

A dark, moody photograph of two businesswomen in a meeting. The woman on the left is a Black woman with short hair, wearing a blue blazer over a white shirt, looking towards the right. The woman on the right is an Asian woman with long dark hair, also in a blue blazer and white shirt, looking towards the left. They are both holding pens and appear to be in a collaborative discussion. The background is blurred, showing office shelves.

WORK WORK

It's a Learning to Give

AGENDA



01

Problem & Solution

02

**Value proposition,
Mission & Vision**

03

Business Model

04

Market Analysis

05

**Business Plan
Timeline**

06

**Financial KPIs &
Metrics**

What is U-work?

U-Work is a platform facilitating the connection between students, new hires (Learners), recruits and employers (Givers) through tailored coaching sessions, with the main objective of bridging the gap in career development, boosting job placement and providing significant benefits to all stakeholders involved.



Problem

As of January 1, 2024

77,1%

Employment Rate

1 Year after graduating

Despite last year's growth of 2.5 percentage points, Italy remains the worst in Europe for this metric, far behind the best countries, Luxembourg 93.4%, the Netherlands (92.9%) and Germany (92.2%).

€1366

Average Salary

1 Year after graduating

The lack of growth in GDP has gone hand in hand with the lack of growth in wages. Compared to 20 years ago, the average wage in Italy grew by 0.5%, compared to 20.1% in Germany and 23.9% in France.

+13,8%

Rental costs

During 2023

Positive variations 18 out of 20 regions. Among the regional capitals Bari (14,3%), Napoli (14,2%), Torino (12,5%), Milano (10,8%) and Palermo (10,2%) are the worst.

50,38%

Satisfaction rate

1 Year after graduating

Average job satisfaction level among Italian employees. The highest job satisfaction level was recorded in Trentino with almost 62 percent of workers satisfied. In contrast, less than 40 percent of employees in Campania were satisfied with their jobs.

Solution

U-Work

Graduate 2 growth

Boost employment Rate

U-Work elevates graduate employment rates by sharpening job interview skills and clarifying employer expectations, matching academic achievements to market needs. Our targeted coaching not only fast-tracks graduates into employment but also propels economic growth by boosting workforce participation.

Earnings Amplified

Extra-income

U-Work tackles Italy's wage/cost of living disparity by enabling young professionals to augment their earnings through their expertise and networks. This initiative aligns with SDG 8, aiming to boost young workers' economic standing and purchasing power.

Decide with Insight

Gain awareness

U-Work aims to enhance new hire satisfaction by bridging the information gap in company interviews, offering insights into career prospects, company culture, and work-life balance from experienced professionals. Aligning with SDGs, this approach boosts job retention and productivity, fueling sustained economic growth.

OUR PLAN



Vision

We want to revolutionise the professional development of students and new recruits through tailor-made coaching, with the aim of increasing employment and satisfaction rates while improving the living conditions of young workers

Mission

Driving professional growth by connecting talent with industry workers, fostering an ecosystem where continuous learning meets opportunity. We're dedicated to shaping successful careers, elevating employment rates, and enhancing satisfaction for new hires raising awareness

SDGs

U-Work aims to align with the SDGs, particularly with Goal 8 which focuses on promoting sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all.

8 DECENT WORK AND
ECONOMIC GROWTH



Key Partners

Tech:

- Jiitsi (Video Conference)
- Stripe (payment system)
- Keycloak (data security)
- OVH (data server)

Business:

- Amazon
- Revolut/Satispay
- xxx
- xxx
- xxx

Key Activities

- Tailored coaching
- AI matching system
- Feedback systems
- Payment collection
- Job offering tailored proposal

Key Resources

- # of Givers
- Login through Gmail/University Mail
- AI matching system
- Data gathering and customer segmentation
- Automated mail
- U-Weet video conference tool integrated

Value Proposition

For Learners:

- Tailor-made preparation for interviews
- Valuable career insights into various industries, job positions and career paths
- Speed-up networking and connections
- Increase job satisfaction

For Givers:

- Enhance leadership skills
- Monetization skills and improving economic conditions
- Speed-up networking and connections

Customer Relationships

- Feedback mechanism
- Support & assistance via Generative AI and mail services
- Integrated login design and push notification mailing system
- Upskilling training and reward compensation

Channels

- Website/App
- IG/Twitter/TikTok
- Twitch: open innovation live session
- Blog & Email marketing
- University website
- Company job platform
- Associates channels

Customer Segments

Learners:

- Students searching for a job
- Employees searching for a new job into same or different industry

Givers:

- **Tier 1:** Employees with maximum 3 years of working experience
- **Tier 2:** Employees with more than 3 years of working experience

B2B:

- University
- Company
- Additional service provider (Amazon, Revolut, Satispay, etc.)

