



# Press Kit 2024

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## HISTORY

DATE LAUNCHED	2020
TEAM SIZE	1 - 10

# OVERVIEW

## ABOUT EMPLOYERS 4 CHANGE

INTERN PURSUIT, INC. D/B/A EMPLOYERS 4 CHANGE PLATFORM AND E4C ACADEMY PROVIDES THE PERFECT BLEND OF AI, AUTOMATIONS, AND HUMAN SKILLS DEVELOPMENT. WE PROVIDE EMPLOYERS AND INTERNS WITH CONTINUOUS, ON-DEMAND, EXPERIENTIAL MENTORING AND POWERSKILL DEVELOPMENT.



**FOUNDER**

ISABELLA JOHNSTON

**HQ LOCATION**

36 WEST PNIE STREET  
ORLANDO, FL 32801

**FUNDRAISING**

SEEKING INVESTMENT

**GET IN TOUCH**

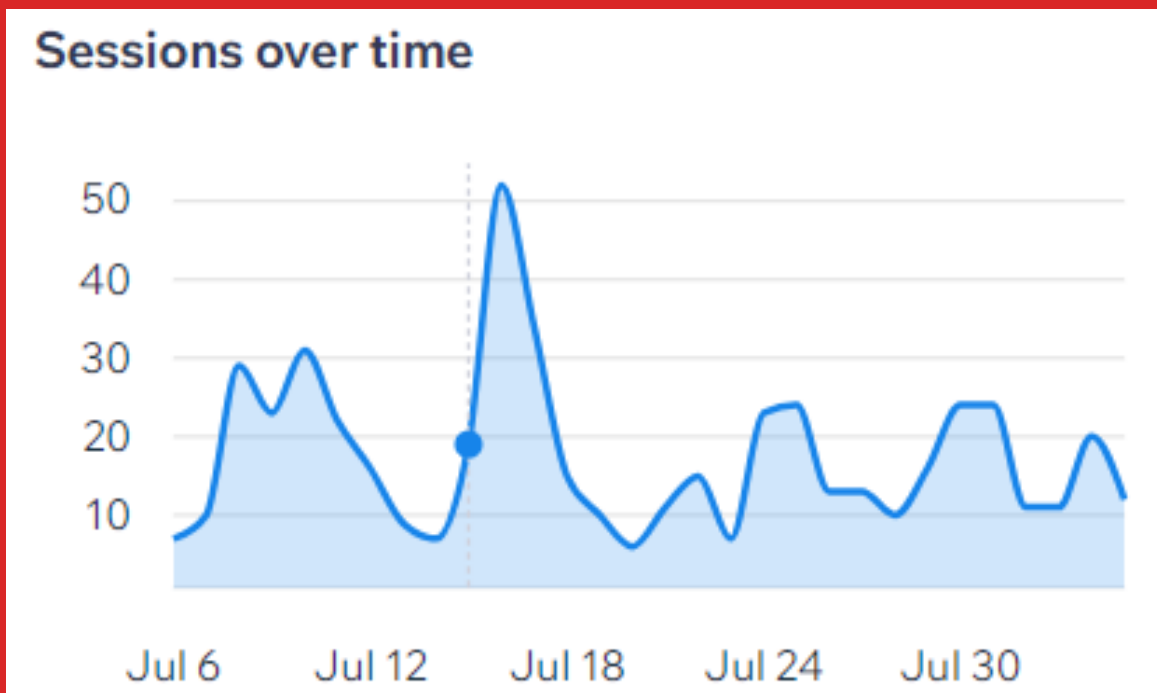
(321) 422-2166 

[www.e4c.tech](http://www.e4c.tech) 

# ABOUT

Employers 4 Change (E4C) was founded in 2021 by Isabella Johnston, a serial entrepreneur with 20+ years of experience in human resource development and education. The platform solves employer HR issues from recruitment to transition to improve the candidate selection process while increasing diversity and inclusion. It is powered by a smart machine learning (AI) algorithm that identifies the best candidates for employers based on trending HR Power Skills and job preferences while improving skill development on multiple levels.

