

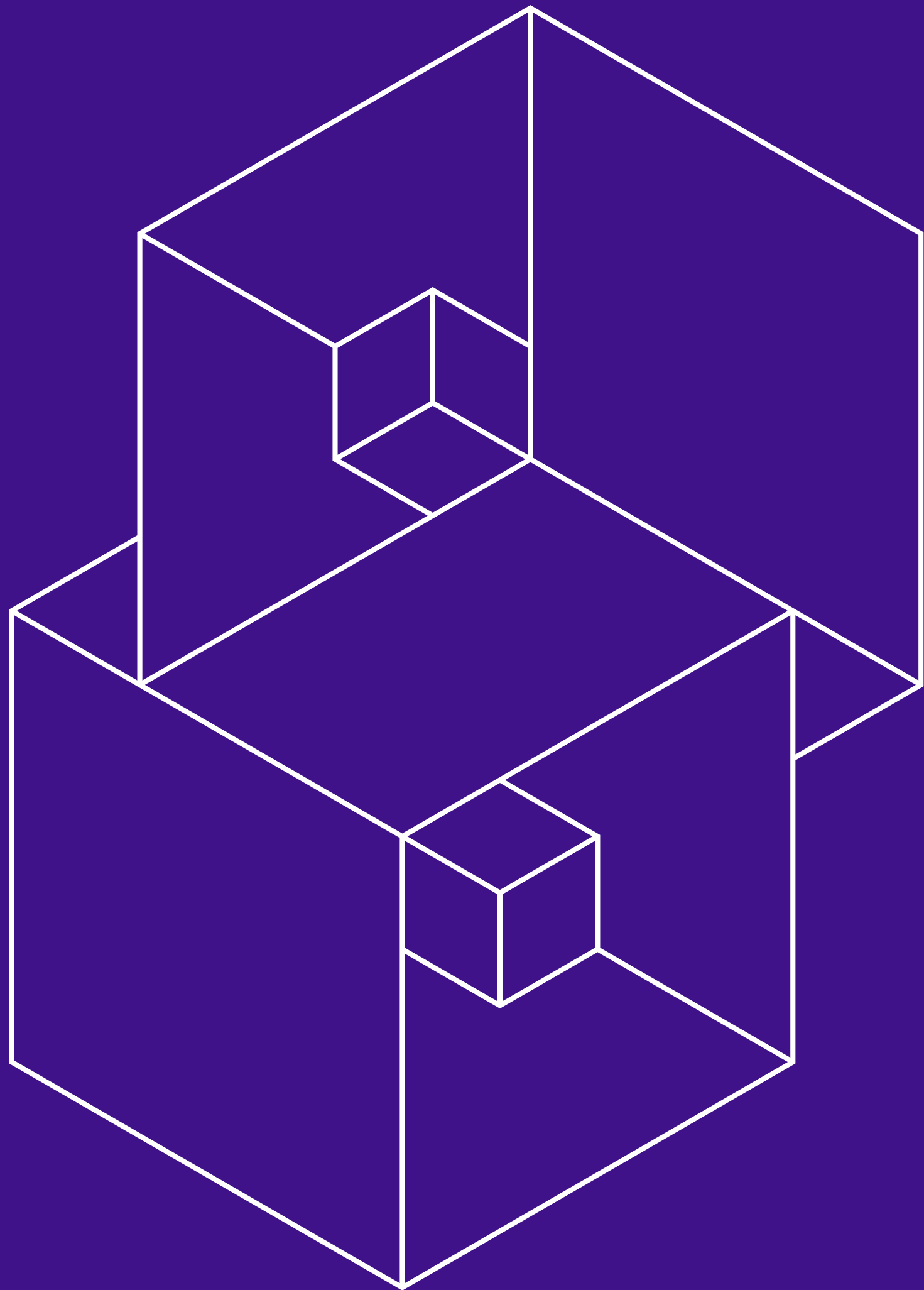


AMPLIFYING SOCIAL **IMPACT** THROUGH INNOVATIVE TALENT SOLUTIONS



October 2024

[#ImpactTech](#)



Is attracting **local talent** difficult?

