

Kauzu Executive Summary

Business Summary: Kauzu is a high-growth company disrupting the entry-level segment of the \$5 billion two-sided digital employment market. Kauzu leverages technology and community infrastructures to be both a low cost and high quality provider. Its straightforward tools target underserved markets, offering different tools for different needs, with an emphasis on local hires, data quality, and analytics.

Kauzu's mobile applications pinpoint job listings to the job seeker's location—even for users with basic cell phones. For businesses resigned to help wanted signs or paying for what are, essentially, electronic versions of old-fashioned classified ads, Kauzu's tools not only attract nearby job seekers, they help businesses better understand and target their customers.

Products and Services: Kauzu has introduced three applications and is developing a fourth. The first three focus on entry-level, shift, retail, and restaurant work that meets the needs of young and geographically-bound jobseekers, and the fourth provides human resource tools for businesses.

Kono serves jobseekers with basic phones, allowing them to find nearby jobs with a text-based application. It is upwards-compatible and works on any smart phone.

Kauzu.Jobs is the first mobile web application to pinpoint jobs based on the user's location. Kauzu.Jobs shows them where the jobs and job resources are on any smart phone, tablet or computer.

Kauzu.Biz allows small businesses to post jobs, helps find local staff—reducing turnover costs—and generates marketing opportunities. Advanced analytics, including geo-based consumer demographics, enable cost-effective, targeted marketing. This allows employers to view any applicant—or visitor—as potential customers.

Kiwi, currently under development, is a hiring portal for seamless, maintenance-free integration with current business websites. Kiwi will be a cost-effective way to engage jobseekers and boost brand awareness without managing the technology.

Revenue Streams:

1. Advertising revenues from standard banner and geo-fenced adverts;
2. Enhanced service fees, including custom query fields;
3. Advanced analytics for business users;
4. Geo-coupons opportunities for businesses within Kauzu.Biz; and
5. Fees associated with Kiwi usage.

Sales/Marketing Strategy: Kauzu has partnered and received the endorsements of community colleges, political leaders, chambers of commerce, and workforce centers. This low-cost community outreach has leveraged rapid user feedback, access to local and national employers, customer signups through groups rather than single users, and positive branding. This scalable approach continues to create opportunities including technology licensing, visibility as experts, and accelerated introductions into new markets.

Media have highlighted Kauzu as a technology innovator and social venture, creating numerous marketing access points and positioning Kauzu as a thought leader and player in multiple markets. Kauzu has entered an underserved two-sided market with free or low cost employment tools creating access to jobseekers and data, which creates greater access and value to businesses. While Kauzu's approach is to provide direct-from-source jobs and data, it has initially crawled websites for jobs, cleansed the information, and enhanced the data from multiple data-sets for authentication and greater user value.

Competitive Advantage: Kauzu will gain market share with scalable technologies focused on a targeted, geo-based user experience. It is built to be mobile-optimized and fully integrated with social media. Kauzu's customized designs and data lead to ideal results and satisfaction. This model includes:

1. A segmented approach to the job market, providing specialized tools;
2. Specific value-added features for each job seeker segment increasing success rates;
3. A strong emphasis on data quality and analytics for jobseekers and businesses;
4. Patentable technologies;
5. A rapidly variable modular deployment strategy; and
6. Revenue models built on measurable user results and satisfaction.

Use of funds:

1. Scale back-end technology infrastructure, including servers and environments;
2. Sustain and grow staff and sales team to further monetize existing relationships and cultivate others.

Financial Projections: (\$, 000 omitted, rounded)

	YR1	YR2	YR3	YR4	YR5
Revenue	258	2,264	5,430	10,037	16,429
Expenses	805	1,745	3,900	6,519	9,989
Op. Income	(547)	519	1,530	3,518	6,439

Seeking \$5M in investments to support 3 years of operations which will allow for 4 products; local, regional, and national markets; and sustainability. \$1.5M is needed in first year for reboot, product enhancements, marketplace development, and product prototyping.



Company Profile:

Name: Kauzu

Tagline: *Where Jobseekers and Employers Connect*

Trademarks: *Great Jobs Right Around the Corner, A Cause for Change, The Resume is Dead!*

Website: Kauzu.com

Email: business@kauzu.com

Industry: Employment, Recruiting, eBusiness, Mobile

Employees: 10

Founded: September 7, 2011

Contact:

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Financial Information:

Funding Stage: Internal Funding

Initial Capital: \$150,000

Monthly Burn Rate: \$15,000

Pre-Money Valuation: \$2,000,000

Capital Seeking: \$500,000

Total stock: 150,000 shares

Existing Investors:

Founders, "friends and family," and entrepreneurs

Executive Management:

Chairman/CEO: Mitch Schneider

Advisor to CEO: Glenn Gottfried

Supported by:

US Representative Danny K. Davis

28 Chicago Aldermen, including O'Connor, Laurino, Colon, Solis, Fioretti, and Thomas.

Workforce Development Groups – Centers for New Horizons, Albany Park Community Center, Streetview, Goldie's Place

Chambers of Commerce—Uptown, Edgewater, Lincoln Square, Lincoln Bend, Lakeview East, South Chicago

City of Chicago – Department of Innovation and Technology; City Colleges

Microsoft

Think Big Partners (Incubator)