

## Inclusion

We connect companies with Black, Latinx and Female on-demand talent

• 100% RECOMMENDED BY INCLUSION

Between 2002 and 2017 I spent several hundred of hours of research on what makes a successful company. I found that the most successful companies are those that have a clear company direction, a leadership model and were actively sought out by diverse talent. I also found that the most successful companies are those that are open to different kinds of talent.

That's how I came up with the idea for inclusion.

ABOUT

CONTACT

INCLUSION

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#### We're the first startup focused on diverse on-demand talent

Yes, you read correctly, we are **first-to-market!** We are the only startup focusing on connecting companies with Black, Latinx and Female on-demand talent.  
We're a double-sided marketplace. We reach clients by pitching hiring managers on the benefits of introducing diversity into their organization.  
Candidates join our database of talent as they see the opportunities posted by inclusion on social media and job boards.

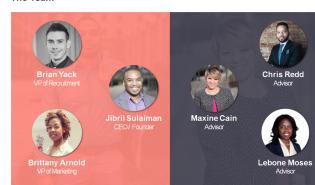
#### How do we make money?



Inclusion generates revenue in multiple ways:

- Platform fees that occur when a company hires and pays for talent through the Inclusion Marketplace.
- Commissions earned when talent is permanently placed with a company through recruiting activities.
- Margins earned as part of the bill rate when a company hires contract talent from Inclusion in a technical staffing scenario.

#### The Team



Inclusion has a team whose experiences comprise of startup operations, entrepreneurship, business strategy, HR leadership, workforce development and technical expertise.

#### Investor Q&A

##### What does your company do? ~

On the fronted, Inclusion is a skills-specific freelance marketplace that connects companies with talent in specific fields matching services & payment. On the backend, Inclusion complements its marketplace by providing contract staffing & direct hire placement for talent with emerging tech skills. Inclusion also provides a dedicated social community that serves as a safe space for talent to network, collaborate and share.

- COLLAPSE ALL

##### Where will your company be in 5 years? ~

In five years Inclusion will have reached critical mass as the go-to primary or secondary talent marketplace companies will use to hire diverse on-demand talent for contract & full-time jobs. Inclusion will integrate with various ATS (Applicant tracking systems) so companies can easily hire diverse candidates. Inclusion will also facilitate work between talent and companies in the US, Africa & other regions of the world where there is a need to connect with diverse talent.

##### Why did you choose this idea? ~

Between 2011-2017 I spent several hundreds of thousands of dollars on on-demand freelancing platforms hiring talent to help grow my 1st tech startup. After my company's downturn, I became a freelancer myself and was actively sought out by companies wanting to utilize the skills & perspective of a Black web developer in their projects.

##### Why is this a good idea, right now? What changed in the world? Why wasn't this done a few years ago? ~

More companies are recognizing the need for diverse teams and representation from various backgrounds.

Also, there's a shift in the ratio of contract vs full-time candidates companies hire. There's also a shift in the need for professionals to work flexibly.

But as companies search for diverse talent, no recruitment firm, staffing firm or talent marketplace is focused on highlighting Black, Latinx and Female on-demand talent.

##### What is your proudest accomplishment? ~

I've grown multiple businesses to \$1M+ in sales. First as a small business owner with \$3.6M in yearly sales and then as a startup founder with \$1.8M in yearly sales. I was able to grow my tech startup 700% over 2 years and was awarded \$4k on the 2016 Inc5000 list.

##### How far along are you? What's your biggest obstacle? ~

We've launched an MVP marketplace that allows companies to sign up and post opportunities.

We've onboarded 1000+ professionals and matched 150 of them with the 250 companies that have also onboarded platform.

We've partnered with over 15 companies and organizations to further diversity and inclusion in human capital, talent search, job-opportunity-access, fintech and in the future-of-work.

Our notable client is Emory University's Continual Development Program.

Our biggest obstacle is continuing to gather the data points around the incentive for companies to hire diverse talent in a way that proves product-to-market fit.

##### Who are your competitors? Who is the biggest threat? ~

There are few women-focused platforms with a diversity theme, talent marketplace and staffing backbone:  
1. The Mom Project  
2. Momsource Network  
3. Power-to-Fly

These companies connect women only with flexible and contract opportunities. None currently provides a freelance component. None are to expanding into the African Diaspora, and connecting companies with an entire community's talent.

I'd like to also mention Jopwell. We have been compared to this company in the past. Jopwell does not:

1. focus on contract or on-demand talent,
2. doesn't provide staffing services (30% of the \$16 billion dollar staffing/recruitment industry)
3. only provides a job platform, not a freelance talent marketplace.

##### What do you understand that your competitors don't? ~

By 2020 most of the talent sought out and presented to companies will be freelance, on-demand, & contract in nature. More than 50% of the workforce will be talented professionals who want more flexibility and technology is giving them the opportunity to do so.

Simultaneously, companies are realizing that they can save money by hiring on-demand talent. Technology is providing hiring managers with a way to circumvent recruiters & staffing companies through talent platforms and marketplaces.

There's an evolution in the way companies hire and the way workers work. But as companies search for diverse talent, no recruitment firm, staffing firm or talent marketplace is focused on highlighting Black, Latinx & Female on-demand talent.

##### How will you make money? ~

If a freelance project is awarded through the marketplace then the client pays a platform fee equaling 10% of the total amount paid to the talent. If a client hires a candidate in contractual contractor role (in a normal staffing placement) then the client pays a bill rate 60% higher than the rate that the candidate will receive for his or her payrate. We generate revenue from the markup between the bill rate - payrate. That margin is around 20%.

##### What are the biggest risks? If you fail, what would be the reason? What has to go right for you to succeed? ~

Considering women-centric platforms like The Mom Project and Power-to-Fly already exist and have raised millions of \$\$\$ in funding, Inclusion's risk is not being able to effectively communicate the specific business case as a value proposition for companies to use our platform to source talent beyond just diversity.

##### What do you need the most help with? ~

We need help with integrating with applicant tracking systems and business development in a scalable way that allows us to reach multiple companies at a time, thus proving product-to-market fit.

##### What would you do with \$20,000? How about \$100,000? ~

Any amount of money will give us the ability to continue to A/B test multiple business development strategies that will directly impact product-to-market fit. \$20k will also allow us to lightly compensate the specialized biz dev and web dev talent we employ.