



Retrieving Results

FlipDog.com

Overview

Breaking from the pack of online job search and employment sites, FlipDog.com performs career networking feats that are nothing less than spectacular. Using revolutionary technology, FlipDog sniffs out job opportunities from every site and server on the Internet and trees the information in one incredible web site.

What makes FlipDog a truly new breed? Its uncanny ability to hunt down jobs and automatically classify and compile them into a full featured web site. Scouring the World Wide Web, FlipDog's advanced crawlers and intelligent classifiers automatically fetch job postings and career information from company, organization and government Web sites worldwide. Any job posting, not just those that are registered or wrapped as part of an aggregated employment site, are included for free and easy accessibility on FlipDog.com.

The automatic and transparent retrieval of 'help wanted' information from companies along with the elimination of listing fees, creates a groundbreaking new model for matching organizations seeking employees to individuals seeking jobs. FlipDog is intent on becoming the premier online employment matching mechanism. It automatically retrieves posted job opportunities from over 50,000 companies to create a jobs database with 500,000 opportunities that are classified by company, job type and geography. Additional services help organizations easily list opportunities and provide job seekers tools for resume creation and management.

Current Situation

Matching employers with potential employees is an obvious application for the Internet due to its ubiquity, easy access and powerful searching characteristics. There have been many sites developed for just that purpose with some focused on specific industries or geographies and others (with multi-million dollar media budgets) more general in nature. With so many career-matching sites already available, why FlipDog? Despite all the yelping and publicity in the job matching market, success has been limited. The following statistics for commercial recruiting sites illustrate that the Internet employment matching potential has far from peaked.

Commercial recruiting sites:

- *Deliver only 5% of available job opportunities to job seekers¹*
- *Attract less than 20,000 employers (mostly large companies--represent less than 30% of medium and 10% of small companies)²*
- *Represent only 2% of the workforce (via resumes) to employers¹*
- *Attract fewer than 10% of all Internet users³*

Source: ¹InterBizNet 1999, ²RecruitersNetwork.com, ³Media Metrix 12/99

These figures indicate that while the promise of quickly and easily matching potential employers with job seekers may be working for a few, the benefit for the majority is lost. The current online recruitment model has challenges and barriers for both employers and job candidates.

Employers face several challenges including complexity, cost and resource drains. To date, online recruiting models have essentially mimicked the traditional recruiting methods (sort of paving the cow path). Employers still must manually post jobs with an online establishment--often to more than one if they need wide exposure to find a qualified candidate. They also are required to manage their account online to update and delete positions; this is frequently in addition to managing the job section on their own web site (a duplicate effort). And, companies must pay for this exposure. Current models charge the employer and fees for exposure can be significant. While there are benefits to recruiting online with current methods rather than manually, it still requires effort, is not automatic and costs money.



Job seekers also experience difficulty, especially as the number of online employment sites proliferate. In order to post a resume or promote their availability, individuals must either register multiple times or sift through multiple sites to find those that are disposed to the line of work they are seeking. Searching for job openings is laborious and requires applicants to go through many sites to find a job in a particular field or geography. Job seekers are forced to sift through individual company Web sites or in some cases pay a premium for targeted, relevant job information.

All existing employment matchmaking services are currently limited by the following characteristics.

- Manual processes
- Traditional employee recruiting business model
- Information relevance

Manual Processes

The process of adding information to a job matching database is the greatest barrier to use for traditional employment sites. Before a job can be listed, one or more of the following manual processes must be completed.

- ✓ Employer must log onto site and manually post the job
- ✓ Site staff surfs the employer's job information and enters it into a database
- ✓ Site staff manually program an automatic process for retrieving job information from employers (a process called wrapping)
- ✓ Employer must agree to a publication contract and service fees

These manual processes limit the amount of involvement from companies and place increased staffing demands on the site, which in turn increase publication costs. The manual information entry process also increases employer staffing demands in order to maintain or enter job information in recruiting databases. 'Wrapping' can be a time intensive process and to date, the maximum number of 'wrapped' employer sites is 1000--a mere fraction of the 50,000 available company sites with job postings.

Traditional Employee Recruiting Business Model

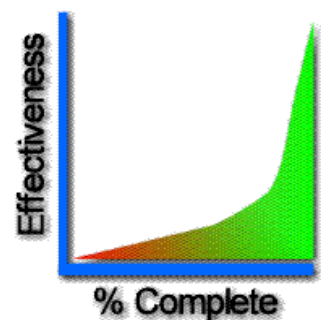
The traditional employee recruiting business model requires all businesses to pay for job listings or database search services. Generally, the greater number employer listings or activities, the more they pay. This model, coupled with the manual entry/wrapping process makes large companies the most lucrative (and often the only) market for employment matching sites. With large companies, recruiting sites can get 50 listings instead of one or two for roughly the same marketing and sales effort. Small companies become less cost effective for recruiters and since they often have fewer resources to spend on recruiting, they are poorly represented on existing sites.

