

**Opening Opportunity
For Untapped Talent:
Connecting Skills to Success**





AVERAGE TIME & COST PER HIRE⁸



42
days



\$4,129

AI tools in Online Job Postings Apply Criteria that Disqualify ~30M Americans UntappedTalent a.k.a. Hidden Workers

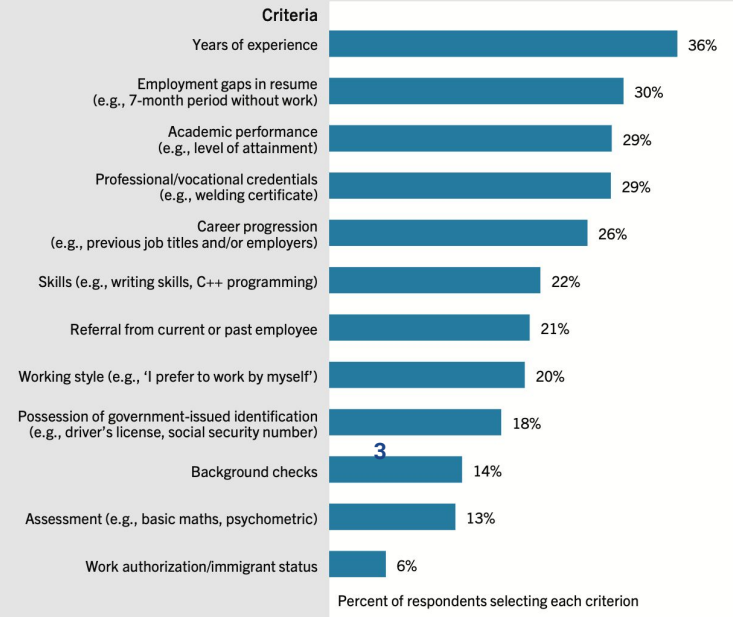
AI Filters:

1. Years of Experience
2. Employment gaps in resume
3. Academic level of attainment
4. Professional/ Vocational credentials
5. Career Progression
6. Skills (writing, programming)
7. Referral from Current or Past Employers
8. Working Style
9. Possession of Government Issued ID
10. Background Checks
11. Assessment
12. Work Authorization

Source: Hidden Workers, Harvard, Accenture March 2023

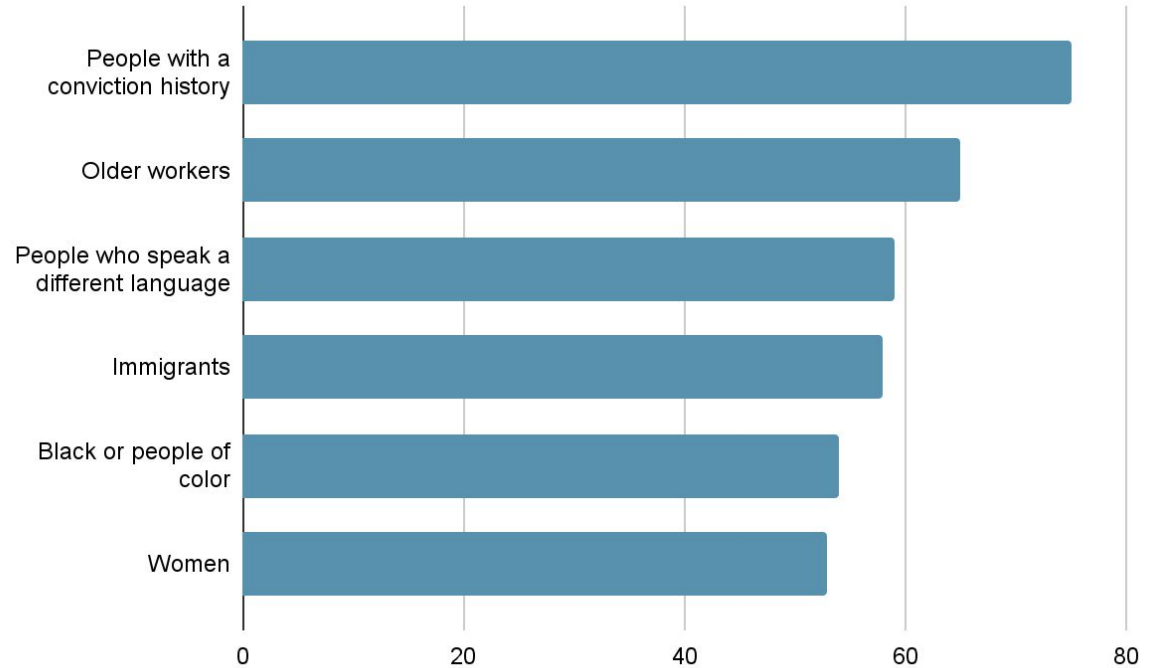
Figure 8: Hidden workers cite the employer criteria that disqualifies them from finding work

When applying for a job, employers often ask for a list of essential and desired requirements. Which of the following criteria do you think stops you from finding work/working more hours?



Source: "Hidden Worker – Worker Survey," Accenture and Harvard Business School's Project on Managing the Future of Work, May-June 2020.

Of the **1 in 3 employees** that believe their company's hiring process is biased, these are the populations they feel experience the prejudice:



We Can Solve for Candidates Being “Filtered Out” by current AI barriers through applying Job Seeker Actions to Improve Employability



As competition for workers sourced through traditional channels forces up the costs of hiring and retaining talent, creating new talent management pipelines to attract hidden workers offers substantial benefits.

