

JOB.COINTELEGRAPH.COM

preliminary session

STRUCTURE

- Quick review
- Commercialization
 - For jobseekers/Recruiters Access to DB
 - Recruitment services: Sourcing/Full cycle
- Milestones and metrics
- Required resources

QUICK REVIEW

- 1 . Numbers
2. Roles and salaries
3. Additional functionality
 - a. Recruiter's page
 - b. Fast application

NUMBERS

We've added data statistics to the homepage:

Block 1 :

more than 1 million subscribers combined on different social platforms including Facebook, Twitter, Telegram and more.

Block 2:

60K active newsletter subscribers; Block 3:

5 million unique visitors permonth Block 3:

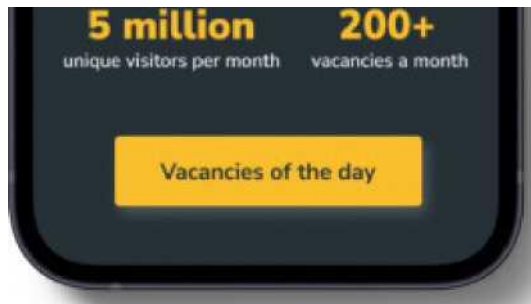
200+ vacancies a month



The #1 Place to Find Crypto Jobs

Whether you are wanting to transition into crypto, or are a blockchain veteran, CoinTelegraph's Crypto Jobs is the platform to find the leaders of the blockchain industry.

>1 million subscribers combined on social platforms
>60K active newsletter subscribers



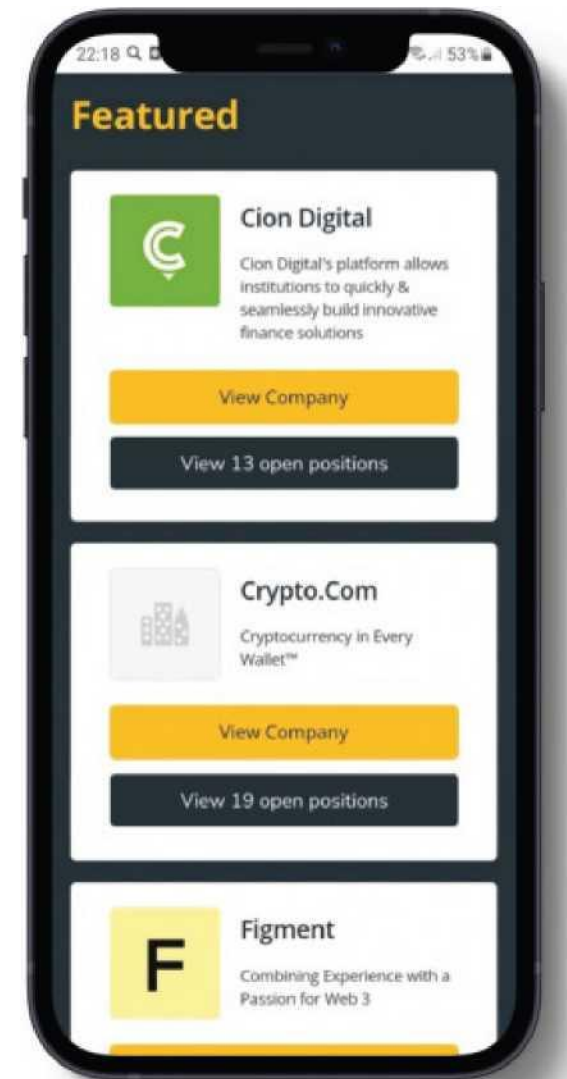
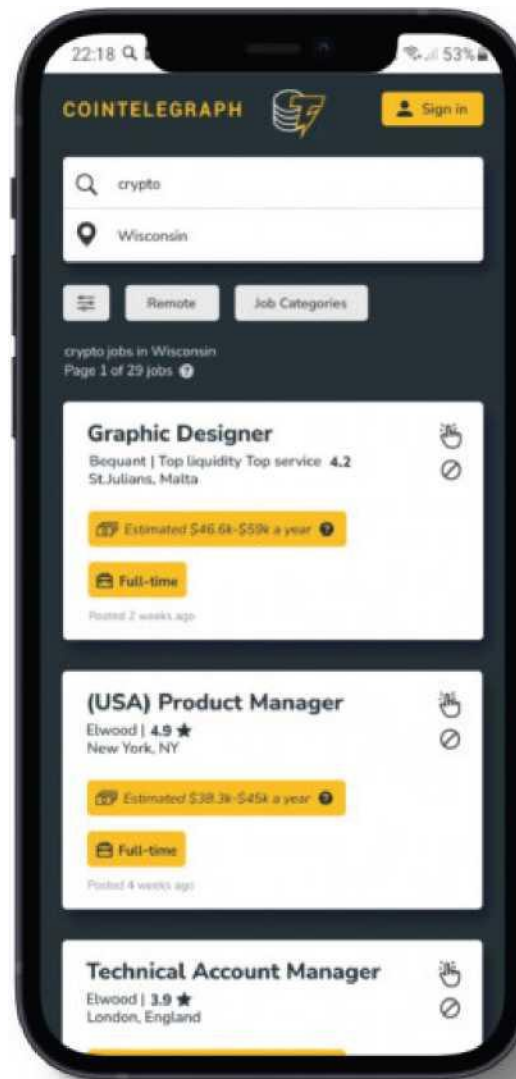
ROLES AND SALARIES



