



I'm the c0founder ceo of smarterer. We're about a boston based startup – about a year old. We're fudned by google ventures, true ventures, and about 15 angel investors in Boston, NY, and SF



We're building a system to test and score people on their digital, social, and technical skills. People are rapidly accumulating digital and technical skills that make them valuable in today's workforce.

So... if you're a search engine marketing person you need to know google analytics and google adwords, and webtrends and probably spyfu!

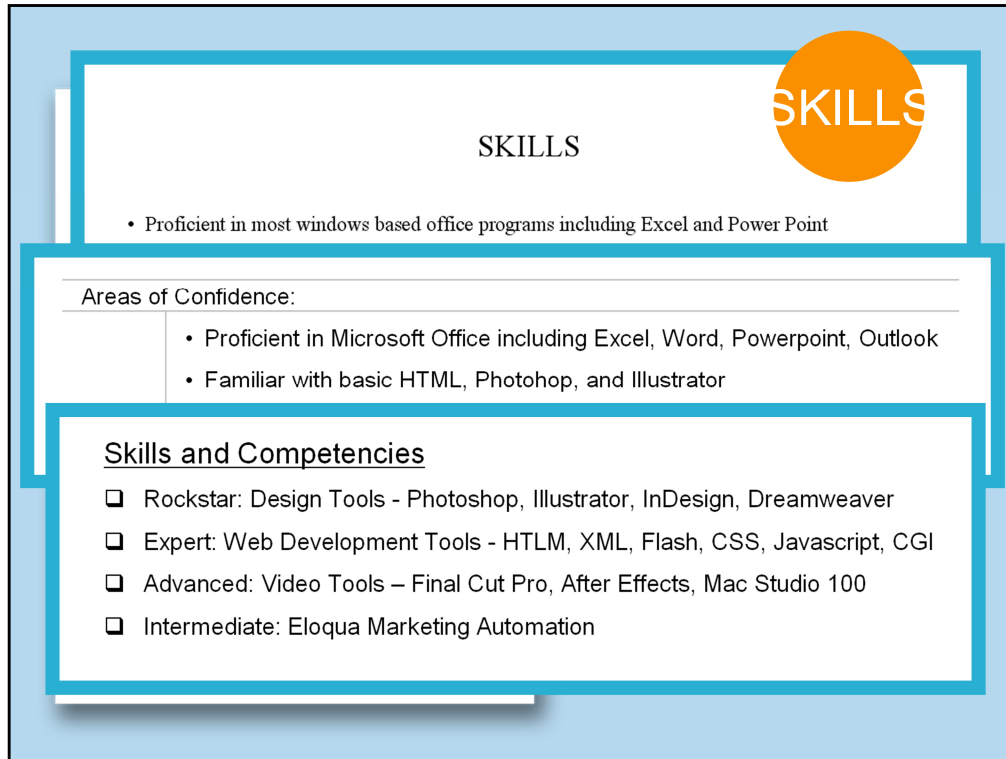
And... if you're a video editor you need to know Adobe After Effects and Final Cut Pro and Brightcove and Wistia!

The problem is... that there is no simple, smart way to validate those skills...

Transition

Slide 2

- 2 On this slide, I envision removing all the text and doing a build that starts with the tools mentioned in the notes, and then more and more tool names fly in and become a word cloud.
Jennifer Fremont-Smith, 6/1/2011



Except that skills box on the resume that we all know is totally exaggerated, meaningless, and completely useless...

Transition

Slide 3

- 3** **Need better images of the skills box. no title**
Jennifer Fremont-Smith, 6/1/2011



And there is no simple way for companies to understand what skills are important to do a job, and who has those skills....

