



BReady

A “TALENT BANK” NOT A JOB BOARD

Toronto
Metropolitan
University



Brampton
Venture Zone
By TMU

THE PROBLEM

TALENT

BIPOC AND NEW CANADIANS WITH PROFESSIONAL EDUCATION BACKGROUNDS (TECHNICAL & BUSINESS) ARE STRUGGLING TO FIND MEANINGFUL EMPLOYMENT

EMPLOYERS

SME'S AND STARTUPS (UNDER 500 PEOPLE COMPANIES) STRUGGLE WITH LACK OF BRAND RECOGNITION AND CANNOT ATTRACT THE RIGHT TALENT TO HIRE

WHAT IS **BReady** TALENT PLATFORM ?

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The [BReady Talent Platform](#) is a virtual marketplace connecting talent with employers hiring for tech and business roles. Focused on helping new immigrants, recent graduates, and individuals from racialized communities gain meaningful employment, the platform will match candidate profiles with relevant employers hiring for full-time roles, allowing talent a new way to passively job hunt.



THE SOLUTION - FOR THE TALENT

CHANGE PERCEPTION

Educate on key industries in Brampton/Peel:

(Logistics, Food processing, Manufacturing, Biotech//Healthcare)

EXPERIENTIAL LEARNING

Site visits to employer facilities to engage with employees

YOUR BEST "TALENT" PROFILE

500 Word pitch, 1 min video & resume that is ATS compliant

DI sensitive with no names on resume or profile

THE SOLUTION - FOR THE EMPLOYER

CREATE YOUR PROFILE

Specific to the following industries & under 500 employees

(Logistics, Food processing, Manufacturing, Biotech//Healthcare, Technology)

SEARCH THE TALENT BANK

Advanced AI search tool matches your job description with the top talent on the platform

CONNECT WITH TALENT

Send a interview invite to the talent from the platform.

The talent bank is always kept current

BReady TRACTION TODATE

108

Peel-based employers actively hiring on the platform

859

Qualified Job Seekers/Talent on the platform to date

56%

Talent in tech

37%

Talent in business

77%

Talent are newcomers to Canada

72%

Talent identifying as BIPOC/racialized

69%

Talent under 30

40%

Talent identifying as women



OUR ASK

1. Help us spread the word about the program on social media, in your speeches, when you speak with employers and talent & companies looking for FDI
2. This program is free currently funded by Ontario govt and Toronto Pearson
3. What is NEXT - We are expanding to address mid-level management gap specifically in manufacturing in 9 chambers of commerce



Thank you!

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