

**ADDITION**



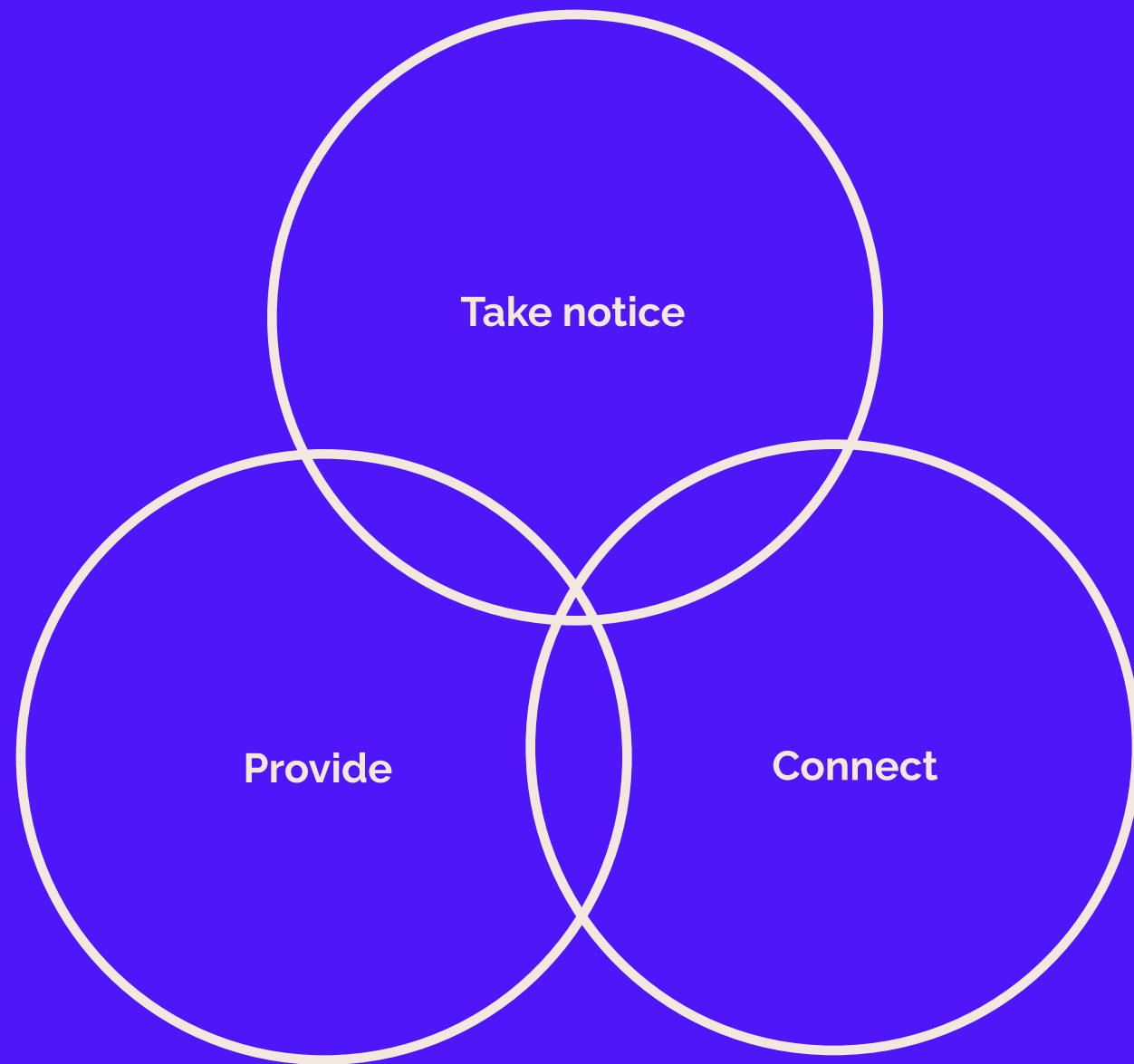
*Maslows Hierarchy of Needs*

## Research into the problem

From a study of long term settled former refugees, "Participants were asked if they thought their job matched their skills and qualifications. Most (59 percent) said that it did, while around a third (32 percent) said their job was at a lower level than their skills and qualifications. "(1. Mbie.Govt.Nz, 2020)

Based on Maslows Hierarchy of Needs, these former refugees are in the 'Esteem' and 'Self-actualization' stages of their re-settlement, where they want to utilize their skills and feel like a valued addition to society. However, are deemed too much of a barrier than a valued addition.

