

ZoEasy – a platform which educates and matches blue collar job seekers with best-fit employers in a more ethical and transparent manner



### Problem

Recruitment in the blue collar sector relies on middle-men who influence the hiring process and prey on the financial desperation of workers. Skill & expectation mismatch b/w employers and job seekers also lead to conflict and attrition.

### Solution

A platform which combines technology and modern hiring practices to educate and match blue collar job seekers directly with best-fit validated employers. A solution which eliminates middle-men and enables transparency / informed decisions.

### Marketsize

There are 4 million migrant blue collar workers in the UAE, 26 million in the Gulf and 2 billion general blue collar workers worldwide. This market has the ability to contribute USD 7.5 trillion to the global GDP, which is 3X of the white collar market

### Competition

Direct competition is from an offline network of agents and brokers (middle-men) who have dominated the market for decades. Most online talent platforms are white collar focused. In our region, we have first-mover advantage.



### Revenue model

We have a pay as you go model, where employers pay per successful placement (one month salary). We also receive subsidies from Source Governments, Skill Development and CSR programs.

### GTM strategy

Job Seekers: Facebook, WhatsApp, Government / Skill Development tie ups, similar social enterprises & NGOs.

Employers: Host Country Governments and departments (e.g. Ministry of HR, Happiness Ministry), third party CSR programs

### Traction:

- Database of **65,000** job seekers
- Pilot placements of **100** job seekers
- Collaborations with **2 prominent Governments** on Skill Development and Placements
- Part of the **World Economic Forum – Global Shapers Community**
- Ambassador at **One Young World** and a top initiative contributing to the **UNSDGs**
- Awarded the **Enterprise for Peace Scholarship** by the **Dutch Ministry of Foreign Affairs**

### Contact Us

**Address:** Union, Area 2071, The Boulevard, Emirates Towers, Dubai, United Arab Emirates

**Email:** [spandana@zoeasy.co](mailto:spandana@zoeasy.co)

**Number:** +971 50 197 1945