For transparency reasons we've implemented the direct button to the open positions of the companies located on the homepage in the "Featured" section



To increase engagement, we've added estimated salary range for the positions - it can be calculated automatically or essentially requested directly from the company when displaying the position



ADDITIONAL FUNCTIONALITY: RECRUITER'S PAGE AND VACANCIES OF THE DAY

Besides the numbers on the homepage we've also built in two buttons in the right upper corner:



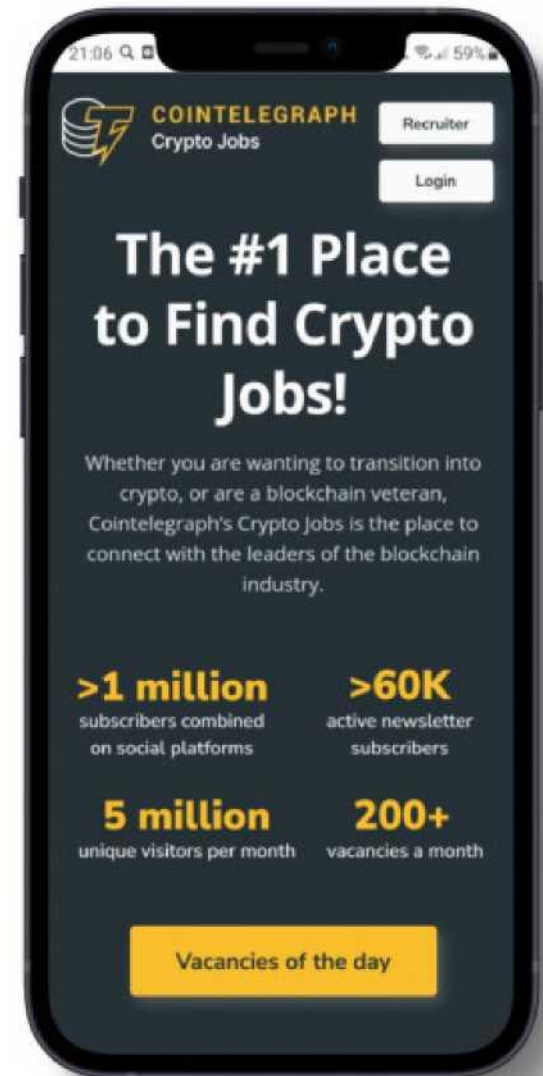
Recruiter:

Recruiter: it'll lead to the page with different functionality than for the jobseekers (for example, candidates search page);



Login:

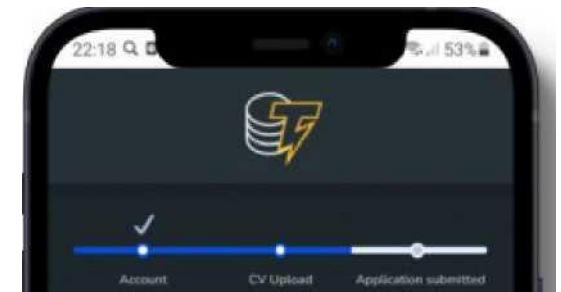
button to login/register to your account



ADDITIONAL FUNCTIONALITY: FAST APPLICATION POSSIBILITY

When the job seeker will want to apply for the position, he'll be redirected to the page where he'll need to submit the resume or use an option to create one himself right on the website.