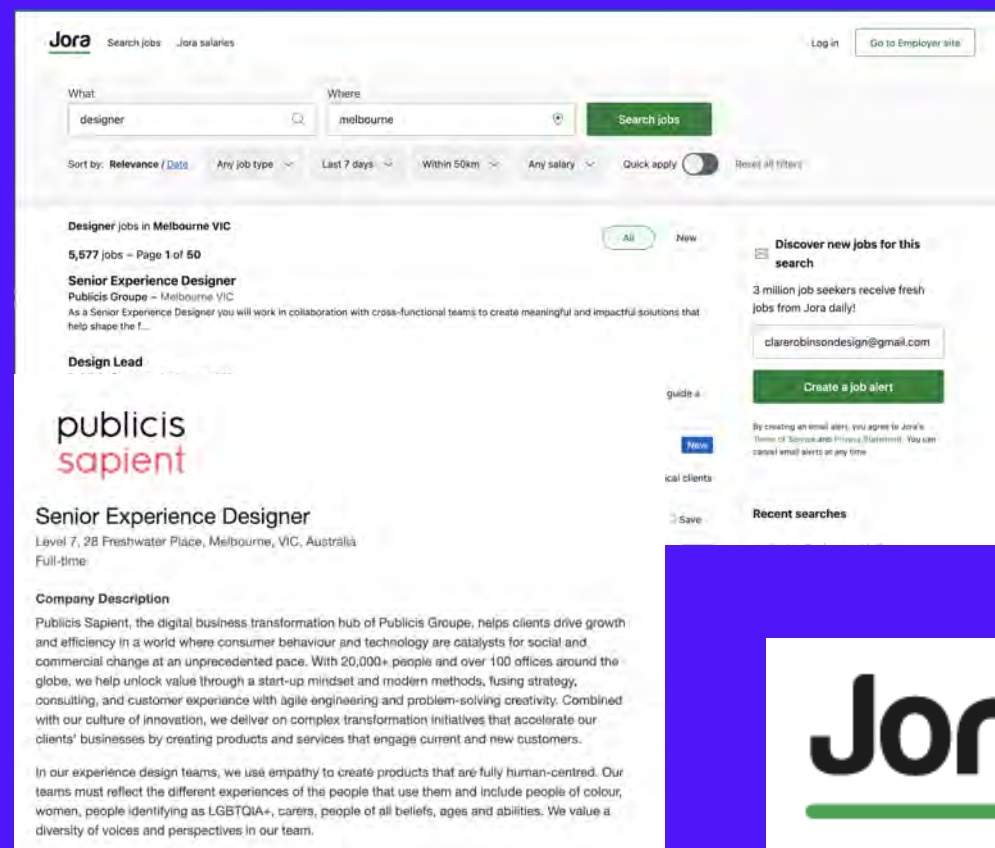
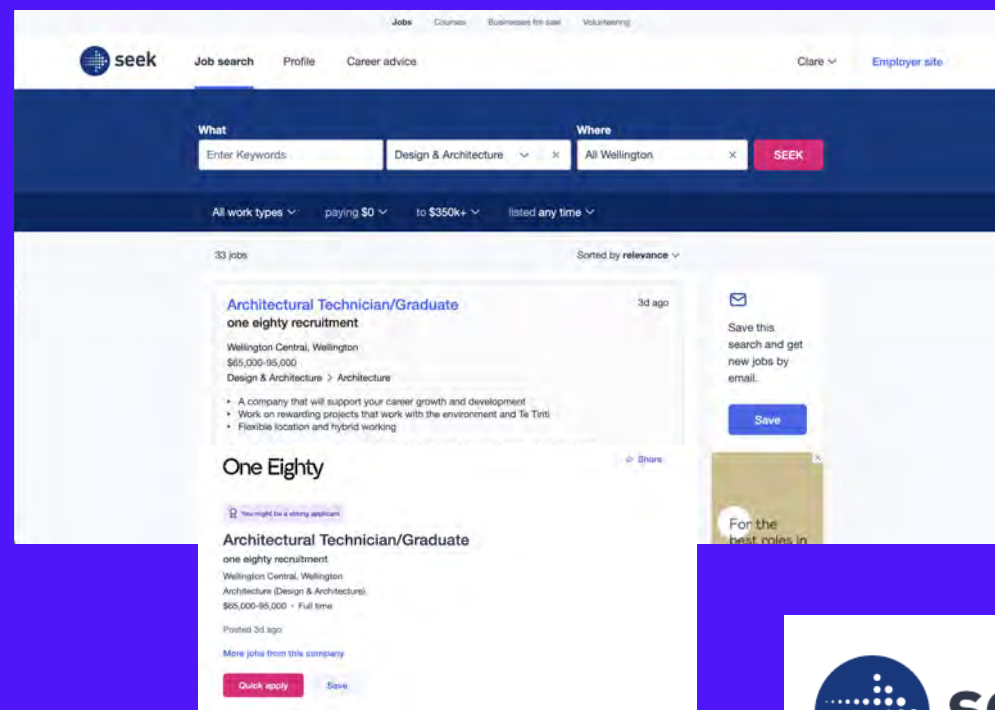
**When asked what makes them feel integrated, the first thing they think of is to have a job. For governments, employment is equally key for the integration of refugees. (2. Oecd.Org, 2020) Research shows that having well suited employment makes people feel a part of their society and helps former refugees gain autonomy. Underskilled employment can make people feel disconnected from their communities, undervalued and unworthy.**



## The opportunity

Employers view former refugees as a barrier than a positive addition, believing that differences in culture and language will mean challenges within the workplace, however, "The perceived benefits of hiring refugees often outweighed the challenges for employers seeking to hire them. Employers indicated that hiring refugees gives them the ability to serve certain customer bases in their language and with cultural sensitivity; they appreciated the work ethic of refugee employees and value the experience and diversity in perspectives."





## Existing products

Job search and matching already exists through products such as Seek Jora, and indeed, however, these products carry a corporate aesthetic and feel, with little emphasis on the people behind the screen.

CONNECT



**Former Refugees:**

**Be seen** beyond a the refugee status.

**Be seen** for her skill set.

How can we...



