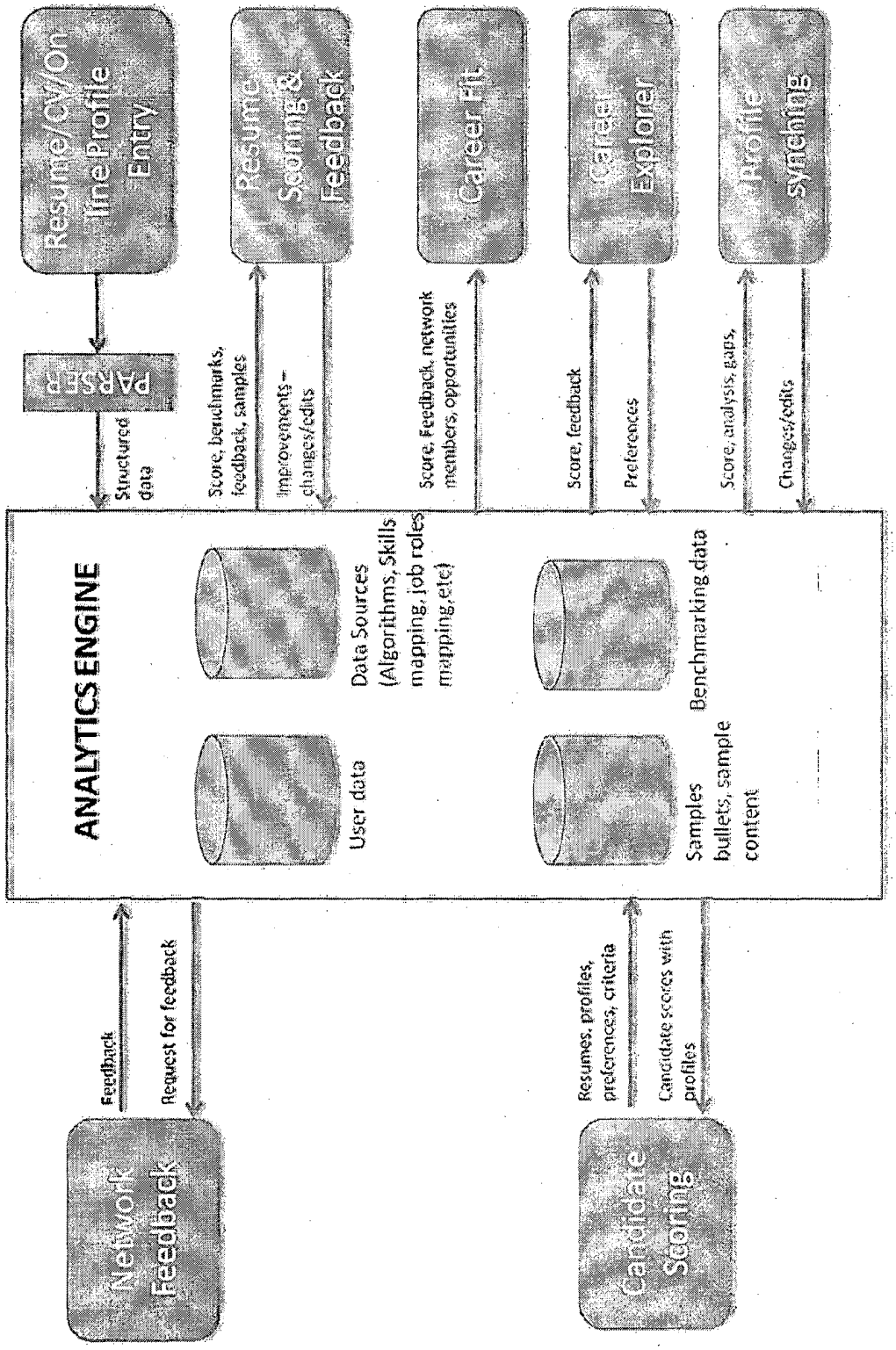
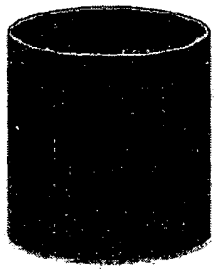
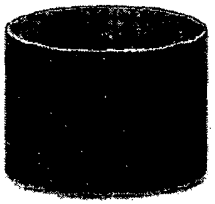

Resume/CV/On line Profile Entry
PARSER
Structured data
Resume Scoring & Feedback
Score, benchmarks, feedback, samples
improvements – changes/edits
Career Fit
Score, feedback, network members, opportunities
Career Explorer
Score, feedback
Preferences
Profile syncing
Score, analysis, gaps,
Changes/edits
ANALYTICS ENGINE
Data Sources (Algorithms, Skills mapping, job roles mapping,etc)
User data
Benchmarking data
Samples bullets, sample content
Network Feedback
Feedback
Request for feedback
Candidate Scoring
Resumes, profiles, preferences, criteria
Candidate scores with profiles

Figure 1

CORE DATA SOURCES/ELEMENTS OF CAREER ANALYTICS PLATFORM



1. Resume scoring algorithms
2. Resume scoring benchmarks
3. Core skills/competencies benchmarks for each discipline for student
4. Core skills/competencies benchmarks for each job role and experience level



1. Competencies/skills mapping for each job role
2. Benchmarking for each job role
3. Set of keywords, phrases, patterns, clusters corresponding to each job role



