

## Market Research & Business Development Project

### What is WORK4CE.ME?

A Startup in Chile, providing innovative solution in recruiting operation

### Project Overview (May – Aug, @Chile)

#### 1. Product Development

Defined product requirements and built specifications

#### 2. Social media marketing

Planned and implemented multi-platform social media marketing campaign

#### 3. Market research

Conducted competitive analysis, pricing analysis and SEO analysis

#### 4. Business development

Developed outbound marketing campaigns

### Key Takeaway

Besides hard skills acquired and reinforced through the internship...

#### Life in startup

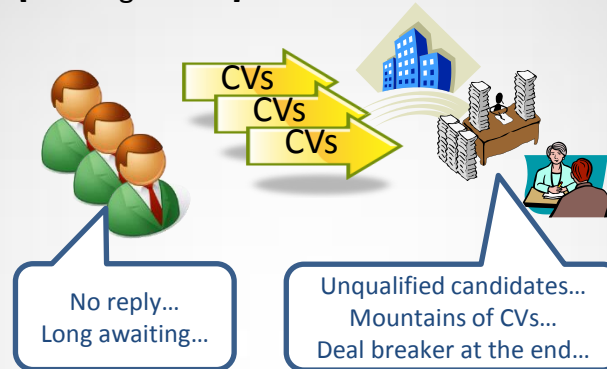
- full of ambiguity
- quick decision making and implementation
- flat environment, anytime discussion

#### High Compatibility

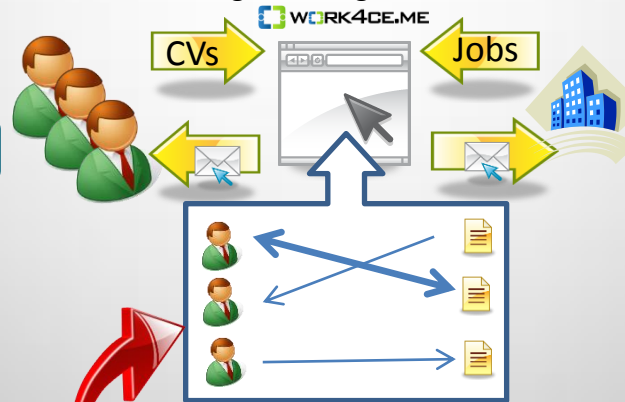
- No Spanish, no LatAm before, no startups...
- But, just jumped in!!

### Product Development = Process Improvement in recruiting

[ Existing Model ]



[ Our Solution: generating mutual interests ]



Process Analysis by utilizing 5+ years recruitment expertise

### Social Media Marketing = Process Improvement in marketing

[ LinkedIn Network Effect ]

