SHERPA

sherpacareers@gmail.com | *Investor Presentation*

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Meet The **SHERPA** Team

Ben Ross
Co-Founder
Head of Sales
Head Cheerleader
Head Janitor

Ben has extensive experience in technology recruitment, with a client base including Bank of America, Conde Nast, Sybase, The Orchard, Pragma Trading, JetBlue, RBC Capital Markets, BNP Paribas and numerous firms at various stages in their development.

Ben's conducted searches from entry level to CTO/CIO/MD for engineers, quants, traders, business intelligence analysts and data scientists.

Ben graduated from Colgate University, where he was a member of the Colgate 13 Men's a capella group, the 1:30 Jazz Band, the Delta Upsilon Fraternity and the Korean Students Association. He is an avid golfer, jazz singer and is married to his wonderful wife, Mia.

Craig Perler
Co-Founder
C[TFIO]O
Chief Code Monkey

Craig has nearly a decade of experience in designing, developing, and supporting enterprise applications for financial services, including, most recently, managing the front office development team at a prominent NYC hedge fund.

Craig is nearing completion of an MBA from NYU Stern, focusing in Finance and Entrepreneurship; he has a BA in Computer Science and Economics from Dartmouth College, where he was very involved in musical theater, producing, accompanying, and conducting nine shows over his four years.

If Craig weren't in technology, he'd be playing the piano somewhere. Craig also has a wonderful wife, Laurel, his high school sweetheart.
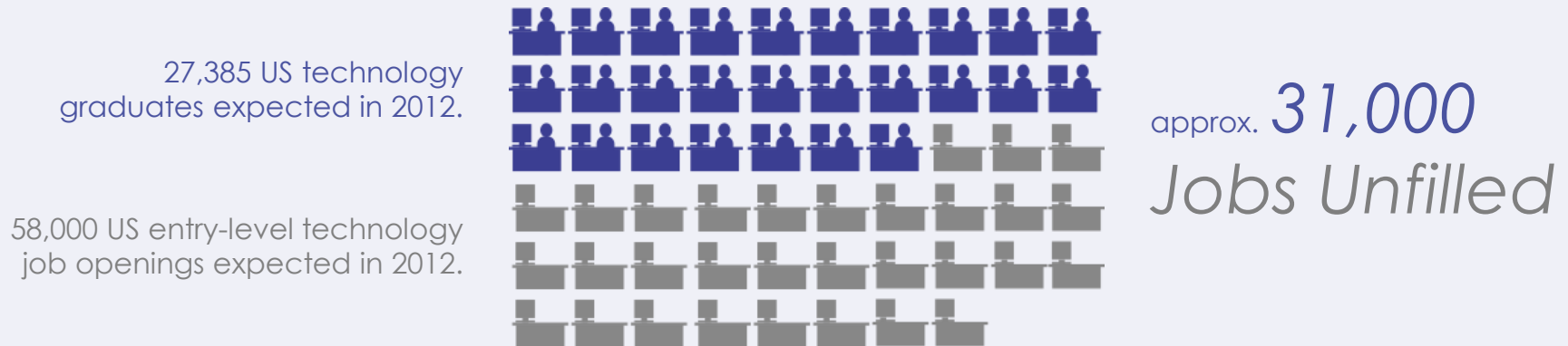
Jon Fine
Design Director
Third Man

Jon, whose background includes critical theory and marketing, currently works as a graphic, web, UX designer and freelance consultant for a diverse set of clients. In his free time, he labors on long form, historically-inflected comics projects, paintings and illustrations.

Examples of Jon's portfolio can be seen at JonFineArts.com.

Jon received his BA in History, Art and Art History from Colgate University, and an MFA from the Center for Cartoon Studies in 2011. He loves to gab about early century Soviet cinema, even if no one else has a clue what he's talking about.

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The Problem

There are 2.1 entry-level jobs for every entry-level technologist.

27,385 US technology graduates expected in 2012.

