

### **InsideSherpa: Experiential marketing for competitive recruiters**

**InsideSherpa** is a platform of recruitment marketing for large employers. The platform offers major consulting firms, investment banks, law firms, technology companies, etc. an aggregated marketplace of virtual internships and career-centric education geared toward specific business lines within industry leading companies. It is a one-of-a-kind distributor of employer sponsored content that provides intrinsic value to jobseekers within these increasingly competitive and lucrative industries.

**1. Is the prize large enough?**

Yes. Inside Sherpa offers value in the global staffing and recruiting market worth hundreds of billions every year. The company has generated call options to expand products in different directions, such as course offerings, virtual internship administration, talent management, content development, and more, depending on where they see growing demand. Like Byju's, users have tremendous willingness to pay because these careers promise wealthy futures.

**2. Has the team proven integrity, vision, and execution?**

Yes. The company has not only made its way into Y Combinator, but has also secured content and revenue from the most sought after enterprise clients, such as BCG and J.P. Morgan.

**3. Does the product have a clear value moment addressing pain points?**

Yes. Company applicants/candidates and those uncertain in their career trajectories can spend a minute, an hour, or days learning about the exact role and company in which they are interested. Imagine the relief of an undergraduate or graduate student considering applying for a role in BCG Digital Transformation when he/she learns that InsideSherpa content walks through the full day-to-day operations of that specific team.

**4. Can passionate users drive enterprise adoption?**

Yes. All content is free and frictionless for end-users today. The company generates revenue currently from enterprise clients, but additional lines of revenue for premium features are exciting possibilities.

**5. Are there powerful network effects?**

Yes. As more enterprises join the platform, the implicit costs increase for an employer to be absent. As the platform gains users, it becomes more useful for employers seeking to recruit the best talent.

**6. Is there a clear exit market?**

No. The HR tech exit market is growing but still forming, unlike the edtech and content verticals that have more entrenched capital in the wings. InsideSherpa may be a great IPO candidate.

As wealth inequality builds and enterprise consolidation continues, competition for talent will increase between the major employers in the most lucrative professions. InsideSherpa is a brilliant product that can successfully embed itself as the best weapon an eager jobseeker can wield to join the most respected firms, and the best tool these firms can utilize to attract the highest quality talent.