Cost Structure

- Personnel, marketing expenses, tech developer
- Website maintenance
- R&D costs

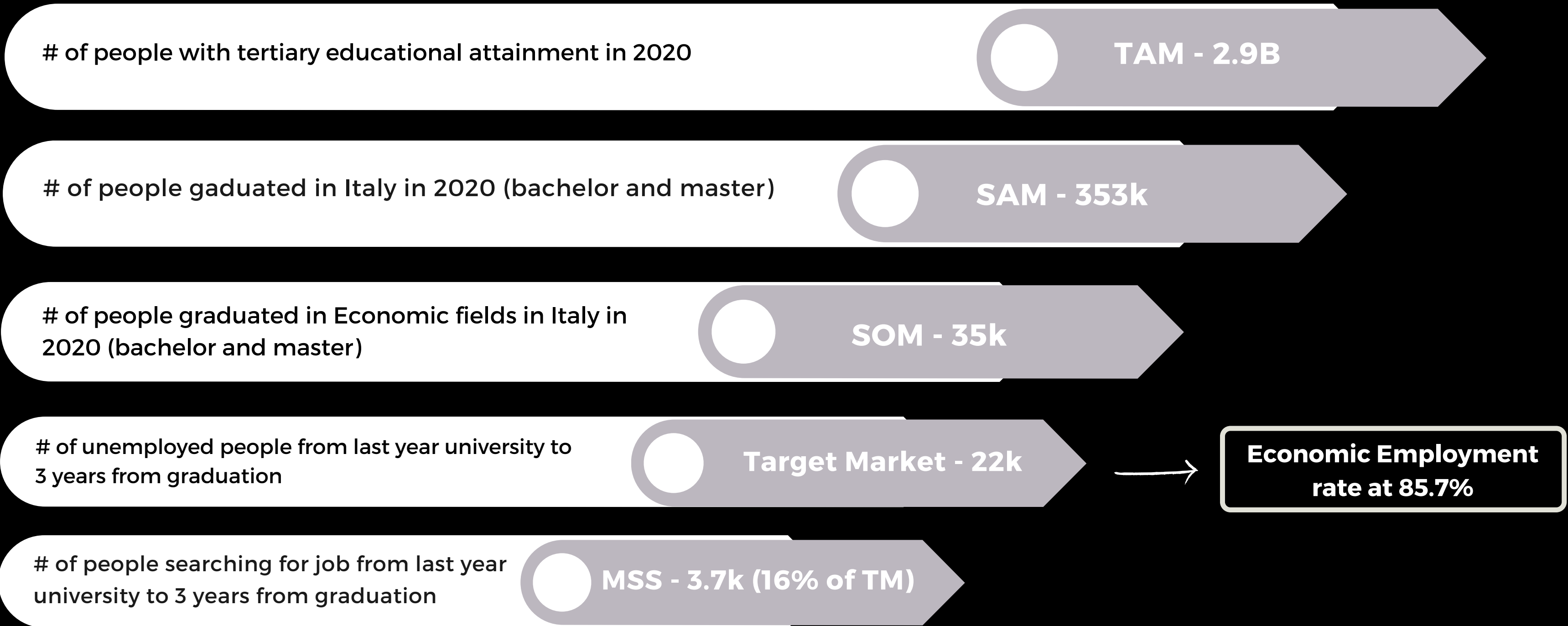
Revenue Streams

- by B2C reservation (30%) - Fee at 25% split among learners and givers
- by B2B services (60%) coming from university/company
- by advertising (5%)
- by additional key partners (5%)

