



Cas[e]pire

Cas[e]pire



a step forward in your career.



Agenda →

Team

Problems and Solutions

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Our Team

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Göksu Gürson
Chief Product Officer



Aslı Bingöl
Chief Communications Officer



Yusuf Yurtseven
Chief Finance Officer



Okan Yıldırım
Chief Marketing Officer

Problems →

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With 19.6 percent, ***one out of every five university graduates*** are unemployed in Turkey (2021).

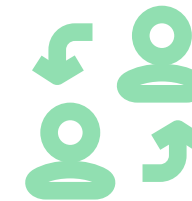
The **average time** to find the first job for bachelor's degree graduates was realized as **13.6 months** (2022).

01



52% of people feel that they get eliminated in the CV screening phase (survey data).

02



Skill assessment tests are ***not sufficient indicators*** of the applicants expertise and skills.

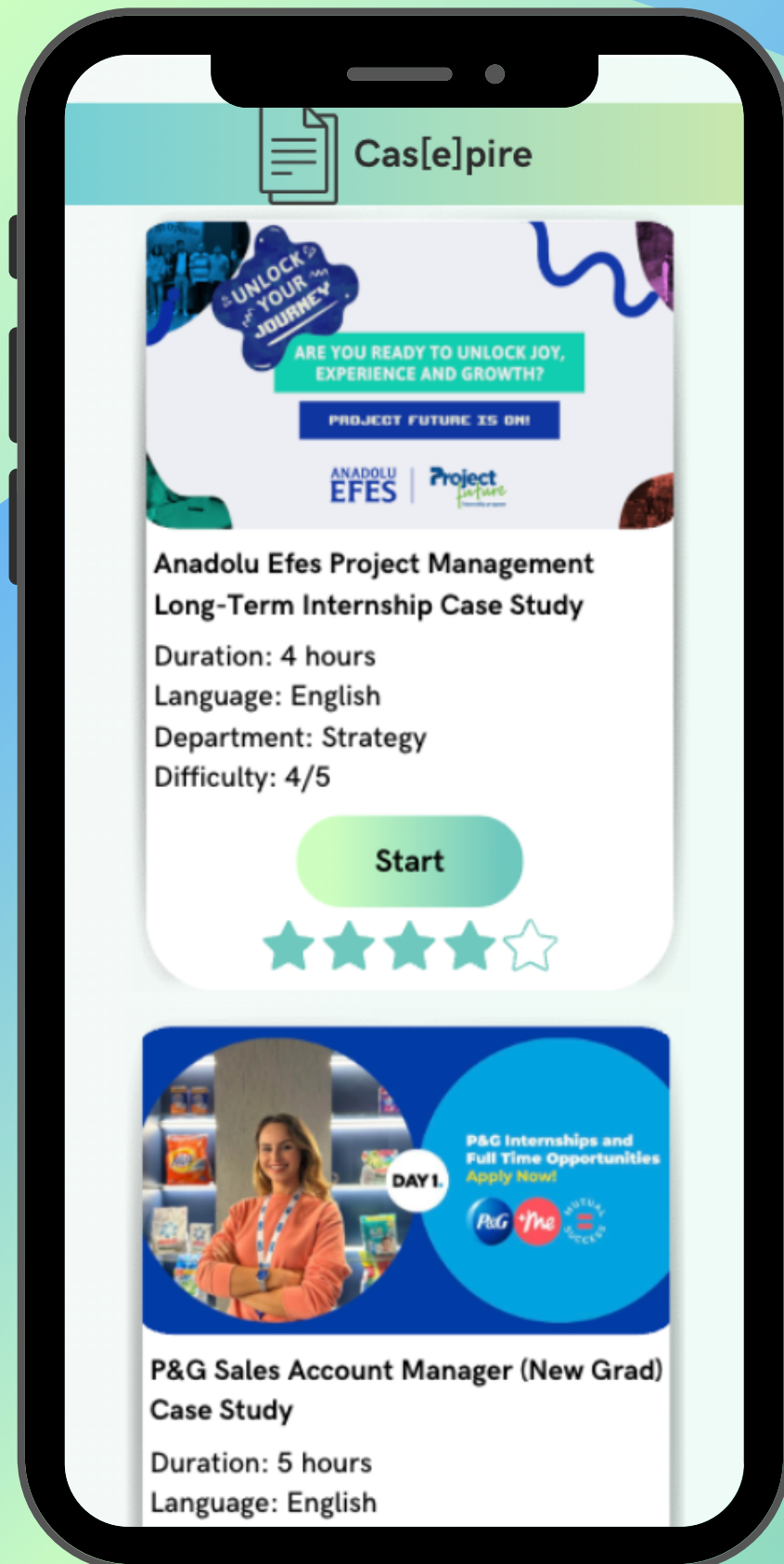
03



Demand for **workshops** on resume building, interview preparation, and job search strategies.



Cas[e]pire



What is Cas[e]pire?

Cas[e]pire is an online platform that offers university students and recent graduates an opportunity to pass the dreadful CV screening phase and *enhance their chances to be chosen* according to their *performance* they demonstrate in specific case studies and simulations provided by the most desired firms.

1. Case Study Library
2. Interactive Learning Modules
3. Performance Analytics
4. Articles and Workshops

"to create perfect matches between jobs and people."

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The Platform

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○ Desktop and mobile responsive design

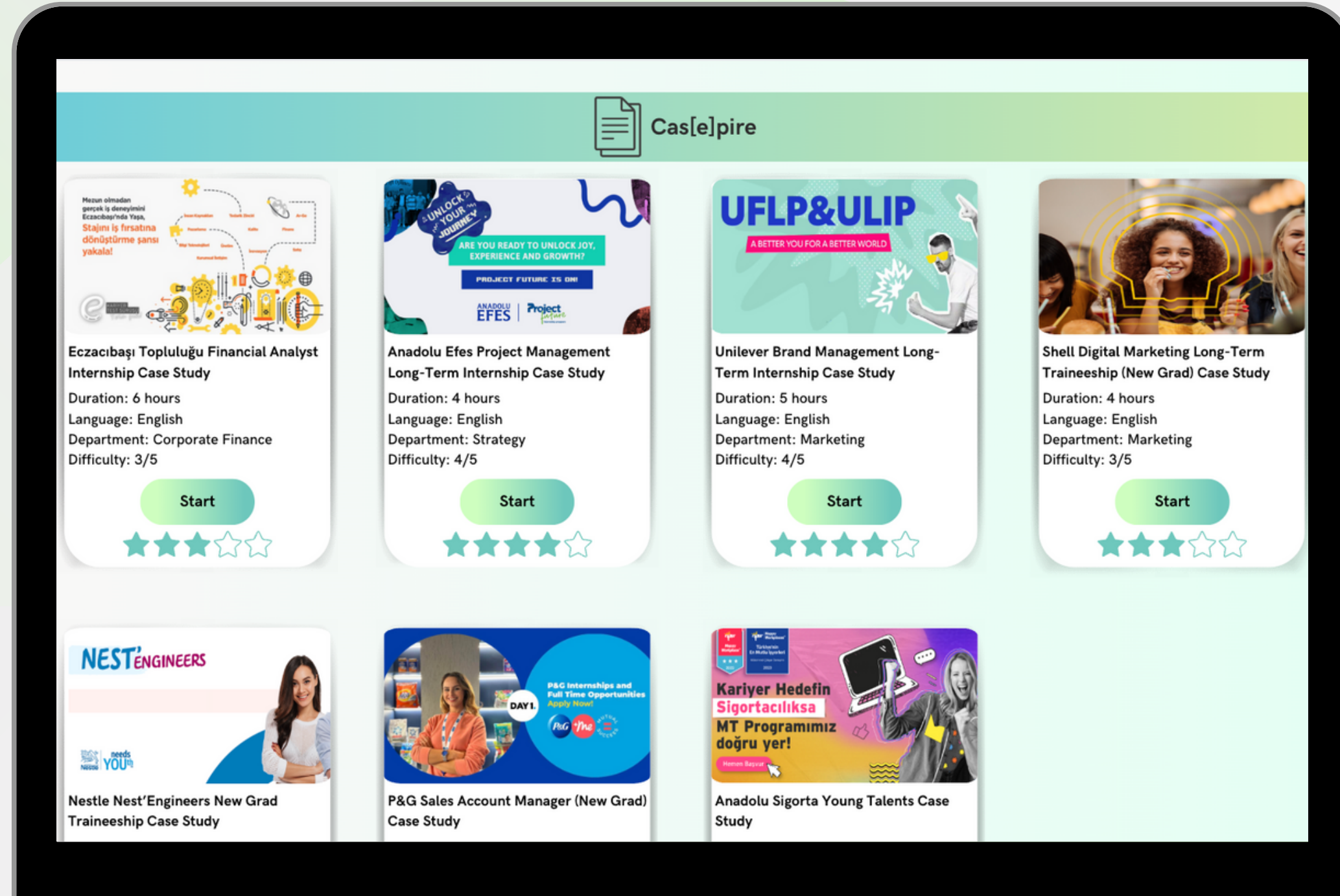
○ Partnership with Bilkent Career and Alumni Office
Director Ms. Tümay Öztürk Altaş