## Website Traffic



Website traffic July 2024

## Social Media



[www.facebook.com](https://www.facebook.com)  
2,368 followers



[@employer4change](https://twitter.com/employer4change)  
247 followers



[@employers4change](https://www.instagram.com/employers4change)  
442 followers



[www.linkedin.com](https://www.linkedin.com)  
10,566 followers

## The Backstory

As a consultant, Isabella was asked by her peers and customers to teach them how to have a dynamic, impactful intern program that contributed to their business. She explained that because her background is in education, skill development, and adult learning she was in the rare opportunity to capture multiple sectors' needs and perspectives. One of her fellow startup friends asked if she had 1,000 employers and 1,000 students come to her - would she be able to help them? She thought about it and said Yes.



# Meet Our Founder

## About Isabella Johnston

Isabella's roots are in education, training and learning, nonprofit management, and entrepreneurship. She is a serial entrepreneur specializing in Human Resource Development focused on mentoring, skill development, and creating cultures of inclusion and empowerment. Isabella is the founder and CEO of Intern Pursuit Software and IP Academy. One of her mentors coined her as The Intern Whisperer and launched a podcast distributed on 3 live radio stations, 16 podcast channels, and the company's YT and FB video channels. Isabella is a fan of games, teams, and superheroes, and created the Intern Pursuit Game [3rd person tower defense game] available for download on Steam.

## Education

- Barry University, ABD Ph.D. in Leadership, specialization in Human Resource Development
- Belhaven University, Masters in Business Administration
- Rollins College, BA in English

## Certifications & Skills

- E-Stimate Personality Assessment Facilitator
- Asana Certified Pro
- Certificate in Nonprofit Management
- Certificate in Leadership Development

# Key Features

## *and Signature Benefits*



### Smart Recruiting

Proprietary Machine Learning algorithm that matches on multiple levels



### Advanced Algorithm

Our algorithm increases diversity AND reduces employer bias, delivering the best possible hiring experience



### Automation

Valuable time saved through automated technology, No more copy and paste



### Legally Compliant

Built around the Department of Labor's 7 Criteria for Unpaid Internships. Increases compliance AND reduces legal risk



### Tailored for HR

Created with HR Best Practices which saves your HR people valuable time and effort



### Intern-Friendly

Compliant with the academic framework and internship programs in colleges and universities nationwide



### Inclusivity

Receive training on how to manage and document the intern's tasks and skills using HR, Academic, and Department of Labor standards



### Career-Enhancing

Add globally recognized certificates to your resume and take your LinkedIn profile to the next level



### Strategy Customizable

Build your HR strategy on a framework and methodology that aligns training and learning with marketing and sales goals that support revenue growth for your organization through double-loop learning.

# Press Releases

Mar 24, 2023

Employers 4 Change Announces New Study on Benefits of Multidimensional Learning

[Read more](#)

Mar 24, 2023

Employers 4 Change Announces v.7 Feature Update Release for Intern Pursuit Game

[Read more](#)

Jan 08, 2023

Transcend Network Fellowship Announces Cohort 9 New Founders

[Read more](#)

Jan 01, 2023

Intern Whisperer Podcast Hits 10,000 Podcast Downloads

[Read more](#)

# Press Releases

Jan 01, 2023

Employers 4 Change [E4C] Shares Intern Pursuit Game Update v.6

[Read more](#)

Dec 31, 2022

Employers 4 Change [E4C] Announces Intern Pursuit Game Feature Update v.5

[Read more](#)

Jul 09, 2022

Employers 4 Change The Intern Whisperer Podcast Hits Major Milestones

[Read more](#)

Dec 26, 2021

Employers 4 Change Joins Cenfluence in Learning Sciences & Human Performance Cluster

[Read more](#)

# Press Releases

Dec 26, 2021

Employers 4 Change [E4C] places 2nd Place in EdTech 2021 - International Trade Council

[Read more](#)

Dec 26, 2021

Intern Pursuit, Inc. Rebrands as Employers 4 Change [E4C] October 2021

[Read more](#)

Aug 29, 2021

Intern Pursuit Announces 2021 Summer Intern Recognition Awardees

[Read more](#)

June 06, 2021

Announcing Intern Pursuit's Intern Recognition Award Winners

[Read more](#)

May 31, 2021

IP Game Feature Update v.1 May 2021

[Read more](#)



May 7, 2021

## Intern Pursuit Wins Grant from City of Orlando's Technology Community Support Program

[Read more](#)

