

We are the future of work

We're changing the game of connecting the world with opportunity



WORLD
ECONOMIC
FORUM

*“Breakthrough technology innovation
for fostering inclusive growth”*



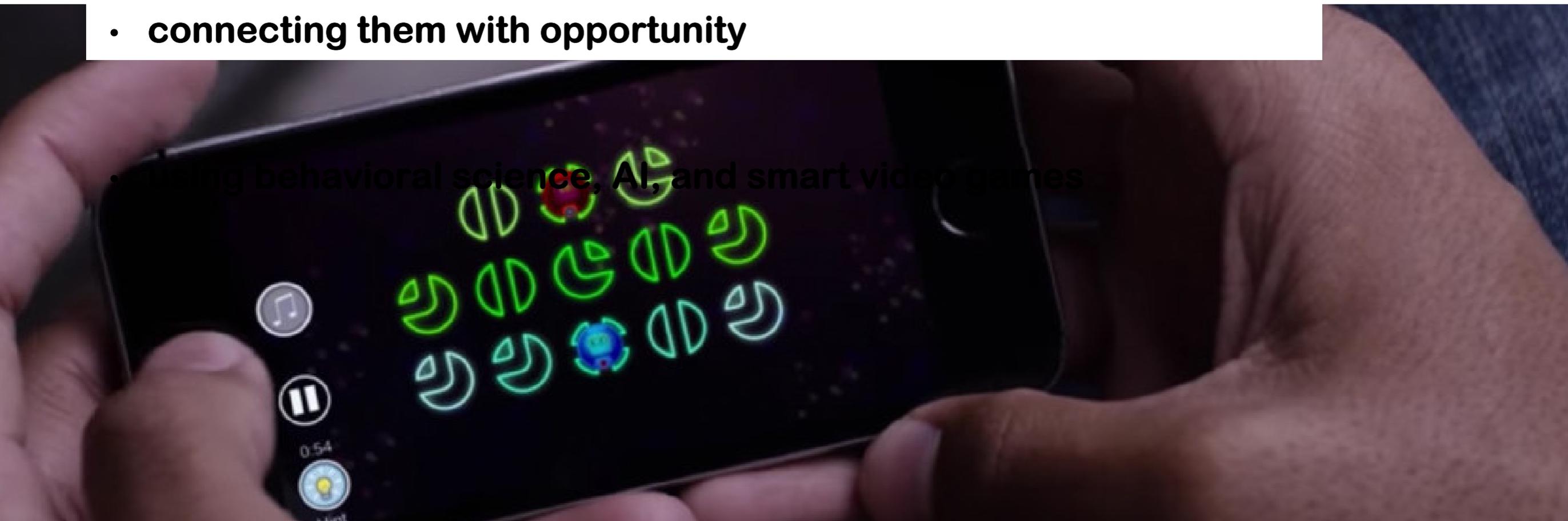
Jeremy Gray PhD

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

Award winning innovation



Mastercard Center
for Inclusive Growth

THE
ROYAL
SOCIETY



Gartner

Mickey Jamal, Rwanda



**played
KnackApp
games**



**got a scholarship
for college**

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

14:54

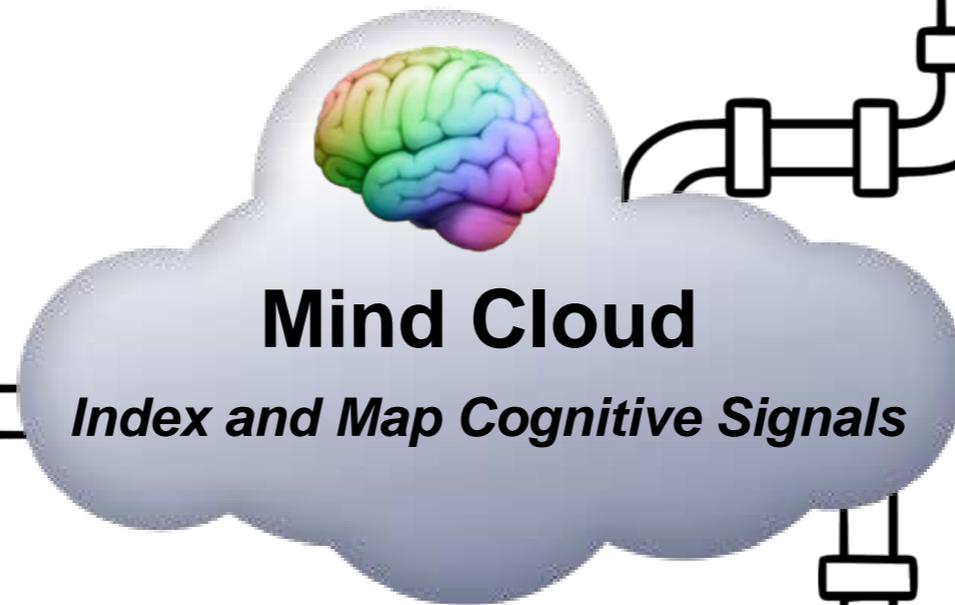
Am so thankful this is a wonderful miracle blessing

