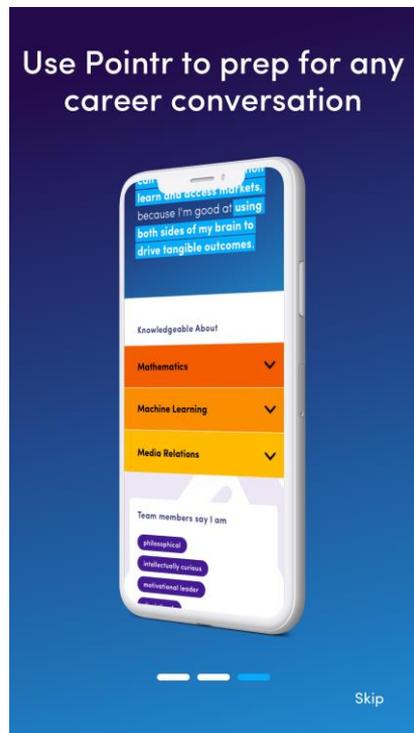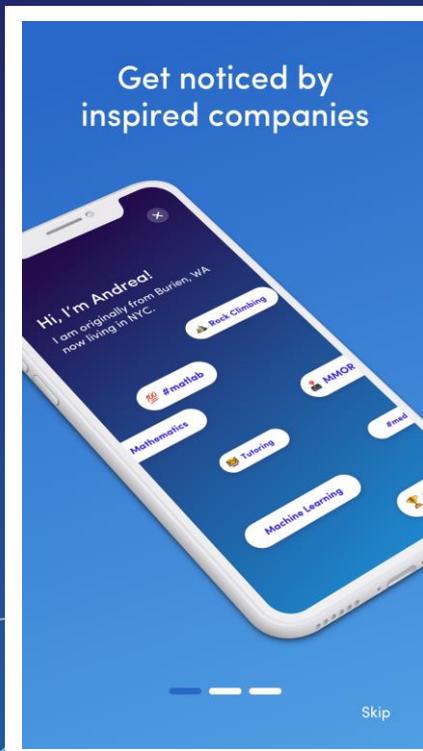# Pointr

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.
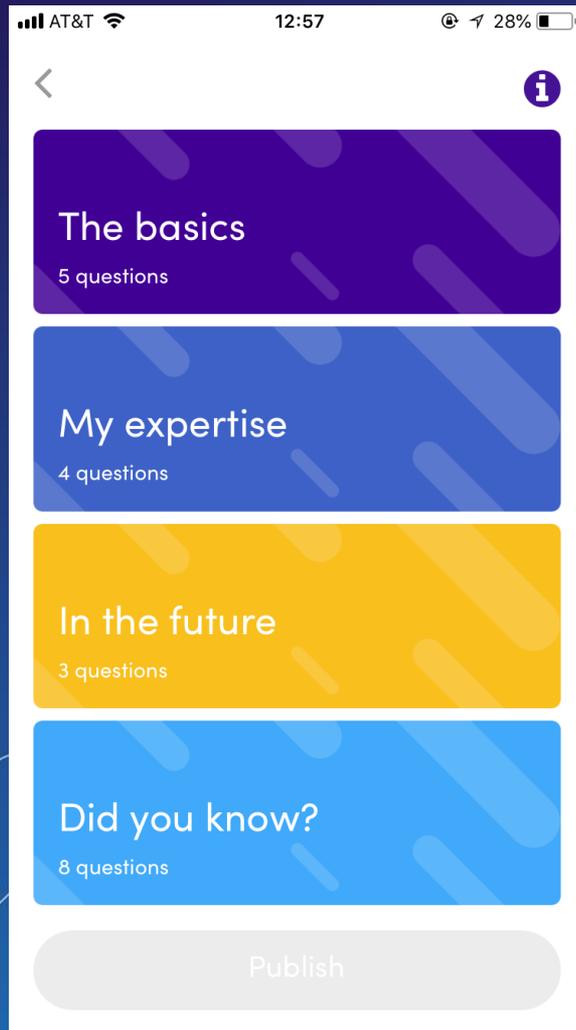
Pointr

In preparation for the interview...

