

**BUSINESS PLAN**

**First Interviewed**

Fresno , CA

September 15, 2020

## **Executive Summary**

### ***The Company***

First Interviewed is based in the ever advancing Fresno, California. Our intent is to streamline the interview and hiring process between employer and job seekers.

### ***The Ownership***

The company is structured as a limited liability company (LLC).

### ***The Management***

Our dynamic management team will include the President, VP, Secretary and GM.

### ***The Goals and Objectives***

Our purpose is to provide a nationwide tool for employers to simplify the interview and hiring process.

### ***The Product***

Services will be available to employers and job seekers using today's leading technologies such as a mobile app and web portal.

### ***The Target Market***

Our target demographic is employers seeking to hire new employees as well as job seekers looking for a new opportunity.

### ***Pricing Strategy***

First Interviewed will offer a free trial to employers and convert to a paid subscription after the trial has ended. Job seekers may obtain the service for free.

### ***The Competitors***

Some competition in the industry include Indeed, Zip Recruiter, Monster and Career Builder.

### ***Capital Requirements***

Investments are needed for marketing strategies and the development for <sup>[1]</sup><sub>[SEP]</sub> advanced app features.

**Business Plan - First Interviewed**

**The Company**

*Business Sector*

The company currently operates in the information technology sector.

*Company History*

First Interviewed is based in the ever advancing Fresno, California. Our intent is to streamline the interview and hiring process between employer and job seekers.

*Company Goals and Objectives*

Our purpose is to provide a nationwide tool for employers to simplify the interview and hiring process.

*Company Ownership Structure*

The company is structured as a limited liability company (LLC)

*Ownership Background*

Ernesto Ybarra (member):

An accomplished business owner and proprietor with 25 years invested.

*Company Management Structure*

Our dynamic management team will include the President, VP, Secretary and GM.

*Organizational Timeline*

We anticipate the project development will last 6 months.

*Company Assets*

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## **The Product**

### *The Product*

Services will be available to employers and job seekers using today's leading technologies such as a mobile app and web portal.

### *Product Patents*

First Interviewed holds a trademark license to protect the company's assets.

### *Future Products*

Additional features and projects for the app will be implemented as time progresses.

## **Marketing Plan**

### *The Target Market*

Our target demographic is employers seeking to hire new employees as well as job seekers looking for a new opportunity.

### *Location Analysis*

The company is based in the heart of Silicon Valley, CA, where creativity in technology flourishes.

### *Pricing*

First Interviewed will offer a free trial to employers and convert to a paid subscription after the trial has ended. Job seekers may obtain the service for free.

### *Advertising*

Through aggressive marketing ,social media users will be targeted using paid ads.

## **Competitor Analysis**

### *The Competitors*

Some competition in the industry include Indeed, Zip Recruiter, Monster and Career Builder.

## **Operations**

*Staffing*

Operational staff are essential and will be required for the company's success.

**Capital Requirements Plan**

*Capital Requirements*

Investments are needed for marketing strategies and the development for [ ] advanced app features.

*Capital Repayment Plan*

Investments in our advancing company will be returned via a percentage of profits as well as a percentage of company ownership.