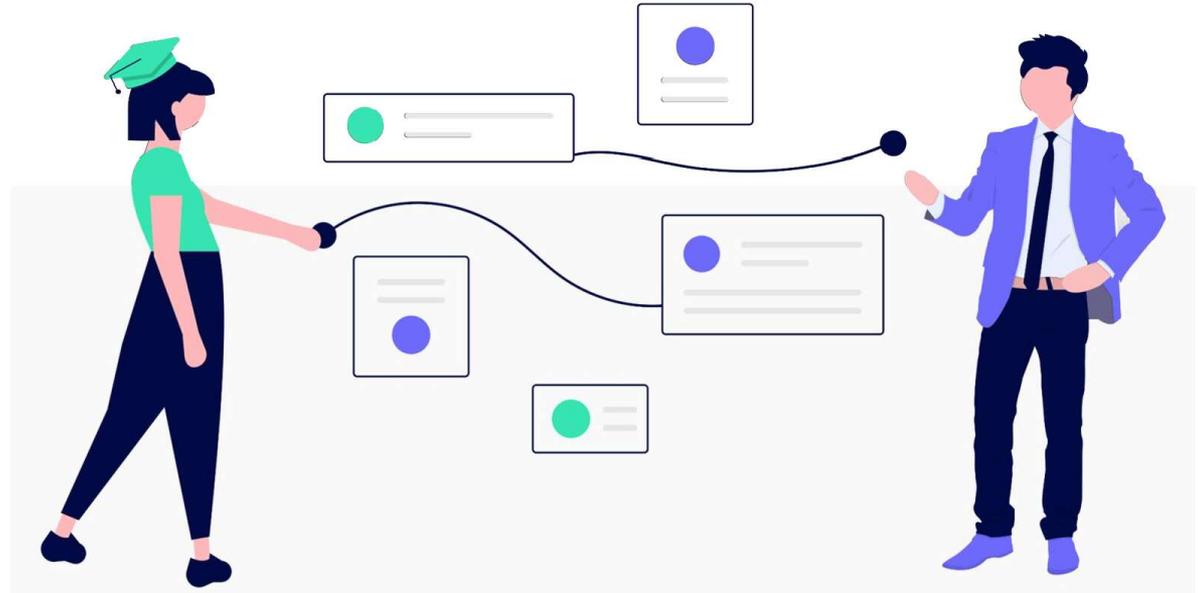


# Improving college hiring through task-based projects



# Hi, I'm Daniel and I founded Vaqat as a solution to my personal challenges I faced first as a student, and then as a consultant



**Daniel Robaczewski**

Founder & CEO

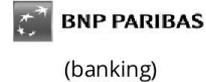
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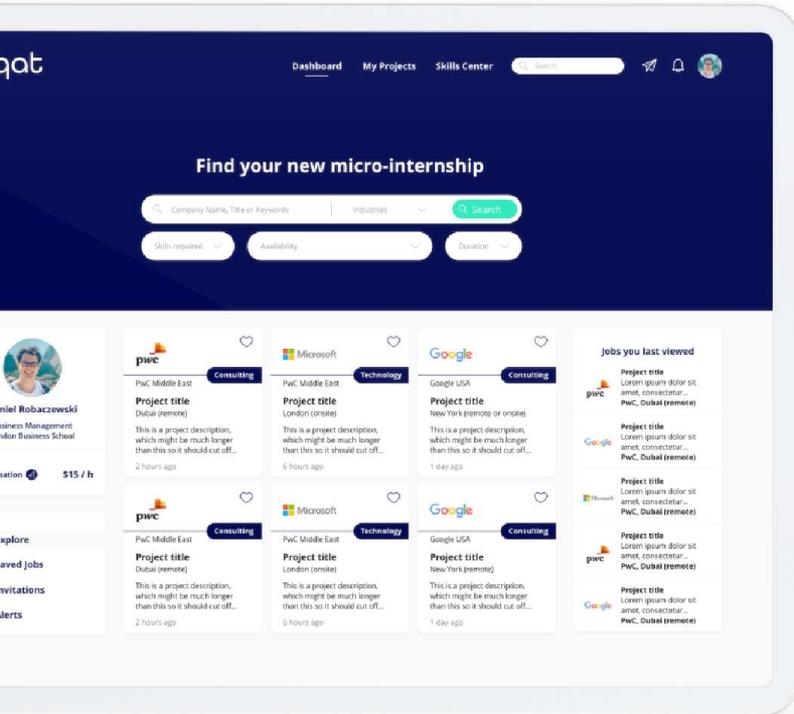
5+ years at management consulting firms, often working 100h+ weeks