Companies denominate the success of their hidden worker programs in tangible business metrics like raised productivity, reduced turnover rates, and improved levels of engagement.

Companies as diverse as: Amazon; Bank of America; Centrica; CVS, Gap; General Motors; Google; Hot Chicken Takeover; IKEA; JPMorgan Chase; McDonald's; Microsoft; Siemens; Slack; UPS; Verizon; and Walgreens Boots

[Source: Hidden Workers: Untapped Talent, Harvard/Accenture 2023]

Who We Are and What We Do:



THE LIMITED



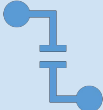
Workbay is an interactive career development, training and recruitment platform that links job posting and applicant tracking, skill building and career navigation into one system delivered via Web and mobile iOS and Android applications. Workbay provides a localized customized system of support for economic stakeholders to achieve their goals.

The Clients We Serve Work to Improve their Economy's Current & Future Talent Pipeline

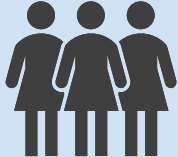
SHORT-TERM CHALLENGES



REPRIORITIZATION



**NEW ECONOMY
SKILLS GAP**



WORKER EXIT



**GREAT
RESIGNATION**

LONG-TERM CHALLENGES



**GLOBAL TALENT &
IMMIGRATION**



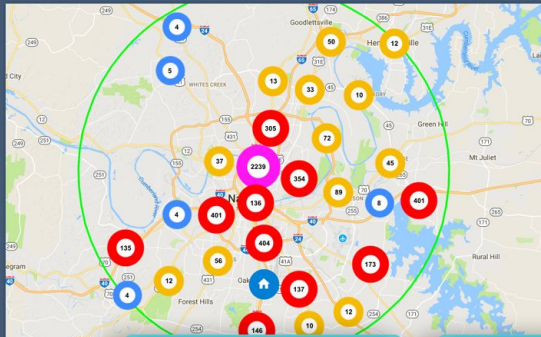
**GREY
TSUNAMI**



**EDUCATION PIPELINE
ALIGNMENT**



**POPULATION
DECLINE**



Workplace Health & Safety (28)

- Personal Protective Equipment 5/11
- Working Healthy: Preventing Infections 2/8
- Basic Food Safety 5/11

Customer Service (5)

- Accessibility in Customer Service
- Managing the Customer Service Team
- Driving, Social & Commerce Customer Service 1/5

Dashboard

314 53 444 656

Skills

Name	File	Level	Language	Results
Customer Service		100%	en	View Results
Healthcare		100%	en	View Results
Job Health and Productivity		100%	en	View Results
Log Management		100%	en	View Results
Log Skills Part 1		100%	en	View Results
Log Skills Part 2		100%	en	View Results
Log Skills Part 3		100%	en	View Results
Log Skills Part 4		100%	en	View Results
Log Skills Part 5		100%	en	View Results
Log Skills Part 6		100%	en	View Results
Log Skills Part 7		100%	en	View Results
Log Skills Part 8		100%	en	View Results
Log Skills Part 9		100%	en	View Results
Log Skills Part 10		100%	en	View Results

Stackable Education & Training

Contextualized Learning and Career Exploration

Designed for Working Learners

Aligning Regional Economic and Education Activity

Machinist \$45,711/yr Nat'l Average \$40,780/yr Local Average

Service Orientation, Management of Financial Resources, Analytical Evaluation, Systems Analysis, Technology Design, Programming, Numerical Analysis, Programming, Management of Financial Resources, Manager

Courses

- Machining Technology / Machine Shop
- CNC Milling Center
- CNC Router
- Drill Press
- Machining Technology / Machine Shop

Jobs

Medtronic

Machinist I

2600 Soloman Creek Dr, Memphis, TN 38112

Posted 45d ago

Full Time

Responsibilities: ... the following Other duties may be assigned. This is an entry level machinist position where the

APPLY

My Job Watch

My Current

My Job Watch

- My Learning
- My Resume
- My Network
- Settings

My Job Watch

Search job posts

Job Posts

- IBM Business Analyst
- Human Resources Manager
- Logistics Manager

Choose Your Path

Expertise

Manufacturing Engineer 15 Job Posts

Inspector 10 Job Posts

Supervisor 22 Job Posts

Process Improvement Technician 18 Job Posts

WORKWAY

Joined Network of Workers

Hi Miles, we see that you applied for Sales Associate at Equipment Technician. Way to go! Were you invited to an interview?

Yes/No or NO

Fabrizio: Would you like help making a plan?

