



SEARCH FOR PART-TIME, HOURLY WORK FROM YOUR PHONE



WHAT IS SWEETGIG?



SweetGig is a job search platform connecting candidates seeking part-time employment with employers who are hiring for hourly shifts, including per diem jobs. Using the SweetGig application, job seekers can sort open positions not only by traditional means such as industry and type of work, but also by specific shifts and neighborhood.



SUMMARY



SweetGig is a functioning app that has **700** worker downloads and counting.

-Clicks within the app **increased 175% between May 1 and June 30th 2020.**



SweetGig is filling a market need.

Industry leaders market to college educated workers even though the majority of the workforce has less than a four-year degree.



Initial go-to-market strategy: Partnership with Talroo lead to 100,000 jobs on SweetGig. Leverage Talroo jobs to attract workers. Digital ad spend of \$10 a day targeting workers in Queens, New York.



Asking for \$1.5 million to operate SweetGig.

- Income generated by employers paying to post job ads on SweetGig's platform.
- **2021:** Projected net-profit of \$1.7 million
- **2022:** Projected net profit of \$3.1 million



Investment will primarily be used to:

- Hire full-time staff.
- Digital ad campaign targeting both workers and employers.
- Additional app features.



SweetGig's future: Leverage blockchain technology to develop an ecosystem of partnerships to benefit hourly workers and businesses that hire this workforce.

SweetGig as it
currently exists



We have a functioning app that works.

- Through a third-party partnership with Talroo, there are 100,000 open jobs on SweetGig.
- Over 700 workers and counting downloaded SweetGig, primarily in Queens, NY and Dallas, Tx.
- Worker customer acquisition cost ~ \$4.39 per download using Facebook & Instagram ads.
- Digital ad campaign began in May 2020. Clicks within SweetGig jumped 175% between May and June.
- Zero dollars spent on SEO to date (July 2020)
- Immediate next step is to run digital ads targeting employers to generate warm leads for sales calls.

Verizon 2:33PM

< Filter

Neighborhood

Astoria

City

New York City

Zip Code

Enter Zip

State

New York

Select Day

Monday... 11:00AM

Gig Type

Hourly

Apply

Verizon 2:33PM

Pick Availability

<input checked="" type="checkbox"/> Monday	8:00AM	12:00PM
<input checked="" type="checkbox"/> Tuesday	4:00PM	9:00PM
<input checked="" type="checkbox"/> Wednesday	4:00PM	11:00PM
<input type="checkbox"/> Thursday	0:00AM	11:59PM
<input type="checkbox"/> Friday	0:00AM	11:59PM
<input type="checkbox"/> Saturday	0:00AM	11:59PM
<input type="checkbox"/> Sunday	0:00AM	11:59PM

OK

MARKET



Estimated Target Market:

\$4 billion

Total Online Job Search

Market Value: \$7.7 billion

Educational level of the

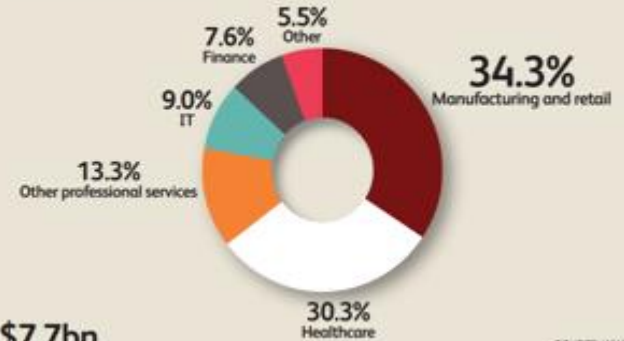
market: 52% of revenue in the online job market is coming from jobs which require less than a four-year degree, yet the market leaders cater to the college educated and customers who have a high degree of computer literacy.

Revenue by industry:

34.3% of revenue coming from manufacturing/retail, industries with a high level of part-time, seasonal & shift workers

Approximately \$2.8 billion of the market is made up of smaller, niche companies.