That'll save application time for him + progress lane on the top will give an extra push for completing



Add your CV

File - Lir-4; PGjr.t't r-dt ccl .r1t
Hu tpi Swe

Chruie
filt

Create your CV

Wat tjr* svherc to -startW8 c'n twlp ttau err .nir a CV US build
yOw own j-l-l-Asi; erf waeantifrs with unique Criteria



PLANS AND TARIFFS

Pricing for job postings and access to candidates databases on platforms is displayed below:

different giring

	HH.ru	Indeed.com	Reed.co.uk
Job postings	<p>Standard (30 days): \$30 Standard+ (-//-): \$70 Premium(-//-): \$250</p>	<p>1. Free posting (limited amount per account) 2. Custom job promotion sponsorship (min \$5/day or \$50/month)</p>	<p>- Standard (6 weeks) \$200 - One-time offer: \$100 for the first one</p>
DB access	<p>Moscow (all industries): - 1 day (120 contacts): \$150 - 30 days (990 contacts): \$1500 Russia (all cities and all industries): - 7 days (min): \$500, 420 contacts - 30 days: \$1800, 1280 contacts - Access to the candidates from one particular industry will be -40-50% cheaper</p>	<p>1. Free: 14 days, 20 contacts; 2. Standard: 30 days, 30 contacts, \$120 3. Professional: 30 days, 100 contacts, \$300</p>	<p>1. 1 day - \$200 (100 contacts) 2. 7 days - \$300 (100 contacts/day) or onetime offer - \$150 for the first one 3. 30 days - \$700 (100 contacts/day)</p>

PLANS AND TARIFFS

Pricing for job postings and access to candidates databases on crypto related
j o b - s e a r c h i n g platforms:

	Cry Cryptocurrencyjobs.co	Cryptojobslist.com	Crypto.jobs
Job postings	\$299 for 30 days	Custom promotion with \$69 min/day	\$249/mo
DB access		\$249/mo	\$249/mo

RECRUITMENT SERVICE

Pricing for job postings and access to candidates databases on crypto related job-searching platforms:

