

# BOOMERJOBS.com

The Baby Boomer Career Site

## Milestones

- Job site live in Nov 2006
- 1,250,000 website hits
- 61,000 unique visits
- 45,000 page views.
- 1000 employers registered
- 1400 job seekers registered
- 500 jobs posted
- '07 revenue forecast \$153K
- \$50K founder investment

## Key Executive

**John T Entrepreneur**, Founder and CEO

- VP Business Development, FollowerJobs.com
- Founder, CEO of New Home Appraisals
- COO, New Age Equipment Company

## Advisory Board

- **Larry Nriefollow**, CPA
- **V. Keith Buespa**, President /CEO Times Magazine.
- **Martin C. Zwilling**, Software Executive and Investor

## The Problem

Boomers are the most qualified job candidates out there today, and employers can't find them in the clutter of students and unfiltered resumes on existing job sites and in newspapers. No quality job site is focused on this key boomer demographic.

**The solution is BoomerJobs.com.** It is a full service online career portal offering a powerful combination of services to employers seeking quality candidates from the baby-boomer demographic to meet the needs of their workforce.

At the same time, it offers employment and networking opportunities to the boomer generation, and advertising links for all visitors to related products and services.

## The Opportunity

Unlike the larger career sites whose primary target market is on the early career employee, BoomerJobs addresses the more mature employee market, focused on providing employers with the more experienced adult set of candidates, with a variety of backgrounds.

The fact that the upper end of the demographic is reaching retirement age is creating a worker shortage now and into the foreseeable future. This creates an opportunity to penetrate and be a successful business in the field of online computer employment services, especially through implementing quality marketing and sales strategies in conjunction with corporate branding.

For employers the company offers a full complement of services which are scalable to meet their employment needs. As a benefit also to the employer is the fact that the target demographic is considered a protected age class and posting jobs on the site makes a statement that the employer is actively seeking candidates of all ages. This is critical to their diversity and affirmative action plans.

In net, the BoomerJobs opportunity is driven by the fact that every day, 10,000 more Americans turn 55. Annual household income exceeding \$60,000 is the norm for people in this demographic, so they have disposable income. Employers are realizing that tapping into the strengths of these older workers is an excellent way to save on training and benefits costs.

## Market Size

The target market is actually employers and advertisers who are attempting to capitalize on the baby-boomer demographic, which is approximately **76 million people strong**, all the people born in the surge after WW2 (1946-1964).

Recent studies by the Census Bureau and the Bureau of Labor Statistics assert that there are currently **50 million workers 45 and older** in the labor force today. They also state that by 2008, 40% of the workforce will be baby-boomers (45-61) or older.

Advertising to baby-boomers on this site is also part of the opportunity, to present to the generation with the largest amount of accumulated wealth in history, estimated at \$7 trillion dollars, **\$2 trillion of which is considered disposable income.**

In October 2006, there were **2.5 million new** help wanted ads posted on job search sites or through online newspaper ads, **up 28% from a year ago.**

## Business Model

Our pricing guidelines represent a 40% reduction over the typical job site. Employer job openings start as low as \$250.00 for a single position posting, with larger groups available for similar savings. All boomer job listing and networking services are free to the user. Advertising will also be a major source of revenue, due to the attractive targeted nature of the demographic.



**Market Segments**

- Individuals looking to either start their own business or improve their business planning skills and knowledge.
- Smaller companies in need of an affordable resource to create an experienced and stable workforce.
- Large corporations trying to maintain quality personnel in their workforce.

**Funding**

- \$200K Angel Investment
- \$25K Minimum
- M&A Exit Strategy

**Use of Proceeds**

- Working Capital
- Sales/Development

**Contact**

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**Boomer Business Value**

- Lower absenteeism
- Punctuality
- Less likelihood to change jobs
- Commitment to quality
- Superior customer service skills
- Better people skills
- More eager to learn new skills
- Positive attitude

**Competitive Edge**

The larger better known companies tend to target primarily the "early career employee". The bulk of the smaller companies tend to focus on small niche markets. Thus our competitive advantage is that we concentrate on the larger boomer demographic, which is a large, well-defined, and growing market.

We also differentiate ourselves from the rest because we offer a good value, approximately 40-50% less in our package pricing than the larger boards. We provide excellent customer service with a full line of employer services. In posting a job or advertising on our site employers make a diversity statement as they are actively seeking candidates in a protected age class.

**Marketing and Sales Strategy**

The BoomerJobs basic strategy is to build a relationship-oriented business through a site with quality content, good value, and excellent customer support for both employers and job candidates. This will lead to long-term relationships with both, making the site their portal of choice for employees and boomer career information, not single-visit deals. A key marketing objective will be to help all customers understand the value of the relationship.

Our go-to-market strategy is comprised of direct sales and selective partnership agreements with the following objectives:

- Boomer community involvement through providing free seminars and presentations
- Involvement in associations: Chamber of commerce, ASBA, SBDC, etc.
- Evolve BoomerJobs services to optimized levels to maximize profit and quality.
- Networking via other experts in the career counseling community
- Website advertising and search engine optimization
- High profile interaction between our sales staff and our customers

Through search engine optimization and search engine marketing, BoomerJobs will be strategically placed near the top of both Google and Yahoo search engines.

**Executive Team**

BoomerJobs.com is led by John T Entrepreneur, who has built two previous companies, and has prior experience with one of the larger existing sites, FollowerJobs.com. He also has a signed partner agreement with a major developer of job site software, Resumes Galore. Additional marketing and operational executives have been targeted for availability after funding.

**Financial Projections**

Financials (\$ Thousands)	2009	2010	2011	2012	2013	2014
Revenues	0	21	4501	13597	19760	25620
Expenditures	75	442	3035	5467	7287	8880
Net	(75)	(422)	1467	8131	12473	16741

At this stage, a \$200K angel investment is required to complete the roll-out beyond a single test metropolitan area, and achieve a breakeven in the financials as shown in the chart above.