**Company Name**

**One-Line Pitch**
Beyond Programs acts a recruiter to place the next generation of workers into trade jobs.

**Company Description**
The Beyond Program works to provide employers with committed and eager apprentices in the trade industry. We seek out youth from under resourced communities to join our cohort. We mentor our students on the realities of the trade job, help them prepare for the assessment test during the apprenticeship recruitment process, and run background and drug tests. Our unique curriculum ensures that employers can rest easy knowing their newest apprentices are informed and ready to begin training.

**Customer Problem**
Generational gap of workers in the trade industry

**Product/Service**
Recruitment of new members into trade unions and trade jobs

**Value Proposition**
The Beyond Program is an essential tool for employers in the trade industry to fill the widening gaps of workers.

- Steady flow of eager, informed apprentices
- More opportunity to focus on training of workers
- Assurance in growth of organization

**Total Addressable Market**
$588 Trillion

**Marketing and Customer Acquisition**
Email Marketing
Affiliate program

**Business Model**
Unknown right now

**Competition**
Aerotek

**Competitive Advantage**
Partnerships with trade unions to guarantee admission into apprenticeship programs

We work with non trained youth rather than professionals already in the field as this latter group is shrinking as they age out of the workforce

**Customers**
Trade Unions
Construction Managers

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**Executive Team**
Imani Ballard (Founder)

**Company Contact**
URL: https://bit.ly/2NriNCM
Email: iballard@colgate.edu
Phone: 315-228-6584
Address: 20 Utica Street, Hamilton, NY 13346

**Company Profile**
Industry: Trade
Stage: Early
Employees: 1
Founded: 2018

**Financial Information**
Capital Seeking:
Terms & Valuation:
Monthly Burn:
Use of Funds:

**Recent Milestones**
Developing partnership with Building and Trades Council in Syracuse Area

**Advisors**
Bank:
Legal:
Accounting:
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<th>TEAM</th>
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<tr>
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<td>Imani Ballard</td>
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<th>KEY PARTNERSHIPS</th>
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