLATFORM

## MICHELLE'S JOURNEY: HIDDEN POTENTIAL



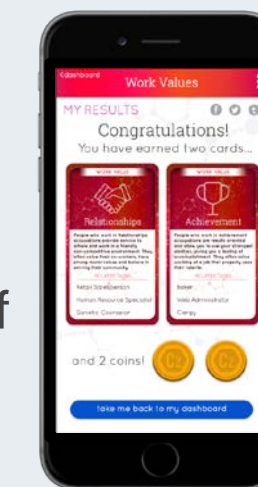
A slow starter in High School, Michelle only really started to excel her Junior year; too late to get into a highly competitive private not-for-profit university, she now attends a middle-tier state university



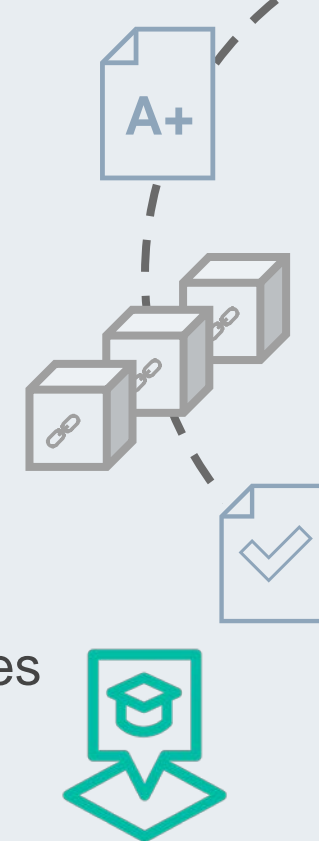
Michelle's Career Counselor sends her the Catalyzr App before her freshman year starts



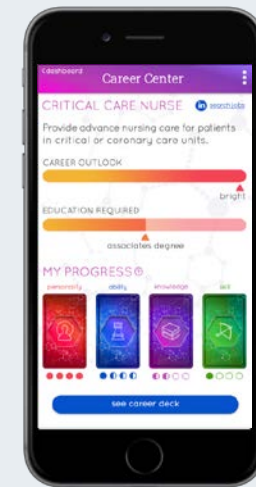
Michelle's completes the cognitive assessments over the summer – learning about herself & her potential



Michelle posts her class grades to Catalyzr



Tracks the classes she is taking and the skills she is developing in the app

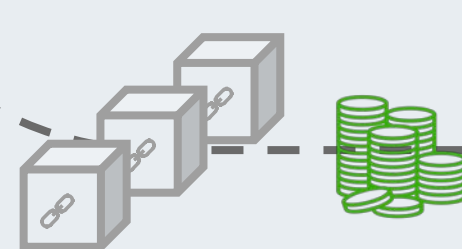


Explores her career opportunities and identifies the skills she needs to achieve her potential – uses them to help pick classes

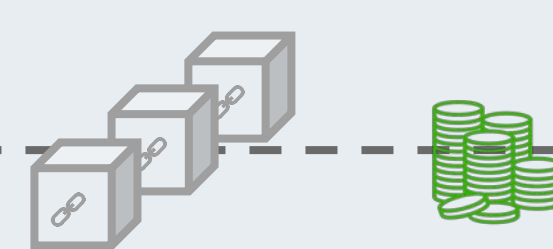
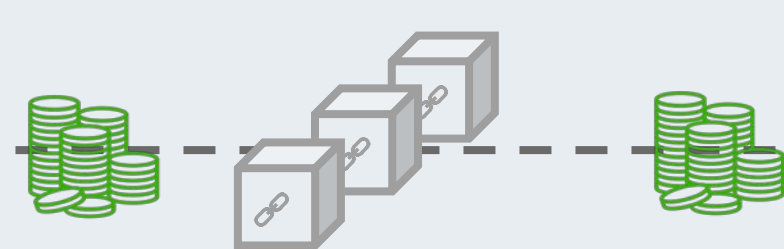


Cognitive assessments identify three "high potential" career tracks

The university validates here grades and the results are saved to the blockchain creating a validated CV



