



Jesse Martinez - Founder CareerForce

TechHire Grantee Convening
July 26, 2017

U.S. Department of Labor • Frances Perkins Building
Washington, DC



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My Background



It All Started Here...



My Journey Begins...



It Leads to Here...





Fostering Tech Entrepreneurship


LATINO
STARTUP ALLIANCE



Access to Capital



 Republic 

 madeBOS

Your smart career development assistant

LATINO FOUNDERS


WOMEN FOUNDERS

EMPLOYMENT


APPS

MOBILE

RETAIL




\$89,535

223% RAISED OF \$40K MINIMUM GOAL 

FROM
295 investors

✓ Successfully funded!

madeBOS successfully raised \$89,535 from 295 investors on July 10, 2017





Sparking IT/Tech Interest



**BECOME A MENTOR
CHANGE A LIFE
REACH, TEACH & BELIEVE!**

Orientation: 6:00pm - Monday July
24th @ 360 Valencia Street



How Salesforce is Solving the Skills Gap

salesforce

July 25, 2017



Forward-Looking Statements

Statement under the Private Securities Litigation Reform Act of 1995:

This presentation may contain forward-looking statements that involve risks, uncertainties, and assumptions. If any such uncertainties materialize or if any of the assumptions proves incorrect, the results of salesforce.com, inc. could differ materially from the results expressed or implied by the forward-looking statements we make. All statements other than statements of historical fact could be deemed forward-looking, including any projections of product or service availability, subscriber growth, earnings, revenues, or other financial items and any statements regarding strategies or plans of management for future operations, statements of belief, any statements concerning new, planned, or upgraded services or technology developments and customer contracts or use of our services.

The risks and uncertainties referred to above include – but are not limited to – risks associated with developing and delivering new functionality for our service, new products and services, our new business model, our past operating losses, possible fluctuations in our operating results and rate of growth, interruptions or delays in our Web hosting, breach of our security measures, the outcome of any litigation, risks associated with completed and any possible mergers and acquisitions, the immature market in which we operate, our relatively limited operating history, our ability to expand, retain, and motivate our employees and manage our growth, new releases of our service and successful customer deployment, our limited history reselling non-salesforce.com products, and utilization and selling to larger enterprise customers. Further information on potential factors that could affect the financial results of salesforce.com, inc. is included in our annual report on Form 10-K for the most recent fiscal year and in our quarterly report on Form 10-Q for the most recent fiscal quarter. These documents and others containing important disclosures are available on the SEC Filings section of the Investor Information section of our Web site.

Any unreleased services or features referenced in this or other presentations, press releases or public statements are not currently available and may not be delivered on time or at all. Customers who purchase our services should make the purchase decisions based upon features that are currently available. Salesforce.com, inc. assumes no obligation and does not intend to update these forward-looking statements.

The Fastest Growing Enterprise Software Company

“Innovator of
the Decade”

