



# Online Job Service

BUSINESS PLAN CAREERCONNECTIONS.COM

---

3614 Western Highway  
Cleveland, Ohio 44113

---

*Our passion for developing recruiting innovations creates a world of ideas without boundaries. By aspiring to the highest standards of quality in everything we do, we will become a business without competition. At CareerConnections we don't view ourselves as being in the Internet recruiting business. We are in the business of helping employers find a diverse group of qualified candidates to make successful hiring decisions.*

---

- WHO WE ARE & WHAT WE STAND FOR
- EXECUTIVE SUMMARY
- BIOGRAPHIES
- INTERNET RECRUITING MARKET OVERVIEW
- COMPETITIVE OVERVIEW
- OUR CLIENTS
- MARKETING STRATEGY
- FINANCIAL OVERVIEW
- CRITICAL SUCCESS FACTORS
- TOP FORTY MARKETS

## WHO WE ARE & WHAT WE STAND FOR

CareerConnections is in the business of helping employment professionals find qualified candidates and successfully fill openings. We are experts in pioneering high-tech and nontraditional recruiting solutions. Our Virtual Job Fairs provide a low cost, high-impact means of reaching individuals in targeted geographic markets across the Midwest.

CareerConnections Virtual Job Fairs merge the immediacy of the Internet with the power of focused radio advertising to connect with qualified candidates. Through the strategic link between the Internet and radio, we are able to mobilize the attention of employed, experienced candidates and ignite the interest of passive job seekers.

As partners to the human resources team, we are committed to helping employers raise their corporate profiles and communicate their unique identities. We also dedicate ourselves to the serious task of attracting and maintaining a diverse workforce.

Human resources professionals applaud us for the muscle we add to their recruiting efforts. Candidates appreciate us for our quick and convenient access to a wide range of companies and their openings.

CareerConnections hosts Virtual Job Fairs in specific cities in the Midwest, where we commit ourselves to markets often neglected by other online employment services. Upcoming Virtual Job Fair markets include Chicago, Cincinnati, Cleveland, Toledo, Detroit, Grand Rapids, Indianapolis, and Milwaukee.



## Our Vision

Our passion for developing recruiting innovations creates a world of ideas without boundaries. By aspiring to the highest standards of quality in everything we do, we will become a business without competition.

## Our Mission

At CareerConnections we don't view ourselves as being in the Internet recruiting business. We are in the business of helping employers find a diverse group of qualified candidates to make successful hiring decisions. Our search strategies are creative, cost-effective, and dynamic.

## Our Principles

1. We build trusting relationships with clients through hard work and integrity.
2. We value innovation and continually strive to develop better ways to support our clients.
3. We keep our promises, respect one another, share rewards, and make time to have fun.
4. We view our clients and shareholder as partners. When our partners succeed, so do we.
5. We are tenacious.

CareerConnections's vision, mission, and principles are the cornerstone of our culture.

# EXECUTIVE SUMMARY

## Emerging Market for Employee Recruiting

- Companies seeking to find more dynamic recruiting methods...convenience of "Internet recruiting" in demand
- Candidates identified effectively and cost efficiently...without expensive recruiters or print advertising
- Significant growth potential exists in market...over 91,000 U.S. businesses with over 100 employees

## CareerConnections Virtual Job Fairs Represent Attractive New Channel for Reaching Passive Job Seekers...

- Recruiting employed, experienced candidates is a key objective for every employer
- Opportunity to leverage power of Internet with targeted radio advertising focused on local markets
- Clearly the largest untapped recruiting channel for employers...market potential \$2 billion plus

## We've Gotten Started...but Must Increase Resources to Capture Market Share Quickly...

- Market penetration dependent on investment in telemarketing, advertising, and technology capability
- Reduce expenses and increase control by bringing website/systems development and sales functions in-house
- Explore strategic acquisition of a business to business telemarketing company to shorten growth cycle
- Enhance our image as a technology company...establish Boston corporate office by September 30, 2000

## CareerConnections's Pro Forma Looks Solid...Phased Approach to Growth...

- Forecasting \$315,000 revenues in 2000...growing to \$11,250,000 by 2003
- Targeting \$6,775,000 pre-tax income over next 4 years...30 percent pre-tax profits



- Assumptions realistic...significant upside if Internet recruiting estimates hold true

CareerConnections strategically links the strength of the Internet with the power of targeted radio advertising to capture the attention of employed, experienced candidates conveniently and affordably.