**Employers:**

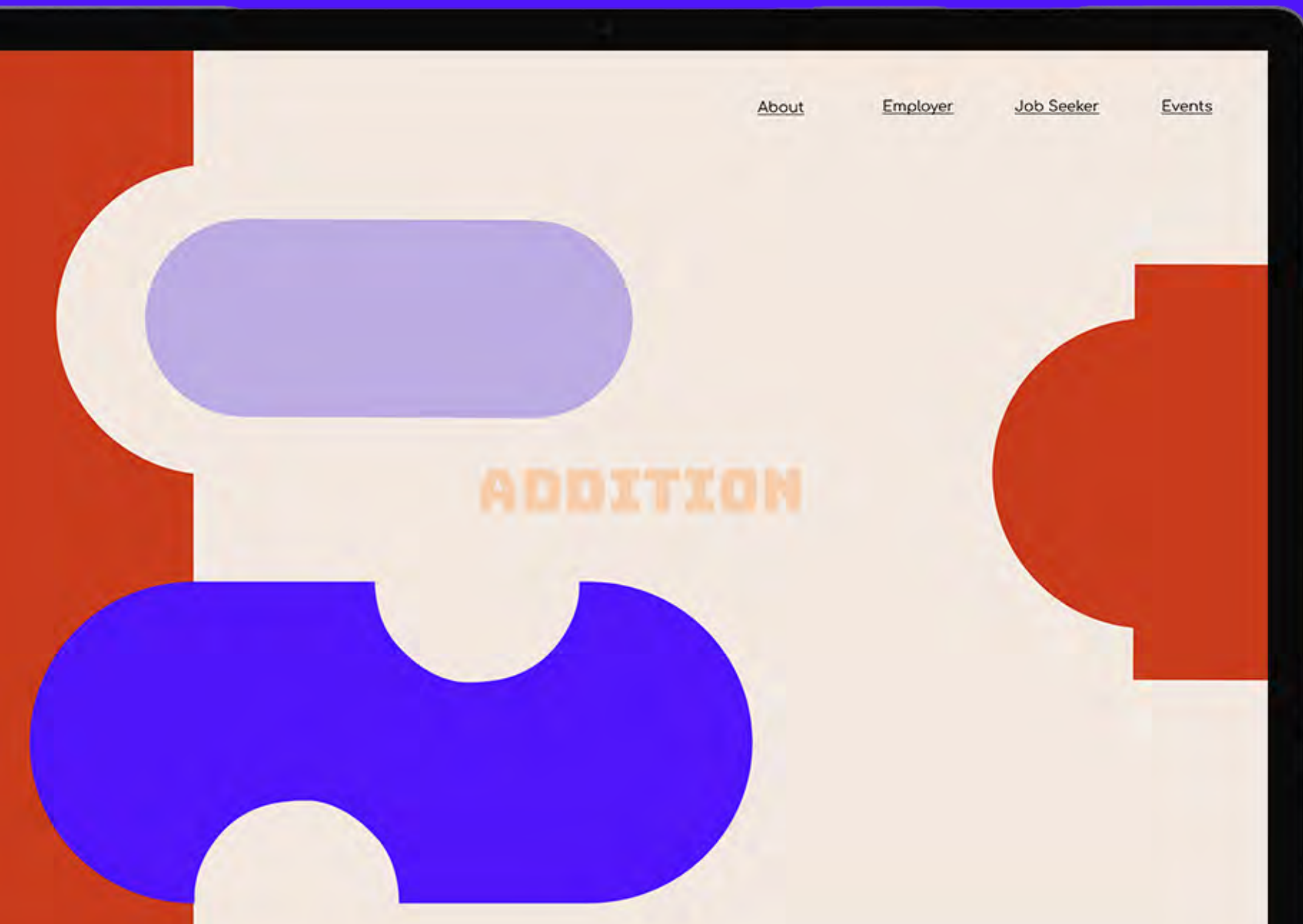
**Inform:**

Inform employers of work place diversity

**Connect:**

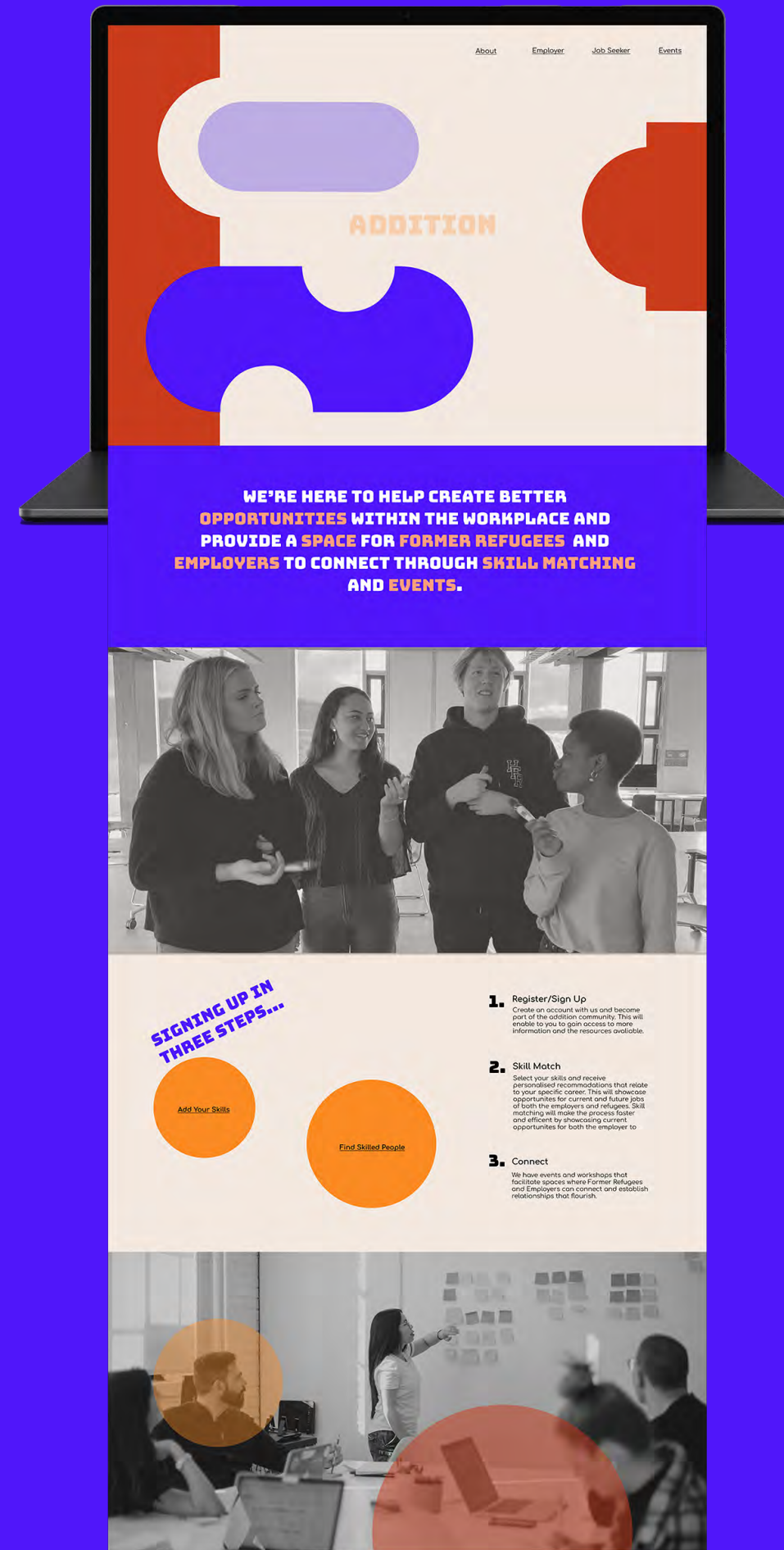
