Challenge ID: SOL-C00003
Closing date for submissions: 4 May 2016
Helpdesk: +27 (0) 60 967 3411
digitalcareer@solexinnovation.com

Disrupting the online employment industry

Challenge Statement	**Disrupt the current online employment advertising industry**

Our client is a global technology company interested in identifying and supporting novel approaches to disrupt the current online job-board market by dramatically improving the user experience for both job seekers and employers

Opportunity	Depending on the maturity of solution, the challenge owner is willing to consider the following commercial arrangements:

- Joint venture;
- Equity investment; and
- Outright IP acquisition.

Solution maturity	The following are of interest:

- Purely conceptual business and technology models (i.e. product / market fit has not yet been validated);

- Validated business and technology models (i.e. product / market fit has been at least partially validated);

- Proof-of-concept stage technologies (i.e. product / market fit has been validated and a viable business model is being developed); and

- Early-stage commercial entities (i.e. product / market fit is in place, and the organisation faces scaling challenges).

Timelines	Submissions open	Review	Engage
	04 April **Closing date: 04 May**	30 May	1 June

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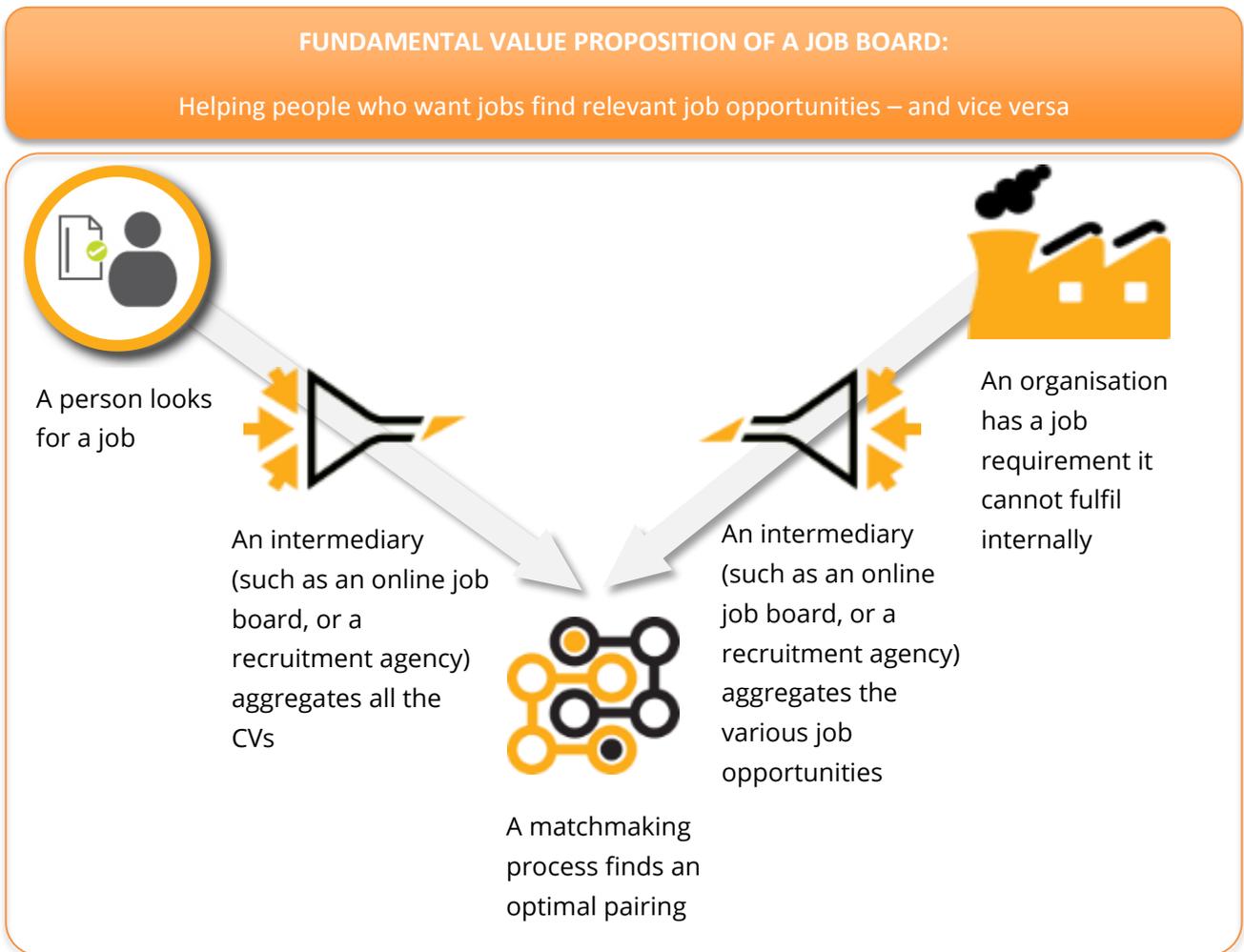digitalcareer@solexinnovation.com

Context

For as long as there have been people seeking work, the ability to connect job seekers to potential employers has been a valuable service offering.