What if we tried a different approach...

#Social innovation
#impact
#recruitment

Dynatos Design

Innovation serving sustainable
and profitable inclusion

01

Tools designed for candidates that companies often overlook.

02

Accurate tracking indicators, integrated reporting systems.

03

Operational support to coordinate actions.

Dynatos Design

An overview of the challenges and potential related to CSR and ESG standards

6000 french companies

will be subject to the CSRD directive in 2025. Regarding CSR commitments, 82% of companies still face major obstacles in measuring the impact and ROI of their CSR actions.

Source: CSR Barometer 2024

2.78 jobs

to be filled in France by 2024, with tension sectors representing 63% of recruitment projects.

Source: France Travail, BMO survey for 2024

41% of companies

Subject to the employment obligation for disabled workers (OETH) fail to meet their requirement and pay contributions to Agefiph.

Source: Agefiph 2024

1.5M

young people aged 15 to 29 in France are classified as NEET (Not in Employment, Education, or Training), and around 1.81 million households in France receive RSA benefits

Source: Insee and CIDJ

14%

of people with disabilities in France are unemployed. This represents about 341,000 job seekers.

Source: Agefiph

80%

of disabled workers in France do not identify as such through Recognition of the Status of Disabled Worker (RQTH).

Source: Ministry of Labour and Employment

Two complementary tools for your needs

Enhance your social and inclusive impact

Synkio

01 A white-label solution for companies facing recruitment challenges, enabling them to attract talent while maximising their CSR and regional impact.



Candidates who are long-term unemployed, RSA beneficiaries, without diplomas, qualifications, or experience.



You are looking for candidates within a specific region alongside a range of companies seeking similar skills.

malzi

02 A solution dedicated to companies subject to OETH, facilitating the identification and recruitment of talent with disabilities.



Candidates seeking employment and living with visible or invisible disabilities, or candidates being reassigned following a long illness or professional injury.



Companies subject to OETH, those with strong CSR ambitions and high CSRD requirements.

Our SYNKIO solution

Encouraging integration by reinventing talent management

Synkio

White-label app

Synkio is dedicated to the integration and support of job seekers who are far removed from employment. To overcome cognitive biases, the key factor is the list of required skills. The matching algorithm is based on soft skills. The process is CV-free.

Client users

Synkio is a web application for professional branches, subcontracting ecosystems, and sectors facing recruitment challenges or economic acceptability issues.

Synkio for the aviation sector

Our tool under the AEROWORK brand

AEROWORK



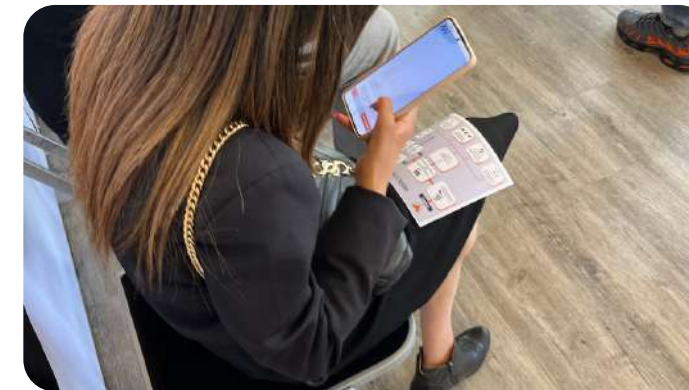
www.aerowork.fr

A context and a sector under strain



At airport platforms in the Île-de-France region, after the pandemic, companies are experiencing a shortage of talent and are suffering from "airline bashing." Activity is picking up quickly.

An innovative tool and approach



We create a collective identity to manage their attractiveness, focusing on recruitment from talent pools far removed from employment: a web app that matches the soft skills of local candidates with simplified and revisited airport jobs. We coordinate the actions.