## BIOGRAPHIES

### Management

#### Gerald Simons—President & Chief Executive Officer

Gerry Simons has over twenty years experienced in the financial services industry. Mr. Simons has held various senior leadership positions with GM Credit, Nissan Financial Services, Citibank Capital Corporation, and Lear Credit. He has had P/L management responsibility for businesses in excess of \$200 million and responsibility for sales budgets in excess of \$400 million. His expertise includes development of Internet strategies within the equipment leasing industry. Mr. Simons holds his Bachelor of Arts degree in business administration from Ohio State University.

#### Jill Monroe—Vice President Product Development

Jill Monroe is the author of *Job Hunters' Sourcebook: Where to Find Employment Leads and Other Job Search Resources* (Gale Research Inc.). Under her authorship, *Job Hunters' Sourcebook* was the recipient of two prominent publishing awards. Ms. Monroe has over twenty years of broad human resources management experience, with specialized knowledge in staffing, compensation, benefits, and employee relations. She has held senior human resources positions with Bonior Consulting Group and Ogilvy & Mather. Ms. Monroe holds her Bachelor of Communications degree from Ohio State University. Ms. Monroe is also a former board member of the Human Resources Association of Greater Cleveland.

#### Frederick Paul—Vice President Operations

Fred Paul has thirteen years of sales, managerial, and entrepreneurial experience. Mr. Paul was National Sales Manager for Mercury Interactions, a subsidiary of ABC Broadcasting. He was responsible for managing all national sales programs associated with ABC's national recruitment website. Mr. Paul began his career with Standard & Poors, where he was named Broker of the Year for three consecutive years. He started his own company, Creative Auto Detailing, and successfully built it into three locations before selling the company in 1996. Mr. Paul has his Bachelor of Arts degree in business administration from Northwestern University.

#### Suzanne Rintimacki—Vice President Business Development

Suzanne Rintimacki has three years of successful sales and business development experience with ABC Broadcasting. Ms. Schumacher was National Director of Sales and Business Development, and was responsible for creating and implementing nationally ABC's Wonder Job Fair product. She successfully executed nine events, generating over \$500 thousand in revenue. In 1997 she implemented the ABC JobConnect for ABC Radio Cleveland, generating \$1.1 million in revenue, and was honored as the number one market nationally for ABC Radio.

### Advisory Board

#### Troy Bennett—Dunston & Ray P.L.C.

Troy Bennett has been a practicing attorney with Dunston & Ray for twelve years and is a partner specializing

Источник бизнес-плана: <http://www.referenceforbusiness.com>



in Commercial and Product Liability, Commercial Landlord-Tenant, and Securities Litigation. Mr. Bennett is a member of the Litigation Section of the American Bar, State Bar of Ohio, and Cleveland Bar Association. He holds his Juris Doctorate Law degree from Columbia College Law School and his Bachelor of Arts degree from College of the Holy Cross. CareerConnections has engaged Dunston & Ray as its law firm.

#### **Jonathon Williams—Morgan & Reilly, LLP**

Jonathon Williams has been a practicing Certified Public Accountant with Morgan & Reilly for seventeen years and is a partner specializing in tax and consulting services to corporations. Mr. Williams is a member of the American Institute of Certified Public Accountants and the Ohio Association of Certified Public Accountants. He holds his Master of Science degree from Ohio State University and his Bachelor of Business Administration, Accounting degree from Ohio University. CareerConnections has engaged Morgan & Reilly as its accounting firm.

#### **Phillip Owens—Citibank**

Phillip Owens is Vice President and Deposit Relationship Manager for Citibank. Mr. Owens has over eleven years of banking relationship management experience. He holds his Juris Doctorate Law degree from Ohio College of Law and his Bachelor of Science degree from Ohio University. CareerConnections has engaged Citibank as its primary deposit bank.

