



FINAL IMPACT PLAN

Prepared for Pathway 2 Tomorrow

Prepared by GoGetter247, Inc.

May 15, 2019

EXECUTIVE SUMMARY

GoGetter (gogetter247.com) is an early stage startup seeking to address the current labor supply shortage in skilled trades by creating an effective career management and recruiting tool, and to also focus on increasing the supply of workers in these industries. We seek to attract new entrants by informing young people of the opportunities that exist and providing them with avenues to enter these careers. We believe that both our product and marketing approach are unique and more likely to be successful than other efforts currently in the marketplace.

We are building an online platform and community for individuals, businesses and organizations connected to skilled trades. Our site will consist of three profile types (“GoGetters” – individual students or employees, “Employers” – businesses which hire employees, and “Career Enhancers” – organizations such as trade schools, government agencies, non-profits, etc.), each of which are created, optimized and maintained by the user themselves, and allows for efficient search, connection and communication between the various profile types. Our product also offers information on skilled trade career paths and serves as a resource for people interested in learning about or pursuing these paths.

While we believe that an improved career management and recruiting platform is needed for these industries, we also are convinced that the true solution is to increase the supply of individuals working in these industries, and that goal is the focus of this Impact Plan and our efforts with Pathway 2 Tomorrow.

PART 1 – THE SOLUTION

The Challenge

With historic unemployment rates, hiring for any type of employee is currently difficult for businesses, but this challenge is especially strong for employers looking for skilled trades workers. The average age of people currently working in skilled trades has been estimated at approximately 55 years old, and thousands of these people retire each day. For a generation, educational institutions have not produced a sufficient supply of new entrants to these careers, and the problem is getting worse due to several cultural and economic trends such as lack of CTE and agricultural education programs, a decreasing unemployment rate, and the resurgence of domestic manufacturing.

“For the last three years, the hardest segment of the workforce for employers to staff with skilled talent hasn’t been registered nurses or engineers or even web developers. It’s been the skilled trades – the welders, electricians, machinists, etc. that are so prevalent in manufacturing and construction. But if these skilled-trades workers are difficult to find now, just wait a few years. The skills gap is likely to become more acute.”
(Forbes)

There is more demand than supply for the skilled trades and no effective, easy to use, trusted way for people and companies to connect. Today’s youth are often told that the only viable pathway to success is through college, and many non-college bound students are left behind and have little preparation for or introduction to alternative career paths. Many other segments of our society that are well-suited for careers in trades, for example military veterans, also have difficulty finding access to these industries.

For a generation, high schools have placed less emphasis on educating and preparing students for careers in trades, which has resulted in both a decreased supply of qualified potential young employees, and institutional problems including lack of budgets, space and equipment, qualified instructors, and connections to employers and recruiting processes.

Current Situation

As a result of over a generation of neglect towards non-college bound students, insufficient numbers of Americans have entered skilled trades, which has resulted in a workforce deficit and millions of unfilled positions across the United States. Following are multiple data points which demonstrate the scale of the problem.

- There are currently 7.1 million unfilled jobs in America, representing the highest level in 17 years (Bureau of Labor Statistics, Dec. 2018)
- For the 8th consecutive year, skilled trades positions are the hardest to fill globally (Manpower Group, 2018)

- Companies are posting skilled trade jobs at record levels but can't reach the right people (Wall Street Journal, 2015)
- People in the skilled trades are on their own – they typically lack business networks and are not well served by recruiters (Wall Street Journal, 2015)
- 43% of the nation's 16-to-24 year olds are not enrolled in high school or college (Bureau of Labor Statistics, 2016)
- Approximately 44 million people carry an average of \$37,000 in student loans, but many are unhappy with the job opportunities upon finishing their education, and are also unaware of the benefits of skilled trades
- There will be 68 percent more job openings in infrastructure-related fields in the next five years than there are people training to fill them (US Department of Education)
- 43 percent of U.S. college and university graduates' first jobs did not require a bachelor's degree, but schools disproportionately focus on college-track programs

Difficulty in finding labor is consistently identified as the single largest problem faced by businesses in the skilled trades industries, yet many non-college bound young people often settle for lower-paying, dead-end jobs because they are unaware that these opportunities exist. Why does this situation exist?