Rather than aggregate and simplify the job search, traditional sites have become just another recruiting medium in addition to newspapers, trade journals and head hunters. If large general employee sites, geographical sites, and industry sites are all competing for the same scarce employer resources, then job opportunity listings will be even more fragmented over the different mediums. This fragmentation of job posting information makes it necessary for job seekers to list their resumes with as many sites as possible and also manually maintain each entry.

Information Relevance

The effectiveness of any database or site is related to its completeness. The relationship between effectiveness and completeness is not linear and as a result, it is not until a site captures a significant percent of the information (or critical mass) that it becomes effective. For example, if a job seeker sees more opportunities listed in a local paper or job service than on a recruiting site, they discount the effectiveness of a site and take the easiest route to relevant information.

Small businesses employ 52% of the labor force and most high-tech growth is in small companies. With traditional recruiting sites skewed towards large businesses, the effectiveness of these sites for this market is limited. Applicants have a hard time finding jobs at small and medium businesses on traditional sites, yet these small companies represent over 50% of the total job market!



Relevant information has not reached critical mass for employers either. Currently, recruiting sites represent only 2% of the workforce (via resumes) to employers. This is due in large part to the fragmentation of recruiting mediums and the ineffectiveness of traditional career matching sites to garner enough relevant information and present it in an accessible format.



Also, a significant number of the listings on current sites are placed there by employment agencies or staffing services hoping to capture a recruiting fee or signing bonus (another expense to employers). In order to protect interests and prevent the job seeker from bypassing them in the hiring process, employment agencies often minimize job and company information, leaving job seekers with an obscure description of the opportunity and a lack of relevant information.

Get ready for change!

Enabling Technology

FlipDog.com in conjunction with WhizBang! Labs has created the employment matchmaking solution that eliminates all of the existing online barriers for employers and job seekers. This revolutionary site powered by advanced crawler and intelligent classification technology searches the entire World Wide Web on a regular basis and aggregates any posted job opportunities to a single, easily searchable site.

In a totally automated process, FlipDog hunts down ALL jobs on the Web, classifies them, and then compiles them at a single, full featured site. There are no manual processes for companies to go through. They simply post a job listing in their own style to their own company web site and FlipDog will fetch it. FlipDog also automatically captures information about job type, location, company name, contact information, Internet address and e-mail addresses to be used by job seekers. Once a company's site has been crawled, it is automatically wrapped so that whenever an employer updates or changes job postings, the information is replicated on FlipDog's site. At FlipDog's initial launch, over 50,000 employer sites had already been wrapped.

Because of advanced technology, FlipDog is the most effective of any job matching database---more job listings and more employers than any other medium. There is no skewing of jobs towards large companies or those willing to pay for recruiting. The advanced crawling and wrapping capabilities ensure that job listings are up-to-date and current and reflect every type of job available at any location. The effectiveness of the site is apparent with over 500,000 jobs available from the start, each categorized by type, industry, company, location and searchable by keyword. On day One, FlipDog had critical mass that has taken other sites years to achieve.

In addition, FlipDog provides additional services for employers and job seekers that assist in matching opportunities to individuals. These include personalized agents, registration services, notification features and complex searches which bring job seekers and employers together. The technology also enables numerous tools that help job seekers and employees optimize their exposure and presence in the job matching market.

Advantages to Job Seekers and Employers

Job Seekers Benefits

In today's fast changing job markets, many potential employees are searching for that next opportunity. FlipDog provides job seekers the most effective tool for identifying that next challenge with a job site that provides quantity, quality and control. Plus, at FlipDog there are tens of thousands of employer leads that would never be available at other online job sites. FlipDog can sniff out job opportunities from rural Kansas to Hong Kong. Job opportunities can be quickly and easily searched using the following categories:

- Company name
- Geographical location
- Industry sector
- Job type
- Any keyword combination search

Each listing contains all the information that a company has published relevant to a particular job and is often linked to related contact and company information. Simple to use search wizards allow job seekers of any skill level to find job listings in a specific category or location of interest.

Job seekers can also create (again simply and easily) customized 'fetch' agents that continually search job listings based on preset criteria; they are automatically notified of new opportunities that match their preferences. Job seekers can create personal profiles with policy information that indicates their availability. The following job-see status options are available:

- Active (actively looking for a job, making information available to all companies)
- In-active (not actively looking, so email me if a company is interested in my information)
- Private (no one has access to my information)



Resume management tools and online tutorials also help job seekers prepare and manage their information. Without FlipDog to do the fetching, job seekers would be resigned to posting resumes and information on several different recruiting sites. FlipDog matches opportunities that job seekers would never find with individuals that companies would never hear about.

Company Benefits

FlipDog provides companies looking for talent with tremendous value and opportunities including free listings, automatic wrapping and targeting capabilities. Unlike other recruiting sites, FlipDog is free for companies (most companies are included without even knowing about it!). Once a company's site has been crawled, its jobs are posted to FlipDog.com and they are notified through email. The company can then login to the FlipDog site, officially register, and gain access to FlipDog's complete database with hundreds of thousands of job seeker leads. Companies can also modify and add more detailed profile information to that gathered from the automatic crawl.

