

curvit™ allows students to develop an online resume repository and export any combination of that information into a hard copy resume or portfolio formatted to the standard of any institution. The first trial run will be carried out from March to May 2010 with up to 1,600 students at the Duke University Fuqua School of Business, in partnership with the Fuqua Career Management Center (CMC).

The problem

The internet has revolutionized the job recruitment process. Many young professionals now want an online resume or portfolio for increased visibility with recruiters. However, it's difficult for non-technical people to design and implement a professional, appealing website. At the same time, the process still requires hardcopy resumes. Job seekers often have to tailor content for specific positions, which is time consuming, error prone and can lead to information loss over time.

These issues are particularly evident in graduate and professional programs, which are the initial focus of curvit™. For example, a Duke MBA student will apply to 20-50 positions each year, most of which require tailored content. A portion of these positions are on-campus opportunities which require a hardcopy resume. The rest are off-campus opportunities which require multiple methods to be successful. The Duke CMC assists in this process by connecting students to recruiters and by dedicating resources to reviewing resumes for formatting and content errors.

The solution

curvit™ provides the user (i.e. the student) an online resume repository and the flexibility to export any combination of that information whenever necessary. At www.curvit.net, the user can:

- Create a customized web address
- Store any and all potential resume information in his/her curvit™ portfolio
- Upload files, such as transcripts or significant work samples
- Invite recruiters to view and export his/her resume or portfolio

When applying for a specific job, the user can:

- Select the necessary information from his/her curvit™ portfolio
- Select a resume format
- Export the selected information into a formatted PDF resume

In brief, curvit™ is an always-up-to-date and always accessible resume. It allows the user to focus on the content, while curvit™ manages both online and hardcopy formatting.

From an institutional viewpoint, curvit™ eliminates the need for a resume format review and can improve job yields by increasing the visibility of students to recruiters.

The opportunity

Despite a faltering economy, the e-recruitment software market continues to grow at a healthy pace of approximately 10%, according to a Gartner report in late 2009. curvit™ will initially target this growing market by licensing its service to local graduate and professional programs. The graduate and professional student population in North Carolina is approximately 92,000. At an estimated price of \$25 per student per year, the potential local market is \$2.3M per year. From a broader view, the U.S. Census Bureau reports a total graduate and professional student population of 3.6 million, yielding an estimated market size of \$90M per year. This student population is growing at a rate of 2% per year.

The competitive advantage

The competitors of curvit™ are services that allow creation of an online resume with recruiter access, including VisualCV.com, iResume.net and GigTide.com, as well as online networking services, such as LinkedIn and Xing. However, the exportable resume feature of these websites is lacking for two main reasons. First, the user cannot export a targeted resume from all available resume information. Second, the resume format available typically looks like a screenshot of the online resume, which is inappropriate and ineffectual for professional job applications.

At curvit™, we believe that an online presence is necessary, but that well-formatted paper resumes will be required for years to come. In other words, curvit™ fills the gap between complete online resumes and manually typed and formatted resumes. Additionally, curvit™ creates a custom resume template based on the preferred format of each institution, which is not possible with other online resume sites.

Another advantage for curvit™ is its partnership with the Fuqua CMC, which has committed the Fuqua School of Business to a trial period from March to May 2010. Upon success, the CMC will promote curvit™ at many top 25 MBA programs, as well as at other Duke programs, including the Law School, the Sanford Public Policy School, the Nicholas Environmental School and the Trinity Undergraduate School. These initial trials will allow curvit™ to gain additional insight into the needs of students and Career Centers to further develop and improve the service.

The model

curvit™ will initially license its service to institutions for an annual fee per student and will offer alumni a reduced annual fee for continuing service after graduation.

Based on the institutional sales experience of the curvit™ team, the sales lifecycle is expected to be 1-2 years, from initial interaction to full licensing. Thus, initial success will be judged by the number of institutions that agree to trial curvit™ by EOY 2011. The company expects to gain 2,500 users from 2-3 institutional customers and generate over \$60K revenue by EOY 2011. This estimate is based on the graduate and professional student population within a 30 mile radius of Durham, NC.

The team

Co-founder Drew Sadowski, a former process development engineer and 2nd year Duke MBA student, provides the crucial relationships necessary for curvit™ to partner with the Duke MBA program.

Co-founder Zoltan Nagy, a PhD student at the Swiss Federal Institute of Technology, serves as a board member of SiROPglobal.org, a web startup providing an exchange for students and faculty to manage research projects.

Marketing consultant J.P. Hill brings previous experience developing marketing strategy for a VC-funded startup that sells a web-based service directly to K-12 school districts across the country.

The company is seeking to expand the executive board of the company with two members:

- An experienced IT entrepreneur to act as a business advisor
- A talented web developer to manage research and development activities

The request

curvit™ is seeking angel investment of \$100K to be used for web development, based on customer feedback of initial trial runs, and ongoing server costs. Within a year, curvit™ will seek an additional \$500K VC investment for employee salaries and the expansion of web and print advertisement and promotion.