Talent downloads app and answers a series of illuminating questions.

Get noticed by inspired companies

Hi, I'm Andrea!
I am originally from Burien, WA now living in NYC.

Rock Climbing
#matlab
MMOR
Mathematics
Tutoring
#med
Machine Learning

Skip

We'll coach you to convey your potential

Did you know?
I was a wedding emcee for a year (ask me for stories)
50 hours in one week spent teaching myself Riemann hypothesis
What random job do you think you'd be really good at?
Watching my brother play football for the University of Oregon

Skip

Use Pointr to prep for any career conversation

learn and access markets, because I'm good at using both sides of my brain to drive tangible outcomes.

Knowledgeable About
Mathematics
Machine Learning
Media Relations

Team members say I am
philosophical
intellectually curious
motivational leader

Skip

Pointr

App guides talent through question flow

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

> **The basics**
> 5 questions
>
> **My expertise**
> 4 questions
>
> **In the future**
> 3 questions
>
> **Did you know?**
> 8 questions
>
> Publish

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.

Pointr

How to characterize what you're good at.
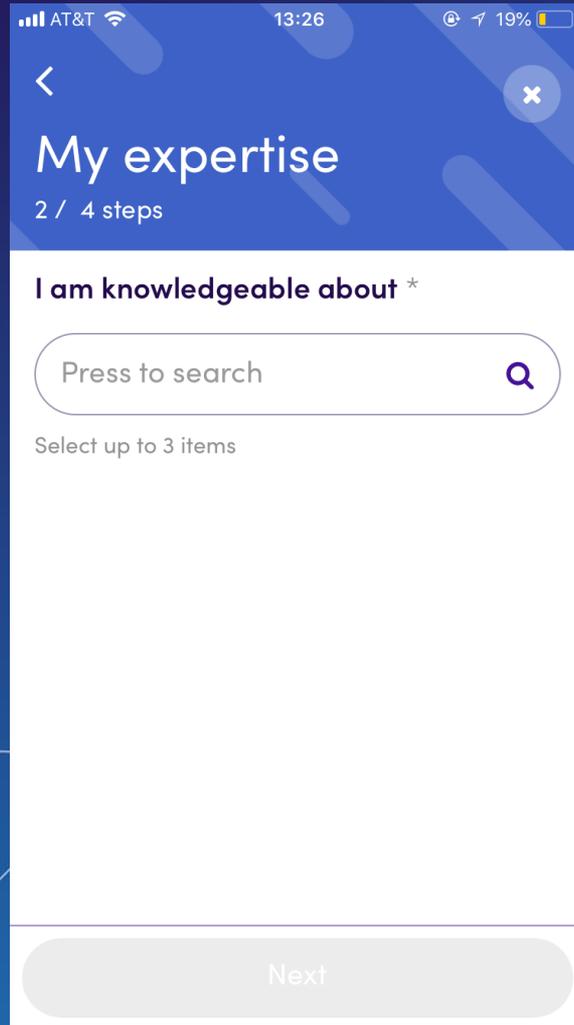
My expertise

2 / 4 steps

I am knowledgeable about *

Press to search

Select up to 3 items

Next

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.

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:

What do you love doing?