1. Career maps of millions of candidates
2. Career matching algorithm



1. Bullet/text samples
2. Bullet matching algorithm

Figure 2

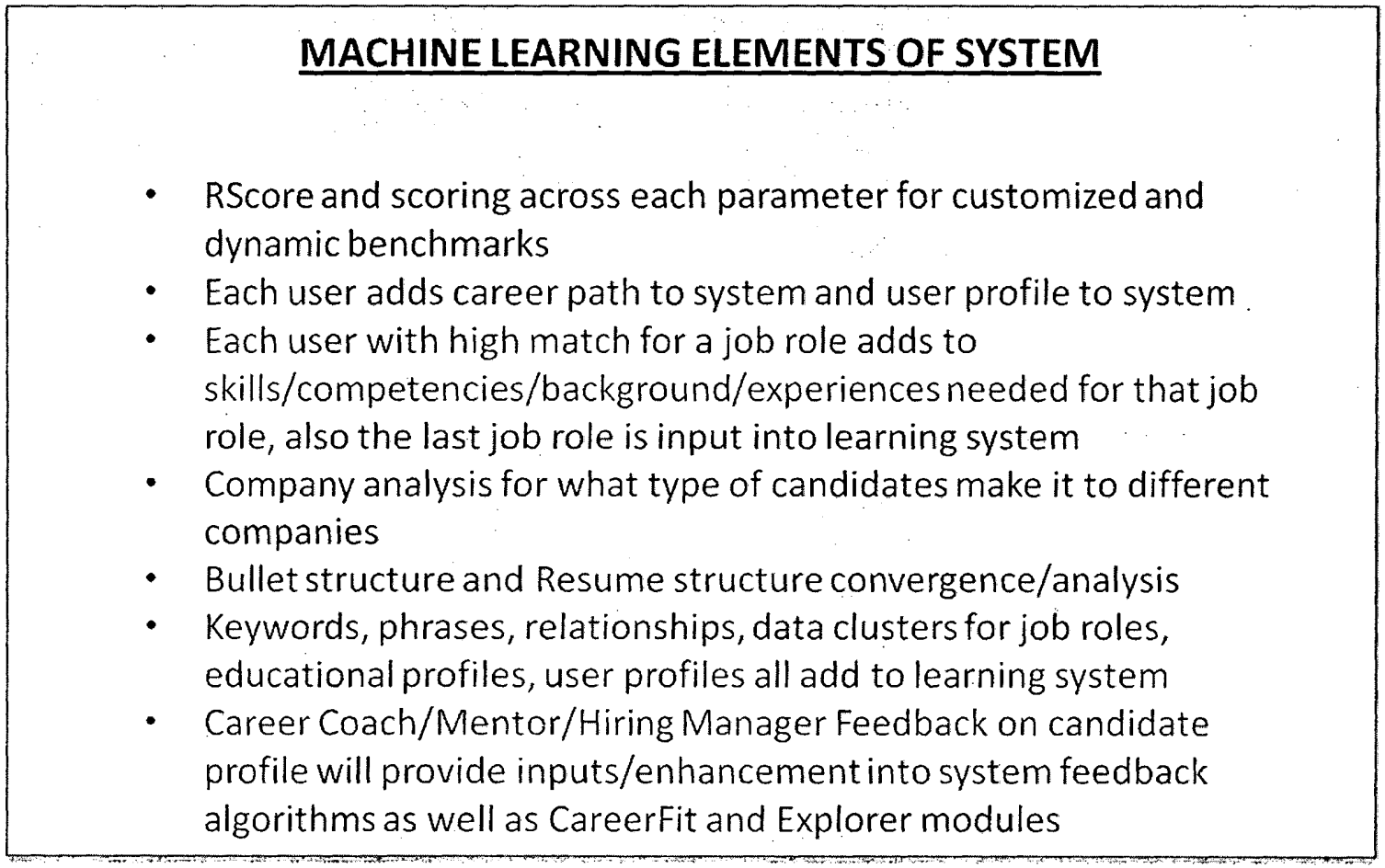

MACHINE LEARNING ELEMENTS OF SYSTEM
• RScore and scoring across each parameter for customized and dynamic benchmarks
• Each user adds career path to system and user profile to system
• Each user with high match for a job role adds to skills/competencies/background/experiences needed for that job role, also the last job role is input into learning system
• Company analysis for what type of candidates make it to different companies
• Bullet structure and Resume structure convergence/analysis
• Keywords, phrases, relationships, data clusters for job roles, educational profiles, user profiles all add to learning system
• Career Coach/Mentor/Hiring Manager Feedback on candidate profile will provide inputs/enhancement into system feedback algorithms as well as CareerFit and Explorer modules

Figure 3

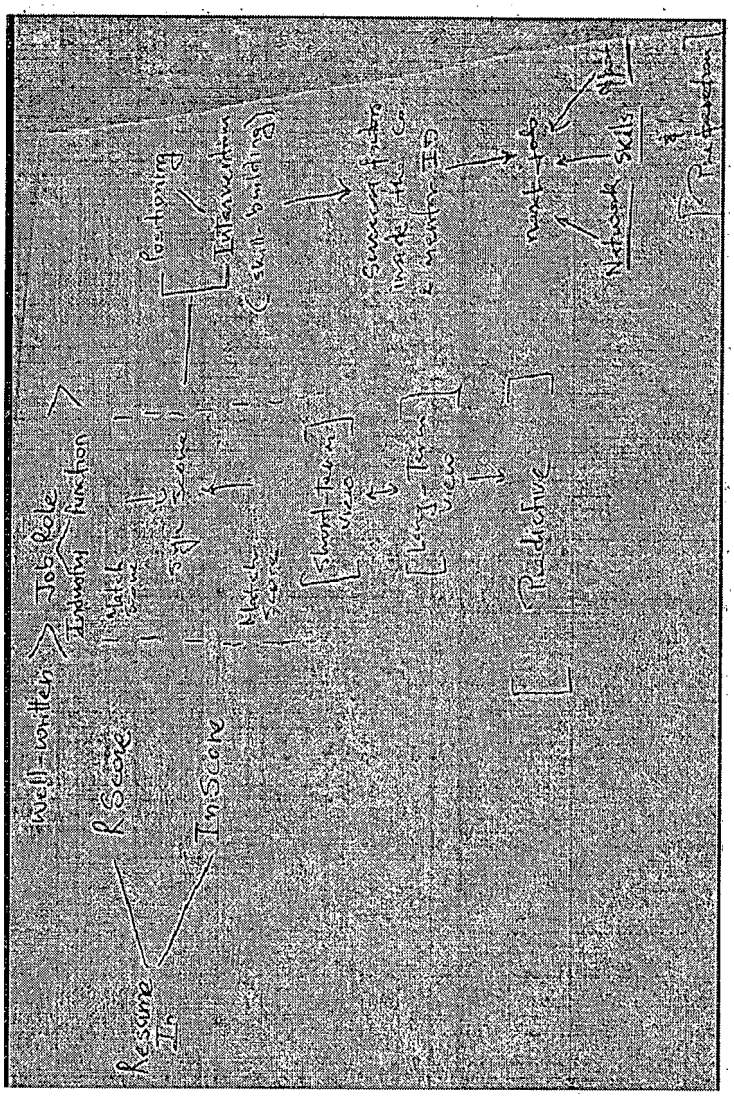

Resume
Well-written
Job Role
Industry Section
K Score
T Score
Post-training
Interview
Skill-Tests
Predictive
Natural Skills

