

Q&A with Pembe Candaner, Co-Founder and President of JobzMall Inc. a Virtual Shopping Mall for Jobs and Organizations enabling Users to Keep Track of all Applications, Employer Chats, and get Company Updates



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CEOCFO: *Ms. Candaner, would you tell us about the impetus for JobzMall?*

Ms. Candaner: Jobs are very essential to us as social creatures. When you meet someone new, you introduce yourself with your name and then with your profession. In this aspect our job is in the basis of our social identity. As JobzMall, we observe that in today's world there is a big disconnect in the medium of which hiring organizations and talent meet. There is no engagement. All of the job boards merely operate as a bulletin board, similar to craigslist. The advent of disconnect starts from searching for jobs to all the way through the screening process. We believe there is a big room for improvement and innovation. Especially when the stakes are this high. Our core mission is to make job finding easy, engaging and accessible to everyone.

CEOCFO: *What is JobzMall?*

Ms. Candaner: JobzMall is a virtual shopping mall for jobs and explore organizations. It is categorized by industries, with each organization hosting a 'store' displaying their job openings, media, and latest announcements. Job seekers are welcome to passively explore, "window shop" and browse job openings, or actively engage with advance features like video cover letters and one-click apply. JobzMall enables users to keep track of all their applications, chat with employers, and get company updates, all within one platform.

Today, the entire job finding process is scattered through different mediums such as job boards, google, email, phone screens, on-site interviews and so on. We want to make this process fun for the job seekers, efficient for the employers, and simpler for the both parties. Our product goal is to take a process and turn it into an 'experience'.

CEOCFO: *Why has it taken so long to have a change in the look and feel of job boards?*

Ms. Candaner: I believe there are two main reasons for it. Firstly, existing job boards are already making money with no incentive to change or improve. They scrape and crawl jobs from each other. And this creates a plethora of bad data. However, the barrier to entry is very high when you are not scraping jobs. So the only way you can enter the market is by doing the same thing others are doing. This cycle creates a very much look-alike job boards.

Second reason I observe is that all of the new generation is/was not experienced enough to build a new job finding platform. When it comes to dating apps, social networking apps, games, the creators of such platforms are young. However, HR field requires a lot of expertise and guidance, garnered over the years. For a young team, or a new solution, to emerge some time needs to pass. I see a similarity in this context in healthcare for example. At JobzMall, we have a multi-generational spirit, with a harmonious collection of wise and young improving the existing system. Our CEO and my son, Nathan represents the young, and I represent the experience. The rest of our team ranges from millennials, to Gen X, fueling our versatility.

CEOCFO: *What will be the business model?*

Ms. Candaner: It is free for the job seekers. For the hiring organizations, we have a monthly subscription. It is similar to paying a 'rent' for the store space in a mall. For the earliest 2000 organizations we are offering a \$199/month plan for unlimited job openings and unlimited applicants. We call these customers 'pioneers'. However, even after that we want to be affordable. Our ambition is to grow as a platform, as opposed to being a pay-per-post job board. An organizations' store is more than just job openings, it is a medium for expressing work culture, ethics, share announcements; a perfect place to have brand exposure.

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CEOCFO: *Will you be global someday?*

Ms. Candaner: Yes, definitely. Our base is currently, Orange County in Southern California. Our primary focus is to grow in United States initially, however there are 12 countries, beginning with Turkey because of my native country, that we are conducting closed-beta early users. We are hoping in the last quarter of the year we will start going global hopefully. There are international investors that are very much interested in us as well so this is good news too for our growth plans. We want to open a shopping mall, jobs mall, in every city so we will be local and global hopefully.

CEOCFO: *How are you attracting job seekers?*

Ms. Candaner: Our partnerships with coalition groups and university career centers are playing a very important role in attracting job seekers. There are many non-profit groups promoting youth employment, veteran employment, women employment that we form partnerships and build communities. We share the same goal and mission with them; to connect job seekers and organizations. The most prominent of these partnerships is a Swiss nonprofit organization Global Apprenticeship Network. It is a coalition of companies, with the mission of youth employment through apprenticeships. Organizations include Microsoft, JP Morgan, IBM; and JobzMall is the first job finding platform and startup they approved to be a member.

Additionally, given that our traction is mostly on the young users, social media and brand awareness is also playing a good role in our growth.

CEOCFO: *Do you see employers changing what they do based on what you have created?*

Ms. Candaner: There are the pioneers and the followers. Some companies that are involved with young people in retail and technology just love this. There have been few that are skeptical, they are used to old platforms, so it will take time. It is not easy to change things because change needs courage and it is not comfortable. We also see a very strong segment that are trying to adapt by various means, such as creating new corporate videos, that are very promising.

