We are the future of work
We're changing the game of connecting the world with opportunity

“Breakthrough technology innovation for fostering inclusive growth”
Jeremy Gray  PhD

VP of Research & Development

jeremy @ knackapp.com
KnackApp

- an award-winning mobile platform, 100+ countries, 20+ languages
- discover the hidden potential of people from all walks of life
- connecting them with opportunity
- using behavioral science, AI, and smart video games
Mickey Jamal, Rwanda

played KnackApp games
got a scholarship for college

confident & ready to work

I can't also wait for knack to be introduced to my country, I have been sharing my story with my community of how knack changed my life. People are amazed to hear how three games helped me get a scholarship for my undergraduate studies.

I'm so thankful this is a wonderful miracle blessing.
People
discover and connect with opportunities

Learning / edu providers
discover, connect and train people

Mind Cloud
Index and Map Cognitive Signals

Businesses
discover & connect with talent
Our platform delivers solutions for the future of work
We are the future of careers
We're helping you unleash your hidden talent, get discovered, and reach career success
Build your future career

- Discover your hidden talents
- Get instant education and career guidance
- Connect with jobs and get discovered
Discover your skills

Play a game

KnackApp algorithm

Get your Knacks
Thinking
Relationships
Engagement
Impact
Learning
Discover your career paths
We’re seeing significant impact

- Empowered: 82%
- Optimistic: 86%
- Useful: 91%
- Engaged: 96%
We are the future of talent
We're helping you reinvent recruiting, hiring, learning and development for the 21st century world of business
Customers pick and choose unique skill combinations from 200 algorithms.
Hiring for hidden skills

- Solving Problems
- Thinking Creatively
- Crunching Numbers
- Thinking Strategically
- Rapid Learning
- Having a Growth Mindset
- Seeking Knowledge
- Having a Digital Mindset
- Thinking Critically
- Computational Mindset
- Digital Collaboration
- Dynamic Problem Solving
- Learning from Failure
- Human-Machine Collaboration
Reach new talent pools

Discover and hire best-fit talent

Nurture talent for a rapidly changing future

Our customers operate in diverse industries
"Local, national, and global databases of job opportunities and candidates can have a huge payoff. Too often employers focus narrowly on graduates from a few schools when there are thousands of equal or better-qualified candidates. [...] We should encourage and support private companies to develop better algorithms and techniques for identifying skills and matching them to employers. [...] KnackApp [...] has developed a series of games, each of which generates megabytes of data. By mining the data, KnackApp can get surprisingly accurate assessments of the players’ creativity, persistence, diligence, and other characteristics that are hard to discern from a college transcript or even a face-to-face interview [and] create better matches and less friction in the employment market."

Erik Brynjolfsson & Andrew McAfee
Can video game dynamics identify orthopaedic surgery residents who will succeed in training?

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Introduction

For those involved in orthopaedic surgery post-graduate education, it is imperative to identify and select the highest quality candidates to fill their programs. One of the most important considerations is selecting residents who will achieve clinical competence and pass the American Board of Orthopaedic Surgeons (ABOS) certifying examination. Many candidates are also selected for their presumed future ability to contribute to the field through leadership, research, and education. Several studies have attempted to identify potential resident quality in an effort to maximize success during residency. Pre-residency academic achievements have been shown to correlate with higher Orthopaedic In-Training Exam (OITE) scores during residency, and well-rounded applicants (history of charity work and varsity sport participation) scored highly on faculty clinical evaluations. It has also been reported that candidates with higher United States Medical Licensing

Most orthopaedic residency programs currently conduct residency selection based on faculty committee decisions. This process is commonly based on applicant interviews and CV review followed by a consensus ranking of the applicants. Such decisions are subjective and specific to each institution. To date, no substantial innovation has been introduced into the process of residency selection.

Advances in personality assessment now permit the identification of a wide range of skills, abilities, and dispositions that correlate with job success, including intelligence, conscientiousness, and social skills. Unfortunately, traditional measures of these constructs are time-consuming (sometimes costly and labor intensive) to administer, prone to self-reporting biases, and can potentially introduce error due to test anxiety and/or stereotype threat. An emerging trend in human resources, is the use of predictive tools to differentiate among employees or potential employees on
"Michael Lewis wrote a provocative book, Moneyball, which described how the Oakland Athletics used an analytics and evidence-based approach, instead of judgment of sport scouts, to create a powerful baseball team.