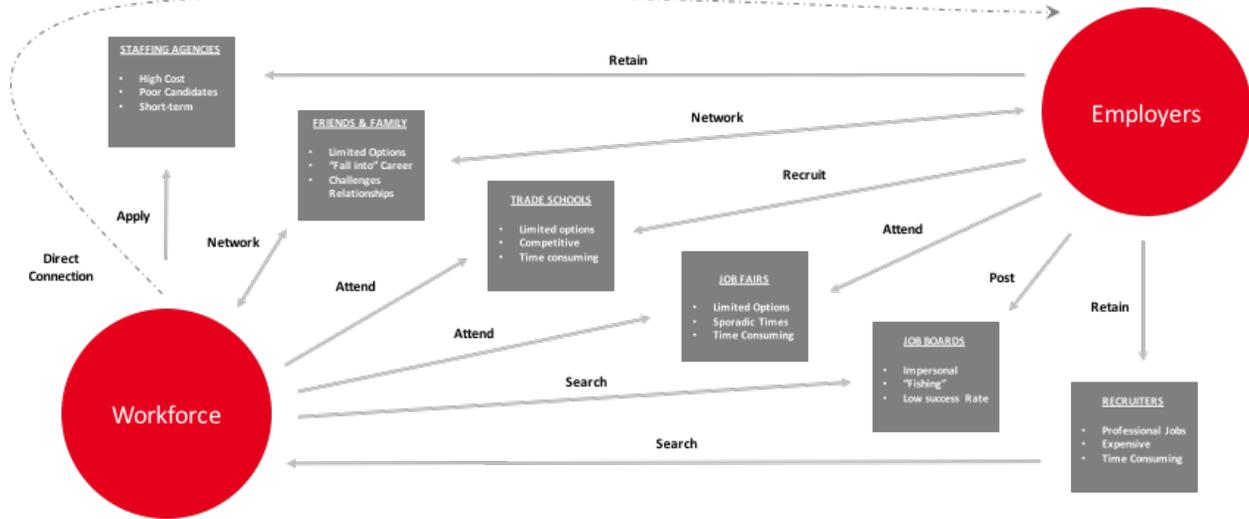
- Educators and counselors have a bias towards pushing kids to college
- Parents want more for their children and often feel college is the only path to success.
- There is a real lack of marketing and cohesive data giving both students and parents access to information to make the most informed decisions
- There is no comprehensive platform in the education system for students as young as 7th grade to begin exposure to careers, businesses, and training related to trades

Current Options

Many products currently exist which seek to address the topic of hiring employees in skilled trade industries, but it's a nearly unanimous view of employers that these fall short in different ways. For example, most options available to businesses seeking to hire employees are some form of a job-board, where they simply post a job description and are forced to wait for a response from an interested job-seeker. Few options exist for employers to proactively search and contact people that may not be looking for them. In addition, these products tend to be cumbersome, complicated and difficult to use.

GoGetter is consistently told by high school educators that they lack resources to help guide students not interested in pursuing a college education. The lack of focus on trades for a generation has also removed the institutional knowledge, contacts and resources needed to help guide these students to rewarding careers outside of the college-track.

The following graphic represents the primary channels that are commonly used today for employers to connect with their potential future workforce. These channels are cumbersome, expensive, time consuming and often yield poor results for all parties involved.



Our Solution

Our proposal to solving these problems consists of both a product and marketing strategy. There must be an improved tool to provide more effective career management options for individuals seeking work, and more powerful recruiting capabilities for employers seeking employees. While countless options currently exist that are trying to provide this connection, we believe that they all have significant weaknesses in their designs and functions. The website will also be a robust, innovative career planning resource for young people not pursuing a college-track education. There must also be an effort to recruit more young people into these careers by exposing them to the attractive salaries, high-job satisfaction levels and numerous job openings currently existing.

Our Product

We are creating a simple to use online community that connects students, businesses and organizations related to skilled trades. GoGetter allows users to build and maintain their own profile on the site, and guides them through the process utilizing different templates for each of the three profile types.

