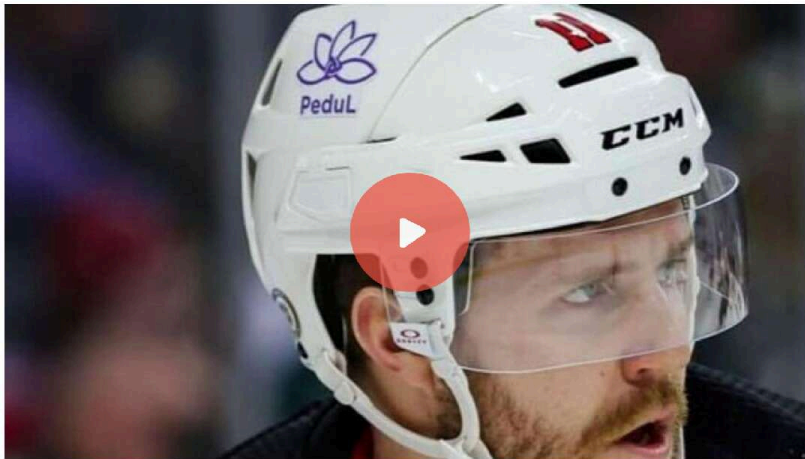


Stop looking for jobs. Let jobs find YOU.



[pedul.com](https://pedul.com) Newark, NJ [in](#) [ig](#)

## Highlights

- 1 Official Partner of the New Jersey Devils (Check out our logo on their Helmets)
- 2 Forbes 30 Under 30 Recipient (2023)
- 3 Techstars Company (Prestigious Accelerator)
- 4 Met with the Vice President at White House to explore PeduL's innovative plans to cut unemployment
- 5 Notable Clients: Paramount, Amazon/Audible, Ticketmaster, Live Nation, Prudential

## Featured Investors



**THIS Group Inc**  
Syndicate Lead

Follow

Invested \$5,000 ⓘ

"As we look to the future of job recruiting, it's evident that platforms like PeduL are poised to revolutionize the industry. With its innovative approach to connecting employers with talented individuals, PeduL offers a dynamic and efficient solution to the challenges of traditional recruiting methods. By leveraging advanced technology and data-driven algorithms, PeduL streamlines the recruitment process, providing employers with access to a diverse pool of candidates while empowering job seekers to showcase their skills and experiences in a meaningful way. As the demand for skilled professionals continues to rise across various industries, PeduL's platform has the potential to become the go-to destination for both employers and job seekers alike.

At THIS Group, we recognize the immense potential of PeduL and the impact it can have on the future of job recruiting. With our extensive experience in the content creator space, we bring a unique perspective and skill set to the table that can significantly contribute to the growth and success of PeduL. By leveraging our expertise in talent management, brand partnerships, and content creation, we believe we can add substantial value to PeduL's platform, helping to enhance its user experience, expand its reach, and drive sustainable growth. We are excited about the opportunity to collaborate with PeduL and look forward to leveraging our collective strengths to shape the future of job recruiting together."

Other investors include [Techstars](#) [Notable](#) , [Google for Startups](#) [Notable](#) , [Newark Venture Partners](#), [Adventure Fund](#), [Visa](#), [New York Jets](#)

## Our Team



**Chisa Egbelu** Chief Executive Officer

Google Alum, iHeartMedia Alum, NBCUniversal Alum, Rutgers Alum, Cap & Skull Senior Honor Society, Forbes 30 Under 30



**Vivek Pandit** Chief Innovation Officer

Brown Alum, Award-winning author, TEDx Speaker, Forbes 30 Under 30

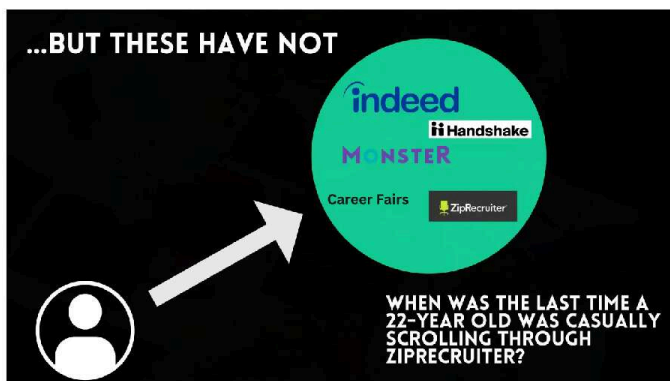
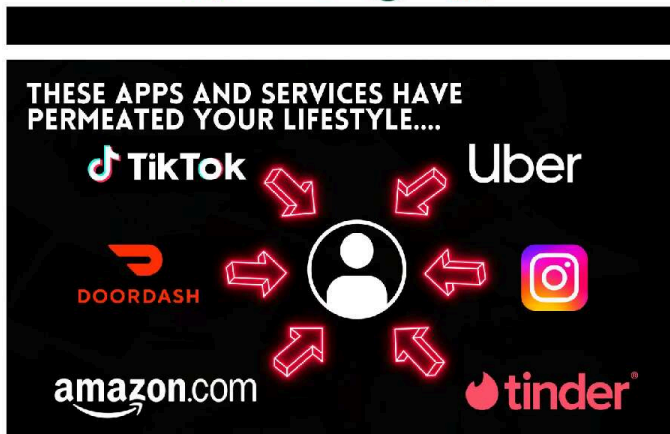