#### **Yoko Una—The Smith Group**

Yoko Una has over twenty-five years of broad human resources management experience. Ms. Una has held senior human resources leadership positions with Macmillan, General Motors, and the University of Ohio. She is an active member and former officer and board member of the Society for Human Resources Management, Human Resources Association of Greater Cleveland, and Academy for Academic Personnel Administration. She is also a former board member of the College and University Personnel Association and Metro Cleveland Equal Opportunity Forum. Ms. Dolan-Greene holds her Master in Public Administration degree from the University of Virginia and her Bachelor of Arts degree from University of Arkansas.

#### **Sydney Atwater—Atwater Communications, Inc.**

Syd Atwater has over eighteen years' experience as a broadcast executive. Mr. Atwater is president of his own company, specializing in radio broadcasting and consulting services. He is an active member and former officer and board member of the Ohio Association of Broadcasters and the Pittsburg Area Radio Broadcasters Association. Mr. Atwater holds his Juris Doctorate Law degree from Ohio State Law School and his Bachelor of Arts degree from the University of Michigan.

#### **Kevin Freeman—Vision Information Technologies**

Kevin Freeman is the President & CEO of Vision Information Technologies, which he founded in 1997, specializing in website development and maintenance. Mr. Segura developed and patented VisionPro, a dynamic website development software which allows companies to self-manage their websites without technical expertise. His company has over 60 clients including such companies as GM Sales, Highland Brands, Michigan State University, and Monroe County. Mr. Freeman is a board member of the Hispanic Business Alliance, Hispanic Engineers Business Corporation, University of Ohio Computer & Information Science Professional Advisory Board, Economic Club of Cleveland, and Society of Hispanic Professional Engineers. He holds his Bachelor of Science degree in Computer Science from the University of Ohio.



## INTERNET RECRUITING MARKET OVERVIEW

Companies are aggressively looking for new ways to lower costs and generate better results.

### Online Recruiting Spending (millions)

1999	\$265
2000	\$525
2001	\$895
2002	\$1,340
2003	\$1,740

1999 \$265  
2000 \$525  
2001 \$895  
2002 \$1,340  
2003 \$1,740

### Number of Recruiters Using Online Ads (thousands)

1999	24
2000	38
2001	56
2002	90
2003	125

1999 24  
2000 38  
2001 56  
2002 90  
2003 125

Today, the Internet recruiting market is in its infancy, but the future opportunity is substantial as more companies seek to increase their Internet capabilities.

### Online Ad Spending Per Recruiter (thousands)

1999	\$11
2000	\$14
2001	\$16
2002	\$15
2003	\$14

1999 \$11  
2000 \$14  
2001 \$16  
2002 \$15  
2003 \$14

### Online Spending as a Percentage of Print Ads

1999	2.9%
2000	5.6%
2001	9.2%
2002	14.3%
2003	19.8%

1999 2.9%  
2000 5.6%



2001 9.2%  
2002 14.3%  
2003 19.8%

Overall Internet recruiting market is growing an average of 62 percent per year.

## COMPETITIVE OVERVIEW

Resume posting boards currently dominate Internet recruiting and have made a large investment to grow.

### Employment Website Market

#### Most Popular Employment Websites

Monster	3.9%
CareerPath	1.7%
CareerMosaic	1.5%
HotJobs	1.4%
CareerBuilder	0.5%

Monster 3.9%  
CareerPath 1.7%  
CareerMosaic 1.5%  
HotJobs 1.4%  
CareerBuilder 0.5%

### Largest Resume Posting Websites

#### (Percentage of Job Postings in thousands)

Monster	371
CareerPath	340
CareerBuilder	180
Headhunter.net	169
HotJobs	150

Monster 371  
CareerPath 340  
CareerBuilder 180  
Headhunter.net 169  
HotJobs 150

## Competitive Analysis

The top forty employment website companies offer similar products and compete for the same market share. Resume posting companies charge \$150-\$250 per job posting (packages generally range from \$5,000-\$50,000). There are over three million jobs posted on the Internet today. Approximately 71 percent of job board website resumes are from unemployed job seekers. Print employment ads are expensive and reach only 12 percent of adults with household incomes over \$50,000.