○ Use of generative AI

In the development of new case studies and simulations as learning modules and for companies by request.

○ Access to Open Source Case Studies

 Cas[e]pire



Size of the Market

Total Available Market (TAM):

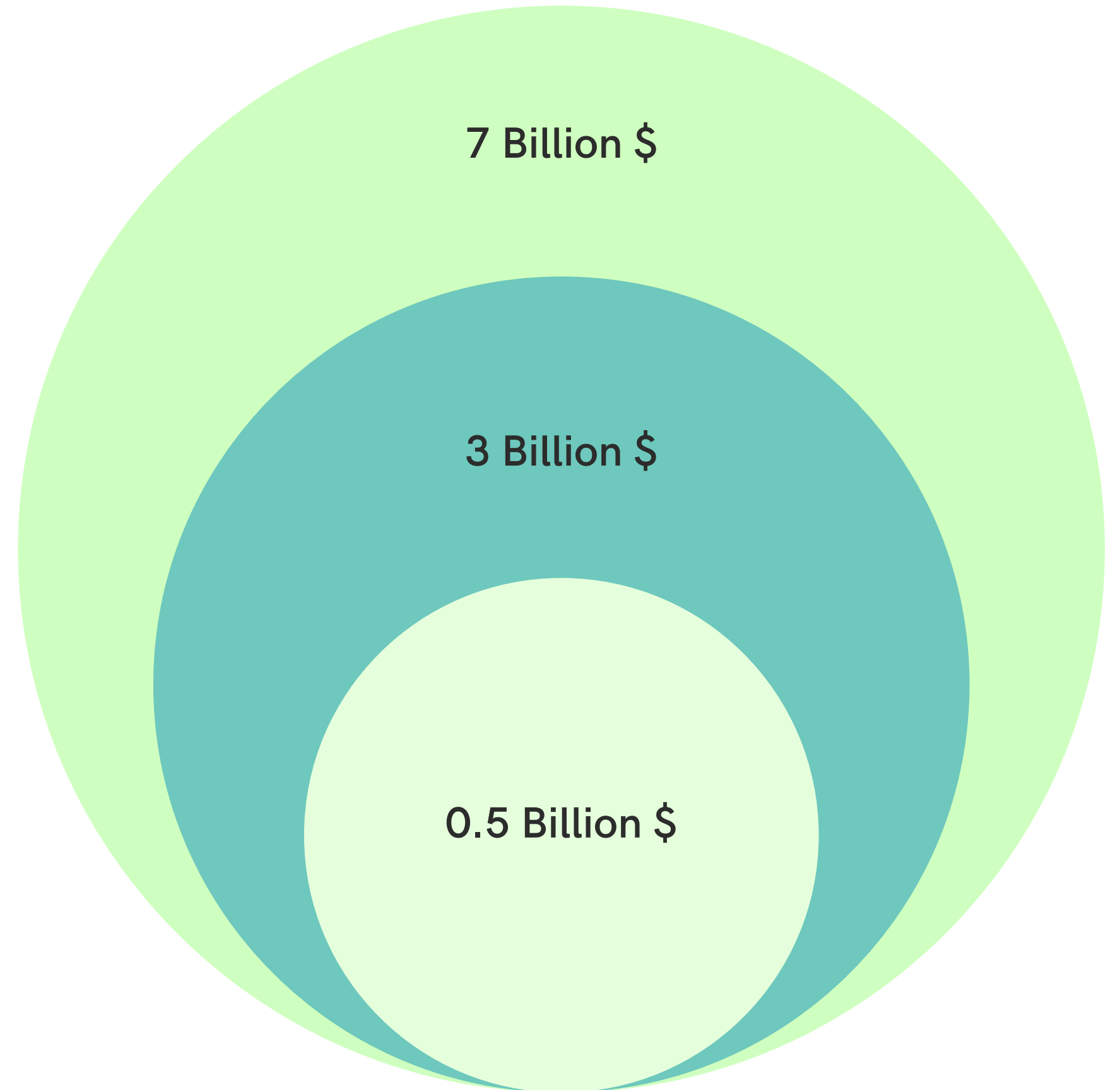
7 Billion \$

Serviceable Available Market (SAM):

3 Billion \$

Serviceable Obtainable Market (SOM):

0.5 Billion \$



MARKETING STRATEGY

Multi-Channel Marketing can be used to extend our customer reach and boost customer engagement.

01

SOCIAL MEDIA MARKETING

Using social media platforms like Instagram, Youtube, Tiktok to interact with potential users.



02

LINKEDIN

Using LinkedIn to directly contact companies for possible collaborations.



03

SEO AND SEM

Using search engines for gaining traffic and visibility through both paid and unpaid efforts.

