



sherpacareers@gmail.com

| *Investor Presentation*

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



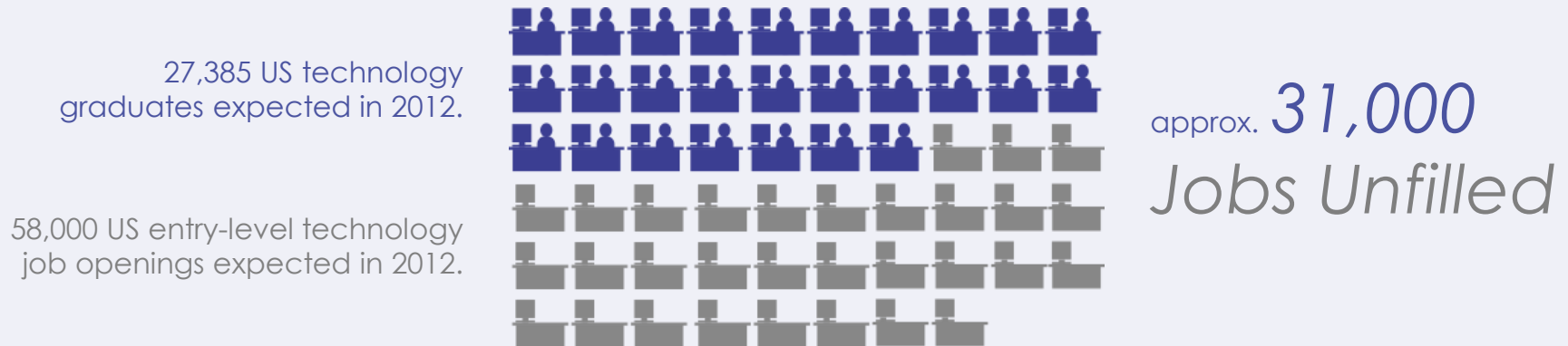
Jon, whose background includes critical theory and marketing, currently works as a graphic, web, UX designer and freelance consultant for a diverse set of clients. In his free time, he labors on long form, historically-inflected comics projects, paintings and illustrations.

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.

The Problem

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



It's hard to find and hire technologists.

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

[Market Segment Analysis \(Top-Down and Bottom-Up\)](#)

The Solution?



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.

The screenshot shows the SHERPA+ website interface for a recruitment competition. The header includes the SHERPA+ logo and navigation links: Home, Profile, Candidates, Scoring, News. A search bar and user greeting 'Welcome, Ben Ross! | logout' are on the right. The main content area is titled 'The Bank of America Spring 2012 Recruitment Developers Competition' with dates '2/1/2012 - 4/1/2012' and languages 'Java, .NET, and Python'. It includes an eligibility section, payout details, and a primary contact email. A video thumbnail of Catherine Bessant is shown. Below is 'Challenge 1: Design A Deck of Cards' with a description and a code snippet for an iDeck interface. The right sidebar contains a 'Candidates' table, a 'Countdown' timer showing 20:05:31, and 'Competition Statistics'.

SHERPA+

Home | Profile | Candidates | Scoring | News

Welcome, Ben Ross! | logout

The Bank of America Spring 2012 Recruitment Developers Competition
2/1/2012 - 4/1/2012 | Java, .NET, and Python

Eligibility: This competition is open to college Seniors from all NY-accredited universities.

Payouts: 5k to 1st, 3k to 2nd, 1k to 3rd, and \$100 gift cards to 4th-10th; top 20 are guaranteed second round interviews at our NYC and Charlotte offices.