Market Analysis



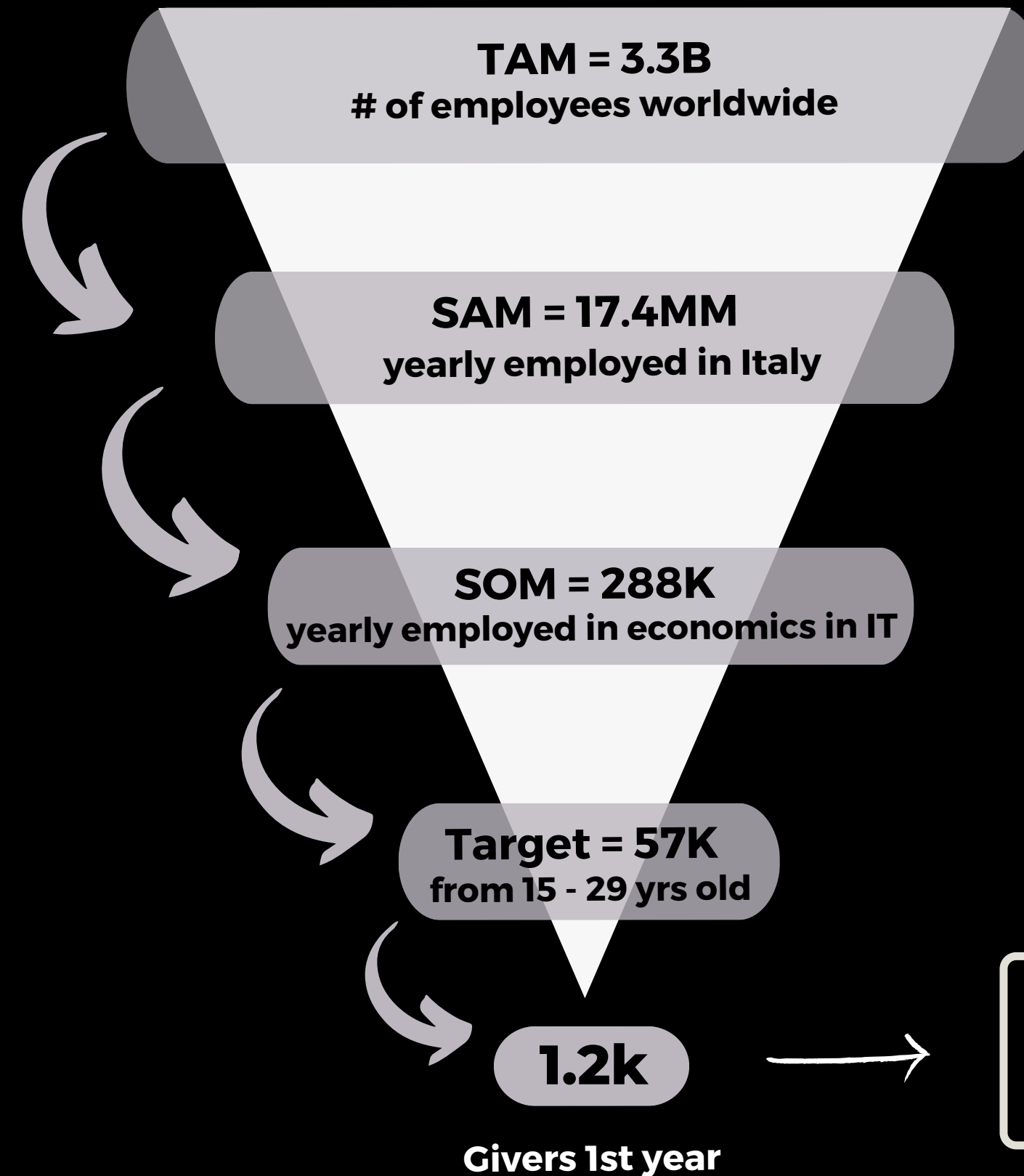
Learners Target Market at 3.7k users within 1st Year