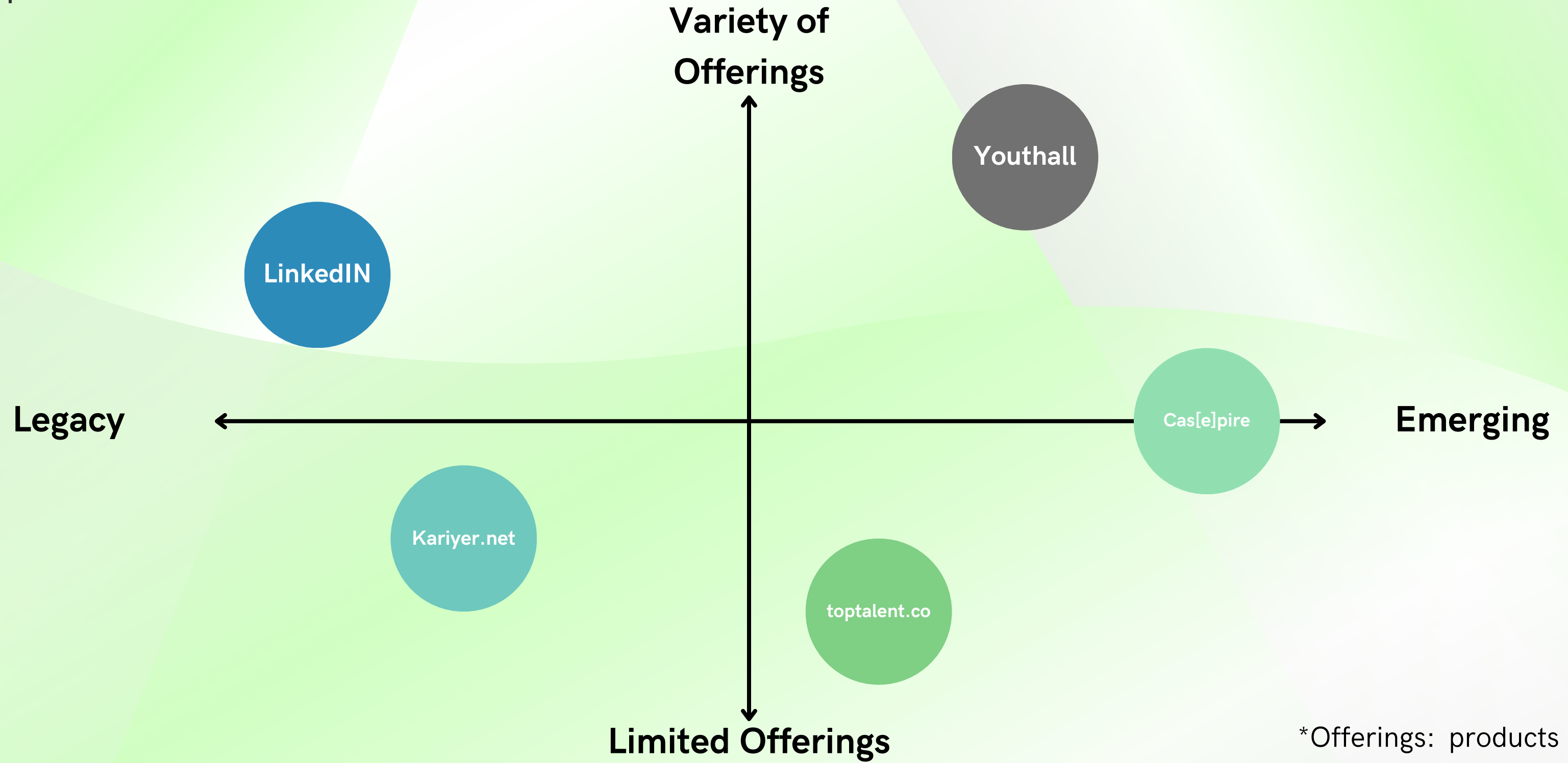


04

KPI'S

Using KPI's like website traffic and click-through rates to determine targets and help us determine company's position.





