



Pitch

NKO Corporation dba Happiijobs.com

1000 Heritage Center Circle Dr 145, Round Rock, Texas 78664, US

200 Jalan Sultan #08-02 Textile Centre Singapore 199018

sether@happiijobs.com

<http://www.happiijobs.com>

Singapore Tel: +65 61000834

US Tel: +1 (512) 539-0329

US\$2000000 average gross revenue and US\$200000 average net income after tax from US market as HR services.

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NKO Corporation dba happijobs.com is a United States based corporation incorporated in Texas. Happijobs.com is operating as online Job Board available to access at <http://www.happijobs.com> and is focused to operate worldwide market.

Services

Happijobs.com works as job board serving employers and jobseekers worldwide.

Market Size

- The job board industry is 400 over billions dollar industry (Clennett, 2014).
- Indeed.com was sold and “price tag is reportedly between \$750 million and \$1 billion” (McDermott, 2014).
- Monster.com \$996 million revenue in year 2011 (Wikipedia, 2014).
- Careerbuilder.com \$556 million revenue in year 2010 (Wikipedia, 2014).

Competitive Advantages

- Thousands OF resumes database ready to sale repeatedly (sale price ranging \$2 to \$4 per resume).
- Thousands of active users in database.
- Product is proof of concept and is already in operations worldwide.
- Owns proprietary technology which does not depend on any third party.
- Own infrastructure and does not depend on any third party.
- Full time marketing staff working in different countries.
- In-house dedicated technical team with long terms fixed full time employment contracts.
- Robust and latest Microsoft based coding technology lasting longer leading to avoid compatibility problems, leading to avoid frequent disruption and costly upgrades and enhancements.

Unique Selling Proposition (USP)

- Automatically match jobseeker profile with listed job according to job requirements.
- Download resume, store it online and access it again when ever required.
- Online profile view
- Enable employer to post job anywhere in the world.
- Search jobs, search Jobseekers and bookmark them.
- Jobseeker can withdraw applications and company can reject applications.
- Follow up keeping users as active and helping them to achieve their goals.

Marketing Objectives

- Position the happijobs.com as one of the leading job board worldwide.
- Increase awareness and establish a brand name and recognition.
- Establish happijobs.com as one of the convenient portal on the Internet.
- Launch Market – Worldwide.

Revenue & Income

- US\$2000000 (\$2 million average) gross revenue from US as HR services
- US\$200000 (average) net income after tax