

**Youth integration into
labor markets via
digital and interactive methods**

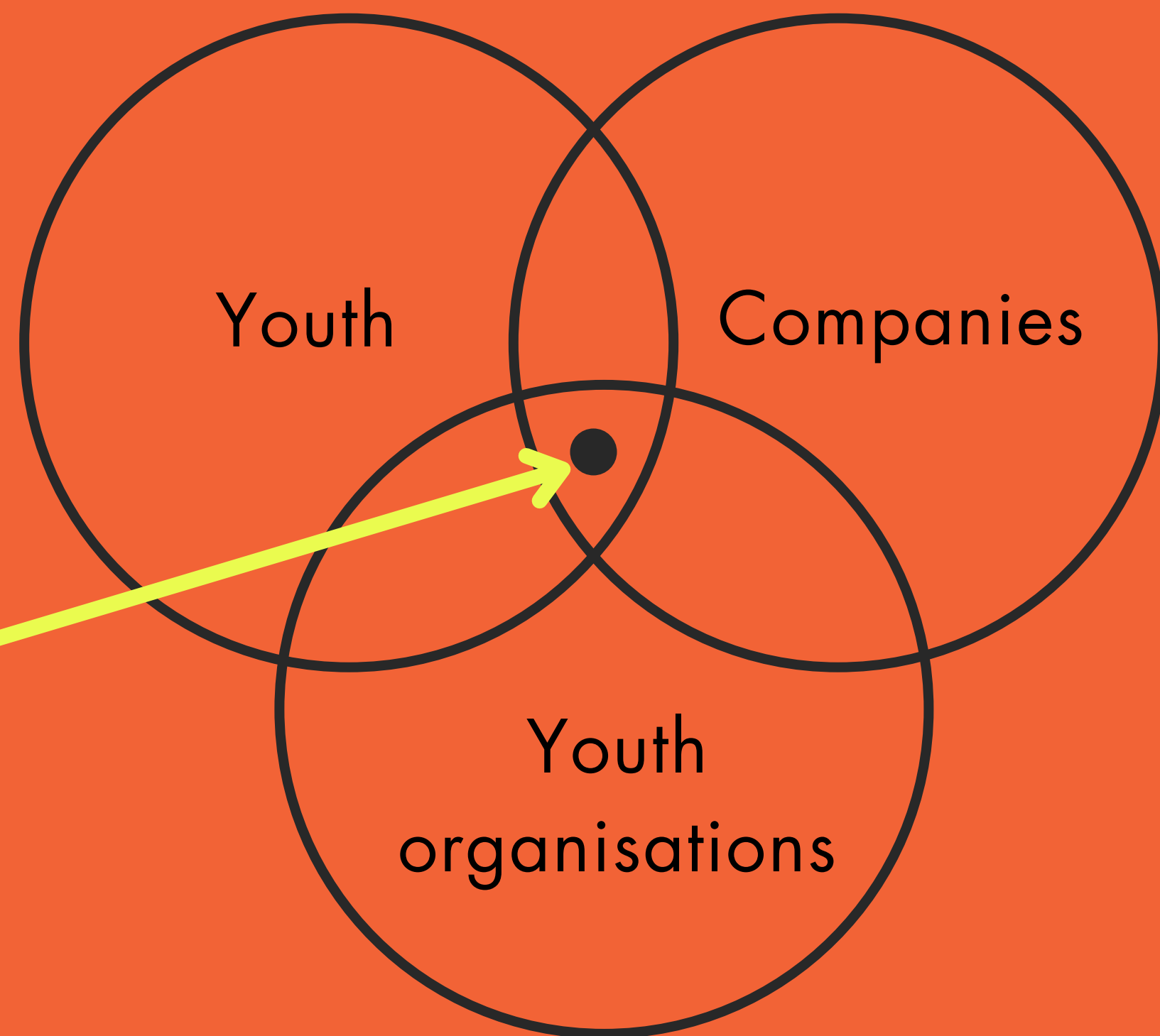
**Gustavs M. Upmanis
Founder of Social Enterprise
"All Opportunities"**