*Offerings: products and services additional to job finding.



**Direct Connection with Company
Representatives**

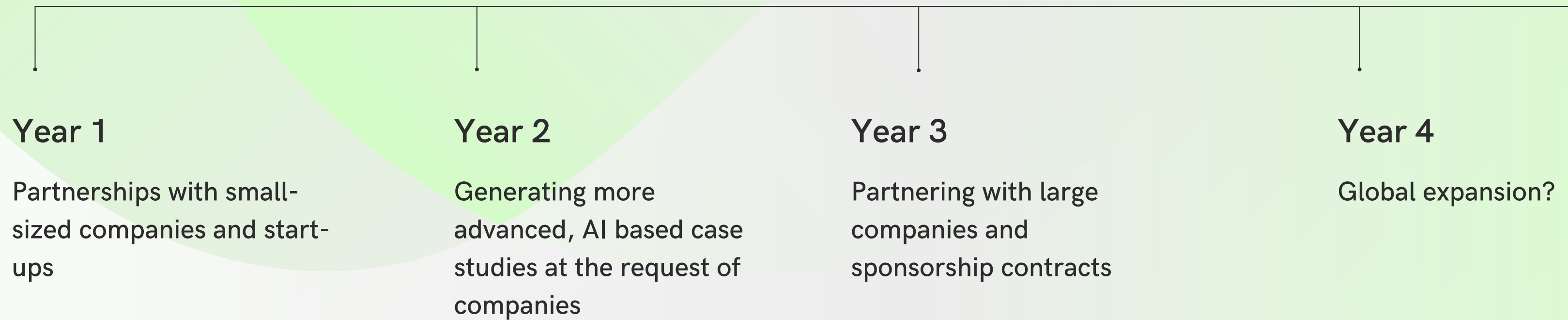
**Premium Recruitment Services (Resume
views, personalized coaching, etc.)**

