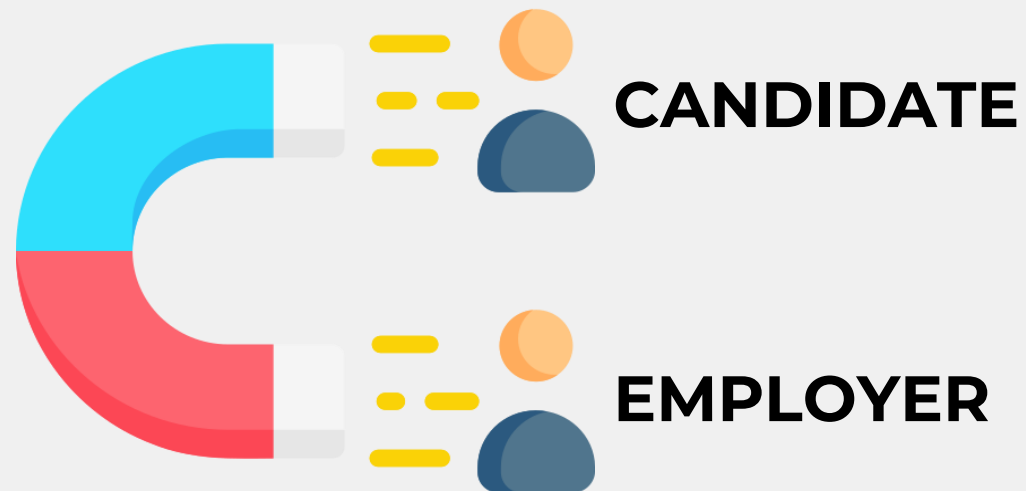# MAGNETT

Next-Generation Staffing Service
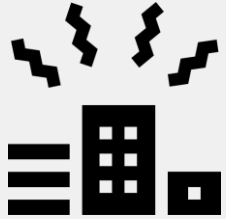
HIRE SMART. CHEAP. FAST

V 2.0

VISION

Magnett will be an effective medium for creating a precise first touchpoint between the candidate and the employer to create an organic environment for their interaction.

CANDIDATE

EMPLOYER

PROBLEM

Too much noise in the HR market

- Uncontrolled and excessive flow of applications from candidates who, out of need, spam their resumes into employers' mailboxes.
- Hard to grab candidate's attention
- No feedback mechanisms. No online trust in HR industry
- Too many job posts. Enough to occupy jobseeker for life applying them.

Too high hiring costs. Disproportionate resources

- Average cost to hire an employee is $4,000, with around 42 days to fill a position.
- The average amount of time it takes to find a job is about 9 weeks due to the process of sending out applications, scheduling interviews and waiting for a callback.

Current systems do not solve problem / Lack of Trust

- The field of AI in recruitment and selection (R&S) remains hugely underdeveloped
- ATS (Applicant Tracking System): Selects candidates with the best resumes (keywords), not the best skills=candidates
- Job boards still rely on 1990s ideas and technology
- People hoax their skills, responsibilities, employment dates, job titles, academic degrees, companies worked for, accolades/awards received
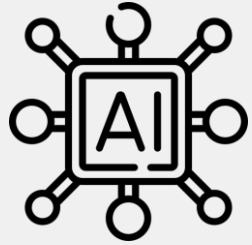- Too long a path and many steps for candidate to reach the employer (Letters, forms, resumes)

SOLUTION

Changing the world means changing the way we experience the world

TECHNOLOGY SUPPORTS ＋ HUMAN DECIDES ＋ WE SUPPLY

Enhanced Person-Job Fit Engine

End-to-end **Ability-aware Person-Job Fit Neural Network (APJFNN) model**

Word-level semantic representation for both job requirements and job seekers' experiences based on **Recurrent Neural Network (RNN):**

- **Text Mining With Deep Learning**
- Intelligent way for **Person-Job Fit**
- **Bridge** for adapting the right job seekers to the right positions.
- **GAMIFICATION**
- We do not give any choice to candidates. We match them.

Interview Carousel

Similar to "Quick Dates"

Environment for effective interaction between the candidate and the employer.
Planning and conducting quick online interviews.
<u>Goal</u>: Minimum of the resources spent from the candidate and the employer for the first interview.

NO JOB SEARCH!
NO VACANCIES.
NO EMAILS.

Just lay back and let us bring you to the interview

Talent Management & Supply Chain

1. We Provide **HR management tools** to facilitate efficient interaction
2. We mediate working conflicts
3. Candidate's value and **ranking is based on feedback** from previous interviewees and on assessing the level of interaction after hiring
4. Salary is estimated by AI big data analysis and **projected to both parties** based on qualification and job requirements provided (Uber model)

FEATURES

	Solution	Outcome
AI tool		
AI-Powered psychometric testing + Gamified SJT (Situational Judgement Tests)	Tests use AI to provide engaging tests designed to improve candidate experience while simultaneously assessing candidates	Allows our clients to focus on more essntial tasks Improves diversity in the work places Improves the candidate to hire (C2H) ratio
Video screening software	Software analyses video interviews to assess person-organisation and person-job fit	Reduces bias and discrimination Allows our clients to focus on other essential tasks Improves candidate experience
AI-Powered background checking	AI software scans through multiple databases to verify candidate details such as criminal record, credit rating and references	Allows our clients to focus on more essential tasks Reduces costs associated with human errors
Candidate engagement chatbot/CRM	Enables smooth information gathering from users. Chatbots are tool that leverages Natural Language Processing to mimic human conversational abilities and can be used to engage candidates, provide quick responses to questions anytime. Quick chat interview (personality test or logical tests, SJT assessment)	Reduces T2H Allows recruiters to focus on more essential tasks Improves candidate experience and employer brand
Automated scheduling	AI system automatically schedules video interview.	Allows our clients to focus on more essential tasks
Matching	Enables effective way to find a right candidate.	Client do not spent much time on screeneing resumes.
Salary calculation and projections	AI data mining perform collecting information of salaries on the local job market and displays it to both parties.	Avoid tension during negotiation. Projection serves as a "Oriented salary" and can be discussed during hiring

FEATURES

	Solution	Outcome
INTERVIEW		
Video interaction	A place for candidate and employer to communicate	Users do not need to spend time on face-to-face meeting, especially during COVID lockdowns
Support Interview tools	Additional information boxes, displays the relevant questions, metrics and best practices for each industry	Increase the efficiency of communication
Structured interview options	Separate the course of interview on several stages, by including prepared questions or topics	Helps to facilitate the course of interview for employer
Allocation of time available for interview	System will analyse input information and creates a convenient interview appointment for both parties. Send notification	Reduce efforts for scheduling and discussing the time between users to make an interview
Feedback	Mandatory feedback after each interview. Short quality assessment.	Imrpove match making process. Kick-off non-reliable users.
HR MANAGEMENT TOOLS		
Shortlist	Allows to filter, interact and manage candidates which passed a pre-screening stage. From this stage employer can further employ candidate or reject	All in one. Helps employers to visualise and analyse candidates, based on the previous feedback and AI assessments
Hiring	Full functionality of HRM tools. This service allows employer to set tasks, track the work, communicate with employer, pay him salary through our payment system.	A source of value for customers, which helps to automate and manage HR
Conflict mediator	We mediate conflicts between employer and worker by using a by means of managing payments	Candidates feel more secured , if they know that they will receive money for work. Employers will know , that the work will be done

HOW IT WORKS

WORKFLOW

(5) First interaction. Video Interview

Candidate

(13) Work done. Leave 2nd review

(14) Work done. Leave 2nd review

Employer

(6) Candidate leave review (feedback)

(7) Employer leaves interview

(3) You have been chosen for interview. Choose available time

(4) Candidate for you have been found. Choose time for interview

(1) Provide qualification via chatbot

(2) Provide job requirements via chatbot

(8) Shortlist or reject

(11) Set candidate to occupy mode.

