HC 45 Final

Fri, 3/18 2:44PM • 41:31

SUMMARY KEYWORDS

marketplaces, talent, question, platform, building, people, jobs, companies, matching, ukrainian, ukraine, talent pool, wetlands, listeners, refugees, business, technology, benefiting, terms, post

SPEAKERS

Iman Fadaei, Matthew Coatney, Matthew Mottola

Matthew Mottola 00:00
Hey everyone. Alright listen, today's guest is nothing short of incredible. I know a little context but Aman, I kind of just had you hop on and give you know context in terms of the questions, the podcast format all that stuff. First, I'd like to introduce you to Matt, my the smarter me more experienced me. But then second, where am I? Where are you calling in from?

Iman Fadaei 00:24
I'm calling in from Greece. And I don't know what the signal is like. So I'm sitting on the wall close to the beach, but don't get too jealous because it's still very windy and rainy. So, but yeah, just just let me know if the signal stays okay.

Matthew Mottola 00:41
And ironically, Matt's camera is down because of Wi Fi. So it's field Ohio, USA person who's having Wi Fi issues that are new. But a man listen, here's the here's the format that I want to go with this because, you know, usually it's a very, very, very unscripted, informal, like pure conversation with you. I want you listeners to know some certain info right now. And I want you to take action right now. So we're going to do a different bit a little bit different. So number one, I want you to give a brief overview of remote Ukraine, specifically even telling our listeners where they can help how they can help, then I do want to dive a little bit into your past, and then White lands as well. So those are the three things that I really, really, really want to hit. And I want to start with remote Ukraine. Because just for you listeners out there for context we had met like three years ago, I had been promoting about Ukraine for about two weeks. And when I found out who was behind it, literally, my mind exploded. I was like, Are you kidding me? So I just first in from us from the human cloud from our listeners. And I'm like, you're a rockstar. And thank you. So let me just start by saying that, but alright, Fleur floors, yours.

Iman Fadaei 01:52
That's very sweet. Thanks very much for the platform. Okay, so remote Ukraine is a UK charity that was set up very quickly. In response to the Ukrainian crisis. The goals are pretty simple. We want to help

Transcribed by https://otter.ai

companies who are well meaning and want to do their debts, and who have open roles to match with really high quality Ukrainian talent that are, you know, either displaced within Ukraine, or they are refugees. And they're looking for for a new role. And this really will have a significant meaningful impact on their lives. And, you know, be it be a force for good, and also help companies looking for for quality talent. So that's the short version of it, in terms of what people can do. If you have an open role, just head over to remote ukraine.org. And you can register, post your job, match with the candidate, hire them either directly or through an employer record, you know, the service is completely free. There's no cost or fees involved at any stage in the process. And you're really welcome to use the platform as you wish. And if we can be of any support, you can just reach out to us directly and we'll help. So how's that for a summary? Happy happy to answer any other questions you

Matthew Mottola 03:10
might have? That was perfect. I'm not gonna lie, I get chills, especially because I'm thinking back to three years ago when we talked. And I just remember you telling me about, you know, which we'll get into later about wetlands. And I remember you telling me about the software. And at the time, I was like, I think this is too early. I don't know the exact business case. I don't think this is going to be you know, the typical like billion dollar unicorn right now. But I have chills because number one year the definition of persistence, so you didn't literally just throw something up. And then if not getting investment, just quit or do something else. Right? You didn't give into the classic even like the classic lean startup of like change if it hasn't worked in two weeks. And then number two, like hearing hearing you talk about this, and then hearing three years ago, what you were working on it just gives me chills man, to be honest, like it's so fucking cool. Matt, did you have any questions because I do want to get into, and I apologize for the horse next to me called Luca with his water in his bone you'll hear but this is part of the show. But I do want to hear like, how did you actually create remote Ukraine? Right? Like what was the process? What day was it? Like? I would love to get into that. Because the entrepreneur and technologist and both of us, like that's where we totally totally geek out is our how'd you actually build this? So Matt, did you have any questions before we get into that?

Matthew Coatney 04:27
Yeah, I think just one that might help help leaders as they're thinking about how they can leverage freelances is maybe among just cover a bit of the types of roles that you're finding people are filling through through remote Ukraine? You know, is it is it technology design? All of the above?