**Use of Generative AI to Create Case
Studies**

**Virtual Career Fairs and Recruitment
Services**

Projected Timeline →

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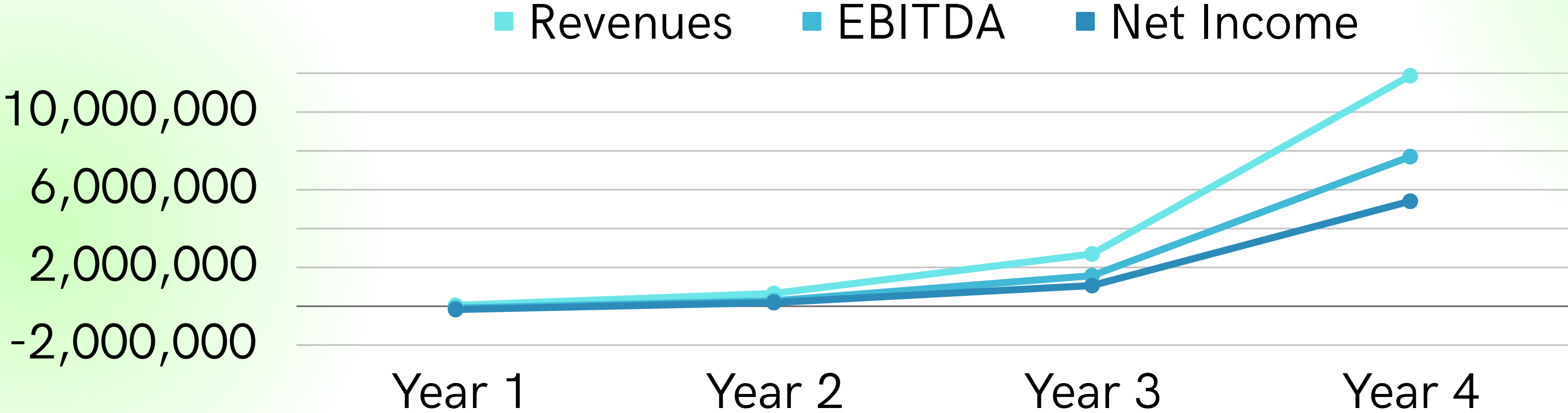
Revenue Model

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<i>Corporate Partnerships</i>	Partnering with companies to feature their case studies and connect directly with potential candidates. Companies pay a fee for enhanced visibility and access to the talent pool.
<i>Recruitment Services</i>	Offering premium recruitment services where users can opt for personalized career coaching, resume reviews, and interview preparation.
<i>Advertising and Sponsorship</i>	Advertisements and sponsorships from educational institutions, career development services, and other relevant entities looking to reach the platform's user base.
<i>Case Study Fees (future offering)</i>	Additional fee structure from having platform writers generate new case studies for the companies that request to use in the platform.

Financial Projections

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	YEAR 1	YEAR 2	YEAR 3	YEAR 4
Revenues	\$ 49053	\$ 658527	\$ 2692556	\$ 11873145
EBITDA	\$ -94947	\$ 279619	\$ 1573091	\$ 7706654
Net Income	\$ -167209	\$ 188240	\$ 1066009	\$ 5409335