2+ years of internships completed while at college to find a desired career



# Vaqat is a platform where companies outsource intern-like tasks to pre-vetted students and can hire the best of them full-time



## Every employee of a registered company...

Once a company registers, each employee can create his / her own profile under the company account

## ... can outsource intern-like tasks...

Employees can outsource intern-like tasks, such as market research, translations or slide development

## ... to verified students...

Students' skills are verified through our built-in assessments (e.g., Excel or Python) and previous feedback reports

## ... who could turn into future employees!

Project performance report is shared with the company's HR, which can identify top candidates for future recruitment

# With Vaqat, employees get extra support, recruiters identify top talent, and students explore various careers



## Employees

- Outsource tasks to improve work-life balance and job satisfaction
- Get matched with motivated students from leading universities
- Get extra support within hours for a few hours, days or weeks



## Recruiters / Executives

- Assess potential candidates in a real work environment
- Build relationships with students globally and early-on
- Provide an employee perk to existing staff by allowing them to work less

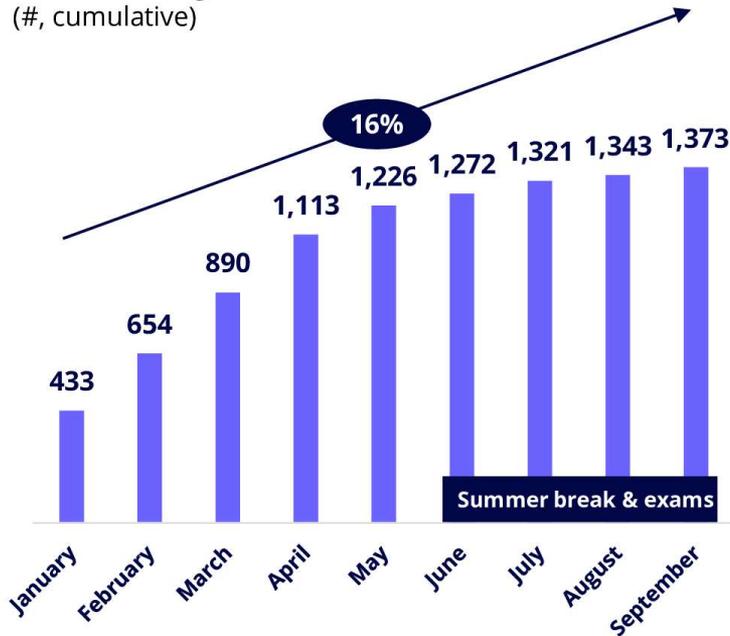


## Students

- Get relevant work experience
- Explore various careers without committing to one full-time
- Expand professional network
- Get paid for every project

# We've validated the supply side by attracting 1,350+ students in 37 countries just through the word of mouth

Number of registered<sup>1</sup> students  
(#, cumulative)



**4 Career Team partnerships**

Career Teams at London Business School, Nova SBE, ESADE and AUB have promoted Vaqat for free to their students

**178 universities**

Our talent base comes from 178 schools, such as Stanford, UCL, LBS, ESADE, WHU, Nova SBE, Bocconi, and AUB

**25 majors**

Most represented majors are business, economics, engineering and finance

**37 countries**

Students come from the UK, US, Germany, Poland, Lebanon, Spain, France, Portugal, Canada, South Africa, Singapore and more

**72 languages**

Most spoken languages (except for English) are French, Spanish, Arabic, German, and Mandarin

**Gender split**

43% of registered students are women

1. The number of registered students includes only students who have created at least the basic profile (i.e., finished the full registration funnel)

# We've also proven the demand side by facilitating 50+ projects across various company stages, industries and countries

GMV generated (USD)