Profile Types

“GoGetter” – for an individual student or employee, the product serves as a career management tool which provides for a passive, constant presence putting them in the sight of

Employers without requiring an active job-search on the GoGetter's part. GoGetters build and maintain their own profile which can be found via filtered searches conducted by Employers and Career Enhancers. GoGetters can also conduct their own proactive searches of Employers and Career Enhancers based on their desired criteria. Future features will allow Employers to list jobs on their profile, and GoGetters will be able to search for those jobs from theirs.

“Employer” – for businesses seeking employees, GoGetter is a recruiting tool which allows them to conduct filtered searches of GoGetters in the community. Empowering the Employer to proactively “hunt” for potential hires based upon selected filters is a significant improvement from other currently available options which require an Employer to “fish” by simply posting job-listings. Employers will also maintain a passive presence through their profile even when not actively hiring, which allows GoGetters and Career Enhancers to locate and contact them.

“Career Enhancers” - for organizations and businesses which do not necessarily directly hire GoGetters, but are associated with skilled trade industries, including high schools, trade schools, community colleges, government agencies, non-profits, unions, municipalities, etc., GoGetter functions as a marketing tool which allows them to search for potential clients and members among the GoGetters and Employers on the site. Their profile also provides for Career Enhancers to be discovered by GoGetters and Employers.

Features and Differentiation

GoGetter offers the following features and functions that provide differentiation from alternative existing solutions.

Proactive Search – GoGetter empowers users of all profile types to proactively filter, search and contact other profile types on the site. Currently available job placement tools generally are some form of a job-board, where an employer posts a position and hopes that the right candidate finds the notice. GoGetter allows the employer to conduct a search of all GoGetters based on criteria it prefers. The site also empowers GoGetters and Career Enhancers which the same, new capabilities which do not exist elsewhere.

Permanent, Passive Presence – existing recruitment and job placement tools generally end at the completion of an employment agreement. Unless a worker is actively seeking new employment, they are not like “present” in the job market and are not in contact with businesses that may want to hire them. GoGetter provides a permanent, passive presence where any user of any profile type can be found by the other profile types, even when not actively conducting searches themselves. For example, a GoGetter may be content in their current employment and not be actively searching, but yet can be found by an Employer that may provide a better arrangement.

Increasing Labor Supply – in addition to providing a more effective and efficient career management, recruiting and marketing tool for participants in skilled trades, GoGetter is attempting to address the true root problem in the market, which is the lack of supply of

workers. GoGetter is focusing current marketing efforts on reaching individuals aged 16-25 and informing them of the opportunities available in skilled trades. A vast majority of the other, large recruitment tools ignore this critical portion of the solution.

Broad Regional and Industry Coverage - There are numerous industry or geographical specific recruiting sites, but GoGetter seeks to service individuals, businesses and organizations throughout the United States in any skilled trade industry. Building the geographical and industry scale is initially challenging, but will provide countless advantages to users once this critical mass of users is collected.

Clean, Simple Interface – GoGetter has developed a clean, simple, intuitive connection platform in which each profile type is guiding through the process of creation, then provide a simple method of searching and contacting others. Any given profile type only sees the other two profile types when using the site, for example, a GoGetter will only see and be able to search or contact Employers and Career Enhancers. This maintains the focus of the platform on career management, recruiting and marketing, and prevents the site from becoming another social media site.

Career Exploration and Planning – GoGetter provides information on many skilled trade industries through its Career Info pages, which present data in a simple, appealing and interesting manner, and also seek to provide avenues of connection for interested GoGetters. The Career Info pages will provide basic data on industries, career guidance information, and direct users to active social media accounts which will empower them to connect with others currently in the industry and provide an opportunity to learn more. We believe that this feature will grow substantially as our product evolves and will become a unique, valuable resource for educators.

Future Product Ideas

As GoGetter grows and evolves, and we obtain the required capital, we hope to consider implementing some of the features listed below. The important thing to note is that once we have accumulated a significant amount of profiles for all types, and they represent a solid density of geographical location and industries, we can easily add functions, features and capabilities to the site.

