

Ghostknow

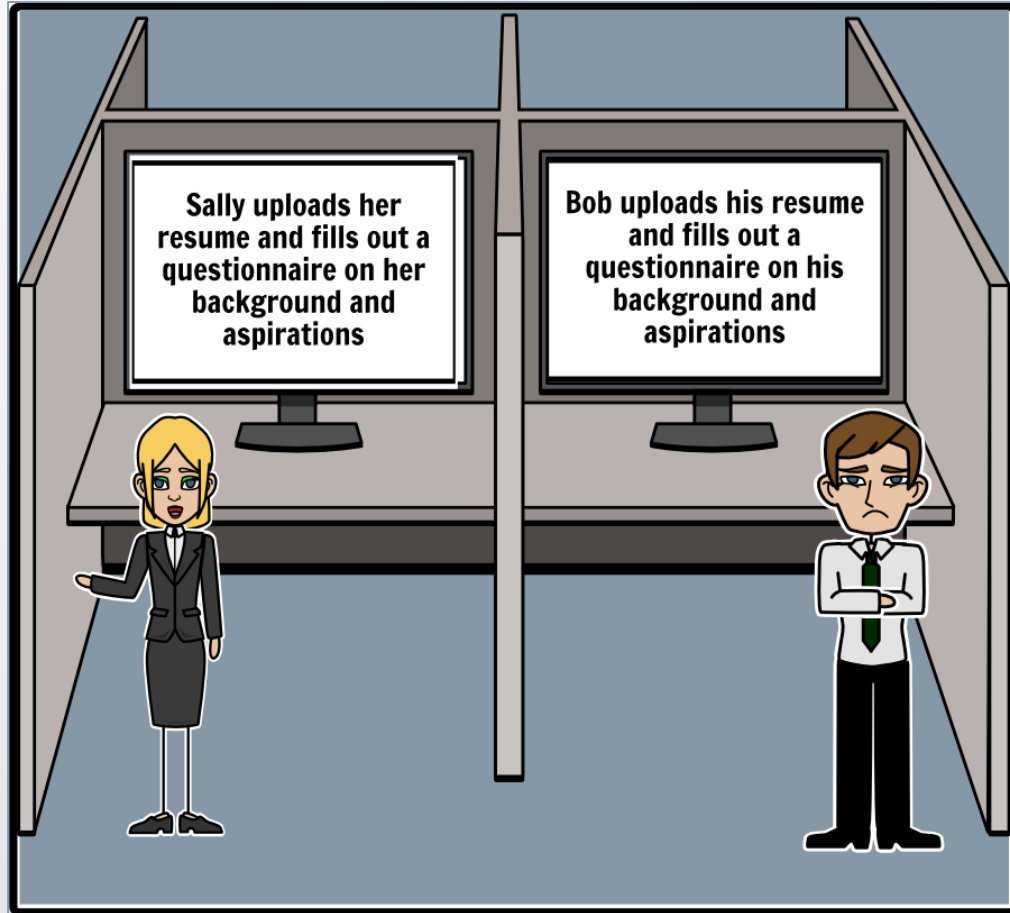
# Ghostknow.com and GK mobile

- **Anonymous Professional Interaction**
- **Peer to Peer, and Mentor to Protege**
- **Be vulnerable**
- **Be candid**
- **Be a coach**
- **Get inspired!**

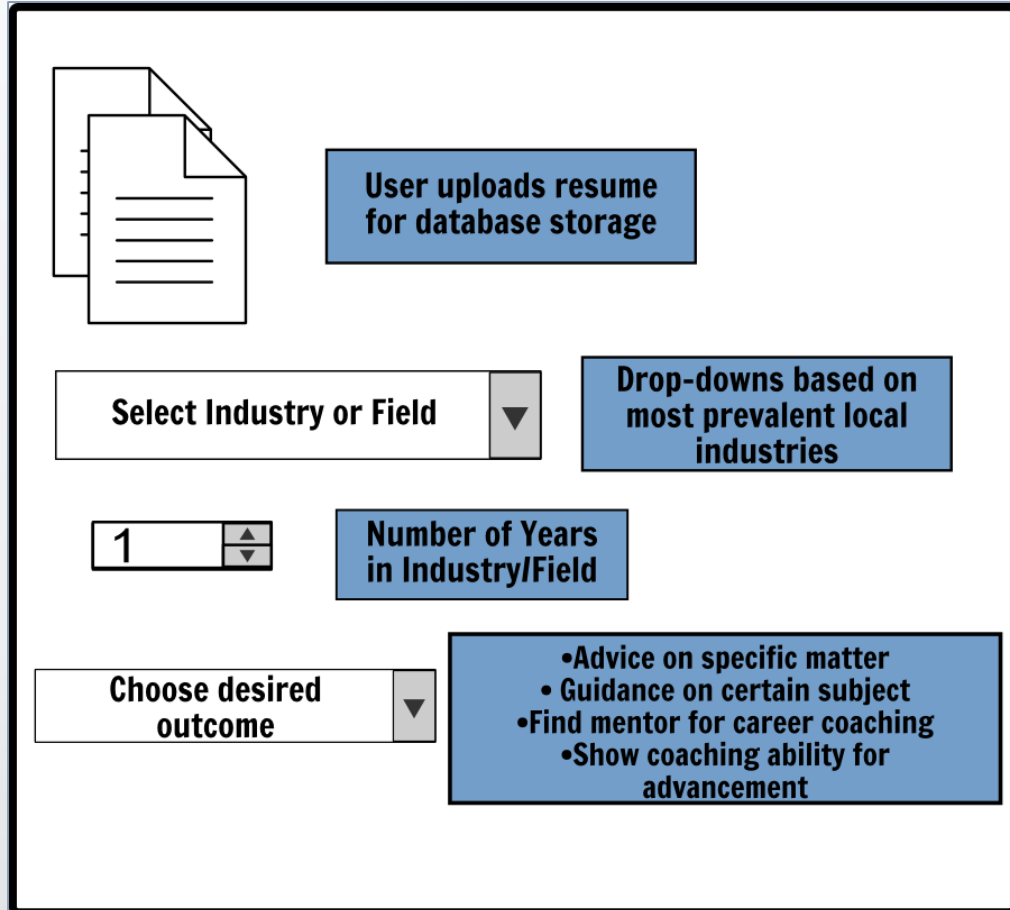
# Ghostknow, Peer to Peer counsel...anonymously



# Ghostknow Profile Creation



# Skills, Abilities, Industry, Experience



# Opt out of Mentoring

I am here only to interact anonymously with others in my industry for help with specific issues

Select areas of concern, Maximum of 3	▼	Drop-down to include industry specific trends and area of concern
Select areas of high experience	▼	Drop-down to include industry specific skills and abilities
Select areas for development	▼	Drop-down to include industry specific skills and abilities

# Mentoring Agreement

I would like Ghostknow to record my interactions to showcase my coaching ability to potential employers