Primary contact: ben.ross@boa.com

Watch the Candidate Welcome Video featuring Bank of America Tech Chief Catherine Bessant>>

Challenge 1: Design A Deck of Cards

A straightforward request: design a deck of cards. This is not a trick question! We would like to see the object model and class hierarchy you use to represent a deck of 52 standard, Western playing cards (eg, http://en.wikipedia.org/wiki/File:Set_of_playing_cards_52.JPG). Further, we'd like your deck to conform to the following interface:

```
public interface iDeck {
    draw(); // Select and remove a card from the deck.
    shuffle(); // Randomize the order of cards in the deck
              // and replace all drawn cards.
}
```

We will be running your Deck against a number of unit tests that evaluate functionality and performance. We will also employ static code analysis to evaluate your code in other capacities. We want to see comments and your own unit tests! Proper functioning is a requirement to pass this challenge; code performance and readability will be used to determine the winners. We know there are many common solutions to this problem around the web, and we know that some of you will be enticed to copy some of that code. Please know that if you don't have a full appreciation for the code you submit in this challenge, you will struggle with the later challenges!

Candidates

Score Breakdown: PS | COM | COD | TE | APT

Challenge 1: 5 Total Candidates [See All](#)

Justin Perler	68	73	77	72	72
D.D. Taylor	73	81	65	62	71
Eric Hsu	79	74	83	84	78
Jim Dorcel	66	73	58	77	68

Challenge 2: 20 Total Candidates [See All](#)

Challenge 3: 15 Total Candidates [See All](#)

Countdown

Competition Time Remaining

20 : 05 : 31

days hours minutes

Competition Statistics [See All](#)

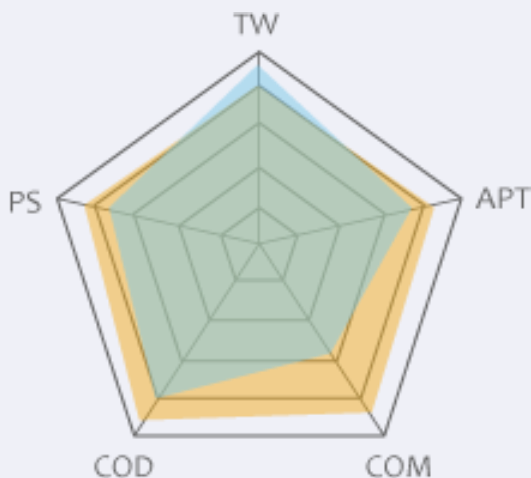
Total Candidates: 24

Candidate Participation Rate: 18%

Candidate Quality Score Average: 74

...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.

The screenshot displays the SHERPA + Ben user interface for a Bank of America profile. The header includes the SHERPA + Ben logo, navigation links (Home, Profile, Challenge Board, Scoring, News), a search bar, and a welcome message for Ben Rossi. The main content area is divided into several sections:

- Welcome to Bank of America:** Features a profile picture of Brian Moynihan, CEO, and a video introduction. Text describes Bank of America as one of the world's largest financial institutions.
- Firm Statistics:** Lists key metrics: Size of firm: Large (100), Reputation: High (73), Work/Life Balance: Medium-High (51), and Average Starting Salary: \$60,000.
- Recent Competition:** Announces the "The Bank of America Fall 2012 Recruitment Developers Competition" with dates (8/1/2012 to 10/1/2012) and prize details (payouts from \$5k to \$100k).
- Activity:** A feed of user interactions, including a post by Andrea Smith about the annual coding competition and a response by Ben Rossi.
- Ticker:** Displays real-time stock data for Bank of America (NYSE: BAC), showing a current price of 8.06 and a daily change of +0.04 (+0.50%).
- Recent News:** A section for the latest news, partially visible at the bottom.

Stay Engaged...

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

The screenshot displays the SHERPA corporate dashboard for user Ben Ross. The interface is organized into several sections:

- Header:** Features the SHERPA logo, navigation links (Home, Profile, Challenge Board, Scoring, News), a search bar, and a welcome message for Ben Ross with a logout option.
- Bank of America:** A banner for the Bank of America, highlighting Financial Services, Retail and Investment.
- Inbox:** A table of messages with columns for From, Subject, and Received.