MAGNETT Service provider

(9) Hire candidate

(12) Transfer after each milestone of work done

MAGNETT Payment

(10) Pay to service platform

BANK

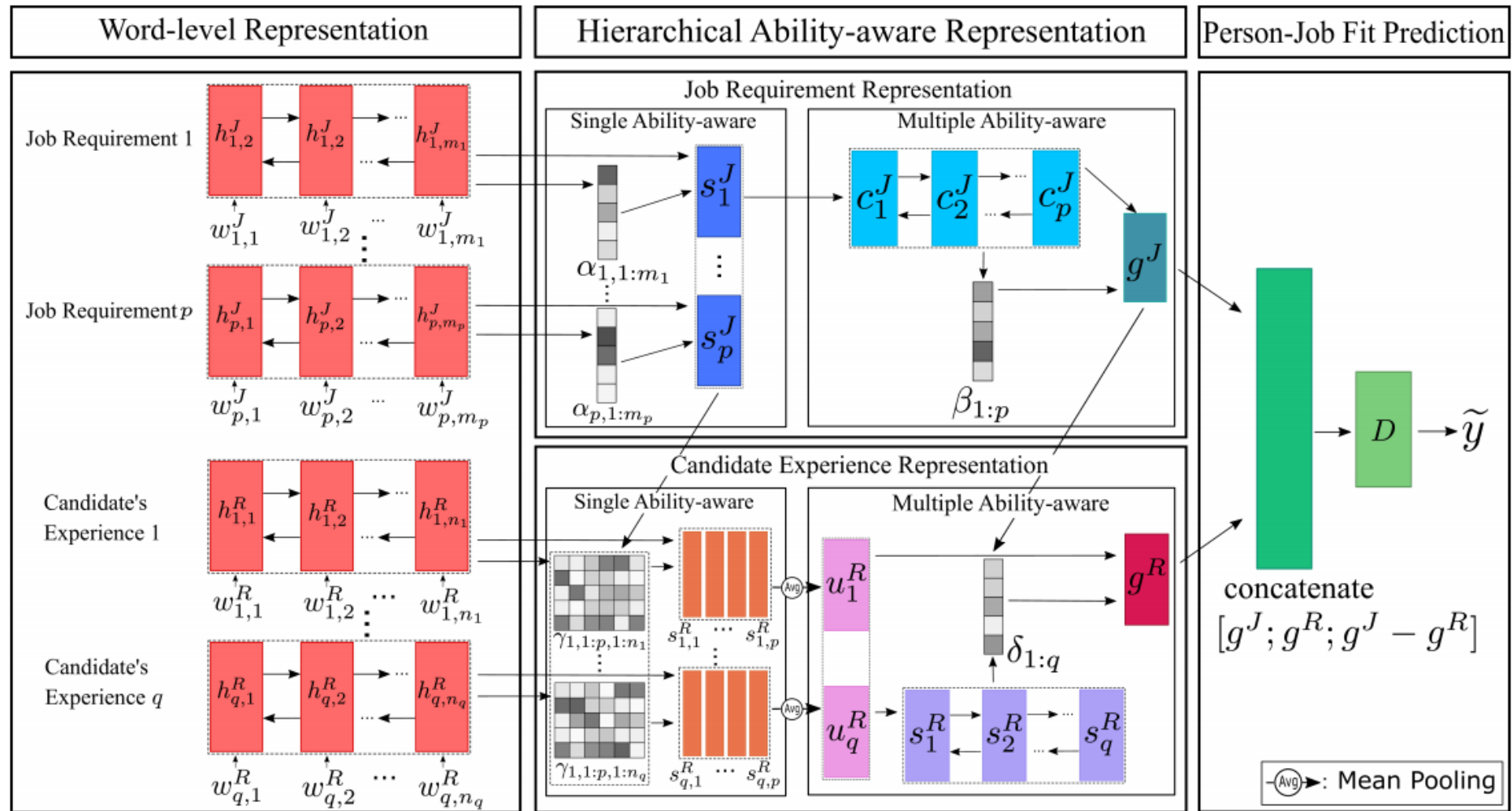company/personal bank account

Ability-aware Person-Job Fit Neural Network

(Logic Model for AI algorithms)

Word-level: Capturing the key phrases from the sentences of job requirement.

Ability-level: Measuring the different importance among all abilities

Matching-level: Understanding the matching between job requirements and candidate experiences.

# Comparative Analysis of Screening in Operations Perspective

Process
The evaluation process is performed by algorithm to parse and match relevant keywords and phrases from information about candidate and that are related to job requirements.

The assessment is free from humans' bias.

Chatbot can also perform the improved version of knockout questions. Instead of having merely 'Yes' or 'No' questions, the chatbot asks open-ended questions to get more clarification from job seekers.

Output
The output of AI is the recommendation on shortlisted candidates and humans have control to accept or reject the advice. When humans reject or accept, it simultaneously teaches AI algorithms to learn and improve future decision making. Simultaneously, the recommendation and insights from the machine can be used as the material for the interview stage hence making it more data driven assessment.

General recruiting model

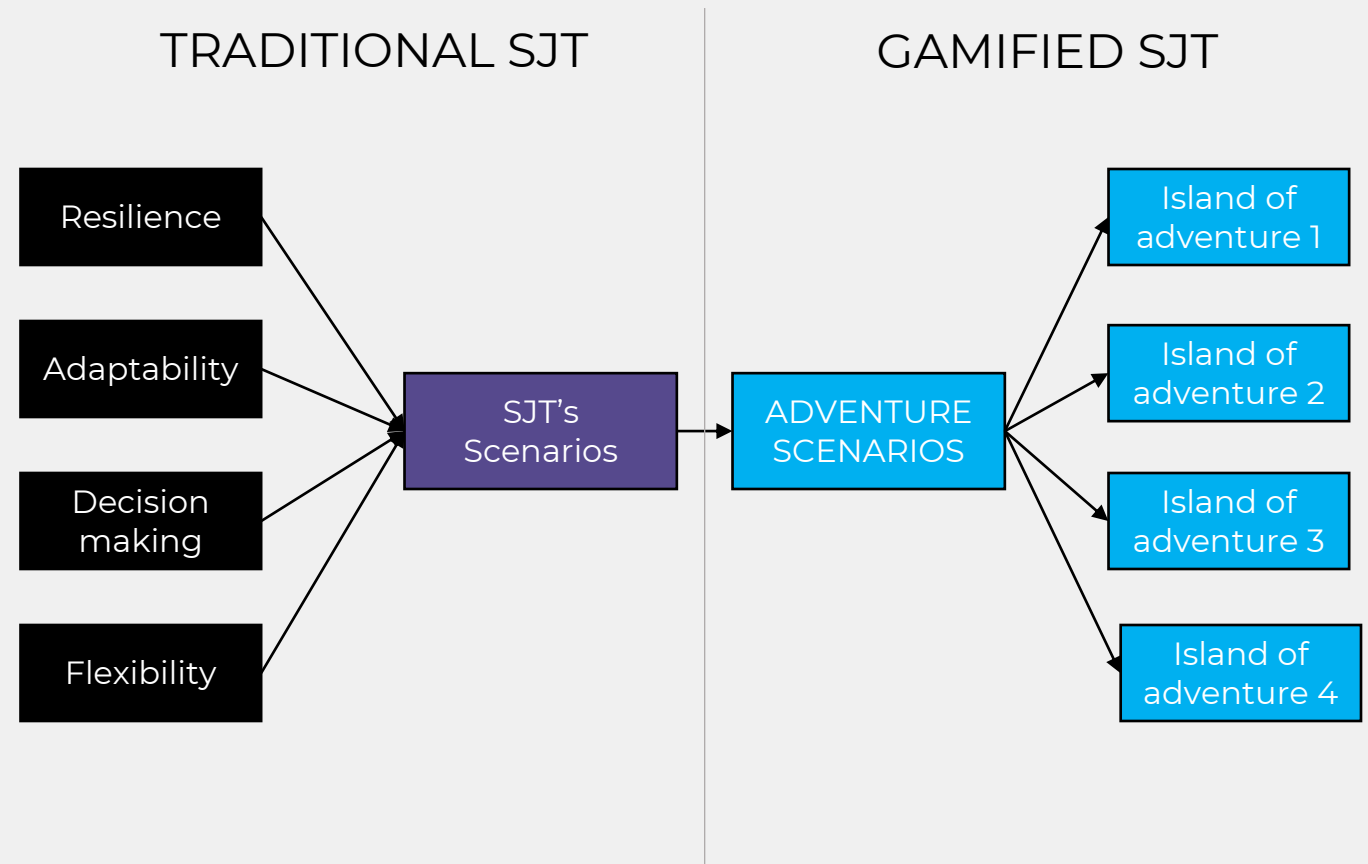MAGNETT
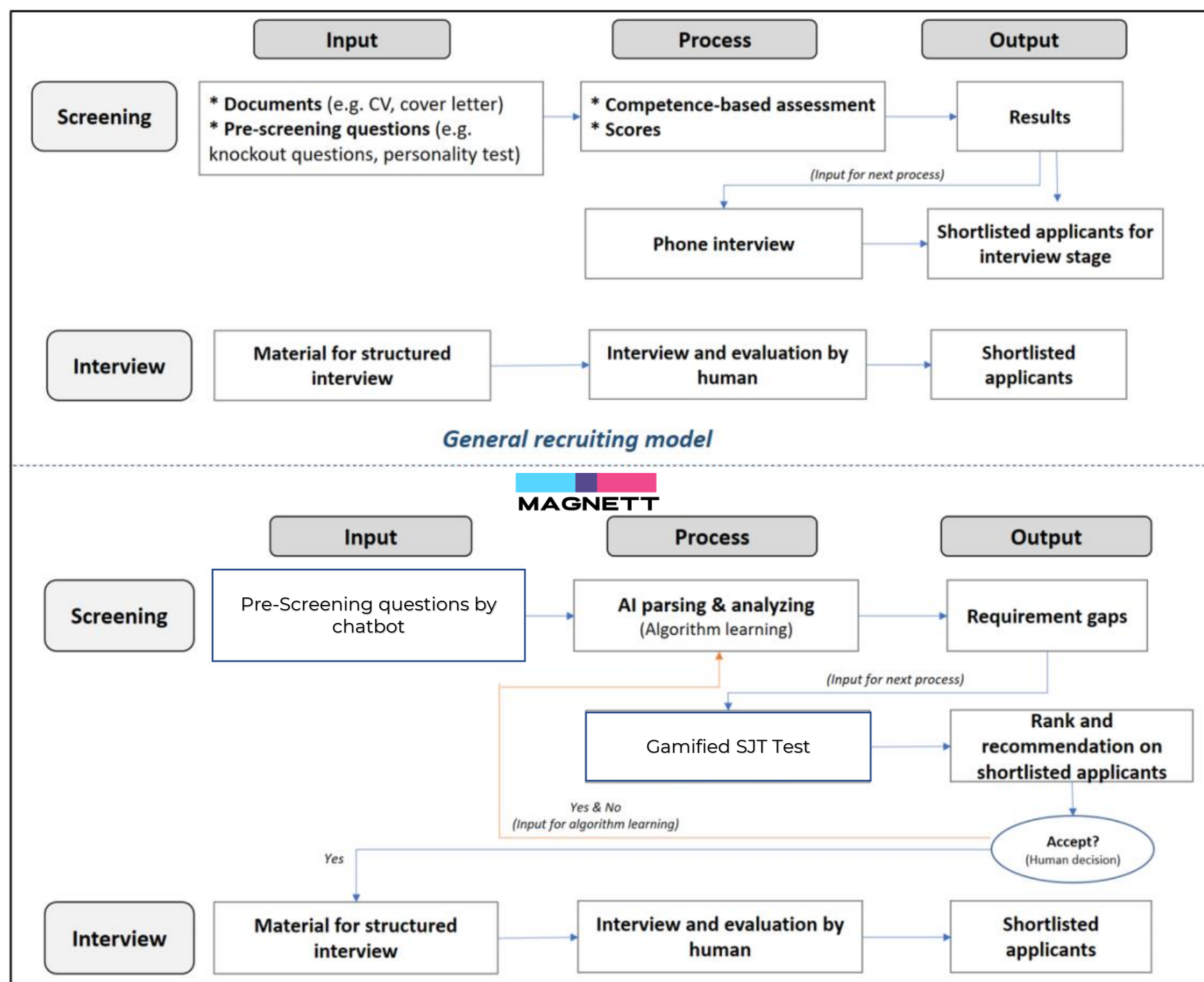
GAMIFICATION (AI chat-bot assessment)