T's and C's Window to show legal terms for text recording and approval

1

Select the number of emerging professionals you would like to mentor....Max of 5

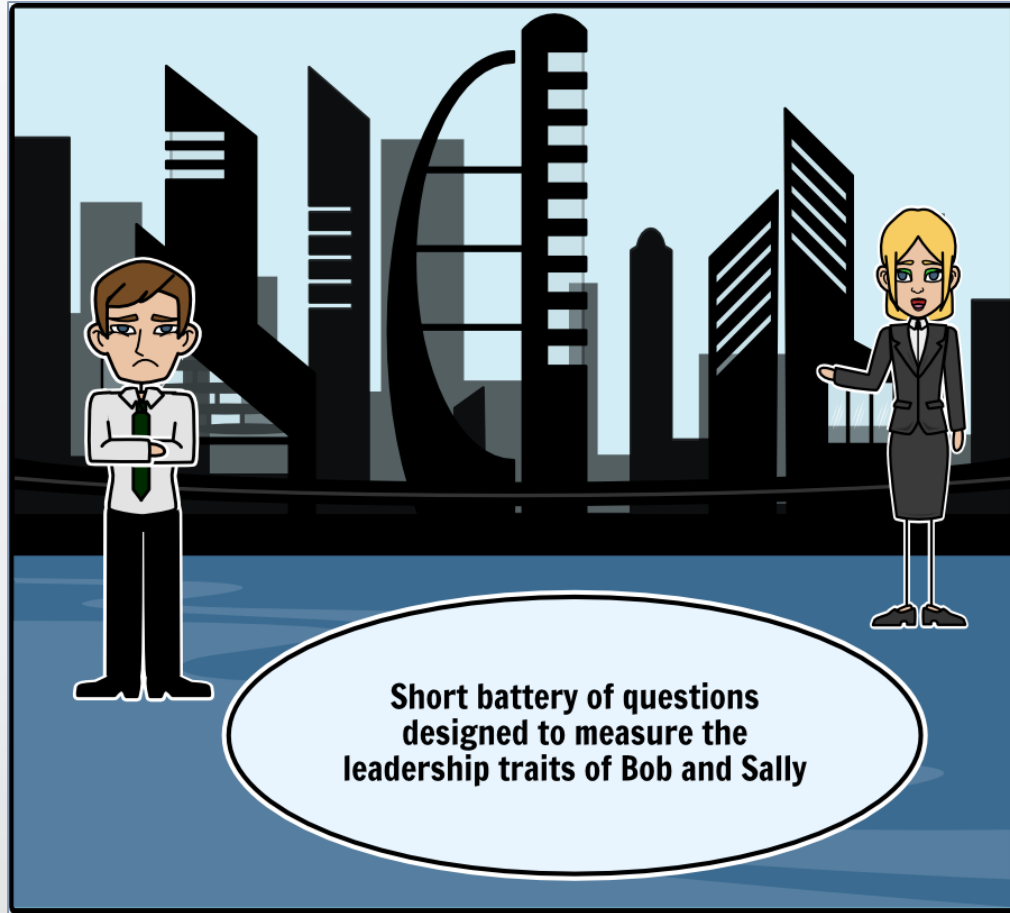
I understand that by choosing to mentor others I am bound by the set forth terms and conditions

Button leads to T's and C's window with Agree/Disagree options

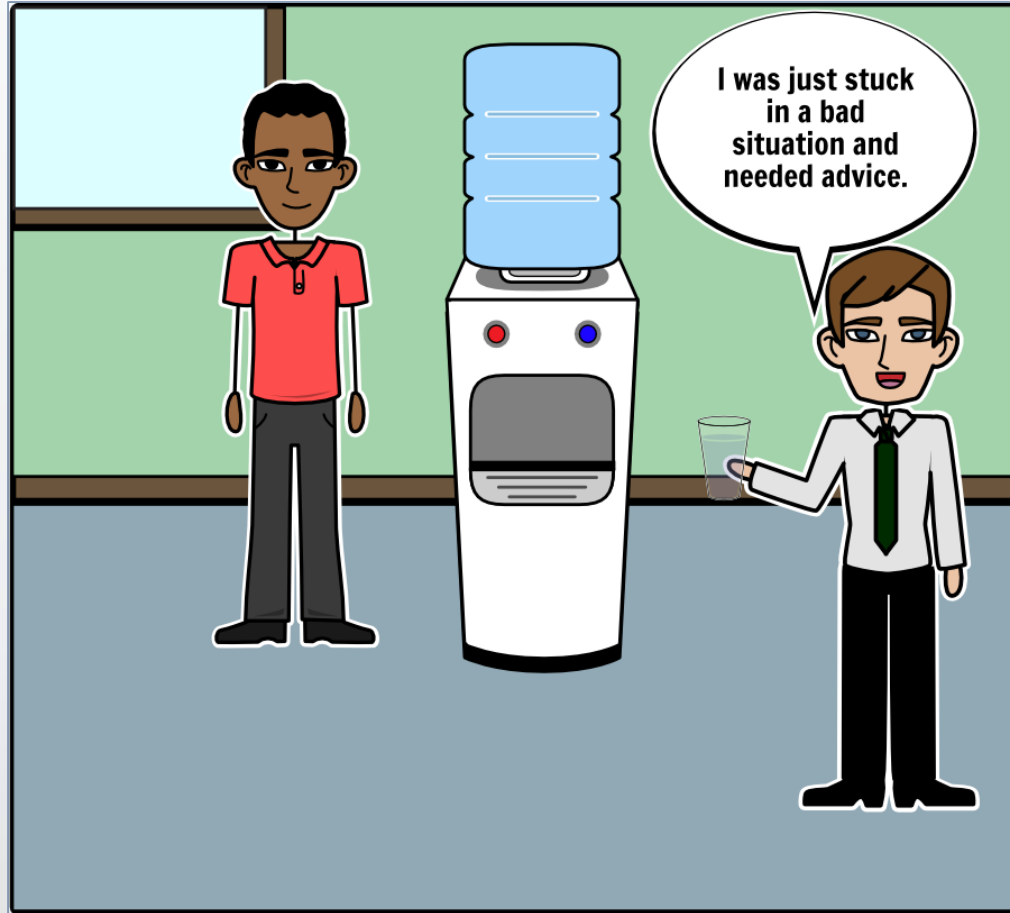
Launch Assessment → Selecting this button leads to battery screen

The image shows a screenshot of a 'Mentoring Agreement' form. It includes a checked checkbox for recording interactions, a spinner box set to '1' for selecting the number of professionals to mentor, and an unchecked radio button for understanding terms and conditions. Annotations in blue boxes explain the 'T's and C's Window' and the 'Launch Assessment' button's function.

