



# Network Builder *powered* *by* Artificial Intelligence & Machine Learning

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The *only* platform where students and alumni go to find careers, seek guidance, and connect to a friendly network that's ready to lend a helping hand.

PeopleGrove utilizes artificial intelligence (AI) and machine learning (ML) to power our network builder. We transform unstructured data into powerful recommendations that deliver a personalized experience for every user.

#### **As a result, every user has access to:**

- A vibrant, friendly community brimming with relevant career experiences
- Uniquely curated content
- Recommendations for ideal industry connections
- Real-time to-dos, tips, and tricks to excel professionally

Beginning with the data users share, and enhanced by each new click path, PeopleGrove's network builder technology adapts to better understand the needs of each user, ensuring content, suggestions, and recommendations are on point – just like Netflix.

By surfacing the right content to the right person at the right time, PeopleGrove increases the likelihood of a student connecting college to career, building a network of mentors, and graduating with critical social capital for lifelong career satisfaction.

## PeopleGrove Delivers

### **AWARENESS**

To build a successful network, we need to get alumni and students to join! We drive learners into PeopleGrove's network as quickly as possible to ensure each community reaches an optimal and balanced number of student and alumni users. By ensuring the network comprises individuals across industries and backgrounds, we can meet the expectations of all first-time users.

Unlike conventional email delivery systems, network builder technology learns from prior touchpoints and campaigns. For example, PeopleGrove considers how many users have already joined and tailors messages

to reflect what stage the platform is in when users join. Additionally, intelligence around time zone, day of the week, and prior behavior improve delivery rates. As a result, PeopleGrove's messaging campaigns outperform traditional batch and blast email tactics.

While the network builder optimizes email as a channel, we empower institutions to activate social media and offline channels, providing a **Marketing Playbook** as a guide. The Playbook includes social media posts and sample flyers, table tents, ads, and posters to ensure campus-wide awareness.

### **EMAIL SYSTEMS**

#### **CONVENTIONAL - BATCH AND BLAST EMAILS**

You should join because of the promise it is cool

#### **POWERED BY AI-INTUITIVE EMAIL SEQUENCE**

Come learn from those before you demonstrate value through profiles



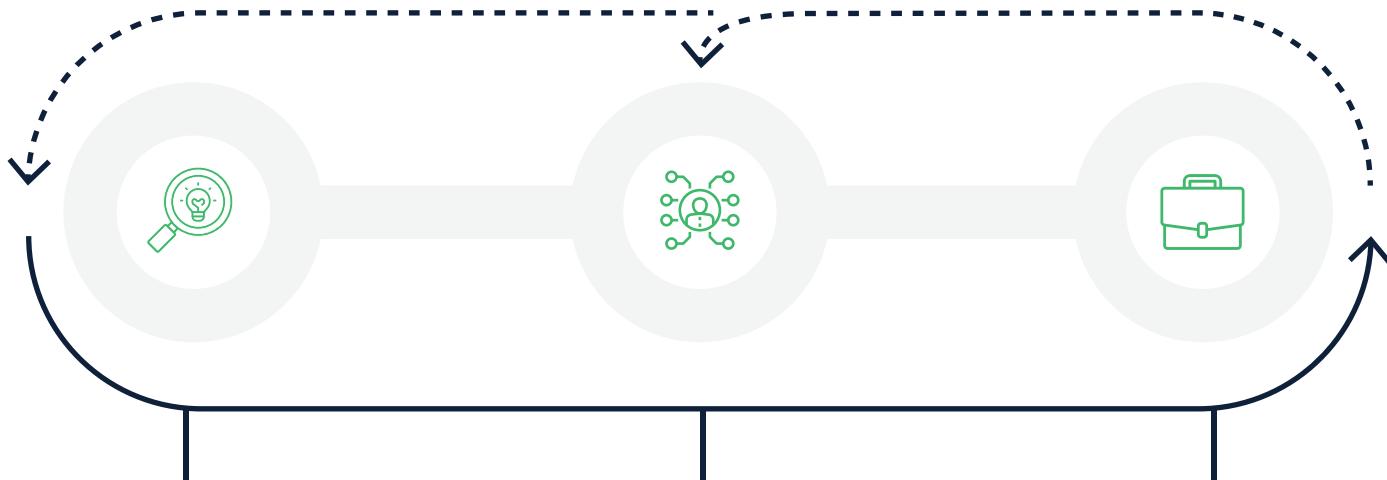
#### **CONNECTION SUGGESTIONS**

- 01 Opened 2 prior emails but has not joined.
- 02 Student major data
- 03 Share hometown/high school or other commonality

## ENGAGEMENT

Now that a user has signed up, what ensures they'll return? Network builder technologies drive interest and engagement by surfacing the right information, people, and content at the right time.

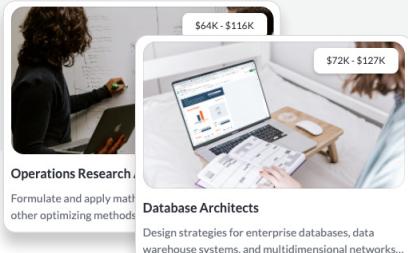
It's different for every user but follows this general sequencing:



### 01

#### Career Discovery and Exploration

No more guessing what content, skill sets, or careers to explore – recommendations focus on each user's passions, interests, and areas of study. The system leverages these to the surface, content the user is highly likely to be interested in. These personalized recommendations increase engagement with the platform and accelerate movement toward achieving career goals. Just as Yelp recommends a great new restaurant nearby, PeopleGrove alerts users to valuable career opportunities.