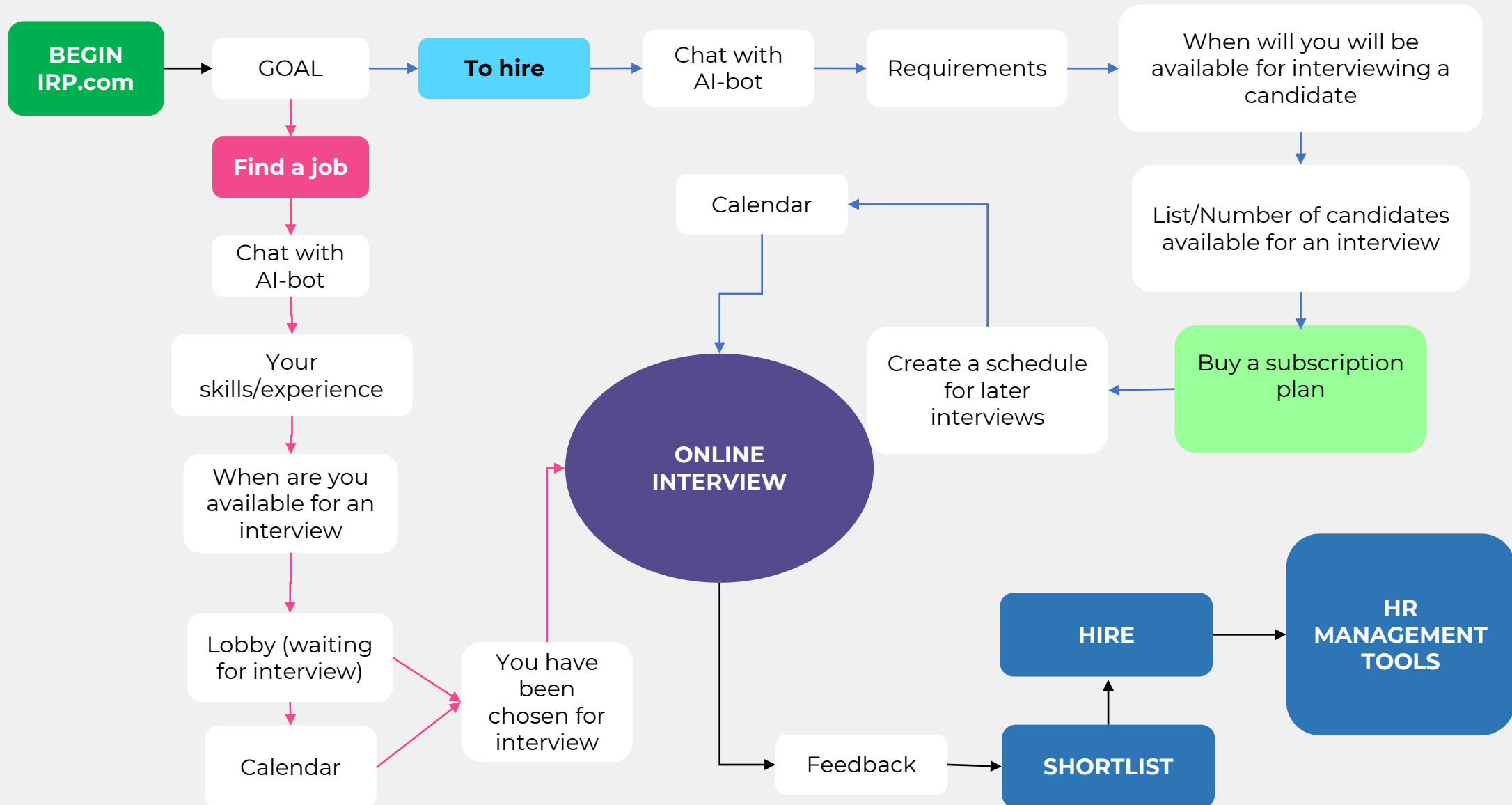*We convert a traditional SJT (Situational Judgement Tests) to a gamified assessment*

GOAL
Our aim is to gamify an assessment method that would support our AI matching algorithms to map out prospective employees' **soft skills.**

REASONS

1. Gamification is a cutting edge of technology offering **competitive advantage** in the war of talent
2. The gamification of selection methods is also likely to **improve performance prediction** by impeding information distortion and providing **better quality information about the test-takers**
3. SJT gamified assessments assess an applicant's **cognitive ability or judgment regarding a situation encountered in the workplace**
4. Four of the skills that become in today's demanding work environments **(resilience, adaptability, flexibility, and decision-making)**
5. These skills, are key transferable **soft skills integral to graduate employability**
6. The base for building a product around the concept "Gamified recruitment" in future development. More research and feedback from users needed (Will be gained after launching MVP)

TRADITIONAL SJT   GAMIFIED SJT

Resilience

Adaptability

Decision making

Flexibility

SJT's Scenarios → ADVENTURE SCENARIOS

Island of adventure 1

Island of adventure 2

Island of adventure 3

Island of adventure 4

USER FLOW

SERVICE BLUEPRINT

Physical Evidence

- Website
- Chat
- Calendar
- Video call screen
- Review/feedback page
- Management tools page

Customer Action

- Access Website
- Choose the goal: to hire or be hired
- Chat Answering questions about job requirements
- See the number of how many candidates meet requirements
- When are you available for interview
- Buy subscription plan
- Create schedule of availability for interviews -Calendar
- VIDEO INTERVIEW
- SHORTLIST
- Leave review
- Hire
- Managing employee
- End of contract

Line of Interaction

Front stage contact technology action

- Website Start Page. Two big buttons to start
- AI chat bot
- User puts date and time available for interview
- User choose whether or not he wants to continue if there are candidates
- Choosing the appropriate plan
- Put information in calendar
- Talk to the candidate.
- Review page.. Options to shortlist if review is good
- Shortlist page. List of candidates and options to interact
- Hire options: Fulltime, part time. Set milestones, tasks. Switching candidate to the employed mode
- Managing page. Work trackers, task addressing. Communication. Payment
- Payment processing. Conflict resolving

Line of Visibility

Back Stage Contact Technology action

- Web server/hosting
- Database. Algorithms. Chat features
- API calendar integration
- AI processing. Algorithms
- Payment services
- Internal organiser tools / google calendar integration
- User interact through video call, using notes and prepared questions
- Database interaction with AI
- User interact with management tools. Makes decision

