

Hi Marcin,

Please see my answers and questions in blue below.
/Andreas

Hi Andreas,

Thank you for your Video of Interest. Before going further - I'd like to request that you resubmit it as long on the self intro (2.5 minutes) and it is short (1.5 minutes) on the aspect that I would have liked to be the focus of your Video of Interest, so I would like to ask you for more details, specifically:

How would you achieve the goals stated in the Work Expectations section? Please study [STEAM Camp - How It Works](#) and make an informed proposal - as if you were having your initial work planning meeting with us - planning the first event for 3 months away.

Does these 3 months include recruitment, location finding and advertisement? I ask as it was my understanding that large events needs 3-6 months of advertisement and 3 months minimum for recruitment (similar recruitment schemes I know of runs once every 6 months, 9 months end-to-end, where the number of people employed varies from time to time from ca 3 to 10. And that's for a high profile, attractive and well known employer and program). Have you had events of similar type before, as in: How many came, to what price, what time of the year, and for how long? *(with an entire team for a well-known brand it can take 3-6 months, 3 months if all goes well; 6 months if people drop and a restarted process is needed).*

Depending on the answer I've drafted two alternatives in strategy. One which tries to hold the first events within 3 months, and one alternative strategy I would like to propose which gives us more time to focus on event-branding and event-advertisement, which will also give people more time to book the event into their calendar. [Link](#)

Break it down and get as detailed and tactical as possible in the 4 minute Video. Feel free to ask us to clarify any points at the [STEAM Camp - How It Works](#) link, or to provide any further clarifying information prior to your Video of Interest.

I should have made the question more clear in that the proposal should be for an event 3 months from your start (I changed this on the application question).

Can you please expand on the tactical side of the question in as much detail as possible? I'd like to see more details of how you would attack the problem statement to deliver the specified results. For example, your suggestion of reaching out to 6-12 hubs or maker spaces does not appear adequate as we have so far found out that our recruiting success has been very low - about 5-6 candidates that are moving forward from 200 direct contacts for one reason or another.

Are these 5-6 candidates who gets hired and become instructors, or 5-6 candidates who move on to the next step, of which only 1 get selected? (Not sure if you mean these are for the PM position or for the lecturer position). If you hire 1 of these 5-6 candidates then 200->1 is a very low conversion rate. If you hire 5-6 people of these 200 then this is more normal. Normal is 45 candidates per advertisement -> 3-5

recommended -> 1 hire can be expected. What is your main source of getting applicants?

The hubs would be per month, and it would be in addition to job advertisements and social media advertisement.

Please feel free to ask more questions or submit another video with more details.

Also - is the timing acceptable for you? It appears you would need to transition from your current job, and we are looking to fill this application in the near future.

I run a 80h/week schedule. 40h/week is on a contract with a notice period of 1-month. The other 40 hours I have no notice period, although I do have one deliverable for my client at the end of this November which I would like to deliver if possible.

Thanks,
Marcin

Applicants:

With good advertisements we should count with ca 44 per filled role.

Data regarding Time:

/interview process /hiring duration / Time-to-fill (36 days), Time-to-hire, cost-to-hire, quality-to-hire ([link](#))

Time:

- According to **LinkedIn**, only 30% of companies are able to fill a vacant role **within 30 days**. The other 70% of companies take anywhere between 1 - 4 months to process a new hire.
- The Society of Human Resource Management (SHRM) **2017 Talent Acquisition Benchmarking Report** has found that the average time-to-fill a position is **36 days**.

Notes: Even with very famous employers, good payment and good career opportunities it takes time to identify qualified personnel. Our instructors takes even greater risks, and requires even harder to get traits needed for entrepreneurial activities.

Data regarding events:

Questions to myself:

Who are the instructors and why should they come?

Who and why are they: How much will the instructors realistically earn (half the profit)?

Can they loose money?

Other things they get: instructors training, OSE methodology training, open-source development training, social entrepreneurship training, project management experience. Career opportunities?

Who are they and what do they need: Are we looking for entrepreneurs (risk taking, fewer) or instructors (more, need to guarantee them more safety, maybe pre-determined plans).

Risk - people won't come due to length, when it's scheduled, not enough time to plan vacation, or price

-Have you held events of the same length, before? How many attended at what costs at what time of the year?

-What's the target group? Freelancers and students (more flexible schedules)? Or professionals (less flexible schedules)?