



Pointnr

Go beyond the resume.

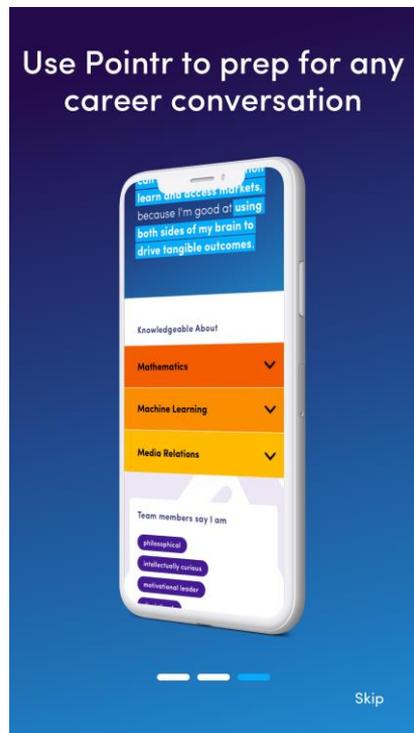
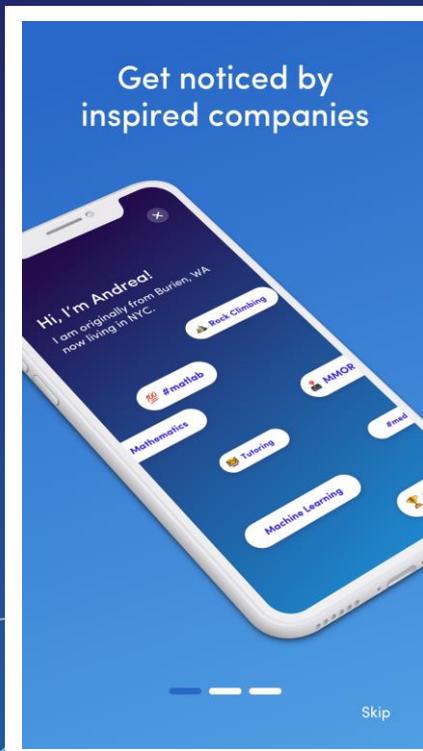
What is Pointr?

Pointr is an app that's helping talent and companies interview better.

Interviewers use Pointr to efficiently uncover a candidate's potential and authentic self.

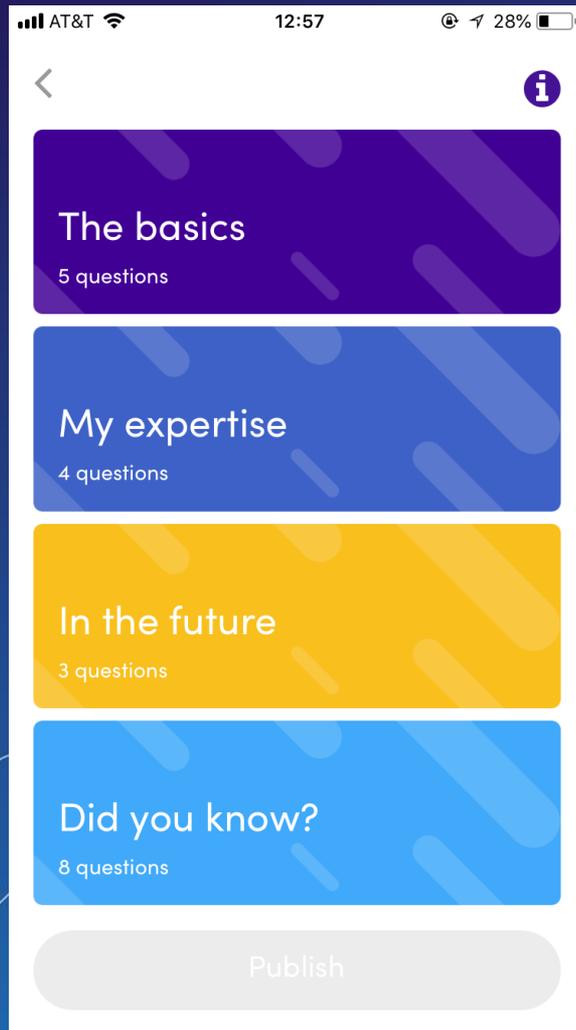
In preparation for the interview...

Talent downloads app and answers a series of illuminating questions.