16:25



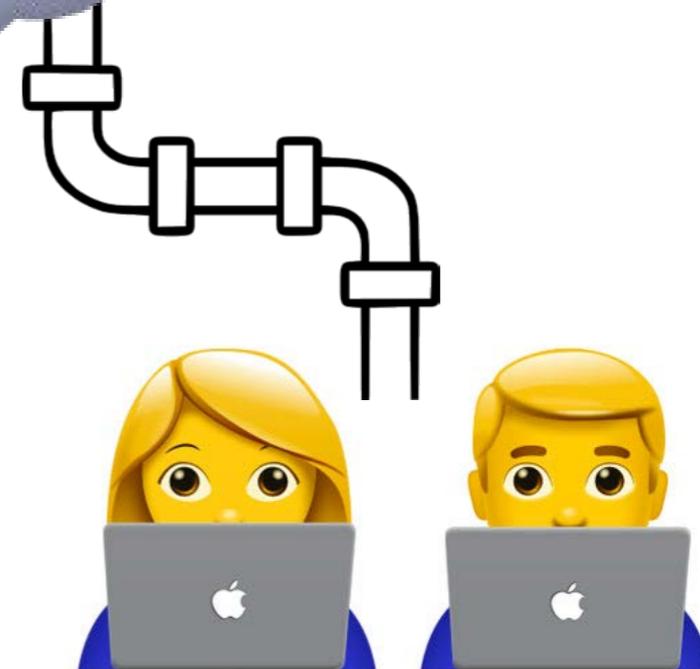
**confident &
ready to work**

Learning / edu providers
discover, connect and train people



People

discover and connect
with opportunities



Businesses

discover & connect with talent

Our platform delivers solutions for the future of work



Careers



Talent



Learning



Skilling



Schools



Colleges



Youth



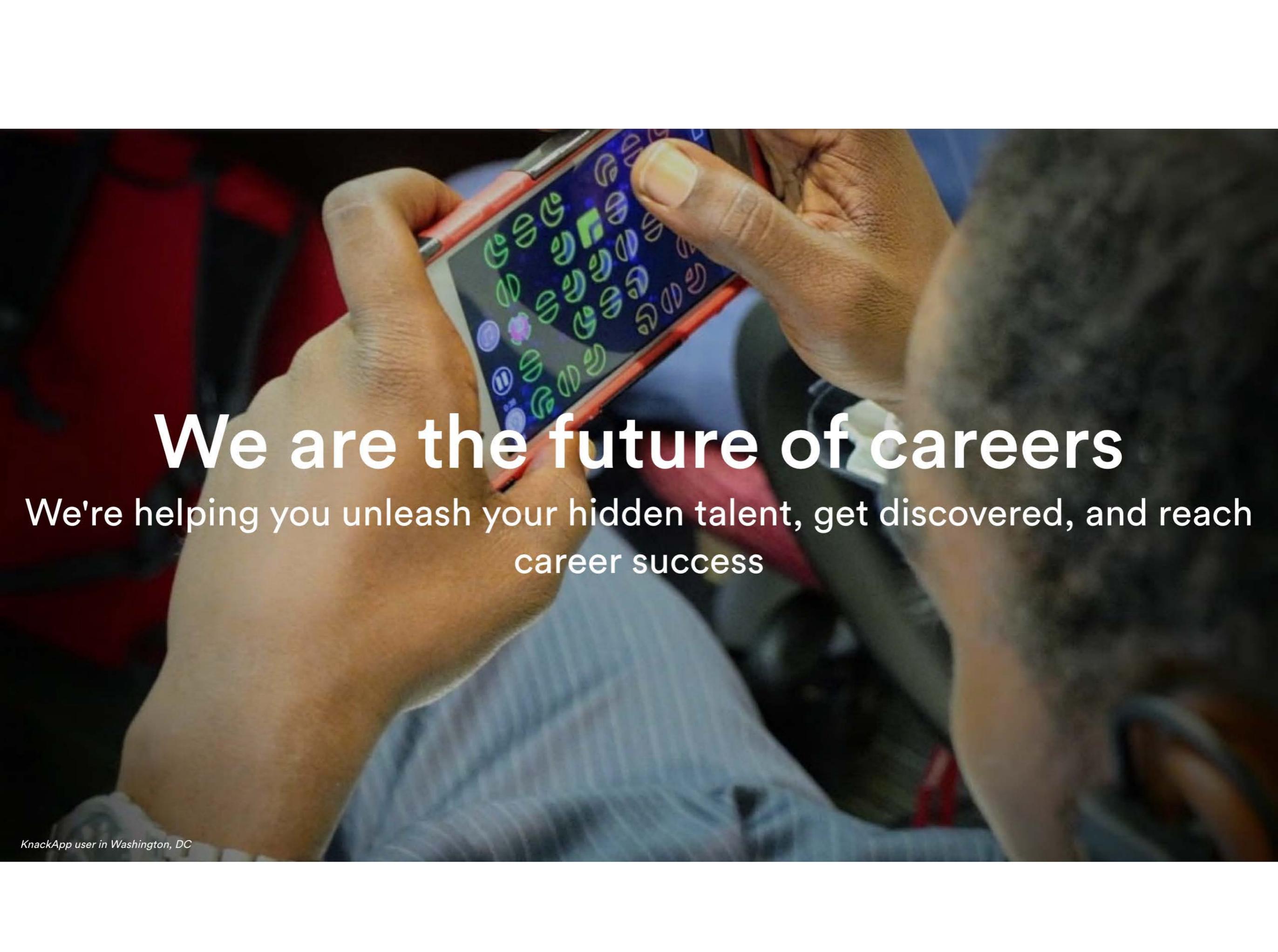
Inclusion



STEM



Cities

A close-up photograph of a person's hands holding a smartphone. The phone's screen is lit up and displays a grid of various colorful icons, including green and blue symbols that resemble DNA helices and other abstract shapes. The person is wearing a blue and white striped shirt. The background is slightly blurred, showing other people in a crowd.