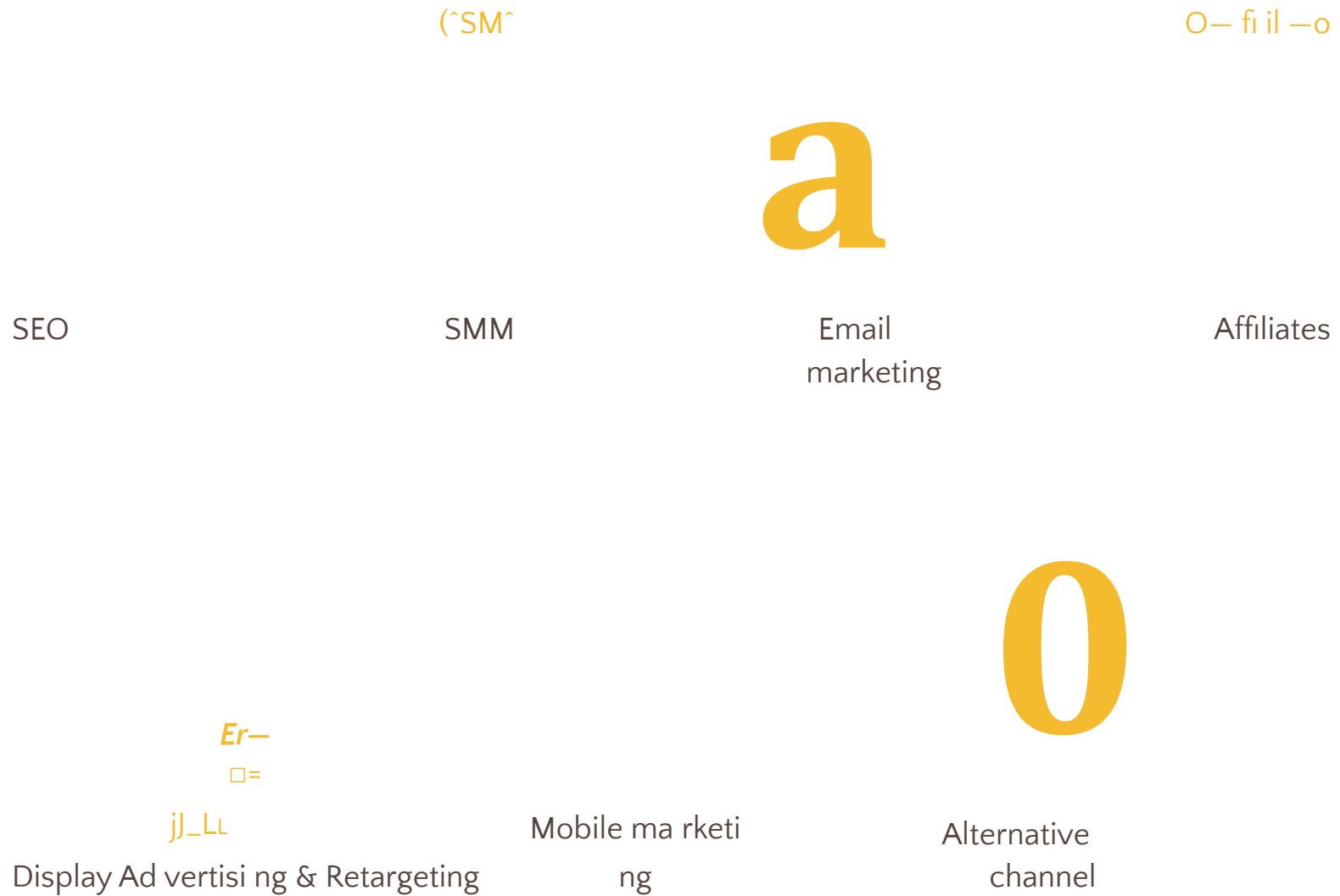


Full cycle of recruitment process must be on a profit basis 2 month salary in cryptocurrency as a success fee 1 month guarantee with a free replacement Technical interview for developers (if needed)

Resources

Position	November	December	January	February	March
			1000	1000	2000 2000
			3000	3000	6000 6000
			4000	4000	8000 8000

LEAD-GEN ACTIVITIES



KEY MILESTONES



Starting October 2022

the following activities will be delivered as well:

ADDING JOB POSTINGS MANUALLY
(+100 ROLES MONTHLY);

COLLABORATION WITH NICHE PARTNERS:
CRYPTO WEB RESOURCES AND HIRING
PORTALS (2-5 MONTHLY)

JOB
SEEKERS
COLLECTION

LEAD GEN TEAM COST ASSUMPTIONS

Position	October	November	December	January	February	March
CMO		8000	8000	10000	10000	10000
Business Developer			5000	5000	5000	5000
Digital Marketing Manager		4000	4000	4000	4000	4000
Content Manager/Copywriter			3000	3000	3000	3000
PR specialist				3500	3500	3500
Email marketing manager	2000	2000	2000	2000	2000	2000
Web analyst			3000	3000	3000	3000
Total, incl 20% mistake	2400	16800	30000	36600	36600	36600

DEV TEAM COST ASSUMPTIONS

October	November	December	January, 23	
			8000 8000	8000
			4000 4000	4000
	2000		4000 4000	4000
			4000	4000
			5000 5000	4000
			2000	5000
			4000	2000
0	2400		25200 37200	4000
16400	33200	70000	85600	37200

CONCLUSION

Great challenge is DB collection with clear criteria in CV/application Here is an obvious dependency the number of applicants from the existing vacancies and vice versa.

Lead-gen team, budget and access to the parent portal will be much helpful.



Expected year
revenue

Investment

Existing team and
roles

When to
start?