App guides talent through question flow

Responses frame talent's – otherwise overlooked – natural strengths and potential.



Here are a few tips:

Pointr is about authenticity.

*What matters to you at work **and** play?*

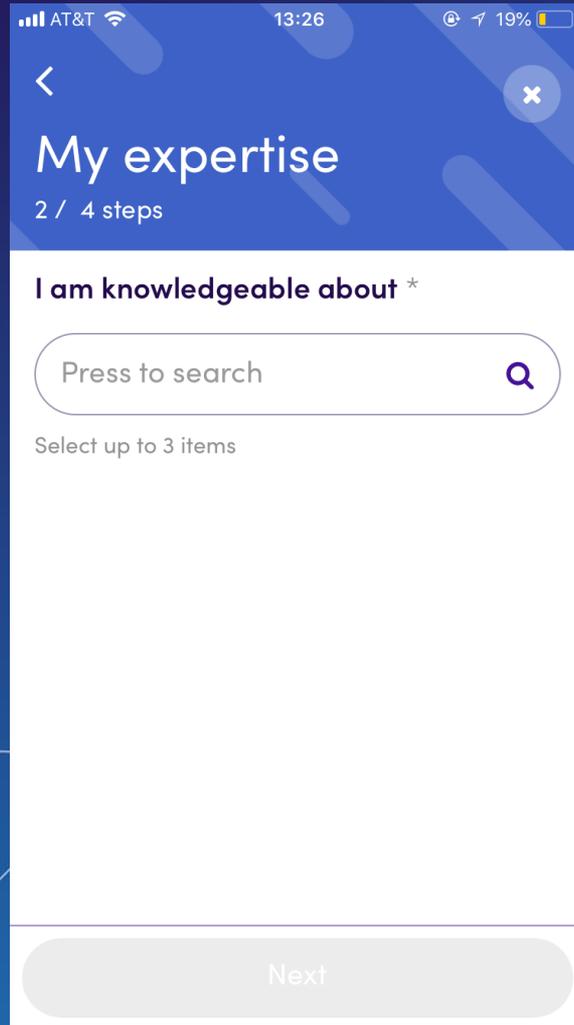
There is no “right” answer.

Every response is an opportunity to reveal something.

Think about what you share as conversation starters about you.

Feel free to jump between sections. You can edit later.

How to characterize what you're good at.



The screenshot shows a mobile app interface for 'My expertise'. At the top, there's a blue header with a back arrow, the title 'My expertise', and '2 / 4 steps'. Below the header, the text 'I am knowledgeable about *' is displayed. A search bar with the placeholder 'Press to search' and a magnifying glass icon is present. Below the search bar, it says 'Select up to 3 items'. At the bottom, there is a 'Next' button.

Tips:

What are you good at?

This is a three-step question.

1. Pick 3 things you *want* to talk about: hard or soft skills, ways of thinking or operating, sectors or themes...
2. Add #detail and #context to engage the interviewer so they want to know more.
3. Are you *pursuing, accomplished, or a master?* Self-awareness is more important than hitting a bar.

Examples:

Public Speaking

#storytelling #persuasion
#guerillamarketing

Design Thinking

#rapidprototyping #medtech
#designartifacts

How to project what you love doing and why it matters to you.

< ×

The basics

4 of 4

My biggest passions are

e.g. Base jumping

What do you like about it and how does it influence you?

e.g. Jazz saxophone

e.g. Big Brothers Big Sisters

Next

Tips:

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What do you love doing?

An activity, past-time, topic, area of study, process, way of thinking...