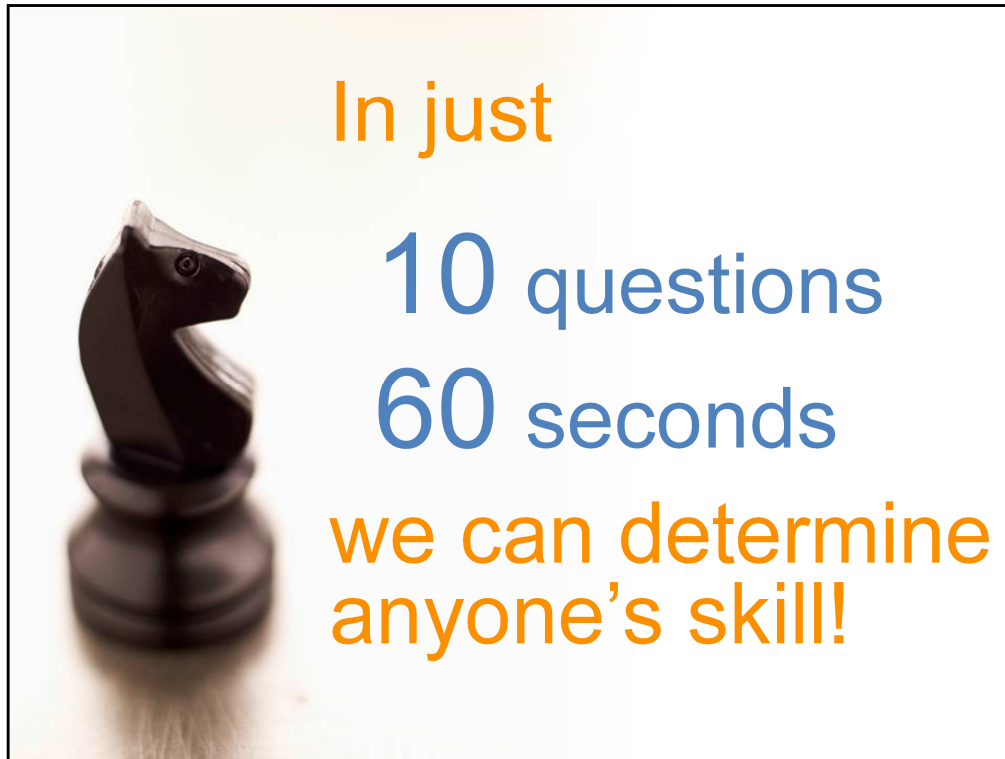
... which is why it's so hard for employers to find the right person for the job.

Slide 4

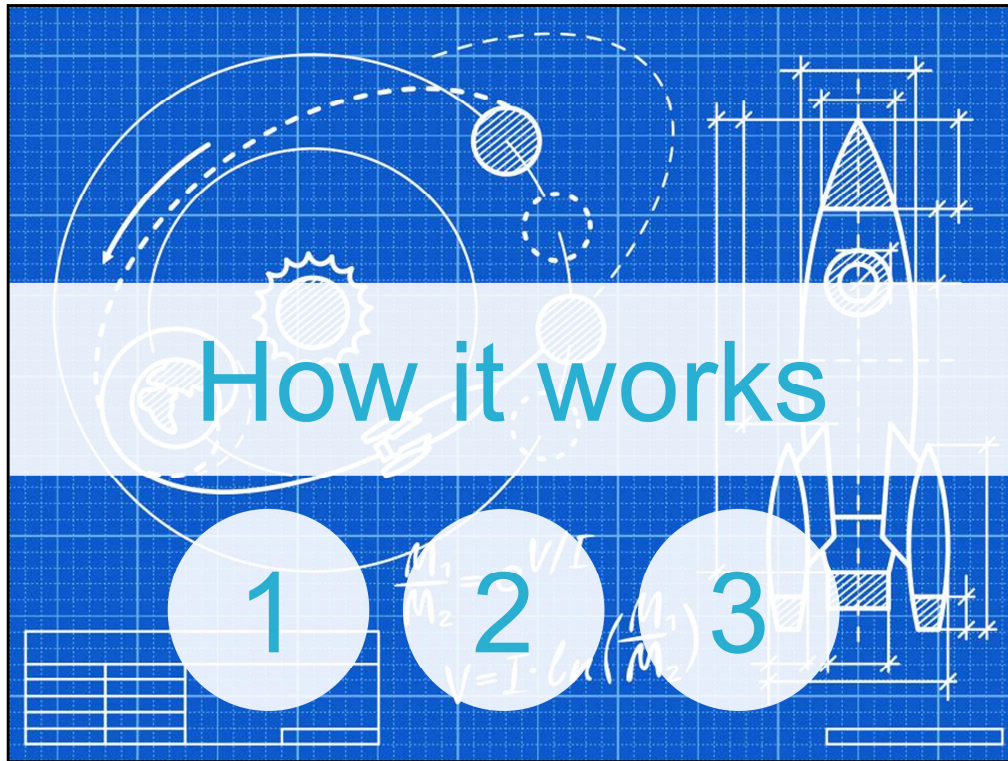
- 4 No idea what to do here. I just know this one is pretty bad
Jennifer Fremont-Smith, 6/1/2011



Our mission is to become the global gold standard in digital, social, and technical skills measurement. (CLICK) So we're building a platform to test and score people on the tools we use every day.