May 7, 2021

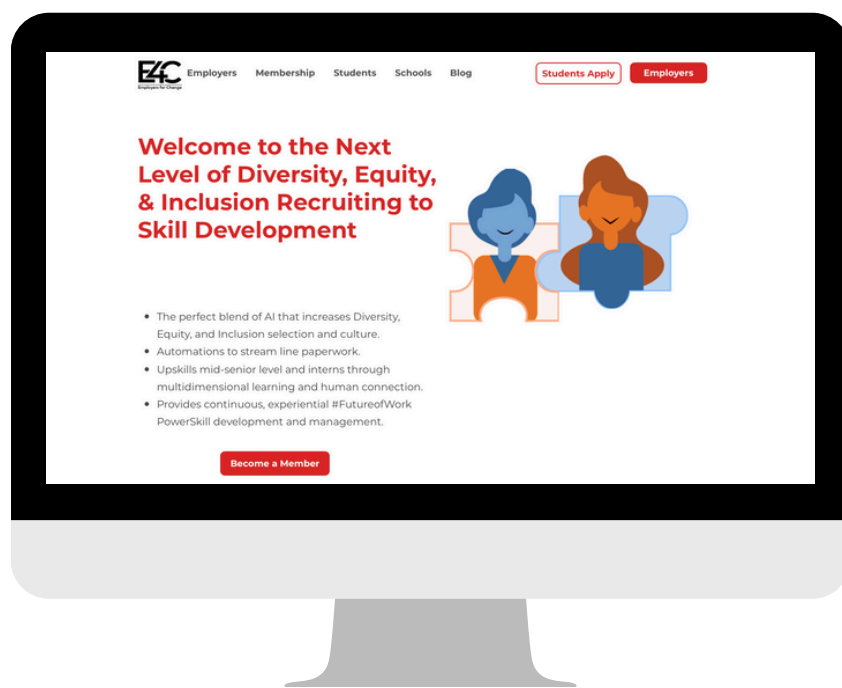
## Intern Pursuit Invited to Join Orlando Economic Partnership's Orlando Tech Council

[Read more](#)

January 2, 2021

## Intern Pursuit Announces Partnership With UC Berkeley Plextech Computer Science & AI Club

[Read more](#)



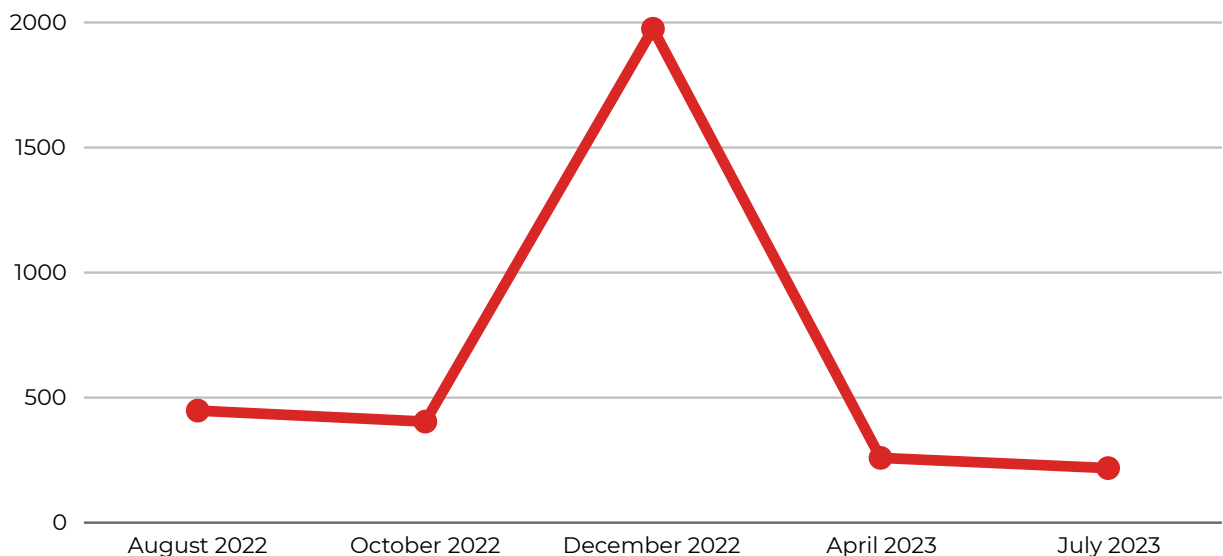
# THE INTERN WHISPERER

## Podcast

### About the Podcast

Employers 4 Change produces The Intern Whisperer which is distributed globally on 20+ podcast channels and the E4C YouTube and Facebook video playlist. The format is a talk show that features employers from startup CEOs, small business owners, to large corporations. They share their business background, stories, predictions about industry and job opportunities that are the future of work. Featured guests also share what a typical day would look like for an intern in their business and pass along mentor or leadership nuggets.

