

Temporary file while the site is built

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Tech inspired. **human** driven

June, 2021

Problem

Education

Our education system should be up to par with technological and job market changes.

It's estimated that 85% of occupations present in 2030, have not yet been created today. 60% of college students are studying something that will become obsolete in the next 10 years.

The way people want to learn has changed.

Millennials are already the majority of the country's population and compose 50% of our workforce. generation works digitally, where content is available 24x7. They learn by searching curated content and take courses that are applicable to the job market.

Work

Skills are in constant change.

The total number of skills needed for a single job is increasing by 10% year over year.

Skills, not degrees and lifelong learning.

The focus has now shifted to ability and experience, taking the spotlight away from traditional diplomas. People are now the own protagonists of their careers, they seek autonomy and real opportunities

Education and work

The gap between qualified talent and hiring market demands.

Only 25% of the professional skills that a company needs can be taught to employees by the organization itself

We need agility and data.

Training has increased more than 10 times in the past four years, jumping from 3 days to 36 days. Becoming more data-driven, strategic, resilient and proactive are also needs for the area.

Plooral purpose

**Empowering people to discover
and create their own value
In the job market.**

It's about human life, and the results foster intellectual capital.

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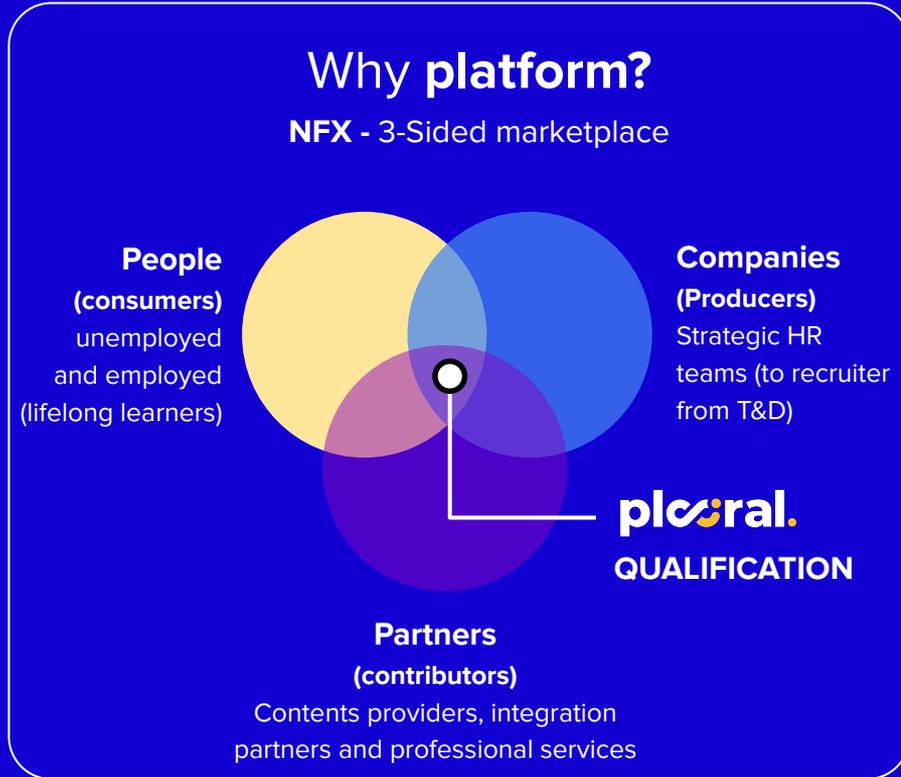
Plooral vision

To create humanized, data-driven solutions that empower growth globally, fostering human intellectual capital across organizations and teams.

Plooral mission

**To close the talent skills gap between
people and organizations**

Who belongs in our ecosystem?



Lifelong Learners

- *Unemployed:* Consumers who seek professional development to remain competitive in the job market and secure employment (actively seeking jobs)
- *Employees:* Consumers who have secure employment and seek professional development for their careers.

Corporations

- *Businesses:* Strategic HR teams who want to reskill, qualify, train and/or onboard their employees or potential candidates.

Partners

- *Integration Partners:* Technology partners that can provide meaningful add-on tools to end-users, to enhance user experience.
- *Professional Services Partners:* Expert consultants that can offer additional services to end-users, to further support the Plooral community,
- *Content Provider Partners:* Official and accredited universities and online course providers that can offer learning/educational experiences to the end-user Plooral community.

Plooral Vivid Descriptions

(Businesses) We are a global **Edemployment platform** that provides innovative solutions and services to companies worldwide who want to **build, attract and hire a highly skilled and engaged workforce.**

(Unemployed) Our solutions are used by **millions of talents worldwide**, supporting them in **preparing, educating, training, upskilling or reskilling** themselves according to market demands and professional interests.

