

CHARTING MARKETPLACE SUCCESS

Marketplace Partner Program

Marketplace Partnerships

Hired1st connects with selected marketplace partners to help solve skills shortages and recruitment challenges. Partners are invited to a revenue share program based on the hire of candidates by their employer network.

Shared Mission

Hired1st, with our partners, help connect employers to a global network of talent. We make it easy for employers to expand their search for talent across borders

Focussed Industries

- ✓ Cyber Security
- ✓ Blockchain experts
- ✓ Programmers
- ✓ Accounting
- ✓ Nurses
- ✓ FinTech



Verified Community Partners

All our partners are screened & verified before entering the Marketplace.



Targeted Network of Jobseekers

All candidates are invited to the Marketplace through our community partners.



Recruitment Services

Marketplace partners provide services to connect employers with candidates.



Workforce Wallets

Workforce wallets provide employers with skills & compliance data to match to jobs.



Employer Experience

You decide on how employers find talent: Candidate Order versus Talent OnDemand



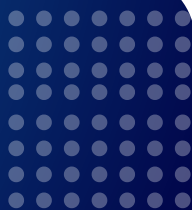
Custom Marketplace Portals

Partners receive branded and customised employer/candidate portals.



Activate your Marketplace

Changing the future of work



Industry Targets

Industry specific approach – target specific industries related to your existing business networks



Remote Working Solution

- Global network of remote workers.
- Automate global employment.



Contractor Management

- Hire contractors (with integrated billing).
- Hire freelancers on specialist projects.



Recruitment costs reduced

- Our technology platform enables employers to reduce their recruitment costs by up to 85%.



Community Partnerships

- Build partnerships with Talent Communities.
- Promote the best talent to your employers.

Community Partners

Select the Talent Community partnerships to match your client's needs. These include:

Hired1st Communities

Universities / Colleges

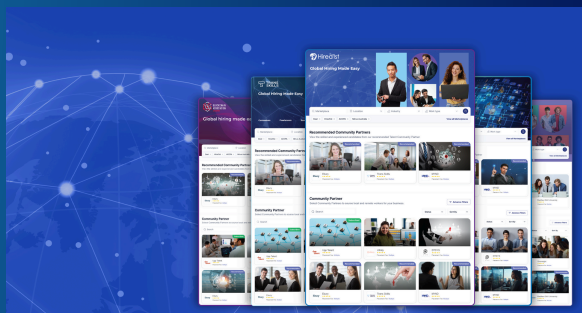
Industry Associations

Tech Partnerships

Recruiter Agencies

EOR | COR Partners

One World, One Workforce



Portal Launch



Timeline

Phase

01

Platform Set-Up

- Branding Platform + Website Design
- Development Regional and Industry
- Scope Profiling Employers Requirements

Phase

02

Go-To Market Plan

- Brochures, Videos, Positioning Strategy
- Employer Engagement & Comm.
- Plan Build Employer Pipeline + Forecasts

Phase

03

Pilot Launch

- Employers Onboard to Marketplace
- Refine Go to Market Plan
- Build Case Studies

Phase

04

Marketplace Launch

- Launch to Employer Network
- Communication and Marketing Plan
- Resource Plan, KPI's, Growth Plan



Key Steps in the Launch Process



Scope Employers' Requirements

Understand the profile of your employers. Document their talent requirements; list types of workforce models e.g. remote, EOR/COR. contract, perm, freelancer; determine the key job roles they require.



Solution and Pricing Strategy

- Define solutions and offerings and key markets.
- Set the placement fee schedule in collaboration with Communities.



Build a Partnership Strategy

- Identify key partners and types – e.g. education providers, technology providers and recruiters.
- Build a pipeline and strategy to attract new partners.
- Onboard new partners to optimise placements.



Go-to-Market Strategy

- Build marketing assets to promote employer registration.
- Partner shares revenue projections and business plan
- Client Onboarding process, define roles and responsibilities.



Building an Ongoing Business

- Hired1st and Partner review/update business plan/projections.
- Track KPI's and strategic sales growth for the Marketplace.
- Expansion plan to new sectors.

Focus on ensuring the Marketplace has the partnerships that helps your employers hire the right talent



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Grow through Community Partnerships

Connect your employers with the optimal partners to help them find the right talent for their jobs.

Enable employers to build ongoing relationships with sourcing partners through your Marketplace



Add Community Partners to your Marketplace



Education Providers

Graduates and Post Graduates with work experience.



Technology Partners

HR Technology Providers provide access to verified jobseekers.



Contractor Solutions

Access experienced and qualified professional contractors.



Recruiter Agencies

Access pre-screened and qualified jobseekers from specialist recruiters.



Our Differentiation

Key tasks for our Marketplace Partners:

- Clearly define the job roles your employers need.
- Focus on areas where international talent is needed.
- Set placement fees at 80% cheaper than recruiters.
- Provide employers access to their own private community partners.

Contact Us



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MARKETPLACE LAUNCH: HOW WE GUIDE YOUR STRATEGY

01.

Developing your Marketplace platform and business model

- Define Industry Sectors.
- Regional Locations. Target
- Talent Communities. Define
- Marketplace Offerings. We
- build out Website. Establish
- Business Plan and publish revenue projections.



02.



Build Community Partnerships

- Decide on relevant community partners in Hired1st network.
- Build partnership strategy.
- Build sales pipeline.
- Network with key community partners.

03.



Marketing Plan for Marketplace

- We build launch assets – videos, brochures.
- Communication plan to employers.
- Onboarding plan for employers.

Launch your Marketplace

- Sell Marketplace to employers.
- Make placement targets per month.
- Build dedicated business unit.

04.



BILLING PROCESS DEFINED

EMPLOYER PAYMENTS AUTOMATED