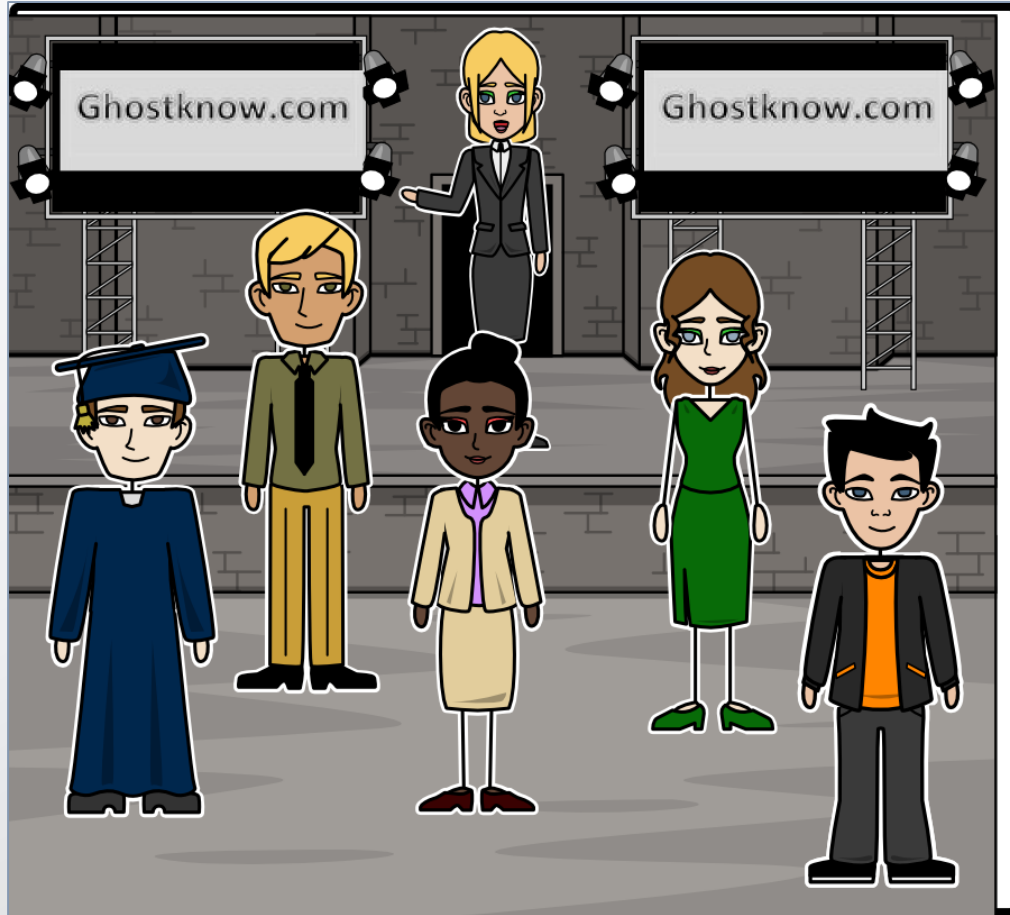
# Personality and DiSC assessment questions



