



Tested Talent
invites you to
explore the

STEP™



It gives me great pleasure to welcome you to collaborate with Tested Talent as we move towards building the **STEP**.

The STEP is an acronym for Tested Talent's **Saudis Train to Earn Program**.

This look book has been created to help all partners in exploring the viability of the STEP.

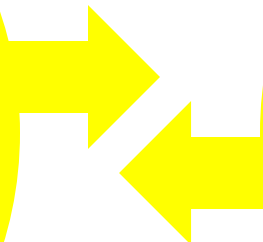
Saleem Qureshi
Chairman, Tested Talent

We have a **problem**

Saudi employers say that “there is no talent in the market”

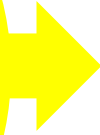
Saudi talent says “there are no jobs in the market”

Current job matching
solutions are not
optimal, they are
misaligned



Job portals try to match-
make employers with
talent, but both sides are
still complaining

Saudi employers want
access to Saudi talent
that is ready and
capable to work



Employers want talent who:

1. Knows and understands industry language
2. Knows acceptable workforce behavior
3. Is proficient in a set of desired skills

We are exploring a commercially viable training solution to

bridge the gap



We believe we can serve employers,
and monetize through a training
methodology that delivers

precision

Classroom training is not optimal because the talents' attention desire diminishes when they are pushed to make a **commitment** of time and **logistics**. In addition, the millennial talent does not receive instant **gratification** in a classroom setting

Existing online training programs offered by the public sector in the Kingdom are not gaining traction because their content delivery **mechanism does not engage** the millennial talent.



Trainings should

be



Short, Effective
& Objective

The objective is to
train talent so that
they can **get hired**,
and **keep the job**

Training should be
engaging, and be:

- a | bite-sized
- b | functional
- c | engaging



Tested Talent would like to introduce you
to its accelerated training program

The
STEP

Saudis Train to Earn Program



The STEP is made up of 3 learning programs

Quick
& Easy
Program

Workplace
Expectations
Program

Career
Growth
Program



Quick & Easy Program

STEP #1

The 'Quick & Easy' program uses flash cards (similar to tweets) to deliver informative and relevant messages to the Talent.



400 messages are delivered through App alerts, and can also be accessed through a Dashboard



Messages can be saved, favorited, catalogued, and reviewed multiple times



400 messages delivered over 4 days and divided into 16 levels + 16 assessments (25 flash cards per level).

#1



Workplace
Expectations
Program

STEP #2

Online training courses designed to help the Talent understand what is expected of them in the workplace, and how to navigate successfully



Online courses accessible through the Dashboard



Courses segmented into 4 levels + 4 assessments, delivered over 4 days, and require 4 hours per day

#2

Career Growth Program

STEP #3

Online training courses designed to help the Talent understand how to become an asset to their employer, and chart out their career path

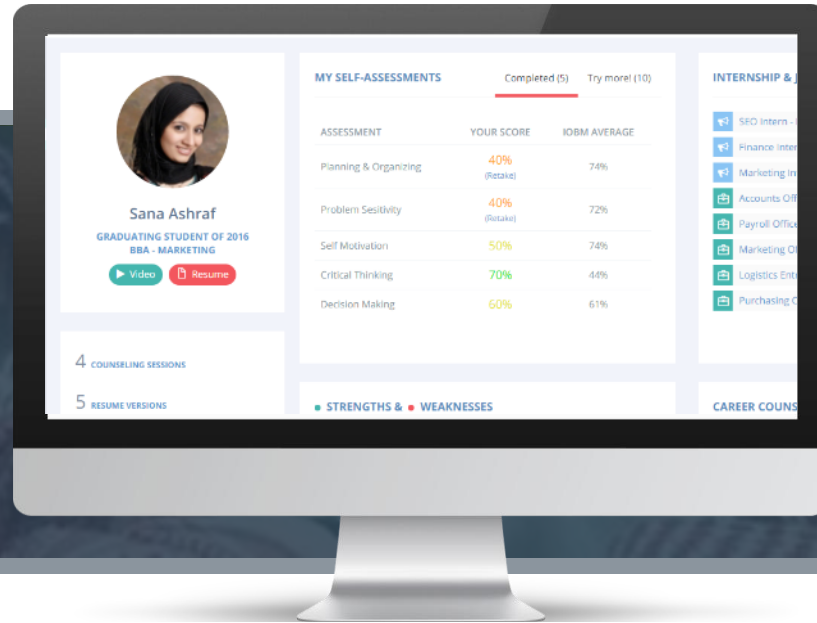


Online courses accessible through the Dashboard



Courses segmented into 3 levels + 3 assessments, delivered over 3 days, and require 6 hours per day

#3



Tested Talent's Learning Management System has
easy to use, and effective


Dashboards



Exploratory pricing schedule to be offered to the Talent

STEP #1	STEP #2	STEP #3
Quick & Easy	Workplace Expectation	Career Growth
SR 150	SR 250	SR 750
400 Flash cards	Online courses	Online courses
16 courses	4 courses	3 courses
16 Assessments	4 Assessments	3 Assessments
Delivered over 16 days	Delivered over 4 days	Delivered over 3 days
Available through App	4 hours required each day	6 hours required each day
Available through Dashboard	Available through Dashboard	Available through Dashboard





150,000
graduates
will enter the
workforce
in 2016

It is estimated that 2 million will enter the workforce
by 2025, this indicates that the STEP has a healthy

market potential



Tested Talent is estimating to sell STEPs through its network and partnerships within the first year of operations

The first year target is being set at servicing 10,000 talent at SR1,150

This translates to the first year revenue potential to

SR 11,500,000





The STEP is an ideal
solution for Saudi
employers who are
dissatisfied with the
quality of Saudi
talent available
through job portals

Saudi employers can be the STEP's
growth drivers





The STEP will
facilitate Saudi
employers

Employers leverage the STEP to:

1. Access trained and certified talent
2. Immediate availability to Saudi Talent
3. Train their existing workforce and new recruits



The STEP is designed to deliver multiple
benefits to employers



Employers can
sponsor talent
to participate
in the training



The Tested Talent team
would like to invite you to
an analyst call, where we
will be further discussing
the STEP business plan

Please feel free
to email me at

Saleem@AssessmentFund.com

