

Executive Summary

The Problem

Many internationally educated immigrant women in the U.S. are underemployed due to unrecognized credentials, limited networks, and unfamiliarity with the U.S. job market. As a result, highly skilled professionals are often unable to secure roles that match their qualifications, leading to lost income and wasted talent.

The Solution

InnovatHer is a recruitment platform that connects immigrant women with foreign degrees who are authorized to work in the U.S. to career-aligned jobs. Services include credential evaluation support, resume and interview preparation, and direct employer matching. The focus is on placing women into professional roles that reflect their education and experience—not entry-level positions.

Business Model & Strategy

InnovatHer follows a two-sided recruitment model:

- Employers pay a placement fee (15–20% of first-year salary)
- Women access core services for free

This aligns with industry standards while removing financial barriers for clients. The platform launches in Seattle and scales digitally through partnerships.

Competitive Advantage

Unlike general job platforms, InnovatHer focuses specifically on career-level placement for internationally educated women. By combining credential support, cultural competency, and employer partnerships, the platform reduces hiring risk and unlocks an underutilized talent pool.

Financial Viability

Revenue is generated through employer-paid placement fees (15–20% of first-year salary), aligned with industry standards. Fees vary based on role seniority and salary level to remain competitive. With average placement salaries between \$60K–\$90K, revenue grows alongside successful placements.

Because revenue is performance-based, most cash flow begins late Year 1, with break-even expected in Year 2. A lean, digital model keeps costs low, with primary expenses including staffing, technology, and partnership development. Growth will scale with placement capacity to ensure sustainable operations and service quality.

Impact/Vision

InnovatHer measures success through job placement rates, salary growth, and long-term career advancement. The goal is to create a workforce where immigrant women are fully recognized for their skills and contribute at the level they have earned.