Figure 4

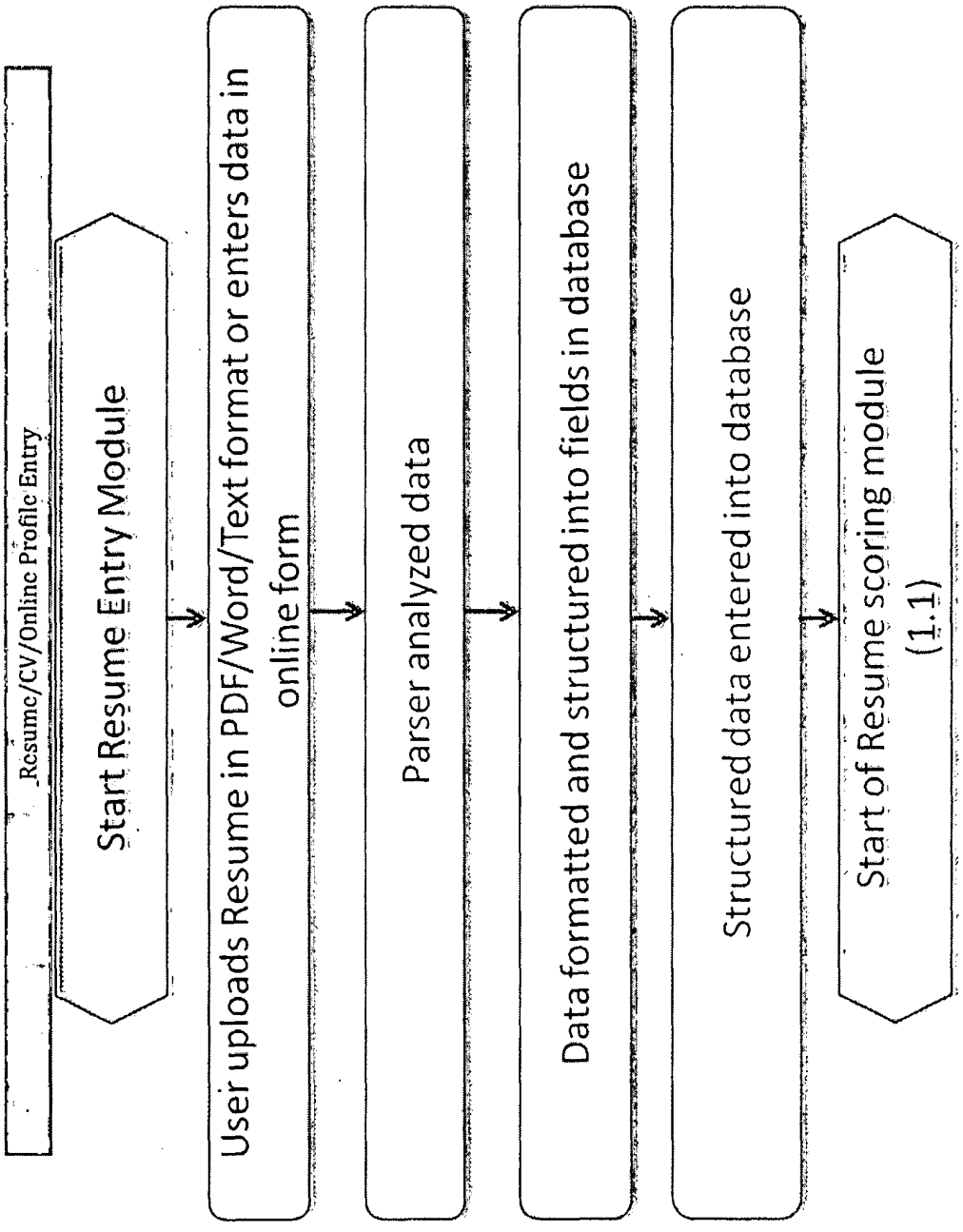

Resume/CV/Online Profile Entry
Start Resume Entry Module
User uploads Resume in PDF/Word/Text format or enters data in online form
Parser analyzed data
Data formatted and structured into fields in database
Structured data entered into database
Start of Resume scoring module (1.1)

Figure 5

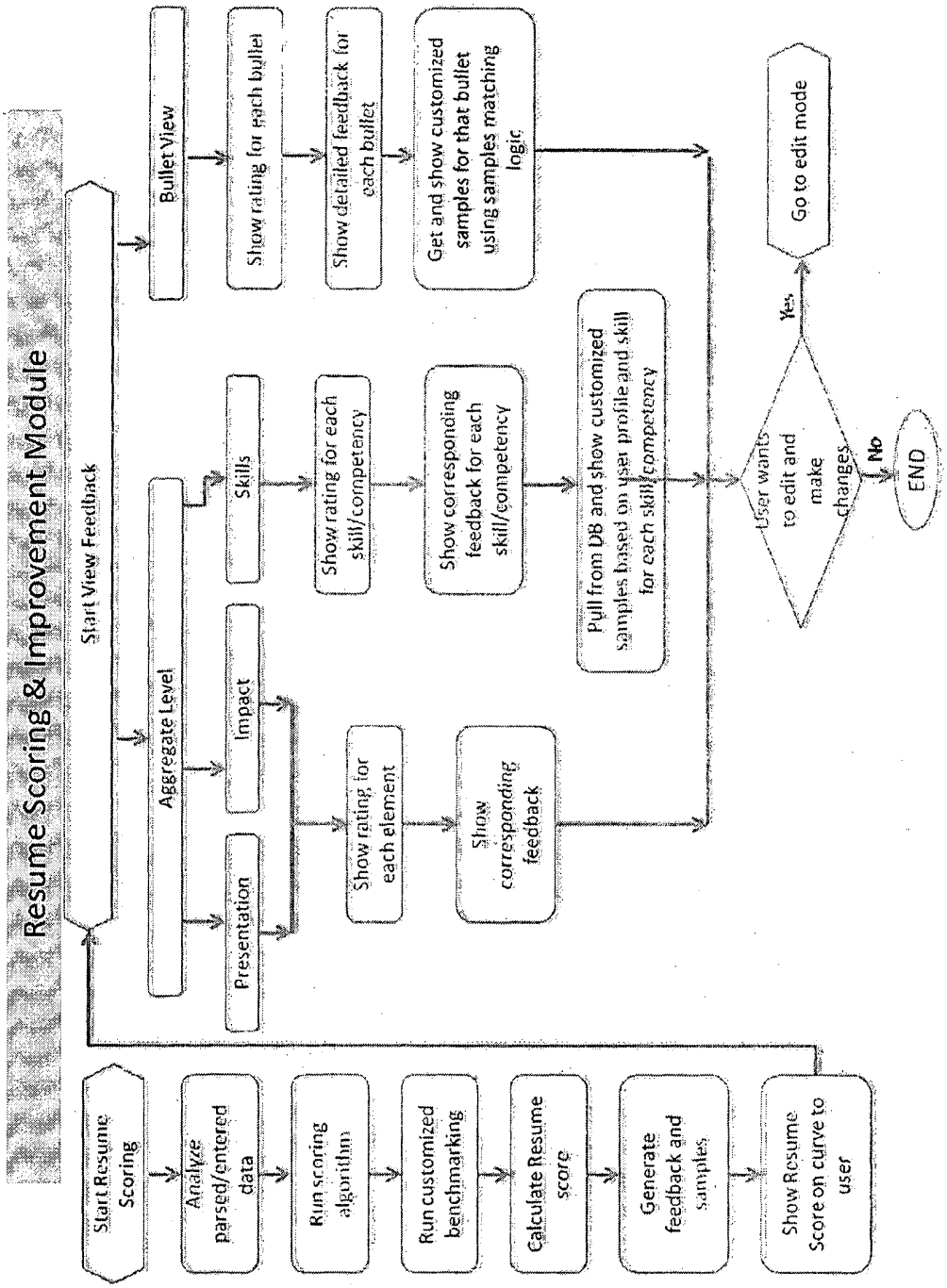

Resume Scoring & Improvement Module
Start Resume Scoring
Analyze parsed/entered data
Run scoring algorithm
Run customized benchmarking
Calculate Resume score
Generate feedback and samples
Show Resume Score on curve to user
Start View Feedback
Aggregate Level
Presentation
Impact
Skills
Show rating for each element
Show corresponding feedback
Show rating for each skill/competency
Show corresponding feedback for each skill/competency
Bullet View
Show rating for each bullet
Show detailed feedback for each bullet
Get and show customized samples for that bullet using samples matching logic
Pull from DB and show customized samples based on user profile and skill for each skill/competency
User wants to edit and make changes
Yes
No
Go to edit mode
END