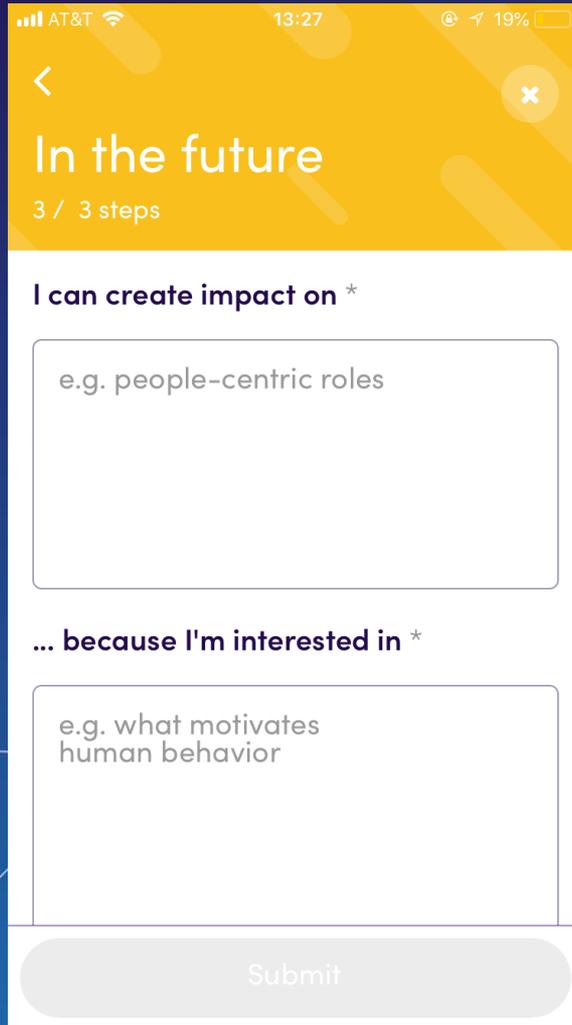
Characterizing *why* this is a passion is more compelling than *what* it is.

Be memorable. This is an opportunity to direct the interviewer to ask about what matters to you.

Examples:

Marvel vs. DC
Art history
Building a car
Kickboxing
Music production
Branding new businesses
Sports statistics

How to articulate your impact on any team.



The screenshot shows a mobile app interface with a yellow header. At the top left, there are status icons for AT&T, signal strength, Wi-Fi, and the time 13:27. At the top right, there are icons for location, a battery level of 19%, and a close button (X). Below the header, there is a back arrow on the left and another close button (X) on the right. The main title is "In the future" in large white text, with "3 / 3 steps" below it. The question is "I can create impact on *". Below the question is a text input field containing "e.g. people-centric roles". Below the input field is the text "... because I'm interested in *". Below that is another text input field containing "e.g. what motivates human behavior". At the bottom of the screen is a grey "Submit" button.

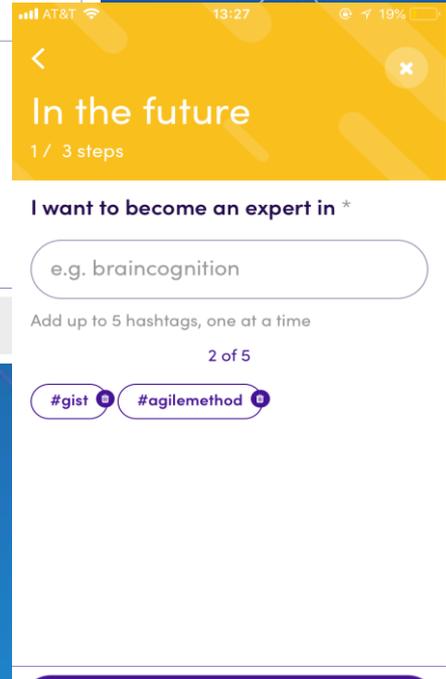
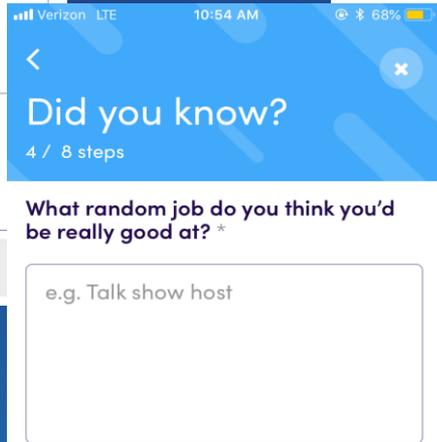
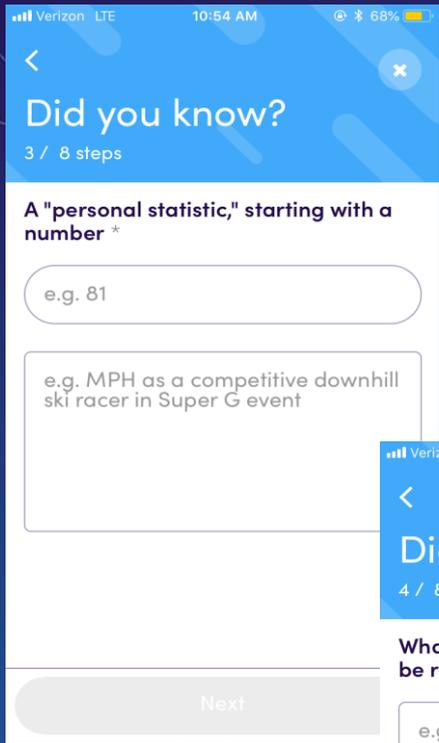
Tips:

What's your value-add to any team or situation?