Aerowork clients



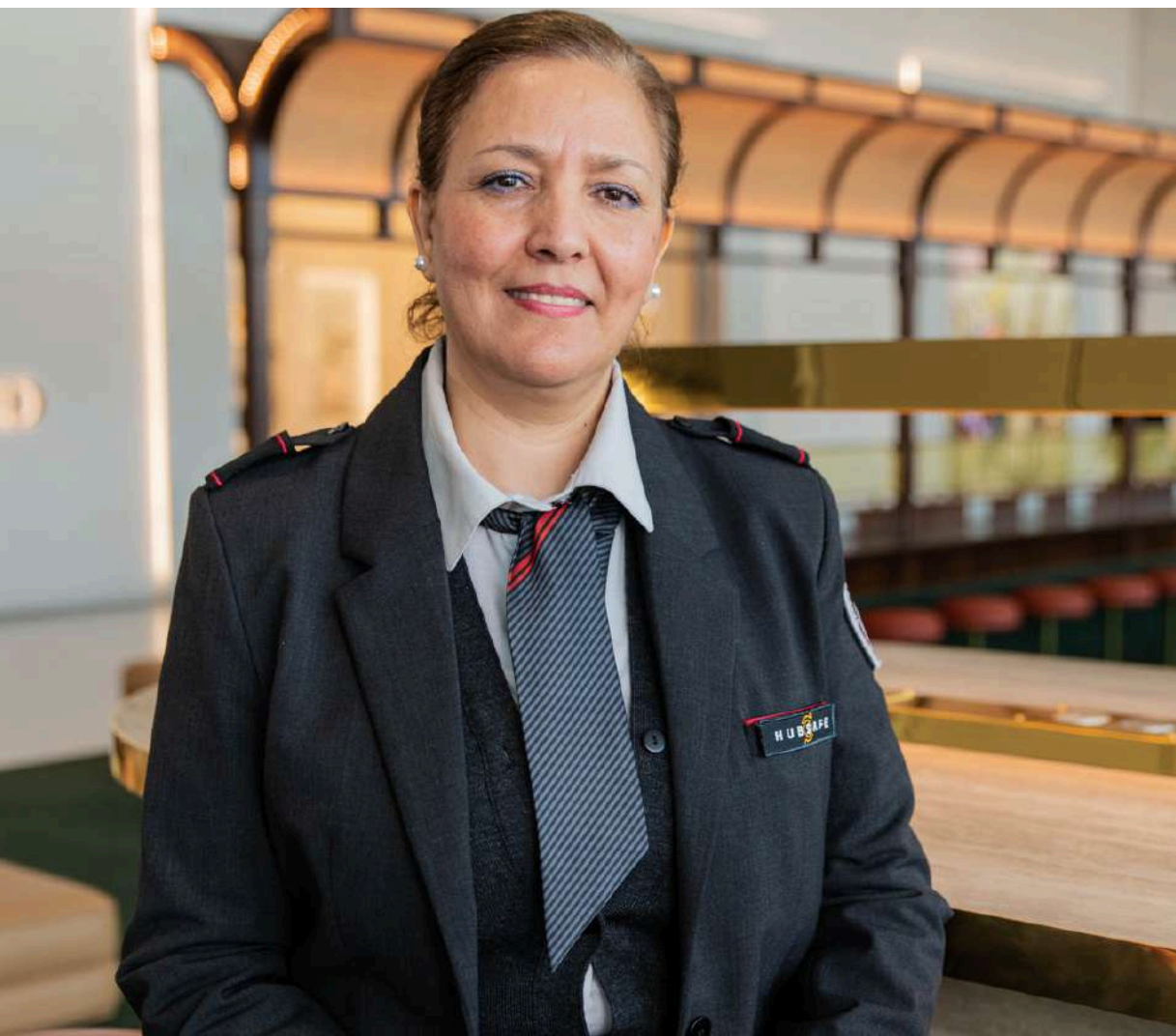
OKR IMPACT

**12.5% of BRSA
recruited in 2024
vs 5% in 2023**



OKR RH & RSE

**Conversion rate of
17.5% vs 10% with
other tools**



OKR IMPACT

**1,000 candidates
recruited, 90%
locally**



Synkio for the aviation sector

Key metrics

AEROWORK

30

companies

International groups, French groups, and SMEs.