- More Robust Profiles and Searching
- Job postings by Employers
- Internal Messaging and Inbox
- Intra-Profile Search and Messaging
- User and Site Security
- Reviews and Ratings
- Direct Temp-Work Scheduling
- Premium Level Profiles

- Career Recommendations
- Mentoring Programs
- Apprenticeship Programs
- Moonlighting
- Increased Social Media Integration
- Sponsorships of Career Exploration
- GoGetter Marketplace or Store

Increasing the Skilled Labor Supply

Simply creating an improved tool is not sufficient, as the real issue is that there are simply not enough existing workers to meet the demand of employers. We believe that this is solved by creatively reaching and informing young people of the opportunities that exist in these careers, and providing them a central destination where they can inform themselves and make connections to training, employers, jobs, etc.

GoGetter is a repository of career information on specific disciplines and skilled trades, including basic industry specific statistics, connections to industry social media groups, videos explaining the realities of these careers, and pathways into the trade. As our product evolves, these pages will become more robust, and include many more features.

An important component of our efforts to attract more young people to careers in trades is a message of empowerment and respect for hard work and those who do it. We believe that there has been a stigma against those who don't attend college, and there is a crisis of confidence among many non-college bound kids. We aim to show them the tangible financial benefits of these careers, embolden them with the knowledge that these careers are legitimate, and to encourage them to have honor for hard work.

“A national survey and research report recently released by America’s Promise Alliance, Civic Enterprises and Peter D. Hart Research Associates shows that nearly three in four (73 percent) of youth ages 16-24 who are not enrolled in school, are unemployed and do not have a college degree are confident and hopeful that they will be able to achieve their goals in life. This survey sought to better understand how these youth, often referred to as “disconnected youth” or “opportunity youth,” became detached from school and work and the challenges they face trying to reconnect to society. Based on the findings from this survey, this report provides a glimpse of the enormous benefits to the nation if we could re-engage these young people and what would be most helpful in getting them back on track.” – America’s Promise Alliance

Funding

GoGetter is currently funded via contributions from its co-founders, and spent approximately \$50,000 since January, 2018 to develop a Beta version of our product, build our current team of

four people, and launch marketing and business development efforts. The product has evolved to a point where we believe we can successfully raise additional capital which will be required to scale the business.

In July, 2019 we will begin pursuing Series A venture capital funding. We believe that there is currently a strong demand for investment in startups engaging in employment solutions.

Anticipated Outcomes

As a result of implementing our solution we anticipate:

- A national, mutually beneficial network of students, businesses, educators, government agencies and non-profit organizations.
- Partnering with junior high and high schools to give students better access to career information in all geographical areas and numerous industries.
- Simplifying the path into a future career by directly linking students to training programs to businesses.
- Placing students in careers that have meaning and offer higher initial salaries with meaningful growth potential.
- Offering students a roadmap into new disciplines and a less-stress path to change industries mid-career.
- A net benefit to society. Technology has rapidly changed the work environment, and many people are left on the sidelines due to a lack of proper skills and no clear path into new careers. Additionally, once-common jobs in fields like retail have been decimated by online offerings, leaving many without jobs or access to programs that promote them into higher wage work environments.

Evidence of Success

GoGetter has received multiple indications of success and confirmation that it is addressing an unmet need. We believe that our product is significantly different than any other currently in the market, and that we have identified the correct business development channels to pursue. In addition, we have been extremely pleased with the response to our branding efforts and the reception to the respectful messaging we are trying to send to those involved in trades.

High Schools

We have made inroads into CTE and ag programs in California and Oregon high schools, including being invited to multiple career fairs, asked to present to regional CTE meetings, invitations to make presentations directly to students in classrooms, and multiple referrals from existing contacts. We believe strongly that there is a strong demand for the types of product, services and messages that our website and marketing offer to high schools.

Youth Programs

We are starting to receive significant interest from youth related organizations such as Future Farmers of America, programs for at-risk youth, second-chance programs, etc. We feel these types of organizations are a strong fit for the movement we are trying to create.

Employers

Employers are desperate to find new employees and are willing to try anything if it offers a chance of success. Employers are uniformly positive after hearing a description of our product and business goals, but the challenge we have is that we are not useful to them until we have a significant amount of GoGetter profiles.

Industry Organizations

Industry associations, government workforce development agencies, regional economic development organizations are very supportive of our goals and have promoted us in newsletters, online blogs, local media, and community presentations.