DIGITAL & SCALING STUFF



VISAS IESPĒJAS

**I'm Gustavs
Founder of "All Opportunities"
Platform for Youth Opportunities**



**VISAS
IESPĒJAS**

VISAS IESPĒJAS



Gathering youth opportunities



Gathering work opportunities



Creating events and trainings for youth

OUR TEAM

18 members

IT

Sales

Marketing & content

Projects & events

Business development

Admin

**VISAS
IESPĒJAS**

VISASIESPEJAS.LV

6000+

youth in
database

1000+

youth in
training

20 000+

monthly
visitors

120+

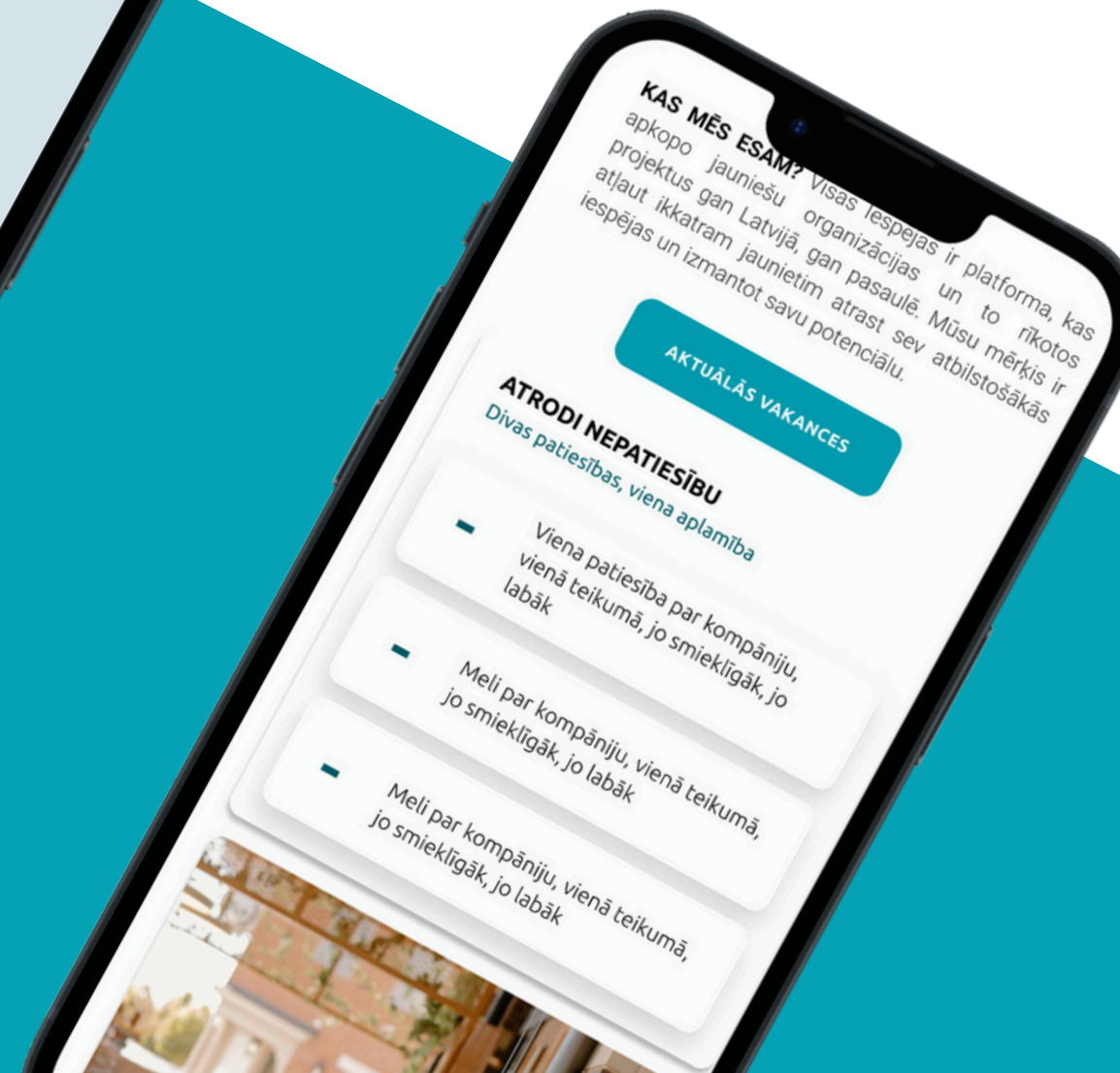
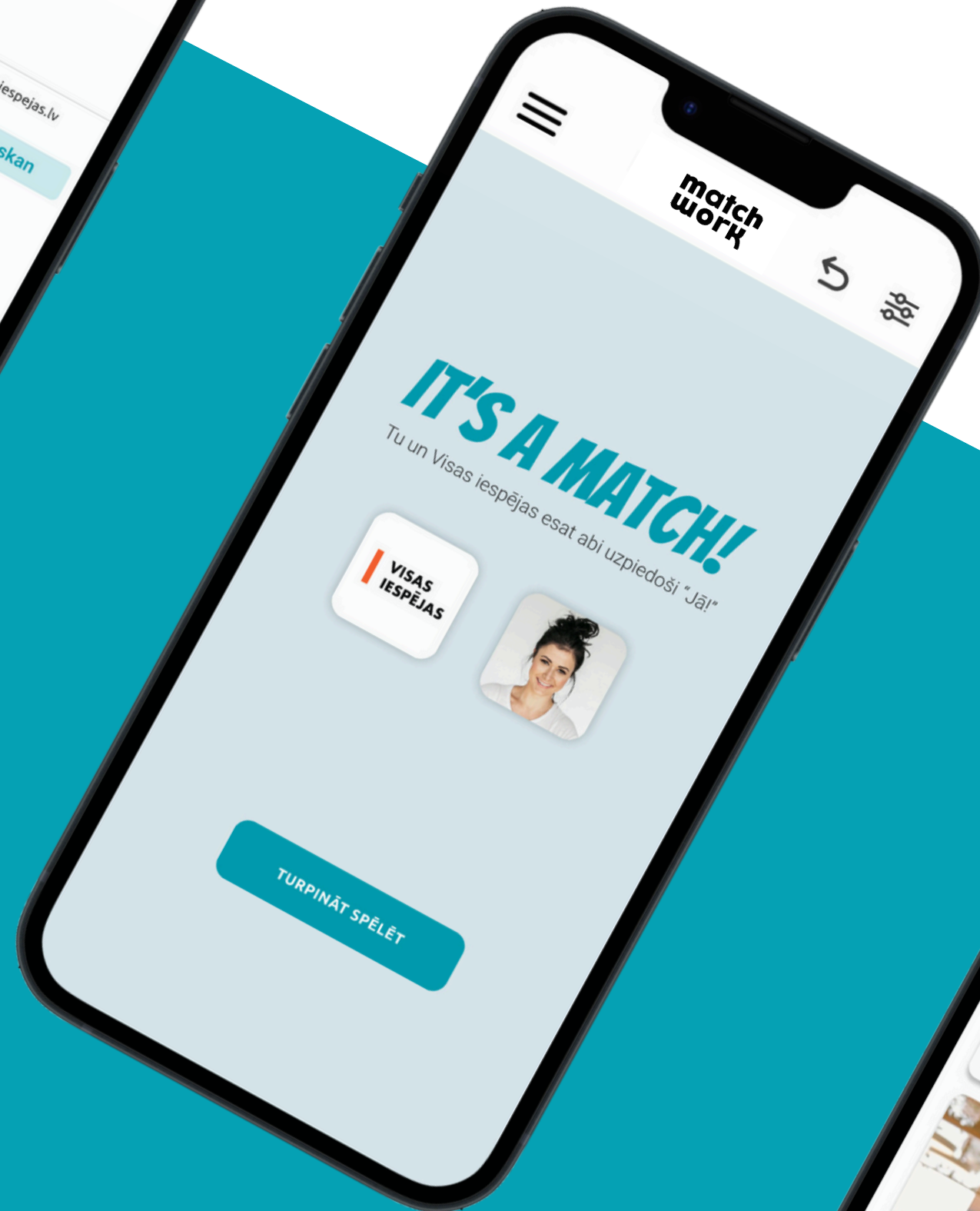
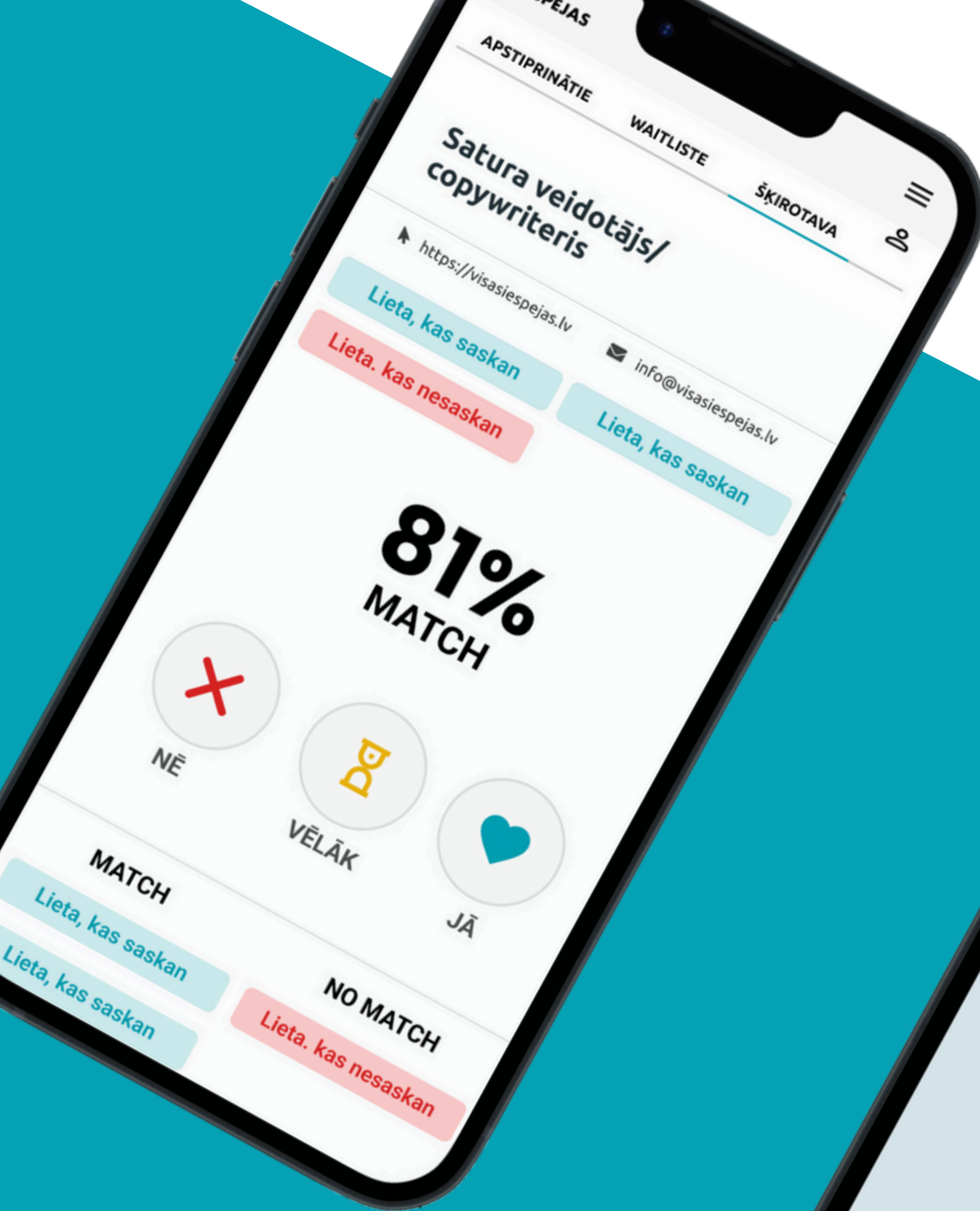
youth
organisations