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



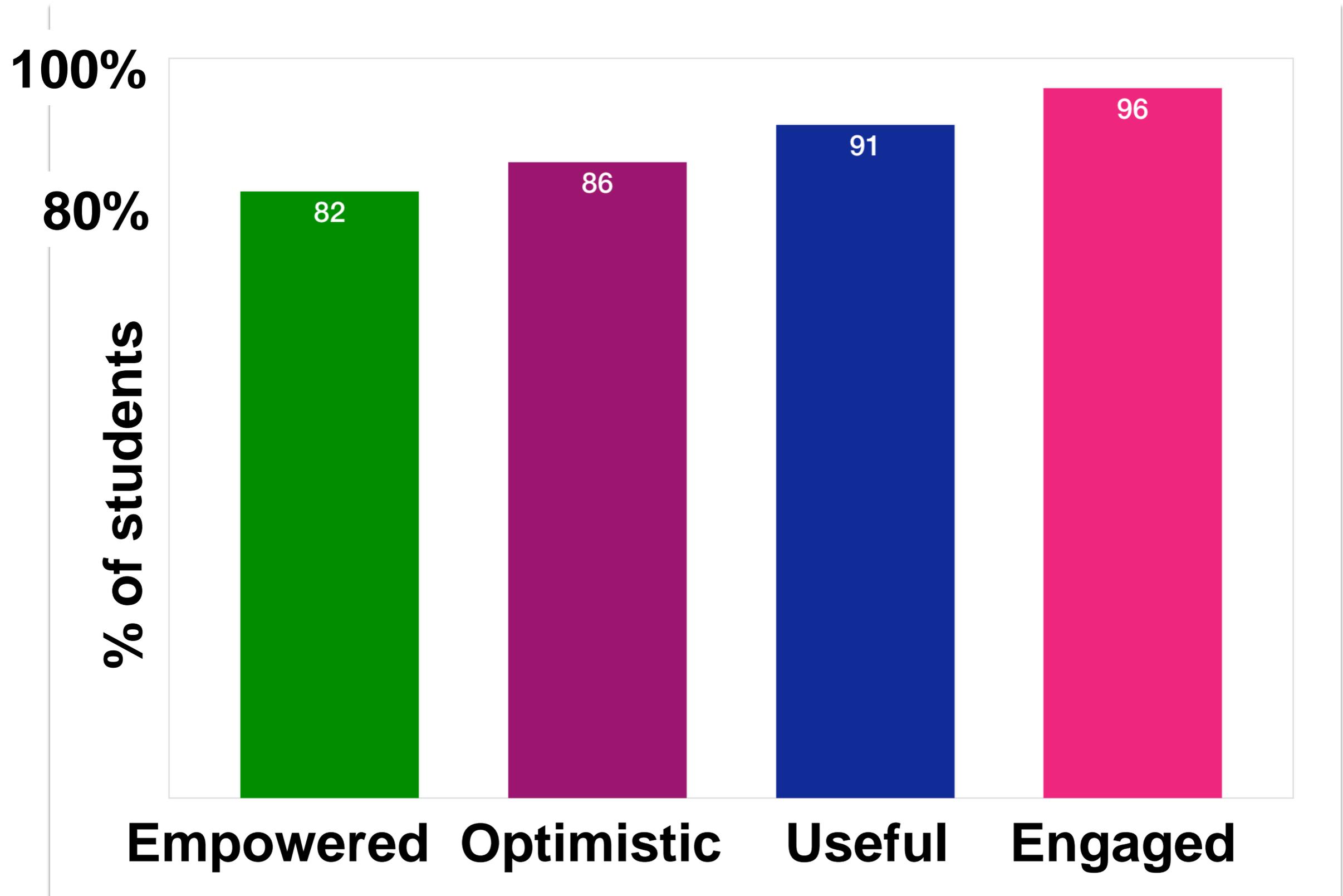


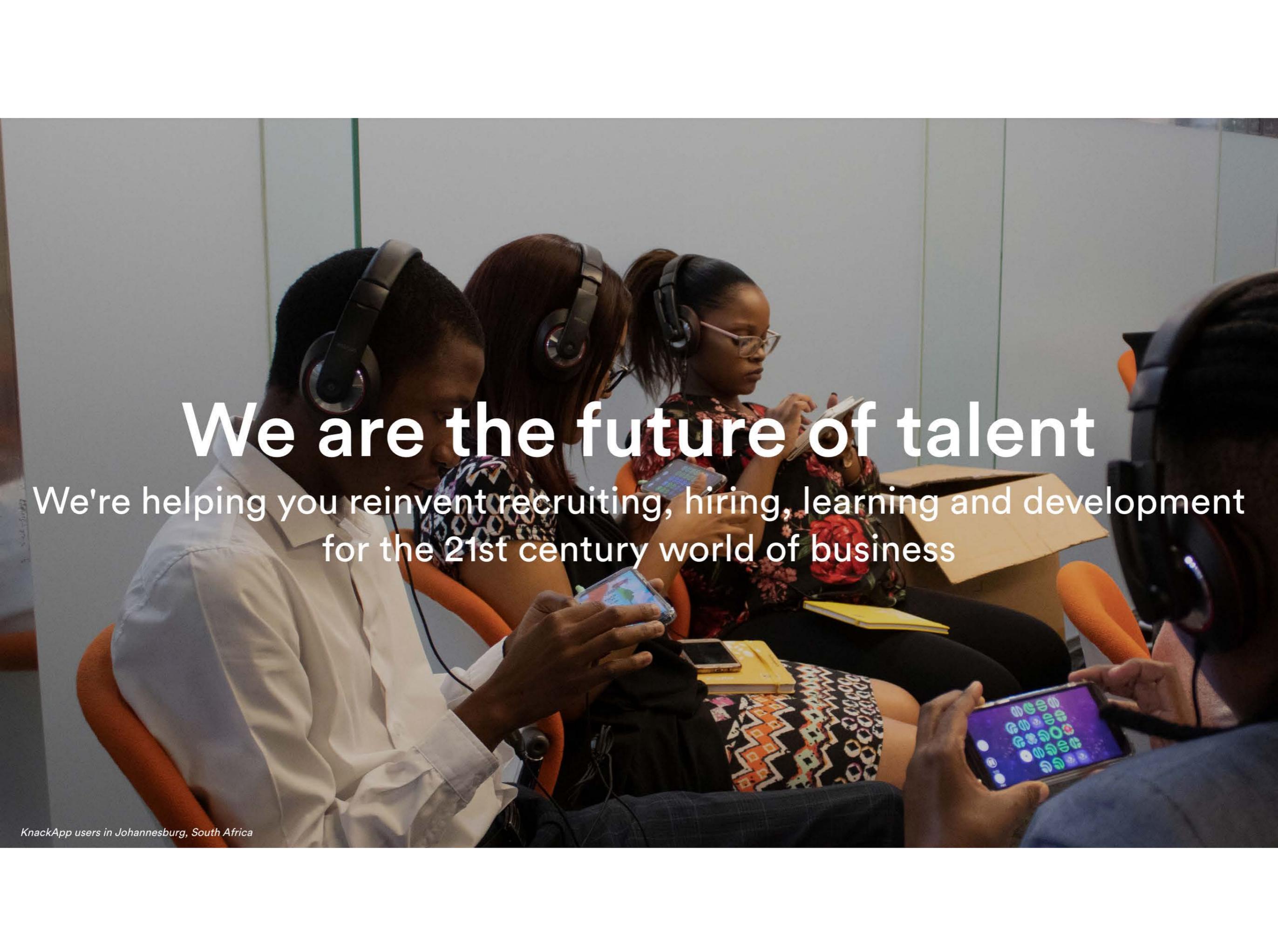
**Thinking
Relationships
Engagement
Impact
Learning**

Discover your career paths



We're seeing significant impact



A group of four people, three women and one man, are seated in an office environment. They are all wearing large, black over-ear headsets. The man on the left is wearing a white button-down shirt and is looking down at a smartphone. The woman next to him is wearing a patterned top and is also looking at a smartphone. The woman in the center is wearing a floral top and glasses, looking at a smartphone. The woman on the right is wearing a blue top and is looking at a smartphone. There are orange office chairs, a cardboard box, and some papers on a desk in the background. The overall scene suggests a customer service or support center.

We are the future of talent

We're helping you reinvent recruiting, hiring, learning and development for the 21st century world of business

Business Web Application

The screenshot displays the Knack web application interface. At the top right, there is a language selector set to "English". The main header includes the Knack logo, a balance of "\$0 Per Profile", "0 Games", "0 Minutes", and a notification icon with a "0". A "CREATE CAMPAIGN" button is located on the right. Below the header is a progress bar with three stages: "Knack Store" (completed), "Launch", and "Get Link".