Line of Internal Interaction

Support processes

- Onboarding mechanics
- Planning system. Organiser
- Data mining. AI training process
- Internal payment system. Mediator
- Planning system. Organiser
- Video call app with additional built-in sections for structured interview
- Employee management system
- Data mining. AI training process. Database

USER JOURNEY (employer)

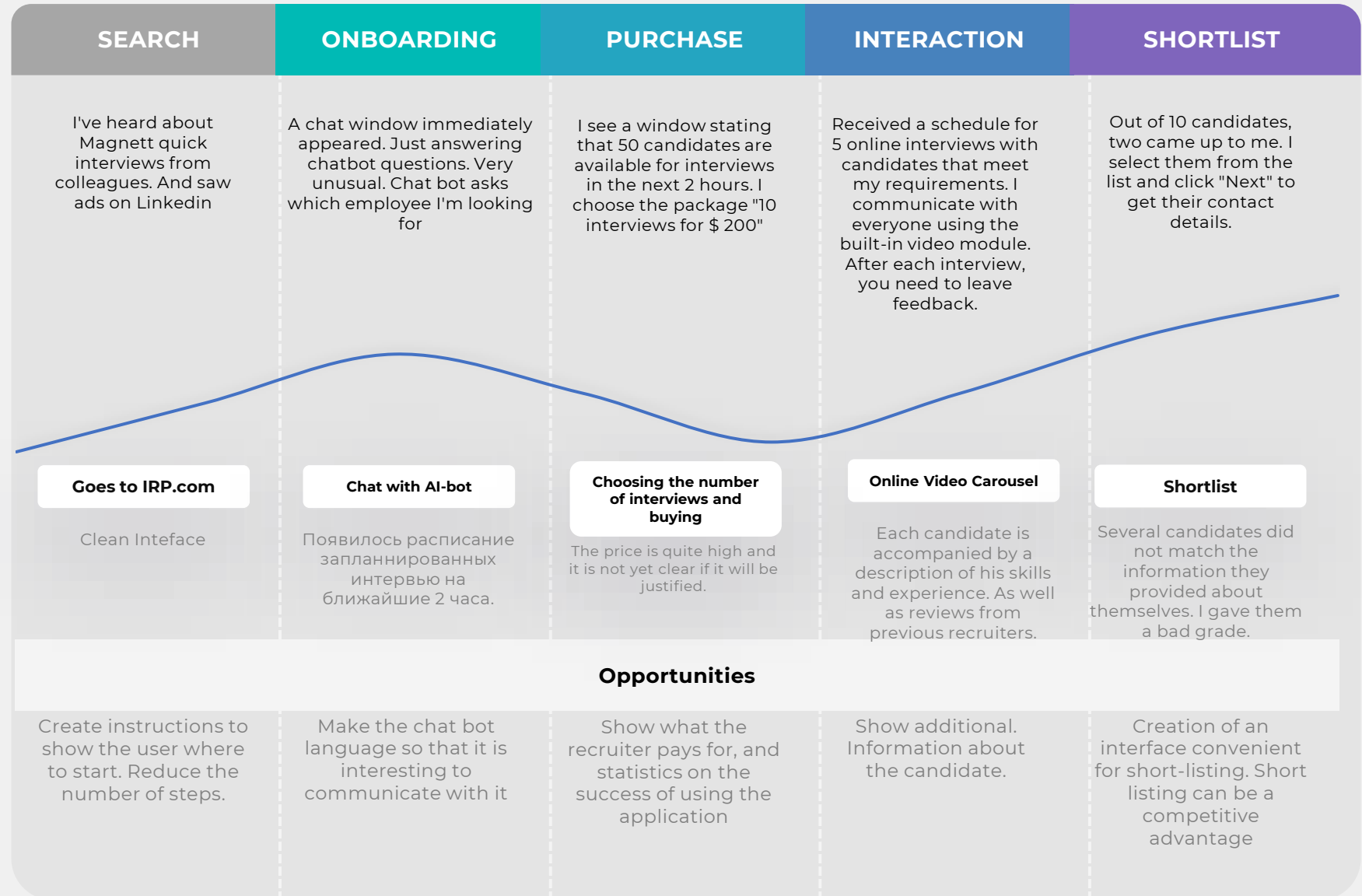**Polina Hermandsen**
Recruiter at Capus As

30 y.o
Singapore
MBA

Scenario

Polina has a busy schedule. Interviews with candidates are scheduled for the whole day. However, one of the candidates did not come for an interview, and now she has 2 hours free.

Goal

She needs to quickly find and make a short list of suitable candidates for the role of "Junior Designer"

SEARCH	ONBOARDING	PURCHASE	INTERACTION	SHORTLIST
I've heard about Magnett quick interviews from colleagues. And saw ads on Linkedin	A chat window immediately appeared. Just answering chatbot questions. Very unusual. Chat bot asks which employee I'm looking for	I see a window stating that 50 candidates are available for interviews in the next 2 hours. I choose the package "10 interviews for $ 200"	Received a schedule for 5 online interviews with candidates that meet my requirements. I communicate with everyone using the built-in video module. After each interview, you need to leave feedback.	Out of 10 candidates, two came up to me. I select them from the list and click "Next" to get their contact details.
Goes to IRP.com	**Chat with AI-bot**	**Choosing the number of interviews and buying**	**Online Video Carousel**	**Shortlist**
Clean Inteface	Появилось расписание запланированных интервью на ближайшие 2 часа.	The price is quite high and it is not yet clear if it will be justified.	Each candidate is accompanied by a description of his skills and experience. As well as reviews from previous recruiters.	Several candidates did not match the information they provided about themselves. I gave them a bad grade.

Opportunities

Create instructions to show the user where to start. Reduce the number of steps.	Make the chat bot language so that it is interesting to communicate with it	Show what the recruiter pays for, and statistics on the success of using the application	Show additional. Information about the candidate.	Creation of an interface convenient for short-listing. Short listing can be a competitive advantage

MOTIVES/ OUTCOMES

Employer

Polina Hermandsen
Recruiter
@Capus As

MAGNETT

Candidate

Simon Lee
Product Designer
@Pictochart

- Easy-to-use.
- Cost effective
- Transparent
- Fast shortlist
- Reduce time to hire
- Higher candidate engagement
- Minimises advertising spend
- Accelerates candidate sourcing rate
- Improves quality and quantity of talent pool

- No resume
- Easily to address skills
- Motivation
- Fast
- Enjoyable
- Improves candidate experience
- Gain interview experience faster by doing it often
- = less anxiety

PRODUCT

We do not build features. We build a hiring experience

Automatic e-recruitment system that employs multiple cooperative semantic resources and occupational classifications (Generic lexical ontology "WordNet" and high-quality semantic resource "YAGO3") to **precisely match candidate qualification to their relevant job requirements**. Two Interfaces: For Recruiter and Candidate. Clean, minimalistic interface

Web-Based Application (WBA)   +   Mobile Application
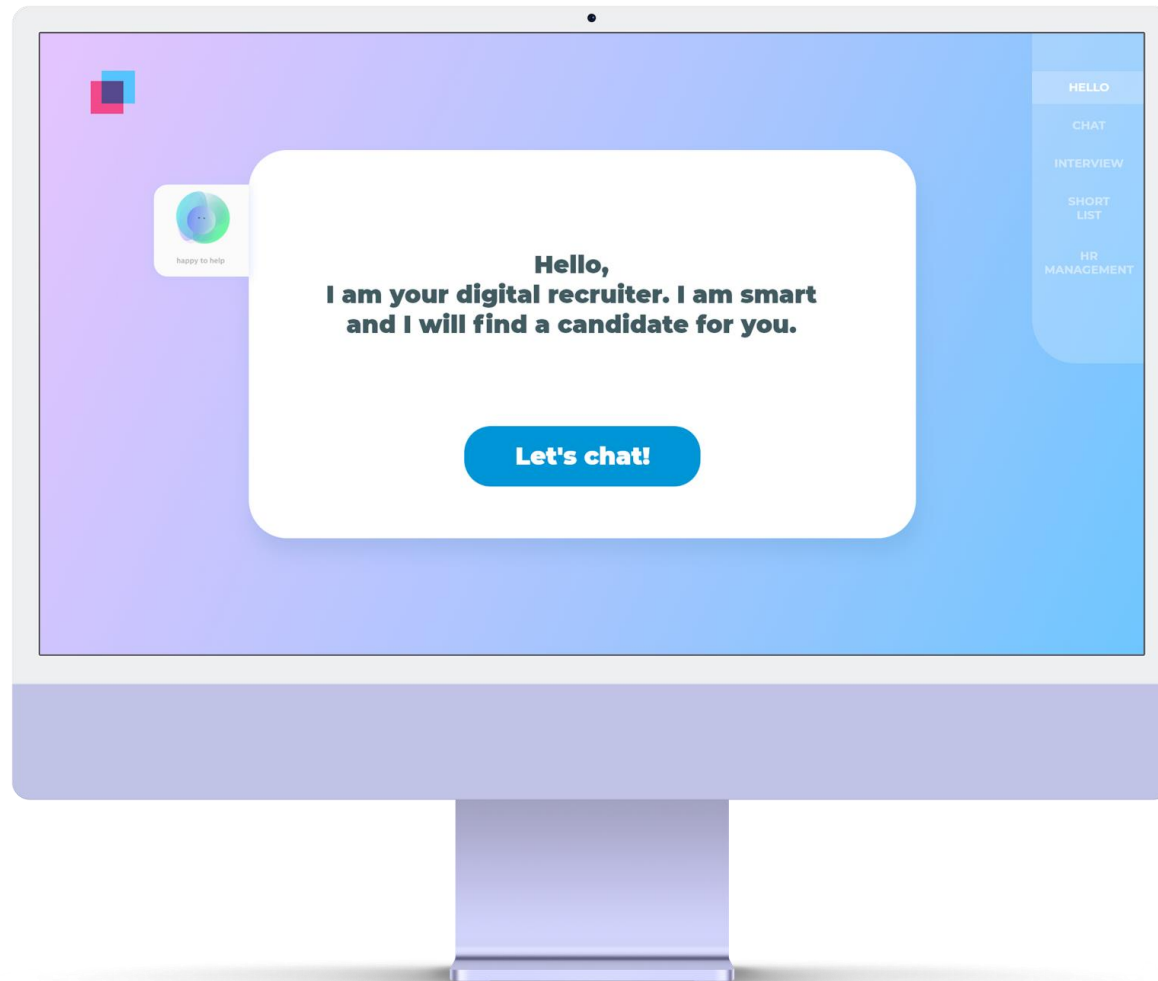
AI Chatbot to collect information about users + Chat Interview (Light)