Figure 6

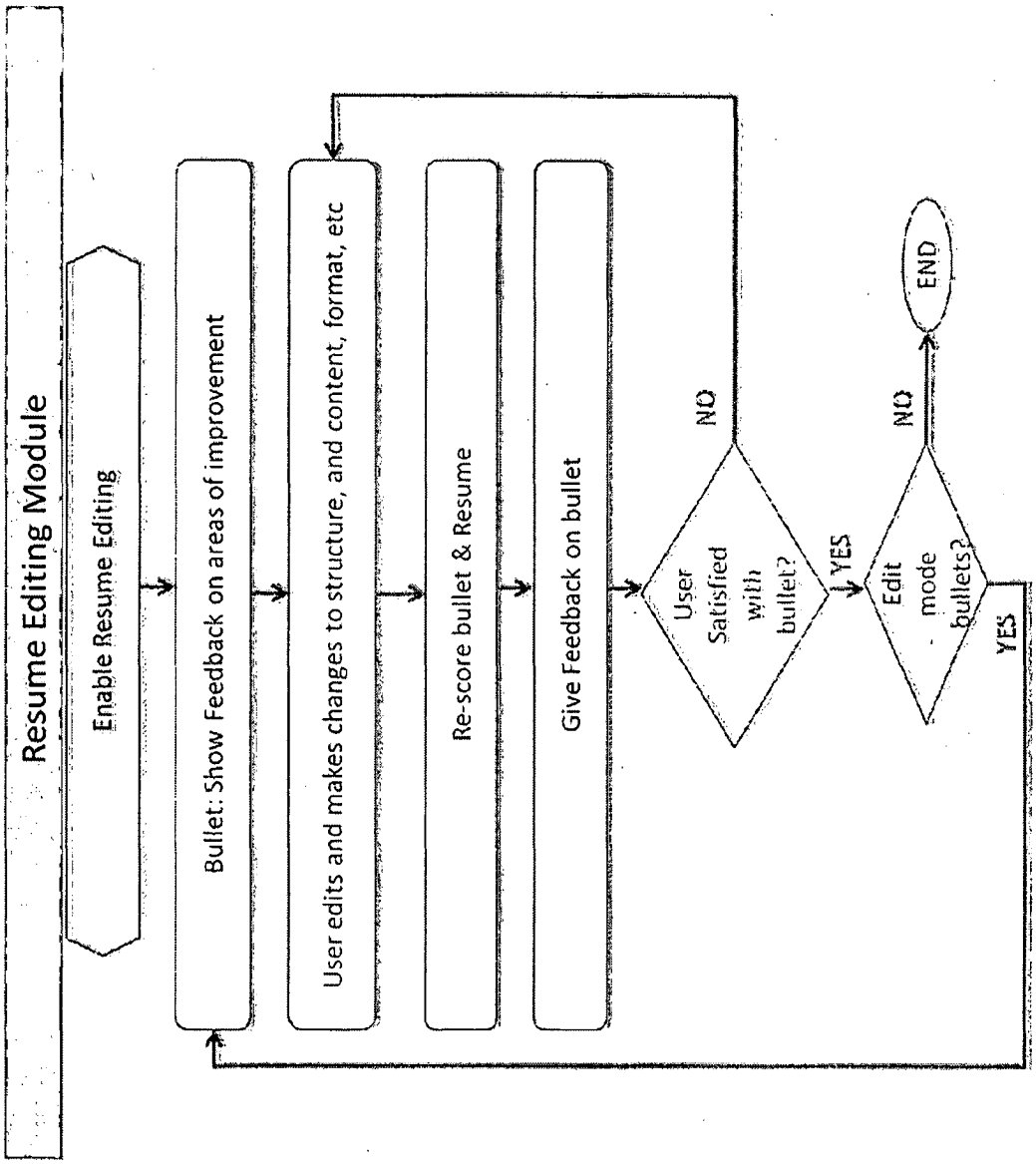

Resume Editing Module
Enable Resume Editing
Bullet: Show Feedback on areas of improvement
User edits and makes changes to structure, and content, format, etc
Re-score bullet & Resume
Give Feedback on bullet
User Satisfied with bullet?
NO
YES
Edit mode bullets?
NO
YES
END