## Scorecard

CareerConnection's strategy of targeting passive job seekers in local markets with focused virtual job fairs gives us a significant competitive advantage.



## Virtual Job Fair Competitors

	Client Customized Radio Ads	Promoted through Local Radio	Targeted Demographics	Investment Required
CareerConnections.com	Yes	Yes	Yes	\$995-\$4,995
Jobs.com	No	CBS Stations only	No	\$2,000-\$8,500
CareerMosaic	No	No	No	\$4,500

	Client Customized Radio Ads	Promoted through Local Radio	Targeted Demographics	Investment Required
CareerConnections.com	Yes	Yes	Yes	\$995-\$4,995
Jobs.com	No	CBS Stations only	No	\$2,000-\$8,500
CareerMosaic	No	No	No	\$4,500

## Resume Posting Board Competitors

	Promoted through Local Radio	Targets Passive Job Seekers	Provides Current Resumes from Local Market	Requires Labor Intensive Process	Creates Sense of Urgency
CareerConnections.com	Yes	Yes	Yes	No	Yes
Monster	No	No	No	Yes	No
CareerPath	No	No	No	Yes	No
CareerBuilder	No	No	No	Yes	No
Headhunter.net	No	No	No	Yes	No
HotJobs	No	No	No	Yes	No

	Promoted through Local Radio	Targets Passive Job Seekers	Provides Current Resumes from Local Market	Requires Labor Intensive Process	Creates Sense of Urgency
CareerConnections.com	Yes	Yes	Yes	No	Yes
Monster	No	No	No	Yes	No
CareerPath	No	No	No	Yes	No
CareerBuilder	No	No	No	Yes	No
Headhunter.net	No	No	No	Yes	No
HotJobs	No	No	No	Yes	No

Some "experts" say that the larger a resume database gets the more difficult and time consuming it becomes to search.

Monster.com's founder and CEO, Jeff Taylor, admits that big resume services like his can be a black hole for job listings and resumes. "I think the matching process is begging for innovation."

## OUR CLIENTS

### What Our Clients Say

#### Aloha Cottage Health Services

"This was our first Virtual Job Fair. It was so informative and we got a great response. We're already planning for the next event!"

*Joanne Clarkston*

*Aloha Cottage Health Services*

*Human Resources Manager*





### **SelectCare**

"Of all the Internet recruiting we are currently doing, the Virtual Job Fair made it possible for us to target specific demographics and get results!"

*Lori Collins*

*SelectCare Individual Financial Services*

*Human Resources Specialist*

### **Greyhound Transportation International**

"The CareerConnections Virtual Job Fair got us results! We will be participating in all of the Virtual Job Fairs in 2000."

*Julie Jones*

*Greyhound Transportation International*

*Human Resources*

### **Macmillan**

"I just wanted to let you know that it was a pleasure working with you on the Virtual Job Fair. We were extremely pleased with the results, ease of use, and the excellent customer service."

*John Reynolds*

*Macmillan*

*Human Resources Manager*

### **Parklane Chevrolet**

"We received numerous resumes for several different positions. From sales to automotive technicians, we had a large number of qualified candidates to choose from."

*Reginald Stanley*

*Parklane Chevrolet*

*Human Resources Manager*

### **IBM**

"We received 45 qualified resumes for several different positions at IBM. So far we have hired 25 people from just one CareerConnections Virtual Job Fair!"

*Henry Lincoln*

*IBM*

*Staffing*

### **Our Clients—Cleveland, January 2000**

1. Compuware
2. Art Van
3. Macmillan
4. 7Eleven
5. IBM
6. Frito Lay
7. SelectCare
8. Creative Solutions





9. Proto-Tech
10. Eisenhower Center
11. Qualex
12. Army
13. CCX
14. Kinko's
15. Ameritech
16. CTS
17. CPI
18. Aloha Cottage Health Services
19. CDI Information Technology Services
20. ACSIA
21. E&E Manufacturing
22. Central Transportation International
23. Village Life Care Retirement Community
24. Parklane Chevrolet
25. Domino's Pizza
26. Enterprise Rent-a-Car
27. Sagemark Consulting

