

CAREER

CONNECT

Heather Harpole, Martina Adrianza, Grace Caspino
Startups and Entrepreneurship
Final Presentation





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Connecting young adults to real career opportunities

OUR STORY

As seniors in college at The Fashion Institute of Design & Merchandising, students in a Startups and Entrepreneurship class decided to create a brand that could solve students' struggles entering the job market post-grad.



Heather Harpole



Grace Caspino



Martina Adrianza

PROBLEM & SOLUTION



Today, it is incredibly difficult to connect with industry professionals through job application sites such as LinkedIn with thousands of applicants per listing.



Our business hopes to minimize the stress for entry-level professionals by providing them face-to-face connections with hiring managers at brand sponsored events.

OUR SERVICES

STUDENTS

Offer students a place to connect with industry professionals face-to-face while diving deeper into the ins and outs of companies, giving them the opportunity to hopefully land a post-grad job.

BRANDS

Offer brands a partnership to sponsor our events and to expand their imprint in PR with their target market in an organic way.

HIRING MANAGERS

Offer hiring managers the opportunity to truly dive deeper with candidates face-to-face, being able to learn more about the individual for specific job roles.

MARKET SIZE

TAM

Event Industry Market will reach \$2.1 trillion by 2032 (Allied Market Research, 2023).

SAM

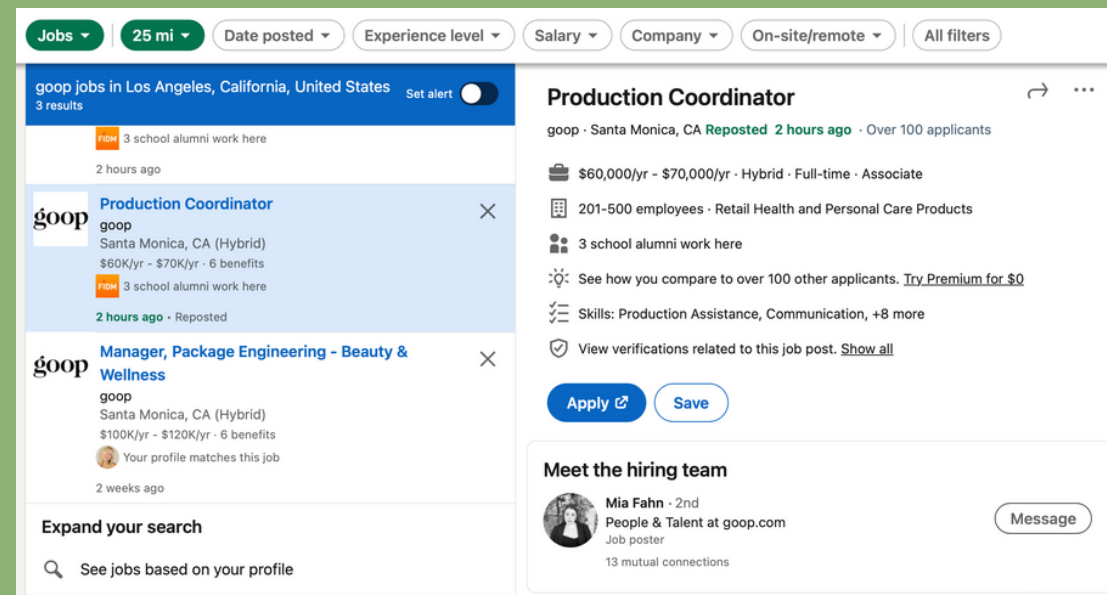
Global public relations market reached \$107 billion in 2023 (Statistica, 2023).

SOM

As there are no companies offering our exact services, our goal is to capture 100% of this new service's market share.