Text PLAN or NO

Plan

Communities Need Tools For People Without Jobs: Jobs Without People



Traction

Community Deployment

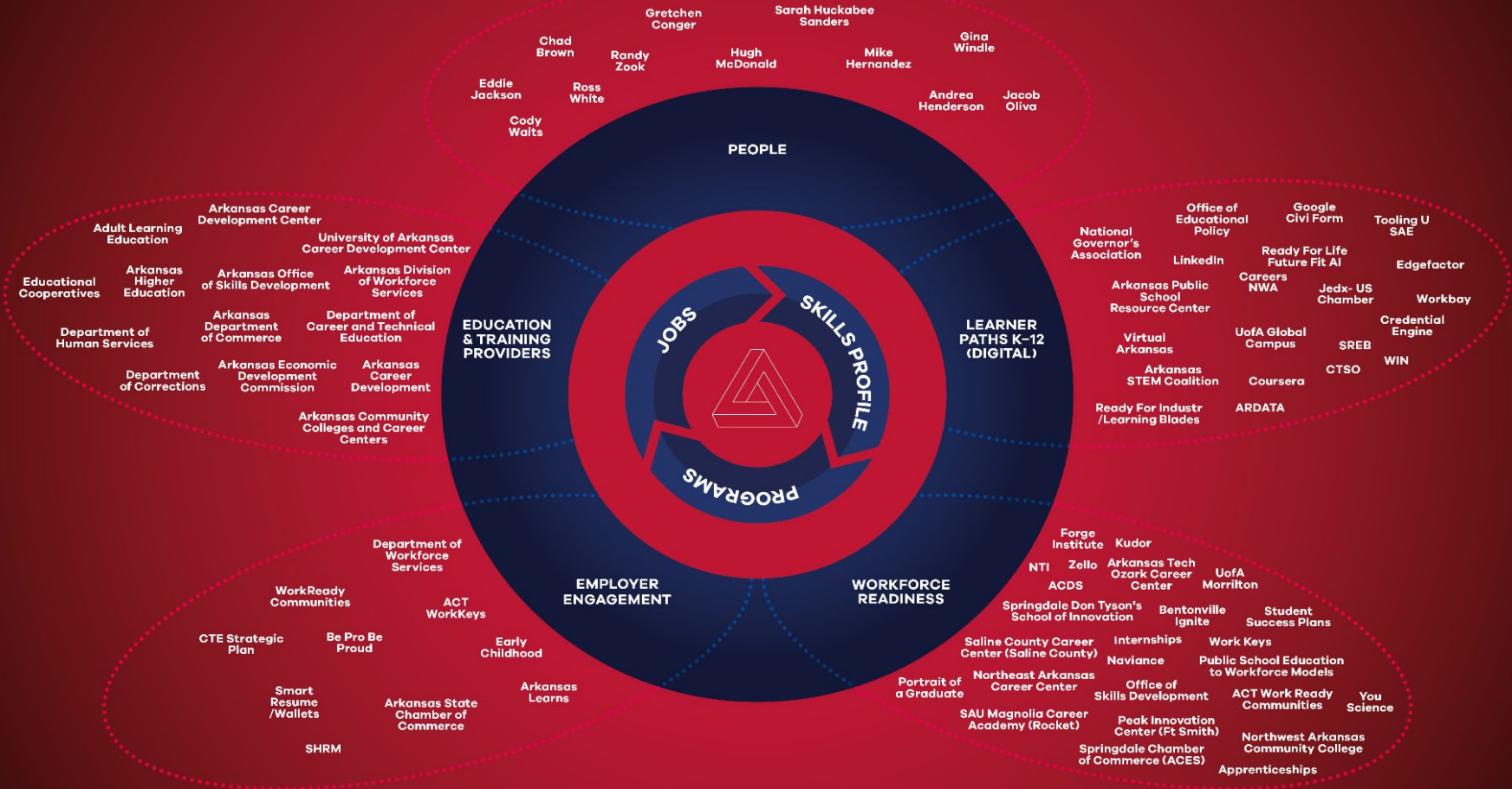
- Fargo ND
- Minneapolis MN
- STEM Tennessee
- Macon GA
- Augusta GA
- Louisville KY
- Tallahassee FL
- Cal State U Dominguez Hills
- ReactWorks
- Bermuda
- Caring Careers (HomeCare)