Iman Fadaei 04:45
Yeah, sure. So I'll cover how we got started and how we set up and then what kind of roles that we have. So originally, it started just as an initial reaction to the situation that our CTO Igo was finding himself in his Ukrainian, He's based in Ukraine, right now he's sitting in his bathtub with his wife coding on the platform, because that's the safest place for him to be as the air raid sirens go overhead. So it's, it's completely surreal. And we went from slacking couple of weeks ago, you know, fixing bugs, you know, building new features through to this crazy situation. You know, we're a small startup, we bootstrapped. We, there's there's only so much we can do. But what we do have is the technology and we realized that very early on, you know, the UN was saying there's going to be 4 million refugees, we thought this is a there's an opportunity here where we have a scalable HR platform that could just be

Transcribed by https://otter.ai

sorted out immediately. And we want to help in that way. So that was the original motivation, how it was created. It Fortunately, you know, we have the text. So it took us about half an hour to actually set it all up. It's basically that's what our commercial company does. It's a talent platform in a box solution, and how it just got out there was center for transformation of work, and Barry and John younger, and the rest of them, who were really pushing, I think we got on one call with them. And it was, you know, the heads of lots of HR companies, and they shouted out a bit about it. And after a few days, we were getting 10,000 hits a day, multiple 1000s of refugees signing up, you know, lots and lots of jobs posted like hundreds and hundreds of matches. And anyway, that's how it got started. And then in terms of the roles, we started by focusing, you know, our initial thought process was, migration is geographically unspecific, let's focus on remote functions. And in the end, it just grew organically from there. So we're now live in 25 different categories from domestic support through to professional cooks, we've got orchestra conductors, contacting us and, and all sorts of others. I mean, there is a focus on technology, because that was our initial focus. So software, product, design, marketing, but there is also others like, also, you know, blue collar focuses industry construction, a lot of well meaning business networks in various different parts of the market, reaching out, say we want to help, we've got a lot of jobs. And you know, we're in the process now of kind of calibrating our skills matching to be relevant across all those different verticals.

Matthew Mottola 07:29
Do that. So it's Yeah, yeah. And hearing you pitch that on, like, it's, I don't know, man, I still have the chills to be honest. And I think I, I'm struggling to ask my tickle questions, because I'm like, Oh, my God, this is incredible. So let's get into the when you mentioned, like the actual building, right? 30 minutes, literally 30 minutes. Why? Why was that possible? And I just from a, like I mentioned from an entrepreneur and technologist lens, I mean, due to the fact that you were able to respond to crisis in 30 minutes. That's incredible. So how walk us through that?

Iman Fadaei 08:06
Yeah, so shows, I mean, it's a bit of a bit of a commercial picture. Because really, that's what we do. That's our bread and butter is the brand that we have at the moment called talent. pools.io. And, you know, so our clients come to us and they say, you know, we have supply and demand. And we just want to automate that from a contract perspective. And so we have a multitalented infrastructure where we've got a bunch of accounts already live. And it's just a question of tweaking the settings on those accounts. So the branding, obviously, upload your logo, change a few colors, change the content, so it's relevant. Beyond that, we've got about 200 different configurations and different functions that you can turn on or off at well, from it. Do you want to take payments? Do you want to charge memberships? What do you want the flow to look like from both sides of the plant with you on CVS? What are the onboarding requirements? So there's just basically some tick boxes that you just go through, tick, tick, tick, tick, tick. Okay, done. That's, that's where the speed came from. But beyond that, it's it's just growing organically, obviously, you know, getting different marketing pages up. We've, we had some difficulties, because when we originally got set up, we didn't anticipate how much demand there would be. And so we were we have been until recently providing I mean, I've me and my customer support guy based in the US have been supporting users in Ukrainian using Google Translate a couple of days ago at midnight, and now we've got a team of volunteers who are coming on board to take over certain

Transcribed by https://otter.ai

roles, you know, country managers, etc. So that's, you know, on the user support side, there's a lot of time involved on the setup is very little time involved. So hopefully that answers the question. Yeah, that that