COMPETITION

LinkedIn



- Not face-to-face connections
- Hard to get in touch with the hiring team
- Not Gen-Z focused
- More expensive membership fee without guaranteed results
- Too many applicants

222 Place



- Dinner parties to make connections with friends
- Not career-oriented
- Gen-Z focused
- \$30-\$60 per event
- Sponsorships from local restaurants

Job Fair



- Not very natural environment
- Colleges hold the fairs
- Too many people
- Overwhelming
- In-person connections

OPPORTUNITY

Our goal is to raise \$150,000 to start our company



TARGET MARKET

Age: **21-25** including students, recent college graduates, and **skilled** individuals of their craft



Interests: Attending social **events**, driven and **hard working**, immerse themselves in **extracurricular activities**, passionate about their skills, and strive to be their best selves

Other identifiers: Have **disposable income** to attend events and demonstrate a skill set beyond a degree

Geographic region: Urban environments such as **Los Angeles** that are **diverse**

MARKETING STRATEGY

INFLUENCER MARKETING



LINKEDIN POST

I had a lovely time attending a Career Connect networking event this morning! AminoLean sponsored the event and I had the opportunity to engage with health and wellness industry professionals. Entry-level professionals can benefit from these in-person experiences to further their career endeavors. I highly recommend hiring managers to learn more about the company to meet enthusiastic graduates who are ready for the next step in their professional journey!



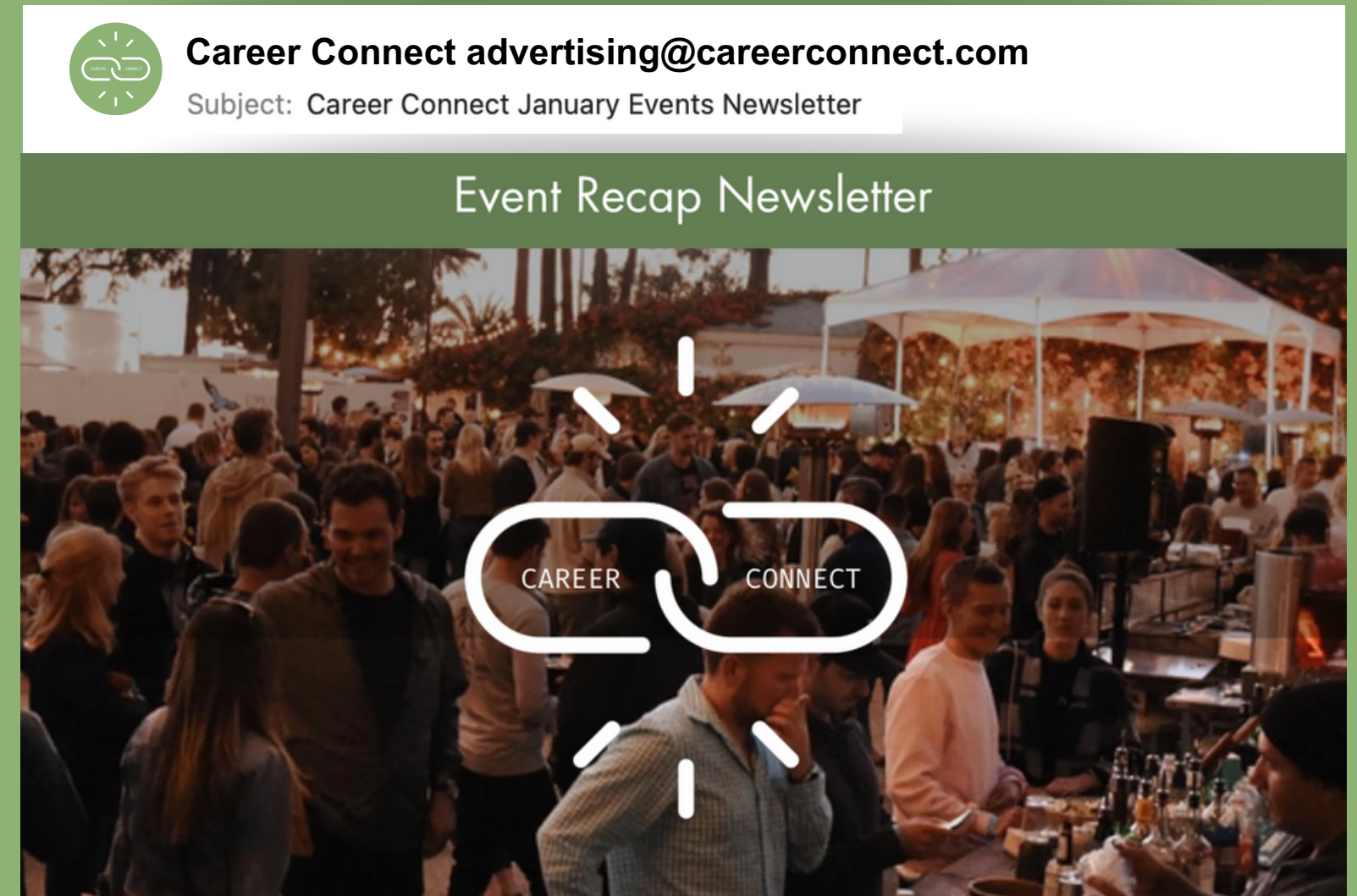
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MARKETING STRATEGY