Validated classes & skills are rewarded w/ ERC20 tokens that can be converted to fiat currency



Validates an online class from a MOOC



Based on Potential Profile and her validated CV – she is matched to a possible internship with Stuart's company



# CATALYZR: A TALENT DISCOVERY PLATFORM

## STUART'S JOURNEY: THE SEARCH FOR TALENT



A manager for an East Coast Medical Devices company, Stuart's company recruits at 11 local universities, but with all of the competition he feels he does not always get the best talent



Stuart signs up for a subscription to Catalyzr's "Recruit" service – and sends the **high performers** on his team a link to download the app



Each member of the team takes the cognitive assessments



Catalyzr then matches the composite profile against all of the students from over 100 colleges & universities across the United States



One of the **best potential** students identified is Michelle. Stuart's team interviews her and she is hired for an internship.



The assessments create a composite profile of a **high performer** at Stuart's company



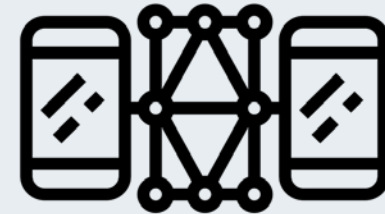
# DISTRIBUTED APPLICATIONS: EXAMPLE

CATALYZR HELPS FOUNDATIONS DRIVE MEASURABLE OUTCOMES WITH SMART CONTRACTS



Provides financial aid to help prepare students for the workforce – it has given to programs before, but has not been able to see the impact of its funds . . . the foundation wants better visibility into outcomes, to be more specific about recipients, and to reach additional non-traditional candidates.

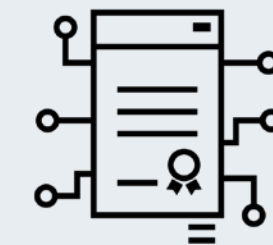
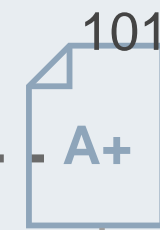
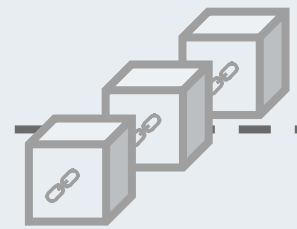
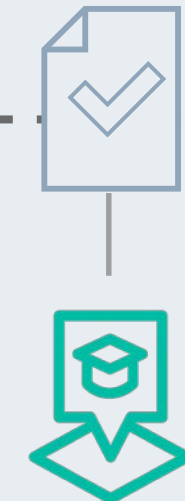
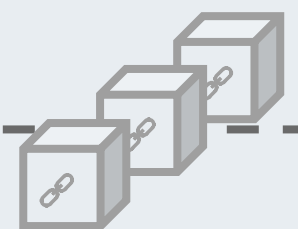
Builds a DAPP for the Catalyzr platform to distribute funds based on outcomes



Purchases Elementals (ERC 20 tokens) from Catalyzr to fund rewards



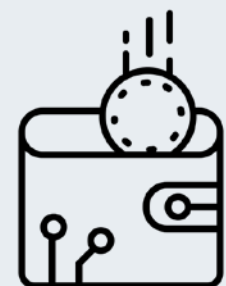
Michelle posts her A+ in Biology



Smart Contract issues a "reward" to Michelle for achieving the X Foundation's desired outcome

University validates

Creates a smart contract that monitors the the Catalyzr Platform for Students who meet a specific set of criteria: Minority Women who validate that they have received a B+ or higher in a STEM related class



Michelle finds the fund in her eWallet with a message from the X Foundation encouraging her



Knows exactly how much money was given, to whom it was given and for what specific outcome it was given for – allowing full transparency for the foundation's trustees

Example Revenue from DAPPs

\$3.3B

Total amount of money that private foundations give for college & career preparation

10%

Of of grant dollars go to administrative & support costs (e.g. team salaries)

2%

Fee on token conversion to fiat currency by users

Fees placed into quarterly dividend pool