



CREATING ECONOMIC EQUITY FOR THE NEXT GENERATION

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**PEPELWERK (PEOPLE WORK) IS A TECHNOLOGY
AND SERVICES COMPANY MAKING IT POSSIBLE FOR
PEOPLE TO EVOLVE WITH WORK**



After 100 years of human rights and equality movements along with tremendous technological innovations, we have come to learn that as a society we still fall short when it comes to economic equity.

We know this because economic inequality has manifested itself in income disparity and a workforce that does not have equitable access to opportunities to grow their income.

According to the US Census of 2019 and the American Council on Education, the median income of Asians and Caucasians is double that of the Hispanic and Black population. They are also three times less likely to have pursued education past high school.

Now the \$20B question is: why?

Until the last few years, economic equity was perceived as a complex social issue. One that can only be addressed through good-will campaigns, policies, government interventions and setting new social expectations for how we live in a diverse inclusive and equitable society. Now it is clear that it is an economic issue to the tune of \$20B in corporate spending.

Corporations are invested because the returns on investing in positive social impact initiatives, like addressing economic equity, are significant.

**EVERY INDIVIDUAL SHOULD HAVE
EQUAL ACCESS TO TOOLS,
RESOURCES AND EDUCATION TO
ACHIEVE THEIR FINANCIAL GOALS
REGARDLESS OF IDENTITY.**



NIPPING THE ROOT CAUSE



If we put the data together there are a few things we can conclude:

- access to education needs to improve
- education and work need to be more in sync, and
- how individuals are evaluated for a job must change

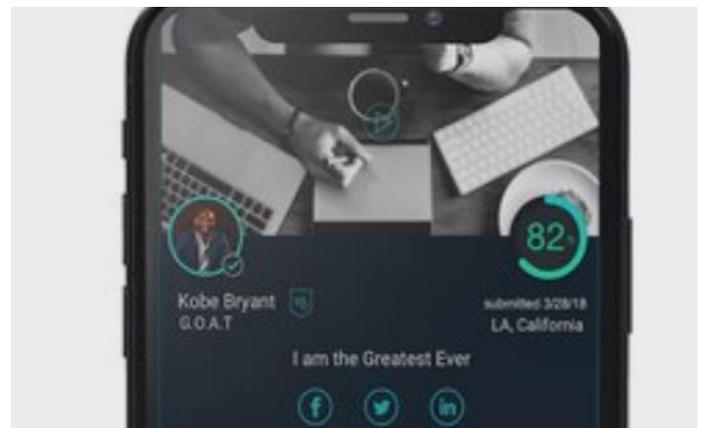
The data explains to us that historically underrepresented people by race, ethnicity or economic class haven't had access to the same tools and resources that affluent households of white or Asian families have had.

SO HOW CAN WE HIRE THE NEXT GENERATION OF DIVERSE SKILLED TALENT EVALUATING THEM ON A RESUME OF EXPERIENCE AND EDUCATION WHEN THEY HAVEN'T HAD ACCESS TO IT?



Corporations invest millions of dollars in software, time, cost per hire and change management to create a diverse, inclusive and equitable culture for the people inside their company but rarely measure their success and are reactionary to outside events or circumstances.

Corporations can only do so much to ready the world for work. It takes partnering with a company, like pepelwerk, that is equally invested in economic equity to ready diverse skilled Talent for work when corporations need work done while measuring the progress along the way.



PEPELWERK TECHNOLOGY AND TALENT-CENTRIC EXPERIENCES ARE A START



- We give the next generation an equitable launching pad into the working world
- We make education a thoughtful results driven investment
- We make education accessible
- We connect the job market to education
- We help companies match with people based on their personal attributes
- We help companies plan for the jobs of the future to help ready their future workforce

THE PROCESS

Pepelwerk works with the parents, secondary schools, post-secondary schools and extracurricular activity groups to source the next generation of diverse and capable Talent.