BILLBOARD

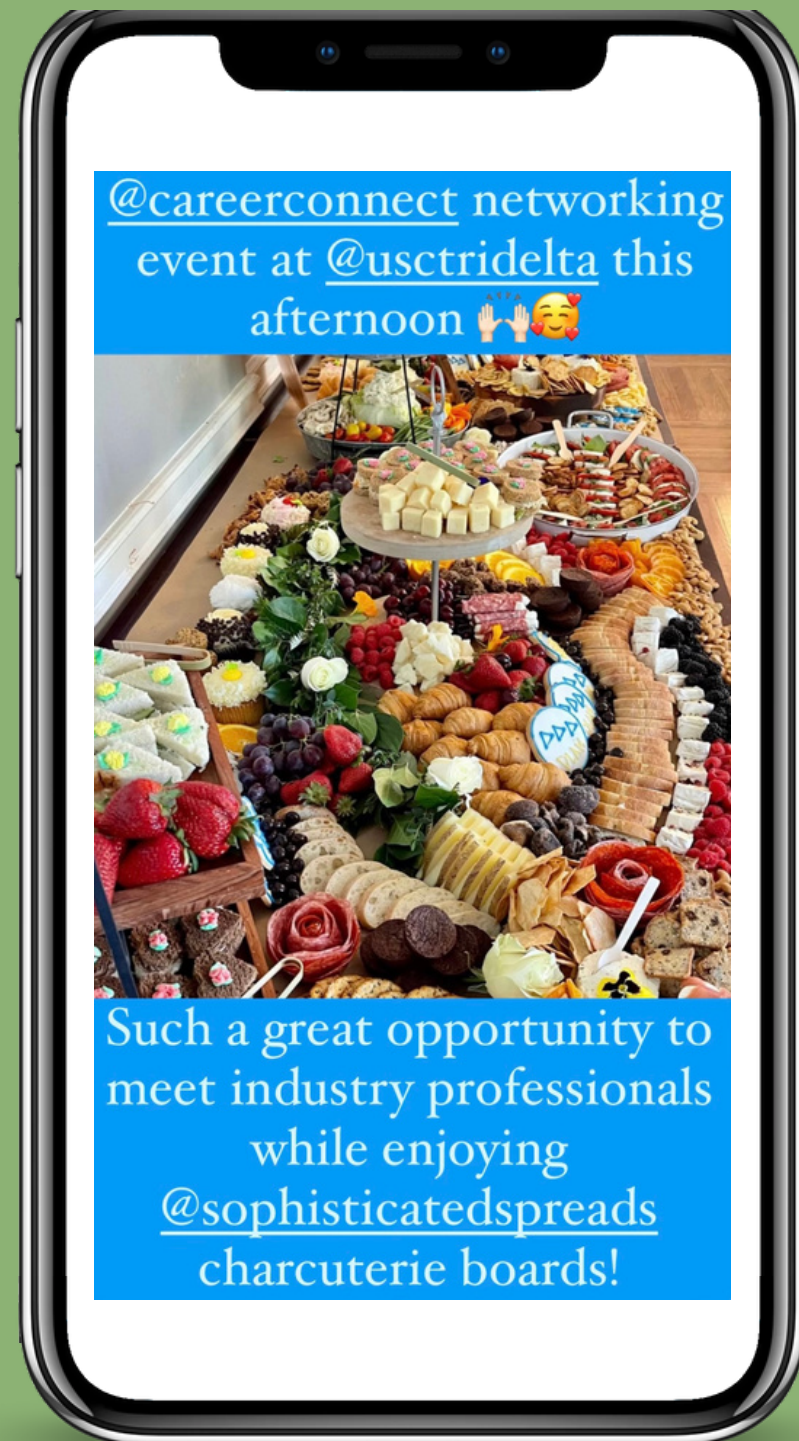


EMAIL NEWSLETTER

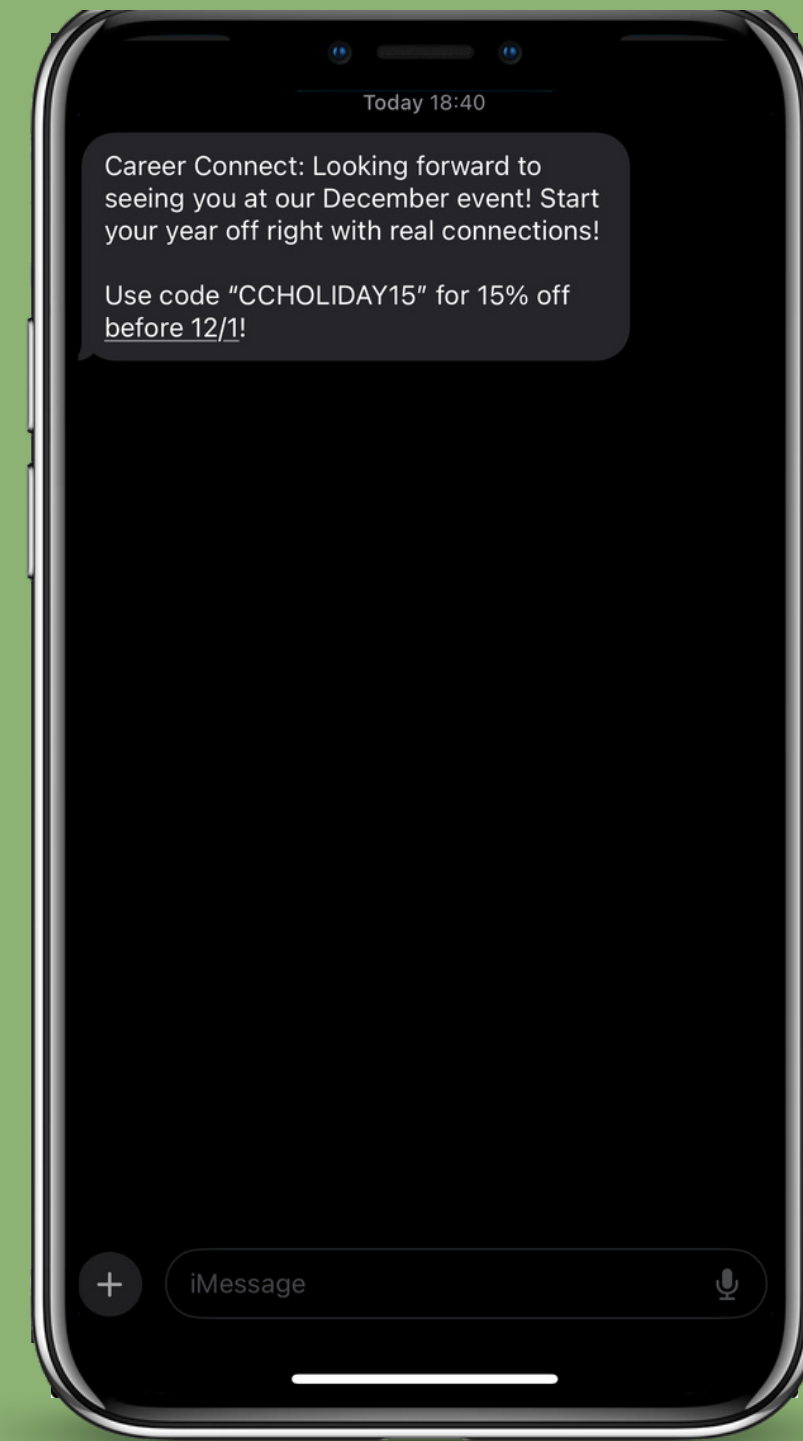


MARKETING STRATEGY

UGC CONTENT



SMS EVENT REMINDERS



OUR TEAM

Director of Marketing
Grace Caspino



FIDM



Director of Public Relations
Heather Harpole



FIDM



GIRLS CREW



Director of Events
Martina Adrianza



FIDM

Tdm
+
Ate



THANK YOU!