### 2022 - 2023 Statistics



# INTERN PURSUIT

## THE VIDEO GAME

## ABOUT THE GAME

The [Intern Pursuit Game](#) is a third-person Tower Defense game in which the main characters are interns sucked through a portal who now must defend the objective from aliens.



## REVIEWS

This game was actually a lot of fun! I love the idea of being able to actively defend and shoot in a defense-style game (unlike the repetitive copy/paste format of some other monkey themed tower games.) It took a few minutes of wandering around the hub to actually find the first level, so the only thing I would like to see is maybe starting right into the first level and then taking a step back into the cut scenes to explain the lore. I definitely can't wait to see this game get scaled up as I see a lot of potential.

**Justinhuamani — February 25, 2022**

I recommend this game. This game has a lot of potential. I hope that they continue to work on it and add more chapters and characters etc. I had a few delays but am pretty sure that it was in my settings.

**Isaacandanne — January 31, 2021**

This game isn't particularly groundbreaking, but it is quirky and charming in it's own right. There obviously are still a tremendous number of bugs, and it's still pretty short at the moment, but that's to be expected from early access. That aside, who doesn't like shooting aliens?

**Jadetiger84 — January 24, 2021**

This game is obviously still in development. But if you like tower defense games this might be up your alley. 3d 1st per Tower defense.

**Quickpenn — November 21, 2020**

# Other Publications



[Inclusivity The Focus for Digital Media Student Keisha Perez](#) -  
[March 09, 2023 by Valencia Voice](#)



[Isabella Johnston – Employers 4 Change – The Next Level of Diversity, Equity, & Inclusion Recruiting to Skill Development](#) February 14, 2023 by [Jed Morley](#)



[Business SOS - Episode 61](#) - Podcast with Isabella Johnston February 10, 2023 by Business Stories of Success, Marc Adams



[Don't Call Her America's Next Top Intern... Meet the Intern Whisperer with Isabella!](#) - [July 2022](#)



[6 Top EdTech Startups & Companies \(Orlando\)](#). April 13, 2022 by Edutech



[Employers 4 Change \[E4C\] places 2nd Place in EdTech 2021 – International Trade Council](#) December 26, 2021 by Digital Journal



[Meet Isabella Johnston | CEO, Founder, The Intern Whisperer](#)

Interview with Isabella Johnston  
September 22, 2021



[Profiles in Tech: Isabella Johnston, Intern Pursuit](#) August 4, 2021 by Orlando Economic Partnership



[Isabella Johnston & Turning Interns Into Superheroes](#) July 30, 2021 by Thought Partner Group (Business Design Podcast)

**BRAINZ.**

[BRAINZ CREA Global Award presented to Isabella Johnston.](#) July 19, 2021



[Knights at Work Downtown: Intern Pursuit, Inc.](#) April 29, 2021 by Stephanie Rodriguez and Jamie Giller



[Top 60 Future of Work Podcasts You Must Follow in 2021](#)

April 28, 2021 by Feedspot



[Orlando Tech Community Support Grand Program.](#) March 5, 2021 by Orlando Economic Partnership



[Featuring Intern Pursuit.](#) February 2021 by Avalon Park Sun



[Intern Pursuit – Skilz Hack for the Future.](#) January 16, 2021 by Startup Info Team



[Intern Pursuit: Business of the Week.](#) 2020 by Avalon Park



[Internpursuit.tech: Helping Interns Find Fulfilling Jobs](#) November 5, 2018 by Eshan Pancholi



[Meet the Entrepreneurs In Our Fall 2019 Milestone Makers Cohort.](#) 2019 by Nasdaq



[Meet Isabella Johnston Founder & CEO, Intern Pursuit](#) by Bank of the West

Announcing Intern Pursuit's Intern Recognition Award Winners. June 6, 2021 by Intern Pursuit



The Floridant

[Read more](#)

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Intern Pursuit Wins Grant from City of Orlando's Technology Community Support Program May 7, 2021 by Intern Pursuit

eTradeWire

[Read more](#)

Intern Pursuit Announces Partnership With UC Berkeley Plextech Computer Science & Ai Club.