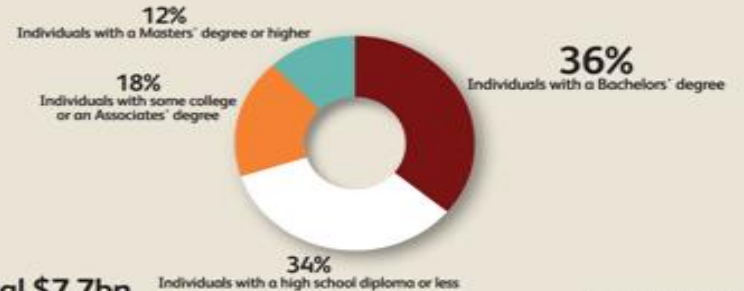
Products and services segmentation (2018)



Total \$7.7bn

SOURCE: WWW.IBISWORLD.COM

Major market segmentation (2018)

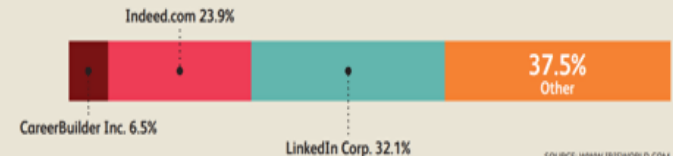


Total \$7.7bn

SOURCE: WWW.IBISWORLD.COM

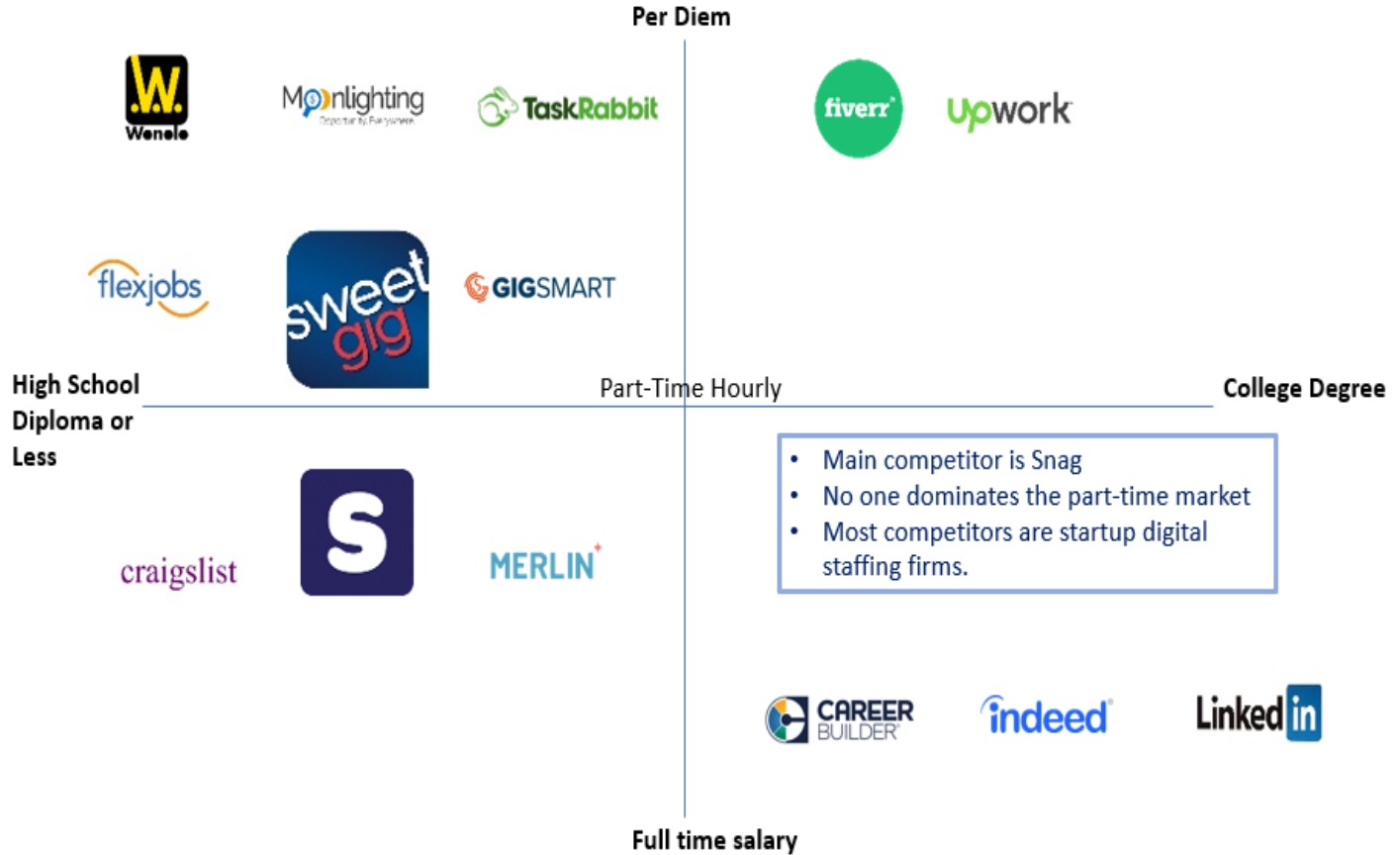
Major Players

(Market Share)

