From	Subject	Received
Justin Perler	Submission for Spring 2012 Recruitment Developers	March 5, 2012 at 3:12pm
Jack Hardy	How's it going?	March 5, 2012 at 2:43pm
Albert Wu	More info re: IT?	March 4, 2012 at 4:53pm
D.D. Taylor	Submission for Spring 2012 Recruitment Developers	March 4, 2012 at 11:01 am
Emil Smith	Submission for Spring 2012 Recruitment Developers	March 3, 2012 at 2:12pm
- Recent Competitions:** Two panels showing competition details.
 - Spring 2012 Recruitment System Competition (2/1/2012 - 4/1/2012):**

Submissions	138
Prize Total	10K
Challenges	4
Prize Disbursements	10k
Avg Completion Rate	53%
 - Fall 2012 Recruitment Developers Competition (8/1/2012 - 12/1/2012):**

Prize Total	10K
Challenges	4 (not open)
- Activity:** A list of recent activities, including announcements from BoA, IP Bros. LLC, and D.D. Taylor.
- Quality Score:** A section showing candidate feedback (Medium-High (62)), reputation (High (73)), and work-life balance (Medium-High (51)).
- Ticker:** A financial ticker for NYSE: BAC, displaying various metrics like Range, 52 week, Open, Vol / Avg, Mkt cap, Div/yield, EPS, Shares, Beta, and Inst. own, along with a large price display of 8.06 and changes of +0.04 and +0.50%.
- Social Media:** A section for Ben Ross with a profile picture, a text input field "Got something to say?", and social media icons for Twitter, Facebook, and LinkedIn, followed by an "Update" button.
- Calendar:** A section for the month of March with an "Update Calendar" button.

...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.



Total Market Size



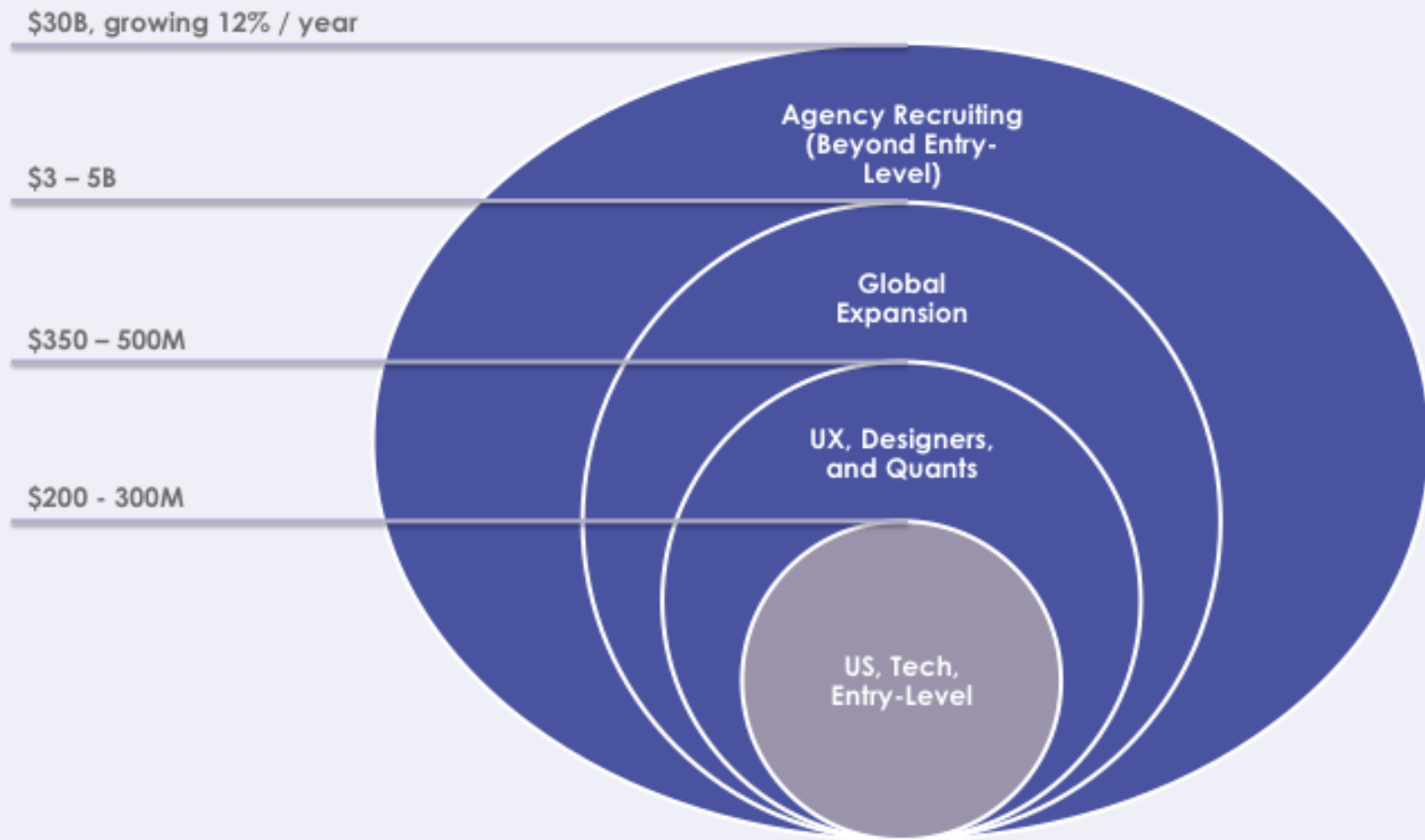
International Entry-Level
Recruiting Expenditures