January 2, 2021 by Intern Pursuit



[Read more](#)

Intern Pursuit - Complete End-To-End HR Management Platform For Employers That Manage Intern Talent

January 2, 2021 by Intern Pursuit



[Read more](#)

# MEDIA ASSETS

AND MEDIA GALLERY



## SOCIAL MEDIA SUMMARY

We have a strong social media presence in 5 social media platforms: LinkedIn, Facebook, Instagram, Twitter, and YouTube where we have an audience of 10.5K+ loyal followers.

## LOGO LIBRARY



The Intern Whisperer Logo



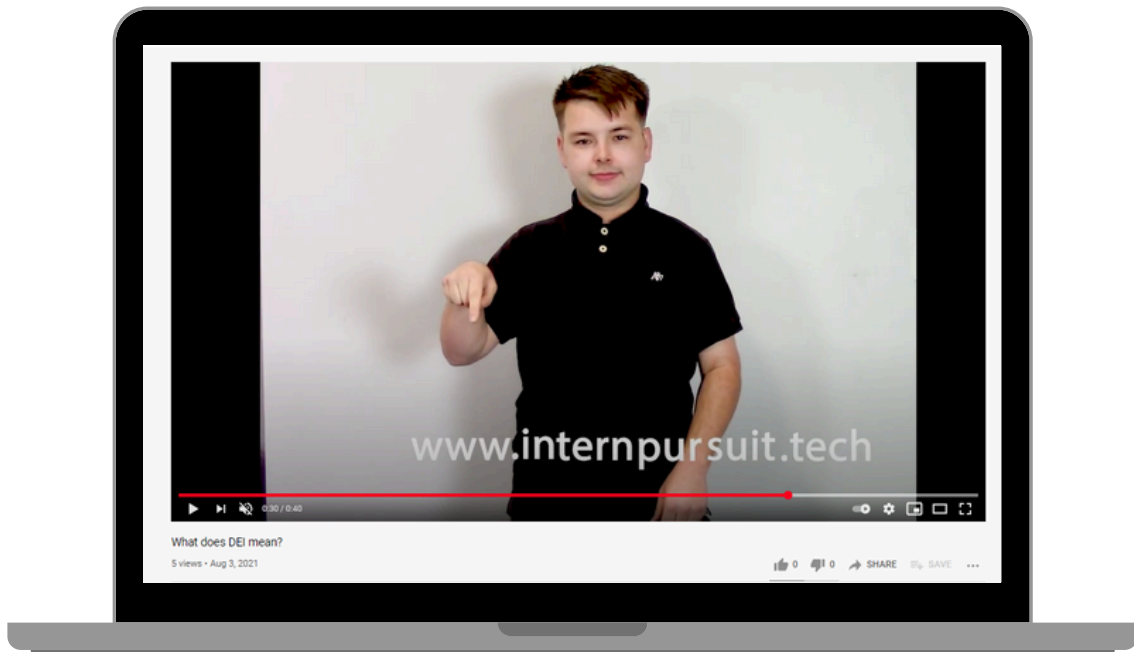
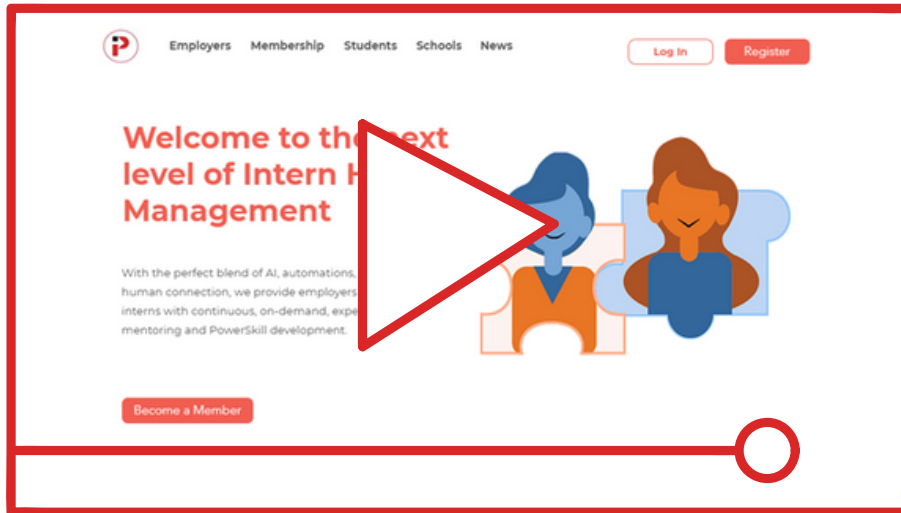
Intern Pursuit Game Logo





