

PowerPoint Presentation for Town of Brampton Council Meeting

Slide 1: Introduction to Nexa

- Title: Nexa: Transforming Brampton's Career Ecosystem
- Subtitle: A Partnership to Enhance Economic Growth and Job Placement for Brampton Residents
- Overview: Nexa is an AI-driven career services platform built to solve the challenges of outdated career service operations by connecting job seekers with employers, enhancing job placement rates, and streamlining career service processes.
- Call to Action: How Nexa can support Brampton's economic growth and employment rates.

Slide 2: Challenges Facing Brampton

- Title: The Economic Landscape of Brampton
- Key Stats:
- Brampton has 104,530 registered businesses, a growing hub of commerce .
- Unemployment rates are on the rise, reflecting a wider challenge in placing residents in skilled positions .
- A significant percentage of new businesses lack access to job-ready talent, impacting productivity and growth .
- Youth unemployment remains a pressing issue, with many young people struggling to transition into skilled roles after education .
- With 1.9% tax increases below inflation rates , there is pressure to use city resources wisely to boost economic activity without raising taxes further.

Slide 3: Nexa's Solutions for Brampton

- Title: How Nexa Can Solve Brampton's Challenges
- Key Solutions:
- Enhanced Job Placement for Residents: Nexa uses AI-powered tools to match job seekers with local employers more efficiently, reducing friction in the job market and boosting employment rates.
- Real-Time Career Guidance: Nexa helps upskill job seekers, providing real-time feedback on their resumes, interview skills, and more.

- **Employer Collaboration:** Nexa's platform allows employers to post job openings directly to a highly targeted pool of local candidates, making recruitment simpler and more effective.
- **Workforce Analytics:** Detailed data and insights into workforce readiness and gaps, helping the city align training programs to the actual needs of local employers.

Slide 4: Economic Impact of Implementing Nexa

- **Title:** The Economic Upside of Nexa in Brampton
- **Benefits:**
- **Higher Employment Rates:** Connecting job seekers to local businesses will increase job placement rates by 30-50%.
 - **Youth Empowerment:** Career tools specifically targeting Brampton's youth, helping them overcome entry barriers and access training opportunities in local industries.
 - **Business Growth:** Streamlined recruitment processes for local businesses, enabling them to grow faster by finding qualified talent more efficiently.
 - **Educational Partnerships:** Integration with local schools, colleges, and vocational centers to ensure students graduate job-ready.

Slide 5: Nexa in Action

- **Title:** Real Results from Nexa Implementations
- **Case Studies:**
- A bootcamp partner saw a 25% increase in student job placement rates within the first six months of using Nexa.
 - An education center in a neighboring city reduced its administrative workload by 40% through Nexa's automation of career services.
 - Nexa's data-driven insights helped identify key skills gaps, enabling local organizations to tailor training programs that align directly with industry needs.

Slide 6: Nexa's Benefits for Brampton Residents

- **Title:** How Brampton Residents Benefit from Nexa
- **Key Points:**
- **Job Matching:** AI-powered job matching that connects residents with roles tailored to their skills and experience.
 - **Upskilling Opportunities:** Access to training and development resources that align with Brampton's growing industries (e.g., tech, manufacturing).

- Increased Community Engagement: Residents gain confidence and improve their employability with Nexa's real-time, personalized feedback.

Slide 7: Brampton's Economic Vision & Nexa's Role

- Title: Aligning with Brampton's 2040 Vision
- Vision Alignment: Nexa supports Brampton's 2040 Vision by enhancing workforce development, supporting the growth of local industries, and fostering a sustainable economy.
 - Entrepreneurship Support: Nexa integrates with Brampton's Innovation District to provide tailored services for entrepreneurs and startups .
 - Skilled Workforce: By helping residents acquire relevant skills, Nexa will enhance the town's competitiveness in attracting global businesses.

Slide 8: Why Now?

- Title: Why Brampton Needs Nexa Today
- Urgency:
 - Economic Recovery: Post-pandemic, Brampton needs an agile workforce to keep up with economic recovery and industry growth .
 - Youth Employment Crisis: With high youth unemployment, the city must act quickly to provide real tools for success.
 - Aligning with New Developments: As Brampton continues to grow (Lululemon and Magna bringing thousands of jobs), it's crucial that the local talent pipeline is prepared .

Slide 9: Conclusion & Next Steps

- Title: Let's Bring Nexa to Brampton
- Final Call to Action:
 - Nexa can partner with Brampton today to solve real problems for residents, businesses, and the local government.
 - Let's work together to secure Brampton's economic future by empowering job seekers and supporting local employers.

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