

Northbridge

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PENNSYLVANIA

S B D C

Small Business
Development Center
Duquesne University

*Helping businesses
start, grow, and prosper.*

Duquesne University SBDC

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Industry:

Software Publishers

Year Founded:

2024

Consultant:

Rich Longo

SBDC Assistance:

Idea Development & Business Planning,
Developing a Business Model,
Pro Bono program



A Job Search Platform for International Students

Northbridge began with a bold question: *What if we could completely reimagine the job search experience for international students graduating in the United States?*

For Geert Bijl, founder of Northbridge and former graduate assistant at the Duquesne University Small Business Development Center (SBDC), this wasn't just a theoretical challenge—it was personal. As an international student himself, Geert faced the uncertainty and complexity of navigating the U.S. job market after graduation. That experience became the driving force behind Northbridge's mission.

Northbridge is an innovative online platform designed to help international students in the U.S. find employment opportunities after graduation. Since its launch, the company has made remarkable strides: forming strategic partnerships with universities, curating over 10,000 international student-friendly job listings, and actively onboarding employers who understand the value of global talent.

The Duquesne SBDC played a pivotal role in Northbridge's journey. From the earliest stages of idea development to refining the business model, the SBDC provided essential mentorship and guidance. Their support extended beyond strategy—they connected Geert with a law firm that helped prepare the legal documentation necessary to move the business forward.

Today, Northbridge is growing rapidly, expanding its student user base and preparing for its first round of investment. It stands as a testament to what's possible when personal experience meets entrepreneurial vision—and when that vision is supported by a strong network of mentors and resources.

Congratulations to Geert and the Northbridge team! The Duquesne SBDC is proud to have been part of your journey and looks forward to your continued success in empowering international students across the country.