Corrections Deployments

1. Workbay Legacy: 14 States: Transit
2. Workbay- Untapped Talent Partner:
 - Florida
 - Texas
 - Kansas



Workbay- Untapped Partnership Solution: An Economic Opportunity Map



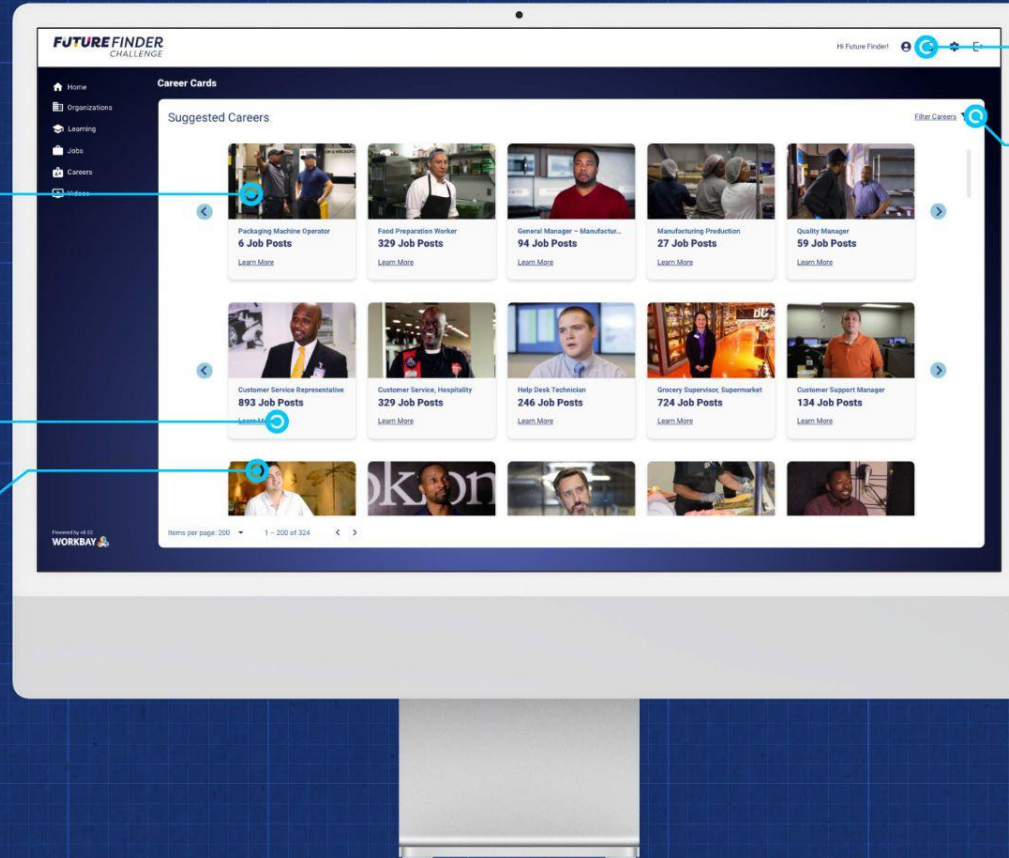
Career Cards

Job Seekers can watch a video portrait of a real person in that line of work and see general information about their skills and responsibilities

Each card links to external resources including MyNextMove.org from O-net

Career Pathways allow the Job Seeker to view the Career Card as a milestone in a larger journey.

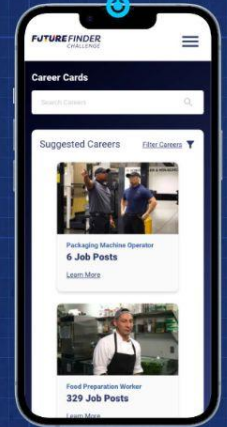
Career Cards teach Job Seekers about high-demand careers and offer links to educational resources and online training needed to embark on those careers.



Personalized Content

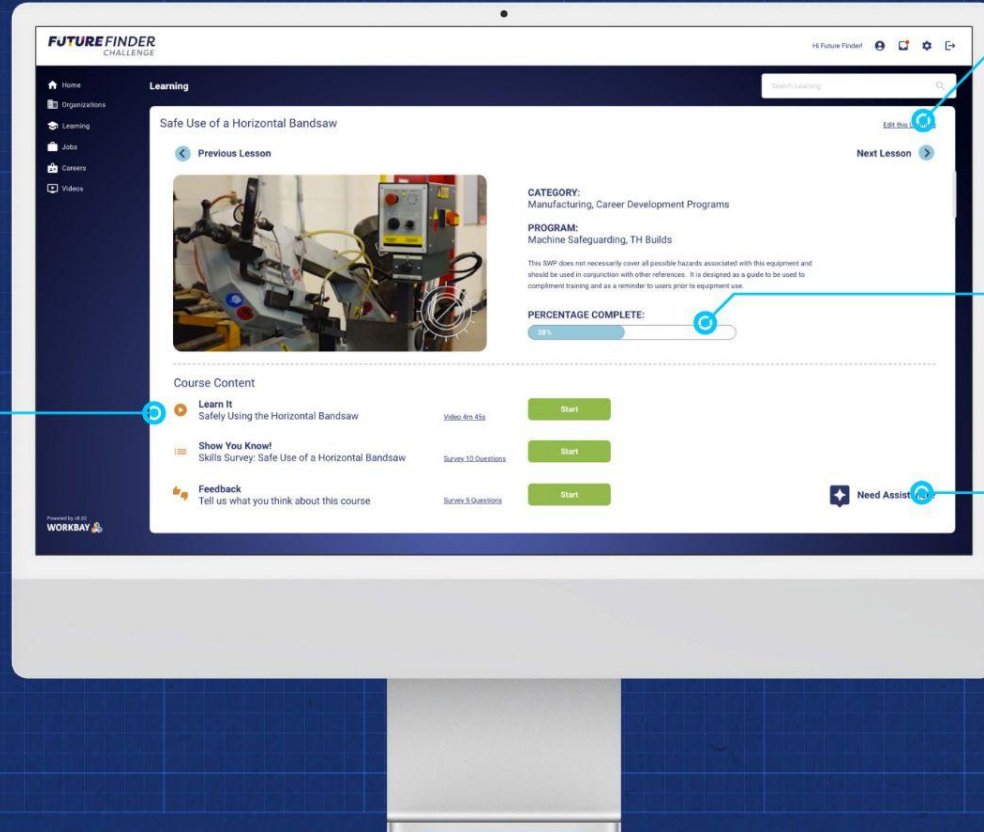
Users can view multiple careers sorted by expertise or average salary.

Mobile Optimised for better UX



User-informed Learning

Workbay offers a comprehensive library of online training courses relevant to a wide variety of industry sectors. Each course has an assessment of learning and learners earn training badges upon successful course completion.



Learning Management System for platform administrators to build their own courses and link online and local classroom courses to nearby current job postings.