€4 billion

In cumulative revenue from our BRSA clients.

de BRSA

2

regions

Covered with over 650 ambassadors and public-sector actors.

30 K

employees

In full-time equivalent positions, employed by our clients.

17K

Candidates registered on Aerowork.

30 M

Views of the attractiveness campaign.

X5

Revenue growth in 2 years.

Our MAAZI solution

Encouraging the integration of candidates with disabilities



National web application

maazi is a tool designed for candidates with disabilities. To help companies target these candidates, we have developed a matching algorithm based on work environments.

By questioning companies about their positions and matching candidates, we offer a new approach to building successful relationships.

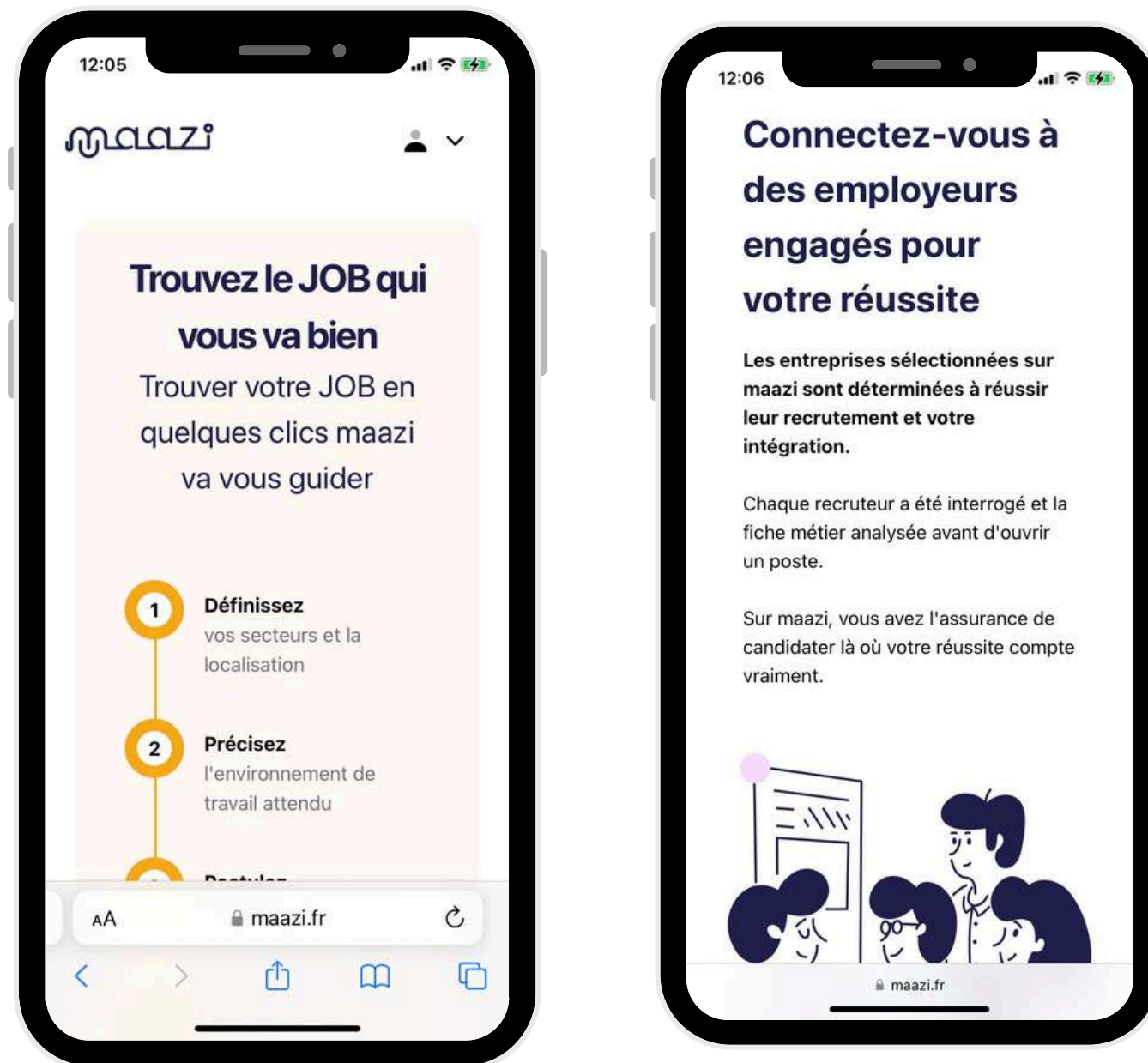
Client users

maazi is a web application provided free of charge to candidates, and companies are charged only for successful matches.

Maazi also offers additional services to help companies facilitate the integration of people with disabilities and ensure long-term recruitment.

Our MAAZI solution

6 months of design and 3 months of development



www.maazi.fr

Iteration companies



maazi across France

Key metrics

10

companies

Integrated into the iteration phase.

50

candidates

Surveyed in qualitative and quantitative studies.

13

regions

Covered by this web application, which addresses all sectors.

€20K

revenue

In additional services for SEEPH 2024

4

partnerships

With non-profit actors.

1000

UX tests

Planned for November 2024.

€160K

projected revenue
For 2024.