58,000 US entry-level technology job openings expected in 2012.

approx. *31,000 Jobs Unfilled*

It's hard to find and hire technologists.
It's a monumental task to find and hire great technologists.

Market Segment Analysis (Top-Down and Bottom-Up)

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A web platform for finding, screening, and recruiting entry-level talent.

Find…

Attract top candidates with prize-based, project-oriented competitions.

Aggregate and evaluate current and relevant work samples.

Achieve increased retention and productivity with candidates more familiar with the job and corporate culture.

…Screen…

Use a quantitative, visual scoring system to quickly and confidently evaluate candidates.
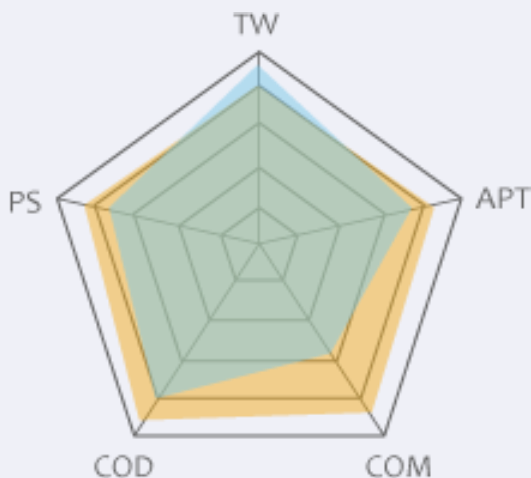
…Recruit.

Educate candidates about your firm and stimulate demand for your entry-level opportunities.

Engage candidates directly by showcasing employees, key projects, and innovations; this isn't for posting jobs.

Business intelligence and multi-faceted matching algorithms promote your opportunities to the right candidates.

Stay Engaged...

Sherpa's corporate dashboard consolidates communication, social media, and activity streams.

…Close the Loop.

Students see comparisons to peers and how they are viewed by prospective employers.

Students get guidance and feedback to help find that first job.

Sherpa makes the process of finding that first job as structured as selecting, applying, and getting into college.

Business Model

There are several immediate sources of revenue, and more streams open up as we scale in size.

Tiered Corporate License Fees Customized Competitions	→	Data Analysis & Reporting Affiliate Sales Targeted Advertising	→	Corporate & University Consulting Agency Recruiting License Fees

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Total Market Size

$215M **$606M** **$105M**

International Entry-Level Recruiting Expenditures **$926 million**

And that doesn't include BRIC nations!

(not enough available BRIC data to evaluate)

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The Places We'll Go

$30B, growing 12% / year

$3 – 5B

$350 – 500M

$200 - 300M

Agency Recruiting (Beyond Entry-Level)

