



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