

# karaMel

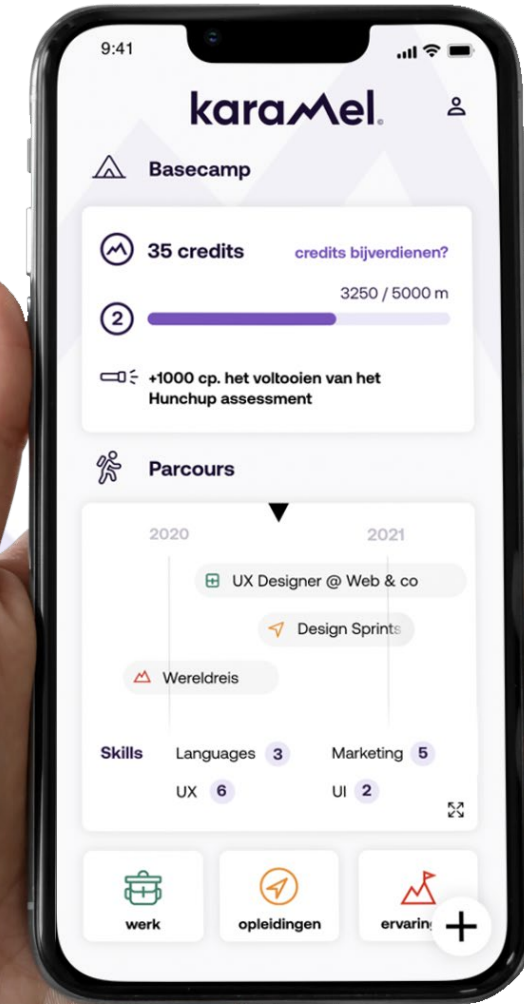
The disruptive career platform  
for the new economy!