SOURCE: WWW.IBISWORLD.COM

COMPETITION



COMPETITION



Company	Focus: Part-time Work	Focus: Low Wage Jobs?	Price	Free Service to Post Jobs	Search by Shift	Rate Hires	Communicate through the App	Pay through the App
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	\$0.00 - \$250	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	\$53.00 - \$89.00	<input checked="" type="checkbox"/>	Only in 4 cities	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	25% of total wage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	% of Wage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	\$0.00	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	\$0.00	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Freelancers 20% for 1st \$500 billed	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	15% fee	Pay when hired	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	\$0.00 - \$399/ month	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	\$2.00 - \$40 to 5% of purchase	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Free - \$45.00	Depends on location	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	\$5.00 per day and up	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	\$495.00	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	\$219.00 - \$375.00	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



WHY HAVEN'T COMPETITORS DOMINATED THE MARKET YET?

Philosophical

Most people do not believe you can profit from assisting low-income individuals while simultaneously helping those workers.

Rapidly Changing Workforce

Gig economy is moving away from low income workers and toward six-figure earners.

Companies Sell Out

Smaller companies that become successful in their niche are bought out by larger players.

The Industry is Not Static

Low cost for new companies to enter the market.

Digital Staffing

Competitors are trying to be digital staffing and a job search site simultaneously – hasn't worked yet.

STAYING COMPETITIVE



STAYING AHEAD OF THE COMPETITION

- ✓ Competitive pricing compared to market leaders
- ✓ Design a site for businesses who rely on part-time, hourly workers.
- ✓ Focus on workers that other sites are ignoring, i.e. less than college educated, hourly workers.
- ✓ CEO's professional experience in workforce and business development. CTO with background in database management.
- ✓ Launch SweetGig in highly connected workforce development ecosystems that helps drive down our marketing cost.

PREVENTING COPYCATS AND PRICE EROSION

- Offer new benefits & services as trust and creditability is established.
- Stay focused on low income & part-time workers and the businesses that hire this demographic.
- Dominate small geographical areas to develop a loyal customer base, before going national.
- Rely on a strong network & partnerships to make it more difficult for new actors to go to market.

CHOOSE A PLAN THAT'S RIGHT FOR YOUR BUSINESS

Enjoy a two-week Free Trial on Business Plans. Cancel at any time.



1 Job Posting

- Free for 3 days
- \$25 for 1 week
- \$50 for 1 month
- \$125 for 3 months

3 Job Postings

- \$50 for 1 week
- \$100 for 1 month
- \$250 for 3 months

Business Plans 3+ Job Postings

- Contact SweetGig Team to discuss a competitive rate and help tailor a pricing plan to meet your needs.

USER ACQUISITION



SWEETGIG HAS A 'CHICKEN OR EGG' PROBLEM.

How do you get employers to sign up without workers?
Or how do you get workers to sign up without employers?



SweetGig has partnered with Talroo, a nation-wide jobs search site.



SweetGig leverages these jobs in its first year to acquire workers.



SweetGig gets paid every time a user clicks on a Talroo job through SweetGig.



SweetGig currently has over 100,000 jobs nation-wide through Talroo.

MULTI-PRONGED GO-TO-MARKET STRATEGY



Leverage Talroo's jobs to attract a user base of workers.



Digital advertising to workers ad design, ad execution (Facebook/Instagram), website design, search engine optimization (SEO).

- Build brand awareness and users in Queens, New York to dominate this niche market in a narrow geographical area.



Workforce Development Partnerships: Foster a multi-layered ecosystem of SweetGig users. Partner with Workforce1 Centers in NYC, America Works, NADAP, MAXIMUS and other workforce development contractors. (via extensive CEO relationships across the space)



Post-capital raise: Larger digital marketing effort focused on NYC tri-state; target both workers and **employers**. Ongoing exposure establishing SweetGig as the premium brand and industry leader.



**What Happens after
SweetGig is an
established platform
for part-time hourly
workers?**

SweetGig's future is in leveraging blockchain technology

Employers and workers are part of SweetGig's professional, transparent network.

- Hourly, low-income workers often lack social capital.
- LinkedIn is for the select few who are college educated and know how to promote themselves.
- SweetGig can help hourly, blue collar workers build their brand and share their best traits across a trusted platform.