Market Analysis



Givers Target Market at 1.2k users within 1st Year

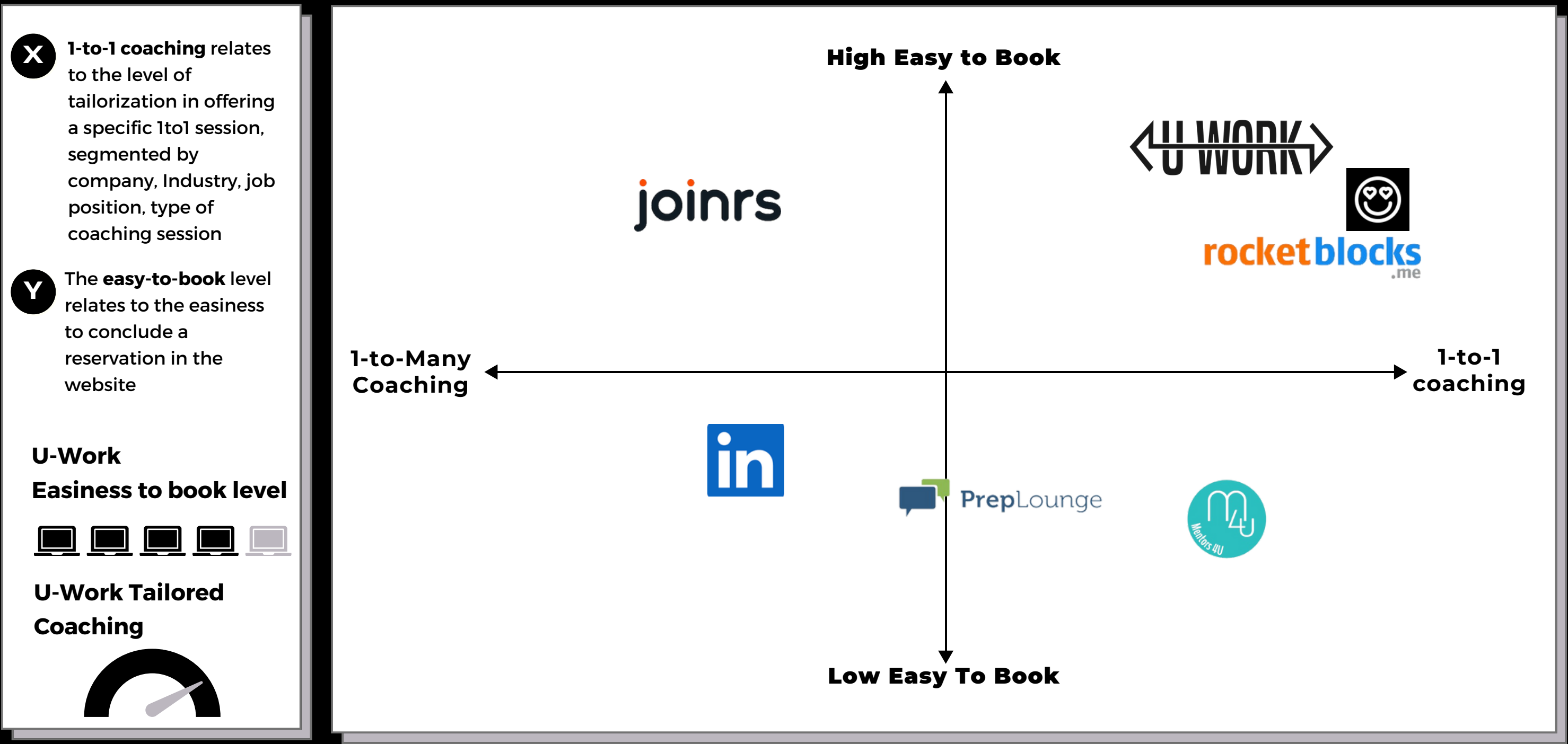


MSS at 2% - driven by university partnership, personal network, marketing strategies

Market Analysis



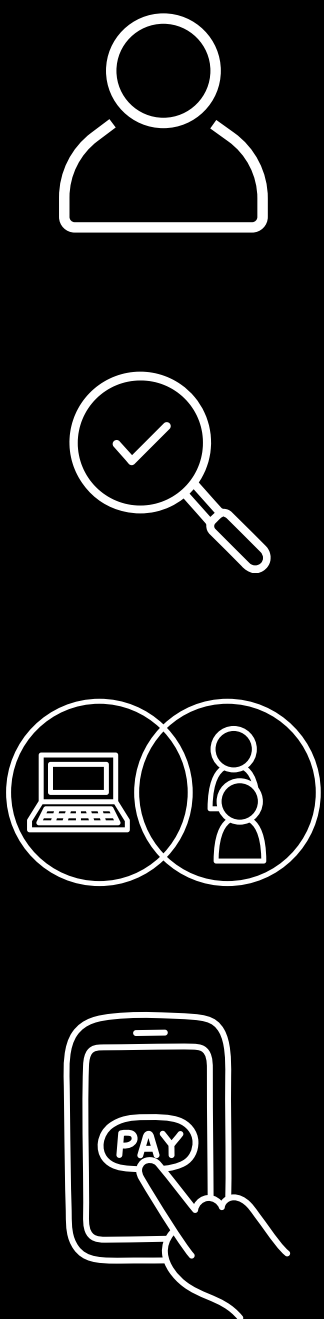
CMT Mapping: U-Work offering tailored experience trough AI-based CX