Figure 7

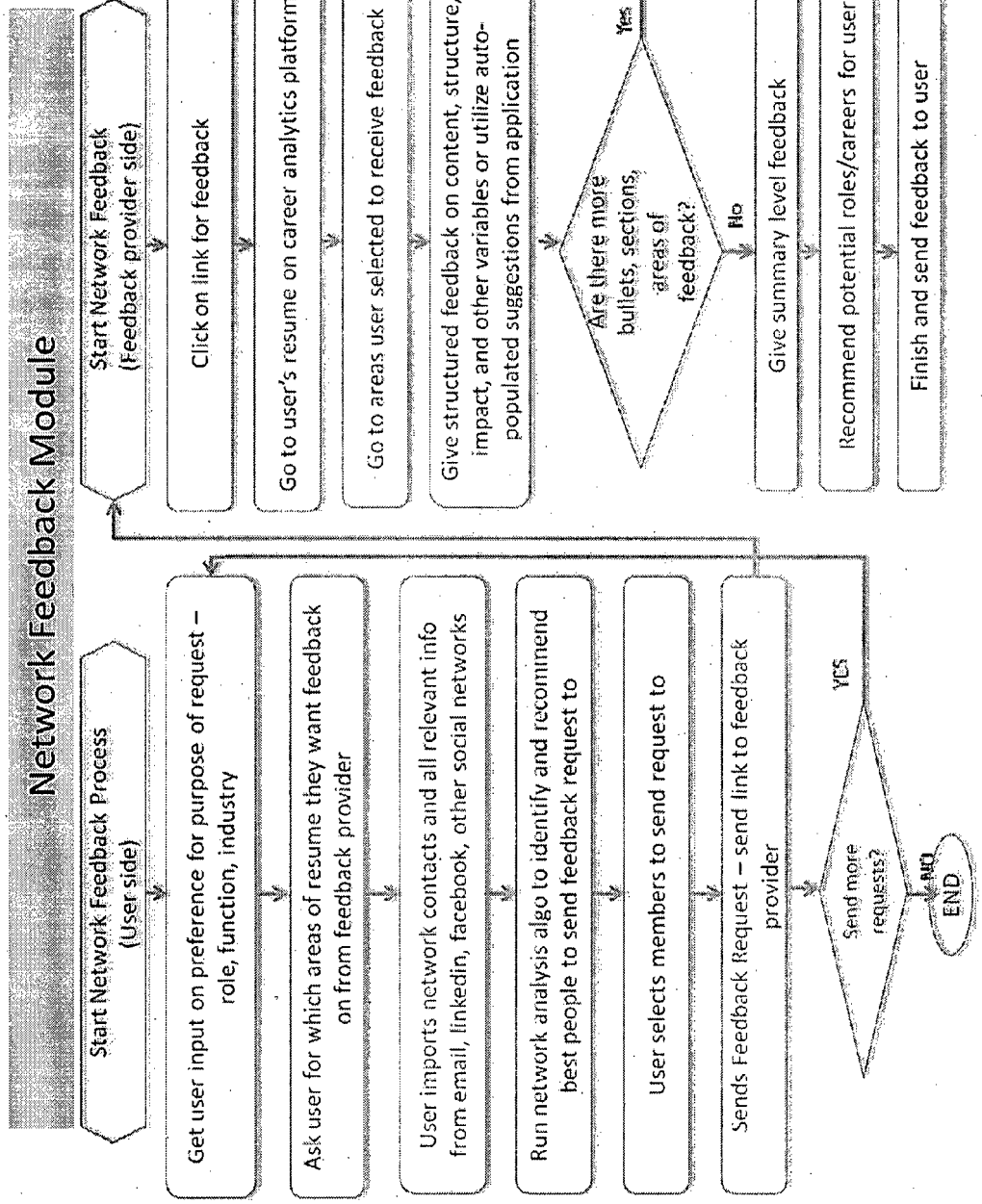

Network Feedback Module
Start Network Feedback Process (User side)
Get user input on preference for purpose of request – role, function, industry
Ask user for which areas of resume they want feedback on from feedback provider
User imports network contacts and all relevant info from email, linkedin, facebook, other social networks
Run network analysis algo to identify and recommend best people to send feedback request to
User selects members to send request to
Sends Feedback Request – send link to feedback provider
Send more requests?
YES
NO
END
Start Network Feedback (Feedback provider side)
Click on link for feedback
Go to user's resume on career analytics platform
Go to areas user selected to receive feedback
Give structured feedback on content, structure, impact, and other variables or utilize auto-populated suggestions from application
Are there more bullets, sections, areas of feedback?
Yes
No
Give summary level feedback
Recommend potential roles/careers for user
Finish and send feedback to user

Figure 8

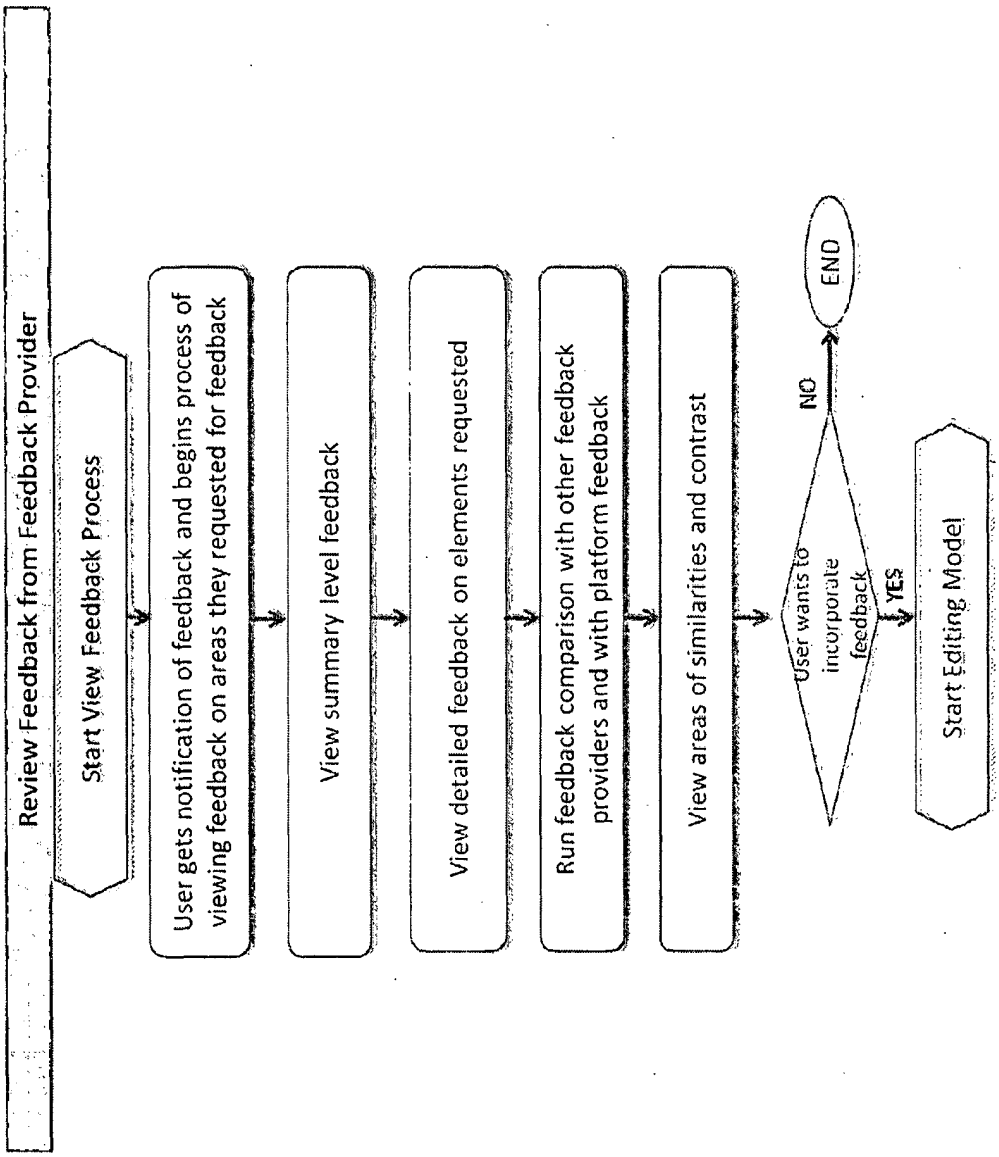

Review Feedback from Feedback Provider
Start View Feedback Process
User gets notification of feedback and begins process of viewing feedback on areas they requested for feedback
View summary level feedback
View detailed feedback on elements requested
Run feedback comparison with other feedback providers and with platform feedback
View areas of similarities and contrast
User wants to incorporate feedback
NO
END
YES
Start Editing Model