With refugees beyond a CV

BRIDGE THE GAP



**ADDITION**

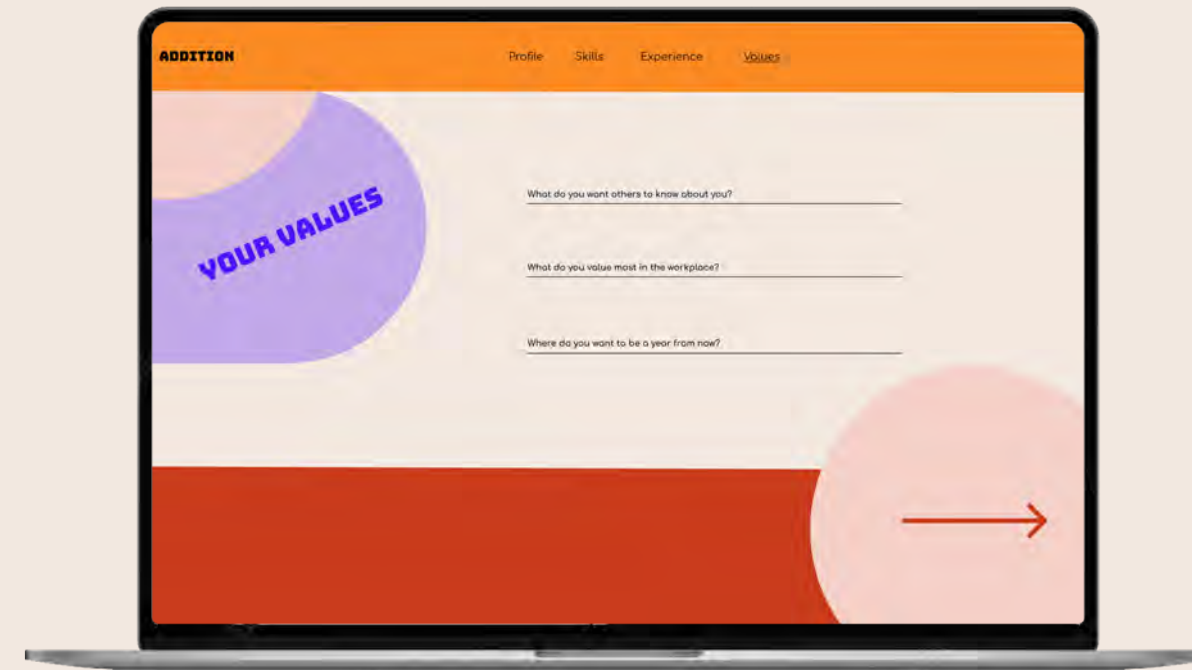
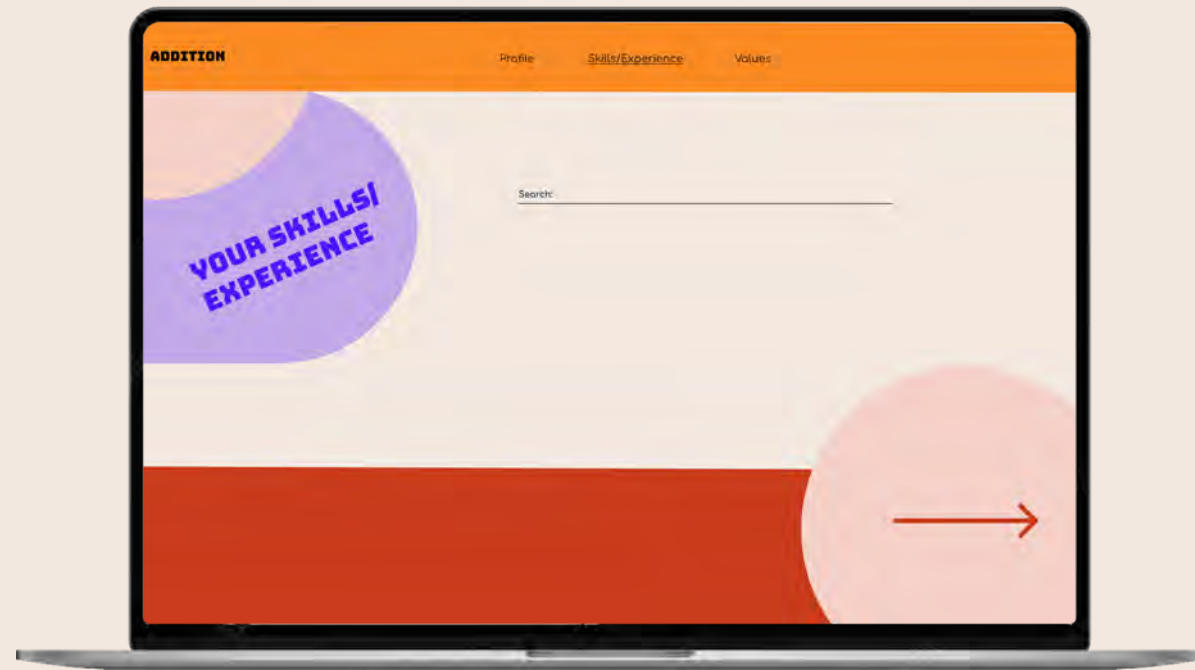
Connecting  
Engaging  
Providing