In 10 questions in under one minute, we'll know within 95% confidence interval how skilled you are in any digital tool or technology.



So, how does it work? Let me explain in three simple steps.

Crowdsourcing

1

Add Questions

JavaScript



Question

What tool in Keyword Grader helps you find more low Difficulty Score

Answer

Suggest Keywords

Wrong Answer

Add Keyword

First, our tests and questions are crowdsourced. Anyone can create a test for any subject. The crowd adds questions to the test. The result is that through the wisdom of the crowd, we're constantly on the forefront of every digital, social, or technical skill. We create the ultimate test repository (need a pithier way to say this) <CLICK>

Next is the scoring mechanism. This is our secret sauce – Incredible scoring system that is so powerful that we can give you a very precise, valid, rigorous score – very quickly. It's based on the super-slick chess-master ranking system called Glicko. Users come in and select a tool, and start answering questions. Each question is timed and the test is adaptive based on skills. The result is that people's scores are valid and authentic. Taking the tests are competitive, fun and a bit tense. (plus, questions get smarter as more people take the test)

Slide 8

16 Need a good image for crowdsourcing here.
Jennifer Fremont-Smith, 6/1/2011

2

Scoring

Mike's Score in JavaScript

[Take This Test](#) [Add Questions](#) [NEW! Compare Your Score](#)



Score 

684

Level

smart

smarter

smarterer

Mike Schneider

Boston, MA



I have been a technology guy since my father gave me my first Atari 2600 at age 5 and my Apple 2+ at age 7. Since then I have made it my

personal mission to keep abreast of new developments. I am considerate of all technologies and have deep experience in Windows and LAMP (sounds like we're talking Feng Shui now) strategy and delivery from both business and technology angles.

3 Badges



And finally, we give you a badge that represents your skill level on the tool and those badges can be distributed everywhere you want to promote their reputation online

Slide 10

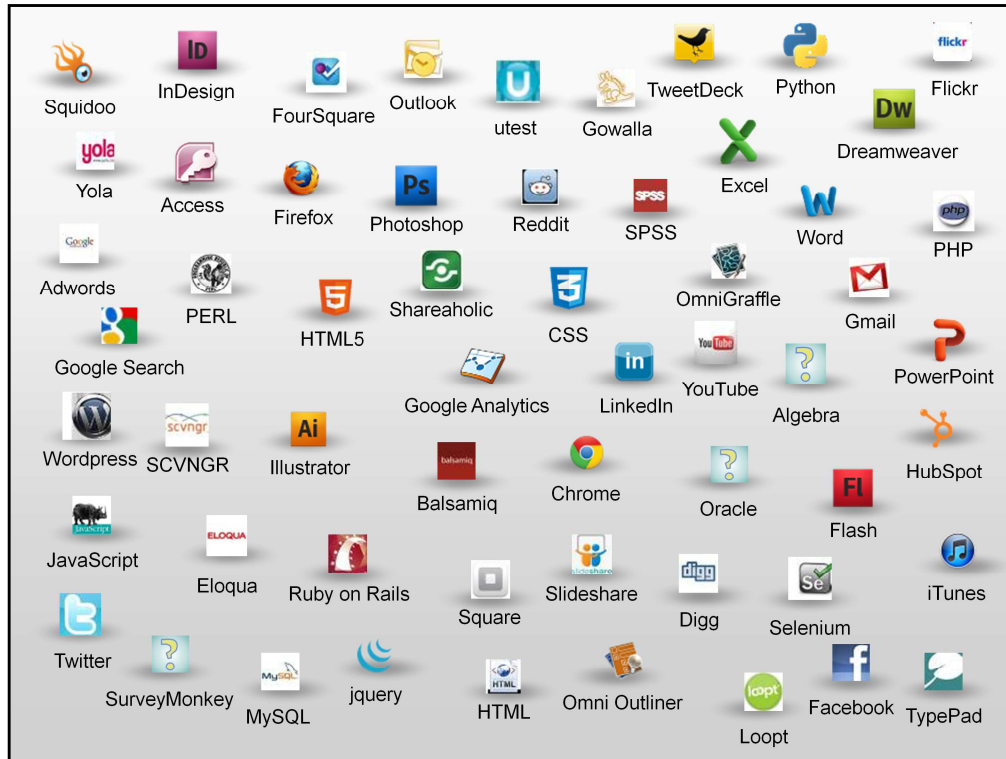
- 17** Probably a screenshot of profile page
Jennifer Fremont-Smith, 6/1/2011



LinkedIn, twitter, facebook, your blog, and even the skills box on the resume, etc.