Matthew Coatney 10:00
Yeah, I'm like that I'm a little blown away like I hadn't I hadn't thought about the the translation aspect of things. But again, sort of technology coming to the rescue, how amazing that is that we have tools that we can use to actually converse with people in a meaningful way, in another language in real time, in a pinch like that, and wonderful then that we have volunteers stepping up as well. So it's just it's such, it's such a great story. And one of my mind keeps coming back to the leaders that want to help. And I talked to many of them. Some of the mental roadblocks they have, or sort of the questions that they'd have, I'd love for you to help answer would be things such as, you know, how do I how do I sort through sort of the HR elements and tax and compliance and you know, what those kinds of things if I'm used to working with an agency down the street, do you have facilities that help with that, whether it be, you know, technology or resources that they can use?

Iman Fadaei 11:02
Yes, so if people want to hire directly using their own internal policies, they can, but we also have employer of record partners, some of whom are offering their services for free, if it's a refugee hire, where if you've got a refugee, let's say, who's based in Poland, where most of them are, and you are ready to hire them for a job, you just connect out to one of those partners. And, you know, whether it's remote.com, or greenlight.ai, or several, several of the others that we have, they will be the employer or agent of record for that contract. And they handle all compliance, including the the contracts, taxation, visas, the rest of it. So all the employee has it all at the end, the person who posted the job needs to do is to find the person and that's how our, what our tech does in terms of the matching. And from there, it's a third party that handles everything. And they're the professional professionals that doing that.

Matthew Mottola 12:00
I was I knew you'd ask something like that

Matthew Coatney 12:02
helps, I think that helps leaders in it helps. And I've been in both places, in startups, it's much easier in many ways to sort of just quickly engage and run and you don't have all of that overhead. That's important, but you don't necessarily need to worry about but in large corporations where a lot of this hiring needs to happen, or can happen, because they have open roles, those are the kinds of things they think about, and that CO employment, that agent of record is a great model, because it checks all of those boxes. It's a model they're familiar with, because they've worked with third party contractors in the past. So it's great. I mean, I think that's a great bridge that will help get more people, you know, on the platform employed.

Matthew Mottola 12:46
And I'm gonna tell us what the companies so like, I know, some of the companies I imagine, can't go public. But like, I'd love to hear, you know, what are what are the profiles of some of these companies?

Transcribed by https://otter.ai

Are they enterprises? What industries if there is brand names that can get out of the building? Would love to hear that? What does the company side look like?

Iman Fadaei 13:04
I mean, it's changing every day.

Matthew Mottola 13:06
From a PR perspective.

Iman Fadaei 13:09
No, it's I mean, it's all I mean, these jobs, basically are public to Ukrainian refugees on the system anyway. So I don't know, there is a facility on the platform to post it privately and to post it anonymously. So if people want to do that they can, but I'm the ones who've posted it publicly. There are some really huge companies like AWS, and there are lots of small, I mean, to give you a little anecdote, you know, there are people contacting us saying, hey, you know, we're just a small restaurant in the UK, you know, you know, we are looking for a cook, you know, is it is it suitable for us, we've got business owner saying, Here's a job plus, you know, our family owns a chalet in this in the French Alps, you know, we'd love to donate that for the use of, you know, a couple of families. So, I mean, there's a lot of good, well, meaning people all over the world who I mean, our our map, I'm going to post it out soon. We've got, I think, already 30 countries, at least companies have posted from those audit from Australia to I mean, just now I had the one of the chambers of commerce of Brazil contacting us saying, we really want to help is the Brazilian Ukrainian associate Business Association. They've posted a whole bunch of jobs. So it's really a global response to this issue.

Matthew Mottola 14:30
Chills, man, you get the chills. I got them again, sir. It's really tough. Is this. This is one of the toughest interviews we had to do just because it's it's more of us being like, Oh my god. You mentioned 30 countries, I think was really cool, at least in my background, especially like an enterprise like Microsoft, is that as an employee, you're always wondering like how can I make an impact? And the reality is for like 90% of employees you kind of feel like you're you're not able to you feel like you go into work day to day you do your work, but you don't really see how you can make an impact I think what you've done which is so incredible is, let's say you're a manager right now in Microsoft or let's say you're a associate or product manager, literally go to your boss and say, Hey, boss, and amount. I'd love to hear, like the ticket sizes for this. But hey, Boss, can we please unlock X amount of budget so that we can go hire Ukrainian refugees? To me? That is such a incredible win win for all parties, both the employee, both the employer, and obviously the Ukrainian. But what's what's your take on that? And, Matt, you tell me, does that sound you as the corporate guy? What if you know you had 500 plays come to you tomorrow asking for that? What would you do here?