Solid use case werkgroep - 4/5/22

**Arnaud Deveugle**

arnaud@karamel.career

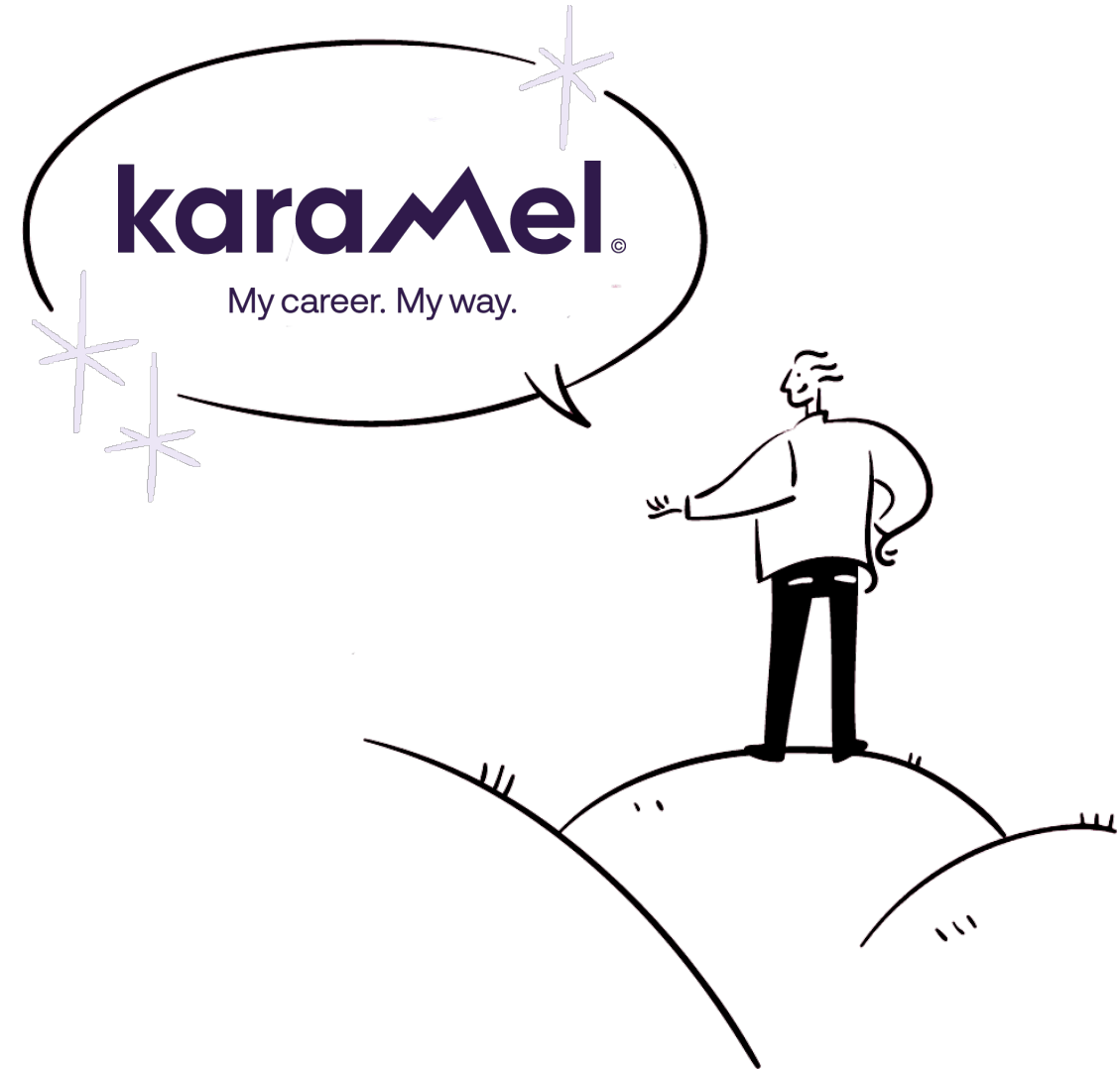
+32 476 43 96 28



## The time has come to **disrupt** recruitment

*“Airbnb was the first hospitality company without owning any **rooms**,  
Uber was the first taxi company without owning any **cars**,  
karamel is the first recruitment company without owning any **data**.”*