Social Media

We have quickly developed a sizeable following on social media without spending any money on advertising or follower acquisition. In May, 2018 we launched our efforts on Instagram, Facebook, Twitter and YouTube, trying to send a positive message of empowerment and respect for trades and people who work in them, and the growth has been outstanding. For example, from a launch in May, 2018, our Instagram account has grown to nearly 25,000 followers, and is now adding more than 200 per day. Our posts receive several million views per month, and this continues to grow each month.

PART 2 – IMPLEMENTATION PLAN

Vision for Impact

GoGetter will be most effective when it obtains a density of GoGetters, Employers and Career Enhancers in a broad regional and industry scope. Additional funding and national partnerships will enable this rapid scale. GoGetter is currently testing its marketing and business development tactics in Central Oregon and Northern California, and believes that it has identified methods which are successful and can be replicated in future geographical regions.

2018 Milestones Met

GoGetter made several significant moves in 2018, including adding a new CEO, developing and launching Beta and MVP versions of our website product, initiating basic marketing and business development efforts, and attracting a significant following on social media.

Task/Metric	Q1	Q2	Q3	Q4
Product Development				
Launched Beta version of website			Yes	
Marketing				
Opened social media accounts		Yes		
Identified sales channels and partners			Yes	
People				
Added new CEO	Yes			
Added programming and marketing staff		Yes		
Financial				
Self-funded development of current efforts	Yes	Yes	Yes	Yes
Received unsolicited interest from investors			Yes	Yes

2019 Operational Goals

Following are various operational goals that GoGetter has set for 2019.

Task/Metric	Q1	Q2	Q3	Q4
Product Development				
Launch mobile version			Yes	
Profile creation			Yes	
Robust career info pages			Yes	
User Growth				
GoGetter profiles			500	1000
Employer profiles				100
Career Enhancer profiles				50
Marketing				
Begin online marketing efforts		Yes		
Begin offline marketing efforts			Yes	
People				
Hire CTO				Yes
Hire business development personnel			Yes	
Financial				
Raise Series A Funding			Yes	

Beyond 2019

Projections for growth in the next five years will depend significantly on the amount of investment capital that we are able to raise in 2019. The scale to which we need to grow will require significant investment in product, business development, and marketing. We do not plan to charge for our product or services for the foreseeable future, so will be dependent upon creative marketing and/or capital investment.

The challenge that GoGetter faces is that we're trying to build something large that needs a significant scale to provide real value to its users. This same challenge is an advantage in that every user that joins our site creates additional value for all the other users on the platform.

Ideal Conditions

Our ideal conditions include establishing formal education partnerships on the national, state and local levels to attract new GoGetter profiles on our site. We closely align with educators to give students easy training and access to the platform.

The real value to our youth is for us to create a platform that we can scale quickly nationwide. GoGetter's prime value to students and businesses will be the ability to provide access to opportunities and training programs on a national and multi-industry level.

It's important to note that GoGetter itself will not offer internship programs, apprenticeships, recruiting services, training, etc., and hence is not a competitor to existing programs and agencies, but rather a tool they can all use in much the way that Airbnb is a marketing channel for hotels as opposed to a competitor. For example, two existing rival companies in the same field of discipline in Central Oregon are offering internships to students. These businesses compete regionally, but GoGetter is a platform they can both use to broaden their message and reach students directly with more information on their businesses and apprenticeship opportunities. GoGetter is simply a platform, tool and community – not a competitor.

We are working in conjunction with local and regional educators to create lesson plans to give students exposure to GoGetter and help with creating profiles. GoGetter is working to grow both from a "top-down" approach (partnering and presenting to organizations with a national reach or organizational authority) and a "bottom-up" approach by partnering with local teachers, groups like regional FFA chapters, at-risk youth programs, Chambers of Commerce, and high school regional career fairs.

Regional Focus

GoGetter has chosen Central Oregon and Northern California as its initial target markets and is using its experiences there to identify the most effective sales channels and to hone its messaging. Lessons learned in these markets will be used when expanding to other regional markets. We are exploring numerous tactics and techniques based upon best practices and lessons learned in our current markets, and are optimistic about ideas such as selecting supportive educators to be "Ambassadors" for GoGetter within their sphere of influence.