Global Expansion

UX, Designers, and Quants

US, Tech, Entry-Level

Roadmap, Metrics and Analysis

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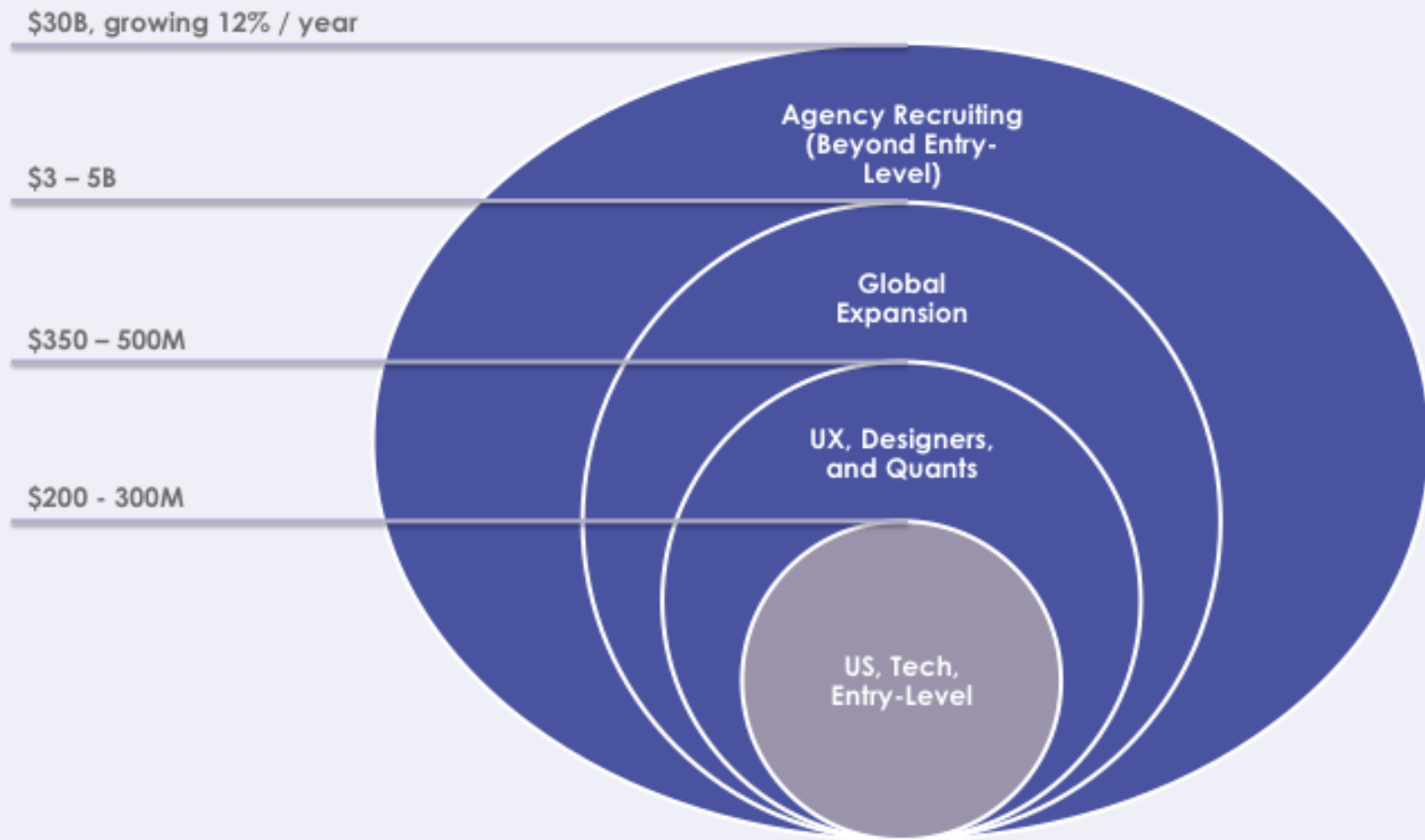
Customer Acquisition