Matthew Coatney 15:41
Knowing what the state of the job market is here in the US? I think it would be crazy not to entertain it, because every company I talked to is struggling to find talent, and the right talent and hungry talent. And I can't think of a better cause as well as solving the problem. So yeah, I don't think there would be

Transcribed by https://otter.ai

much pushback, especially with what we talked about earlier with that employment record that that's a big

Iman Fadaei 16:08
Yeah. I'm not particularly familiar with the US from but from the stats that I see, there's something like 1.7 open jobs per unemployed person in the States right now that I mean, that was the latest that I looked at. So I think the map does just scope plus matching. Also, the American dream is, you know, a people escaping hardship and making a life for themselves. And there's a lot of loyalty and brand value associated with supporting someone to come to come over just in terms of the relationship that's going to build with that individual coming to your question in terms of what big organizations can do. Obviously, the most important thing is to find someone that suitable, and, you know, you can browse through relevant candidates and get matches sent directly to you. So it's not a huge amount of work, you can also basically just forward candidates through to your existing ATS systems. So our system is completely open in a sense that we're not forcing people to use it, we're just saying, both your job arc goes out to the whole community. And those candidates can just click Apply, and it gets taken straight to your external site. And they can apply through your normal system. And they'll get notified as well when that happens. But coming to additional support they can provide if there is budget for it, one of the great things that larger companies can do is in addition to the role to say, we're going to help relocate you or we're going to help pre fund your first month of salary, or we're going to help provide X benefit. If there is a good match

Matthew Mottola 17:41
that that is, and I'd love to hear how they can get started because for our freelancers. So we had we did have some you know freelancers that were impacted. And and just for, you know, for leaders out there, if you've never worked with Eastern European Ukrainian freelancers, honestly, they're more American than some Americans in terms of they're some of the most disciplined hard working. Actually, my aunt who's not even a business person joke, she was like, they have better English than us. Like, yeah, there's at least for the ones I've worked with. But I would I would love to just hear sort of, how can the leader get started? So they go to the website, right? What do they do? Because should they be like in their head? Should they be thinking about? How should they create the job description? What dollar size? Should they be thinking about? Should in their head? Should they have them, you know, a minimum of $500 or $1,000? When they think about job description? What's the bare minimum that should be there? How can the leader physically get started in connecting with that Ukrainian,

Iman Fadaei 18:41
the likelihood is they'll probably forward it to their HR team, their or their recruiter, but whoever it is, who's posting the job, it's just job title and job description, are the only actual requirements. But beyond that, the more data you provide, the better the match is going to be. In terms of like, what skills are needed, what, how many years of experience do you have, here's a bit about our company, here's the salary, expectation, etc, etc. After that, you post the role. And you can either reach out directly to candidates who you can you can filter, then you can match, then you can sort and it helps you find the best person. Or you can just sit back and do nothing and just wait for the candidates to come through via email. Yeah, hope that answers.

Transcribed by https://otter.ai

Matthew Mottola 19:28
And one thing I would like to call out with that, too, that is different from what you're talking about is you're not forcing them to, quote stay on platform, you have an open platform so it can integrate into the existing ATS systems, which is so huge and and I kind of like to hear your take on this too. So one thing as an industry that we've always struggled with, and this is where my like three, four years ago, this is why the first one we told me about this I'm like, I don't know if you're going to be able to beat this gorilla. What I mean by that is, most platforms, they want to stay closed. So they want their freelancers to stay on platform and they want their clients to Sit on platform and they have a lot of controls to make sure things aren't happening like emailing back and forth and calendaring and video. And what I love about what you talked about on the monitoring, that's not true. Like if you want to literally meet them in person, that's okay. If you want to take them to your recruiting system. That's okay. I'm on that is that is revolutionary, to be honest. And like we get a lot of guests here talking about blockchain, web three, all that. And I always have them step back and say, Okay, how does this help the typical person? And what you're doing to me, like, I can't state enough how actual revolutionary it is that you are saying this is an open source platform, you don't need to stay on it, you don't need to keep your candidate on it. Am I getting that? Right?