# MEDIA ASSETS

AND MEDIA GALLERY



# MEDIA ASSETS

AND MEDIA GALLERY

IP Academy

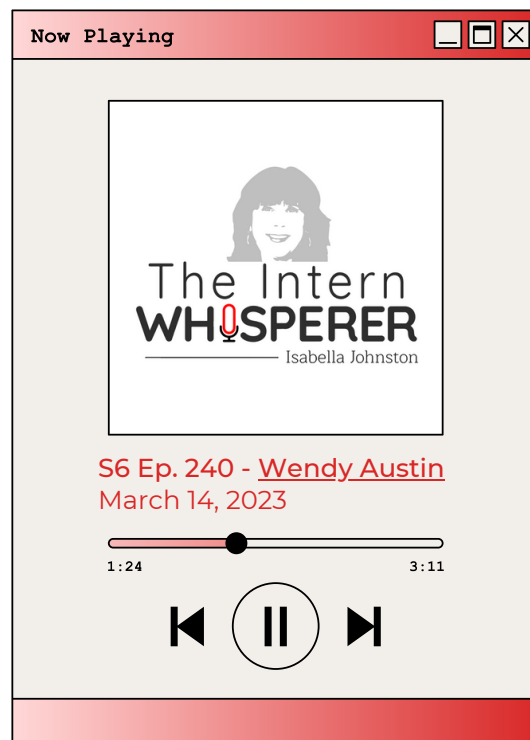


PREMIUM

COURSE

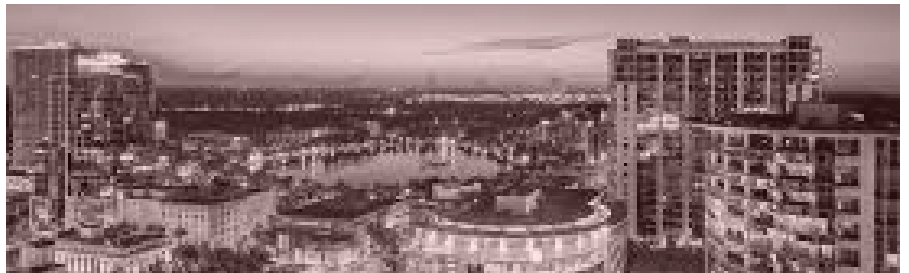
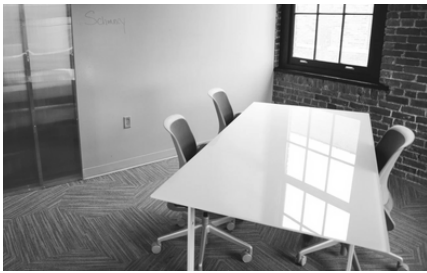
## Employer 101 - Working With Interns

What you need to know to start an intern program to grow your business



# Contact Us

## GET IN TOUCH



## Where we are

421 E. Robinson Street,  
Orlando, Florida 32801

## Mailing address

P.O. Box 3856,  
Winter Park, FL 32790

## Our business hours

Monday — 8:30 AM – 5 PM EST  
Tuesday — 8:30 AM – 5 PM EST  
Wednesday — 8:30 AM – 5 PM EST

Thursday — 8:30 AM – 5 PM EST  
Friday — 8:30 AM – 5 PM EST  
Saturday & Sunday — Closed

## PHONE

+1 (321)-422-2166

## LINKEDIN

[HTTPS://WWW.LINKEDIN.COM/COMPANY/  
EMPLOYERS4CHANGE](https://www.linkedin.com/company/employers4change)

## EMAIL

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