The traditional way, direct sales:
1 Senior Salesperson = 25 Companies / Year
1 Junior Salesperson = 15 Companies / Year
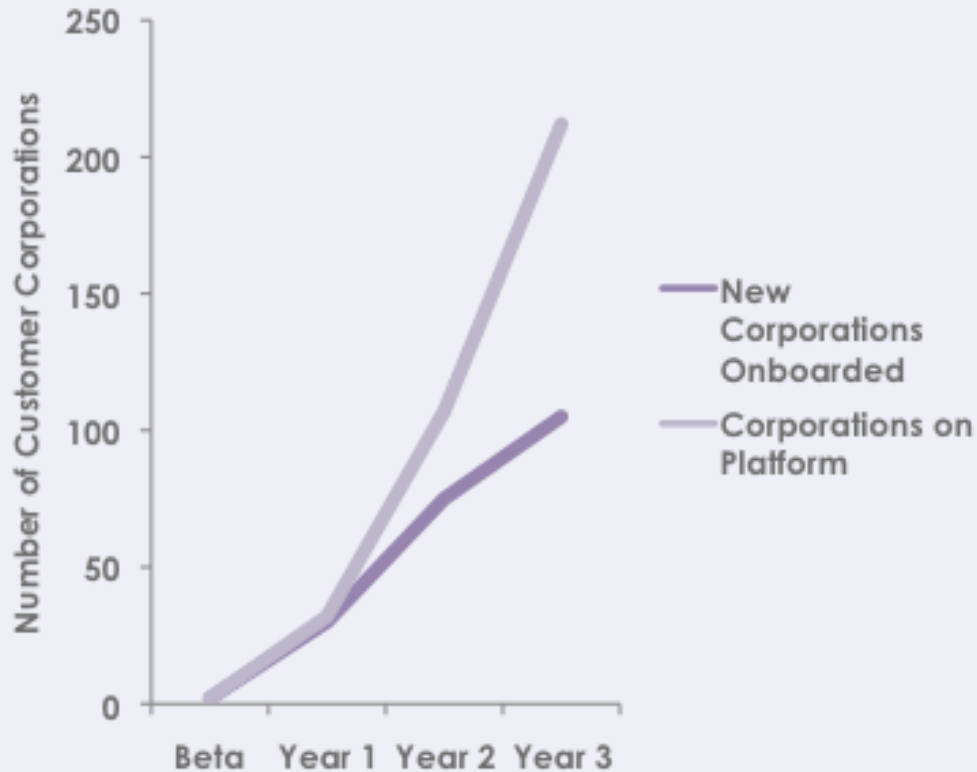
Two corporate sales pending.

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Competitive Positioning

We'll first focus on assessments with overlap into ATS/CRM/CMS and later add in job-aggregation features.

Platforms in the recruiting space vary based on target audience. We're focusing specifically on recent technical graduates (BA/BS, MS, PhD).

We plan to expand into related fields, such as UX and UI design, data science, and quantitative analysis.

Competitive Landscape

No other platform offers the same set of features and focus as Sherpa.