\$926 million

And that doesn't include BRIC nations!

(not enough available BRIC data to evaluate)

The Places We'll Go



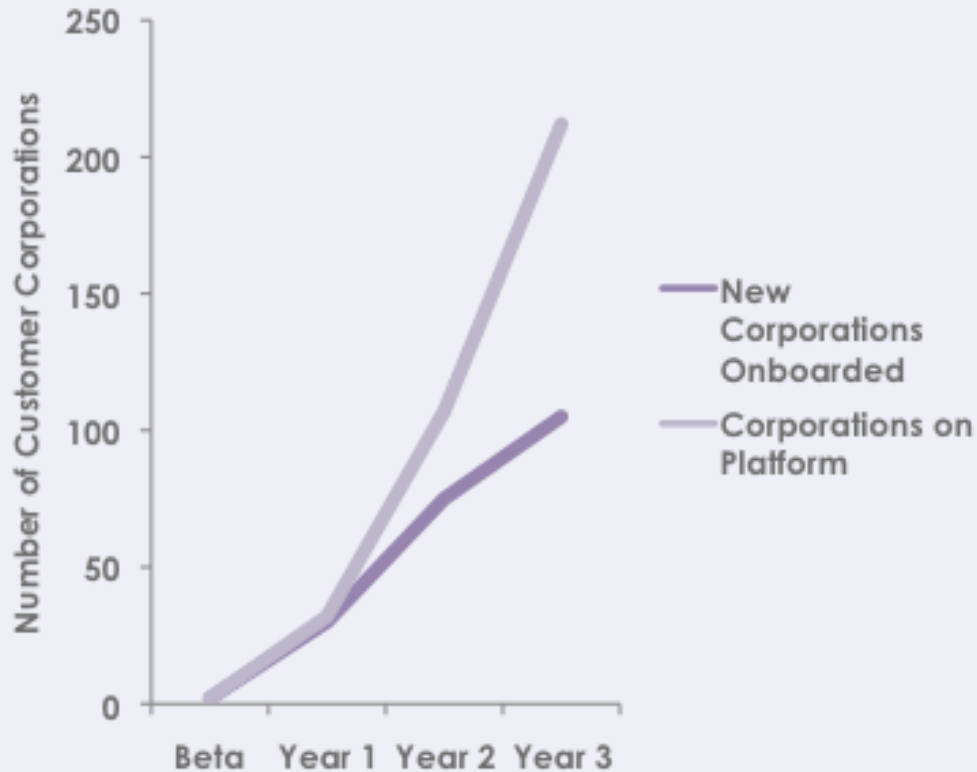
[Roadmap, Metrics and Analysis](#)

Customer Acquisition

The traditional way, **direct sales**:

1 Senior Salesperson = 25 Companies / Year

1 Junior Salesperson = 15 Companies / Year



Two corporate sales pending.