Worker's trusted digital profile can be shared with prospective employers.

- Reduce the friction of employers and workers learning about each other.

Instant verification of workers credentials and education

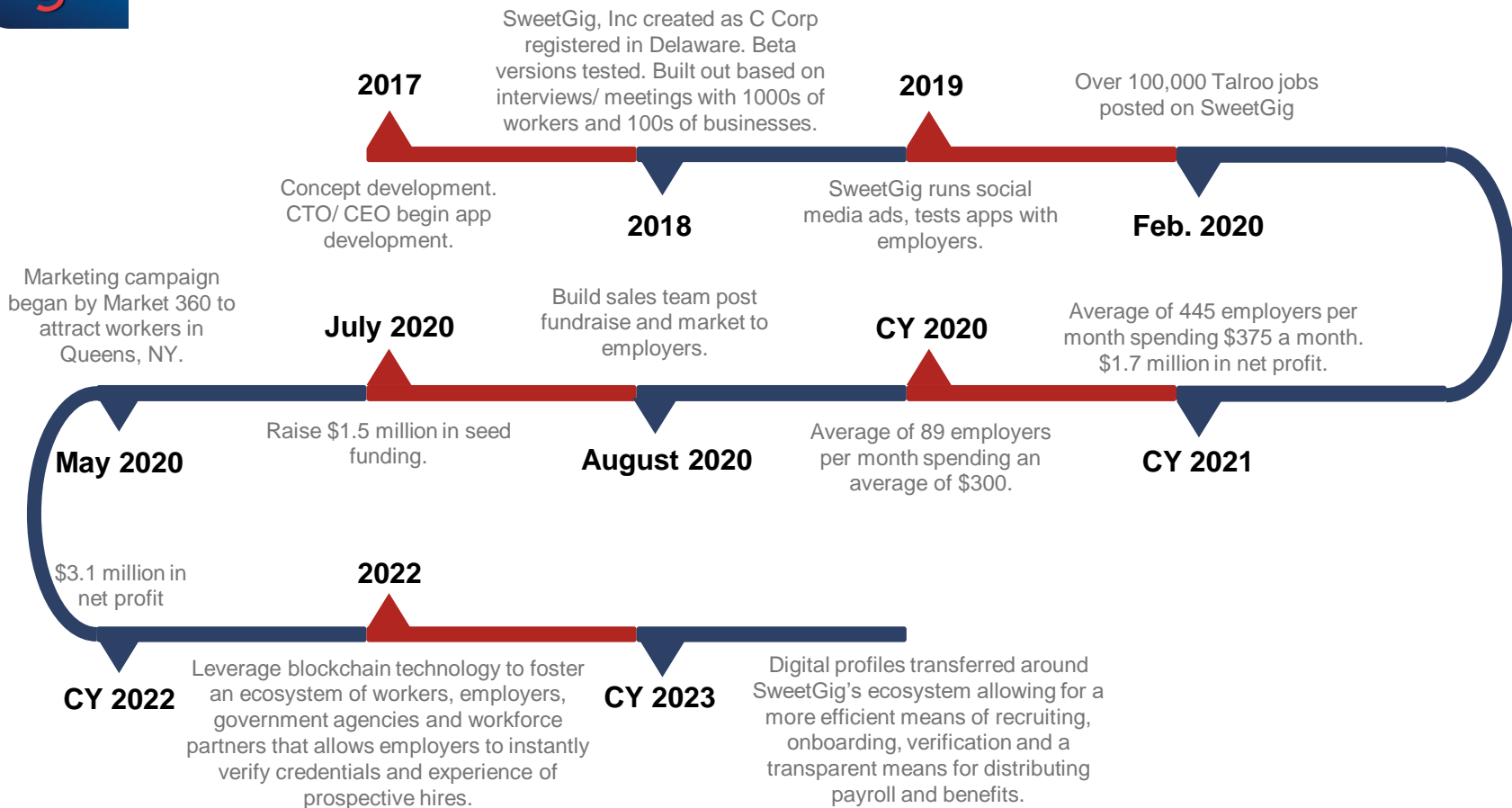
- Reduce hiring and onboarding cost for employers
- Instant verification of high school diploma, criminal background check, certifications

Real-time worker payments

- Low income workers need to trust the employer to pay on-time.
- Waiting for a late payment or even payment every two weeks is a burden for the hourly worker.



TIMELINE



WHAT WE NEED



WE'RE ASKING FOR \$1.5 Million

Use of Funds:

Fund SweetGig for approximately two years.