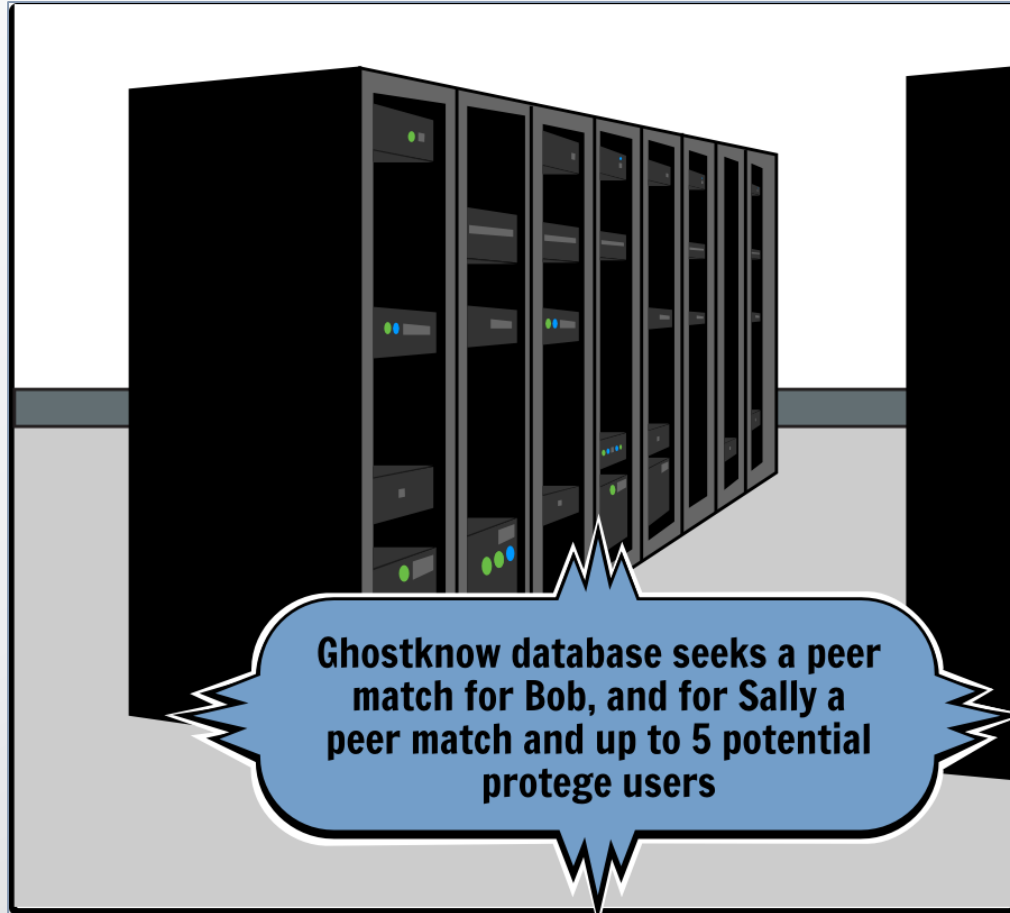
# Bob opts out of Mentoring



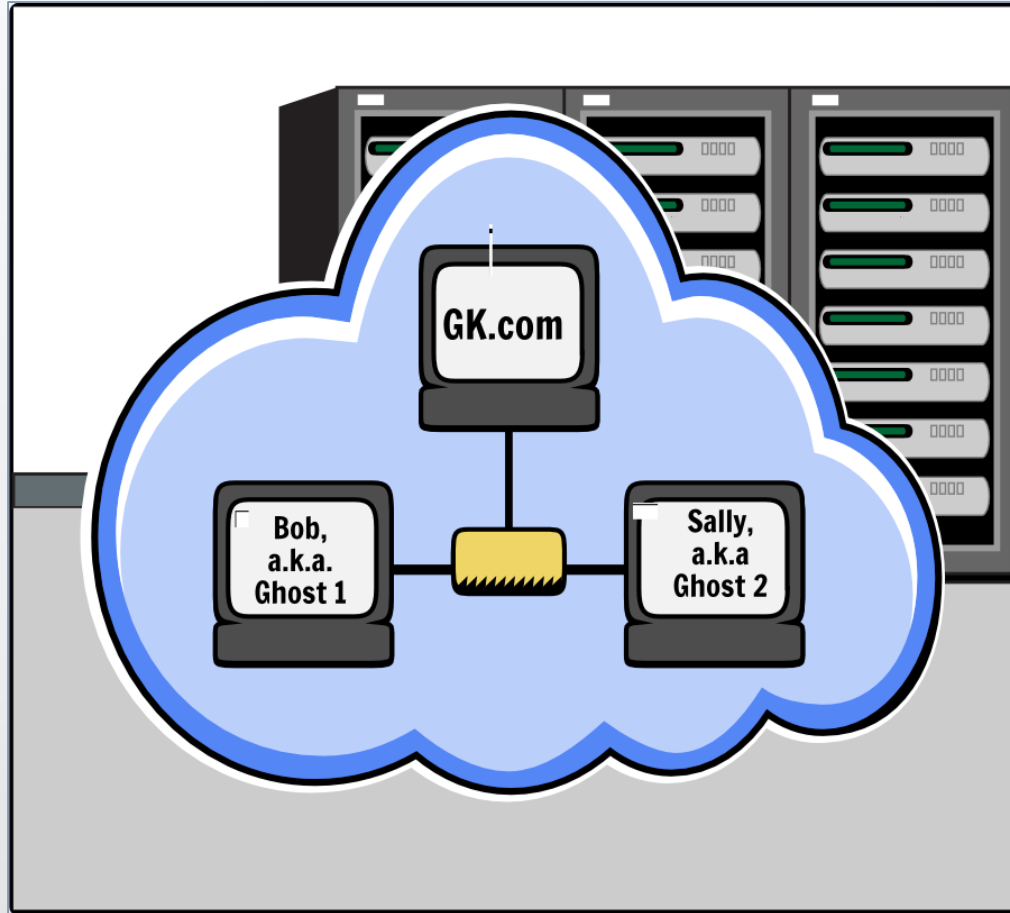
But Sally wants to help newcomers



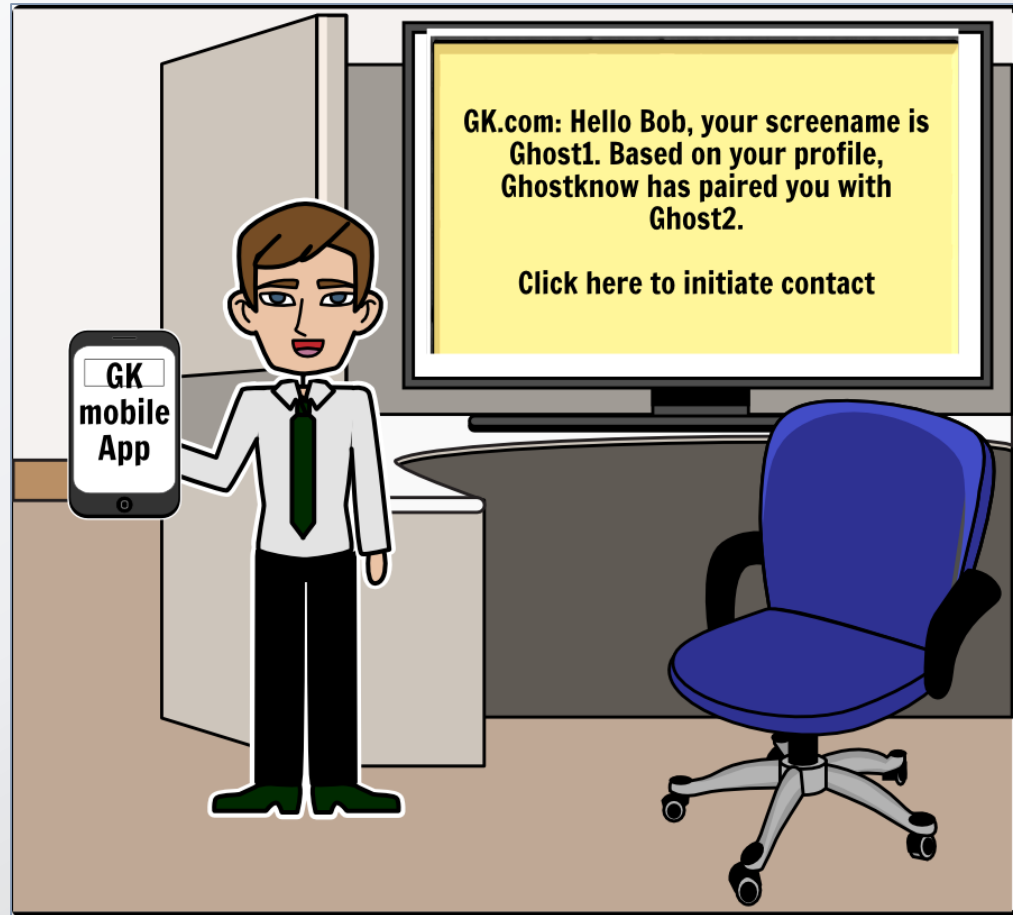
# Ghostknow servers begin the match making process...



