



# SMART APPRENTICES

is an integrated suite of technology platforms, used to recruit, track and assess apprentices. The company was formed just 7 years ago and has emerged as the leading technology platform within in the sector, with 50 employees and more than 190,000 users, including Further Education colleges, training providers and employers. Their core product is the Smart Assessor, which captures evidence of skills and knowledge obtained throughout an apprenticeship, keeping the learners engaged.

Their latest product, however, is Not.A.CV, a unique searchable digital CV. This innovative technology platform allows apprentices and apprenticeship candidates to create a dynamic and personable digital CV, showcasing their personality and capabilities more effectively and creatively than a traditional paper CV. The service will always be free to use for candidates, as revenue is generated from employers and training providers

## Candidates can create:

- A 30-second 'why me' video pitch (with an app to give them advice on making this).
- A portfolio of evidence of their skills and competencies, to show employers what they can do: e.g. public speaking or charity fundraising.
- A brief personal statement, with key words then plucked out into a visual 'wordcloud' for greater impact.

## They add:

- Qualifications and experience, with Not.A.CV serving as a safe place to upload and store their certificates.
- Personal interests displayed through dynamic visuals.
- References and testimonials.

The service also benefits the employers, as they can find the most suitable candidates in a much faster manner, thanks to Not.A.CV's unique searchability. The lengthy and laborious process of reading hundreds of applications is replaced with an instant deep-dive search into all of the candidate digital CVs to pinpoint relevant information, discarding applicants who do not fit the bill and homing in on those who do. For a monthly fee, employers can register on the Not.A.CV hub, which boasts a unique algorithm and database engine, unlike anything on the market, to sift and sort hundreds of applicants against a range of detailed search criteria, including sector and job role experience, core competencies, personal interests and qualifications. Employers can then view the digital CVs of their results in a more interactive and engaging way to find the perfect recruit.

The company's business model is to create technology platforms for training providers delivering the Government's apprenticeship scheme, charging for annual licences based on the number of concurrent apprentices using the platform. Demand for the technology platform is increasing since the introduction of the Apprenticeship Levy in 2017, as boards are questioning how businesses are using the funds in their apprenticeship service account. They want to know that the best candidates are being recruited in the most streamlined and cost-efficient manner, without unnecessarily depleting management resources. This is what Not.A.CV delivers. *"It feels amazing to have our innovative technology platforms recognised because it inspires both us and our clients to strive and continuously innovate to disrupt delivery models."*

The company cites passion about high performance, an entrepreneurial spirit in solving problems to get things done and an enjoyment in one's profession as attributes that have helped them to become successful and able to provide the best possible service to its clients. This entrepreneurial flair allows the employees at Smart Apprentices to think differently, using technology to disrupt delivery models instead of migrating to current delivery models. Focusing less on the competition and more on leading the way with new innovations led to the creation of the first bespoke technology platform for the new apprenticeships end point assessments.

Smart Apprentices is proud of attracting and maintaining the best talent to their company, by exciting them on an entrepreneurial journey where everyone knows where the company is going and how the employees play an important part of that journey. By introducing agile working practices across the business, they have developed fluid project teams that work in different groups for different projects, where everyone has daily stand up calls and work is segmented into sprints, enabling them to pivot and realign priorities easily.

The recent introduction of the employer levy and end point assessments is the biggest macro- environmental change to the apprenticeship landscape for a generation. Though this paradigm shift may have caused problems for some, it has presented Smart Apprentices with the opportunity to create the first end-point assessment technology platform, increasing their revenue by £1m in just 8 months

The future also appears to be bright and exciting for the company with a new digital mark-up technology ready to launch this December.