The main content area is titled "21st Century Knacks" and features a search bar with the placeholder text "Type to search..." and a "SELECT ALL" button. The Knacks are organized into categories on the left:

- THINKING KNACKS
- INNOVATION KNACKS
- ENTREPRENEURSHIP KNACKS
- 21ST CENTURY KNACKS
- LEADERSHIP KNACKS
- EDUCATION KNACKS

The grid of Knacks includes:

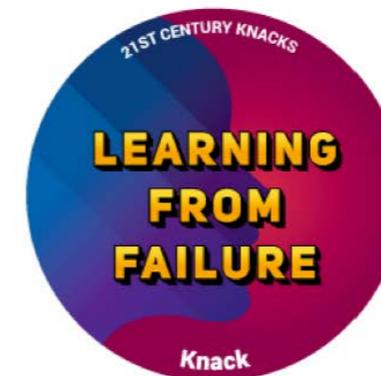
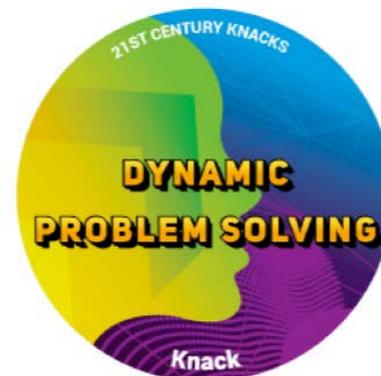
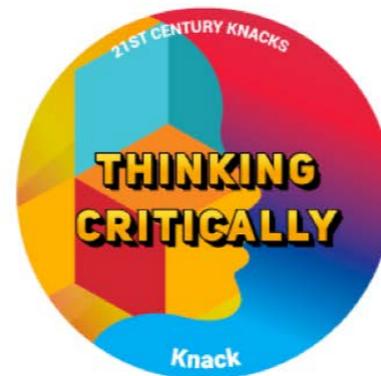
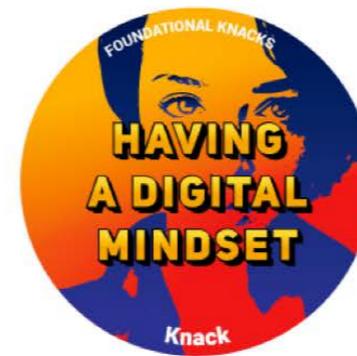
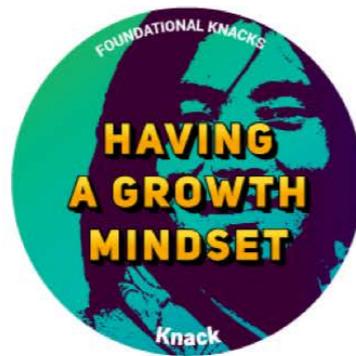
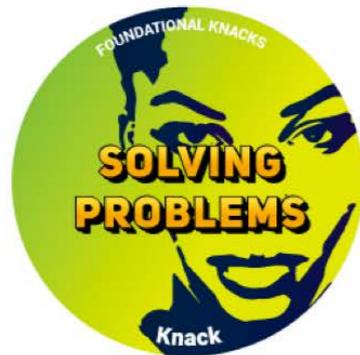
- THINKING CRITICALLY (\$2)
- COMPUTATIONAL MINDSET (\$2)
- DIGITAL COLLABORATION (\$2)
- DYNAMIC PROBLEM SOLVING (\$2)
- FUNCTIONAL AGILITY (\$2)
- HUMAN-MACHINE COLLABORATION (\$2)
- HUMANIZING DIGITAL RELATIONSHIPS (\$2)
- LEARNING FROM FAILURE (\$2)
- MULTICULTURAL INTELLIGENCE (\$2)
- PERSONAL DEVELOPMENT (\$2)

Each Knack is represented by a colorful circular icon with an "Add" button below it. A chat icon is visible in the bottom right corner of the interface.



Customers pick and choose unique skill combinations from 200 algorithms

Hiring for hidden skills





Reach new talent pools



Discover and hire best-fit talent



Nurture talent for a rapidly changing future

Our customers operate in diverse industries

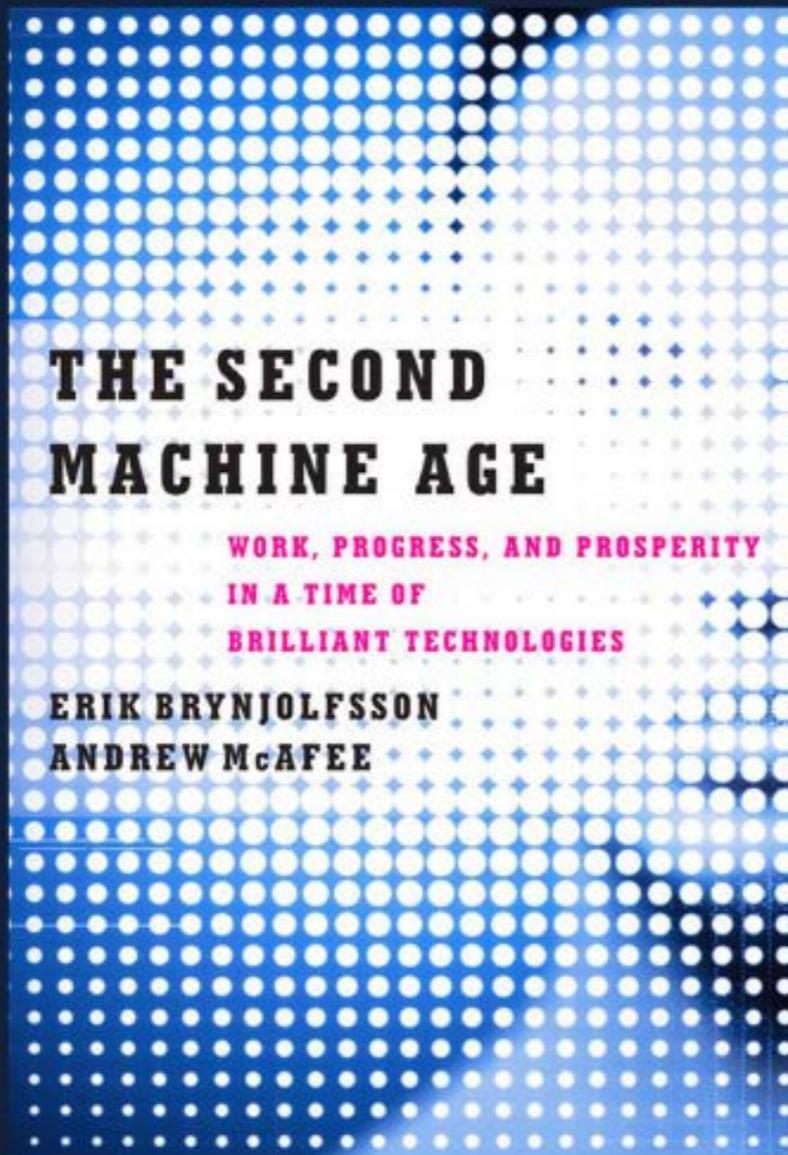


MaxMara



DAIMLER





“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



Massachusetts
Institute of
Technology

 Read this NYU School of Medicine scientific case study on the results of using KnackApp to select surgeons



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Perspectives

Can video game dynamics identify orthopaedic surgery residents who will succeed in training?