Algorithms pair the 2 based on questionnaire input



Ghost1 is notified of the peer match and invited to connect with Ghost 2



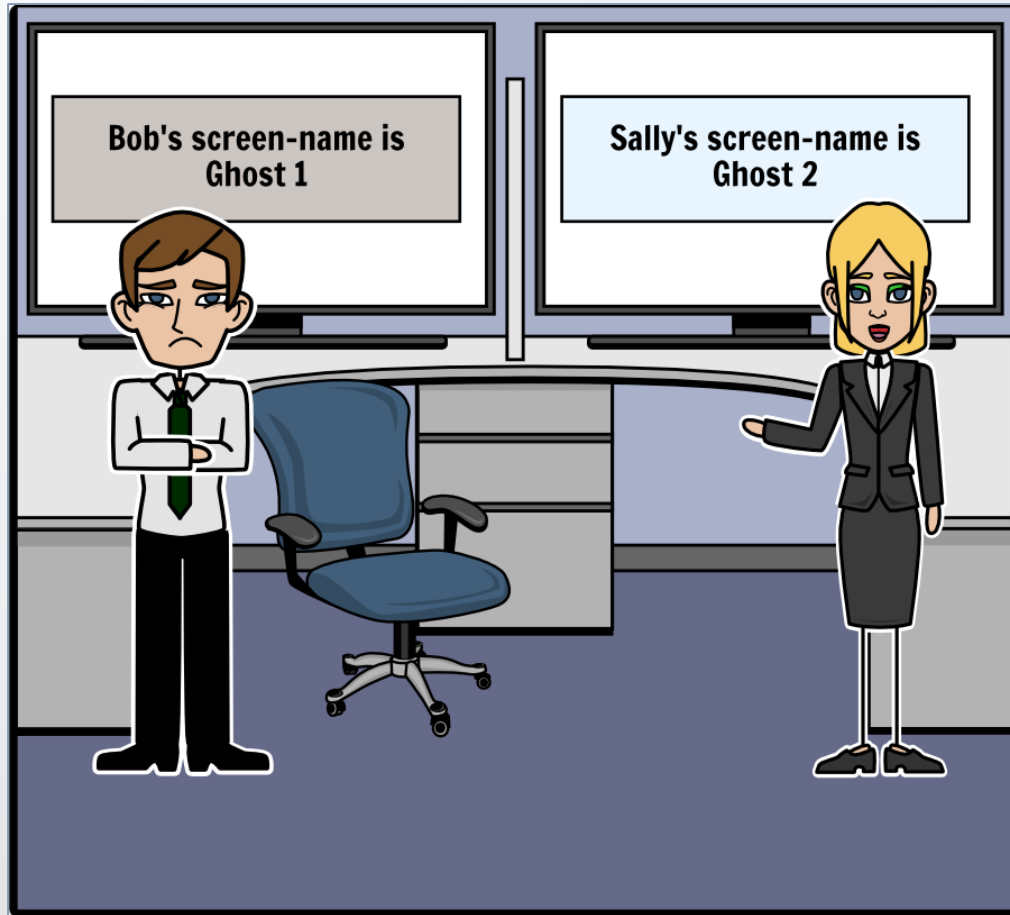
# Ghost2 receives notification of match



# Neo 1, Neo 2, Neo 3 get their Mentor!



Sally advises Bob, and neither one knows the other's true identity



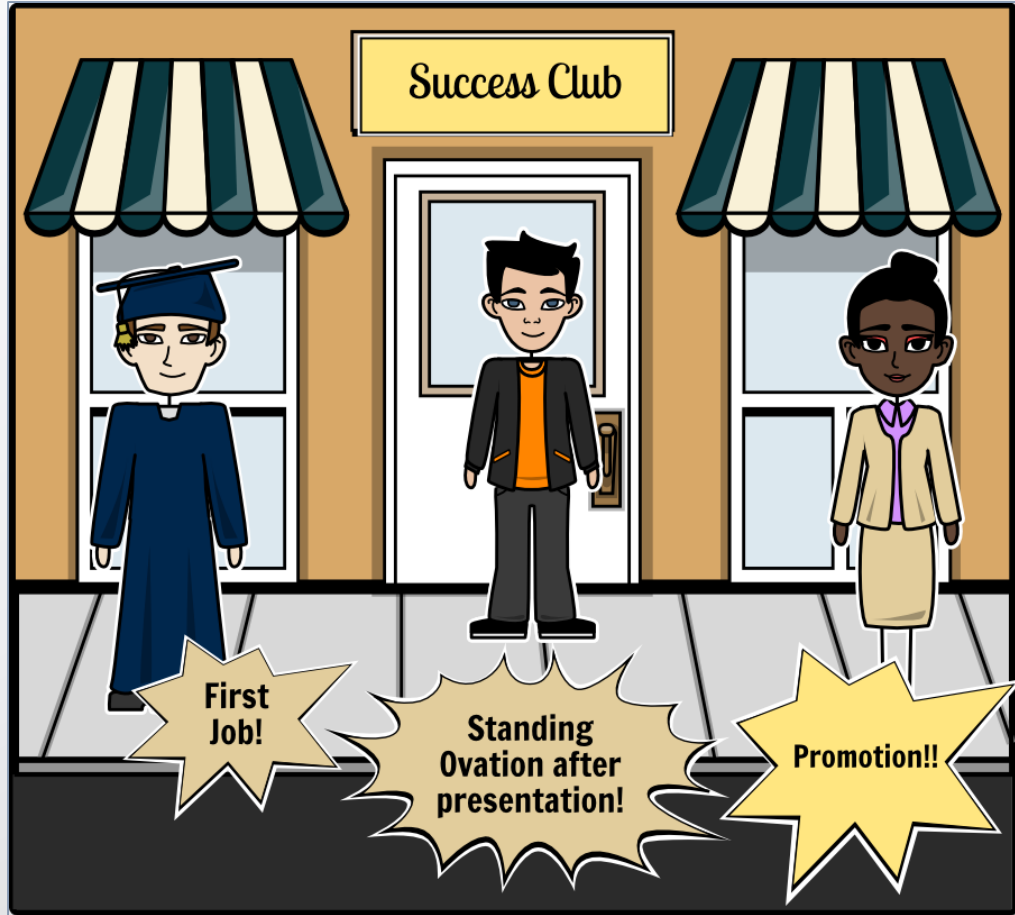
Ghost2 helps Ghost1 today, Ghost1 helps Ghost2 tomorrow



# Ghost2 helps the Neos get started in their mutual industry/field



The Neos are so grateful for Ghost2's advice



# Neos give sally positive feedback and rating



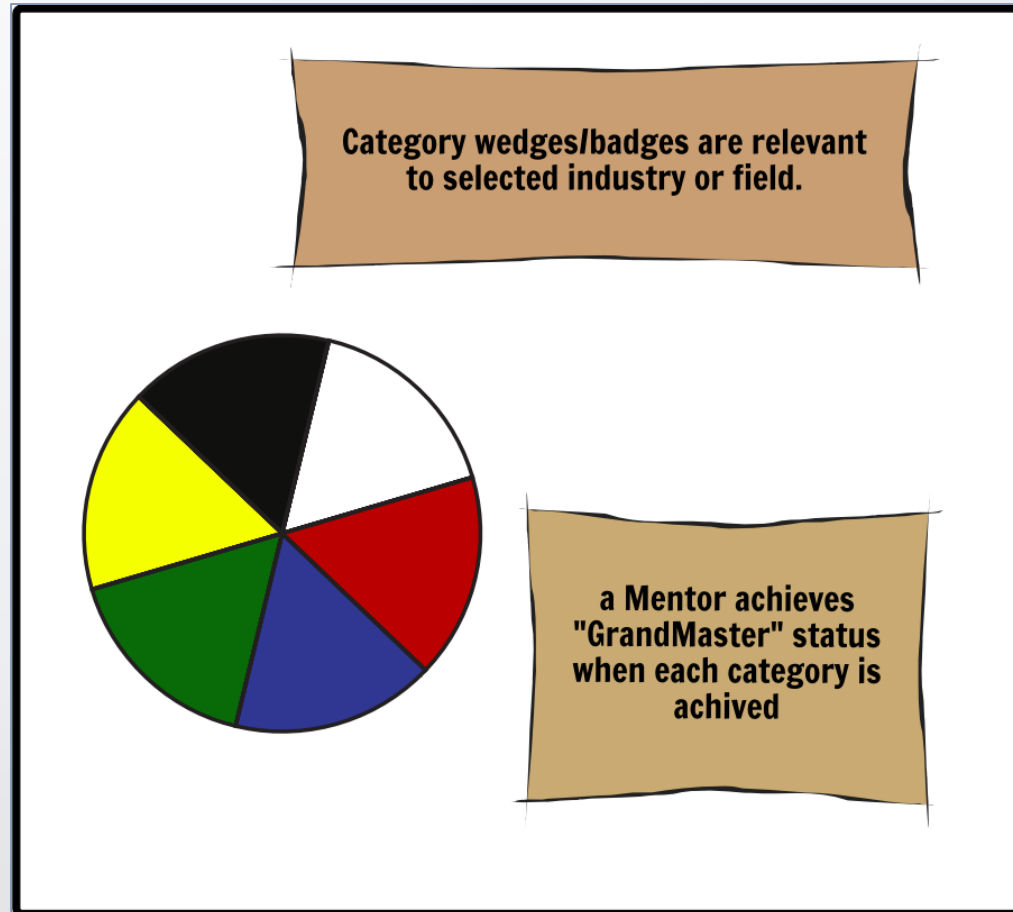
# Ghost2 (Sally) gets rating scores in relevant categories