### **Our Clients—Boston, April 2000**

1. Children's Hospital, Toledo, Ohio
2. Macmillan
3. Firestone Tire & Service Centers
4. AirTouch Cellular
5. Anthem Life
6. Dominion
7. Safelite Auto Glass
8. Idea Integration
9. IBM
10. Huckleberry House Inc.
11. Cardinal Health Inc.
12. Uniprise
13. United Healthcare
14. Kmart
15. Executive Jet

### **Our Clients—Cleveland, June 2000**

1. Little Caesars' Pizza
2. Ameritech
3. Macmillan
4. Valvoline
5. Firestone Tire & Service Centers
6. Citibank
7. IBM
8. Overland Park
9. SelectCare
10. CCX
11. Comerica



- 12.Olympia Entertainment
- 13.Kelly Services
- 14.CTS
- 15.Alcoa
- 16.Steak 'n Shake
- 17.Parklane Chevrolet
- 18.Sports & Entertainment Dome
- 19.Compuware
- 20.Ohio Bank
- 21.ICA
- 22.Vision Information Technologies
- 23.IKON
- 24.Morgan & Reilly L.L.P.
- 25.BT Boulevard Retirement Community
- 26.Enterprise Rent-a-Car
- 27.ACSIA
- 28.Parkedale Pharmaceuticals
- 29.TEK systems
- 30.Carhartt
- 31.Army
- 32.Aloha Cottages Health Services
- 33.Verizon Wireless

## Radio Station Alliances

1. WFDA Sports Radio AM 1010
2. FM 103
3. ABC
4. The Light 1420
5. LIV
6. V96.3 FM Jazz
7. WDEQ Newsradio 830
8. WONK 93.9 FM Cleveland's Soft Rock
9. 106.9 Smooth Rock WSTE
- 10.95.5 FM Cleveland's Talkradio
- 11.WADR 91.9
- 12.WXYZ 1260 AM
- 13.FM 102.7 WCKL
- 14.970 WBOR The Voice of Ohio
- 15.104 WNOC
- 16.93.3 Solid Rock
- 17.WRN
- 18.18. 87 XYS
- 19.19. 109.9 Country Life

## MARKETING STRATEGY

**To take Internet recruiting beyond job boards to integrated solutions.**

How it works.

*Источник бизнес-плана: <http://www.referenceforbusiness.com>*



- 1. Build relationships with human resources professional on a personal level
- Become actively involved in the Society for Human Resource Management (SHRM)
- Target 430 local chapters nationally with over 200,000 members
- Utilize SHRM member directories and other strategic human resources lists to reach decision makers
- 2. Implement a pro-active database management sales plan to maximize our sales results
- Use Treasure Chest 5.0 database software to segment the market and achieve a competitive sales advantage
- Develop qualified leads through a focused lead generation telemarketing program
- Augment our database sales effort by high impact marketing techniques through email, SHRM banner ads, etc.
- 3. Use the power of radio to create awareness with human resources professionals and passive job seekers
- Reach human resources decision makers prior to a Virtual Job Fair with a pre-emptive radio campaign
- Promote each ten-day Virtual Job Fair with intensive radio advertising (300-350 spots) to link with passive job seekers
- Promote our clients and their opportunities through development of customized radio ads
- 4. Assure that our website is fast and convenient to use
- Provide sophisticated company profiling
- Maintain an effective direct link between candidates and companies
- Provide automated job postings

CareerConnections's marketing strategy is aggressive, disciplined, and efficient.

