

Part 1: "Elevator" Introduction

Enfuego is helping job seekers compete better against the résumé screening software used by HR to eliminate them. Our subscriber-based platform acts like DNA mapping of all your skills and experiences so we can create unique "dynamic content résumés" custom-written and optimized to maximize your score for each job you apply to.

Part 2: Market and Industry Analysis

The serviceable market (SAM) for Enfuego is comprised of 100 million "active" and "passive" job seekers in the US, which is 77% of the total adult workforce. Our beachhead market is 200,000 active duty military personnel that are separating from service annually. We are targeting this segment because: (a) this market has a known career transition timeline referred to as End of Active Service - EAS; (b) translating military skills and attributes into civilian value is very difficult without proper context; (c) the market represents \$8M in monthly recurring revenue for Enfuego; (d) there are multiple funding sources for companies assisting transitioning military personnel into civilian jobs; (e) our platform is ideal for helping people identify pivot opportunities based upon their total skill set; and (f) it's the right thing to do.

The most relevant cross-section of the US workforce is aged 25-54 and their participation rate in the job market has been gradually climbing at a rate of 0.25% since 1950 (65% engaged in workforce) and is expected to accelerate as "baby boomers" age out of the workforce by 2025. It currently is measured at 81.5% engagement. A new era of "volatility" is expected as vulnerable industries succumb to technological replacement of workers, such as manufacturing automation, autonomous vehicles, and the emergence of artificial intelligence (AI). The replacement of humans by technology within vulnerable industries may result in mass extinctions of occupations such as the 3.5M commercial truck drivers facing autonomous vehicle technologies, and must become adept at pivoting into industries sharing similar skills by virtue of dynamic content résumés.

Competition in the job-seeker space includes CareerBuilder, LinkedIn (a Microsoft Company), Indeed, Monster ZipRecruiter along with a large number of smaller, advertising-based portals. None of these companies offer a dynamic content résumé product, however, LinkedIn will share with its upgraded members (Premium) the skills, education and wages of competing candidates which is of little value to an applicant.

Part 3: Go-to-Market Plan

Our beachhead market (separating US military service members) are a subset of the 100 million working adults in the US who are actively or passively looking for a new job. Our engagement model will be based on an "influencer marketing" campaign designed to leverage trusted advisors within key military groups to steer customers to us. These trusted groups include the Veteran Mentor group on LinkedIn, Wounded Warrior Project, Disabled American Veterans, and individuals within the Department of Labor and Department of Defense with job placement roles for veterans.

The need for the technology was validated via interviews conducted with job fair attendees as well as members of the public who were provided an elevator pitch on the company. The practice of validating the service need led us to include features not originally planned for the platform. The interviews also validated that the pricing was not considered unreasonable even in comparison with free job boards.

Enfuego recently began its marketing efforts on LinkedIn to build a backlog of interest ahead of our May 2017 delivery of the minimally viable product. We have also begun the work of establishing who the most influential thought leaders are in the career search space and introducing Enfuego's alignment with their interests. A continuous education process will be implemented within the DoD's Transition Assistance Program (TAP) once the product is ready for its initial users

Our displacement of the incumbents (Careerbuilder, Indeed, LinkedIn) begins by exposing how their drive for ad traffic supersedes the employer's and seeker's desire to only view quality opportunities. This aspect of free sites is the most common complaint from our client interviews. Additionally, our service offering of dynamic content résumés is a unique offering that proves to our clients that we are acting in their interest. Channel distribution may include hundreds of non-profit veteran job placement programs throughout the US that can support national adoption of our platform.

Part 4: Technical Product Description and Plan

The concept of a traditional résumé is flawed because they are poor representatives of one's full set of skills and experiences. Our service replaces the traditional résumé for job seekers with a vast "skill cloud" that is then used to compare against the universe of job opening to identify excellent matches. Our technology automatically writes an optimized résumé for each unique job posting, saving the job seeker hundreds of hours of frustration throughout their job search.

Our technology is being developed with the support of ASU's natural language processing research faculty who are global experts in developing automated chat-bots and résumé screening platforms (the enemy). Our MVP will be used to further validate the quality of a résumé written using artificial intelligence, and whether our technology provides superior results as compared to a single résumé used for a multitude of job applications.

Enfuego's development risks are primarily in two areas: (1) retention of qualified development engineers; and, (2) under-capitalization of the development that leads to disruptions and/or delays. Our use of ASU faculty takes advantage of the stable development team and researchers who are captive throughout the academic year. We anticipate a need for capital over the coming 18 months and the executive team has experience in raising capital (equity + debt) in a previous venture.

The only known substitute to Enfuego's dynamic content résumé is having to custom tune one's own résumé manually with the hope that the correct verbiage is used to maximize their odds of getting past the screening software used by HR professionals. This practice was lamented by our clients during interviews as being too time consuming to be done on a sustained basis.

Our IP development strategy relies upon trade secrets in our natural language processing approach, résumé scoring algorithms, and optimizing algorithms. Trademarks and copyright claims may be made as the full-service platform is developed over the next 18 months.

Non-IP barriers to entry for our market include (a) limited supply of qualified AI development engineers; (b) a dependence by our competitors on advertising revenue to support their operations, making it difficult to pivot to a quality-based "matching" platform; and (c) the practice of publicly posting jobs will become extinct in favor of private matching networks being developed by Enfuego.

Part 5: Risk vs. Talent Narrative

Our team has mitigated much of the risk of product design failures by adhering to the ASU Accelerator Program practice of conducting multiple client interviews during the feature design phase of our platform. We have also mitigated our capital requirements by engaging ASU capstone students in the development of our platform interface at no cost to Enfuego. Our next risk-reduction milestone is in raising the capital needed to complete the natural language processing code. To reduce the risk of lagging adoption of the technology, we will begin our "Influencer" marketing before delivery of our MVP in May 2017.

Our key team members are comprised of:

[Paul Hughes](#), Founder and former US Marine who is a serial entrepreneur and thrives on developing big ideas into reality.
[Dimitri Ponamaref](#), CTO with a decade-long background in development and is an Agile Coach for several large companies.
[Scott Farmer](#), CMO with experience in establishing brands and previously owned his own agency before moving to Arizona.

Our leadership team would benefit by having a CFO with experience in raising venture capital and advising the team on modeling our strategy for membership growth over the next 36 months. This position will be recruited through our network of trusted friends and advisors.

Our advisors include:

[Brett Larsen](#), CEO of eVisit, a patient engagement platform and 2015 Winner of the Arizona Innovation Challenge (AIC) from among 138 competing tech companies. He is also Chairman of the Technology Entrepreneurship & Management [TEM] program at Arizona State University. Brett's advice on pitch development has been an early advantage for Enfuego.

[Wiley Larsen](#) (no relation to Brett). Program Manager for ASU Startup Accelerator in which Enfuego developed its business model "canvas" through Steve Blank methods. Wiley has been an invaluable resource in identifying Enfuego support such as six "capstone" students and the Center for Assured and Scalable Data Engineering ([CASCADE](#)) within the vast ASU ecosystem.