- No need a resume

- Collected information will be used for a **sematic analysis** to produce a precise match between candidate and employer

- The chatbot will also be a tool that **facilitate the assessment** such as personality test or logical tests (the chatbot can ask candidates to solve mini cases or questions related to the domain of knowledge that relevant with the job)

- Dynamic wage projections are based on big data analysis of the local labor market and are **displayed to both parties** in the communication process. Changes **depending on the entered requirements / skills**
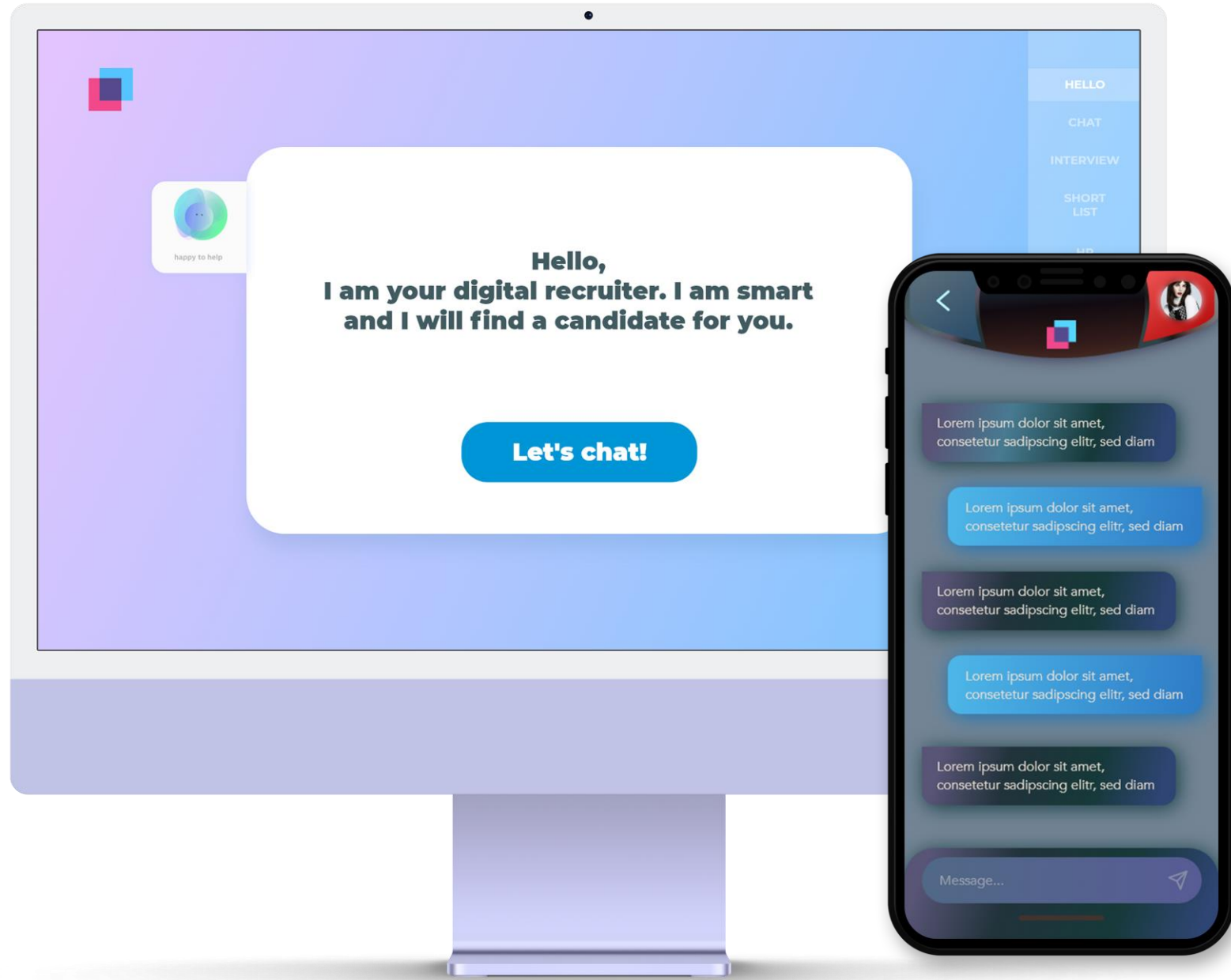
GAMIFIED ASSESSING OF CANDIDATES' SOFT SKILLS

We allow our chat-bot to use games in order to enhance fun, motivation, and engagement as well as improve predictive validity. Efficient in recruiting in graduate trainee and entry-level positions with no prior work experience.

- Assess skills indirectly
- Focuses on **behaviour** and not on personality traits that appear to be a less import- ant criterion in employee selection
- Obtain **higher quality information** from candidates since they are more **difficult for test-takers to fake** and better able to elicit behaviours than traditional selection methods
- The gamified SJT uses verbal and vision cues that enhance realism and as a result, might provide to future employers a **superior assessment of candidates' skills** compared to traditional selection tests.

MONETIZATION

We create a SaaS company with 2 business models:

1. **Subscription based** –focus on the value provided: HRM tools and relationship mediator
2. **Ad-hoc interview based. –**For people who just want to match and communicate with a right candidate fast.

- The matching algorithm gives out the number of candidates available for interview that meet the requirements
- Employer decides what plan will be better for his company (If he is expanding business)
- If he wants ad-hoc hiring, he can choose how many interviews he wants to make
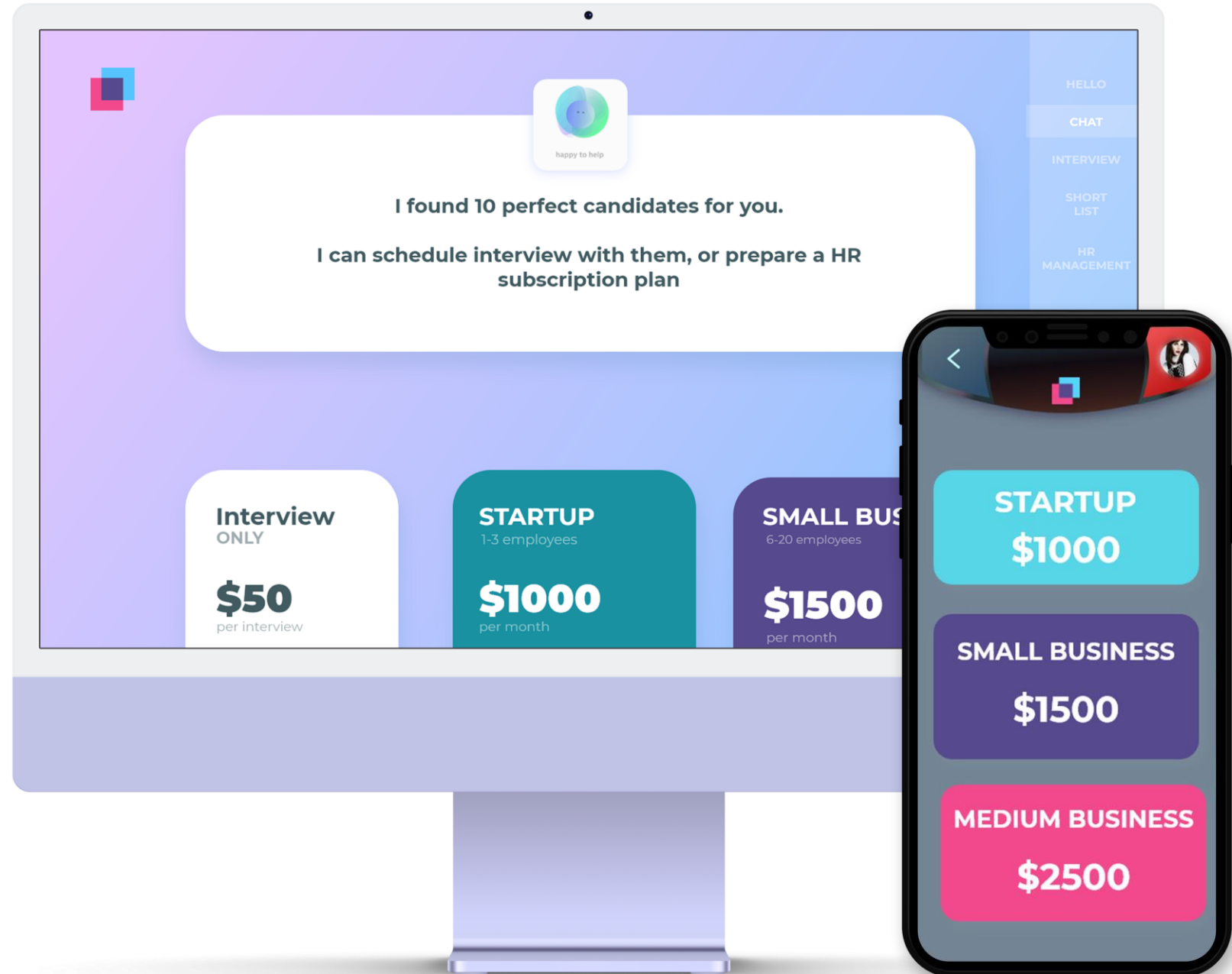
Automatic appointment of interviews

