BET24 PRESENTATION – 2ND PHASE
SATURDAY, 5TH OF MAY 2018

AGENDA

- ❑ Team
- ❑ Current Problem
- ❑ Current Situation
- ❑ Our Solution
- ❑ Validation
- ❑ Business Model
- ❑ Next Steps – Beta version

TEAM

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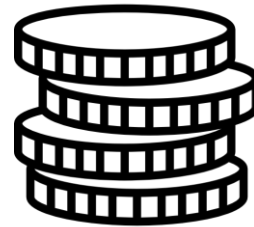

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CURRENT PROBLEM

CVs are similar among potential candidates

Recruitment processes are complex and costly

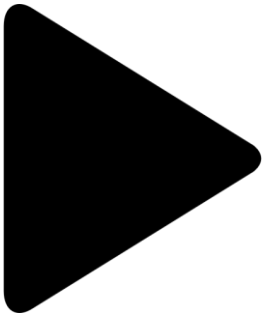Academic performance is often prioritized

Firms have difficulties in attracting a pool of talented candidate

Millennials demand more engaging ways of interacting with potential employers
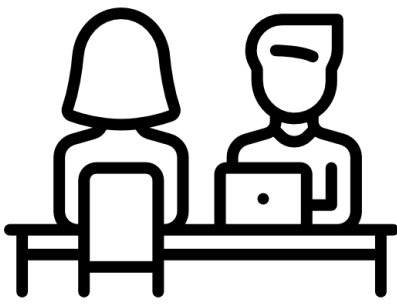
CURRENT SITUATION

Employer Branding   CVs   Tests   Interview

Profile
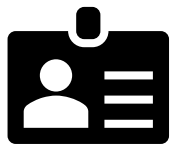
Cost of Recruitment
1500 - 3000
€

OUR SOLUTION

We offer a gaming approach to assessment tests, that allows the gathering of data to build a profile on the user's skills, while having less pressure than traditional processes

Companies can gather leads that are already adapted to the profiles that they define in terms of technical skills
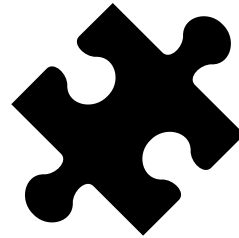
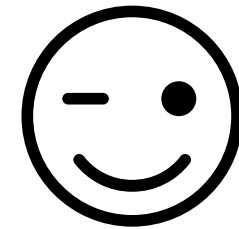Users sign-up using their LinkedIn accounts, to include their resume and verify their data
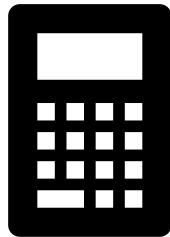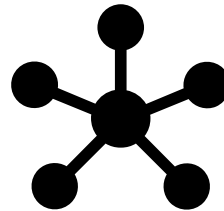
PARAMETERS