Kenneth A. Egol^{1*}, Ran Schwarzkopf^{1*}, John Funge², Jeremy Gray³, Christopher Chabris⁴, Thomas E. Jerde², Eric J. Strauss¹

¹NYU Hospital for Joint Diseases, NYU Langone Medical Center, New York, NY, USA

²Knack.it Corporation, CA, USA

³Department of Psychology, Michigan State University, MI, USA

⁴Department of Psychology, Union College, Schenectady, NY, USA

*Both first authors contributed equally to the work

Correspondence: Ran Schwarzkopf, NYU Hospital for Joint Diseases, NYU Langone Medical Center, 301 East 17th Street, New York, NY 10003, USA. Email: schwarzk@gmail.com

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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.¹⁻⁴ 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.³ 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.⁶ 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.^{7,8} 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



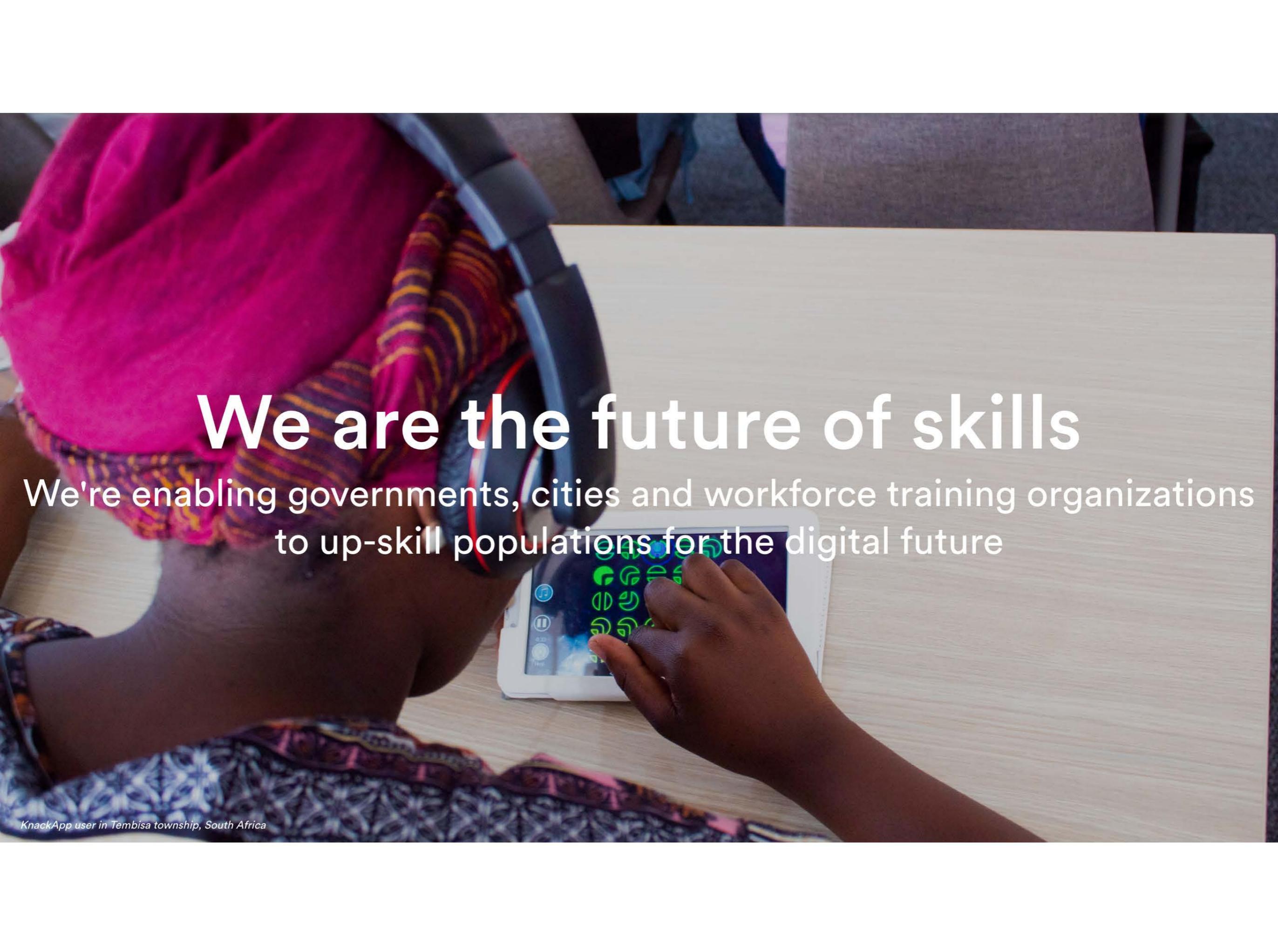
Personalize learning experiences



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

KnackApp user in Tembisa township, South Africa

Skill people for the future



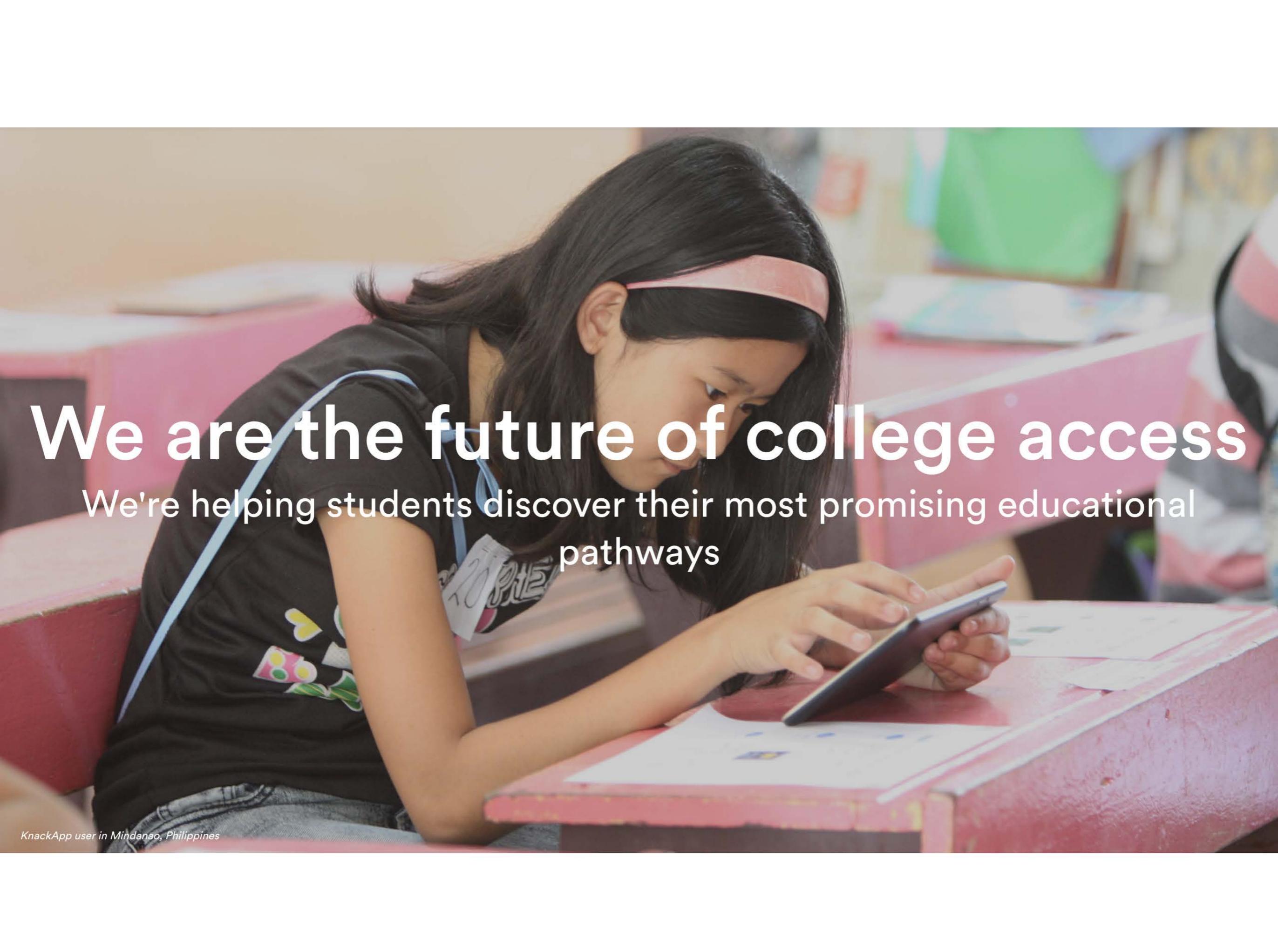
Reach and engage skill-seekers



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

👉 See how the State of Illinois uses KnackApp to let high school students discover skills and identify education and career paths to unlock their potential



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



“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



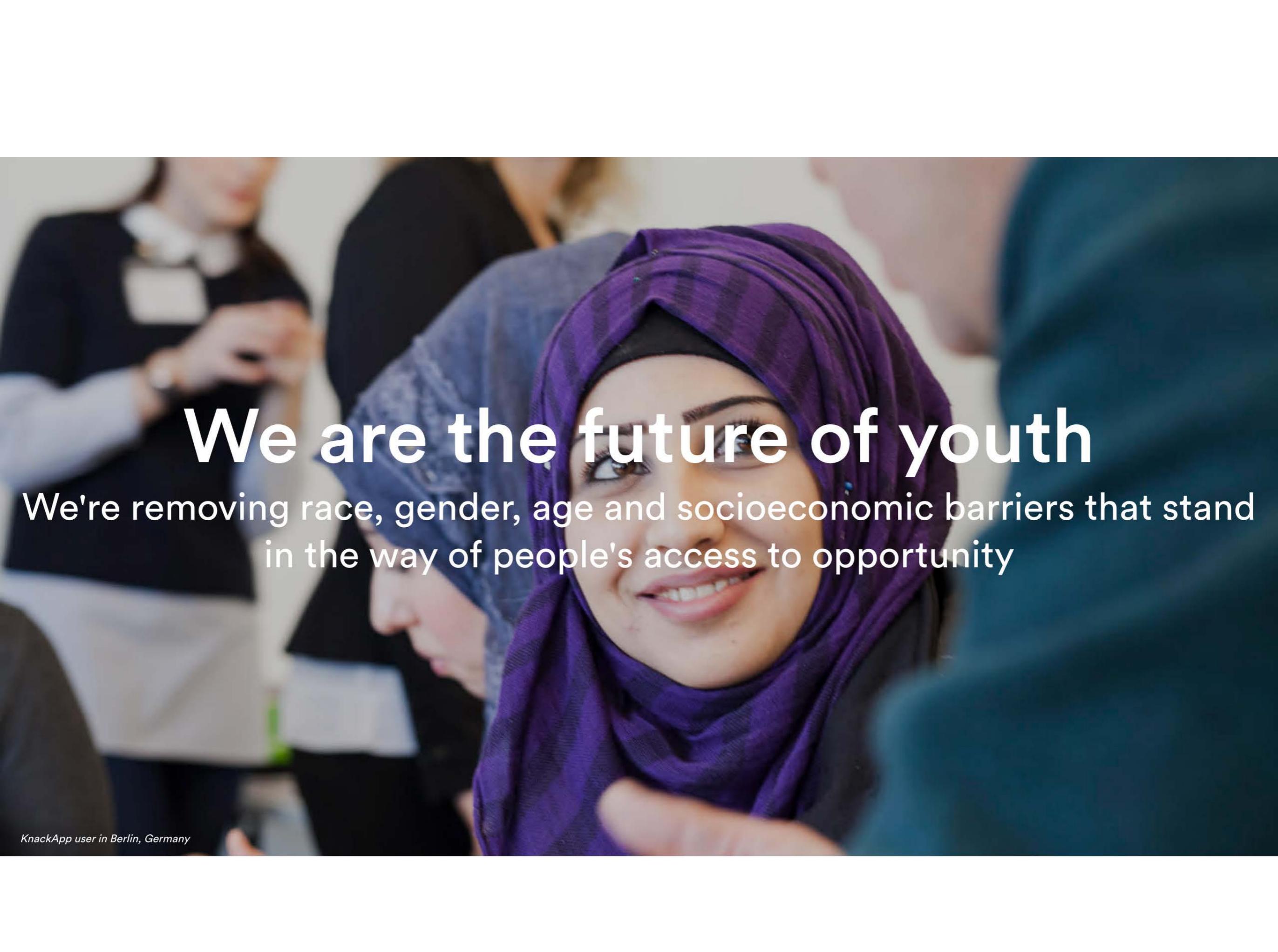
Discover and connect with future talent



Give students personalized guidance



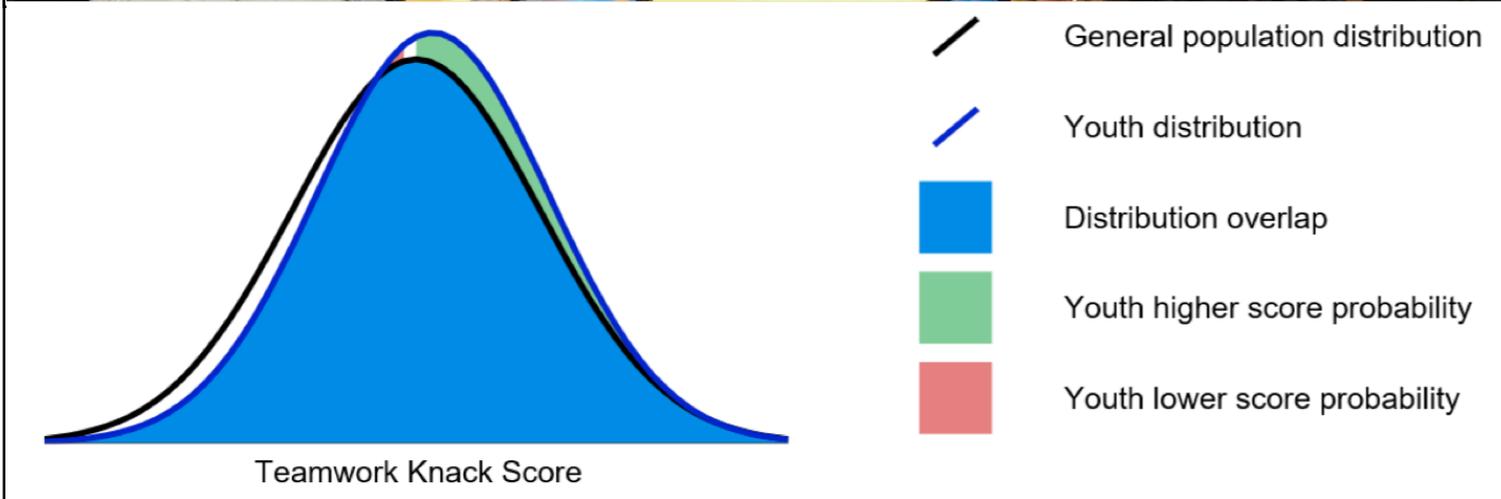
Engage students in 21st century skill development