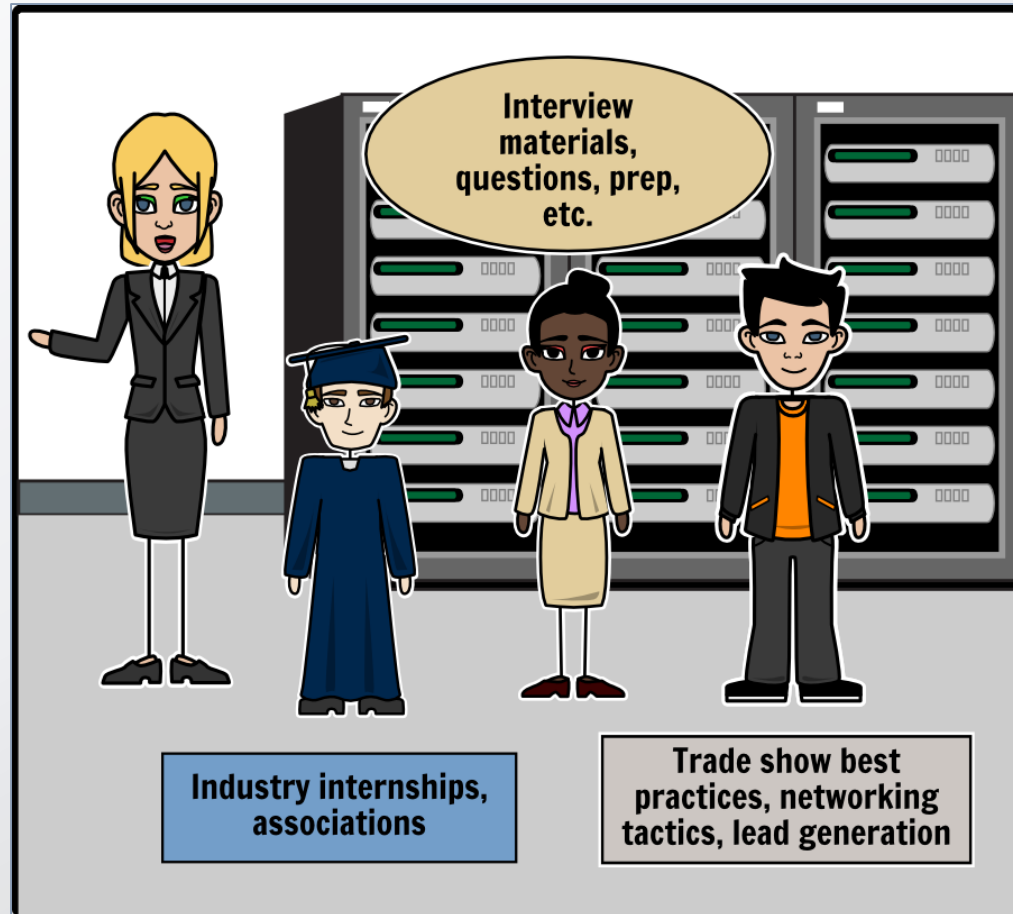
similar to  
eBay

- Interview preparation:**
  - Neo2 gave Ghost2 a high rating
- Industry Entry Assistance:**
  - Neo1 also rated Ghost2 positively
- Expert Guidance:**
  - Neo3 was elated at Ghost2's suggestions for his trade show presentation
- Peer Assistance:**
  - Ghost1 (Bob) was grateful for the help

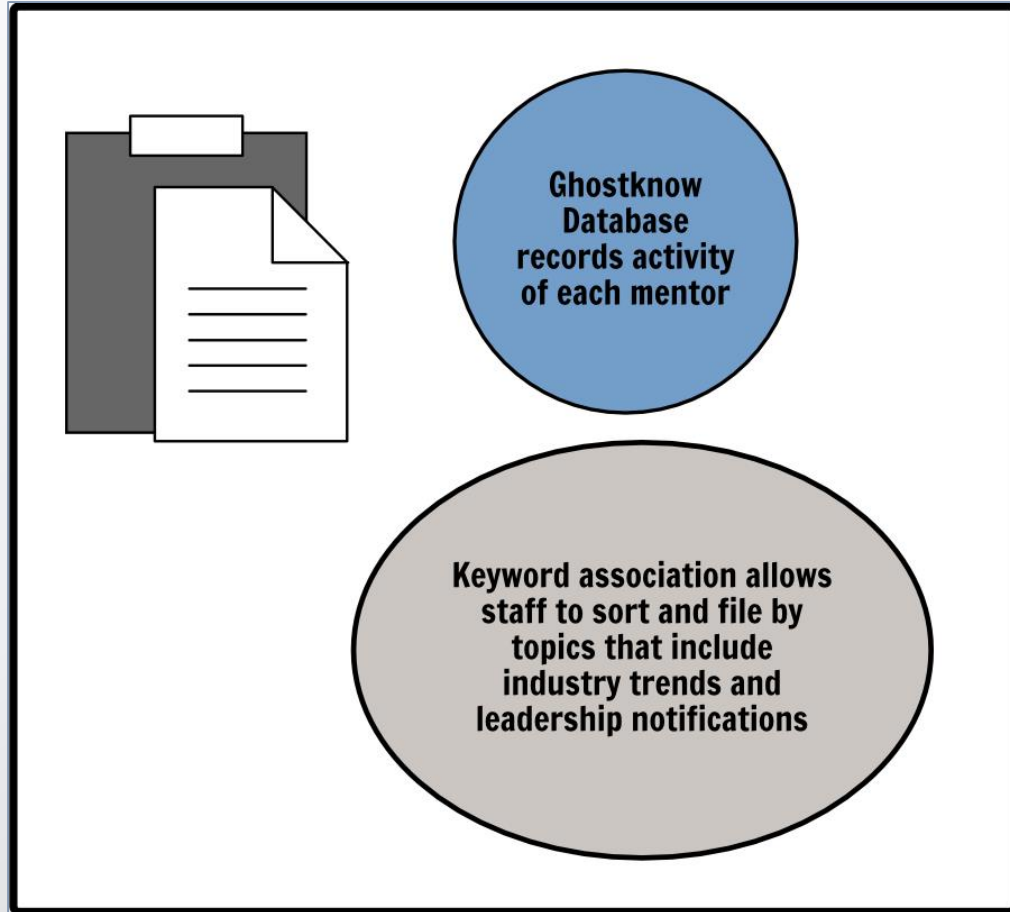
Each Mentor strives for a "badge" in each relevant category



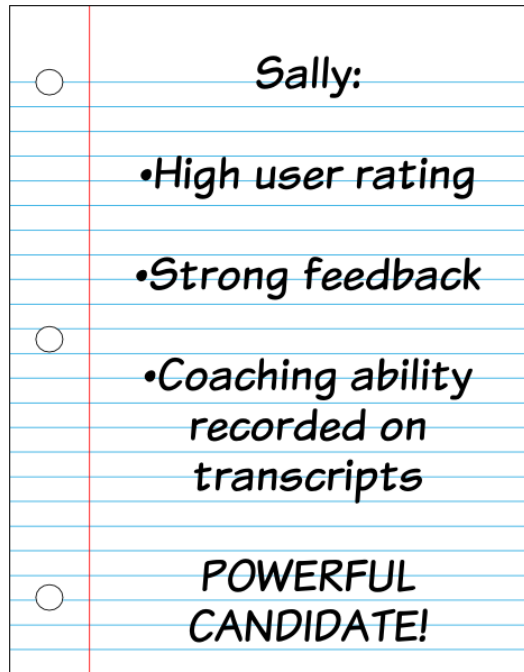
# Sally's coaching advice was recorded and stored!



