

2020 CEMS business project with CEMS alumni startup - Careloop

CEMS business project is an important element of CEMS MIM programme and is delivered each spring semester. It is designed as a real life learning experience for CEMS students. International student teams play a role of consultants for the companies and solve a real business problem. They are coached by managers of the participating company as well as by an Academic Advisor from SGH. In 2019/2020 for the first time a startup was part of SGH CEMS business project – Careloop which was founded by CEMS alumni. We are very proud to be able to present the business project itself and the results in more detail.

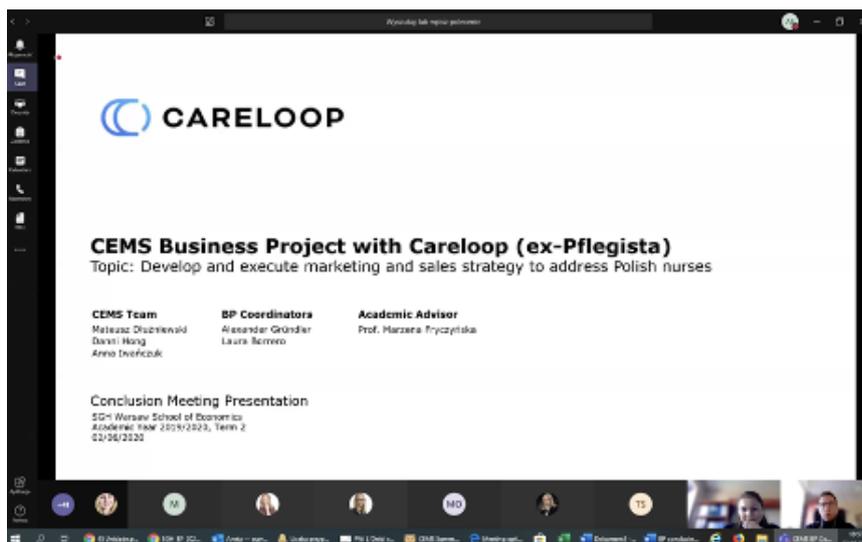
Let's begin with an introduction of the parties involved: SGH Warsaw School of Economics, CEMS and Careloop. SGH – as the leading school of economics and management in Central and Eastern Europe – is a proud member of CEMS and the only university in the alliance from Poland. Together with 32 other business schools, 70 corporate partners and 7 non-profit organisations, SGH forms a global community of CEMS – Global Alliance in Management Education. Business schools and companies together offer CEMS Master's in International Management (MIM) programme. The Alliance's aim is to educate future generations of international multilingual business leaders and global citizens. Careloop (Backlink: <https://careloop.io/en/home-en/>) is a Berlin based startup solving the biggest problem the health care industry in Germany is currently facing: the shortage of nurses.

The current shortage of nurses in Germany is higher than 110.000 with a tendency to increase to more than 350.000 nurses in 2030. There have been several public and private attempts to solve the shortage of nurses, unfortunately, they have been proven to be not sufficient. Germany has one of the most advanced health systems in the world and provides its medical staff with excellent working conditions. Careloop seeks to supply the deficit of nurses the country has - the nurses working in Germany are offered the conditions and fair payment that some countries cannot provide to their health professionals.

The solution proposed by Careloop is based on an online recruiting platform designed for foreign nurses which turns the application process upside down by making the hiring German health care facilities (hospitals and geriatric centres) apply to the candidates who are vetted by Careloop in advance. An algorithm compares the key criteria of the vacant nursing job positions in Germany with the nurses' profiles and thus identifies the most suitable position for the candidates. The entire process to recruit nurses and find a nursing job in Germany is

conducted digitally. Careloop exclusively recruits nurses from abroad to provide them sustainably to the German health system.

Careloop has several target markets, mainly focussing on third countries in Asia and South America. The startup strongly emphasizes on a socially acceptable way of recruitment. Therefore, it considers the WHO list which contains all the countries in the world struggling with health crisis themselves and is not actively recruiting in those countries. Working with the students from the SGH Warsaw School of Economics should help Careloop to enter the Polish market.



On the one hand, SGH students have had the opportunity of applying the knowledge and methods acquired in the lectures. Also, students got to have a direct relationship with the founders, who have a wide and interesting experience that has

been shared with them and have highly contributed to their growth as professionals.

On the other hand, it is a very valuable opportunity when you are in an early stage of the company and have limited resources. These types of projects help startups to gain important experiences, such as working for the first time with a group of "consultants" and external experts, obtaining great insights such as learning how to formulate your needs, to coordinate with the students and to give constructive feedback.

Working with the CEMS students helped Careloop to understand much better the context of the Polish market by building a model and executing a market research to be able to create a sales and marketing strategy in order to develop an implementation plan in the near future.

After three months of hard work and based on the findings after getting to know the target customers and understanding the needs of the company in the current stage, the students could give a specific recommendation. They recommended to use the internet as the main

tool in order to gain traction from the Polish nurses that are looking for a job abroad. This is because it is their most preferred communication channel.

According to this, search engine optimization (SEO) should play a vital role in Careloop's strategy in order to build brand awareness through driving organic traffic. This is a tool that generates little additional costs and that is already being used by the competition.

Nevertheless, little additional cost does not necessarily mean that it is easy to realize which is why the students also did a great job providing information about how to do it properly. The whole SEO implementation process would include actions to help the webpage to rank high in the search engines, being optimized in order to search engine spiders crawl and index your site more effectively and have a strong impact outside the own website as well (by creating link building, brand mentions and review system).

Along with SEO, a complement which would make it even more efficient and successful is search engine advertising (SEA). Using Google Ads as a primary marketing tool would bring scalability, flexibility, speed and effectiveness to the strategy and thus, make it more measurable.

The project outcome was a structured and well-designed campaign proposal using these two tools as a complement with the purpose of doing a snowball effect when spreading the word to achieve brand recognition. For this, continuing with potential partner acquisition was strongly recommended as well: language and medical schools, organizations and even the candidates themselves (the ones that will be successfully placed) are essential to improve the value position of the company.

The outcomes of this project will for sure have an important impact on Careloop's marketing strategy from now. To have such satisfactory results where both parties grow and develop at the same time with the help of the other, encourages to continue participating in projects like this and generates a very positive expectation of what it could bring for the future.

"Working with the students from the SGH Warsaw School of Economics has been incredibly satisfying as their skills and motivation have led to outstanding results, which we are now incorporating into Careloop's strategic direction." - Matti Fischer, Co-Founder of Careloop

"CEMS Business Project with Careloop enabled us not only to translate the theories we've learned in classrooms into practical solutions for a real-life business problem but even more importantly - we knew that, unlike some other student projects, this one may really be implemented by the company and we will soon be able to see the fruits of our labour. By working closely together with the startup's CEO, we could learn much about specific challenges that early-stage ventures face, and how to best deal with them. While drafting a strategic recommendation for Careloop we moved into uncharted waters of SEO and SEA (it's hardly ever covered in class in management programs), which resulted in acquiring yet another valuable skill for the future. Overall, it was very inspiring to meet fellow CEMSies who successfully embarked on the entrepreneurship journey, see their business grow, and contribute to its success." - Mateusz Dłużniewski, CEMS SGH student of 2019/2020 cohort.



BP Conclusion meeting on 2 June 2020 (on-line)

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