




WEBINAR AGENDA
"You Need 'Em? We Got 'Em!... Promoting Undergrad Talent to Employers"

- ❑ Who Is Vocatio?
- ❑ Student Candidates – What's the Situation
- ❑ Talent Acquisition - What's the Situation
- ❑ New Value Proposition for Career Services
- ❑ Q&A: 20 min

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THE TEAM:
Activist's Passion to Catalyze a Student Centered Movement and Build A Great Media Company.



Patrick Jones, Founder & CEO


Prior to his marketing and content experience Patrick worked in management consulting with Siebel Systems (now Oracle), Diamond Technology Partners (acquired by PwC) and PricewaterhouseCoopers where he provided business and technology advisory services to emerging growth and middle market companies across multiple industries: telecommunications, entertainment and media, financial services, government services and consumer products.

Patrick received his M.B.A. from Duke University and his B.A. in Economics and minor in Political Science from Miami University. Patrick most recently was a Board Member for the Atlanta Community Food Bank, Georgia Public Policy Foundation, and the Miami University College of Arts and Sciences.




Paul Cochrane, Product & Technology

- Founder, StudioEighteen
- EVP, Maker Studios
- Head of Video, Yahoo
- Head of Digital, Splash News
- Producer, ITV
- London College of Printing, Durham University - UK



Tiffany Too, Marketing & Engagement

- Growth Manager Door Dash
- Event Marketing Manager, IMG Action Sports
- Social Media Strategist, Komad
- Loyola Marymount University



Matt Gwin, Editor & Community Manager

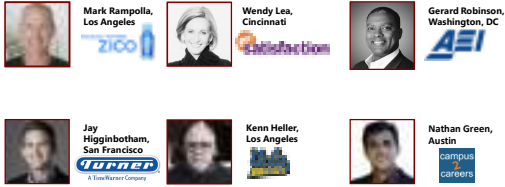
- Program Associate/Workforce Coach, Princeton Fellowship, North Lauderdale Employment Network
- Editor, *The Princeton Tiger* – Humor Magazine
- Princeton University

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ADVISORY & MENTOR TEAM:

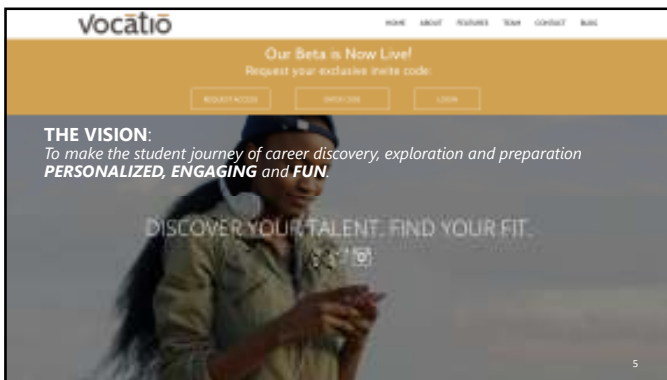
Diverse Array of Advisors & Mentors for their Expertise and Networks.

Select Members from Our Investors and Advisory Board



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WHAT'S THE BIG IDEA?:

Youth Activist Media Brand Focused on Education, Career Discovery and the Job Market.



Mission: To inspire, empower and equip students to navigate their path through high school and college to a **passionate** and **purposeful** career of their choice.








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MARKET VALIDATION:
Working with Several Beta Pilot Partners and Customers to Optimize User Experience.

\$200K+ Angel Funding	25+ Partners	2,000+ Beta Students	6+ Beta Pilot Employers	3 Startup Awards
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Winner/Judges - Startup Showcase Challenge
Presenting Company - ASU/GSV Summit
Winner - People-Ops Innovation Challenge

3,300+ Vocatio (Employers & Students) Twitter Followers	1,200+ MyVocatio Instagram Followers	900+ Vocatio Facebook Followers
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THE COHORT:
Who Are You and What Do You Want?



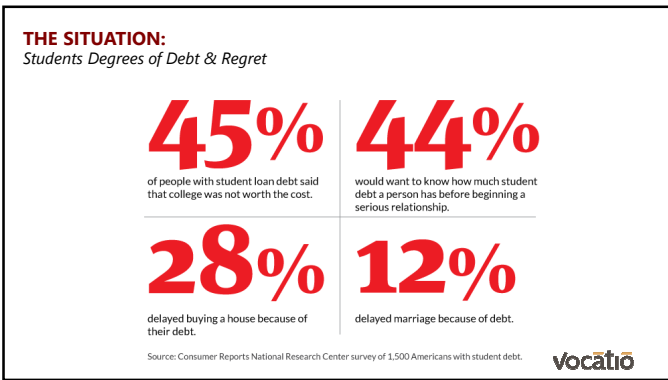
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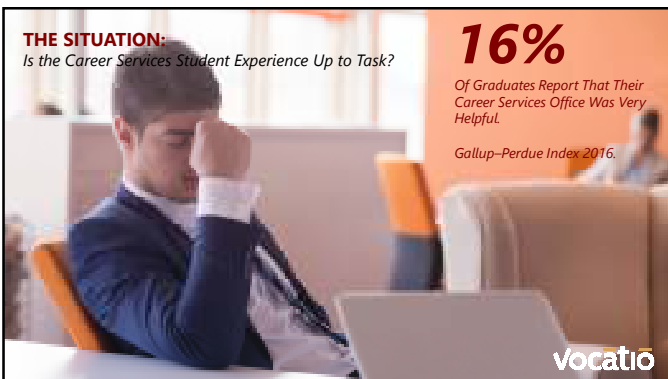
THE SITUATION:
Congested Highway