Investment Needs →

- \$ 60000 FFF
- \$ 60000 VCs
- \$ 20000 Loans
- \$ 5000 KOSGEB
- \$ 5000 EU



FFF



Investors



Loans



KOSGEB



EU

Use of Funds →



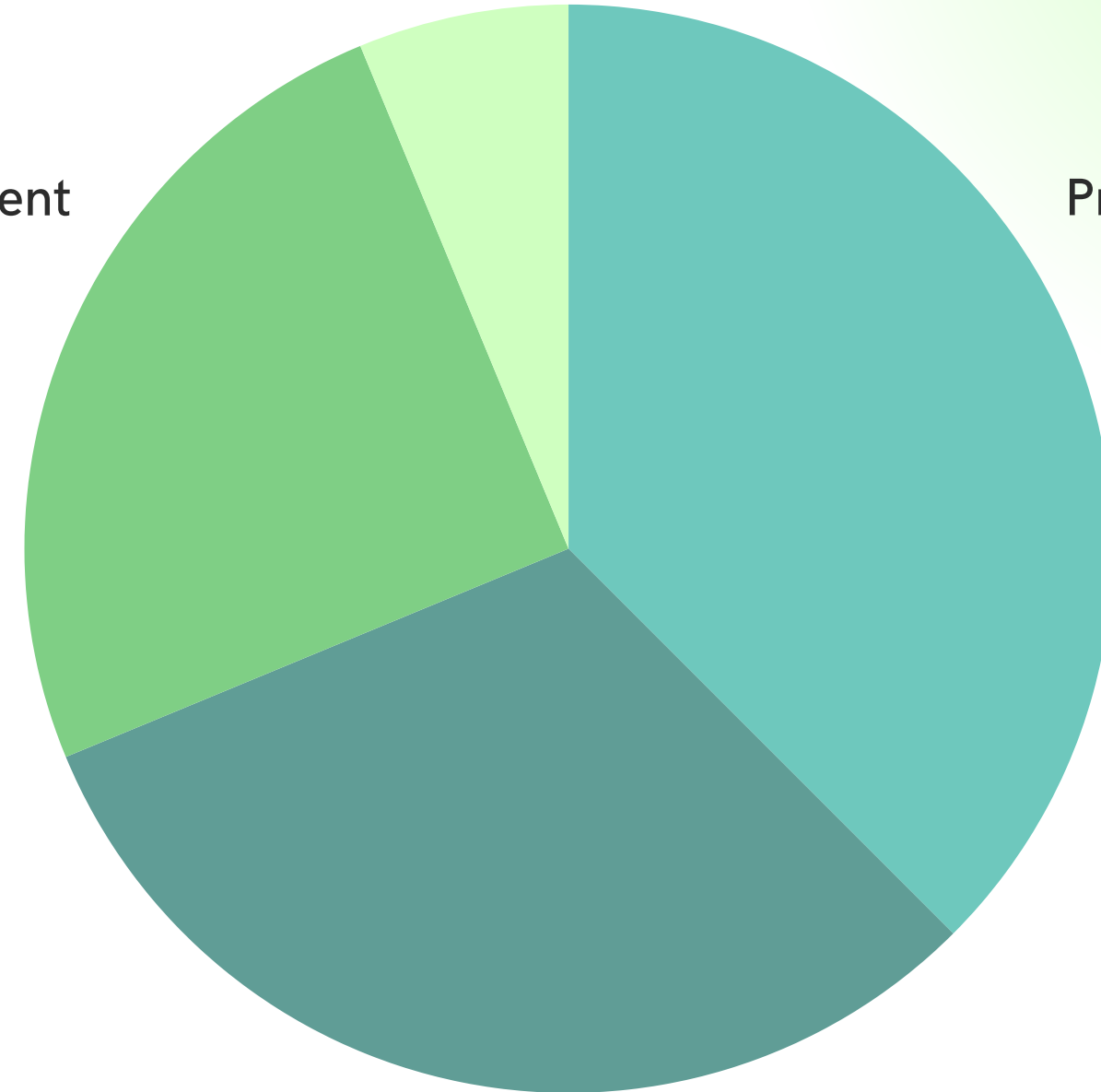
Office and Equipment
25%



Personnel
6.3%



Product Development
37.5%



Marketing and Sales
31.3%



- \$ 60000 on Product Development
- \$ 50000 on Marketing and Sales
- \$ 40000 on Office and Equipment
- \$ 10000 on Personnel



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Thank You for
your time!

Reach out to us for questions.



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