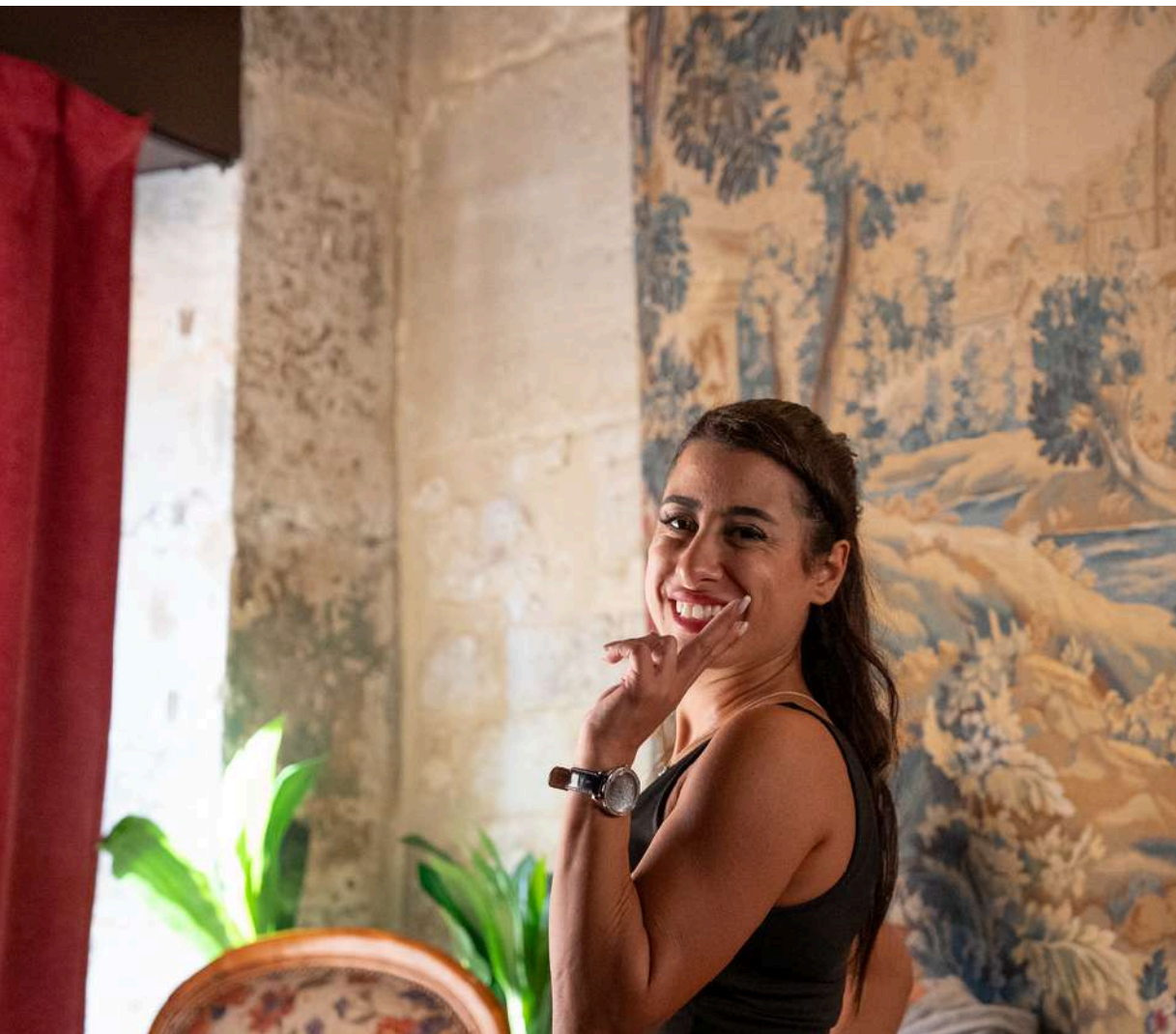
OKR IMPACT

**40 positions
already
available**



OKR BUSINESS

**52
recruitments
in 2024**



OKR COM

**1 attractiveness
campaign with 4
ambassadors
currently ongoing**



A startup driven by a team

Expert & Diverse



Marie BODIN

President - Co-founder
Marketing/Product/Commerce/
Communication/Finance.



Victoria Phillippe

Client Project Manager.



Sandrine NOMBO

Fullstack Developer.



Marc DEMAN

Managing Director - Co-founder
Human Resources/R&D/Technical/Public
Sector Partnerships.



Mehdi FEKIH

CTO, Head of Development Team,
Creator of Aerowork.



Yanis LECLERCO

Fullstack Developer.

Awards and milestones

A year of recognition and success in social and technological innovation



July 2024