# Ghostknow stores and curates Sally's transcripts



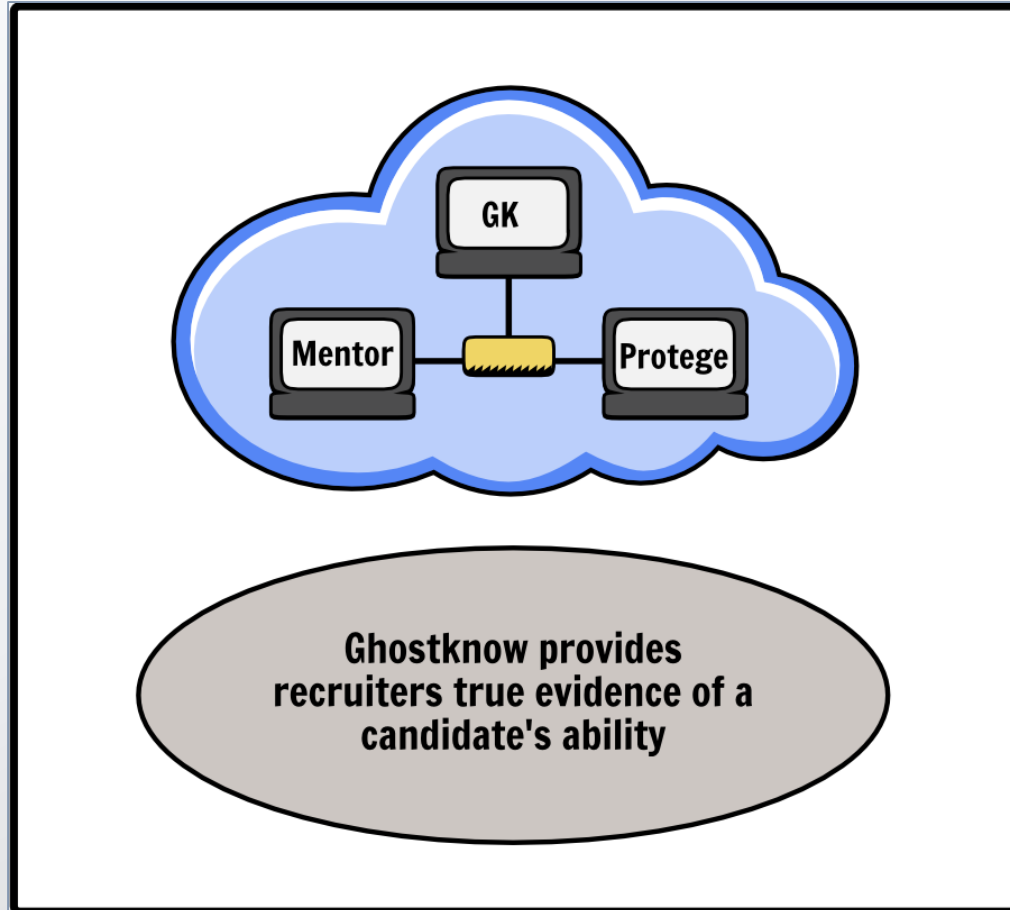
# Candidate Profile created

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- **Sally:**
    - **High user rating**
    - **Strong feedback**
  - **Coaching ability recorded on transcripts**
  - **POWERFUL CANDIDATE!**

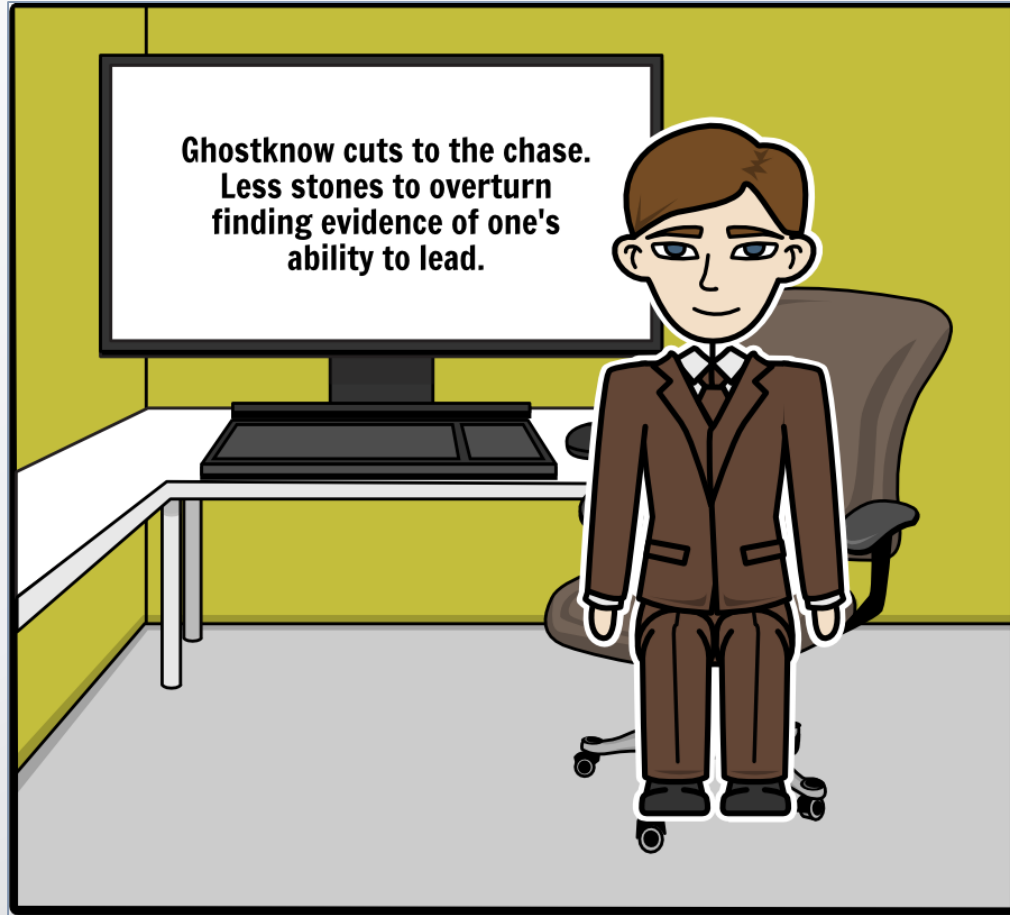
Ghostknow's primary customers are Job  
recruiters