180+

cooperations
with
employers

 **statistics**

match work



match work

Job interviews are
just few swipes away



MATCH WORK

What is it?

MatchWork is an online platform in which companies can find new talent and candidates can find new jobs

Application, selection, and interview -
all the initial steps of employee recruitment happen in one place

HOW DOES IT LOOK?

matchwork.lv

The screenshot displays the matchwork.lv website interface. At the top, the logo 'matchwork' is visible on the left, and navigation icons for 'Šķirotava', 'Izskatītie', 'Aktualitātes', and 'Profils' are on the right. A notification 'vēl 12 vakances' is also present. The main content area features a job listing for a 'Klientu speciālists' (Client Specialist) position. The listing includes a profile picture of a woman, a '80% SADERĪBA' badge, and a 'VISAS IESPĒJAS' badge. The job details are as follows:

- Salary:** 1600 eur (bruto)
- Work Type:** Puslodzes darbs
- Location:** Aleksandra Čaka iela 29, Centra rajons, Rīga, LV-1011
- Work Schedule:** Pilnībā klātienē, hibrīds
- Language:** Valoda: latviešu- dzimtā, angļu- B2+, krievu- B1 +
- Education:** Izglītība: augstākā

The listing also includes a 'Skatīt uzņēmuma profilu' button and a list of 'Galvenās nepieciešamās prasmes' (Key required skills):

- Pieredze auksto zvanu veikšanā
- Promotēšana
- Klientu apkalpošana
- Pārdošanas stratēģijas izveide
- Prezentācijas un publiskās runas prasmes

The 'Vakances apraksts' (Job description) section states: 'Galvenie darba pienākumi: Nodrošināt augsta līmeņa klientu apkalpošanu. Pārziņāt uzņēmuma sniegtos pakalpojumus un konsultēt par tiem klientus. Uzturēt profesionālas tālruna/e-pasta sarunas ar mērķi identificēt klientu vajadzības. Sagatavot piedāvājumus atbilstoši klienta vajadzībām.'

On the left sidebar, there are filters for 'Potenciālie', 'Saderīgie', 'Vēl domā', and 'Nesagāja'. A 'Vēl domā' dropdown menu is open, showing 'Pārdomājī?' and 'Ietotājs'. Below the filters, there is a call to action: 'Izvēlies laiku, un superīgi pavadī laiku kad vari ierasties uz darba interviju' with a 'Iepilānot interviju' button. At the bottom, there are two 'Vakances Nosaukums' (Job titles) for 'LOGO! IPSUM' and 'IPSUM' with their respective company logos and contact information.