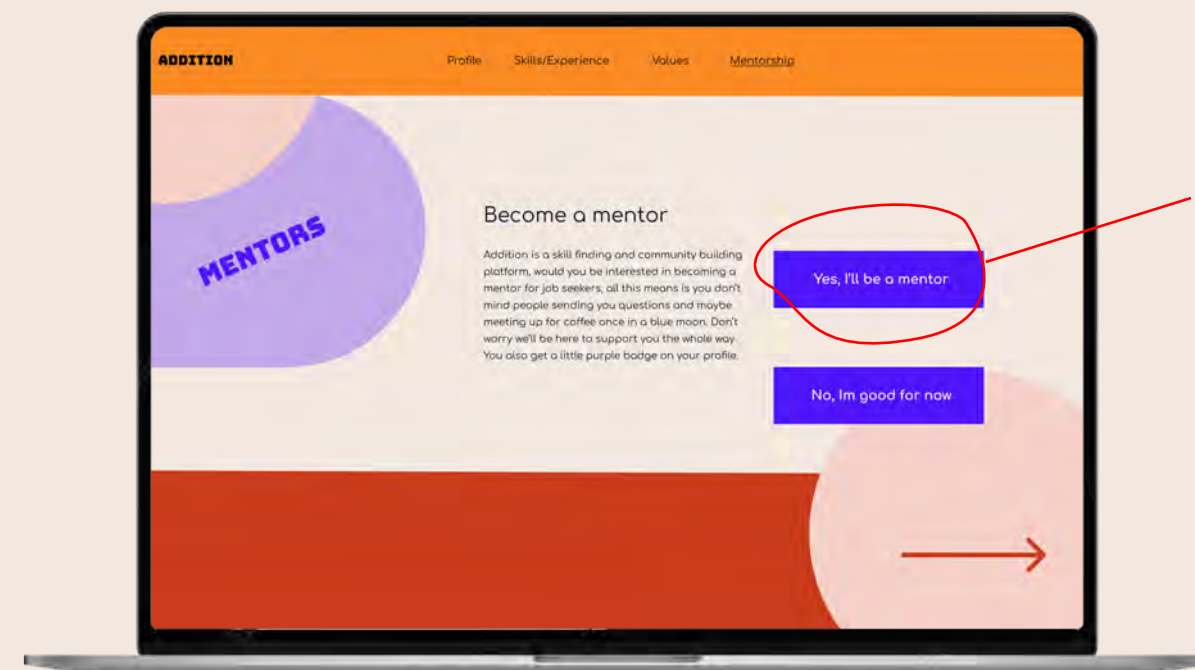
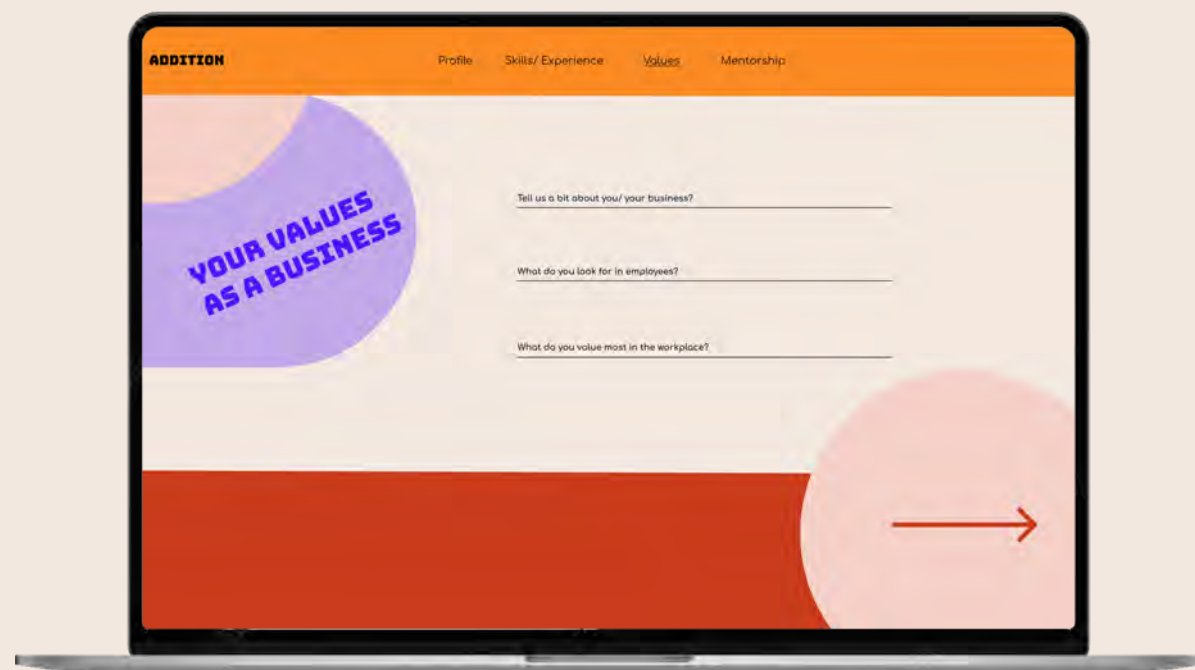
## The big idea

Addition provides a platform for former refugees and employers to connect and learn. Through skill matching, mentorships and workshops allow former refugees to showcase their skills and experience and allows employers to seek out skilled and talented people for their workplace. With the guided support from workshops and events, which stimulates conversation and provides the tools needed to facilitate successful integration. Addition aims to bring awareness to workplace diversity and the benefits it can offer whilst also providing the support and tools necessary to lead it to its highest potential. We don't want to tell employers you should be doing this; we want them to say that to themselves.