Figure 9

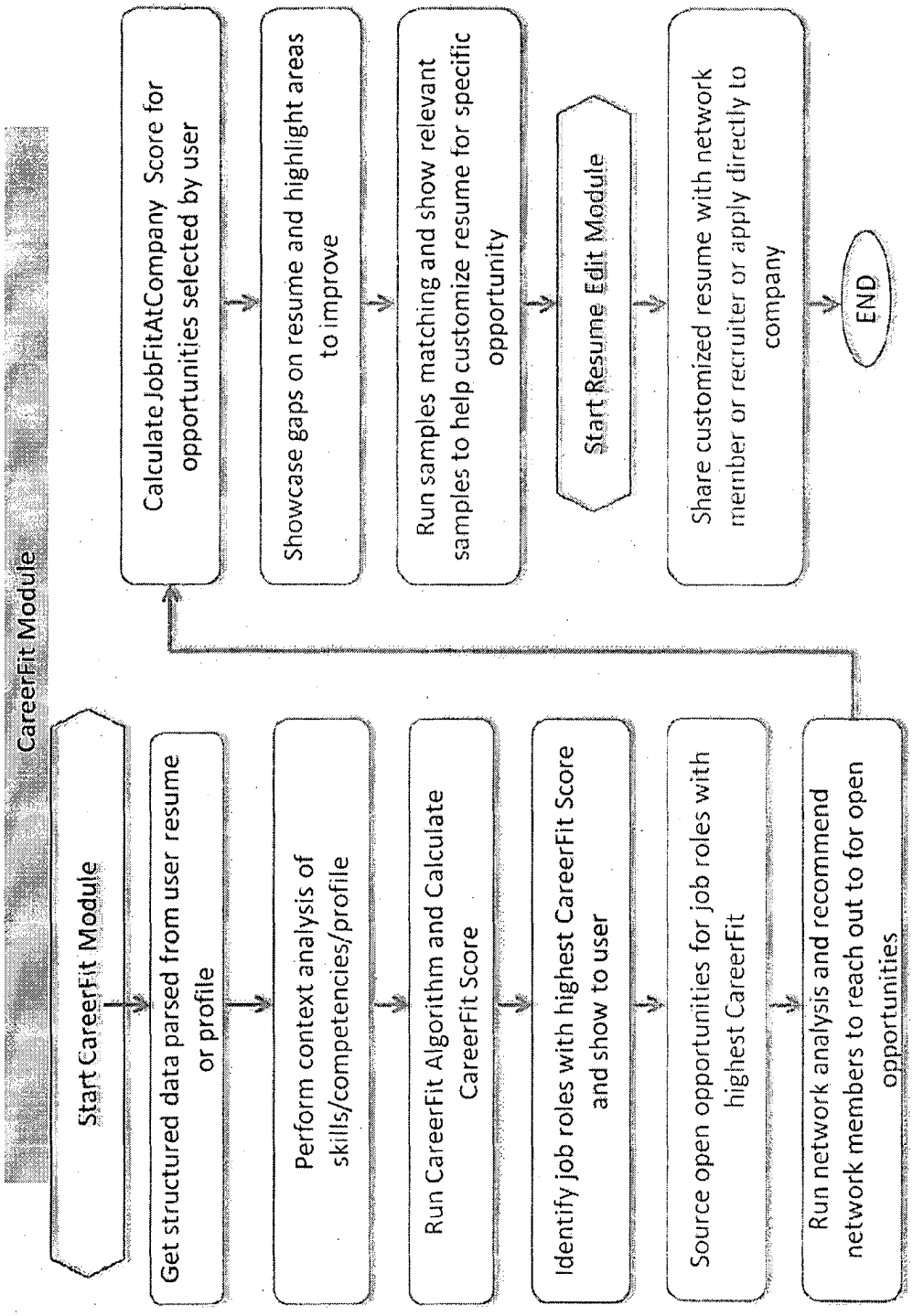

CareerFit Module
Start CareerFit Module
Get structured data parsed from user resume or profile
Perform context analysis of skills/competencies/profile
Run CareerFit Algorithm and Calculate CareerFit Score
Identify job roles with highest CareerFit Score and show to user
Source open opportunities for job roles with highest CareerFit
Run network analysis and recommend network members to reach out to for open opportunities
Calculate JobFitAtCompany Score for opportunities selected by user
Showcase gaps on resume and highlight areas to improve
Run samples matching and show relevant samples to help customize resume for specific opportunity
Start Resume Edit Module
Share customized resume with network member or recruiter or apply directly to company
END

Figure 10A

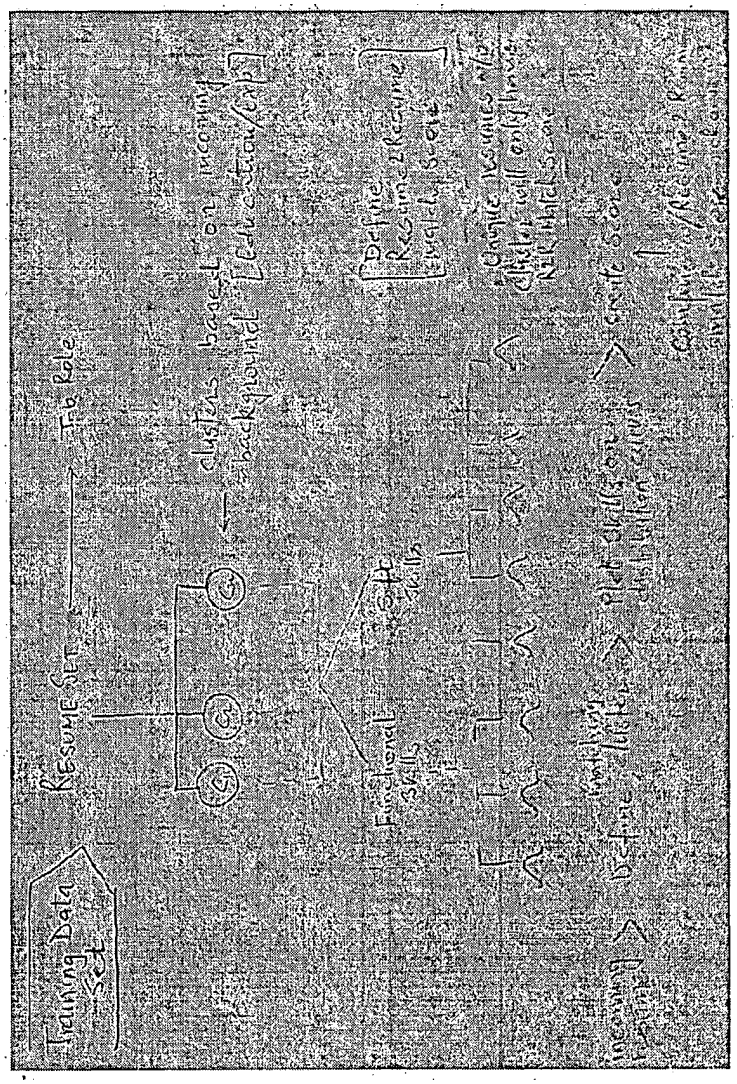

Training Data
Resume Set
To Role
clusters based on
Functional
Skills
Define
Resume
Level
Candidate resumes
Skills
Not Skilled
Skilled
Candidate Scores