Now KnackApp is using the same principles to transform talent management, and leading global companies are finding this approach highly effective."

Professor Sunil Gupta
Harvard Business School
We are the future of learning

We're helping learners discover their best-fit learning content and making their learning journey smart and effective.
Make learning smarter

- Personalize learning experiences
- Serve personalized learning content
- Transform learning outcomes
We are the future of skills

We're enabling governments, cities and workforce training organizations to up-skill populations for the digital future.
Skill people for the future

Reach and engage skill-seekers

Personalize matching to training programs

Achieve impact at population scale
We are the future of college access

We're helping students discover their most promising educational pathways
Get more teens to college

Engage students and teens in college and career planning

Guide teens and students to best-fit majors and fields

Help students signal their talent to colleges and employers
FOR IMMEDIATE RELEASE

ILLINOIS STUDENT ASSISTANCE COMMISSION AND KNACKAPP PARTNER FOR STUDENT SUCCESS
Mobile app lets students discover skills and identify education and career paths to unlock their potential

CHICAGO - The Illinois Student Assistance Commission (ISAC), the state’s college access and financial aid agency, has partnered with KnackApp, a unique mobile app that allows students to play video games to discover skill sets that will assist them in achieving academic success, and then matches those skills to education and career paths. Used by employers around the world for talent acquisition and development, KnackApp’s mobile games are also used by education and skill development providers. The app is supported by leading charitable foundations in connecting economically and socially disadvantaged youth to workforce skill development and career opportunities in the United States and abroad.

“Much of ISAC’s statewide college access and outreach work focuses on lower income high school students from homes where there might not be any college-going experience—students who may not have the support and services that help them identify and build the skill sets that will improve their success in college and the workforce,” said Eric Zarnikow, executive director of ISAC. “ISAC is pleased to be the first state agency to partner with KnackApp to help students prepare for college and career readiness.”
“KnackApp is a diamond. This is a game changer. There are so many ways for us to make an impact”

Eddie Brambila, Managing Director, Student Assistance Commission, Government of Illinois
We are the future of education

We're helping colleges and universities discover future students from all walks of life and help them choose the best-fit fields of study.
Increase student success

- Discover and connect with future talent
- Give students personalized guidance
- Engage students in 21st century skill development
We are the future of youth

We're removing race, gender, age and socioeconomic barriers that stand in the way of people's access to opportunity
Employers overlook the valuable skills of youth

"Teamwork" Knack
Put potential over pedigree

- Break down barriers

- Champion skill-based hiring

- Design for equality of opportunity
MEASURING SOFT SKILLS & LIFE SKILLS IN INTERNATIONAL YOUTH DEVELOPMENT PROGRAMS

A REVIEW AND INVENTORY OF TOOLS

According to this USAID report, “while many tools lacked evidence of reliability and validity, which are essential to provide confidence in the tools, KnackApp has been tested on validity and reliability [and] with workforce as well as educational outcomes; has been translated into multiple languages and has been used throughout the world; is applicable in diverse cultural contexts; provides youth with a personal assessment of their skills and a connection to job opportunities; and can connect players to relevant job opportunities based on the digital skill badges they earn. All of the 10 tools highlighted — except KnackApp — suffer from reference and social desirability biases.”

The World Bank selects KnackApp as youth employment technology partner following “a rigorous evaluation by an independent selection panel.”
We are the future of inclusion
We're helping girls and women unlock their hidden potential and reach economic security
Change the game

- Redesign access to opportunity
- Transform education attainment
- Alter the trajectory of women participation in labor markets
Valuable potential is hidden in disadvantaged communities
We are the future of STEM*

We're mining the world's hidden potential to create vibrant talent pipelines for the global innovation and entrepreneurship economy

* Science, Technology, Engineering, Mathematics
We are the future of smart cities

We're equipping cities and communities with our smart digital talent utility to provide a growth engine for a thriving and inclusive economic future.
Increase employability

Help businesses hire

Foster inclusive growth
We partnered with the Gov’t of India

NSDC Partners With KnackApp To Counsel Youth For Skill Discovery And Career Guidance

KnackApp and NSDC will work together to guide students to relevant careers and jobs in an evolving and dynamic 21st-century labor marketplace.
Recap:
The future of work

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