**Sayyid Ali** Chief Technology Officer

Video game developer by trade, known as The People's Dev for his work in community and municipal projects. Forbes 30 Under 30

## PeduL

### PITCH DECK



### THE FUNDAMENTAL PROBLEM

# CORPORATE AMERICA IS SEPARATE AND DISTINCT FROM MY WORLD AND MY LIFESTYLE

## WHAT ARE THE CONSEQUENCES?

### RECRUITING YOUNG TALENT IS COSTLY & INEFFECTIVE

**72%**

of the modern workforce will be Gen Z & Millennials in 2023

"We spend thousands in recruiting, yet we're still invisible to young talent."  
- TA Manager, Hill International



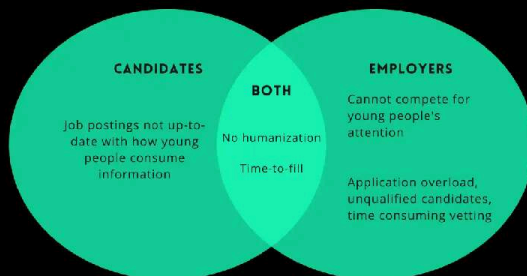
"I've been unable to fill this job for over a year."  
- HR Director, Starckson Packaging



"I got 100 LinkedIn applications. Three showed up for an interview. I hired none."  
- Technical Recruiter, Crunchbase



### THE RECRUITING INDUSTRY IS IN SHAMBLES...



### THE MARKET WILL CONTINUE TO GROW



The market will continue to grow according to:  
<https://www.theinsightpartners.com/reports/staffing-and-recruitment-market>

### COMPANIES MUST USE SOCIAL MEDIA TO RECRUIT

"This data presents a clear picture of how critical a tool social media is for today's jobseekers and the companies trying to recruit them."

JAN BRADSHAW CHAIRMAN & CEO  
CAREERARC

Nearly Half (48% each) of Gen Z and Millennials With Work Experience Have Applied to Jobs They Found via Social Media

careerarc

RESEARCH REPORT BY CAREERARC  
13 Aug 2022 10:00:07

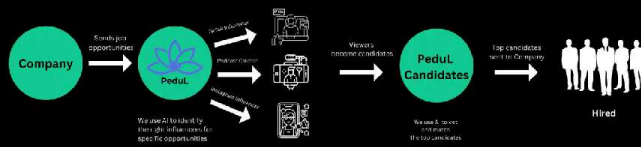
RESEARCH REPORT BY CAREERARC  
13 Aug 2022 10:00:07

New CareerArc/ iGens Poll survey reveals Social media is an important resource for jobseekers, especially younger generations

- More than 2 in 3 (66%) of Gen Z and Millennials say social media is very important to their job search
- Gen Z (62%) and Millennials (55%) with work experience are more likely than Gen X (47%) (17%) and Boomers (30%) (14%) with work experience to have discovered job opportunities on social media
- 48% of Gen Z and 47% of Millennials with work experience have connected with recruiters and/or employees of prospective employers on social media (e.g., Twitter, Facebook, LinkedIn)
- Among all job seekers who have work experience, 53% say they have discovered job opportunities on social media and 43% have applied to job opportunities using social media
- Among passive job seekers who have work experience, 53% say they have discovered job opportunities on social media and 38% have applied to job opportunities using social media
- Black and Hispanic Americans with work experience are more likely than their White counterparts to say they've used social media to apply to job opportunities (52% vs. 39% vs. 27%). Gen Z and Millennials are more likely to use social media to apply to job opportunities (62% vs. 47% vs. 30%)

WE PARTNER WITH INFLUENCERS

Using AI, we send a curated list of job opportunities to influencers, convert viewers into candidates, and vet the thousands of applications to deliver top talent to employers across the country.



**REVENUE**  
**\$500,000**

## AWARDS

AS SEEN IN....



AS SEEN ON...