## FINANCIAL OVERVIEW

Number of Virtual Job Fairs

2000	7
2001	48
2002	96
2003	150

### Number of Virtual Job Fairs

2000	7
2001	48
2002	96
2003	150

Projected Revenue (thousands)

2000	\$315
2001	\$3,025
2002	\$6,624
2003	\$11,250

### Projected Revenue (thousands)

2000	\$315
2001	\$3,025
2002	\$6,624
2003	\$11,250

Projected Pre-tax Income (thousands)

2000	\$130
2001	\$1,262
2002	\$1,987
2003	\$3,375



## Projected Pre-tax Income (thousands)

2000	\$130
2001	\$1,262
2002	\$1,987
2003	\$3,375

## The Math

Projected Net Income (000's)	The Math			
	2000	%	2001	%
<b>Revenues</b>				
VJFs	\$315	100	\$3,025	100
<b>Expenses</b>				
Equipment	\$10	3	\$90	3
VJFs	\$160	51	\$1,566	52
• Radio Advertising				
• Event Promotion				
• Compensation				
Operating	\$15	5	\$107	4
<b>Total</b>	<b>\$185</b>	<b>59</b>	<b>\$1,763</b>	<b>59</b>
<b>Pre-Tax Income</b>	<b>\$130</b>	<b>41</b>	<b>\$1,262</b>	<b>41</b>
<b>Taxes</b>	<b>\$46</b>	<b>15</b>	<b>\$442</b>	<b>15</b>
<b>Net Income</b>	<b>\$84</b>	<b>27</b>	<b>\$820</b>	<b>27</b>

Equity injection required to achieve future growth.

Projected Net Income (000's)	The Math			
	2000	%	2001	%
<b>Revenues</b>				
VJFs	\$315	100	\$3,025	100
<b>Expenses</b>				
Equipment	\$10	3	\$90	3
VJFs	\$160	51	\$1,566	52
• Radio Advertising				
• Event Promotion				
• Compensation				
Operating	\$15	5	\$107	4
<b>Total</b>	<b>\$185</b>	<b>59</b>	<b>\$1,763</b>	<b>59</b>
<b>Pre-Tax Income</b>	<b>\$130</b>	<b>41</b>	<b>\$1,262</b>	<b>41</b>
<b>Taxes</b>	<b>\$46</b>	<b>15</b>	<b>\$442</b>	<b>15</b>
<b>Net Income</b>	<b>\$84</b>	<b>27</b>	<b>\$820</b>	<b>27</b>

Equity injection required to achieve future growth.

## CRITICAL SUCCESS FACTORS

To compete and succeed in the top forty markets, a minimum of \$1,000,000 in additional capitalization is essential.

How the money will be invested	
Enhancement to the website	\$35,000
Computers, software, network server	\$30,000
Phone system	\$25,000



## How the money will be invested

Enhancement to the website	\$35,000
Computers, software, network server	\$30,000
Phone system	\$25,000

### Key Staff Additions

1. National Account Relationship Manager	\$80,000
2. Inside Sales Manager	\$60,000
3. Seven Inside Salespeople	\$280,000
4. Two Administrative/Customer Service People	\$85,000
	\$120,000
	\$625,000

## Key Staff Additions

1. National Account Relationship Manager	\$80,000
2. Inside Sales Manager	\$60,000
3. Seven Inside Salespeople	\$280,000
4. Two Administrative/Customer Service People	\$85,000
	\$120,000
	\$625,000

### Working Capital

1. Boston Corporate Office	
2. Advertisement and Promotion for Growth	
3. Establish Benefit Plan	
4. Miscellaneous Operating Expenses	\$285,000

## Working Capital

1. Boston Corporate Office	
2. Advertisement and Promotion for Growth	
3. Establish Benefit Plan	
4. Miscellaneous Operating Expenses	\$285,000

## TOP FORTY MARKETS

1. New York
2. Los Angeles
3. Chicago
4. San Francisco
5. Philadelphia
6. Dallas
7. Cleveland
8. Boston
9. Washington, DC
10. Houston
11. Atlanta
12. Miami
13. Seattle
14. San Diego
15. Phoenix
16. Minneapolis
17. New Jersey
18. St. Louis
19. Baltimore



20. Tampa
21. Pittsburgh
22. Denver
23. Detroit
24. Portland
25. Cincinnati
26. San Jose
27. Riverside
28. Sacramento
29. Kansas City
30. Milwaukee
31. San Antonio
32. Providence
33. Toledo
34. Salt Lake City
35. Norfolk
36. Charlotte
37. Indianapolis
38. Orlando
39. Las Vegas
40. New Orleans