Engagement

One area of engagement is our focus on partnerships at a national and state level with relevant organizations and programs, such as Future Farmers of America (FFA), state, district and local high school CTE and agriculture programs, organizations preparing young people for careers in

trades, programs for at-risk youth, military transition programs, regional and state economic development agencies, Chambers of Commerce, and others. We have begun developing partnerships with the following organizations:

Future Farmers of America (FFA) - GoGetter was introduced to AG Educators of the FFA Central Region of California and asked to present at a regional conference. Teachers, highly agreeing with the need and application to their students, requested the creation of a lesson plan which will enable students to engage in all aspects of GoGetter. The instructors will guide students through the industry education, expose their career interests, develop their profiles, explore training programs and research employment opportunities. Based on the interest and encouragement of these initial Central Region Advisors, we are working with the local chapter to expand our reach to the California FFA (89,000 students) and National FFA (653,000 students) organizations.

High School Vocational Program Partnerships – in Stanislaus County, California, we launched an initial partnership with the Stanislaus County High School Ag Education Departments and the Welding and Mechanics Departments. We were able to partner with the students in the Agriculture classes at a local high school to assist in the development of our beta web site and interviewed over 90 students to determine how they approach finding jobs or research career interest. Through this process, we further developed the site to meet their needs, improve the experience and extend their engagement in all aspects of the site. In Central Oregon, we have launched a similar relationship with the High Desert school district CTE program. We have participated in a regional skilled trades career fair, have been invited to present GoGetter to a regional conference of CTE administrators, and to present GoGetter in classrooms directly to students.

Timeline

Our timeline and prioritization of resources is entirely dependent upon the results of our seeking additional capital in Q3, 2019. If we are successful in obtaining capital, then our expansion plans will accelerate greatly. If we are not able to raise new money, then we will continue to build our product and reach as carefully and efficiently as possible.

Budget

We are in the process of determining our budgets for 2019 and beyond, but these figures are almost entirely dependent upon the success of our efforts to raise venture capital financing in the second quarter of 2019. Our existing product is basic, but powerful enough to support our business development and marketing efforts and can handle a significant expansion of scale.

With additional funding, we will further develop our site, hire additional team members, and pursue rapid geographical expansion. Without this funding in the short-term, we will continue to market GoGetter in a bootstrapped manner as we have to date.

Communications

Messaging and Talking Points

Income Levels in Trades – the amount of money that can be earned by new entrants into skilled trades is surprising to most people. We seek to find creative ways to reach people who may find these salaries attractive and provide an avenue to enter those industries.

Current and Future Demand – demand for workers in trades greatly exceeds current supply, and this imbalance is only expected to increase for the foreseeable future. We want to make young people aware of the short-term opportunities and long-term security in these careers.

Student Loans – We believe that the tragedy of student loans will be a huge factor in our success in attracting young people to these careers. The financial calculation of going to work in a high paying career just after high school versus having no income and accumulating tens of thousands of dollars in student loans works in our favor.

Job Satisfaction – perhaps surprisingly to some people, job satisfaction levels in many trade industries is significantly higher than in most white-collar, professional careers.

Messaging Channels

Social Media – GoGetter has established social media accounts on Instagram, Facebook, YouTube and Twitter which we use to brand our company and to spread our message of empowerment, respect for people who work in trades, and the honor of hard work. Given the strong exposure and following we have received, we are confident that this is the correct external message to send.

Lesson Plans – GoGetter is working with multiple high school educators in California who teach CTE and agriculture to develop general lesson plans that are suitable for use nationwide in high schools. We are hopeful that we can develop relationships with organizations who already possess a national reach and become supportive of our efforts.

Marketing – a mixture of online and traditional marketing efforts will be pursued with appropriate capital. We believe that our target audience is large, is underrepresented in marketing efforts, and offer distinct marketing channels through which they can be reached. We feel that we have identified strong branding and marketing strategies which have already received strong feedback in limited efforts.

Partnerships – The message and goals of GoGetter are conducive to synergistic partnerships with many governmental, business and non-profit organizations, and we seek to pursue development of those opportunities.