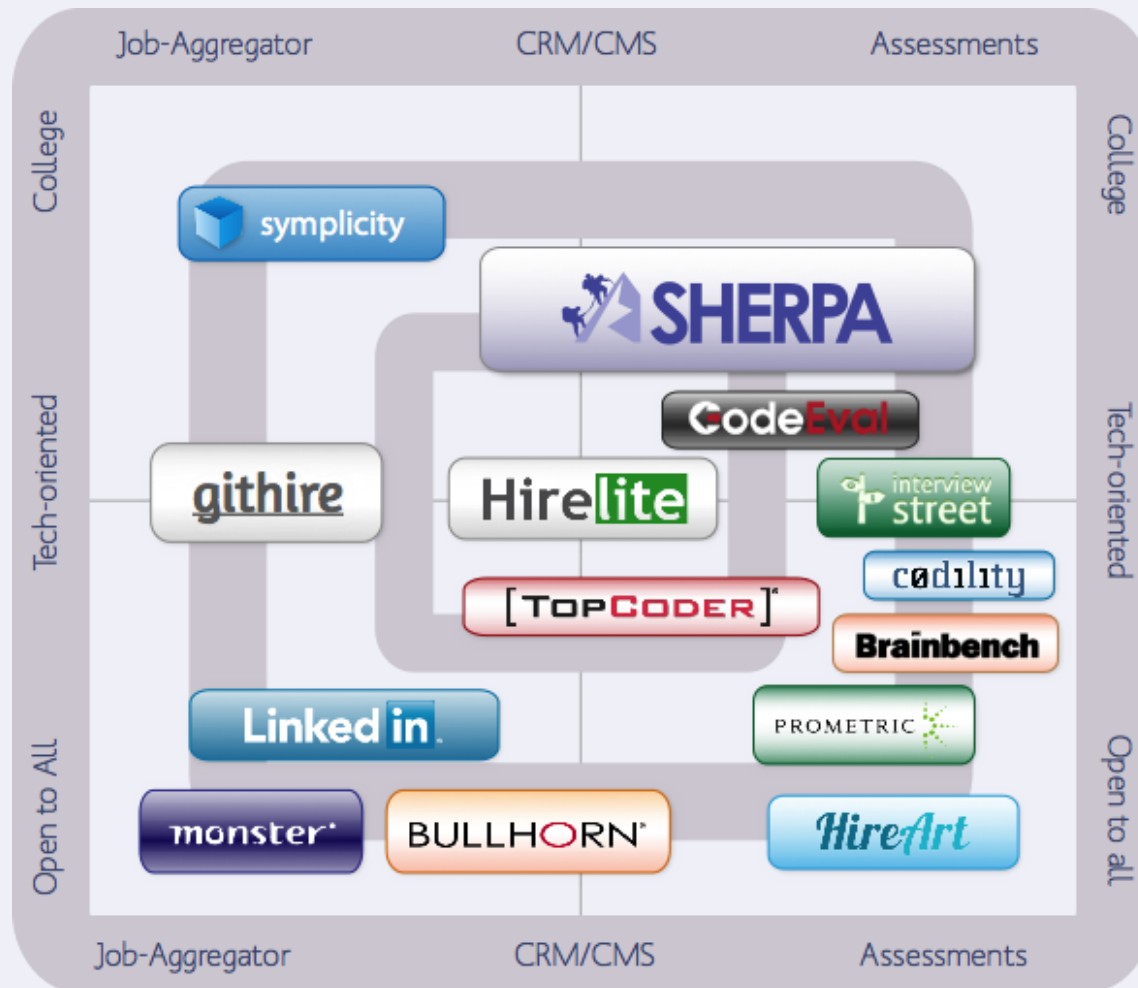


Competitive Positioning

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.

	SHERPA	CodeEval	Linked in	BULL HORN	githire	Hirebit	TorCodeix	symlicity	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](#)

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** 

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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- [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](#)