— **Forbes**

September
2016

FORTUNE
100
BEST
COMPANIES
TO WORK FOR*
2016

2009 • 2010 • 2011
2012 • 2013 • 2014
2014 • 2015 • 2016

Forbes

The world's most
innovative companies

2011 • 2012 • 2013
2014 • 2015 • 2016

FORTUNE
500
2016

\$ **2.04B**

FY17Q2 revenue

24K

Employees

\$ **389B**

In GDP Impact by 2020

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Salesforce 1-1-1 Model

1% Time



1.6M⁺ Service
Hours

1% Equity



\$128M⁺ Grants

1% Product



29K⁺ Nonprofits
& Education

1,000+ Companies Pledged 1% | pledge1percent.org

 salesforce.org

Salesforce Skills are in High Demand

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2 of the **Top 10**

jobs in 2017
Salesforce-specific

indeed

300K

job postings today
with Salesforce
related skills

\$389B

in GDP impact
by 2020

IDC

1.9M

jobs created
by 2020

IDC



Kerry Townsend, Sumir Saini, Michael Mayrell

Salesforce skills open up multiple career paths



Sales Manager
\$90k



Salesforce Administrator
\$112k



Salesforce Developer
\$112k



Marketing Manager
\$85k



Business Analyst
\$85k



Salesforce Technical Architect
\$136k

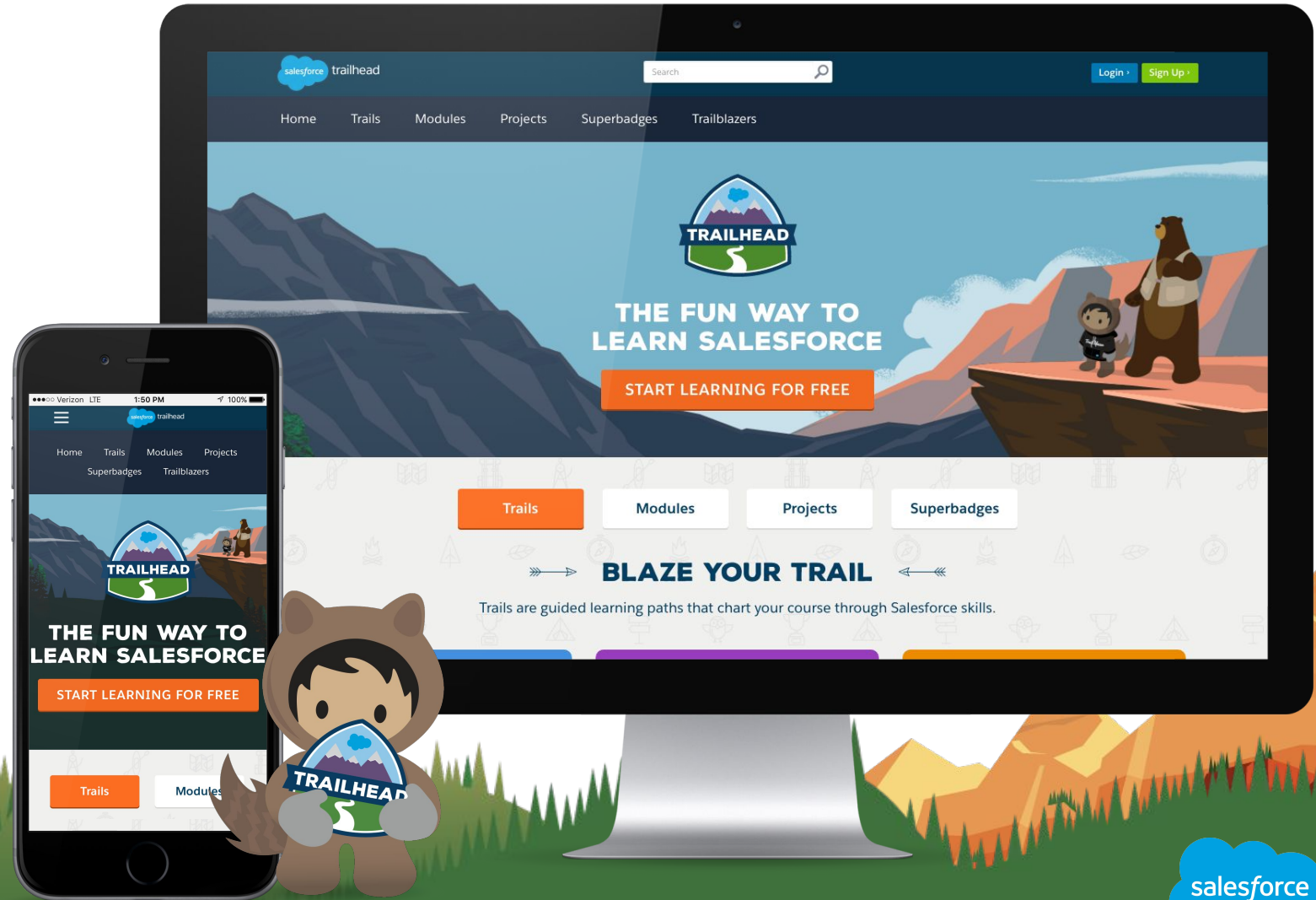
The fun way to learn Salesforce

- Guided learning paths
- Hands-on
- Real-world
- Accessible

2.5M+
earned badges

240+
available badges

Available in 6 languages



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Trailhead provides a pathway to the Salesforce Economy

In partnership with schools and workforce development organizations

- Events and workshops
- On campus bootcamps
- Integration into courses
- Self-paced, continuous learning



CareerForce

Workforce Development For Diverse Communities

Jesse Martinez
CareerForce Founder & CEO
Salesforce Incubator EIR



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The Salesforce Incubator

Innovation. Collaboration. Ohana.



A 5-month program with a premium workspace and the best of SaaS advisors.

Tactical, actionable content to inspire ecosystem innovation and entrepreneurship



A regular series of public events building a strong startup community around Salesforce



13 startups focusing on building intelligent apps with Salesforce Einstein

CareerForce Vision

To foster and develop a global tech ecosystem that promotes universal equality, diversity and inclusion, by **empowering** and **educating** underrepresented minorities in **technology**.



CareerForce Curriculum

SIX WEEKS - Fully Immersive & Blended

Direct outreach into underrepresented Communities

INTERNSHIPS

Access to world class training, tools and resources.

JOB PLACEMENT

Access to mentors, advisors and a path to upward mobility.



CareerForce Values

EQUALITY

Direct outreach into underrepresented Communities

EDUCATION

Access to world class training, tools and resources.

EMPOWERMENT

Access to mentors, advisors and a path to upward mobility.



CareerForce Methods

SOURCING CANDIDATES

Focus on Community Colleges; Also non-technical and non-engineering backgrounds

DEFINING WORKFORCE PATHWAYS

Leverage entire Salesforce ecosystem in becoming a Certified Salesforce Administrator

CURATING CAREER PLANS

Provide the skills (job, business, life and critical thinking) for internships and job placements.



Ecosystem Challenges

- Funding
- Career Counselors
- Mentors
- Resources - Simple asks
- Minimize Education Barriers
- Alumni Network - ongoing support



Final Thoughts

- Build a support network
- Collaboration; pay it forward
- Warm Intros
- Encourage to ask questions, find their voice
- A Sustainable Ecosystem
- Foster a safe environment of trust!



Thank You

Q & A

