Jobey App
Global labor migration marketplace

Contact Information

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Branch
HR-Tech

Stage of development
Pre-seed, MVP

Year of establishment
[2022]

Number of employees
2

Required amount of financing
$150 000

Use of investments

10% Sales

42% R&D

30% Marketing

6% Legal

12% Admin

Current monthly spending dynamics
$100

Current monthly income
0

Current debts
0

Investors
No

MAIN IDEA

A specialized platform for labor migrants (blue/pink collars) and staffing agencies that employ them.
— The interface supports all languages without a translator and can work on all migration flows
— Provides protection against fraud (due to two-way confirmation of agreements on the platform). The agency pays a commission for each employed migrant, and the migrant receives part of the commission as a confirmation bonus.

PROBLEMS/OPPORTUNITIES

For staffing agencies:
- high hiring costs - hard to get competitive advantage over other agencies (job offers for labor migrants have the same conditions)
- hard to search for staff in different regions (language barrier)

For labor migrants
- classic job boards are complex (need CV, language skills)
- job boards for labor migrants are full of fraudsters

For Ukraine:
- the problem of returning Ukrainians home after the war
- the problem of providing Ukraine with migrants for post-war reconstruction

SOLUTION/PRODUCT

1. Staffing agencies pay commission only for employed migrants
2. Commission include bonus part (for migrant — $10-400, increased by agency)
3. All matches between users is recording by system
4. Migrant get this money bonus after confirmation of the employment and agency's payment of the commission
5. Jobey App see the whole process. Platform become uninterested for every fraudster or untrustable employer
6. Forming an active database of migrants with information about employment can help return Ukrainians and attract quality migrant specialists for post-war reconstruction

BUSINESS MODEL/REVENUE

Customers: staffing agencies
Business model: B2B
Tariff: 1) Pay per transaction (employed labor migrant) - $39
2) Subscription (license) - $1490/month
Predicted CAC - $16
Predicted AMRPU - $2450
Predicted LTV - 1 year +

COMPETITORS AND ADVANTAGES

Competitors	Advantages
Jooble, Indeed etc.	No language barrier, no CV required, no prepayments for customers

Regional migrant job-boards (layboard.com, europajobs.com etc.)	Secured from fraudsters, no language barrier, extra money for migrants
Scout recruiters	Predictable result, secured from fraudsters
Social media/messengers ads	2-3 times less costs, ability to highlight job offer with competitive advantage (bonus)

ROAD MAP

Finish testing MVP (Sep.2023)

Get first traction (50 paid deals, Oct.2023)

Collaboration with EU Chambers of Commerce and Industry (Sep.—Oct. 2023)

Attract 100 agencies (Sep.—Oct. 2023)

Attract 3 active ambassadors in EU (Sep.—Oct. 2023)

INVESTMENTS

costs:

10% Sales (assembling sales team/country representatives)

42% R&D (development the mobile app, security)

30% Marketing (Social media ad campaigns, referral system)

6% Legal (Development of templates of all documents, policies and system of verification of recruitment agencies for admission to the platform)

12% Admin (Salaries)

required investment: $150 000 - 250 000

TEAM/EXPERIENCE

SERHII SYMONENKO
FOUNDER, CEO
5 years on the EU labor migration
7 years in B2B sales management

SERHII OPRYA
FOUNDER, CVO, CHO
Owned 4 HR agencies (8 years)
18 years in business consulting

ANDRII VARTSABA
CO-OWNER, PM
20 years in business, IT and startups
Co-founder at "Omni Optima" IT-company

ANDRII GAIDUTSKIY
ADVISOR
20 years in migration & remittances industry

12 years in retail finance & banking
5 years in corporate governance