Iman Fadaei 20:40
I wouldn't say that it's that revolutionary in the sense that there are a number of other marketplaces, labor marketplaces even that have a different business model, in a sense, that are the thumbtacks in the box, and the rest of them, because they don't charge a percentage of the dollar value of the contract, they can pretty much keep it open. So for example, if you take bark.com, one of the cert the service provider, the job gets posted and the service provider has to purchase credits, which you can then use to get the contact details of the of the job. So as long as it really is around your business model. And in our our technology enables a number a whole range of different business models like membership base, which again is if its membership base, it can be completely open and just want to increase the value that your end users are getting from it. Or it can be commissioned based as a combination of both like, if, if you do X amount of income or your you have X subscription, then your commission is either zero or reduced or that there's a whole range of different factors that you can bring in. But in terms of like keeping it completely open. It is quite revolutionary in the sense that you can't sustain this as a business. It's a company it's a nonprofit, right so if we were a business we would die

Matthew Mottola 21:57
I know but a month it's That's damn revolutionary to say there's no finder's fee, there's no attempt to hire fee like that is bold at that is bold, Amman. If you look at most freelance platforms, they don't have a last name, right? The freelancers just show up as a picture, the skills, the ratings and reviews, and first name with one letter and the last name. So that if it you're a little too humble. That's That's fucking revolutionary.

Matthew Coatney 22:22
Yeah. And what my mind goes back to is and Amman, we had Luis Dorn, he may know how Hamas in the Netherlands and you know, she, she painted a pretty compelling picture that the best marketplaces

Transcribed by https://otter.ai

are those that are sort of specific, regional, they have the relationships built in there's there's, it's not an Upwork, where anybody and everybody around the world can post and you know, it's just it's too noisy. And what seems powerful about your platform is you are enabling specific talent marketplaces that serve a specific need, like in this instance, or it could be mad, I'm thinking about the same kind of platform brought into to disadvantaged populations here in the US that need access to jobs, and people that are looking to fill those kinds of jobs, all different kinds of use cases, that one holistic platform across everybody just can't solve. So I see sort of the marrying up of this notion here and a different almost like different pods around the world that serve specific thoughts

Iman Fadaei 23:27
based on the premise of all business model. It's like enabling everybody to create their own talent pool. So it's like Shopify, for talent. So in this use case, it's a charitable cause for a specific population. But we're also also working with now that we've identified this is an issue we're working with organizations like like tech Fugees, that actually have, they're working to create digital employment corridors for refugees in every disaster area, whether they're Syrian refugees, I've gone in refugees or, you know, whatever. It might not even be refugees, as you said, there's a whole range of disadvantaged populations. Now, you know, aside from that, you can you also see companies using the pools, the technology internally, within their business, there might be like a content writing agency, and they want to make good use of their internal contractors matching them in an automated way with their external clients. So it's kind of like agency 2.0, where you have the benefits of the online marketplace system provided to an individual agency that effectively is upselling internal talent. So it's kind of we're seeing I mean, the general premise of the of the business is that we believe that $5 trillion of contract value globally that 99% of is offline, is going to shift online in the next 30 years. And although you're going to get huge AWS ask, you know upwork.com And Freelancer dot coms, you're going to have millions of smaller organizations also digitalizing talent And what we do is enable them to do that in half an hour. So that's my pitch from the top.

Matthew Mottola 25:06
So I'd love to get deeper and met you have a hard stop at 830. Right?

Matthew Coatney 25:10
I do, but I'm gonna let you both keep going. Because this is this is terrific. Can't wait to listen to the rest.