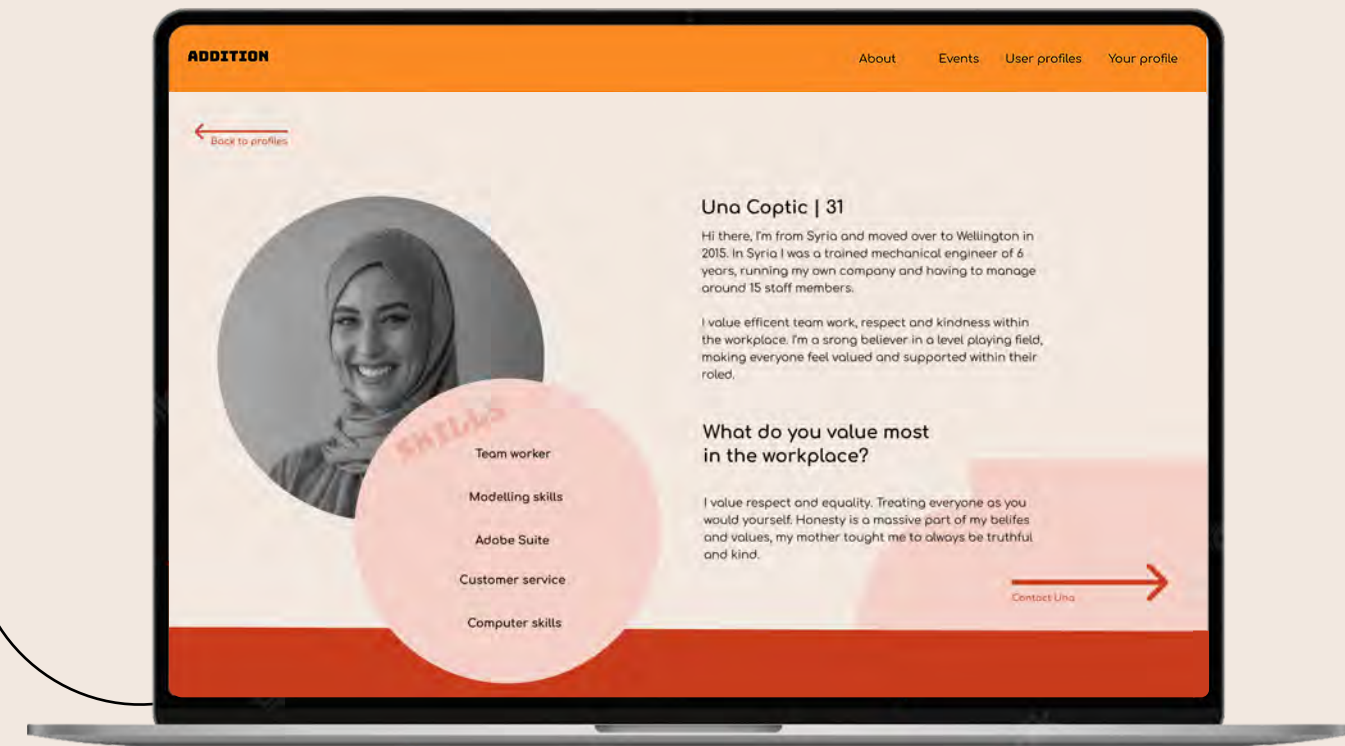
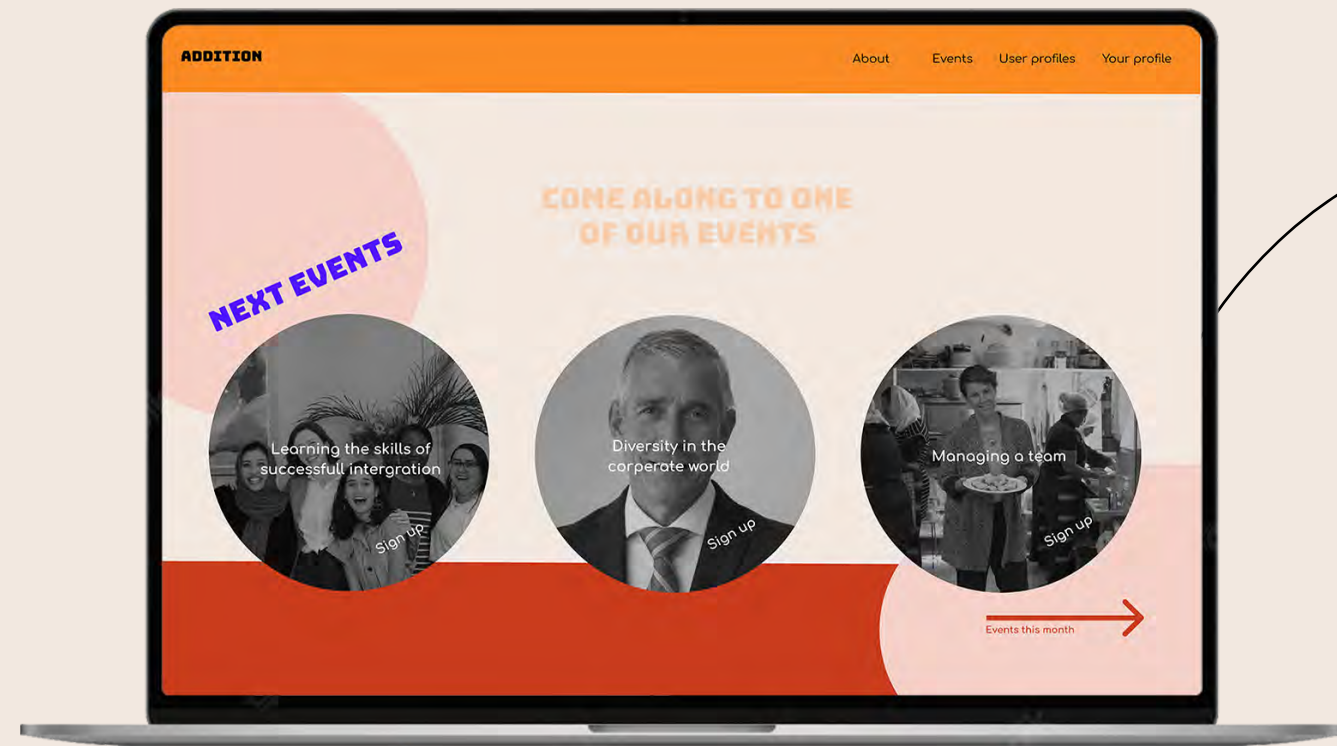