Elements of Gamification to encourage users to progress

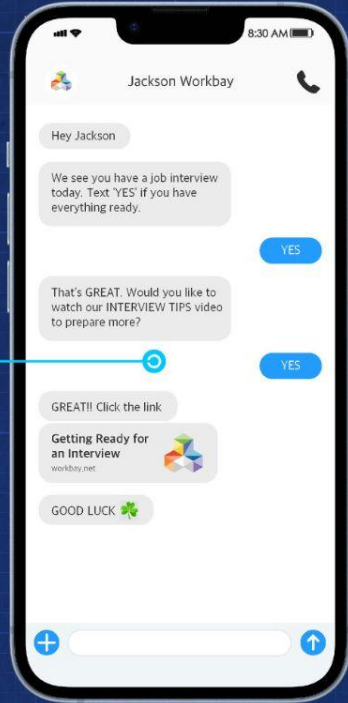
Learning assistant to help learners of all abilities

Many mediums to keep the user interested: Video, Interactive Surveys

Mobile App



Continuous support and communication with users, helping them to move along their career path



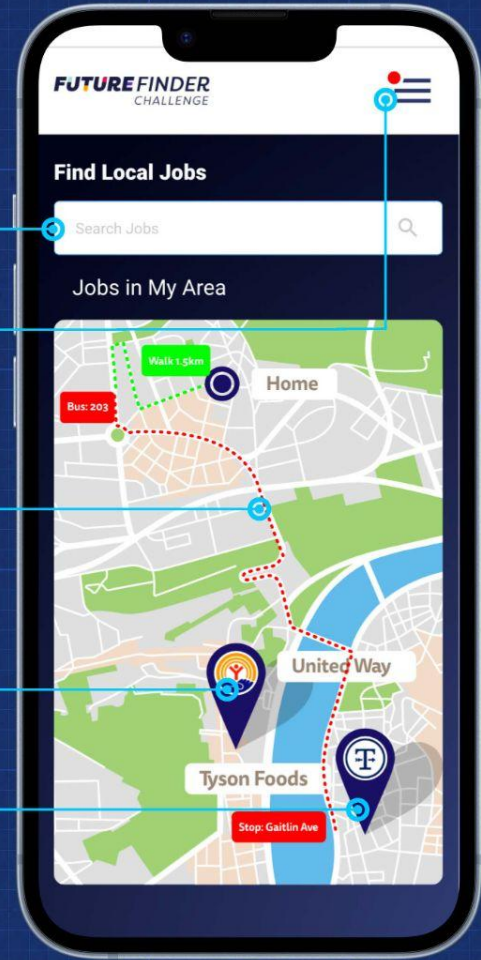
Find jobs based on your skills, profile, location and more

User notifications for constant communication and information

Clear directions and help with getting from Home to Job Opportunity

Connection with a wider support network, to help with more than jobs and careers

Collaboration with some of the biggest employers in the US



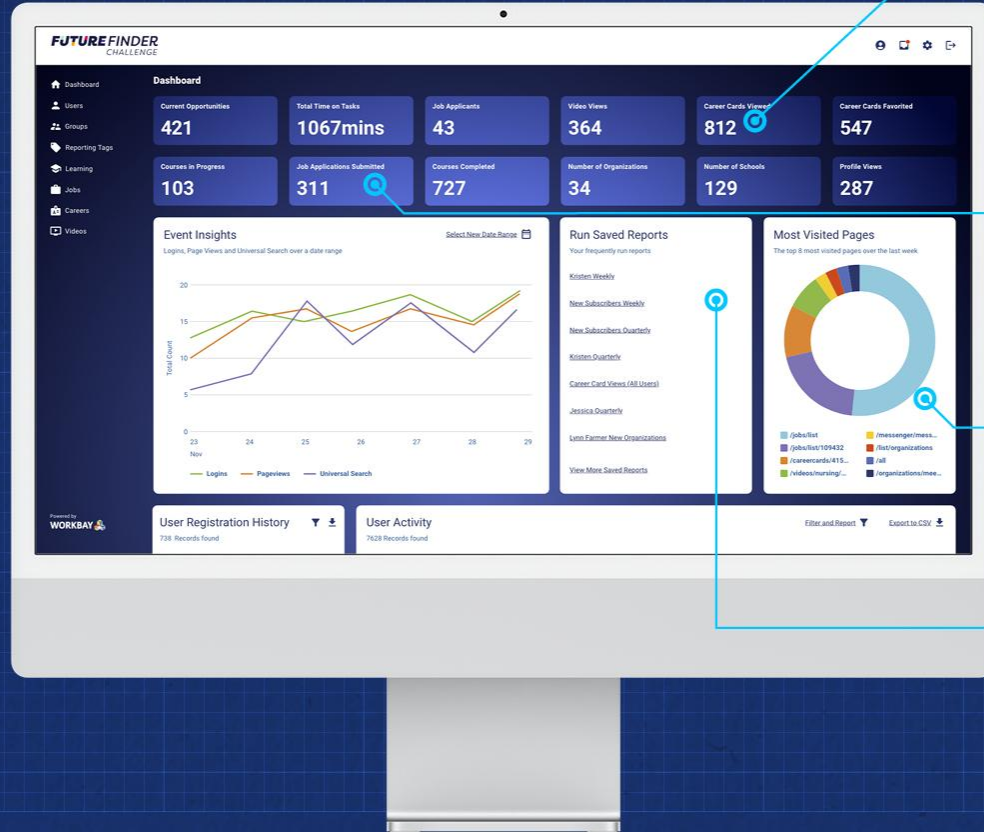
Analytics and Insights

The Workbay Dashboard provides a clean and comprehensive Administrator experience.

Context-rich reports provide the analytics you need to track progress on training to achieve your objectives for pre-hire, recruitment, onboarding, performance assessment and high potential internal candidate management.



Reports align to Workforce Innovation Opportunity Act requirements



The Dashboard provides tools to report activity on the integrated library of workskills and life skills training.

