



## JOB.I.MA

### One line pitch:

Online job board based on predictive matching algorithms and big data analytics to make recruitment instant, more effective and efficient



### Market Analysis:

The Staffing and Recruitment market is worth an estimated \$22 billion worldwide. Our primary target market is MEA with a reported value of \$1/2 billion and average growth of 5.7%. According to the ILO, the unemployment rate will continue to deteriorate. On average, job seekers remain unemployed for a period of 5-13 months while engaging in on-line job search. Meanwhile, recruiters undertake a 2-6 months long stressful hiring-process, with no efficient tools to cut down the costs and save time. Hence, the productivity levels drop. Moroccan Government believes that there is a lack of Data-Metrics and appropriate tools to solve an unemployment issue as well as to collect a necessary data.

### Value proposition:

HR managers invest a lot of efforts in filtering, preselecting, sorting, ranking and calling the potential candidates for basic information. Meantime, job-seekers spend hours on a daily basis to manually scroll through web pages of numerous job-boards. The algorithms we built save time, money, efforts and energy of both type of users by instantly suggesting to recruiters a justified ranking of best candidate matches, and by automatically applying for jobs on behalf of job seekers. Afterwards, we gather a structured Data in order to come up with advanced analytics and metrics to find solutions that will help to reduce unemployment and to increase employability.

### Business Model:

Free for job seekers Monthly, Yearly, Pay As You Go for recruiters and headhunters

### IP and Regulatory situation:

Incorporated in Casablanca, Morocco (Société Anonyme)

## COMPANY PROFILE

- **Website:**  
www.jobi.ma
- **Field:**
- **Contact:**  
AZIZ Hafed  
contact@jobi.ma
- **Location:**  
217 Bd Brahim Roudani  
Prolongé Résidence El Fath,  
1er Etg, N°3  
20000 Casablanca  
Morocco
- **Founded in:** //05/2016
- **Employees:** 6
- **Financial information (€):**
  - **Company stage:**  
Pilot Phase
  - **Capital raised to date:**  
60000
  - **Monthly burn rate:**  
5500
  - **Capital seeking and date:**  
250000
- **Investors:**  
Santis Financements and  
Participations SA