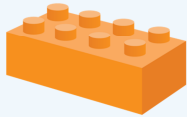
Slide 11

20 Probably a screenshot of profile page
Jennifer Fremont-Smith, 6/1/2011



We have hundreds of tests and thousands of questions and more are created every day.

How Smarterer uses Social for:



Product
Development



User
Acquisition

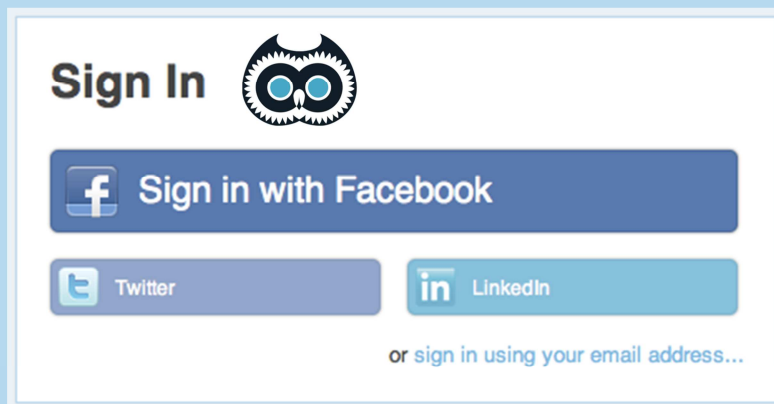


Engagement



Recruiting/
Search

First the basics have to be in place



- Social sign- on – make sure you are integrating social signon into your product.


Encourage users to connect multiple social networks – you can drive meaningful percentage of your users to do this if you prompt them

- Here's why: you'll want to have share prompts in the UI at appropriate places
- Share prompts in UI and lifecycle email. I'll give you an example – 39.78% of our users who are prompted to share their score actually do it. This drives lots of viral new user
- The other thing you want to build is an internal dashboard that looks at each user.
- Then you have an army of interns and their job is to absolutely SHOWER those early power users with LOTS of LOVE. That means sending them swag, sending them personalized notes about their...

TNCG


THE NEXT GREAT GENERATION

Smarterer Changes the Job Hunt



By Renee Mitson on Jan 31, 2012
[Leave a comment](#) [Go to comments](#)

32
25
1
59

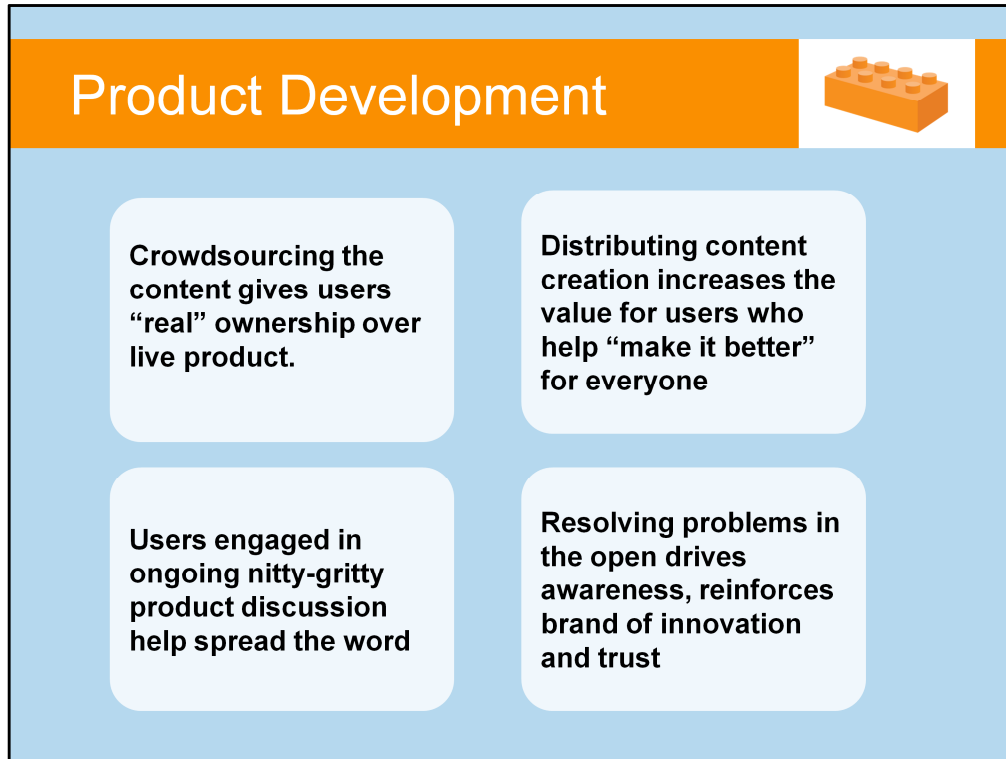
[Tweet](#)
[Share](#)
[+1](#)
[ShareThis](#)