Figure 10B

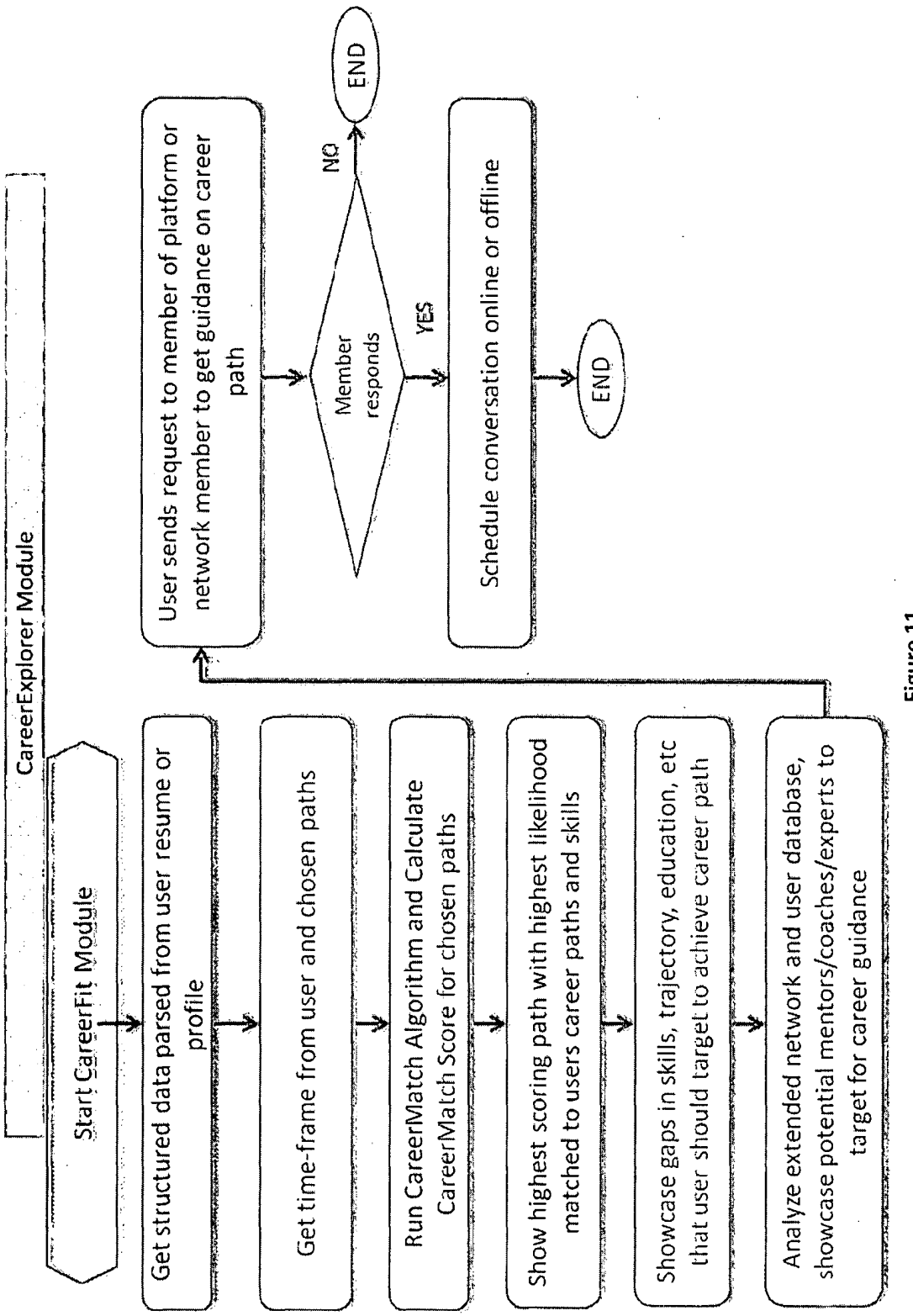

CareerExplorer Module
Start CareerFit Module
Get structured data parsed from user resume or profile
Get time-frame from user and chosen paths
Run CareerMatch Algorithm and Calculate CareerMatch Score for chosen paths
Show highest scoring path with highest likelihood matched to users career paths and skills
Showcase gaps in skills, trajectory, education, etc that user should target to achieve career path
Analyze extended network and user database, showcase potential mentors/coaches/experts to target for career guidance
User sends request to member of platform or network member to get guidance on career path
Member responds
NO
END
YES
Schedule conversation online or offline
END