After the purchase, the employer chooses the type of carousel: now, or deferred (distributed interviews in the calendar)

It is possible to reject a candidate before the interview if the reviews do not meet the requirements

Synchronization with Google Calendar / Microsoft Outlook
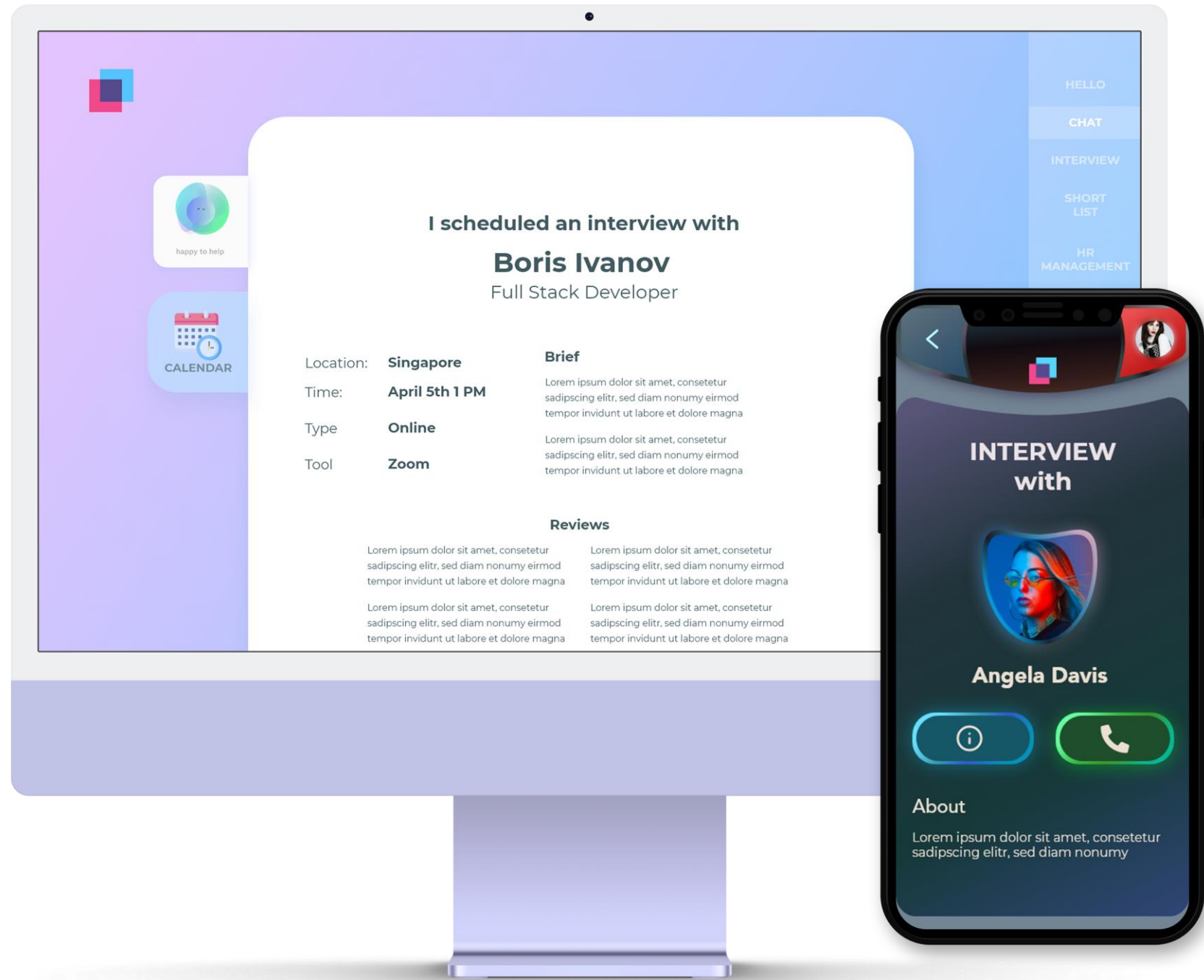
Interview Carousel
Emotional intelligence + Artificial intelligence

When the screening process has been done and have eliminated 50%-80% of the candidates, the applicants' pool can be narrowed down further video-based interview

- Each interview goes through an integrated video calling system.
- Notes function for later display in the shortlist
- Structure of interview (questions) are also displayed and customised
- The candidate information is displayed next to the screen:
    - Work experience
    - Education
    - Skills
    - Feedback
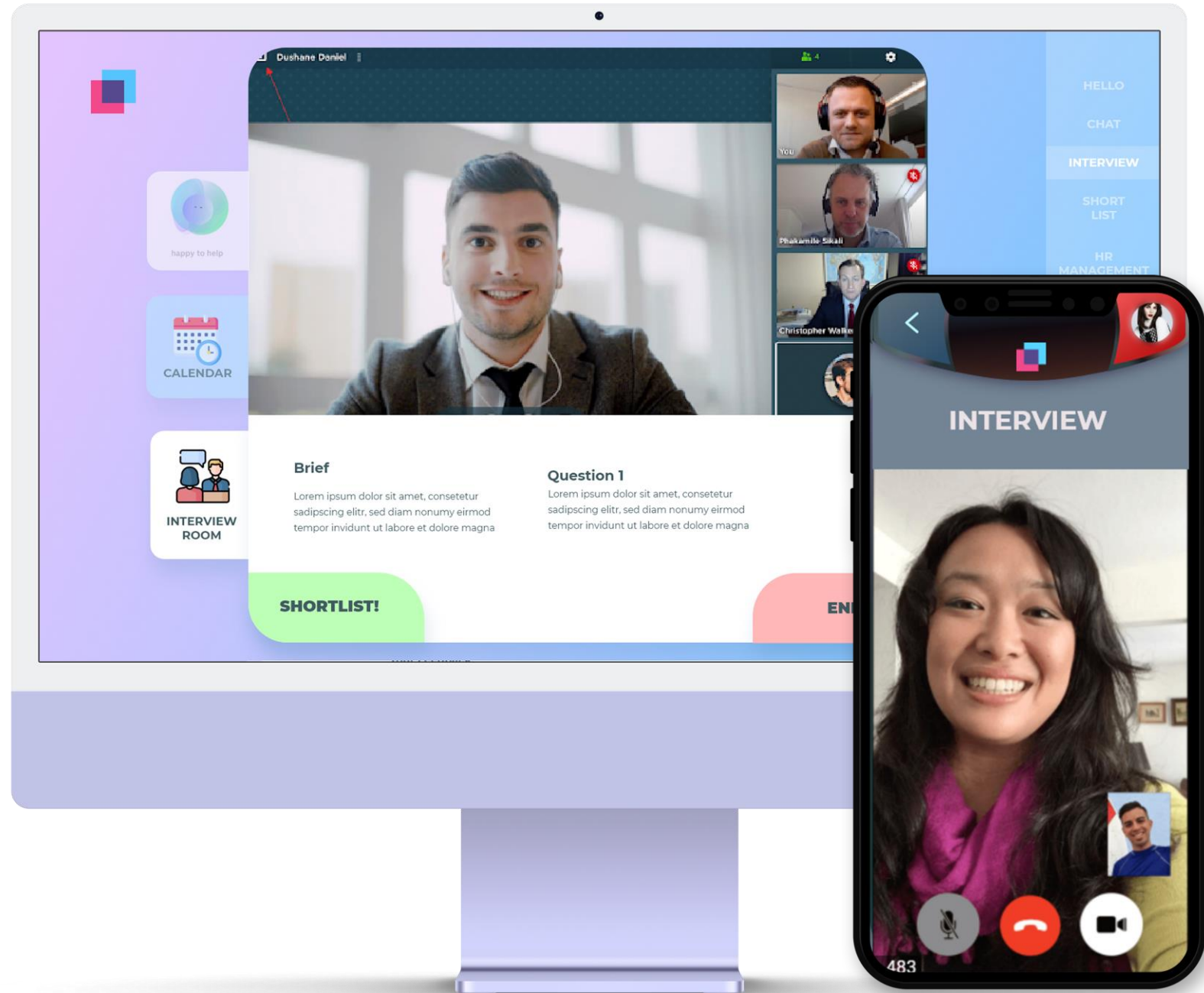
A Feedback Mechanism To Build Trust Online