## We've organically attracted 61 corporates and startups



## We've facilitated projects across various industries

Consulting

eSports

Health Tech / Pharma

AR/VR

Venture Capital

Food & Beverages

Automotive

Events

## We've connected users in 11 countries on 3 continents



# Large and small clients have recognized our value offering and have become repeat customers

## Bain & Company



- Description:** One of the top 3 consulting firms globally with 13k FTEs and \$6B in revenue
- Number of projects:** 10 projects completed
- Project focus:** Market research, store checks, translations
- Students from:** Stanford, U. of Chicago, Rutgers U., Witten U., Goethe U., Warsaw School of Economics

### Comments:

1. Bain outsourced **work usually done by analysts after hours or on weekends**
2. Bain marked students for **future recruitment early-on** (freshmen) and **internationally** (US, Germany, Poland)
3. Bain's HR considers rolling-out Vaqat as an **employee perk** in an EU office – all consultants would get a monthly budget to spend on the platform to improve their work-life balance

## Mentalyc



- Description:** US-based pre-seed Health Tech startup backed by Berkeley Skydeck & EF
- Number of projects:** 12 projects completed
- Project focus:** Data cleanup, NLP model development, data scraping, social media, technical research, feature development
- Students from:** London Business School, WHU, IE University, AUB, UCL, Bocconi, Lebanese American Uni.

### Comments:

1. Mentalyc outsourced tasks, for which the **founders didn't have time capacity or internal capabilities**
2. The team was looking for extra support from **smart and motivated talent at an affordable price**
3. Vaqat could provide them with **candidates available immediately**, in contrary to other solutions they had leveraged before (Berkeley student clubs, LinkedIn, etc.)

# We take a cut of each project, but we plan to also add a SaaS fee, monetize the recruitment data, and implement add-on features

## 20% Commission

Vaqat takes 20% of every transaction, and students' hourly rates are pre-defined<sup>1</sup>:

**\$5 / h** Base rate for students who have just joined Vaqat

**+\$5 / h** Bonus for completing a profile and submitting a resume

**+\$10 / h** Bonus for passing built-in skill assessments (each skill increases the hourly rate by \$0.5-\$1.5 / h)

**+\$10 / h** Bonus for positive feedback (the rate increases by \$0.5-\$2 / h depending on the score)



## SaaS fees

- Monthly fee will partially convert into on-platform credits and unlock premium features, such as psychometric data or team budget management

## Recruitment data

- We can match companies with top candidates pre-vetted by other Vaqat users
- Data can be either packaged into CV books with best talent or monetized on a case-by-case basis

## Marketplace add-ons

- Paid project promotion via WhatsApp / SMS
- Urgent staffing fee
- Exclusive hire fee (i.e., the student cannot take a new project with a competitor for 2 months)

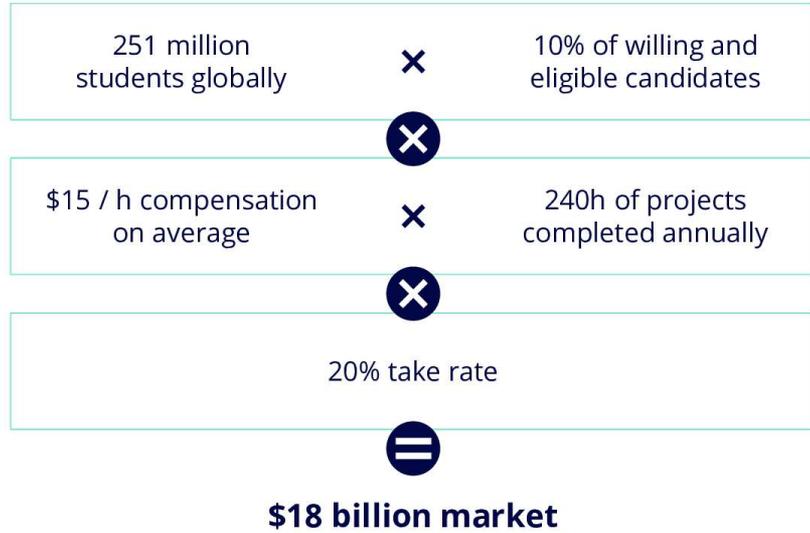
## Others

- Affiliate links with EdTech platforms (Coursera, Udemy, etc.)
- Mentorship and interview preparation services for students

