<table>
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<th>The leading internet job site in the Asia Pacific (...not an overnight success story)</th>
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<tr>
<td>Author(s)</td>
<td>Alabanza, Candice</td>
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<td>Citation</td>
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Paper No. 13
To use the efficiencies of the Internet and REDUCE the recruitment process to QUE DRY and in effect help people find the JOB THEY WANT in the shortest time possible. Effectively answering the needs of EMPLOYERS and JOB SEEKERS alike!

I. How did it begin?

- USS 4,000 experiment in 1995 - Mark Chang (CEO)
- a hobby site with minimum content (MOL)
- First Big Break: Parliamentary Elections
- JobStreet.com spun-off as separate site in 1997

II. The evolution of JobStreet.com

Online version of the Classified Ads

Online Application

SiVA Resume Manager

LiNA - Intelligent Job Matching Software

Online Testing (6 more...)

Candice Alabanza
General Manager
JobStreet.com Philippines, Inc.

III. Our Vision

The Leading Internet Job Site in the Asia Pacific (...NOT an overnight success story)

JobStreet.com

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IV. Strategies

A. Build the Largest Database of Job Seekers (Resumes): *Asia's Largest Human Capital*

B. Increase our Value to Employers via Technological Advancement
   - SIVA: Resume Manager
   - LiNA: Job Matching
   - Online Testing (...more)

RESULT:

**EMPLOYER** ➔ Gets dream **EMPLOYEE**

**JOB SEEKER** ➔ Gets dream **JOB**

IV. Strategies (cont.)

C. Build the Largest Database of JOBS

D. Increase our Value to Job Seekers and become the Authority in JOBS / Career
   - Most JOB OPTIONS
   - Career Resources
   - Relevant Statistics
   - LiNA Job Matching

V. How is JobStreet.com doing - after 5 years

A. Despite challenges / difficulties:
   - Infrastructure
   - Education

B. Performance to-date:
   - OVER 200,000 resumes
   - 2,300 companies advertising to-date
   - Growing fast in Malaysia, Singapore, Philippines, India
   - 2nd round financing (Walden Int'l. Investment Group)
   - 1999 Revenue: close to USS 1.0 Million
What some of our customers say:

"JobStreet.com has brought our company to job seekers we cannot reach before"

Kristen Decrepito
DOLE Philippines

"I prefer JobStreet.com over all the rest (job sites)"

Maia Caranto
Intel Technology Phils.

"I have subscribed to several internet-based recruitment services but in terms of usage, I use mostly JobStreet.com....The interface of JobStreet is easier to use and more intuitive..."

Joann Hizon
SMART Communications

VI. OUTLOOK

> 2000 Target - close to US$ 2.0M
> 1.0 M Resumes
> Expansion into China and the US

JobStreet.com

Asia's Intellectual Capital
Strategies for Successful Internet Publishing

Checklist Position in a Network Hierarchy

1. You publish exclusive and specialised (thematic/geographic) content.

Yes

2. Is the circulation of your individual printed items more than 20,000 copies?

Yes

3. Can or could you in co-operation with your partners usefully supplement your Internet content with marketable added value services?

Yes

4. Are you prepared to pursue your web venture for 2 or 3 years if necessary without making a profit?

Yes

5. Do you have a well-known brand name (on the Internet) and/or are you dominant in your sector?

Yes

6. Is your target group now present on the Internet or will it be in two years?

Yes

7. Are you prepared to invest DM 15-20 million in your online activities?

Yes

8. Is your site one of the top ten in your country by page views?

Yes

9. Do you have the (organisational/technical) prerequisites for managing various partners (including other publishers) at your portal?

Yes

10. Are you capable of setting content and technology standards for the operation of a portal?

Yes

11. Do you have several items in your publishing house that can be merged into a macro-theme?

Yes

Meta

Makro

Mikro

Stand-alone

Diebold