ROKSTRS★

What is Rokstrs?

Rokstrs is an invitation-only, referral-based talent network designed for the creator world where community members are referred and then invited to join by their former manager. Rokstrs is not a job board. It's a vetted network of proven performers. This makes for a more valuable recruiting experience for candidates and a much more valuable search process for hiring companies.

Once the network reaches critical mass, hiring managers will be able to access a curated shortlist of highly recommended candidates complete with details on why they were recommended by their former boss or qualified work colleague.

What problems are we solving?

Like many fast growing business categories, the creator economy lacks an effective recruiting infrastructure built on trust. Today's job boards only attract the pool of active job seekers,which typically represent the least desirable candidates. That's because the top candidates are usually employed and so aren't seeking a new role. And employers are reluctant to post open roles on job boards because they know they'll get hundreds or thousands of unqualified applicants, making it impossible to weed out the qualified candidates without a significant time commitment.

To make matters worse, employers are now using AI tools to weed out candidate pools while job seekers are combating the hiring AI agents with tools that will elevate their own rankings. None of this leads to better placements.

And while trusted referrals are a coveted source for talent hiring, it is not a scalable, reliable path to team building. As our industry grows rapidly, the dependence on unpaid, word-of-mouth networks is unsustainable and slows hiring for creators, creator companies and other critical businesses in the ecosystem who depend on creator savvy talent.

This is also why there is a need for retained search partners. But you can't rely on retained search to fill every opening in a fast growing early stage business.

How Rokstrs works

The Rokstrs "trust" network will solve the current gap in recruiting by transforming referrals—the currency of credibility—into a scalable, rewarded system that connects creator company hiring teams with the best, verified talent - the Rockstars.

Once built, hiring managers will be able to access this network to identify candidates who've been "prerecommended" mimicking the current professional courtesy referral networks that are so valuable and coveted.

Rokstrs flips the traditional job board model by centering on the referrer, not the job seeker. It turns trusted professional recommendations into a structured and gamified reward-based talent network. Referrers nominate exceptional candidates whom they've worked with, providing detailed insights about their strengths and past work performance. Those referred candidates are then invited to join, creating a network of pre-vetted talent based on reputation and prior work experience.

How We Gather Recommendations

This starts with the recommendations from a small group of highly respected founding members. Eventually, AI audio will simplify referral input through conversational prompts, while gamified features like stars and likes, showcase top candidates (and referrers) and encourage engagement. But in the meantime, we will be collecting referrals via audio interviews - mimicking the time honored referral process you've honored in your career. These interviews will also aid in AI agent training in phase II of the build.

We have identified over 100 hundred of the most respected leaders in the creator world across multiple functions - both on the business and creative side as founding members. **You are on this list!**

Our Ask of You

We are asking you to be a founding member of Rokstrs. For now this means giving us 30 minutes of your time to capture basic background info on 3-5 Rockstars you would recommend for the platform. They could be from any function or specialty. We are looking for <u>your</u> Rockstars - <u>former direct reports preferred</u>. We'll start with this question:

"who are the 3 best people you've ever hired or worked with whom you would work with again in a heartbeat?"

Here are the questions we will ask you about each referral:

- Name
- Contact info (if you have it)
- When and how long did you work together?
- Describe your working relationship?
- What makes them Rockstars? (please share 3 defining strengths or superpowers)
- What kinds of roles would you hire them for if you were to hire them again?
- Would you be willing to take a referral call from an interested employer if requested? (would be Q4 2026 at the earliest).

What Happens After Our Conversation

The Rockstars you recommend will be sent invitations to join the community on your behalf. In the process they will be asked to verify their contact information and their relationship with you. Once the beta version of the platform is built, your recommendations will be accessible only to those you've recommended. Later, potential employers will pay a fee to access your recommendations.

What are the Incentives for Referrers to Participate?

1. Pay it forward! Help out talented former team members who crushed it for you.
2. Gain priority access to the Rokstrs network for your own hiring needs based on your founding member status.

FAQ

Monetization

Once we reach critical mass, employers will pay a premium for access to "Rokstr shortlists" tailored for specific searches. Employers will also pay a success fee for each hire.

Rokstrs replaces job postings (and eventually a component of the external recruiting value prop) with a reliable referral network built on trust. And those respected former bosses who know where the best talent is hiding and whom are more than happy to help a former colleague advance their career will get early access to the talent pool once it's built.

What will Rokstrs charge hiring managers for access to recommended candidates?

The platform is designed first for our retained search clients as a prequalified talent pool to source from. Non retained clients will be able to gain access to a short list of prequalified candidates for a fee and an additional fee for any successful placement.

Hiring teams will also have the option of rolling their platform access fee into the cost of a retained search should they later decide to do so.

Is there a Membership Fee to Join?

Eventually - yes. But during the early phase of the build we are waiving all fees. Founding members will not be charged a fee for membership. Their profile will also designate them as a Founding Member

Data Storage

Your comments will be transcribed using Google Gemini and stored on a secure Google Drive. The data will not be shared with anyone prior to the

build. Once we have built a beta version of the product your referrals could be shared with potential hiring managers engaged in live searches.

Can Candidates Also Be Referrers?

Yes, eventually the platform will allow for referees to also become referrers.

What Is the Estimated Timeline for Build and Launch?

We are currently in the process of gathering enough referrals to inform the build and developing the basic app design specs and functionality. We are also accepting Angel investments. Our current timeline is to be up and running with a Beta version of the product in Q4, 2026.[*]

[*](We are currently considering angel investors for the build. Please reach out if you are interested in discussing).