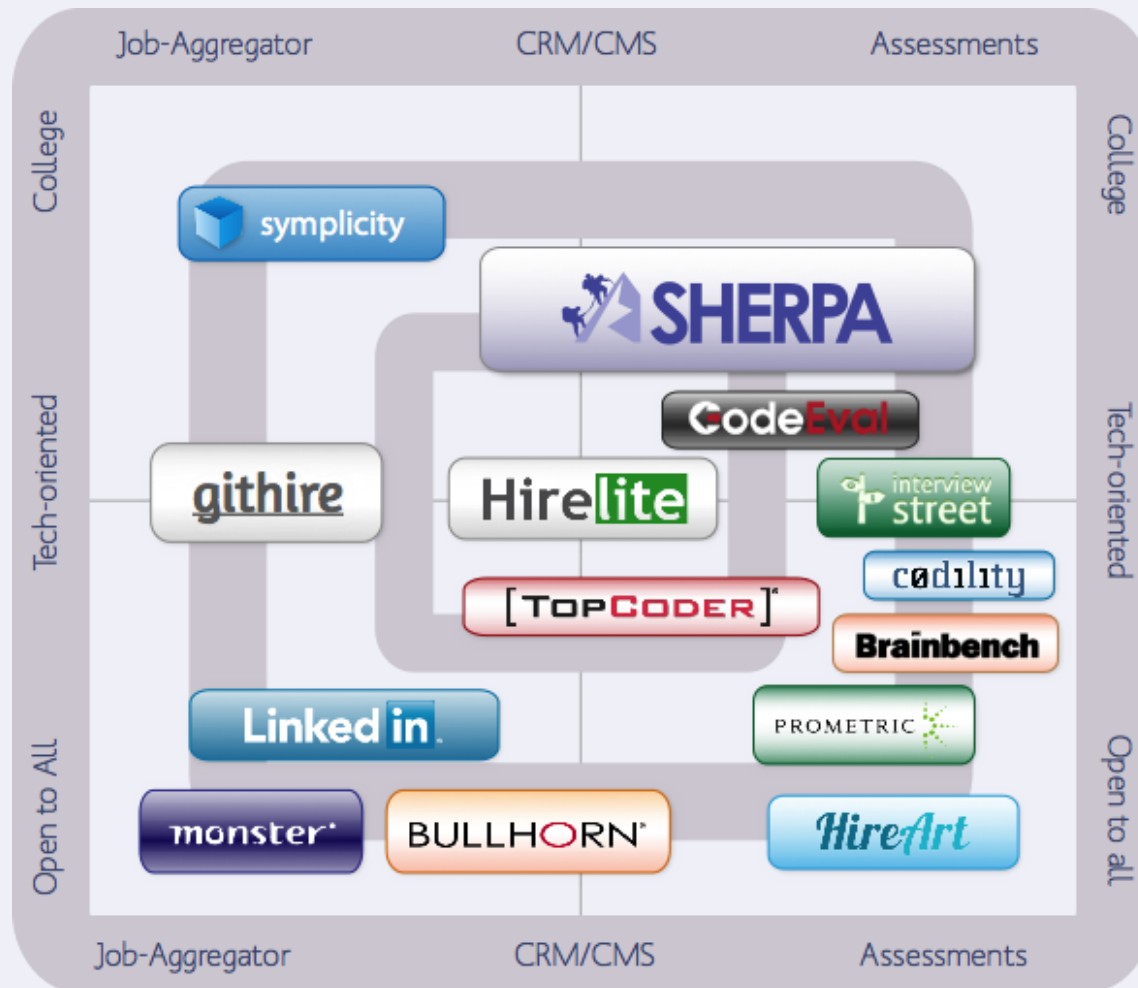| Feature	SHERPA	CodeEval	Linked in	BULLHORN	githire	HireArt	TopCoder	symplicity	Hirelite
Cash Prize Code Competitions	✓	✓					✓		
Immediate Code Evaluation	✓	✓							
Employers Can Query Candidate Database	✓	✓	✓	✓			✓	✓	
Employers Can Post Jobs	✓	✓	✓	✓		✓		✓	✓
Employers Can Host Competitions	✓	✓					✓		
User Profile Management	✓	✓	✓	✓		✓	✓	✓	✓
Plagiarism Detection	✓	✓							
Supports Non-Tech Questions	✓					✓	✓		✓
Evaluates Open-Source Contributions	✓				✓				
Social Integration	✓	✓	✓	✓				✓	
Detailed Candidate Scoring	✓					✓	✓		
Intelligent Candidate-Employer Matching	✓		✓		✓	✓			
Subscribable User Activity Feeds	✓		✓	✓			✓	✓	✓
In-Application Communication	✓		✓	✓				✓	
College, Graduate and PhD Student Focus	✓								

[Analysis of Broader List of Competitors](#)

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It's always further than it looks.
It's always taller than it looks.
And it's always harder than it looks.
— *The 3 rules of mountaineering.*

…but it's always easier with a **SHERPA**

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Sources and References

- US Department of Labor
- Data360.org
- Beyond.com 2010 Career Trend Analysis Report
- National Association of Colleges and Employers, 2011 Job Outlook
- National Association of Colleges and Employers, 2012 Job Outlook
- National Association of Colleges and Employers, 2009 Recruiting Benchmark Survey
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- Indeed.com Industry Trends
- 2009 Taulbee Report
- 2010 Taulbee Report
- Occupational Outlook Handbook, 2010-11 Edition
- 2011 QuantNet Ranking of Financial Engineering Programs
- Business Insider - "The US Is About To Have More Financial Engineers Than It Will Know What To Do With"
- LinkedIn - Staffing/Recruiting
- LinkedIn Prospectus Filing

SHERPA Documents (Excel)

- Sherpa Market Segment Analysis (Top-Down and Bottom-Up), and Sensitivity Analysis
- Sherpa Analysis of Full Competitors List and Feature Set
- Sherpa Roadmap, Metrics and Analysis
- Sherpa Sales Growth, Metrics and Analysis

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