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



IMPACT HIRING:

HOW DATA WILL
TRANSFORM YOUTH
EMPLOYMENT

Niko Canner, Incandescent
Abigail Carlton, The Rockefeller Foundation
Guy Halfteck, Knack
John Irons, The Rockefeller Foundation



Knack.
Find your talent.

THE
ROCKEFELLER
FOUNDATION

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



MAY 2017

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➡ 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

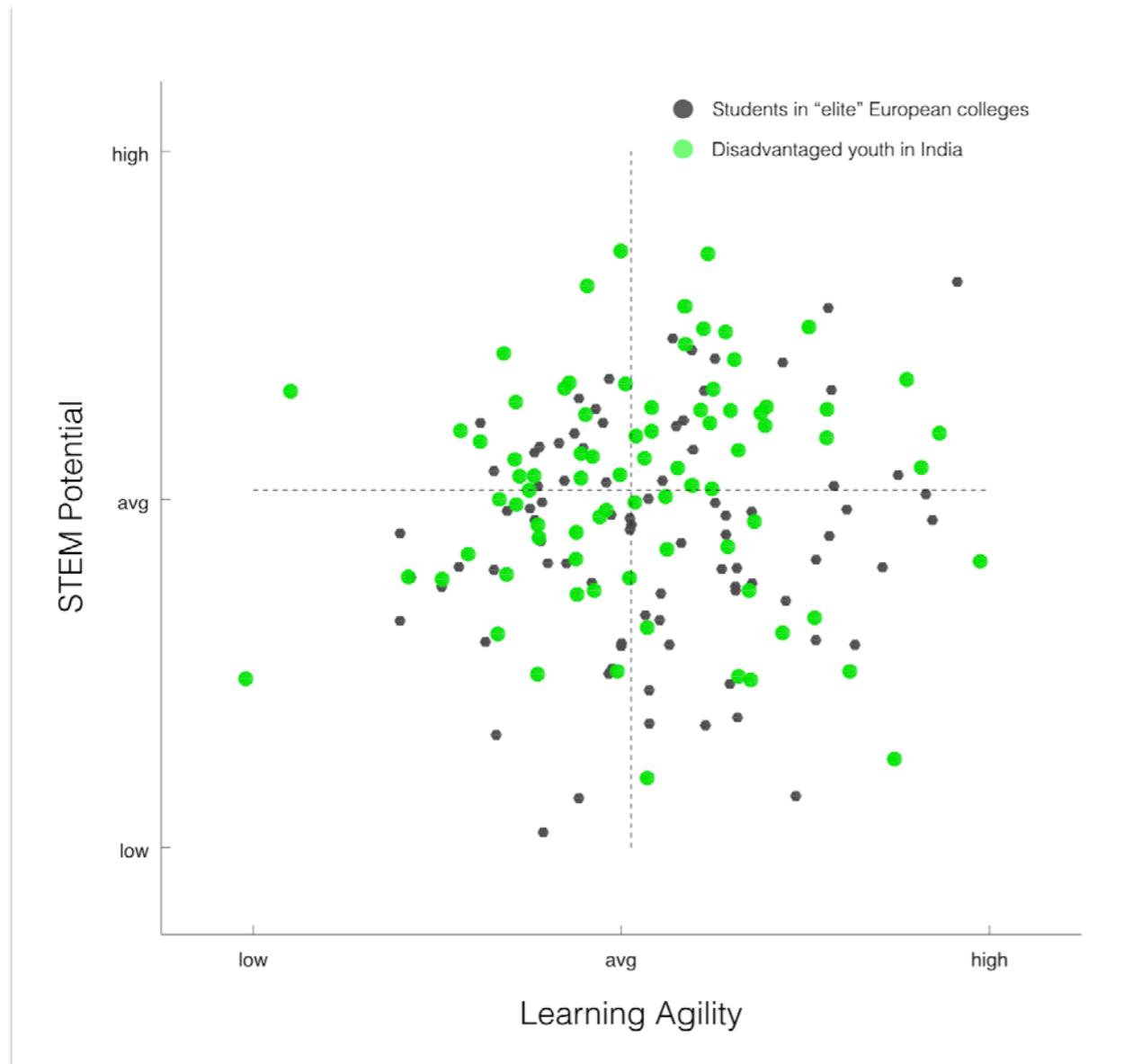


Transform education attainment



Alter the trajectory of women participation in labor markets

Valuable potential is hidden in disadvantaged communities



The Trillion-Dollar Opportunity

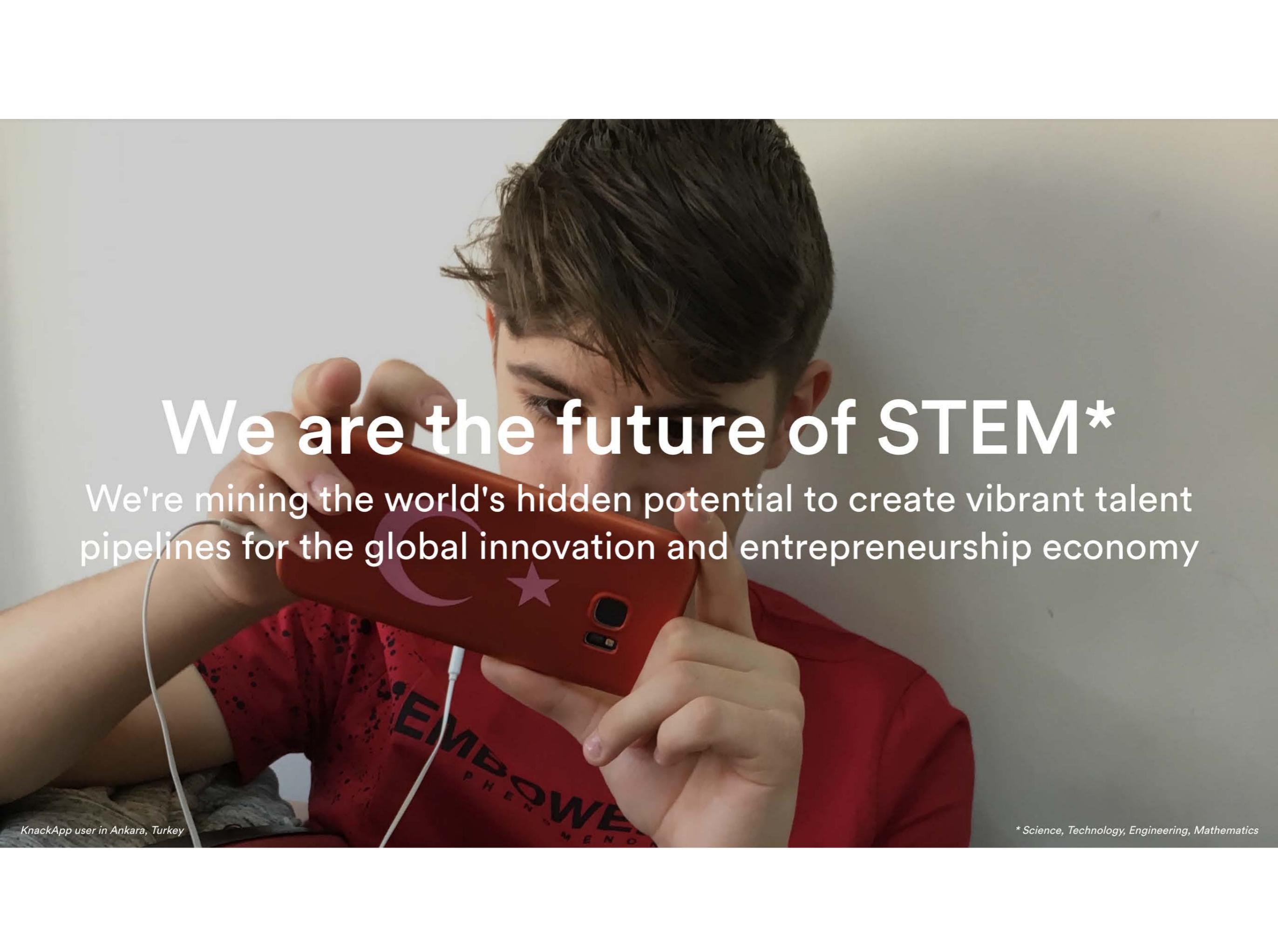