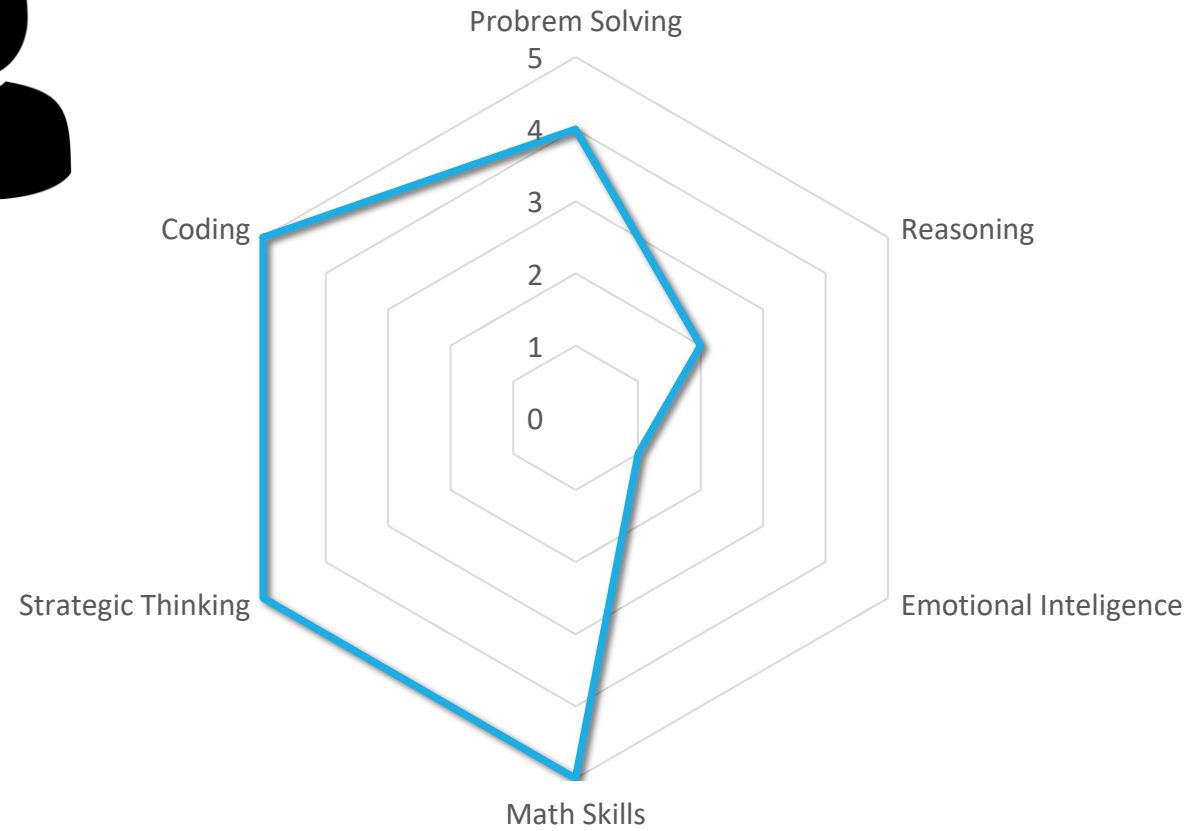Problem-Solving

Reasoning

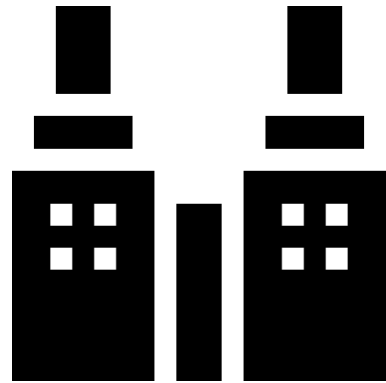Emotional Intelligence

Math Skills

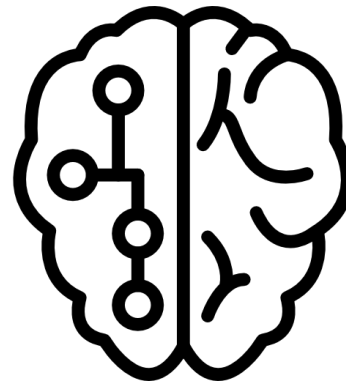Strategic Thinking

Coding

PROFILES

VALIDATION

Companies:
- Top Consulting firm
- Top Business School

PhD Candidate in
Cognitive Neuroscience

Students from
Universidade Católica Portuguesa
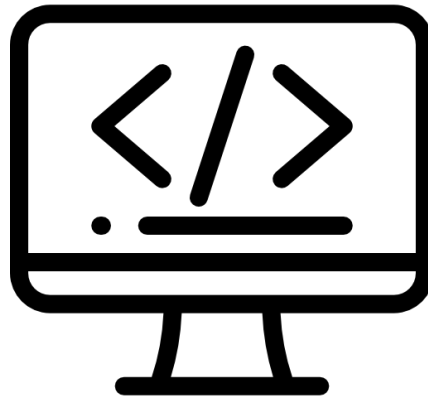
BUSINESS MODEL

Lead Fee

Success Fee

NEXT STEPS – BETA VERSION

Psychometrics Team

Game Development Team

Marketing Strategy

HEADHUNTR

THANK YOU

Q&A