1. We've based the rates on students' competences verified by our built-in assessments and real reviews from companies – the better the candidate, the higher the price; that way we can cater for startups, which seek budget-friendly support and for large corporates, which are willing to pay more for candidates pre-vetted by other users

# Vaqat can become a valuable business even with a commission-only revenue stream and student-only focus<sup>1</sup>

## Market size approach



## Revenue potential approach



1. Although we launched as a student platform, we aim to include mid-level employable talent in the future (i.e., professionals with 1-5 years of experience); that way we'd expand the market opportunity and users' LTV  
 Source: Client interviews, Massification of higher education revisited 2018, National Center for Education Statistics

# We still have a first-mover advantage, as the competition either has a different value proposition or is at a nascent stage



Source: Company websites

# Vaqat's remote-first team has 6-10 years of work experience in strategy, software development, marketing and product design



**Daniel Robaczewski**

**Founder & CEO**

London Business School

7 years of experience



**Artur Figiel**

**CTO**  
(back-end dev.)

Cracow University of Technology

8 years of experience



**Karol Karpinski**

**Front-End Developer**

Bialystok University of Technology

6 years of experience



**Michal Foksa**

**QA Tester**

WSB in Wroclaw

8 years of experience



**Safvan Vali**

**Performance Marketing Lead**

The Manchester University

10 years of experience



**Marta Robaczewska**

**UI/UX Lead**  
(interim)

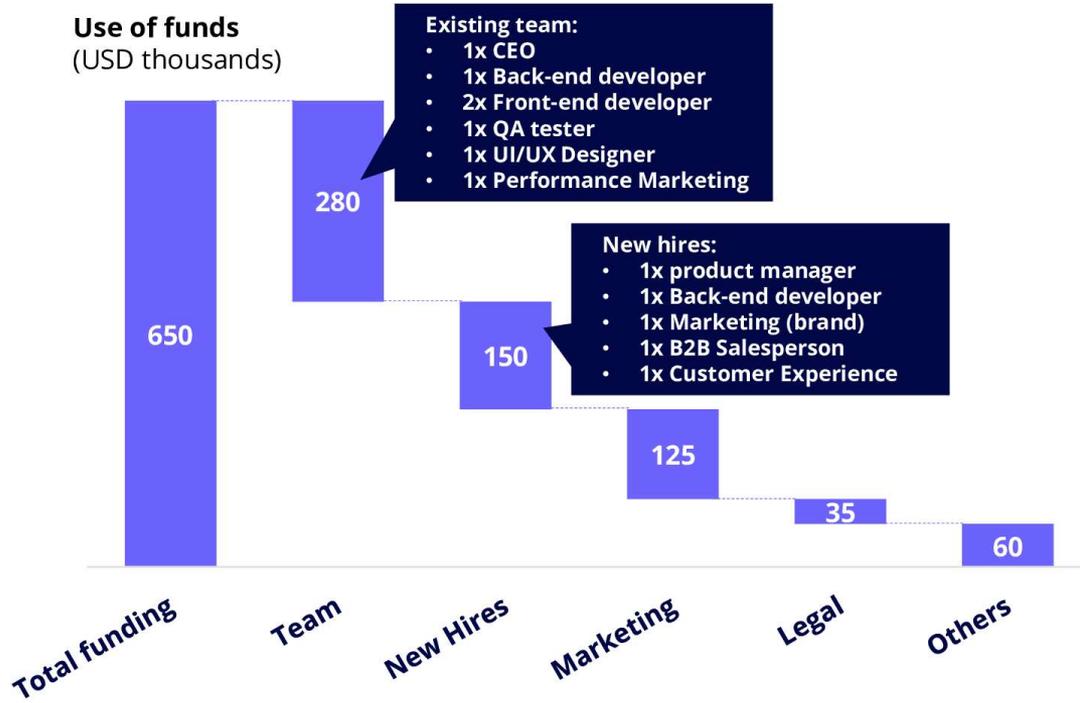
University of the Arts London

6 years of experience



# We're raising a \$650k SAFE to accelerate our growth and reach \$100k monthly revenue ahead of the next round

Use of funds  
(USD thousands)



Currently, we have **\$400k soft-committed** by Untapped Capital (round lead), Notion Capital, a San Francisco-based angel syndicate, and a few individual angels

# vaqat

Thank you!