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OUR RESEARCH: MILLENNIALS AND GEN - Z
This Cohort of 40M Has 3 Essential Life-stage Questions.


- 1) *What Are My Talents?*
- 2) *Which Education and Career Path, and Why?*
- 3) *Will I Be Happy When I Get There?*



High School Students
7.4M Juniors & Seniors



College & Post Secondary Students
21.7M



Post Graduate
11M

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OUR RESEARCH: WHAT ARE THE INTRINSIC MOTIVATORS?
Personalization, Fun and Fit Matters!



1. Quarter-life.



2. Self-Determination.



3. Social Impact



4. Work / Love Blending.

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THE SITUATION:
Bored, Disengaged and Anxious With Current Solutions



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THE SITUATION:

Companies Can't Seem To Attract Talent With The "Right Fit" From This Generation.

TAM for Sourcing & Onboarding Entry-Level Hires = \$60B

25% of Spend Results in Mis-hires € \$15B

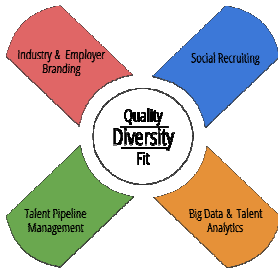


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TALENT ACQUISITION: EVOLVING BEYOND "RECRUITING"

Branding, Technology and Predictive Analytics for Sourcing Fit and Performance.

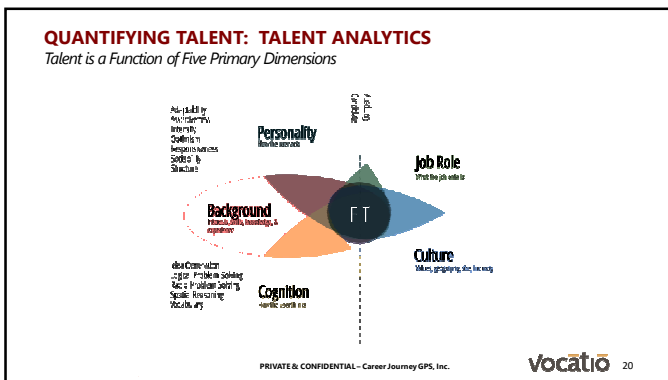


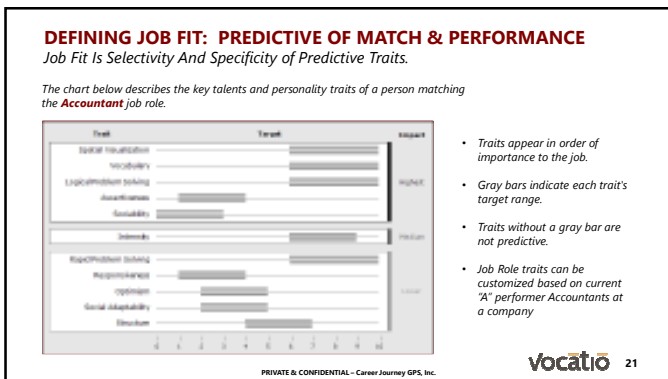
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NEW VALUE PROPOSITION: CAREER SERVICES
Become a Trusted Partner Who Engages, Promotes and Matches Student Candidates and Employers with "Great Fit" Opportunities in Education, Internships & Employment.

Students **"Great Fit"** **Employers**

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NEW VALUE PROPOSITION: CAREER SERVICES
Coach and Prepare Students to be "Intern Ready" for Day 1.

Vocatio → "Intern Readiness"

- "Take Initiative"** -
 - Set Personal Goals
 - Don't be Afraid to Ask Questions
- "Be Enthusiastic"** - Tackle all Tasks with a Positive Attitude
 - Be Confident But Humble
 - Avoid Negativity
- "Manage Up"** - Have Regular Meetings with Supervisors
 - Be Proactive Communicator
 - Be A Team Player
- "Socialize"** - Get as Much Exposure as Possible
 - Network, Network, Network...
 - Find a Mentor
- "Walk Off Trophy"** - Something to Showcase Your Effort
 - Work Sample
 - Letter of Recommendation/Job Offer

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Patrick Jones, Founder & CEO Join the Team Building The Next Generation of
Patrick@vocatio.com | 404.822.7381 Career Engagement and Talent Sourcing!!

DISCOVER YOUR TALENT. FIND YOUR FIT.