A core element of the IRP system is **mandatory feedback** that candidates and recruiters must leave after the interview. If he gave a good marks, the option to shortlist appears

NOTE:
There are many situations where candidates do not get a job due to special requirements. However, a recruiter can highlight his strengths to help other recruiters find him faster, which will create a more effective recruiting environment overall.
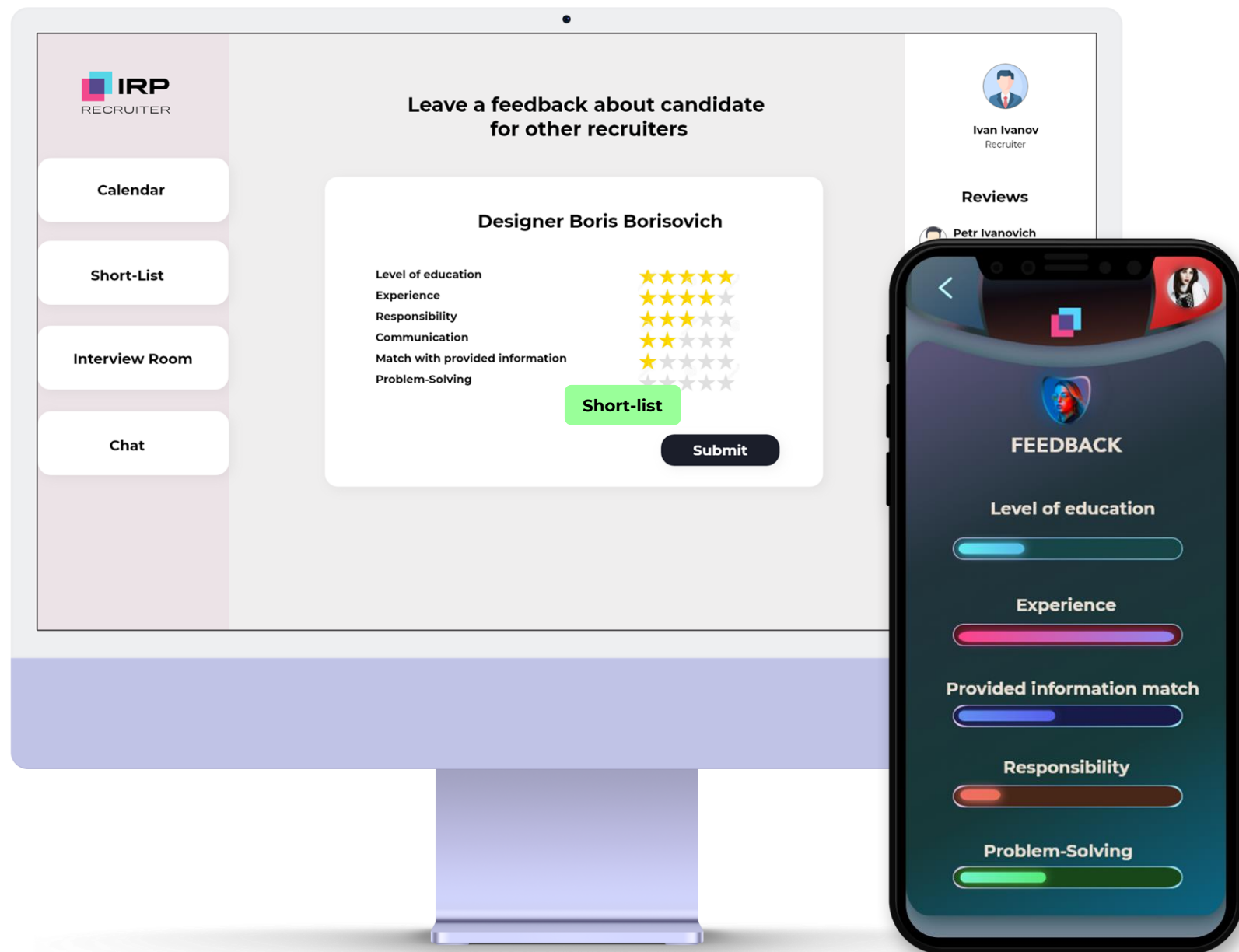
SHORTLIST

Before hiring, employer shortlisting candidates to choose the most appropriate.

Employer can
- Chat with them
- Negotiate salary
- Invite them to the next interview cycles
- **Hire**

MANAGE YOUR HUMAN RESOURCE

After hiring employer can use the full functionality of HR management tools

- Create tasks
- Create working milestones
- Demand results
- Work tracking
- Project management tools
- Pay rewards
- Assess skills

This activity also contributes to AI learning mechanisms, improving or decreasing the candidate rank
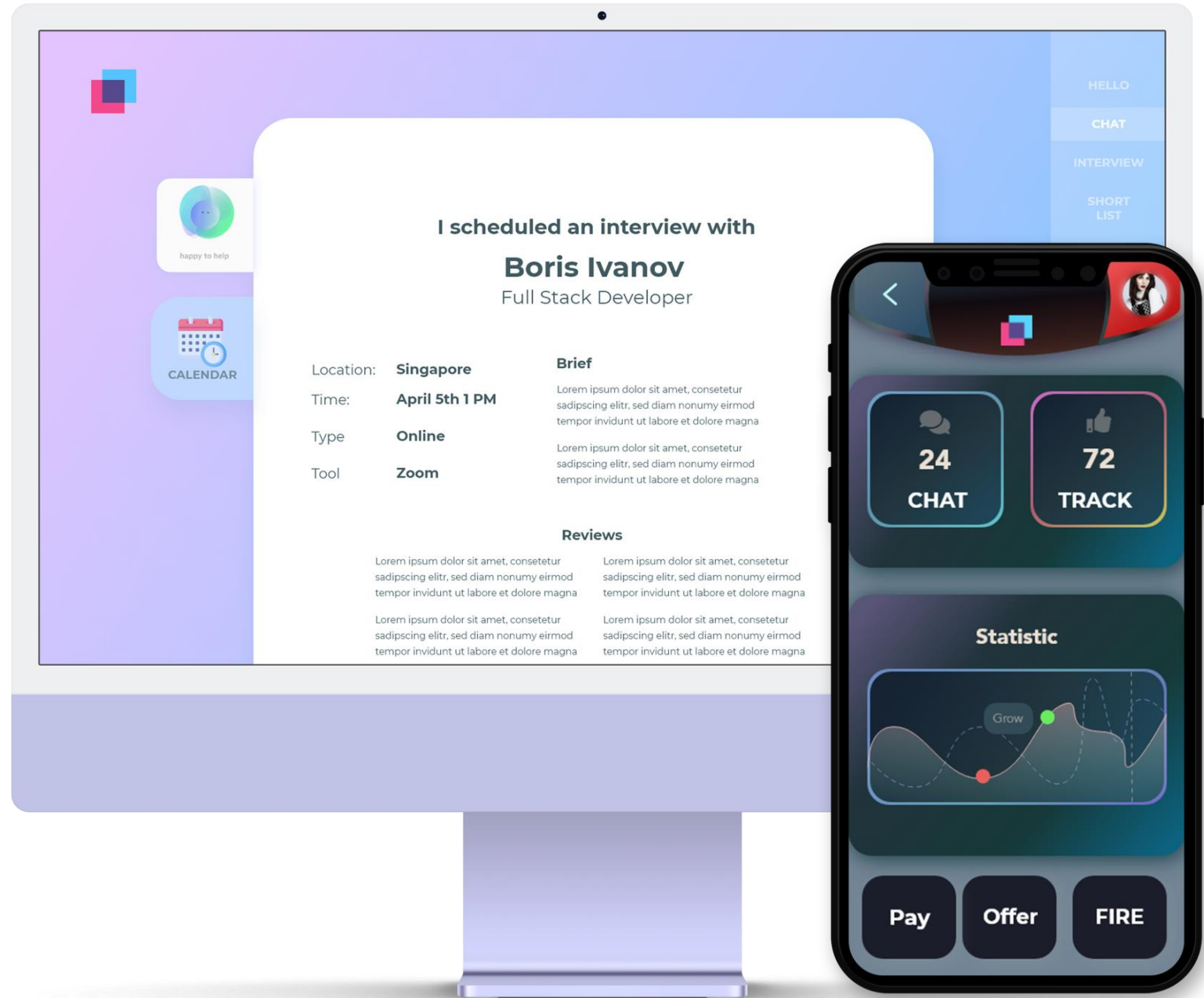
MARKETING