Matthew Mottola 25:15
Okay? Yeah, okay, no. And so a month, let's I kind of want to dive deep now into that. So so for those listening, right, you have your typical traditional marketplace like an Upwork. And the Upwork is just simply supply as freelancers demand as clients. And that's been around for 20 plus years now. Now, we've started to see in sort of what I would call wave two is you start to see niche marketplaces like power for finance and accounting, hello moss for marketing in the Netherlands. And this is more skill based, so not Upwork of everything, but instead, we're the best at marketing. So we're give you the best marketing freelancers. And it's more of a service rather than just an open top marketplace. Now we're getting into wave three, which sort of the way I would phrase it is more of integrated marketplaces. And our friend Janine actually told me this this quote, I caught up with her a couple

Transcribed by https://otter.ai

months ago, and she said, Well, you must be the happiest person in the world right now. And like, What are you talking about? And she's like, Well, every company is becoming a talent marketplace. And like in Lima, first, I heard that I'm like, that's crazy. Like no, no way, every company we're going to tell marketplace, then I thought about it. I'm like, Wait, WHAT IS IT talent marketplace, it's literally just matching the right people on the right problem for the right duration. And your software is handling all that in the background. So I'd love to now get into the session of white lands and is a talent pod as well. Because for those listening, I think the main value prop from what I've heard, is that it lowers the barriers of entry for entrepreneurs to operate in our space. So it used to be if you wanted to operate in our space, like you or me, you would have to literally go build either a venture backed or a bootstrap company, and build all the software behind the matching and the payment and the collaboration. And it's a beast, but you've basically said, Okay, instead of having to be the master of the software, if you're the master of the community, or you're the master have a value proposition that is unheard of right now, for example, matching remote Ukrainians to companies, then you can take our software, don't worry about the payment, don't worry about the software will handle that. So let's just let's start from square one, like how did you get to wetlands? How did you get to today? I am pumped for listeners to hear this.

Iman Fadaei 27:26
Sure. Yeah. So um, my, the background behind that is that I actually bank it began by building my own digital agency in London, and I was just, you know, building out websites and digital assets for United Nations, Maserati, you know, British government agencies, etc. So, I was taking those jobs and working at university with my fellow students to complete those this contracts and realized, hang on a second, there's an opportunity here to productize this by building a talent marketplace for university students providing technical skills. And so I launched crowd skills.com, and ran that for a couple of years and realized that, you know, the actual niche that I had focused on, which was talented university students, in the way that excuse me I had focused on it would require a huge amount of investment to to reach profitability, just based on the, you know, dollar per hour rate of students. But at the same time, a lot of other entrepreneurs and talent focused organizations were contacting me saying, Hey, I like what you've done with Cloud skills, you know, what advice do you have for us, we want launching our own talent marketplace, or x or y. And I realized there's an opportunity because we had just invested, you know, a good chunk of our time and experience in building out this software. So there is an opportunity to white label it, and provide it to other people, to give them all the same benefits that you mentioned, instance set up. Basically free set, I mean, it is a free set, we don't charge anything to set up the platform. There's a time advantage as well, in terms of, you know, opportunity lost and getting to the market while you're building out your own tech that you need to provide some like worry about technical support or have a technical team. So really the focus for and because we're building the tech, constantly, we're adding functionality faster than any individual organization can add functionality just because there's, at this point, we've got 30 Plus marketplaces in 11 countries all building functionality on our core system. So everybody is benefiting from the development of the product. So those are all the the main advantages. And we started by working with entrepreneurs who are building marketplaces. So the first brand was white Lance, which is White Label freelance market says white ants.co.co, then we realized a year later, actually, there's a lot of normal agencies that are working with contractors. But they don't necessarily want to open up at an end to end marketplace, they want to still have the benefit of the technology. But they want to continue with their core business model, which is,

Transcribed by https://otter.ai

you have a content writer for that you pay $10 an hour, and you're going to sell them out at $20. Now, it could be a content writer or an engineer or whatever. And so we then launched this new brand, talent pools.io. And this is enabling everybody to create their own talent pool, irrespective of whether what what model it is whether it's a freelance marketplace, or an internal or a hybrid. So that starts the journey. And the great thing about it is that, you know, we can just spin up these solutions in response to real time events that happen. There's,