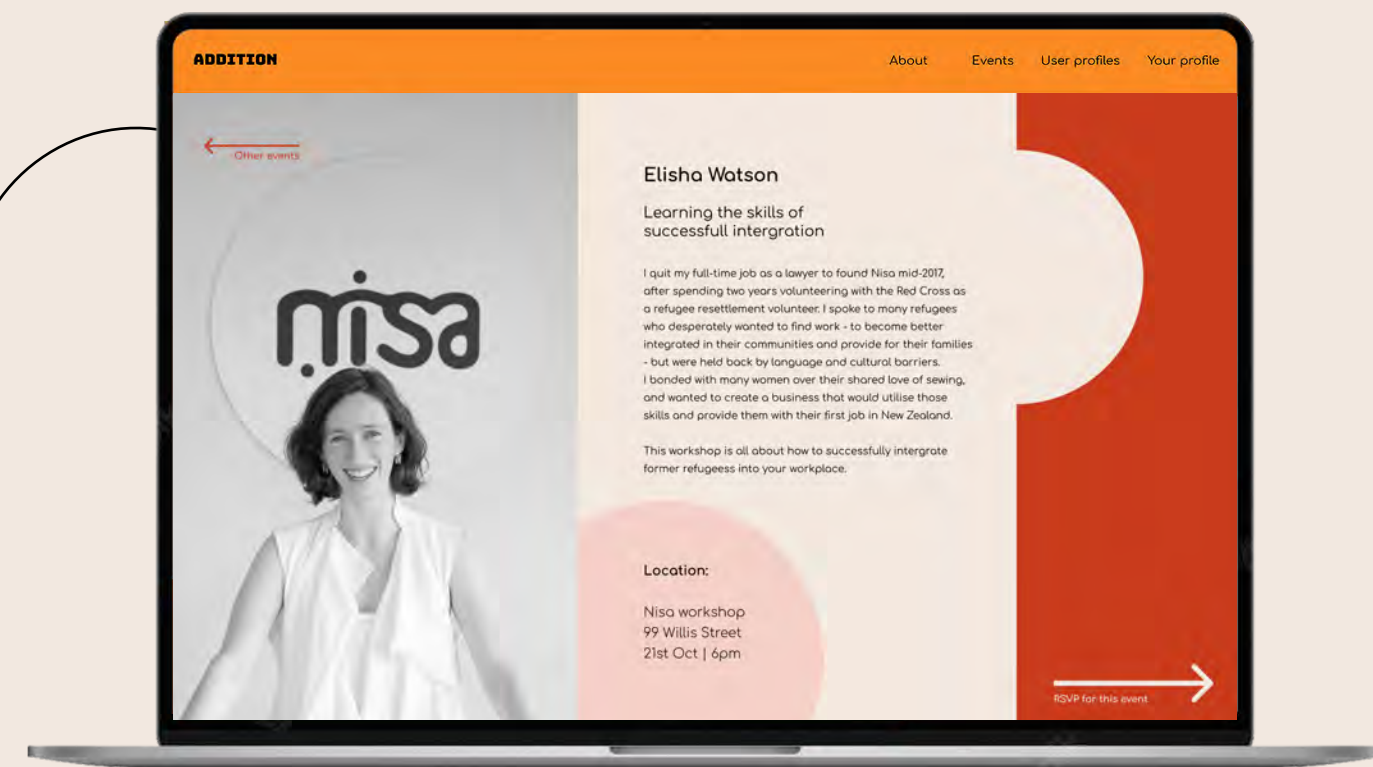
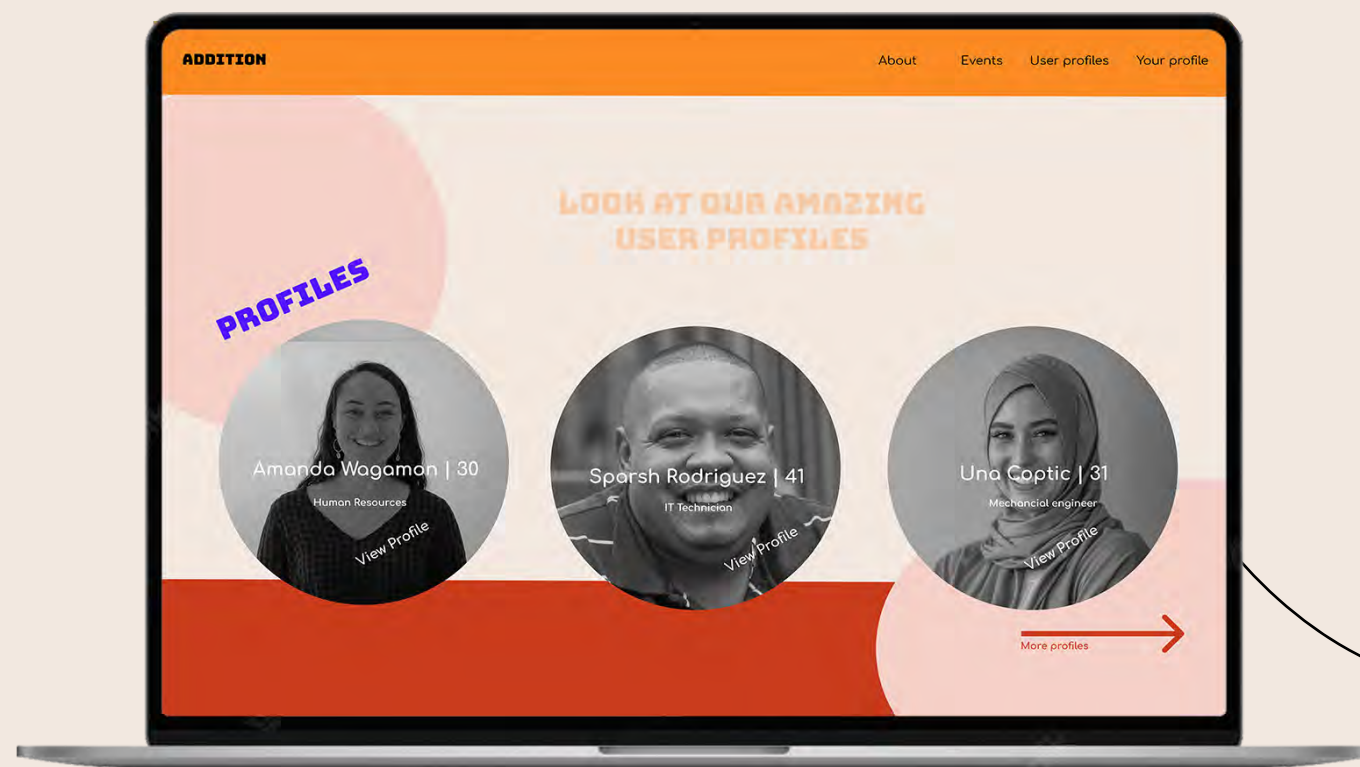
Values and skills added; this allows Addition to filter the applicant not just to their experience but what they value in their professional life.



With the addition of Employers becoming mentors; allowing them to step outside of the professional realm and connect more deeply with former refugees; a helping hand.