FIRST YEAR

6 festivals from May 2023 - October 2024

5452

candidates

574

vacancies

165

companies

4018

matches
YES / YES

Total swipes (candidates): **355227**

Candidates get to next interview round: **21%**

Candidates prefer our platform over other platforms: **66%**

Companies say MatchWork helps to find candidates: **83%**

Go Remote



Pilot project to explore the remote job opportunities for youth

Gustavs M. Upmanis
Founder of Visas iespējas

Youth
(especially
unemployed 20-29)



Regional
involvement



Remote
hybridwork

and

Go Remote



Intro

Goals for 2 years

300

young people
trained

300

young people
in employment

2500

people involved
in the project

Process

Research



Online conference



Online
skill training (x3)



Job speed-dating
events & mentoring



Online platform with
Knowledge Hub and
remote job vacancies
(for free)

Trainings



Digital marketing



Customer support



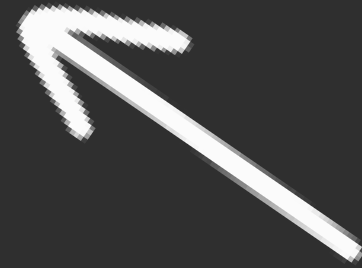
Data input



Project management

Iceland
Liechtenstein
Norway grants

Norway
grants



Financer

The Go Remote project is funded by Iceland, Liechtenstein, and Norway through the EEA and Norway Grants Fund for Youth Employment.

TODAY:

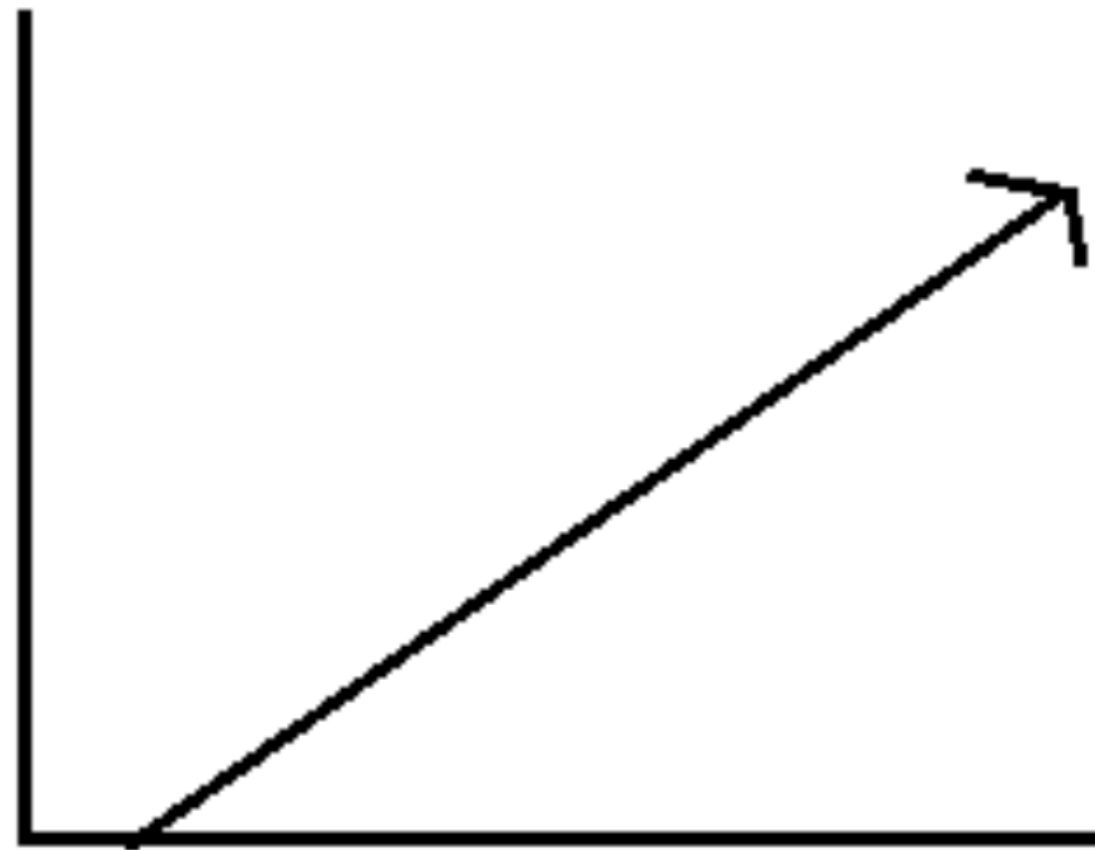
DIGITAL

ENGAGEMENT

SCALE

USUAL PROJECT WAY

- IN-PERSON
- LOTS OF TRAVELS
- LINEAR



Positive Linear Relationship

EXAMPLES

- **TRAININGS FOR 20 PEOPLE IN PERSON**
- **LOCAL CONFERENCE FOR 50 PEOPLE**
- **IN-PERSON INTERVIEWS**

START-UP WAY

- EXPONENTIAL
- NON-PERSONAL
- NOT REAL TIME
- PROFIT ORIENTED
- INFINITELY SCALABLE

EXAMPLES

- ONLINE TRAINING MATERIALS
- ONLINE VIDEOS INSTEAD OF A CONFERENCE
- APPLYING TO JOB ONLINE / ONLINE CALLS

HYBRID WAY

- HIGHLY EXPENDABLE
- COST-EFFICIENT
- SUITABLE FOR PERSONAL CONNECTION
- BEST OF BOTH WORLDS

EXAMPLES

- TRAININGS + MENTORINGS WITH 100 PEOPLE
- ONLINE CONFERENCE WITH INTERNATIONAL SPEAKERS
- ONLINE JOB INTERVIEWS + IN-PERSON INTERVIEWS

SCALE / DIGITAL - BENEFITS (OBVIOUS)

- **MORE PEOPLE AT THE SAME TIME**
- **CAN AFFORD MORE COST PER MINUTE**
- **FLEXIBLE TIMETABLE AND TIMELINE**
- **NO NEED TO LEAVE YOUR BED**
- **BETTER COST-EFFICIENCY**

SCALE / DIGITAL - BENEFITS (LESS OBVIOUS)

- **NETWORK EFFECTS
(E.G. EMPLOYMENT IS MORE FLEXIBLE)**
- **MORE CHOICE
(E.G. MORE PERSONALIZATION)**
- **FASTER LEARNING
(E.G. SKIP IF YOU ALREADY KNOW THIS)**
- **QUICK FEEDBACK AND OPINION-POLLING**
- **ASYNCHRONOUS**

SCALE / DIGITAL - DRAWBACKS

- EACH COUNTRY HAS THEIR NUANCES
- LANGUAGES OF EUROPE
- PARTNER'S HAVE LESS FLEXIBILITY, AND THEY OFTEN FEEL LESS OWNERSHIP
- HIGHER RISK IF DONE POORLY
- HIGH RISK TO ALIENATE PEOPLE
- FOR SMALL MARKETS MUCH HARDER TO REACH A LARGE SCALE

**ONLINE EVENTS ARE
ATTENDED ONLY BY
PEOPLE**

MAKE SOMETHING THAT PEOPLE WANT

- **FUN**
- **KNOWLEDGE**
- **BENEFIT**

ONLINE DOESN'T WORK

...

IF IT DOESN'T ENGAGE.

**DON'T COPY REAL-LIFE
THINGS TO ONLINE.**

THINK IN ONLINE.

MAKE

- **QUIZES**
- **POLLS**
- **FILTERS AND GAMES**
- **BREAK-OUT ROOMS (WITH TASKS)**
- **ENCOURAGE CHAT AND QUESTIONS**

EXAMPLES

- ESCAPE ROOM WITH INFLUENCERS
- TRIVIA FOR HR PROFESSIONALS
- PARALLEL CONVERSATION IN CHATS
- PARALLEL MODERATORS IN BREAK-OUT GROUPS

**ONLINE EVENTS ARE
ATTENDED ONLY BY
PEOPLE**

**AND ONLY IF THEY SEE
BENEFITS IN THEM**

**match
work**



**VISAS
IESPĒJAS**

THANK YOU!

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<https://www.linkedin.com/in/upmanis/>