Figure 11

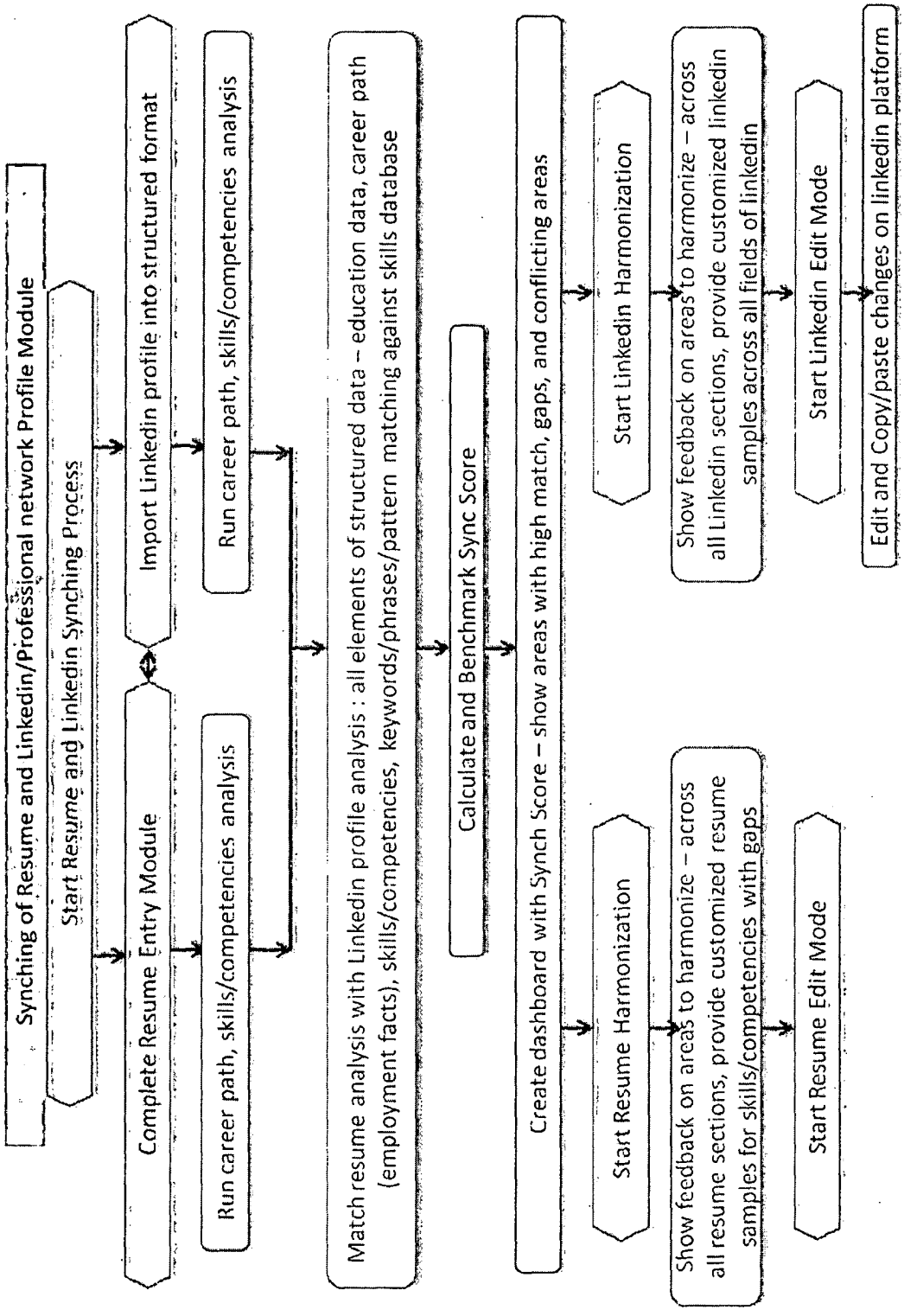

Synching of Resume and Linkedin/Professional network Profile Module
Start Resume and Linkedin Synching Process
Complete Resume Entry Module
Import Linkedin profile into structured format
Run career path, skills/competencies analysis
Run career path, skills/competencies analysis
Match resume analysis with Linkedin profile analysis : all elements of structured data – education data, career path (employment facts), skills/competencies, keywords/phrases/pattern matching against skills database
Calculate and Benchmark Sync Score
Create dashboard with Synch Score – show areas with high match, gaps, and conflicting areas
Start Resume Harmonization
Start Linkedin Harmonization
Show feedback on areas to harmonize – across all resume sections, provide customized resume samples for skills/competencies with gaps
Show feedback on areas to harmonize – across all Linkedin sections, provide customized linkedin samples across all fields of linkedin
Start Resume Edit Mode
Start Linkedin Edit Mode
Edit and Copy/paste changes on linkedin platform

Figure 12

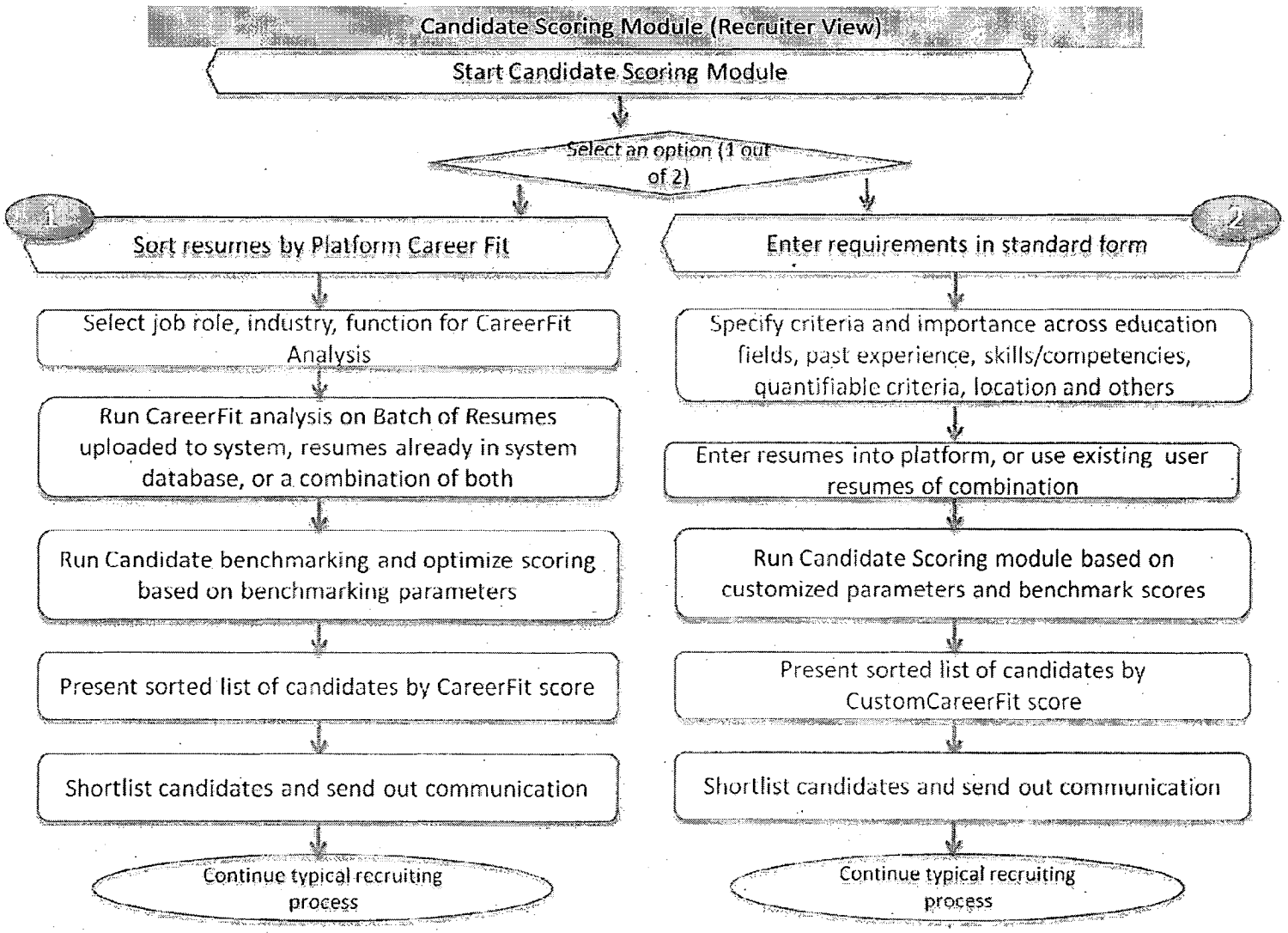

Candidate Scoring Module (Recruiter View)
Start Candidate Scoring Module
Select an option (1 out of 2)
1
Sort resumes by Platform Career Fit
Select job role, industry, function for CareerFit Analysis
Run CareerFit analysis on Batch of Resumes uploaded to system, resumes already in system database, or a combination of both
Run Candidate benchmarking and optimize scoring based on benchmarking parameters
Present sorted list of candidates by CareerFit score
Shortlist candidates and send out communication
Continue typical recruiting process
2
Enter requirements in standard form
Specify criteria and importance across education fields, past experience, skills/competencies, quantifiable criteria, location and others
Enter resumes into platform, or use existing user resumes of combination
Run Candidate Scoring module based on customized parameters and benchmark scores
Present sorted list of candidates by CustomCareerFit score
Shortlist candidates and send out communication
Continue typical recruiting process

Figure 13