Entrepreneurial ID «venture leaders» 2012

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Company name: STAFF FINDER GmbH

Short description:
STAFF FINDER is the evolution of the temporary work model implemented by many staffing companies. This new model is able to handle short notice and short-term jobs in a cost-effective way.

Website: www.staff-finder.jobs

Industry: temporary work

STAFF FINDER – 1, 2, work

Every advertised short-term work assignment will be matched with a qualified employee within a max. of 12 hours providing significantly lower costs and expenses for all involved parties.

| Status: | The company is operating since August 2010 counting over 240 customers and 3'000 workers. |
| Company / team size: | 15 (will rise to 116-120 until 2016) |

Problem:
Today’s staffing companies focus on long-term and planned temporary work. None of them is able to provide a flexible and short-term solution for the market. With the changing requirements of the industry, the need for flexible temporary work has grown. Just-in-time has become an important issue in the HR sector.

Solution:
A just-in-time platform for the mediation and administration of hourly wage earners operated around the clock is the solution. STAFF FINDER is currently the only solution offering full process and administration support for the short-term and short notice market.

Market Opportunity / Target customers:
With more than CHF 50 billions the Swiss market potential is huge. These CHF 50 billions can be divided into 3 parts: the actual temporary market (~CHF 5 billions), self-operated staffing (CHF 5-7 billions) and the black market (CHF 39 billions). International markets have similar potentials. The short-term part of the Swiss market is an estimated 15-20% of the CHF 50 billions and the trends show that this share will expand in the future.

STAFF FINDER is already live on the market. We have more than 240 customers in the gastronomy, hotel, event, promotion and retail sectors. Some of them have great potential (Compass Group, Migros, H&M, Swiss Post, SV-Service…).

Competition and competitive advantage:
The competitive landscape has no direct opponent at the moment. Finally we can say for sure that the indirect opponents are strong and big. The chosen market entrance strategy helps us to start in a market niche and to position ourselves without much attracting the key player’s attention. Nevertheless, we have already had the possibility to win some accounts from opponents like Manpower, Randstad and Adecco.

Financing:
Until now the company has been financed by our own (CHF 360'000 + more than 9'500 hours of work without salary). At present we are raising money for the expansion in Switzerland. A few investors have already been contacted and we are working on a feasible term sheet (VCs).

Growth objectives:
Today, over 240 employers are registered on the system, 88 of which being active clients. 2012 will concentrate on the expansion of this customer base up to 800 employers, including 3-4 key accounts and a target goal of 160'000 staffing hours. For 2013 and 2014, a tripling of these goals is expected. The acquisition target for 2012 is 12'000 registered employees. Currently, over 3’000 employees utilize the system.

US objectives:
1. Learning how companies in the US can expand in such a fast and successful way (internationalization)
2. Sharing best-practices and networking with other Swiss start-up companies
3. Get to know people that could help us on the US market.
Description:
The business idea of STAFF FINDER was conceived with the vision “We match every short term position with the right employee”. Based on the own needs of their former businesses, the founders realized that the market for temporary staffing resources involving only a few hours of assignment could not be satisfied with current processes and technological tools in a quick and cost-efficient way by the existing staffing companies.

In August 2010, the Swiss based company STAFF FINDER GmbH was founded to fulfill the challenging mission “Every advertised short-term work assignment will be matched with a qualified employee within a max. of 12 hours providing significantly lower costs and expenses for all involved parties”. Within the same year, the company received the official Swiss license for employee recruitment and leasing.

The specialized service of the company is based on a high efficient, in-house developed internet-based software solution, which automates the entire execution process from staff recruitment to assignment with the help of an intelligent matching system and qualitative procedures. This enables employers to staff openings 24/7 within 12 hours with 20% less administrative work and 10-20% lower costs compared to other existing staffing models. A multitude of additional tools (planning support, reporting features etc.) complete STAFF FINDER’s services, guaranteeing employers “working hours without side-effects or problems”. Employees enjoy the benefit of partnering with a highly professional agency (in compliance with the law, executing punctual payments etc.), while being able to choose assignments very flexibly (when, where, how long) with the smallest amount of administrative expenses required from their side.

The team - that will make it happen
The partners of STAFF FINDER are experienced entrepreneurs with long standing know-how in various areas. The cohesiveness of competencies was explicitly considered during the selection process, along with proficiency of sales and IT skills. At least 2 of the 3 founders can be classified as well-versed in both fields.

Viktor Calabrò (36), CEO
Business Computer Sciences (eidg. FA)
Knowledge in IT consulting, corporate leadership, and the development/management of start-ups

Fabrizio Turdo (41), CSO
Draftsman for Structural Engineering / HR Consultant
15 years of experience as an HR consultant incl. leadership and subsidiary development

Stefan Rast (46), COO
Computer Sciences Engineer (HTL)
Experience in IT consulting, administration management and personnel leadership

In addition to the management team, who is working a 100% in the company, 12 people are currently (as of April 2012) employed with STAFF FINDER (not considering external development).