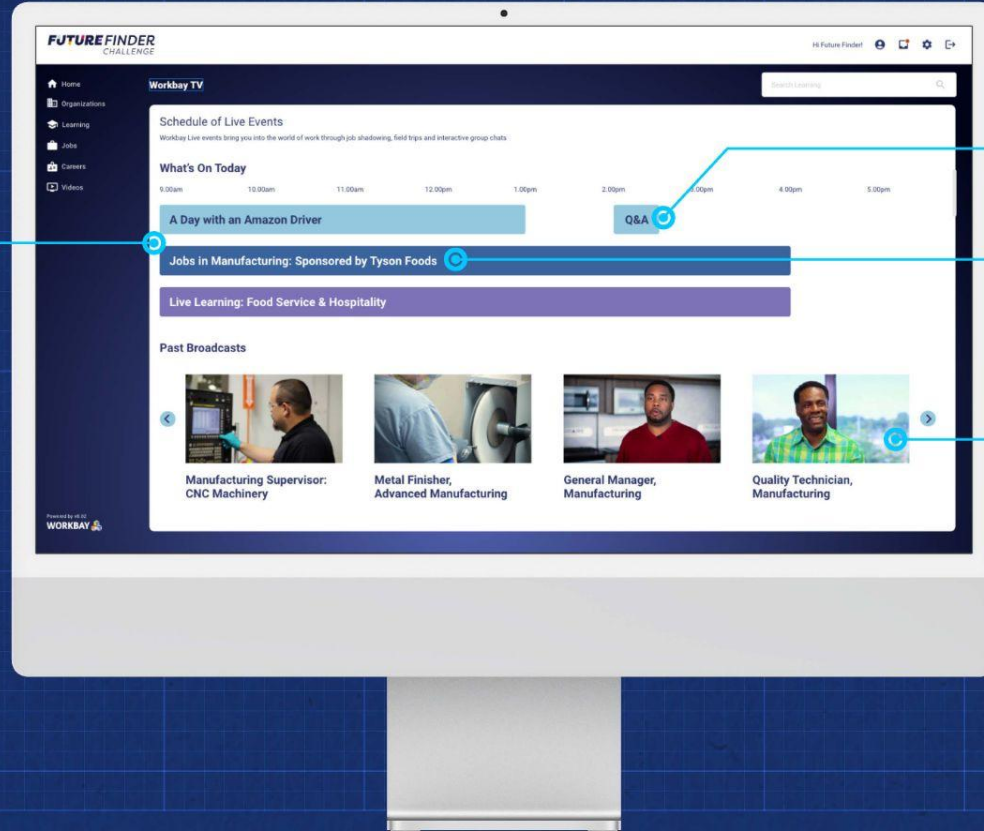
Administrators can track the Career Pathways favorited, badges earned, and jobs applied for

The Workbay Dashboard provides a clean and comprehensive Administrator experience

Learning reports can be generated and analyzed based on user career goals

Live Learning & Interaction

Workbay Live allows users to experience jobs and careers from the perspective of the worker... learning 'on the job'. This feature gives users of all learning ability the chance to experience the real life nuances of work.



'TV Guide' schedule of programming, easy to use interface

Different formats of content. Live video of a job, Q&A Zoom Room sessions allow users a chance to ask their own questions and interact with workers.

Collaboration with businesses to create connections with the workforce

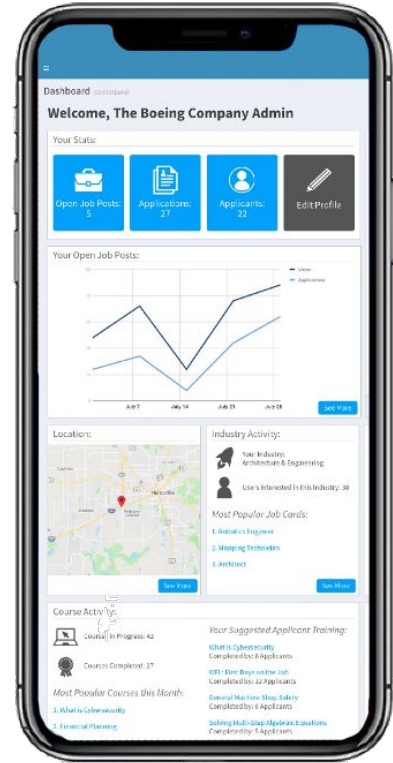
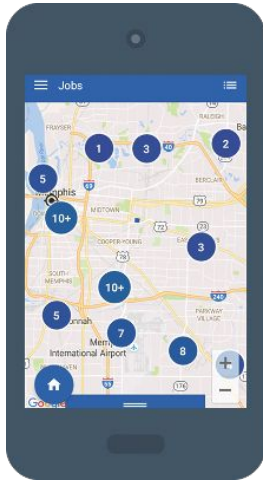
Library of content from real people explaining their careers

The domain of people who earn below median income together with those who support them, in education, worker retraining, apprenticeships, and local economic initiatives is a massively valuable network, --valuable to *Everyone's* economic and social future.



Solution Overview

Our platform employs advanced algorithms to deliver personalized learning and job preparation resources to each resident based on their skills, interests, and future employment goals.