(employees) **Our team** and products **symbolize innovation, humanization, diversity and endless possibilities.**

(Partners) Our global partners provide **curated professional content, services and technology tools** that further our mission in closing the talent skills gap.



Lifelong Learners

Why are they in Plooral?



Businesses

Why are they in Plooral?

Hiring

To train, reskill, upskill potential candidates for job opportunities - new hires

Workforce insights

Succession Planning

Team development

Provide and receive mentorship

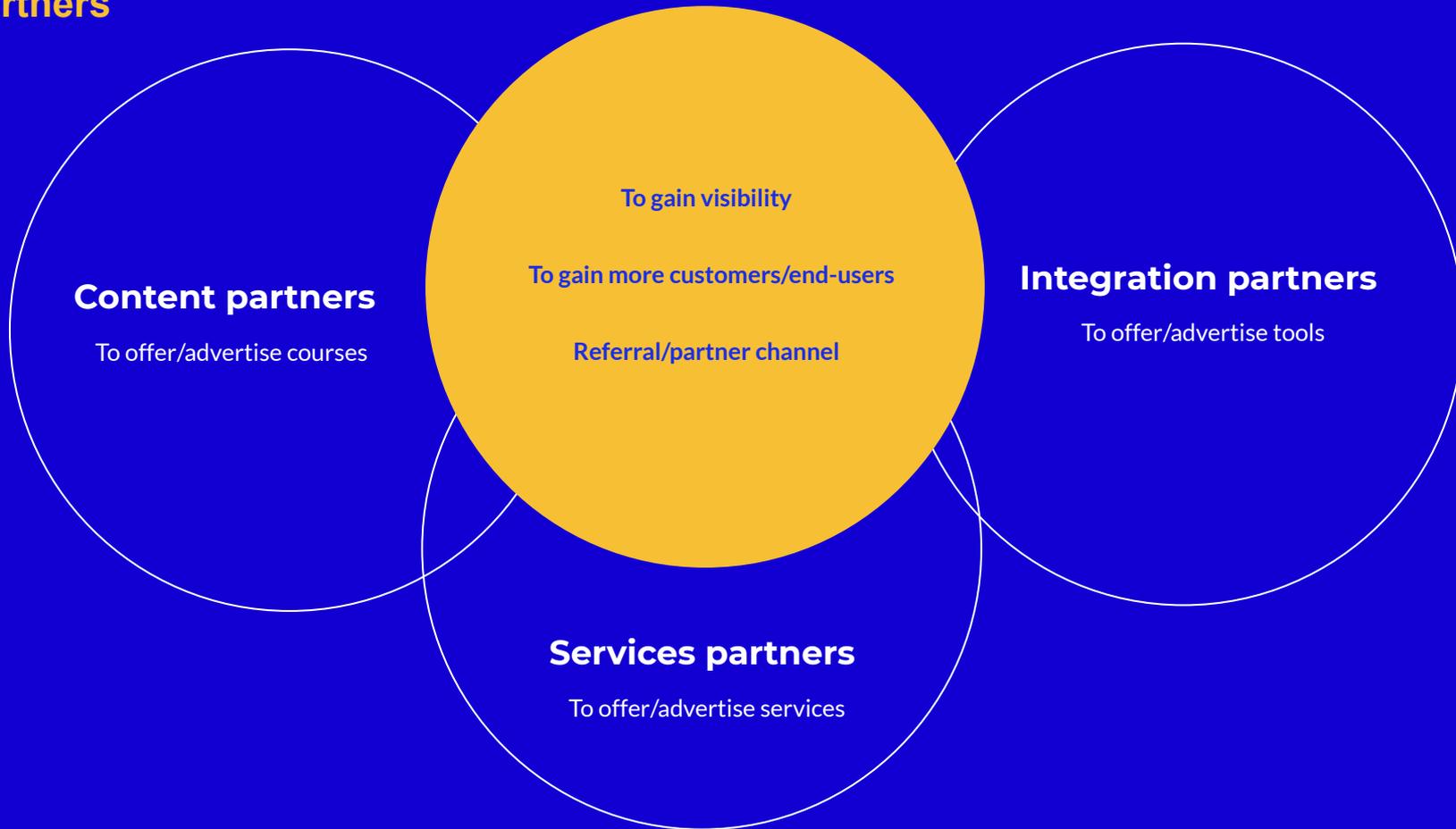
Competitor Insights

Internal Mobility

To train, reskill, upskill employees for job opportunities & internal projects - team allocation

Partners

Why are they in Plooral?



from **candidate** to **employee**

Lifelong learner



Get qualified

Find opportunities

Immerse in culture

Develop myself within company

Attractions & training >> Application >> Pre-onboarding >> Onboarding >> Development

Qualified candidates

Create opportunities

Anticipate training

Leverage Talents



from **recruiter** to **T&D**

Small and medium businesses 1 person

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