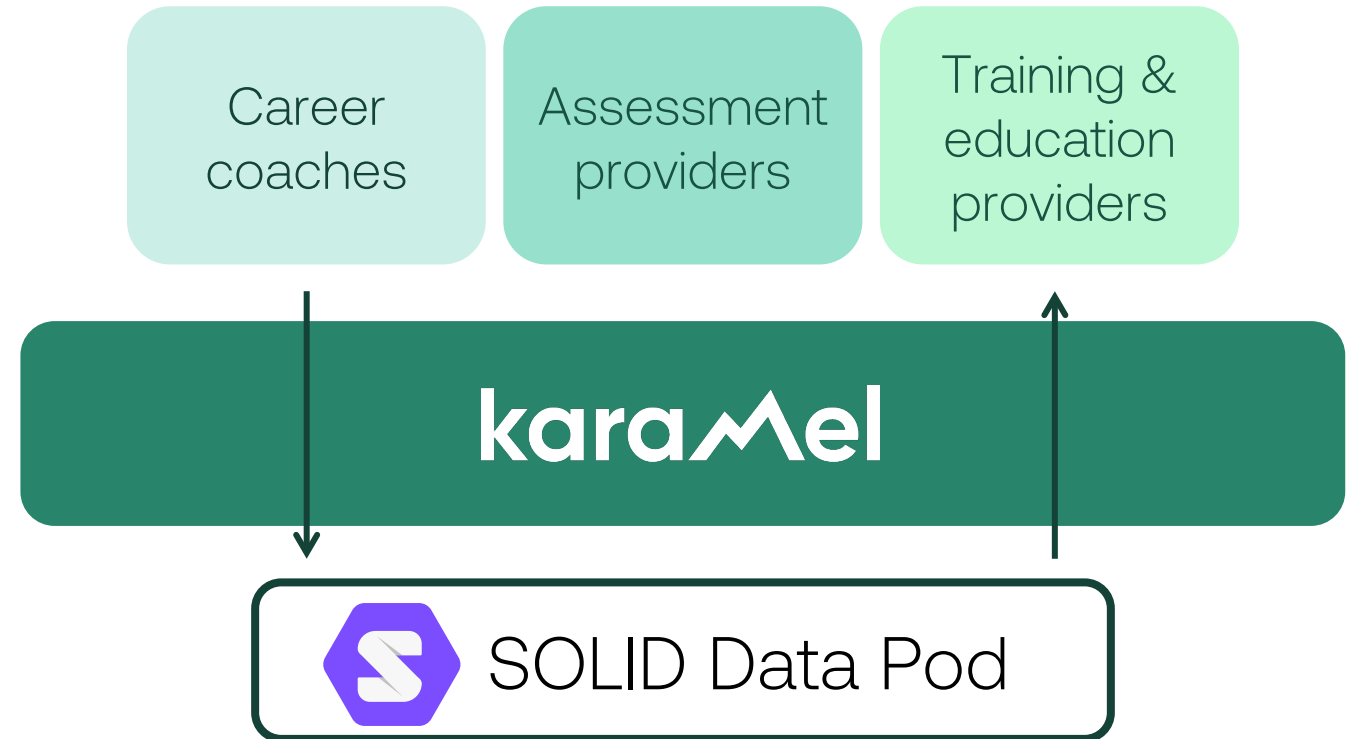
- Arnaud Deveugle, Founder karamel



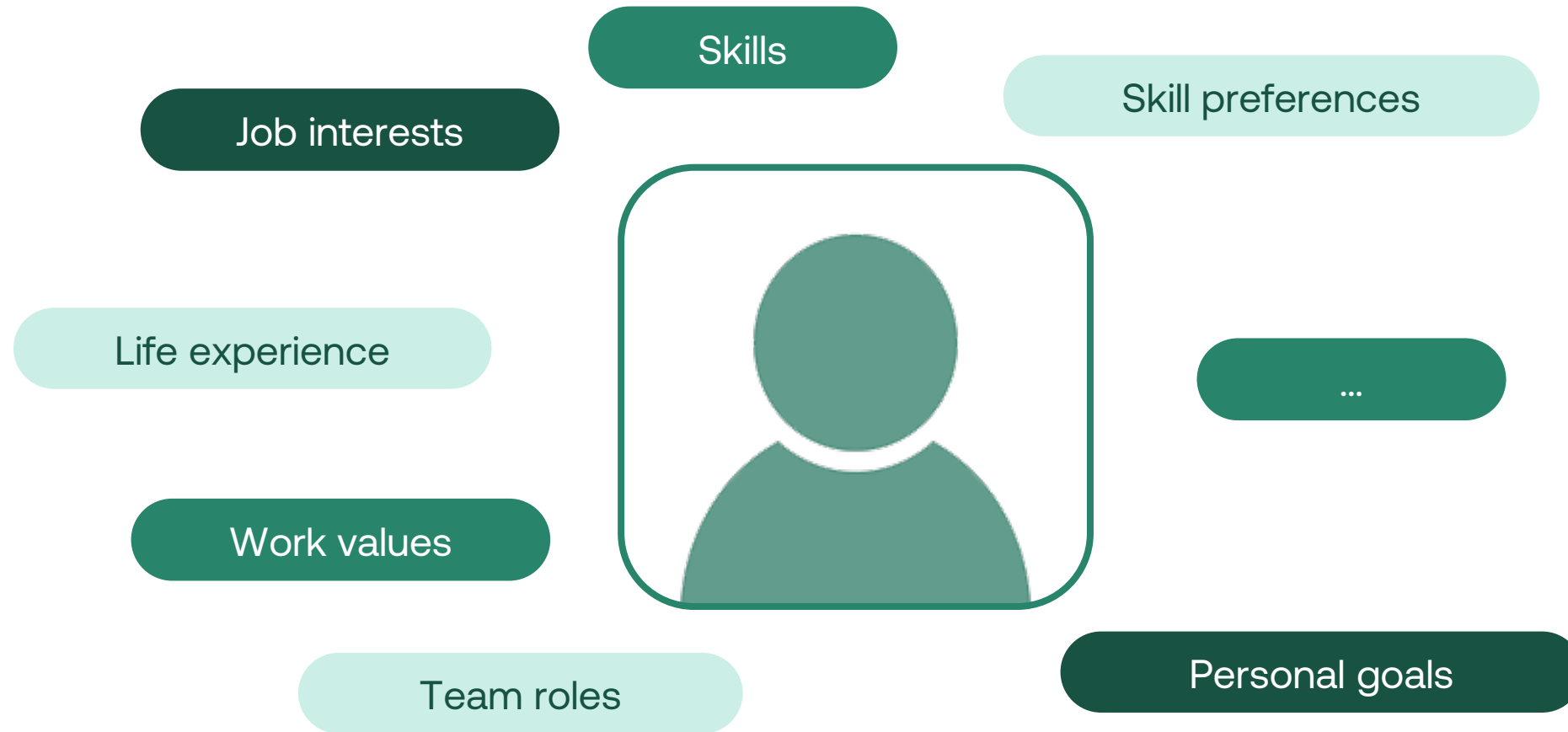
**The problem:** the market has changed – it's pure chaos for job seekers now