WORKBAY
a system of support



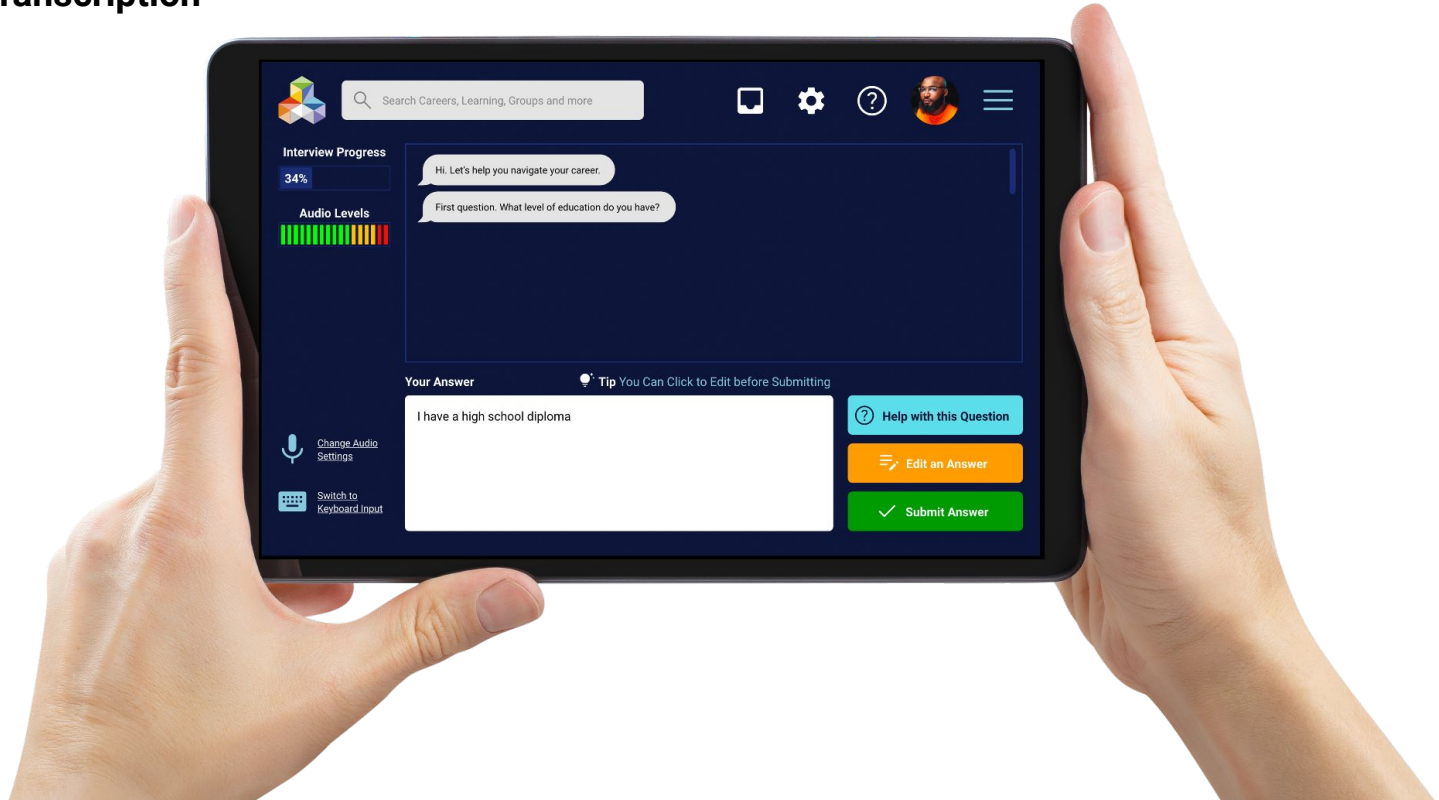
Helping you
navigate your career



START



Data Analysis and Transcription

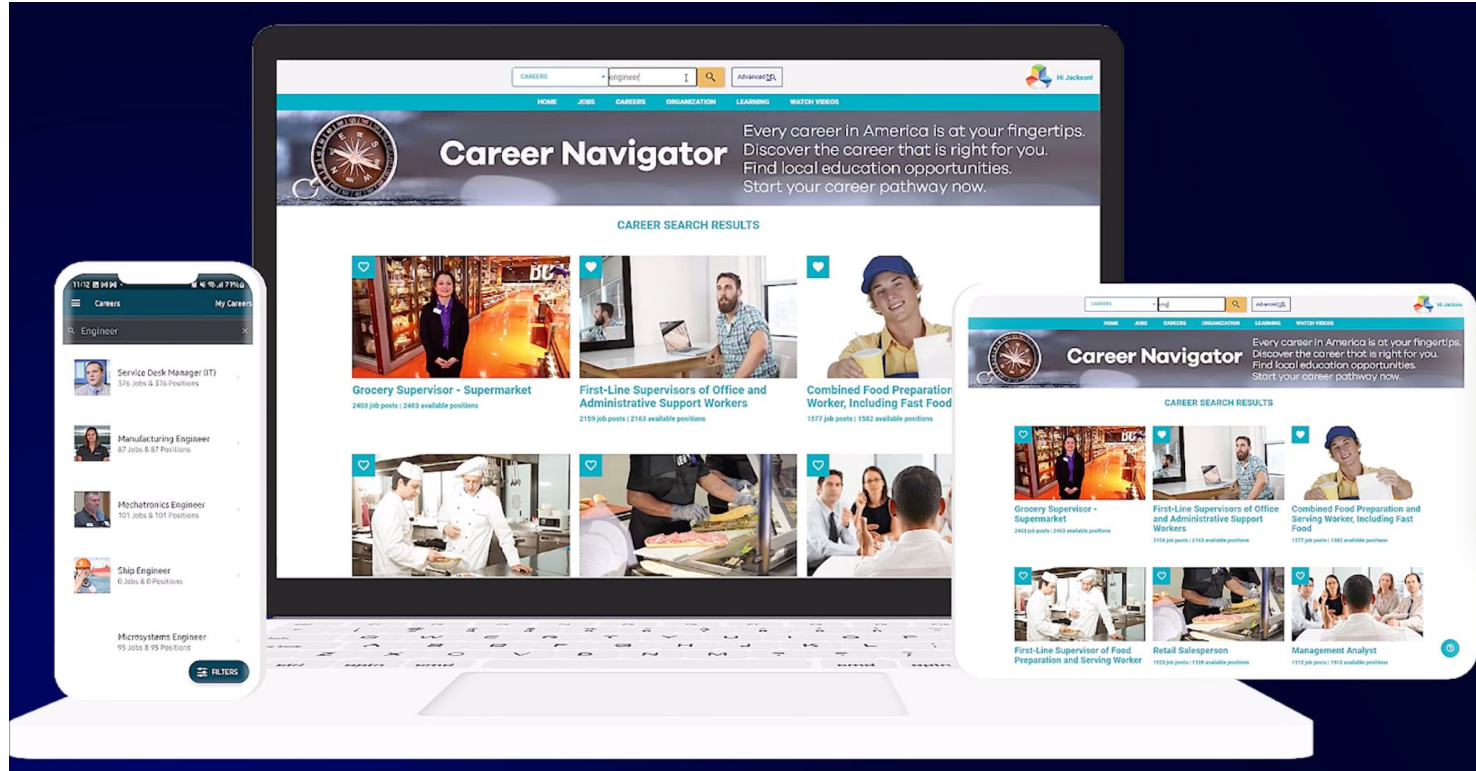


- Stackable Education and Training
- Learning and Career Exploration Built with Employers
- Engaging Learners with Real Workplace Opportunities
- Integrating With Regional Economic and Education and Workforce Stakeholder Administrators



My **perfect job** would...

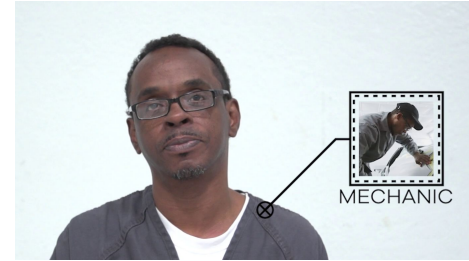
- ✓ **Be Outdoors**
- ✓ **Involve Driving**
- ✓ **Have a Team**



Incarceration to Employment: The Problem

Highly Motivated Learners

- Completing learning modules at higher rate/learner
- Submitting more-complete resumes to job postings



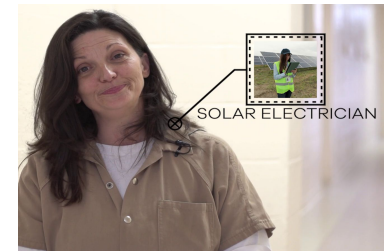
Steep Challenges

- 1 in 3 do not have a High School Diploma
- 49% unemployment in year-1 of release