Visibility into Human Potential as a Pathway to Inclusive Growth

Gretchen Phillips September 2015



MasterCard Center for Inclusive Growth



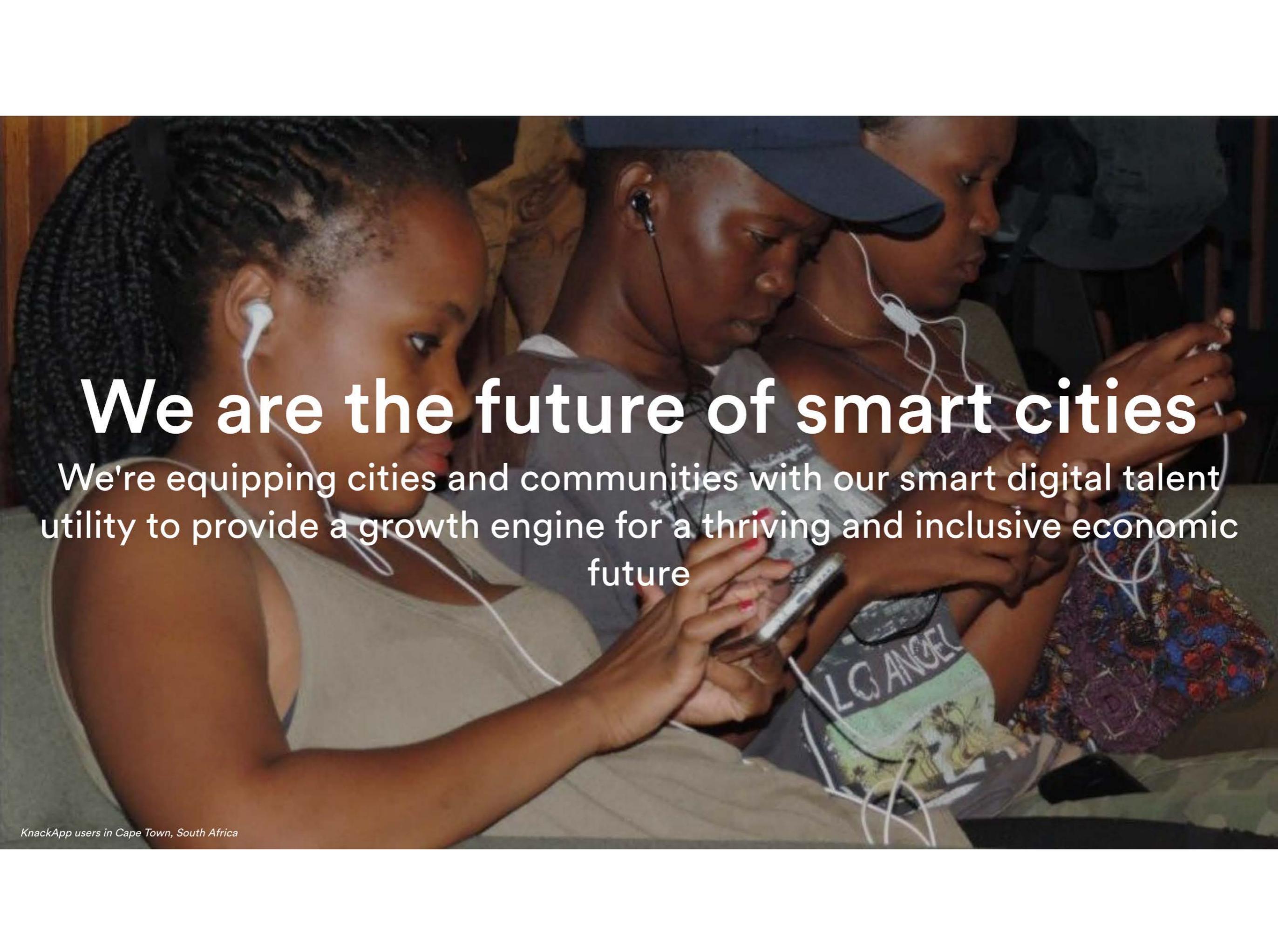


We are the future of STEM*

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

KnackApp user in Ankara, Turkey

** 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



HOME

NEWS

K-12

HIGHER EDUCATION

PARENT

STUDENT

VIDEOS

EVENTS

COMMUNITIES

StartUp-&-Entrepreneur

Hospitality-Industry

Smartcities

Technology-Leaders

Advertising-&-Event-Industry

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

jeremy @

KnackApp.com



Careers



Talent



Learning



Skilling



Schools



Colleges



Youth



Inclusion



STEM



Cities