Matthew Mottola 30:59
there's so much to unpack there, I think my brain actually in terms of like looking for analogies, right of like of like wetlands, and what is it like the X of the x, and I think there's a couple of different ones potentially can happen. I think the most underestimated one that doesn't immediately go to mind is actually Salesforce, I think you have a very strong potential to be the Salesforce. What I mean by that, is that CRM software wasn't necessarily a strong value proposition in terms of or strong value driver in all of companies, right? It was when we talked about agencies and in some, but it wasn't, like, if you went to every single business, not every business would say, oh, yeah, we love CRM software. So Salesforce made, it's so damn easy that now all of a sudden, every business was able to have a typical sales pipeline and CRM functionality. And when I think about what you're doing, I think like, that's one analogy to me is like holy shit, you can be Salesforce in terms of you can enable every single company to have, you know, the best possible HR processes, both internally and externally. Because talent marketplaces are the future, and you're able to give them talent marketplaces in a box. So there's that right, there's also then the the Shopify angle, or the Shopify or web flow angle, where it's we've made it easier for you entrepreneurs to do that. Honestly, I don't know which one is more lucrative. And then the third one, though, is you can respond to crisis isn't a matter of 30 minutes. And so if you are and I love, you know, you brought up sort of the UN, if you are someone in the UN or someone that's in government, like prior, like, how could you really make change? Well, I probably took years to be able to lobby to get bills passed, but what you're saying and what I love is okay, instead of worrying about the bills to get passed, or just that, you can also build technology in literally 30 minutes to an hour that can make an impact when over X amount of refugees like you have there. So those three things jumped out at me. Now, what is what is in the way? Right, like why I always love like the spikes, right? Why wouldn't white Lance and talent, surfer telepods right. What like, why wouldn't tell it's a talent

Iman Fadaei 33:16
pool of talent source. Okay. Yeah.

Matthew Mottola 33:19
Okay. So why wouldn't wetlands or talent pools? Why wouldn't they work? And it's kind of a dumb question, because we both know they are going to work, but why wouldn't they work?

Iman Fadaei 33:29
Well, some of the questions that people have are, to what extent are you able to customize the functionality so that the idiosyncrasies of your users in your particular niche are met fully? I feel like I'm gonna be answering my own questions here. But but, you know, luckily, our tech does handle that, you know, you can just build on top of it any functionality or any design that you need? Are, but you know,

Transcribed by https://otter.ai

that's a common question. Another question is, is it going to be a winner takes all in a sense that, you know, when you have very large marketplaces, are they going to have the economies of scale and the network effects based on their size? And again, you know, that's basically the AWS to Shopify question here. You know, there's AWS, that's amazon.com. That's, you know, the biggest in the world, but then you still have 2 million Shopify customers, who are each providing great quality centers.

Matthew Mottola 34:28
There's Sharpie in Southeast Asia. Right. Exactly. So

Iman Fadaei 34:31
there's, there's a lot out there.

Matthew Mottola 34:33
There's no question two years ago, that was a question. Yeah. And two years ago, that was a question now I don't think I think it's it's been shown there's not going to be one place there's gonna be between i But yeah, yeah. Okay, what else? What else? What else? I love this. And I will say for those listeners, we haven't been asked this question like, five years ago, we would get hammered with these questions. The past year to be honest, we've kind of had a much easier Your game because people are kind of CAD catching up. And they don't they don't ask these questions as deeply. But But sorry. So what else? What else beyond? No, I

Iman Fadaei 35:08
agree. So

Matthew Mottola 35:10
customization, yeah, we

Iman Fadaei 35:11
start we started two years ago before the pandemic, and then the pandemic hit, and then slowly, the business appetite for remote working increased. And then it doesn't have to be remote. But the fact that it was remote meant that systems were moved online. And people were happier to use technology and they became more familiar with it, then they thought, Okay, well, we could do this ourselves, you know, how are we going to do this, and they thought, Okay, let's go to a big platform, didn't like being charged the fees, can we build our own and this is the kind of the evolution of business thought to get to where we are today. And I just think that in the same way that ecommerce took 30 years to get 30% of the market of the retail market, the same thing will happen with talent, you know, it will take 30 years or maybe less now, for 30% of the $5 trillion contractor market to move online. So if you take all of up work and freelancer and the rest of them putting together, it's still less than 1% of the total contract value. So there's a lot of opportunity in this space. And I think there's opportunity for lots of different software companies to come together. For example, they use us for matching, you know, use use an employer record to handle legals use a recruitment company to provide a service layer on the top. And this is a kind of a three party combination that that, you know, is the full cycle. I'm sorry, I've forgotten the original question. It