- Environment barriers
- Literacy Barriers



Great Impact = Great Urgency

- 600,000 will return to their communities this year. (entire WIOA served 221,000 in 2021 for 3.5B)
- Education increases employment, employment reduces factors of recidivism.



Workbay Solution

Workbay Integrates 3 System

Workbay is A Learning Management System loaded with Content Designed for Adult Learners

270 employer-informed online courses

2500 videos filmed on location at employers across USA

Live-Streaming & Blended Programs

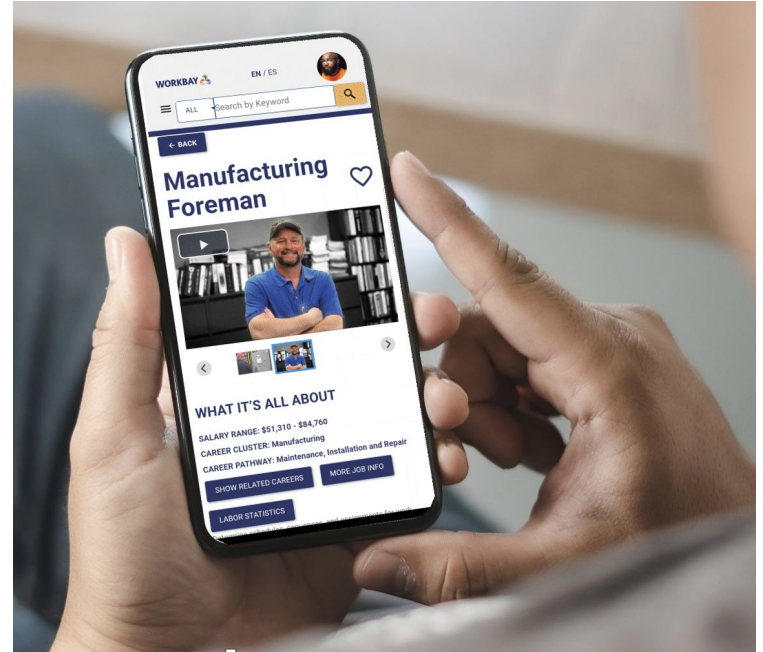
Workbay is A GPS for Jobs: an Economic Opportunity Map

Profiles of regional employers

Education Program catalog + online learning integrated

with Employment Demand: Find a Job, Find education to acquire skills for that Job

Workbay is an AI Agent: A Personalized Localized Career Navigator



WORKBAY

Thank You for your Time