Using a business model based on enabling technology (not manual processes), FlipDog can offer companies significant recruiting cost savings as indicated below.

	FlipDog.com	Other Online Job Sites
Manual job posting	FREE (unlimited)	\$20-250 per posting
Automated job posting	FREE (unlimited)	\$350-\$1,000 per month
Link from your site to jobs on job board	FREE	\$100-1,000 per month
Company profile	FREE	Varies
Candidate search (manual or via agents)	FREE	\$30-3,000 per search

Once a company site has been crawled, it is wrapped and the FlipDog crawler returns regularly to check for updates or changes. The company doesn't do any manual updating; there is no need to duplicate information at an additional site and no company resources are required to post or maintain job listings. If a company does not have a web site, they can still enter job listing or profile information at FlipDog. FlipDog can even assist companies in creating and hosting a job listing site. A company has full control over job listings and profiles with the ability to edit and modify information in any way they prefer.

Employers have the ability to search the resume database for free, as well as configuring fetch agents to notify them when job seekers are found with specific qualifications.

Companies are also provided cost effective solutions to 'target' job needs or opportunity information to job seekers who fit a specific profile. Because job listings are so extensive, companies can employ one of FlipDog's *RapidRecruiting* options to make their employment opportunities stand out from the rest. This targeting includes online advertising, listing highlighting, and banner advertising tied to keyword searches.

FlipDog.com Business Model

With a service that is basically 'free' to companies and 'free' to job applicants, where does FlipDog bring home the bacon? First, it's interesting to note that even with only 10% of the 180 million Internet users utilizing existing online job sites, it is still a lucrative industry. FlipDog will be successful based on two simple business principles: majority market share and low cost producer. The labor intensive process of wrapping sites and selling services will preclude existing sites from penetrating the small to medium job markets. FlipDog, on its first day public had a significantly larger number of job opportunities from small, medium and large companies than any other online service. With free and easy service to both companies and job seekers, FlipDog will become the largest, most current and most heavily trafficked online job site.

FlipDog will be the low cost producer of these services because it has effectively replaced the need for manual processes or human intervention with proprietary artificial intelligence and expert software. Revolutionary automatic crawlers, fetch agents and classification tools from WhizBang! Labs enable FlipDog to eliminate costly human effort and replace it with technology. The result is a job site that is far superior to anything currently available and it's far less expensive to operate.

Even if expenses are minimal, there are still expenses. How does FlipDog cover costs? By taking advantage of the high volume of job applicant traffic. With over 600 listings for Internet developers in the Silicon Valley alone, companies need options for increasing their visibility to job seekers. The FlipDog business model is based on several *RapidRecruiting* options that companies can employ to increase exposure and recruiting effectiveness.



OPTION	DESCRIPTION	PRICING
Showcases	General advertising opportunities to employers only on the FlipDog.com home page as well as other select pages of the site.	\$50 per 1,000 job seekers
Highlights	Employer logo appears next to a specific job summary (in the search results window) to draw attention to hot jobs. Highlight jobs also appear larger, making them stand-out in the list	\$50 per job for 30 days
Billboards	Mini-banners (in conventional Internet advertising terms) that appear at the top of all search result pages to draw attention to specific jobs—all based on search terms that the job seeker used to perform the search. Billboards are like display ads in newspapers where ad size and location matter most—only configured at FlipDog.com to get attention by their placement in the middle of the screen. Billboards contain the employer's logo and a short amount of text to describe a specific job—along with a link to that job posting. Employers can be assured that job seekers will notice job opportunities—even in a potentially long list of search results.	\$400 per 1,000 job seekers

Organizations can select and configure their exposure options completely online. Wizards and tutorials help companies layout banners and upload graphics, while credit card transactions allow for simple, easy payment.

Summary

Because of its unique search technology, business model, and full selection of services, FlipDog is positioned to provide the first real online job matchmaking solution that is truly world class in scope and services. The changes to the online recruiting industry will be significant with major gains for both organizations looking for help and job candidates seeking employment.

With FlipDog.com, job seekers can:

- Quickly and easily find more jobs from more employers in any geographic area or job category
- Easily apply for jobs and contact potential employers
- Use online tools to create, store and retrieve resumes and cover letters

Employers using FlipDog.com will get:

- FREE unlimited job postings
- FREE automatic synchronization of job postings from their Web site
- FREE integration of job postings to a company Web site (if they don't have a Jobs page)
- *RapidRecruiting* services to successfully target job seekers easily and economically

With a commitment to providing the most efficient career matching services available, FlipDog will continue to enhance its site with features that allow job seekers more options and incentives, and employers better tools for qualifying job candidates for open positions.

Fetch your next job at FlipDog.com today!