This question will give you three blanks, which together form a sentence:

I can create impact on my peer's decision making, because I'm interested in customer experience, because I'm good at listening and driving outcomes.

How to be memorable



App generates talent's "billboard" - a visual snapshot

Showcases the person behind the resume - *talent's character, values, motivators, and aspirations*— elements that are critical to enduring success.

Talent can share billboard – e.g. alongside the resume, ahead of the interview.

Hi, I'm Matthieu!
I am originally from London, UK now living in New York, NY.

Machine Learning **Leadership**
Niche Investment Opportunities **#prediction**
#motivatingengineers **Strategy**
Puzzles **#persuasion**

TEAM MEMBERS SAY I AM...
eccentric levelheaded intuitive
goal-driven intellectually curious

I THRIVE IN ENVIRONMENTS THAT ARE...
championing learning full of risk-takers
fast-paced cutting-edge constantly innovating

KNOWLEDGEABLE ABOUT
Leadership **Strategy** **Machine Learning**
#motivatingengineers #thinkingoutsidethebox #prediction
#steeringthebigpicture #marketinefficiencies #optimization
#persuasion #researchadvances

PURSUITS
Niche Investment Opportunities
They're often the most lucrative & require the most creative thinking. Since they often have no guidebooks, they also allow for the most intellectual growth.
Puzzles
Family meals typically included a brain teaser on a napkin. I would have to solve it by the end of the meal - I see products' pain points and market inefficiencies as puzzles.

ASPIRATIONAL EXPERTISE
#cryptocurrencies #academicresearch
IN 3 YEARS, I WANT TO...
grow intellectually.
IF I HAD TO TALK ABOUT MY RESUME...
I'd want to talk about all of my projects, which are also my jobs, because I pursue my hobbies professionally.

I can create impact on **new ventures**, because I'm interested in **building a successful product**, because I'm good at **technical invention, taking risks, and building teams**.

DID YOU KNOW?

A FUN FACT ABOUT ME?
Conducted research for a professor on "cyber-sickness" - the nausea you feel when you use VR - published around the world

A PERSONAL GOAL I SET OR ACCOMPLISHED
Won \$10k in Columbia Venture Competition for developing mobile monitoring system for Parkinson's patients

IF I COULD BRING A PROJECT TO LIFE IT WOULD BE...
Fashion and tech company I launched: using machine learning to optimize sizing for women's clothing

RANDOM JOB I THINK I'D BE REALLY GOOD AT?
Talk show host

WHAT ARE YOU INTERESTED IN THAT MOST PEOPLE HAVEN'T HEARD OF?
#theadivinelanguage

PERSONAL STAT
12 years old when I built my first computer

Matthieu
Columbia University BA '17 | Serial Entrepreneur

Pointnr

Pointr in action

Frictionless. Talent downloads Pointr and sends PDF billboard before meeting.

When talent is asked to share their billboard, it indicates an interest in who they are, what they value, and how they want to grow.

Pointr is already working with select Ivy League universities, top Wall Street firms, and early-stage start-ups.

Get ahead of the culture curve. Partner with Pointr!

Pointr shifts the focus from past experience to potential

	Resume (LinkedIn)	Psychometric Tests	> Pointr
Education	✓		
Past experience	✓		
Technical skills for the role	✓		
Mental capabilities		✓	
Behavioral style		✓	
Applied skills for the role			✓
Ways of thinking & operating			✓
Interests & aspirations			✓
Shared values with company			✓
Authentic self			✓

Built on expertise, proven results

Pintr app is the brainchild of talent expert, Julie Choi.

Julie is an award-winning CEO. She built Choi & Burns, one of the most successful leadership and talent advisory firms in the US. She has provided expert advice on talent acquisition and retention to market-leading companies: from early-stage startups to two of the top three investment banks on Wall Street.

Julie is a champion of the people agenda driving the business agenda, and many of her clients attribute their exponential growth and increase in company value to their partnership.



Julie Choi
Founder, Pintr

Thank you!

hello@pointtr.co