85%

## The solution (step 1): karamel career marketplace



## The solution (step 2): I know myself – but what now?



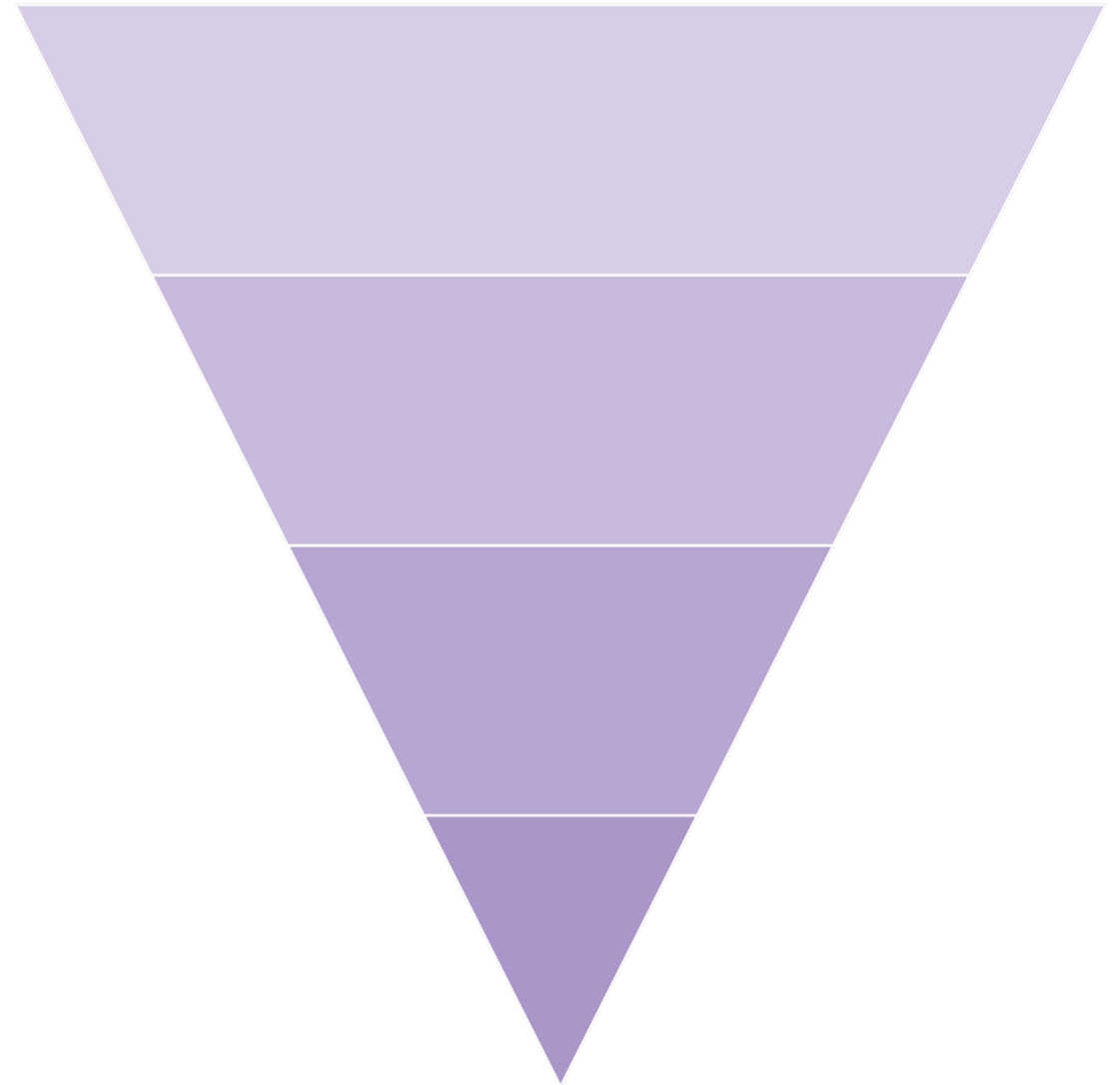
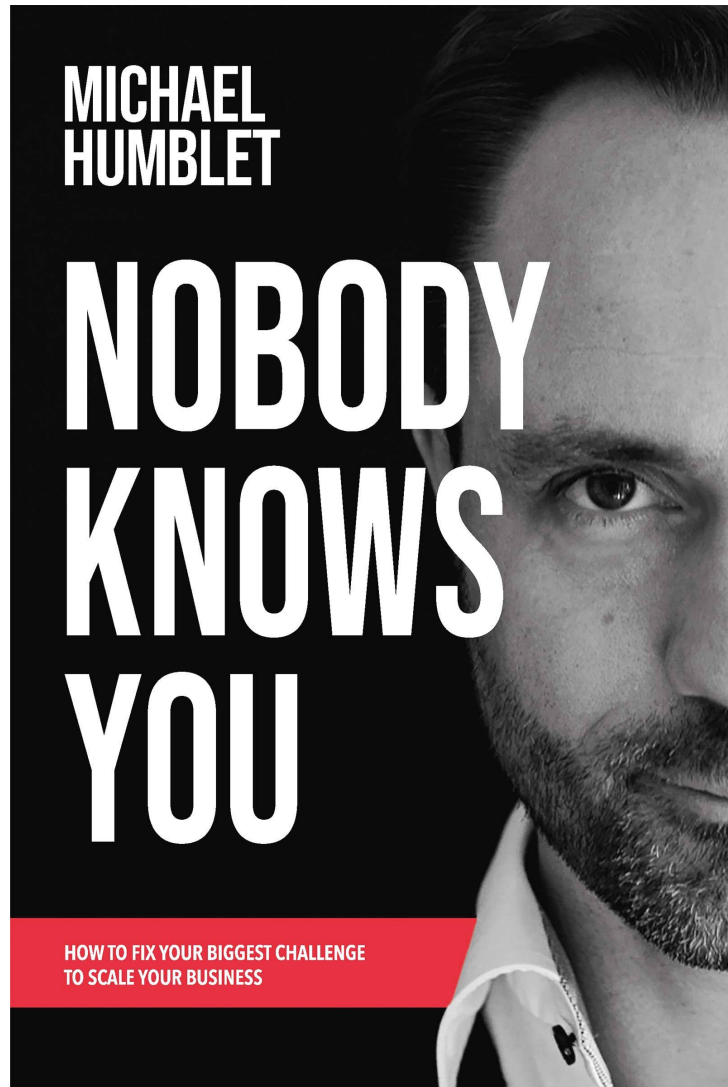
**The solution** (step 2): Companies need to educate their market

