



BACKGROUND

Magnet Backgrounder – November 2017

In 2014, Magnet was co-founded by Ryerson University in partnership with the Ontario Chamber of Commerce as a technology-based service and social innovation to address the unemployment and under-employment of youth, newcomers to Canada, Indigenous peoples, persons with disabilities and other individuals facing barriers to employment.

Magnet is also a collaborative network of post-secondary institutions, not-for-profits, government, labour, and industry and community partners working together on one common platform, towards two goals: connect people and organizations to opportunity and; help regions and communities to collaborate and work more productively.

Magnet is most widely recognized for its job-matching technology, but it also uses its technology and network of stakeholders to provide multi-faceted approaches to solving pressing social and economic issues to advance Canada domestically and globally.

The intelligent networking platform that powers Magnet is provided by WhoPlusYou Inc. which was incubated at Ryerson's DMZ. One of the pillars of the platform is its ability to filter, curate and target communications to its end user. The Magnet matching technology is being used to match users to opportunities well beyond jobs, filtering and curated information that supports businesses and economic development.

Talent Matching and Labour Market Intelligence

Magnet's vision is to help advance careers, businesses, and communities nation-wide and address unemployment and under-employment of Canadians. It does this through its network powered by a data-rich, job-matching technology that quickly and accurately connects job seekers to employers based upon skills, preferences and talent needs.

Committed to diversity and inclusion, Magnet utilizes an advanced blind recruitment model that can effectively, and efficiently job-match people with opportunities reflecting their skills, preferences and talent.

There are critical gaps in local labour market information (LMI) across Canada. While much is known about the demand side of the labour market, accurate and current data about talent is lacking. Magnet's technology also provides a unique and valuable source of real-time labour market information for decision makers and community planners. In addition to providing data to make evidence-based economic and labour decisions, Magnet's LMI services also helps to inform educators on program relevancy and is used by employment support agencies in helping clients transition to the workplace.



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Organization and Community Technology Service Tools

In addition to its own site, Magnet also customizes opportunity-matching portals for companies, government, community organizations, educators and employment agencies using Magnet's technology. Magnet can also host the portal or the organization can manage directly. Some examples include The *Discover Ability Network*, an online portal for Ontario employers and persons with disabilities seeking employment and *Hire Immigrants*, a portal with resources for Canadian businesses on best practices of diversity and inclusion.

Trade Development and Magnet Export Business Portal

Magnet has more than 12,000 businesses using its services, many of which are exporters or have export potential. Magnet's technology provides international trade opportunity matching and resources. A first of its kind in Canada, Magnet, in partnership with the Ontario Ministry of International Trade (MIT), developed the Magnet Export Business Portal. For many small and medium sized enterprises (SMEs), exporting represents something new, complicated and time consuming. The Magnet Export Business Portal addresses these barriers. The Portal brings together all relevant stakeholders on one platform and acts as the centralized hub in Ontario to disseminate information targeted towards export-ready and potential exporters resulting in improved access and uptake of supportive export-based programming and funding which is central to Ontario's long term economic prosperity.

By the numbers:

100,000 job seekers have set up a profile on Magnet

12,000 employers have signed up on Magnet

30 universities and colleges are using the Magnet platform to connect students and grads with employers

235 community organizations are using the Magnet platform to grow their communities through increased employment and connect underemployed persons with career opportunities

30 member Advisory Council composed of leaders from a cross-section of relevant sectors