Transcribed by https://otter.ai

Matthew Mottola 36:38
was just what's in the way, right, what blockers and I think the two that you brought up that I think you wrote handled really well was winner take all or customization. And so it kind of okay, so,

Iman Fadaei 36:50
yeah, so, I mean, for us, sorry, there's a bit for us the block it is that until until now, we were just completely bootstrapped. So, we did about 500k of revenue in the last couple of years of a $25,000 investment. And now we're at the point where we've kind of proven it, and we're raising a little bit of cash in order to, to go from 30 clients to 200 clients. And listen,

Matthew Mottola 37:21
I think we're starting to wrap up now, where, tell me where you will be in two to five years, and then tell me the impact. So you know, not only, you know, not only will you quote unquote, succeed massively, but what will be the impact of society because of your success?

Iman Fadaei 37:41
Yeah. So where I hope will be is that we will have the 200 Plus clients. And that means that those are each individual talent pools, able to connect our workers who are looking for meaningful work in a way to live their lives in a way that suits them effectively and is better. The world is benefiting from their expertise. And companies are benefiting from their expertise, and they're happier in their work. And it means that we can also use the technology like the remote Ukraine project for good, you know, funded by the company's success in order to provide at free or discounted rates to charitable organizations to help people connect with jobs, who have the skills but don't have the connections to those opportunities. And of course, we know talent is a massive problem on the business in the organization. So people are desperate for talent. And what's missing is this level of technology sitting in the middle.

Matthew Mottola 38:37
I love it. I love it. I'm on kind of kind of wrapping up here. The sort of last questions I make sure we always ask guests. The first one is kind of ridiculous, and I am looking for a very quick answer here. What uh, what's your favorite animals?

Iman Fadaei 38:55
What's my favorite? Oh, I see. Sorry, I don't have a favorite animal. I'm a hippo.

Matthew Mottola 39:02
A habit. Okay, that's

Iman Fadaei 39:03
my favorite animal.

Matthew Mottola 39:04

Transcribed by https://otter.ai

I was gonna say right now you're kind of a mix between like a golden retriever but also a lion in terms of the Golden Retriever like you are just like a you've created something that's helping millions of people and like no one helps anyone more than a golden right. But then at the same time, like least my golden age he's not exactly going to go fight the amount of battles that you fought he's a little more of the two gentle side. So then the line and you is the Holy shit. Let's go create something that's literally changing the world. So that's the first question. So a hippo which is kind of along the lion. Second one is a quick one is what's your favorite book?

Iman Fadaei 39:38
Um, I mean, I like you know how to how to win friends and influence people. I read a lot of fiction as well. And yeah, bunch of others.

Matthew Mottola 39:49
I'm so jealous. You like fiction? I could never mind dyslexia goes crazy. Okay, and then last thing, where can where can our listeners find you? And I'd like to hear about Both people that are wanting to post jobs and people that are wanting to volunteer, and people that want to potentially invest in talent pool and wetlands, because listen, if you're not trying to invest in that, then then from an investment perspective, you're an idiot. This is probably the the exact time right now to get into wetlands and get detailed pause, sorry, to give my endorsement pre preemptively.

Iman Fadaei 40:22
It's very sweet. Um, so talent pools is just, you know, talent pools with an s.io. And you can just reach out to me from there. And then remote Ukraine is remote ukraine.org. And the email details are on both of those pages. So should be pretty straightforward to reach out.

Matthew Mottola 40:41
Perfect, awesome. And then for your listeners, what we're going to do for speed time is our usual is that we, we take the transcript, and we slice it up and we pull out we bold, exactly where it is, but we give our listeners the full transcript of this. I'm on. Thank you. Thank you. Thank you so much for hopping on. Most importantly, I can't wait for our listeners to just start taking action and volunteering and posting jobs. So thank you so much for hopping on and sharing your time. I know you have no time right now.

Iman Fadaei 41:08
Thanks for the platform. Appreciate it.

Matthew Coatney 41:11
Thanks for listening to the human cloud podcast. We are passionate about empowering you, the changemakers to drive impact in your organization and your community. If you'd like to learn more about the human cloud, stop by our website at human Cloud dot work. Till next time

Transcribed by https://otter.ai