Full-time paid CEO, CTO & Sales Team.

Multi-pronged marketing strategy in New York City.

Establish partnerships that plugs SweetGig into New York City's workforce development ecosystems.

Continual development and maintenance of the SweetGig app.

~\$1.7 million in project net-profit after 1 year.

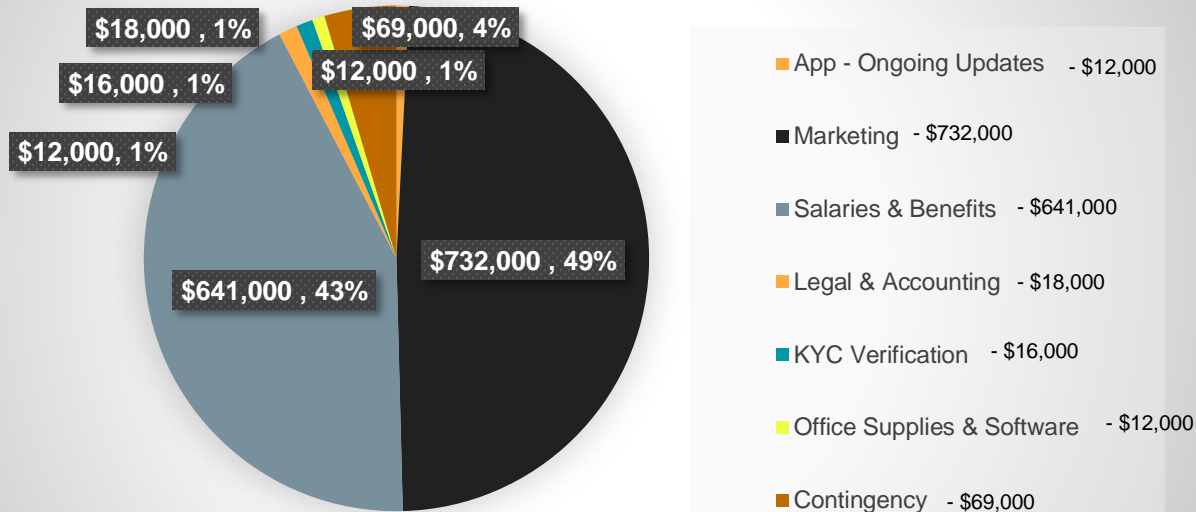
SweetGig's future: Leverage blockchain technology to reduce the cost and improve the efficiency of hiring low income workers.

* See SweetGig's fiscal outlook for more details.



INVESTMENT

How would SweetGig spend \$1.5 million?



- Marketing budget focused on digital ads to workers and employers.
- Small portion of marketing budget will be for conference events.
- Staff salaries include full-time for CEO, CTO and Sales Team.
- Contingency budget is money held in reserve to allocate as the need arises.



MEET OUR TEAM



Craig Caruana

Co-founder and Chief Executive Officer, **Craig Caruana**, leads job placement programs at, America Works, a social enterprise dedicated to the idea that the best way to lift people out of poverty is through employment. Craig has worked extensively with low income workers to help find employment and to recruit quality clients for businesses in New York, Chicago, Los Angeles and Washington D.C.

Craig was motivated to create SweetGig after listening to countless stories from job seekers who have difficulty finding part-time work to supplement their income or work that matches their personal availability. Conversely, Craig has talked to hundreds of businesses that have lamented over the difficulty of finding a quality candidate to work a part-time shift.

Prior to joining America Works, Craig was a candidate for the New York City Council, a researcher at the Fox News Channel and served as a civilian analyst with the U.S. Navy and as an aide to the Assistant Secretary of the Navy in President Bush's Administration. Craig has a Bachelor's degree from The Catholic University of America and a Master's degree in international affairs from the Bush School of Government and Public Service, Texas A&M University.



MEET OUR TEAM



Chuck Zimmer

The Co-Founder and Chief Technology Officer, **Chuck Zimmer**, has over twenty-five years of technology development experience. Chuck has held numerous positions in data architecture, data warehousing, and business intelligence. He has worked with many multinational organizations as a management consultant for PricewaterhouseCoopers, Trianz, and now Capgemini.

Chuck has been involved in several startups including being the Co-Founder and Chief Technology Officer of Food Fan; assisting the development of Lakota Solutions, which sold for over \$20 million; and founding Heartland Soups. Chuck looks forward to SweetGig being the go-to tool for millions of workers around the country.



CONTACT US FOR MORE INFORMATION

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