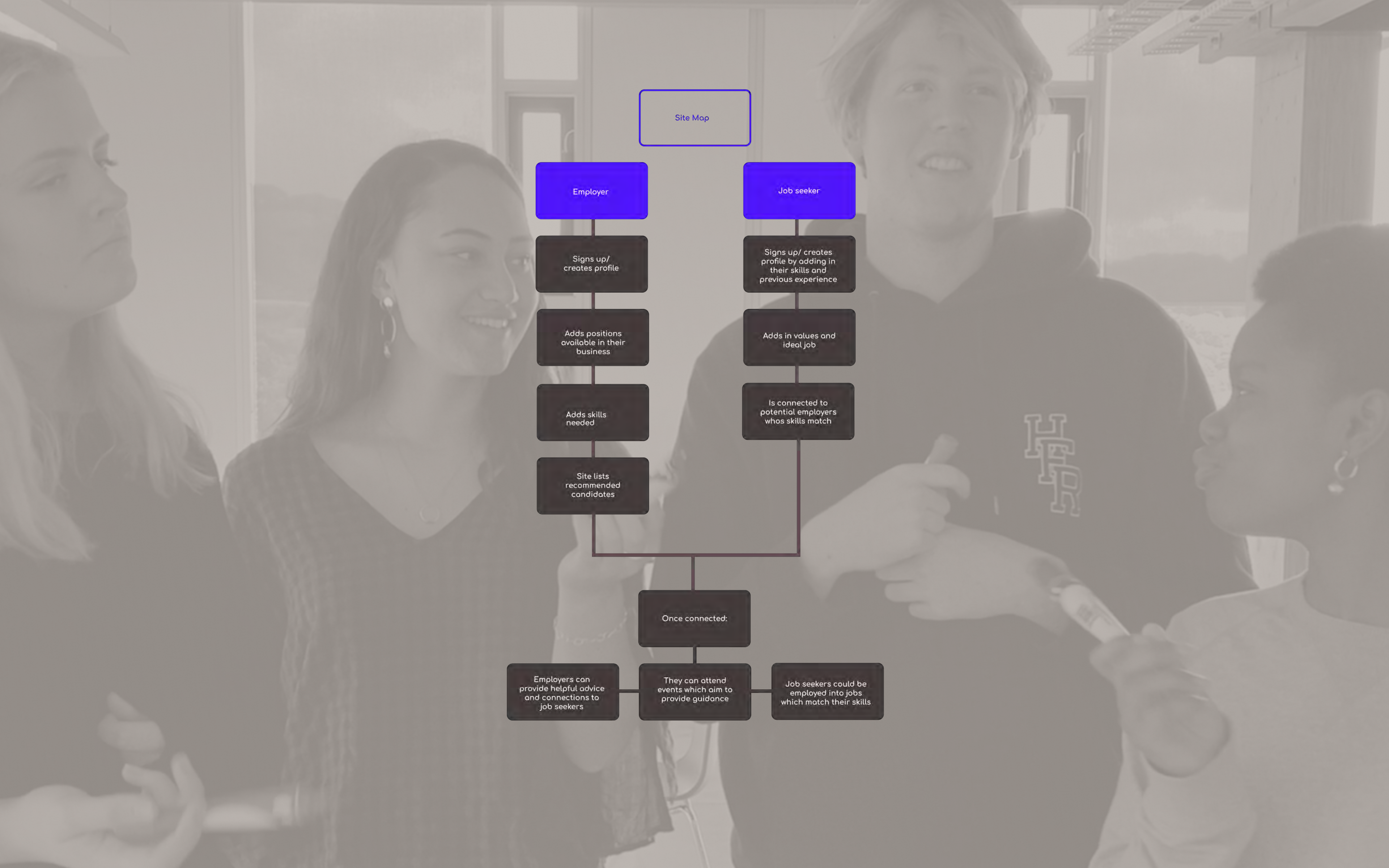


User Profile of Employee (former refugee)



Addition events transforming the digital space to help individuals connect.

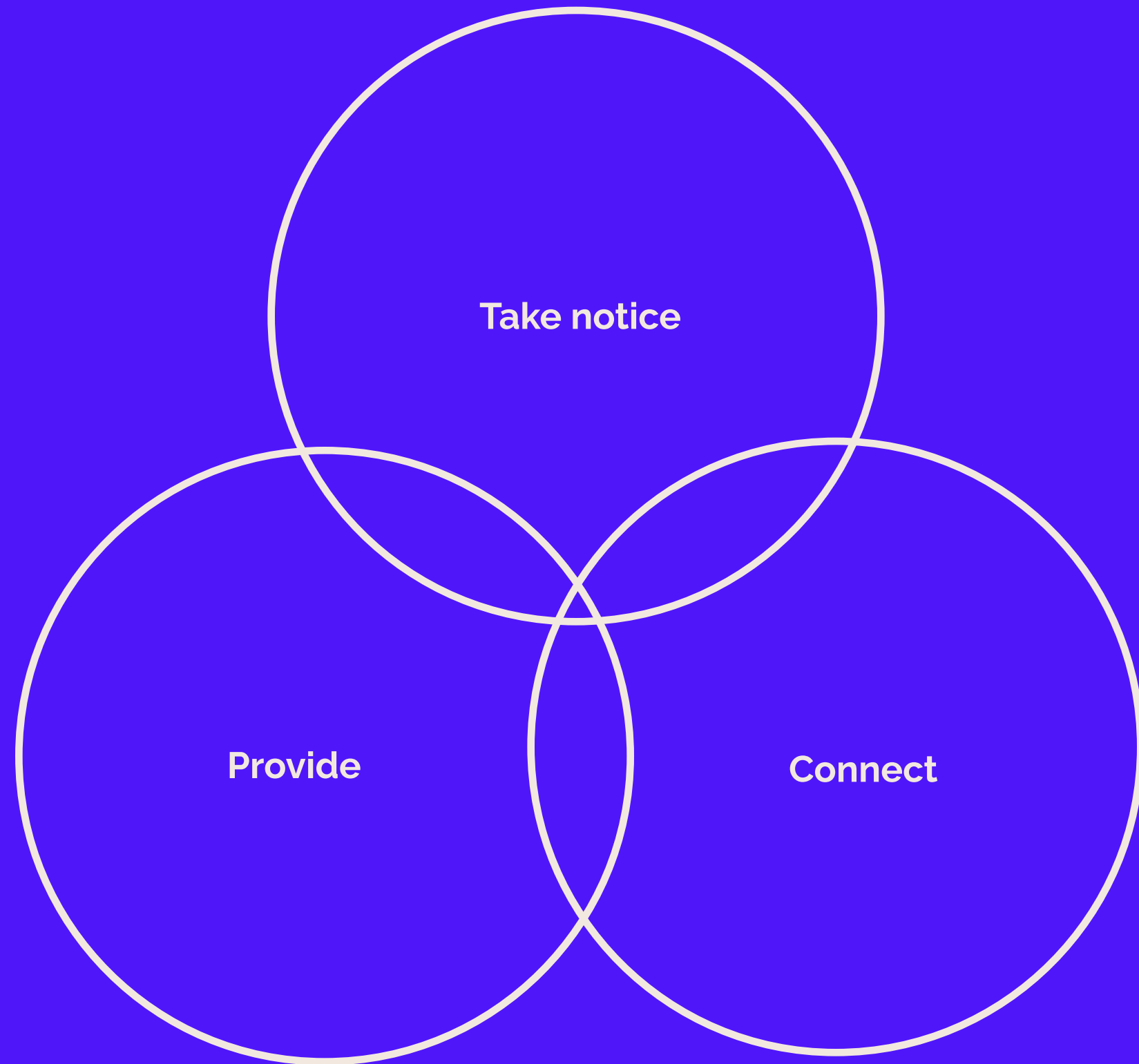




Site Map







Ultimately we want Addition to act as a platform and service that changes how former refugees are viewed in the professional space. Taking notice of their skills, connecting them with the right employer and providing them with the support to feel accomplished and supported in their new home.