The traditional recruitment and job boards of the latter part of the 20th century rapidly evolved to take advantage of the scale and ease offered by the now pervasive global internet infrastructure. Starting with sites such as Monster.com in 1996, the global, online employment facilitation industry has grown to a market size on the order of US$10 billion.

The value proposition associated with job boards (online or otherwise) remains simple, as shown generically in Graphic 1:

FUNDAMENTAL VALUE PROPOSITION OF A JOB BOARD:

Helping people who want jobs find relevant job opportunities – and vice versa

A person looks for a job

An organisation has a job requirement it cannot fulfil internally

An intermediary (such as an online job board, or a recruitment agency) aggregates all the CVs

An intermediary (such as an online job board, or a recruitment agency) aggregates the various job opportunities

A matchmaking process finds an optimal pairing

There are various business models that can address this underlying value proposition, and different groups have done so, with varying degrees of success. The list includes online job boards, social networks, mobile matchmaking platforms, vertical search engines, and specialist recruitment consulting companies.

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However, changing technology, society and human behaviour provide an opportunity for existing business models to be disrupted. A number of pain points have been identified that are common to some, or all, of the current business models.

A generic business model is shown in Appendix A, along with the location of key pain points (though these are not necessarily an exhaustive list).

These include, but are not restricted to, the following:

For Job Seekers

- User Registration: modern job seekers often prefer not to go through a particularly long or complicated registration process;

- Job searches: being able to find relevant jobs at non-anonymous organisations; and

- Job and company information: currently, job seekers require significantly more insight into the potential employer, to ensure an appropriate cultural fit even prior to submitting an application.

For Recruitment Agencies and Employers:

- Database: a lack of quality candidates on the data base;

- Screening: job seekers are becoming less willing to provide hirers with the information needed to make informed decisions; and

- Hiring: the high cost of recruitment agencies for employers.

Other pain points may exist, that could be revealed through further customer validation.

Challenge

The challenge owner wishes to introduce a digitally enabled business model into the African recruitment market, with an initial focus on the South African and Nigerian markets (being the largest in Africa).

Submissions are therefore invited that preferably have the following characteristics, and achieve the following outcomes:

- Be primarily a **mobile** device based solution;

- Enable efficient, **intelligent** matchmaking of job candidates with employment opportunities;

- Ensure **as little friction as possible** during the interaction between job seekers and hirers;

- Demonstrate a **viable and scalable** revenue model; and

- Incorporate **non-technical factors** into the matchmaking process.

The above list is not exhaustive, and additional value propositions – determined by you as the solution provider – are absolutely encouraged.

3

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Your submission should include the following:

1. **Context**
   A description of how you view the current online job board business model and market (e.g. through a detailed description, schematic or infographic);

2. **Value Proposition**
   How your solution creates a better outcome for all users of an online job board, in comparison to current business and technology models (e.g. through the use of a value proposition canvas, or mock demonstrations of end solutions);

3. **Technology Solution**
   The underlying mechanics of how your proposed solution will achieve the value proposition defined earlier (e.g. through a high level system architecture diagram, or proposed user journeys);

4. **Business and revenue model**
   If appropriate, an associated business and revenue model that demonstrates the financial viability of the value and technology models defined earlier. If you are already operating as an organisation, scaling and revenue projections.

5. **Team experience**
   The overall capabilities and experience of the team in delivering the solution.

There is no formal template that needs to be used to respond to this challenge. However, solutions that do not include appropriate information in regards to the evaluation criteria above may be disqualified.

Evaluation Criteria

The challenge owner will evaluate proposals, and select a shortlist of candidates with whom to engage further. Criteria include:

- The insight demonstrated of the online job board market through either experience or research;
- The ability of the solution to deliver significant value to all users of the platform (e.g. meet the desired characteristics discussed in this challenge brief, and / or any others identified by you);
- A well-structured and communicated value proposition (e.g. through a value proposition canvas, wireframes, or other approach as desired.)
- The appropriateness of the solution (i.e. product / market fit) (very important);
- The viability and scalability of the business model (very important);
- Technical feasibility of the proposed solution;

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- Communication and explanation of any associated proprietary or 3rd party intellectual property aspects involved in the proposal; and
- The capability and experience of the respondent and associated track record.

Challenge timelines

The timelines for this challenge are shown below.

Stage	Description	Start Date	End Date
1	Challenge go-live date	04 April 2016	n/a
2	Challenge open period	04 April 2016	04 May 2016
3	Evaluation period	08 May 2016	30 May 2016
4	Feedback to respondents	1 June 2016	n/a
5	Shortlist candidate discussions	> 1 June 2016	-

Submission process

To submit a proposal for this challenge, please visit:

www.solexinnovation.com

For any enquiries, please contact the Helpdesk at digitalcareer@solexinnovation.com or +27 (0)60 967 3411.