DANIEL ROBACZEWSKI

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# Projects vary from simple tasks such as translations to more complex engagements involving data scraping or data analysis

Company	Location	Project description	Duration	Student's university
	Poland	Conduct a "store check" in several physical locations (positioning & branding analysis)	20h	Stanford University (US)
	Poland	Translate a document to German	12h	Warsaw School of Economics (Poland)
	United Arab Emirates	Complete a market research analysis using public tourism databases	8h	American University of Beirut (Lebanon)
	United Kingdom	Develop a dashboard in Power BI	68h	London Business School (UK)
	United Kingdom	Create a financial model for the CEO (ex-MD at Macquarie Group)	92h	IE University (Spain)
	United States	Develop a data scraping algorithm	12h	WHU (Germany)

# The principal use cases for companies are intern-ready, non-confidential tasks that could easily be explained (1/2)

	Consulting Firms	Investment Banking	Law Firms
Use cases	<ul style="list-style-type: none"> <li>• Benchmarking &amp; desktop research</li> <li>• Mystery shopping</li> <li>• Simple slide creation</li> <li>• Dummy model creation</li> <li>• Basic data analysis</li> </ul>	<ul style="list-style-type: none"> <li>• Company profile development</li> <li>• Benchmarking &amp; desktop research</li> <li>• Slide creation avoiding DTP / Presentation team backlog</li> </ul>	<ul style="list-style-type: none"> <li>• Legal research</li> <li>• Register of Prohibited Clauses analysis</li> <li>• Translations</li> <li>• VDR management &amp; tracking</li> </ul>
Examples	<ul style="list-style-type: none"> <li>• "Identify license prices for 2.4 GHz auctions in Europe."</li> <li>• "Conduct 20 interviews to assess brand awareness."</li> <li>• "Change a model input tab from regional to city level."</li> </ul>	<ul style="list-style-type: none"> <li>• "Prepare slides on Company X outlining their products &amp; services listed on their website."</li> <li>• "Summarize key trends in the e-sports industry."</li> <li>• "Prepare KPI benchmarks for an IPO transaction using public sources."</li> </ul>	<ul style="list-style-type: none"> <li>• "Compare a set of clauses with the Register of Prohibited Clauses and mark conflicts."</li> <li>• "Compare a set of regulations between the US and the UK."</li> <li>• "List document names uploaded onto VDR and assign jurisdiction."</li> </ul>

# The principal use cases for companies are intern-ready, non-confidential tasks that could easily be explained (2/2)

	Technology	Business Development	Marketing
Use cases	<ul style="list-style-type: none"> <li>• Coding</li> <li>• Website creation &amp; maintenance</li> <li>• QA and User Testing</li> <li>• Application integration</li> </ul>	<ul style="list-style-type: none"> <li>• Lead generation</li> <li>• Mystery shopping</li> <li>• Pitch deck creation</li> <li>• CRM maintenance</li> <li>• Investors relations</li> <li>• Call Center support</li> </ul>	<ul style="list-style-type: none"> <li>• Social Media management</li> <li>• Search Engine Optimisation</li> <li>• Graphic Design</li> <li>• Email marketing</li> </ul>
Examples	<ul style="list-style-type: none"> <li>• "Write an automation script."</li> <li>• "Create a website in Webflow."</li> <li>• "Identify key bugs in the application."</li> <li>• "Integrate CMS programs and data feeds into a website."</li> </ul>	<ul style="list-style-type: none"> <li>• "Track key KPIs and share regular reports."</li> <li>• "Create a database of VCs investing in HR Tech in the US."</li> <li>• "Clean up a CRM database."</li> </ul>	<ul style="list-style-type: none"> <li>• "Create and post social media content."</li> <li>• "Write blog posts using selected keywords."</li> <li>• "Create product's mock-ups."</li> <li>• "Develop an email template in HTML."</li> </ul>