How Ue-Work



User Experience: 4 step through Y.O.U.W. Model and Technology

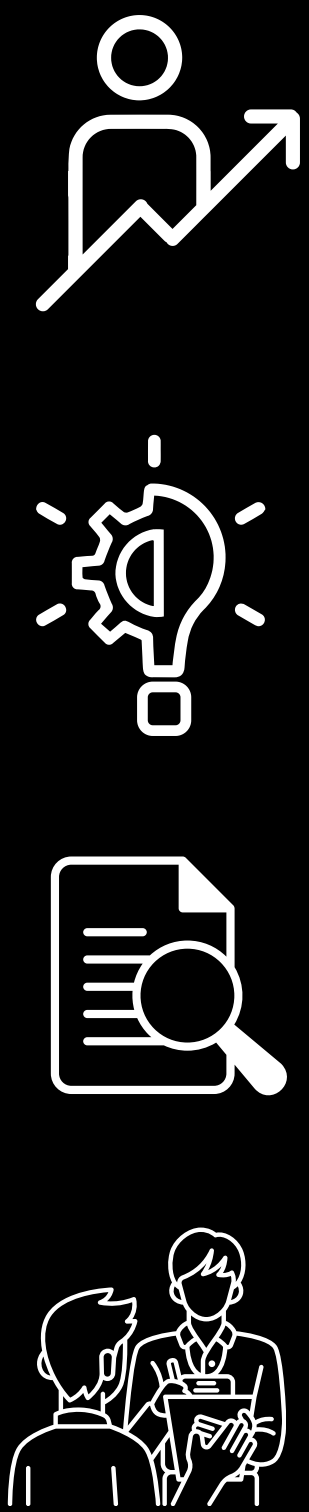


| User Experience | Y.O.U.W. Model | Learner | Giver | Tech |
|-----------------------|----------------|--------------------------------------|--|--|
| 1. Login | You | Insert personal data and preferences | Insert your personal data about company and job position | Automatic login through Gmail/Linkedin/University mail |
| | | | | Data gathering and user segmentation |
| 2. Matching | Opportunity | Choose your Giver | Accept reservation trough Mail/Platform | AI Matching Algorithm |
| 3. Coaching | Understanding | Reserve a slot for a Giving Session | Giving back your expertise through our video-call platform | Automated Mail system to reserve Giver slot |
| | | | | U-Weet video conference tool integrated |
| 4. Payment & Feedback | Work | Provide feedback to your Giver | Monetize your skills and provide feedback to your Learner | Feedback Back End Infrastructure |
| | | | | Tailored Job Offer Proposal based on AI model |

What Ue-Offer



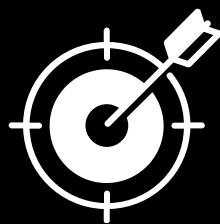
Learning Path through 4 Giving Sessions



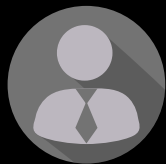
| Giving Session | What Giver Should Offer | Price - Time |
|----------------------------------|--|---------------|
| Career Insight | Company & Industry Overview | € 20 - 20 min |
| | Career Overview - Demystify Career Path and Promotions | |
| | CV Review and Cover Letter | |
| | Interview Process Overview | |
| Behavioral Interview Preparation | Behavioral Interview Introduction | € 40 - 40 min |
| | Company Behavioral Interview Structure | |
| | Practical Questions | |
| | Feedback | |
| Technical Interview Preparation | Technical Interview Introduction | € 45 - 45 min |
| | Company Technical Interview Structure | |
| | Practical Questions | |
| | Feedback | |
| Interview Simulation | Interview Structure | € 60 - 60 min |
| | Interview Session Real Time | |
| | Online Feedback - Looking Backword | |
| | Offline Feedback - Looking Forward | |

Go To Market

Minimum Viable Product



OBJECTIVES



Consumer perception



Collect Big Data



Identify improvement
area



Personalized offering
and personas user

- During the first three months we will launch a prototype of the website to understand how consumers react.
- The website will allow the consumer to live the entire customer experience.
- The website has all the features, including the slot reservations and videocall systems. The only missing feature is the payment.
- We will reward Givers providing free coaching with premium discounts once final platform version will be live.

