



Mobile Employability Solutions: Building an Ecosystem of Partners

GSMA - Connected Living Summit
Yazeed Sheqem



The MENA Leader in Mobile Employability Solutions

- 20+ MENA and Africa regional markets
- Youth-led, youth-focused
- End-to-end solution design, development and rollout
- Strong revenue generation focus
- Cross-platform: USSD, 2G, 3G, web, audio



Building Partnerships Across Markets

Public Sector



MNOs



Recruitment Sector



Education Sector



Sample Service: SMS-Based Job Matching

JobMatch

find the perfect match. on your mobile phone.

Job Seekers

- 1 Sign up**
Right from your mobile phone, by texting "register" to 37191.
- 2 Create Mini-CV**
Use your phone to create an SMS "mini-CV" and upload it to our main database, so hundreds of employers can find you.
- 3 Browse Jobs**
Browse thousands of jobs via SMS on your phone, or find the exact job that matches your CV info. Get employer phone numbers for follow-up.

Employers

- 1 Register**
Using your mobile phone or secure website.
- 2 Create Mini-Job Ad**
Create a simple Job Ad on your phone or online. Upload to the main SoukTel database, so thousands of job-seekers can find it and call you.
- 3 Browse CVs**
Browse thousands of CVs by phone or web, or find the exact CV that matches the criteria of your job. Get job-seeker details, along with phone numbers for follow up.

Key Opportunities and Challenges

- Driving social impact while fulfilling commercial objectives
- Achieving scale while offering customized content
- Taking successful local partnerships to new markets





Souktel Mobile Innovations

Jordan Palestine USA

Yazeed Sheqem

Director of Business Development – MENA and Africa

+962 79 5017065

yazeed@souktel.com