Function descriptions that are **ALWAYS** online

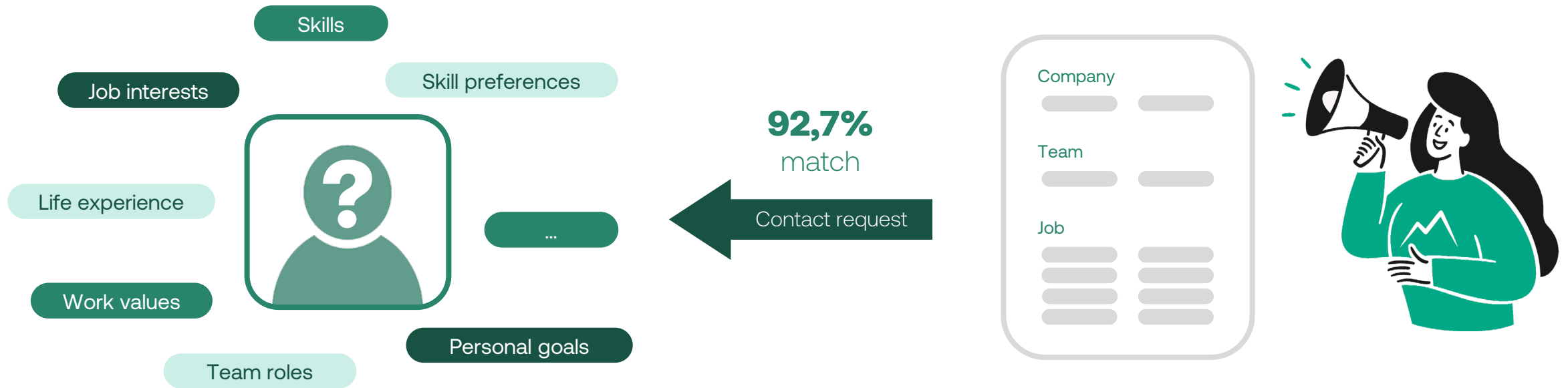
Company		
Team		
Job		



Recruitment is a **SALES** process!

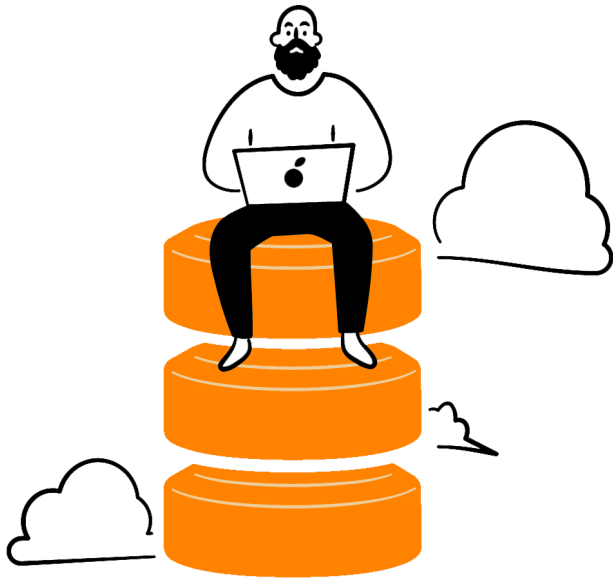


## The solution (step 2): Let companies apply to you!





## Platform economy: a positive feedback loop



Users own and sell a license to their data on our platform.



## Why Solid?

Everyone has the right to own a digital identity.



Why Solid?



# TRUST

~~DATA~~

is the new oil!

9:41



## Meld je aan met jouw datakluis.

Heb je nog geen datakluis? Geen zorgen, geef dan gewoon je e-mailadres in. Het is zo gefixt!

Jouw e-mailadres of WebID

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☐

Ik ga akkoord met de privacyvoorwaarden.

Aanmelden

[Meer info over datakluisen](#)