Each Talent has access to personalized experiences to help them navigate the working world and reach their work-life goals. Starting with the Real World of Work Program all the way until they launch their careers.

We work simultaneously with corporations to build their job profiles and understand their workforce plans so they start to build their new Talent pipeline.

**WE HELP COMPANIES
PLAN FOR THE JOBS OF
THE FUTURE TO HELP
READY THEIR FUTURE
WORKFORCE**

Blind Job
Matching

Transparent
Action Oriented
Information

Education That
Supports Life
Goals

Talent

Events to Make
Authentic
Connections

Aptitude
Discovery
Through
Gamification

Coaches and
Mentors with
Real World
Experience

THE RESULTS

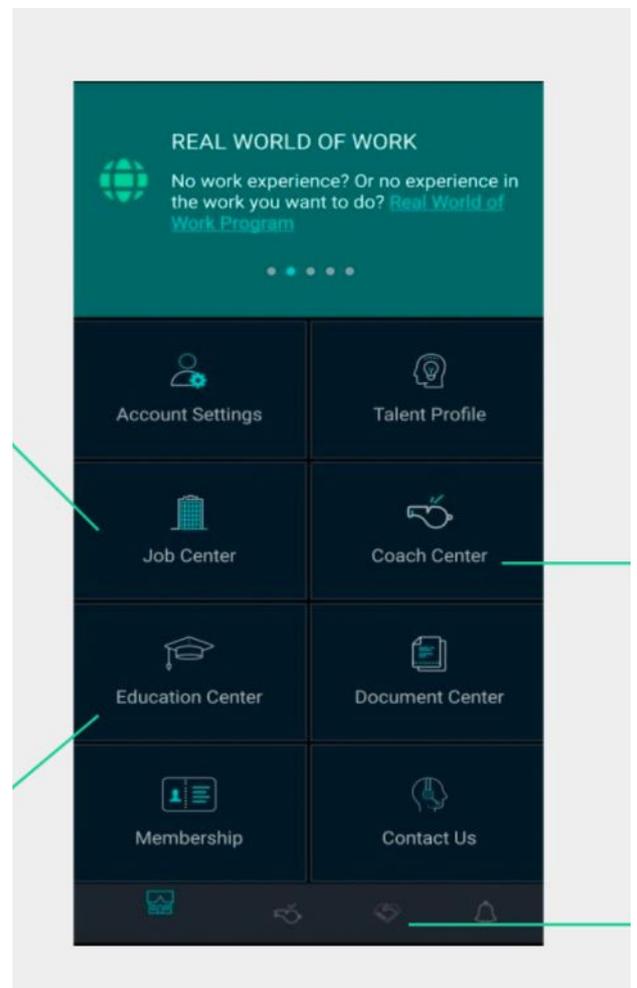
The results for Talent:

- approach their working lives with a roadmap
- make more results oriented decisions to support their work-life goals
- get hired with companies that value their personal skills as much as their technical expertise

The results for Companies Hiring:

- build a diverse Talent pipeline
- close the labor gap in skilled, specialists and trade jobs
- reduce time to hire and cost per hire
- improve retention

The process results in equal access to tools, resources, education and earning opportunities for the next generation.



**WE GIVE THE NEXT
GENERATION AN EQUITABLE
LAUNCHING PAD INTO THE
WORKING WORLD**

THE CALL TO ACTION

We have made it incredibly easy for corporations to reach their social impact goals to achieve a more equitable working world.

Sponsor a subsidized portion of the Real World of Work program for Talent interested in solving problems you need solved.

Create your job profiles in your Hiring Hub Account.

Match, meet and connect with the next generation of diverse skilled Talent to fill the jobs you need.

[Get Started](#)

**THE SIMPLEST THING
CORPORATIONS CAN DO TO CREATE
MEASURABLE SOCIAL IMPACT IS
EVOLVE HOW YOU OFFER WORK**

pepælwærkTM