BF and fellow TNCG writer Phil Crean modeling le shades.



You are providing them with something to tweet about – an old maxim in business – if you are trying to sell something put it in their hands. In the digital world that is harder and harder to do but if you have the opportunity to do something like that it has an impact.

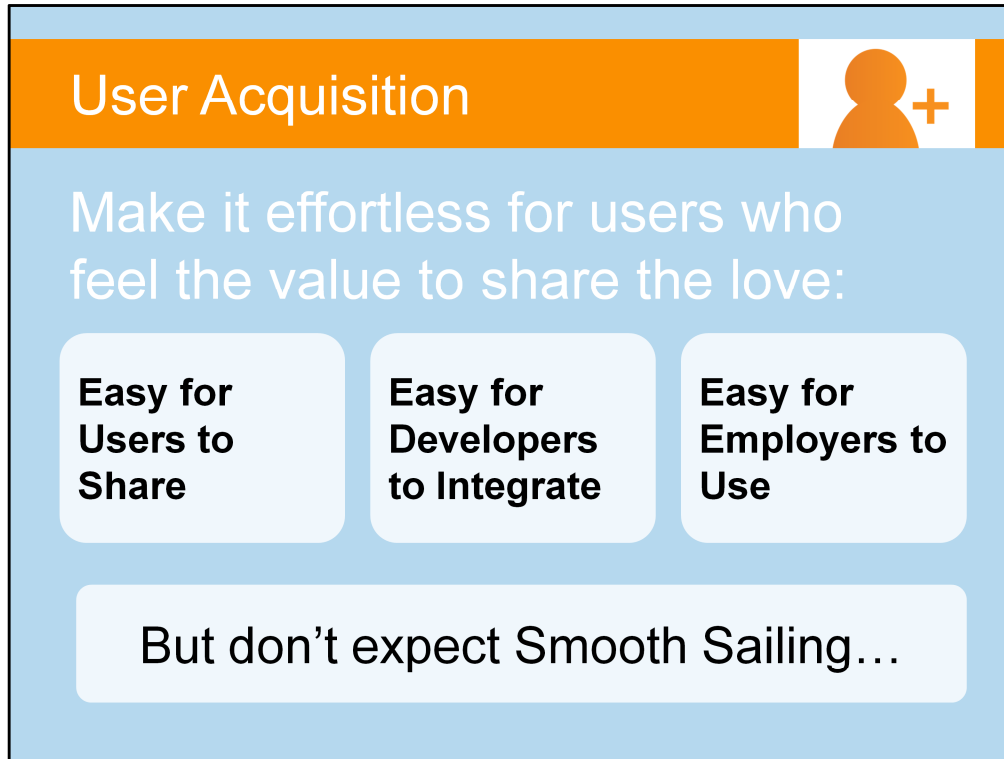


Here's how WE use social for product development. OK, remember our product is crowdsourced.

Empower users to have "real" ownership and influence over live product. This quickly builds a Power User core

By distributing the job of content creation users increase the value for themselves by helping "make it better" for everyone

Users engaged in ongoing nitty-gritty product discussion help spread the word just by having that conversation



#1 reason people engage in social is to enhance and communicate their Identity/personal brand. Smarterer fulfills this demand in a real-world useful way by giving our users a validation – a way to distinguish themselves. Goes way beyond a pretty profile page somewhere –its actually an empirical measure of the skills that enable you to bring value to the world.

So the lessons here:

1. Make it effortless for users who feel the value to share the love:For us that means make it seamless – give them lots of simple, easy ways to share their bages and profiles.
2. Make it easy for developers
3. Make it easy for employers to

Think ahead of the Channel & don't expect smooth sailing. Be ready to maximize sudden storms, endorsements, push-back or praise. Like a mob, social is often tempestuous- Even small storms can push your ship to new milestones if you harness their energy correctly.