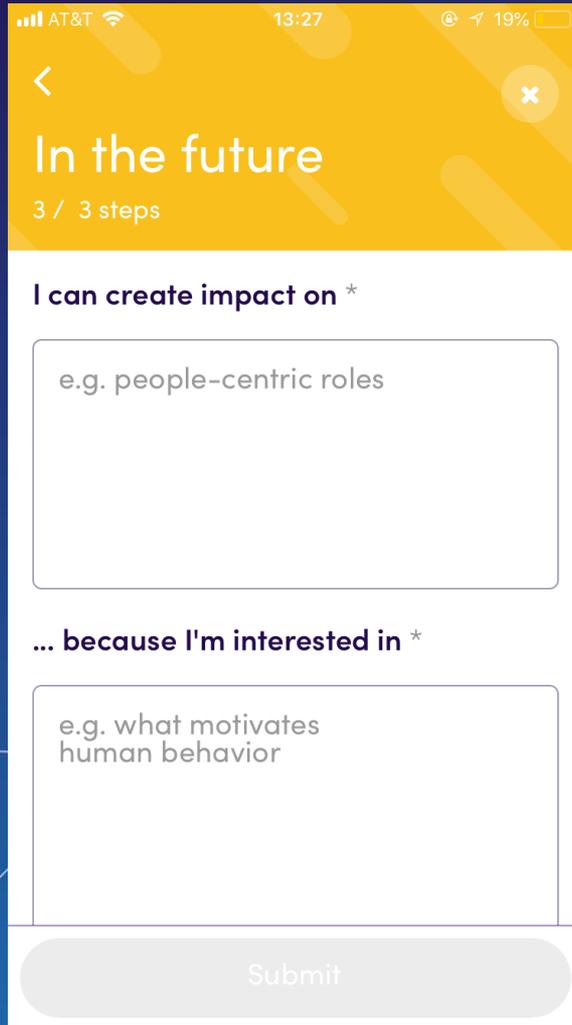An activity, past-time, topic, area of study, process, way of thinking...

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

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How to articulate your impact on any team.

In the future

3 / 3 steps

I can create impact on *

> e.g. people-centric roles

... because I'm interested in *

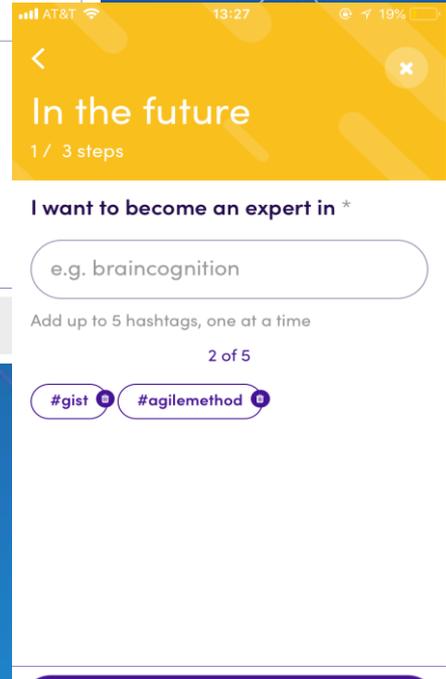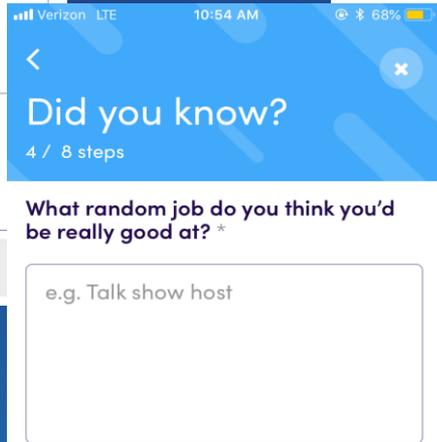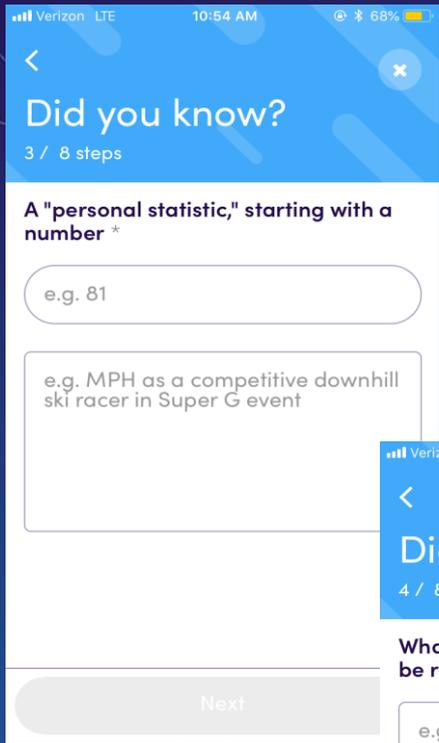> e.g. what motivates human behavior

Submit

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.

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How to be memorable

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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.

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

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			✔

❯ Pointr

Built on expertise, proven results

Pointr 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, Pointr

> Pointr

Thank you!

hello@pointr.co

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