### Three key trends

#### Employers struggle to efficiently hire top talents

1. **Employers** want to reduce "noise" with preselection

   - Time consuming and highly expensive
   - Limited supply of talents
   - White collar focused, highly inefficient
   - National players only, active job seekers only, inefficient with limited eligibility

#### Talents can’t find great job opportunities

2. **Talents** expect more than just an access to jobs

   - Very time consuming and expensive
   - Limited supply of hospitality players, mainly temporary or senior roles
   - Limited supply of employers/jobs due to inefficient process
   - Major corporate recruiters, focused on white collars candidates

#### Schools need technology and data

3. **Schools**

   - Time consuming, no international player, poor quality jobs

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Employers want to reduce “noise” with preselection.

1. Only talents with hospitality education or experience.
2. Restrict applicants based on language, work permits, experience.

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Talents

expect more than just an access to jobs

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3

Schools want to collect data, manage alumni and promote success

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Employer, student, school satisfaction

**Employers**
- Hire Right Talents
- Strengthen Their Brand
- Optimize Resources

**Students**
- Get Hired
- Make Connections
- Keep Learning
- A Global Community

**Schools**
- Place Their Students
- Collect Their Data
- Guide Their Talents
- Manage Their Career and Alumni

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