The Maazi project is welcomed by PerqO, an incubator in the Île-de-France region. Dynatos Design sets up at the IDF regional headquarters.



May 2024

Dynatos Design is selected for the French IoT by the La Poste Group among 150 startups.



April 2024

Dynatos Design wins the KPMG Coup de Cœur award for the SYNKIO tool.



March 2024

The AEROWORK tool and project by Dynatos Design wins the first Impact award at the Economic Inclusion Summit in Bercy.



The AEROWORK tool and project by Dynatos Design wins the first Impact award at the Economic Inclusion Awards in Bercy. October 2023



The AEROWORK tool and project by Dynatos Design wins the Impact award and the all-category award at the HR Digital Awards. December 2022

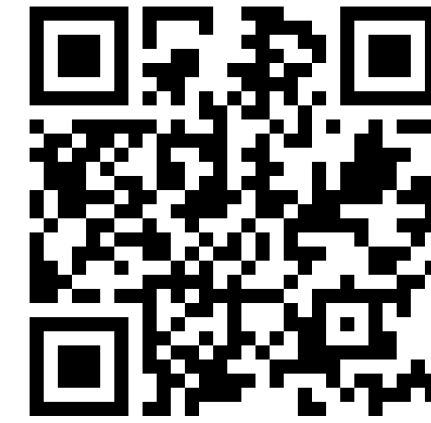




Join us !

Marie Bodin,
President
& Co-founder

Marc Deman,
Managing Director
& Co-founder



www.dynatos-design.com