Protection of IP

The intention of this challenge is to identify promising new business concepts and support their development and implementation.
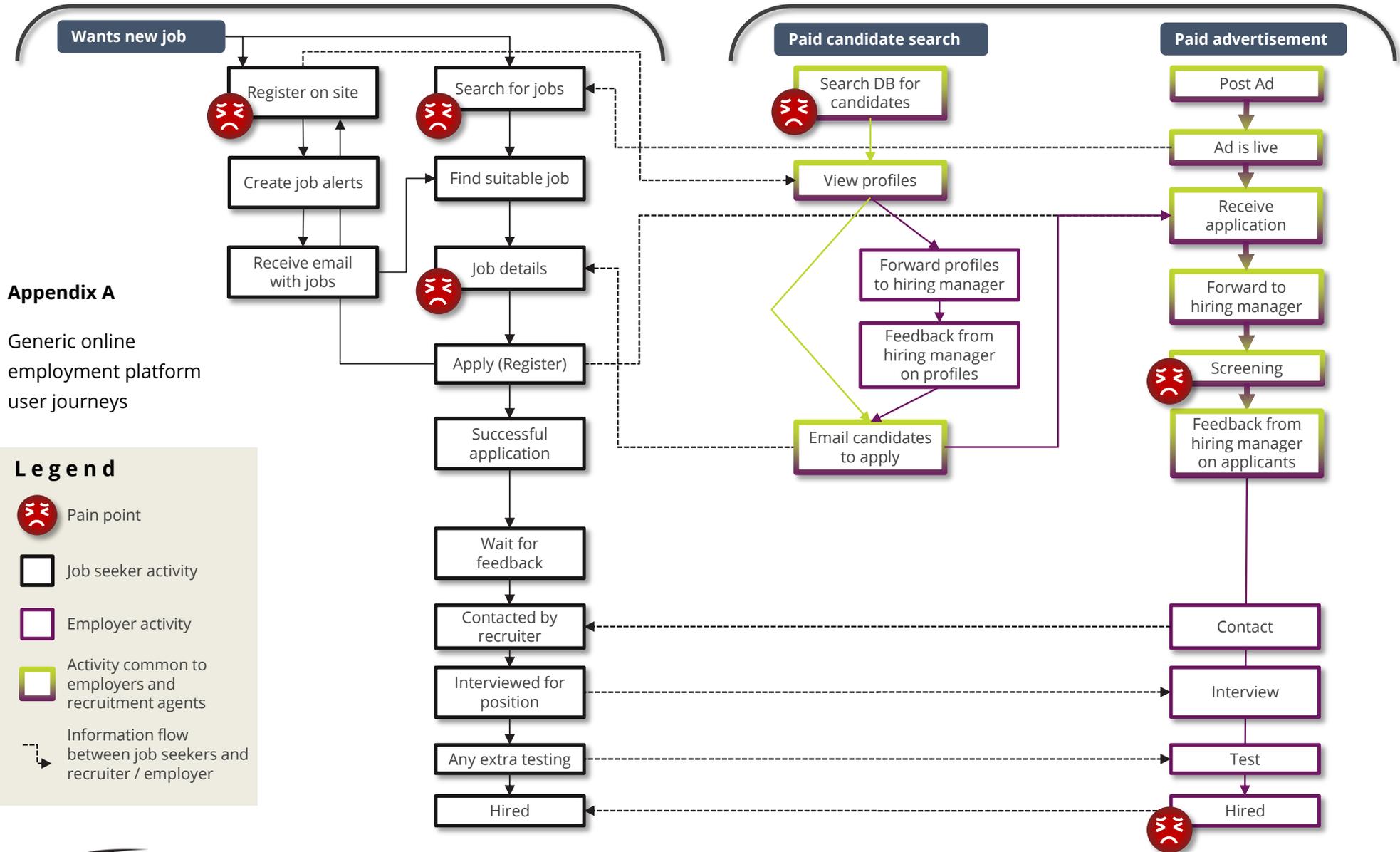
It is important that no confidential intellectual property or information is disclosed through this process. This may include pre-existing software, processes, systems or market research that is not publicly available.

By submitting a response, you represent that your response does not, and will not be deemed to, contain any confidential information of any kind whatsoever. RIIS and its project partners will not be held liable for the loss of any intellectual property.

In the event that your solution is selected for further development, the appropriate intellectual property protections will be put in place to support both yourself and the challenge owner.

Job Seekers

Employers & Recruitment Agents

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Wants new job

Register on site

Create job alerts

Receive email with jobs

Search for jobs

Find suitable job

Job details

Apply (Register)

Successful application

Wait for feedback

Contacted by recruiter

Interviewed for position

Any extra testing

Hired

Paid candidate search

Search DB for candidates

View profiles

Forward profiles to hiring manager

Feedback from hiring manager on profiles

Email candidates to apply

Paid advertisement

Post Ad

Ad is live

Receive application

Forward to hiring manager

Screening

Feedback from hiring manager on applicants

Contact

Interview

Test

Hired

Appendix A

Generic online employment platform user journeys

Legend

- Pain point
- Job seeker activity
- Employer activity
- Activity common to employers and recruitment agents
- Information flow between job seekers and recruiter / employer

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