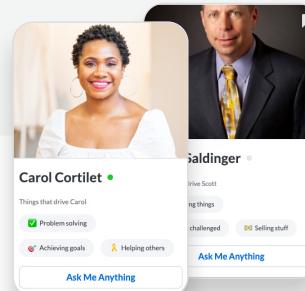


### 02

#### People Connections

The world is evolving, and new job titles are revealed each week. PeopleGrove's network builder translates obscure job titles into standardized career paths behind-the-scenes so users can discover and connect with the right people. In the absence of this automated and intelligent mapping, learners interested in "reporting" may get introduced to an expert in Financial Reporting instead of News Reporting.

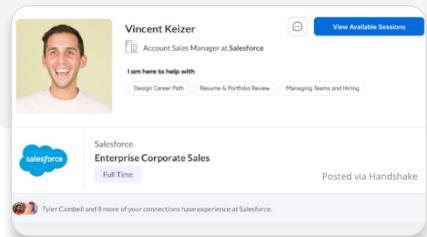
Additionally, alumni response time and prior activity levels are taken into account in an effort to balance network demands and increase responsiveness.



### 03

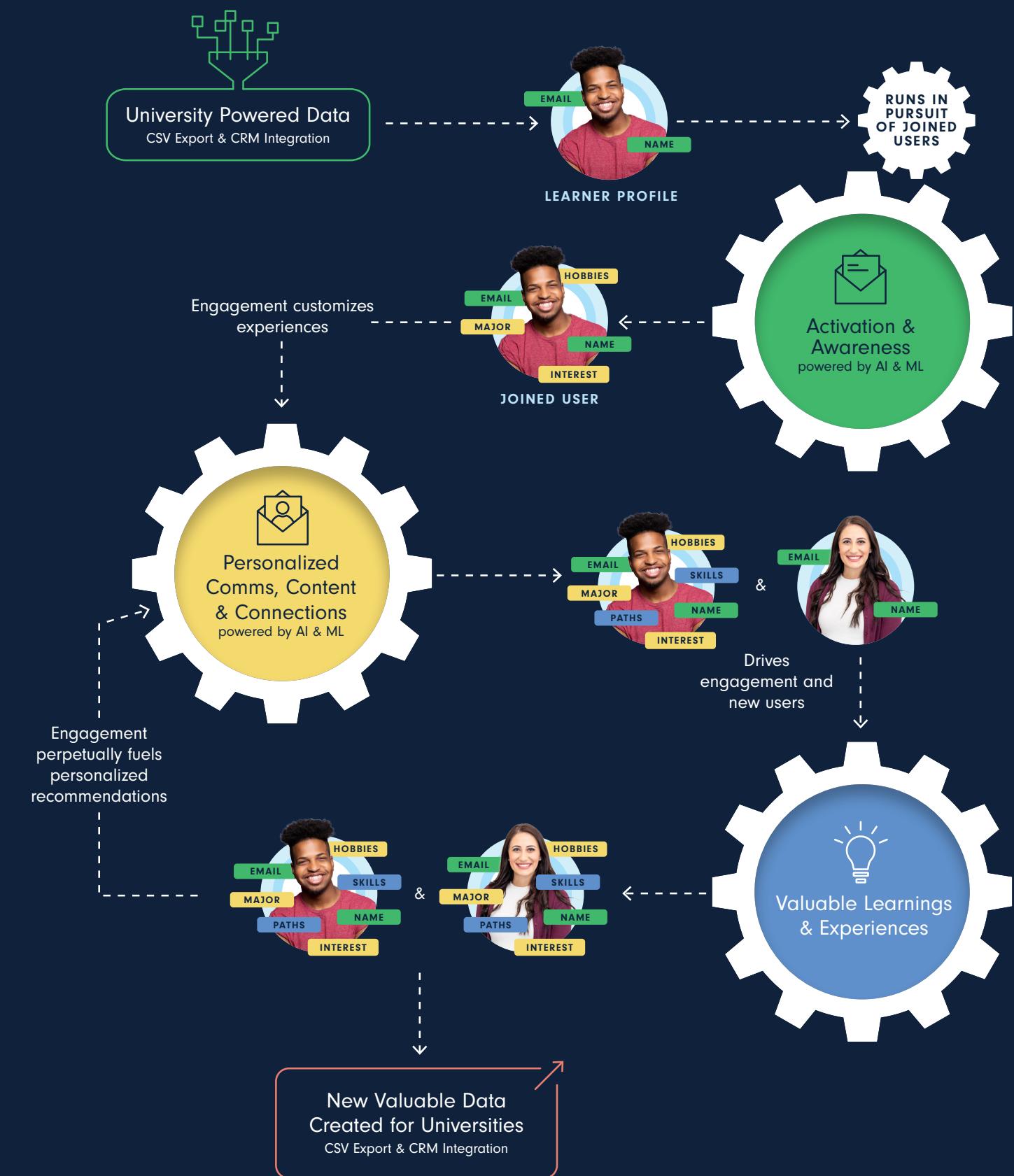
#### Internships + Jobs

As a result of a user's engagement, network builder technologies learns what career, internship, and job opportunities are relevant to each user. Then, our AI surfaces alumni, especially those with applicable career experience, to help guide users towards companies and job roles.



Network builder uses AI and ML to make sense of an abundance of unstructured data to suggest suitable career paths, college to career guidance from a warm network, and job connections — creating greater access to *social capital, a first destination job, or career pivots*.

#### A WINDOW INTO OUR SMART TECHNOLOGY



Network builder creates journeys that engage users from activation through engagement. It recognizes the actions, interests, and preferences, connecting learners to relevant careers, people, and content experiences. **It takes the burden of building a thriving network off your teams**, allowing them to focus on on-campus evangelism spreading the word about this incredible learner resource.