Suzanne

Thanks - Don Katz

edul is what the future looks like and we are proud to be a supporter

Best,  
Danny Navarro

V.P. of the United States, Kamala Harris

**Ashley**

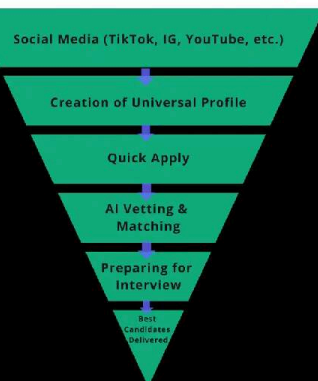
New Jersey Governor, Phil Murphy

New York Jets

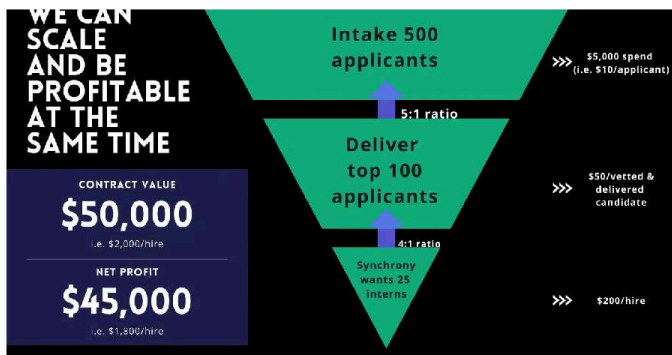
**OpenworldPedia** is here to diversify the wilderness

Help us and @WVIA as we support Pedal, and other local black-owned small business.

**MEETING  
YOUNG TALENT  
WHERE THEY  
ARE AT**



**WE CAN**



The contract value and profit numbers are projections.

**\$124,000**

We're raising this SPV Marketing, Product Development and Branding

 **PeduL**

USING 'EDU' EDUCATION TO BRIDGE THE GAP BETWEEN 'P' PURPOSE AND 'L' LIFE

## ONE-PAGE DOC



"PeduL is the embodiment of New Jersey's innovative spirit."

New Jersey Governor, Phil Murphy



Stop looking for jobs.  
Let jobs find YOU.



**Invest in the Talent Platform that Moves at the Speed of Culture**

Become an angel investor in PeduL by investing as little as \$250.

By investing a small check into PeduL, you will be part of our startup journey and reap the financial benefits of our potential \$100M+ exit!

**PeduL's Mission**

We infuse Corporate America with culture to optimize recruitment outcomes. By partnering with influencers and harnessing the power of social media, we promote job opportunities to thousands of targeted candidates.

**PeduL's Vision**

To inform and inspire the process of career discovery, self-discovery and the pursuit of purpose through entertainment and technology.

**Estimated Return on Investment by Check Size**



### \$1,000 Check

Exit Value: \$100M  
**ROI: \$10K**  
Multiple: 10x

Exit Value: \$1B  
**ROI: \$100K**  
Multiple: 100x

Exit Value: \$10B  
**ROI: \$1M**  
Multiple: 1000x

S&P 500 Comparison  
**ROI (10 yrs): \$1,967**  
Multiple: 1.96x

### \$5,000 Check

Exit Value: \$100M  
**ROI: \$50K**  
Multiple: 10x

Exit Value: \$1B  
**ROI: \$500K**  
Multiple: 100x

Exit Value: \$10B  
**ROI: \$5M**  
Multiple: 1000x

S&P 500 Comparison  
**ROI (10 yrs): \$9,836**  
Multiple: 1.96x

### \$10,000 Check

Exit Value: \$100M  
**ROI: \$100K**  
Multiple: 10x

Exit Value: \$1B  
**ROI: \$1M**  
Multiple: 100x

Exit Value: \$10B  
**ROI: \$10M**  
Multiple: 1000x

S&P 500 Comparison  
**ROI (10 yrs): \$19,672**  
Multiple: 1.96x

## How Your Investment Will Be Used

1. Scaling influencer network
2. Building proprietary AI-matching algorithm
3. Integrating job opportunities with lifestyle

## Invest in 5 minutes

1. [Click this Link Here](#)
2. Create an account
3. Invest \$250 or more
4. Join our journey in building tomorrow, today.

## 3 Quick Actions to Impact Growth

Are you wondering what you can do to help contribute to faster growth, a higher valuation, and a quicker exit?

1. Connect us with 1-3 people who are hiring early talent.
2. Connect us with 1-3 influencers or content creators.
3. Share this investment opportunity with other angel investors or on your social media!

**Forbes**

Made the Forbes 30 Under 30 List (2023)



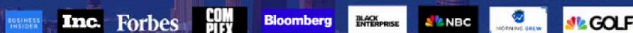
Official Partner of the **NJ Devils**



Met with the VP to discuss our mission to help stimulate job growth in America

## Our Traction Speaks for Itself

AS SEEN IN



TRUSTED BY TOP BRANDS



"Pedul has [helped us build] a pipeline of diverse and qualified talent. We share our job descriptions and they work their magic!"  
Suzanne, VP of Talent Acquisition (**Paramount**)

*Note: forward-looking projections are not guaranteed. We cannot guarantee that your SAFEs will convert into equity or that there will be an opportunity in the future to sell your equity for a return on your investment. We cannot guarantee any financial benefit from your investment. Only invest what you can afford to lose.*