Engagement



Engagement = Opportunity



Nasty Tweets from Leading influencer lead to deep engagement, tons of new users, and a strong relationship.

Our product lends itself to communities, given that we test in all kinds of skills, each of which has its own community and thought leaders. So a key part of our approach is to engage those influencers on twitter and to lesser extent on FB

Example 1: Our pre-launch and launch we're Viral Successes. (marriage of old and new media) Do not exist by themselves

Example 2: Identifying Influencers within skill communities online; listening, learning, engaging in existing conversation.

Example 3: Vertical Launches: Photoshop fans turn test into massive engagement and new sign ups.

Example 4: Engagement = Opportunity:

Nasty Tweets from Leading influencer lead to deep engagement, a better product and a strong relationship

Engagement



Vertical Launches:
Photoshop fans turn
test into massive
engagement and new
sign ups.

9. Andrei Herasimchuk **799**

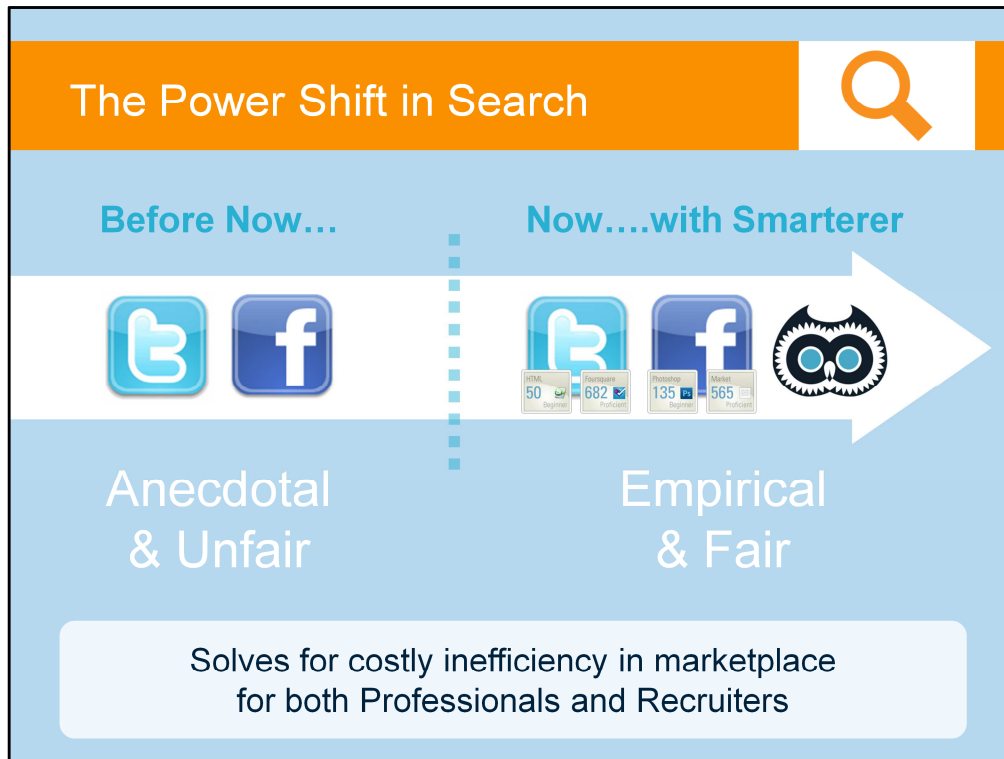
 **Sunnyvale, CA**
Designer at Twitter. Was lead designer on Photoshop, Illustrator and InDesign during the 90s. Also lead the 2010 redesign of Yahoo! Mail.

Our product lends itself to communities, given that we test in all kinds of skills, each of which has its own community and thought leaders. So a key part of our approach is to engage those influencers on twitter and to lesser extent on FB

Thousands of questions were added

At the same time our community manager was selectively reaching out to influencers in the design community

This also gave us ground support for partnership dialogs. Job boards in the design community started seeing



Solves Problem for Recruiter and Professional Being Assessed:

Solves for costly inefficiency in marketplace for ALL stakeholders

Your Social relationships are used in assessing and ranking you're knowledge –WITH OUT your input.

Today, tools like LinkedIn make it even easier for employers/recruiters to make judgments about You

- User finally has say in this secrete assessment process
- There is no longer any room for debate (no matter what someone in your network might say). Scores don't lie or... fail to say the right thing.
- Badges shared everywhere you're being evaluated.



The question isn't whether to be social it's whether you are embracing and leveraging social enough