

						SPECIFIC TO HIRING MANAGER CAPABILITIES				
Direct Competitors	Value proposition (ex: slogan/purpose)	Target Audience	Strengths	Weaknesses	Key Features	Hiring Manager capabilities	Self-directed browsing?	Controlled commenting?	Save and organize candidates/profiles?	Hide private, company-specific work from competitors?
<b>Internship on Demand</b>	Designed to boost student career readiness & employer talent density	Hiring Managers, Students looking for internships/future job opportunities	Focused mission and clear user goals	Different employers may have very specific requirements that IOD will have to accommodate for within their global setting (hiding company specific content on interns' portfolios)	-Unique professional profiles, portfolio of work directly on profile, build in learning modules specific to certain employers/fields available to 'pre-interns'. AI prediction tools	Nope, to be developed	Want search & filtering functions (based on info given in IOD Client report)	unsure	unsure	unsure
<b>LinkedIn - Jenn</b>	The mission of LinkedIn is simple: connect the world's professionals to make them more productive and successful.	Business professionals looking to connect with others in their field for networking and or job seeking	-Well-known and established. 756 million annual users. Active users.	Too many users/fake accounts/spam. Many users are not actively checking LinkedIn. Multitude of profile customizing functions that go under-used. Time needed to invest in building profile	Filtering, detailed profiles, quick connection-making process, social media-esque feed and posting feature. Saving, managing job searches and groups. Freely input skills & other descriptions	Yes, special LinkedIn user license required to access those capabilities	Yes, search bar allows for user-directed browsing, however, tabs such as "Jobs" & "my network" & "home" feed are algorithm curated based on previous searches, profile inputs, etc. but there is filtering and group making capabilities	Yes, ability to report/tag a comment or copy link to a comment	Yes, ability to review and share candidate profiles within LinkedIn and send feedback to team members. Filters candidates between reviewed & needs to be reviewed as well. Candidates can also be grouped into projects and projects can be shared to other team members from user with "full Recruiter" license.	Yes/No. Ability to hide sections of profile from specific categories (LinkedIn network, all LinkedIn users, etc) And limited post-filtering for different audiences such as public or only to groups/networks already set up
<b>RippleMatch - Connor</b>	RippleMatch is the recruitment automation platform changing how Gen Z finds work. By replacing job boards with matching and automation, RippleMatch eliminates the most time-intensive parts of the recruitment process for both employers and job seekers.	Gen Z Jobseekers, companies looking for early-career employees, university recruitment teams.	No cover letter required. Fasy employer responses. Very in-depth guides for both candidates and recruiters. Highly automated/curated. Intuitive design.	Profile required to view openings. Need a lot of information to sign up (ACT/SAT scores, varsity athlete, etc.)	-Automated sourcing and recruitment. Analytic dashboard and reporting.	Yes	Yes. Recruiters have the option to automate sourcing or search through all candidates manually.	Yes, employers have the 'communities' that can be made public or private and control comments.	Yes, includes the ability to filter and organize candidates based on a variety of categories.	Yes, Ripplmatch gives employers the option to make a role public or private. If the role is private it will not appear with any of the company branding.
<b>SquarePeg - Keira</b>	SquarePeg is a smart recruitment platform that helps you source, screen, & hire the right talent	Recruiters, companies, and job seekers (specifically business generalists, passive candidates, and career switchers)	Centers DEI in hiring process and "fit" over pay for job seekers; both companies and job seekers assessed prior to "matching"; integrates with user's other communication and social media tools	Relatively new? (2017); can't just browse (I think) - have to be matched to see candidates/companies	"Smart Templates" - messaging/scheduling that is managed by SquarePeg (SP schedules interviews for you); built-in analytics for hiring as well as "transparency analytics" (which "most companies don't do" according to SP); focuses on soft skills rather than hard skills, which could be a strength or a weakness	Yes	Yes; SP generates matches for you; then, you can choose filters to browse candidates with specific traits	Yes, as far as I can tell. It looks like you can add "Participants" to specific projects in your SP messaging tool, allowing you to discuss candidates privately with your team.	Yes, can approve and/or archive candidates; can drag and drop candidate cards into categories under "In Progress" tab	It's unclear, but probably not. This isn't an internship site, so all previous job experience (and anything else you put on your uploaded resume) is potentially visible to all companies and recruiters.
<b>Handshake - Melanie</b>	Handshake is the #1 way college students find jobs. Join today to explore career options, find jobs and internships for students, and connect with employers hiring at your school.	Gen Z college grads looking for first job; employers looking for students from top education institutions for early talent recruiting; and career centers.	Employer can build brand to attract talent. 4-step process to sign up for job seekers. Posts jobs from fortune 50 companies, provides career tips. Includes job roles section to explore career path; has a free plan	JOB SEEKERS: Need to sign up to view openings. Recommendations come to you. Focus on fortune-500 companies. EMPLOYERS: looks like they connect to employers ATS system - not sure if that would be limiting or not. CAREER CENTERS: provides marketing tool-kit to streamline their process (presentation templates, printouts & displays for campus); learning videos on new generation of learners.	STUDENTS: You sign up and job recommendations come to you. resources to learn about different careers; EMPLOYERS: Use your existing ATS platform; access to new talent from top universities; and use Candidate Hub CRM delivers up-to-date qualified candidate profiles to you in real time based on your hiring needs; create custom campaigns. CAREER CENTERS: use white-label marketing kits to plan customized campaigns.	Uses the employers' ATS system. Looks like it's not on the platform.	Yes. Apply filters like work location preference, skills, and student groups to find your ideal candidates.	Not sure. Handshake connects to an org's ATS system, which is an Applicant Tracking System used to manage hire and recruitment process. So, commenting probably in that system.	Measure candidate, campaign, and team performance. Example metrics include applicant activity, applicant engagement, event RSVPs, and team candidate outreach success	
<b>WayUp - Teeko</b>	WayUp was made to enable early-career candidates to discover and be discovered by employers.	Interns and entry level job seekers	How-to guide on homepage- easy to apply. Well known companies. Joined the #paytheterns movement. Great FAQ/search function.	Candidates must make a profile to view opportunities. However, footer information also gets you there.	Employers: Diversity sourcing and unbiased screening, DEI analytics, Virtual events and employer branding, MERGING with Yeello- leading talent acquisition software company. Unlimited jobs fed into wayup (wayup can pull employer ats job applications). Customer success manager partner.  WayUp offers à la carte products for more advanced features.  Job seekers: career advice	Yes	Yes	Yes- they can manage and engage with candidates	Yes	