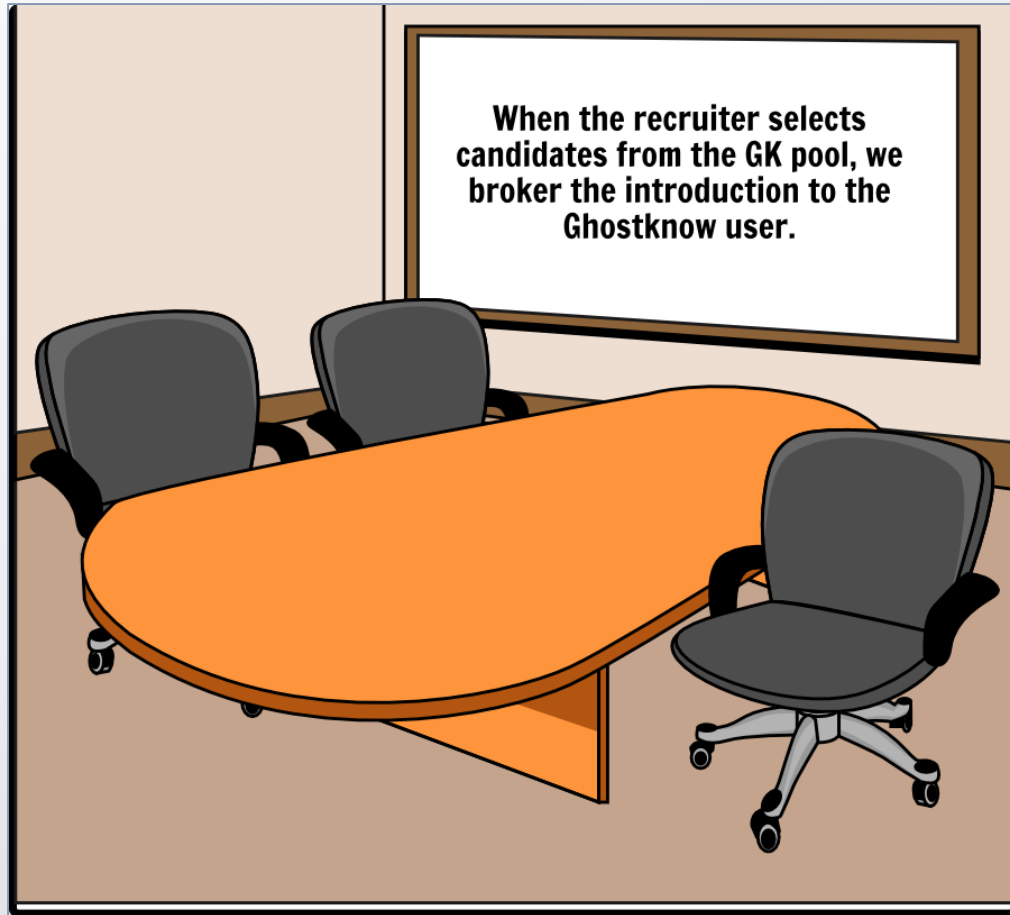
# Qualified Candidates: Evidence of strengths & coaching ability



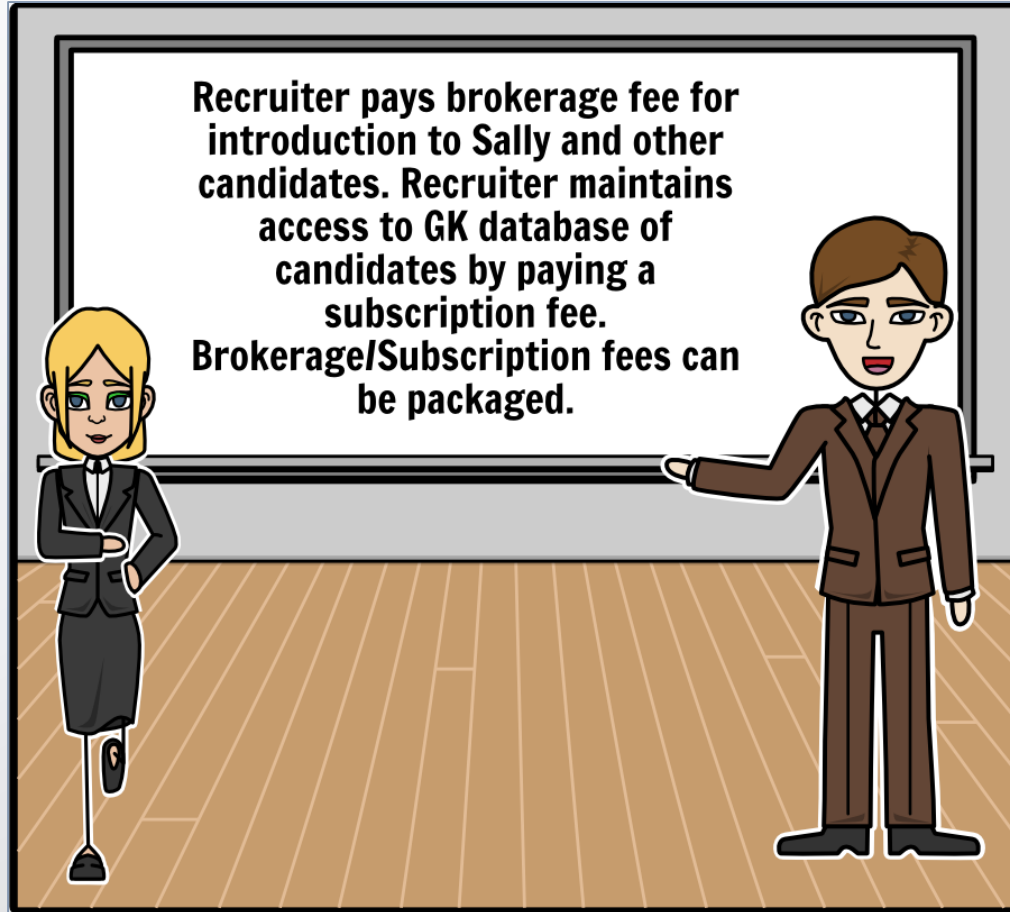
# True time savings for the Job Recruiter



Ghostknow charges brokerage and subscription fees to recruiting firm



# Recruiter, meet Sally



# Ghostknow in Review

- **Anonymous Professional Interaction**
- **Peer to Peer, and Mentor to Protege**
- **User feedback/rating and badge earnings serve to boost a user's profile**
- **Hyper-local, based on the region's top industries**
- **Primary customers are recruiting agencies on a brokerage and subscription revenue model**
- **Value proposition to user: Genuine and anonymous interaction for professional development assistance**
- **Value proposition for customer: Validated candidates, soft cost savings from expedited profiles, evidence of coaching/leadership qualities in a candidate.**