Data Collection

After one month and a half, data analysis and improvement area

Official Website

At the 3rd month, last website version will be launched with customized offering

01

Website
Launch

First version

02

03

Website
Improvement

Adjustments to satisfy
customer needs

04

Go To Market

Marketing Strategy



RoadMap



MILESTONES

Q1 2024

Q2 2024

Q3 2024

Q4 2024

Q1 2025



WEBSITE/APP
DEVELOPMENT



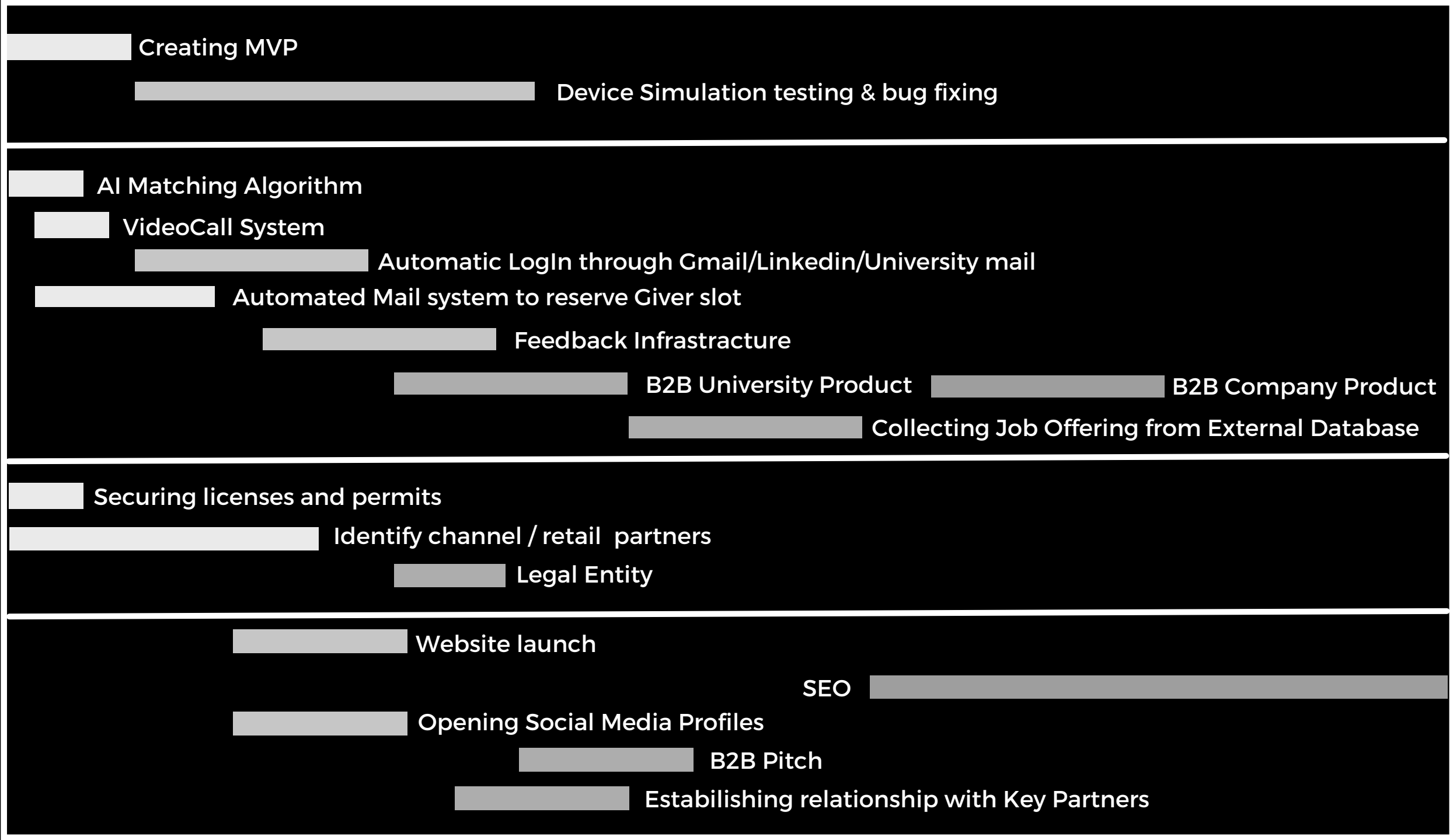
DISRUPTIVE
TECHNOLOGY



LEGAL
PROCEDURES



GO-TO-MARKET
STRATEGY



Team



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<https://u-work.it/>



Thank You!

← WORK →
← WORK →