MARKET VALIDATION

LinkedIn.com

14 Million
POSTED JOBS

Jobstreet.com

15 Million
USERS

Indeed.com

175 Million
UPLOADED RESUMES

Global HR Software Market

GROW

FROM **$6.47 billion** (2017)
TO **$9.89 billion** (2022)

$38.17 billion by 2027

TOTAL ADDRESSABLE MARKET

71 million SMEs IN SOUTHEST ASIA	140 million PERSON EMPLOYED BY SMEs

X

13%
TURNOVER RATE IN ASIA

X

58%
JOBS ARE FOUND ONLINE

*NOTE: Unofficially it is **628 million** SMEs in Asia*

*Following business model suggests to charge $50 for each interview. Taken the number of potential customers, who needed be interviewed and ability to dominate the market in Asia, we can consider a $212million revenue as a real, logical number based on the official data, which is x5 less then the possible real size of the market

POTENTIAL CUSTOMERS ANNUALLY
10.6 million

=

POTENTIAL ANNUAL REVENUE*
$530 million

TARGET MARKET

In order to acquire the initial user base we concentrate our marketing resources to attract those customer groups, which will be benefit the most from using our platform.
These groups are characterised by the desire to get first interaction experience between each other fast and efficient without reasonable need to meet in person.

Target Industry:
1.Early Development stage (MVP): Business Services, Marketing
2. Launching product: +Logistics and supply chain, Transportation
3. Life: + Information and Communication Technology, Wholesale & Retail Trade, Accommodation & food services

Target group of candidates are: Fresh grads, Junior-Mid level professionals, remote workers and freelancers.

Target group of employers:
Startups, MSMEs (Micro, Small and Medium Enterprises).

TAM
Total Addressable market
(10.6 million)
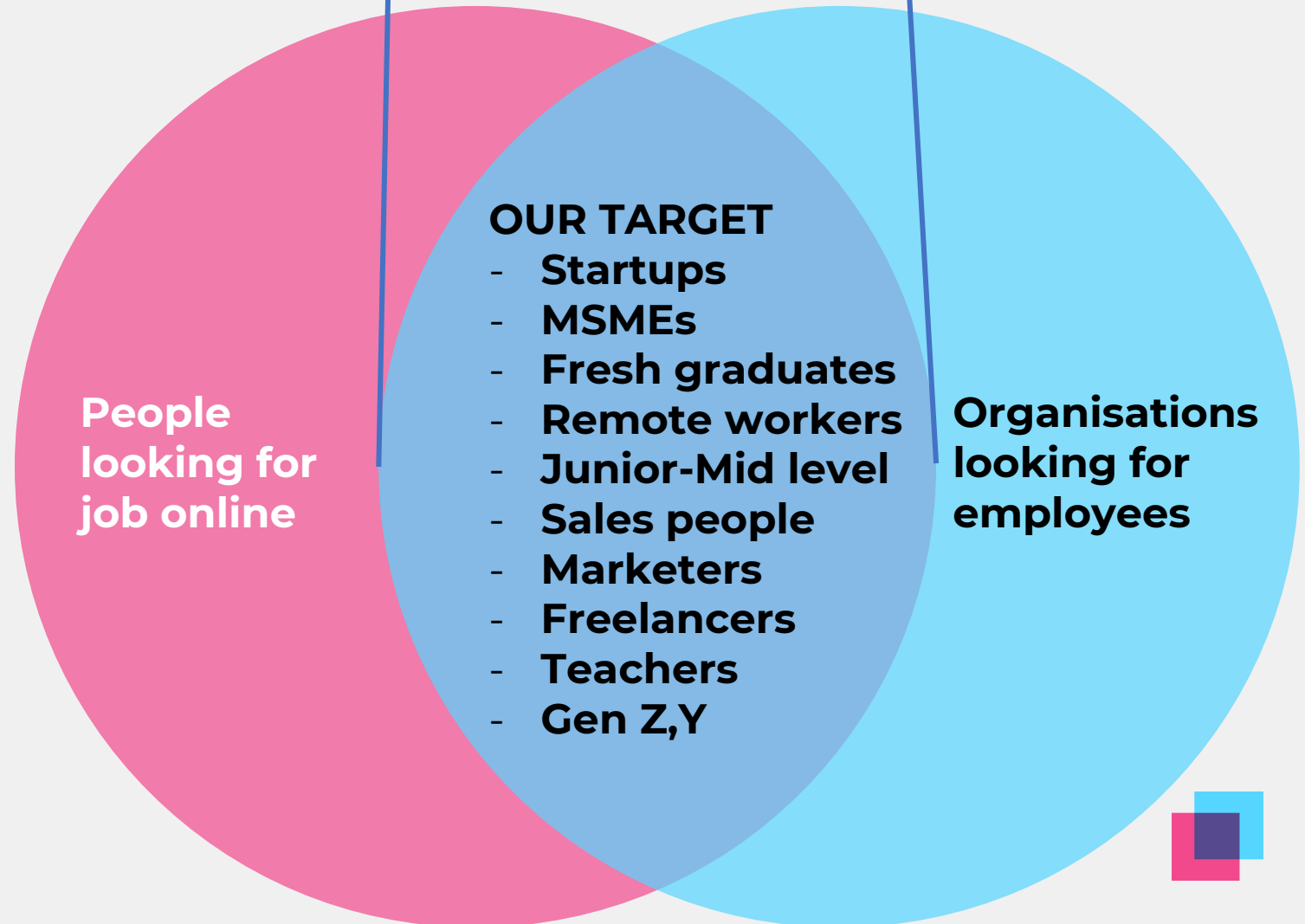
People looking for job online

OUR TARGET
- **Startups**
- **MSMEs**
- **Fresh graduates**
- **Remote workers**
- **Junior-Mid level**
- **Sales people**
- **Marketers**
- **Freelancers**
- **Teachers**
- **Gen Z,Y**

Organisations looking for employees

WHY?

Why Asian-Pacific?

Unexplored market yet. Effect of novelty (Wow, Artificial Interelligence!)

- Market for Artificial Intelligence is expected to be rising of 41.60% over the forecast period of 2019-2027.
- Will grow from US$6 billion in 2017 to $136 billion by 2025

Why MSMEs and Entry-Mid level?

- Big companies have established HR ecosystem with strong integration a traditional tools (ATS, Resume, Analytics).
- **Magnett is a disrupting product**
- MSME are relying on the low-cost job boards due to their budget.
- MSMEs are more flexible in adopting new hiring models. They consider saving costs and time as a priority
- MSMEs are 99% of all businesses in the Asian Pacific region.

Why fresh grads, entry, mid-level candidates

- They don't know how to navigate in job market, how to build a resume
- We focus on assessing soft skills and behaviour which does not depend on years of experience
- They have low level of income, which mean they don't have much savings to wait till they get a job.(~40 days) They need a job now.

Why we approach targeted industry separately during the development process?

1. It requires high costs for the development of AI semantic analysis capabilites (Chatbot) due to the different vocabulary used in each industry.
2. At the beginning we focus on the business services and marketing, as it requires less semantic setups and more communication
3. It allows us to develop product and marketing campaign gradually, together with AI language

BUSINESS MODEL 1. Interview Based

Short-term clients. Fast revenue.

We make money on every video interview ($50)*

VALUE PROPOSITION

We allow you to interview candidates that perfectly match your requirements using our video interviewing tools. After interview you can hire candidate using your own communication tools and recruitment procedures. We only match and give you a space to talk.

EMPLOYER INTERFACE

Sale of packages by number of interviews

FREE
First 3 Interviews

$300
5 Interviews

$500
10 Interviews

$1000
UNLIMITED
(Until Hired)

*THE LOGIC: The current cost of hiring one employee using a traditional approach is $4000. We help to do 50% of hiring process (SAFE=$2000). We assume that out of 10 shortlisted candidates 1 will be hired. Thus, each interview supposed to cost $200. To gain a competitive advantage by saving 80% of hiring costs we sell 1 interview by $50.

BUSINESS MODEL 2. Subscription Plan

Long term clients. Long but high potential revenue.

We make money on creating an efficient environment for managing HR

VALUE PROPOSITION

We consider specific needs of your company and stage of development. We allow you to use our talent management tools, work conflict resolving mechanisms to achieve the most efficient HR model for your company.
Every month you are can to hire a reasonable amount of employees, while our system will constantly looking the best one to satisfy your needs.

STARTUP
1-3 employees

3

Hired Employers

Every month

$1000

SMALL BUSINESS
6-20 employees

7

Hired Employers

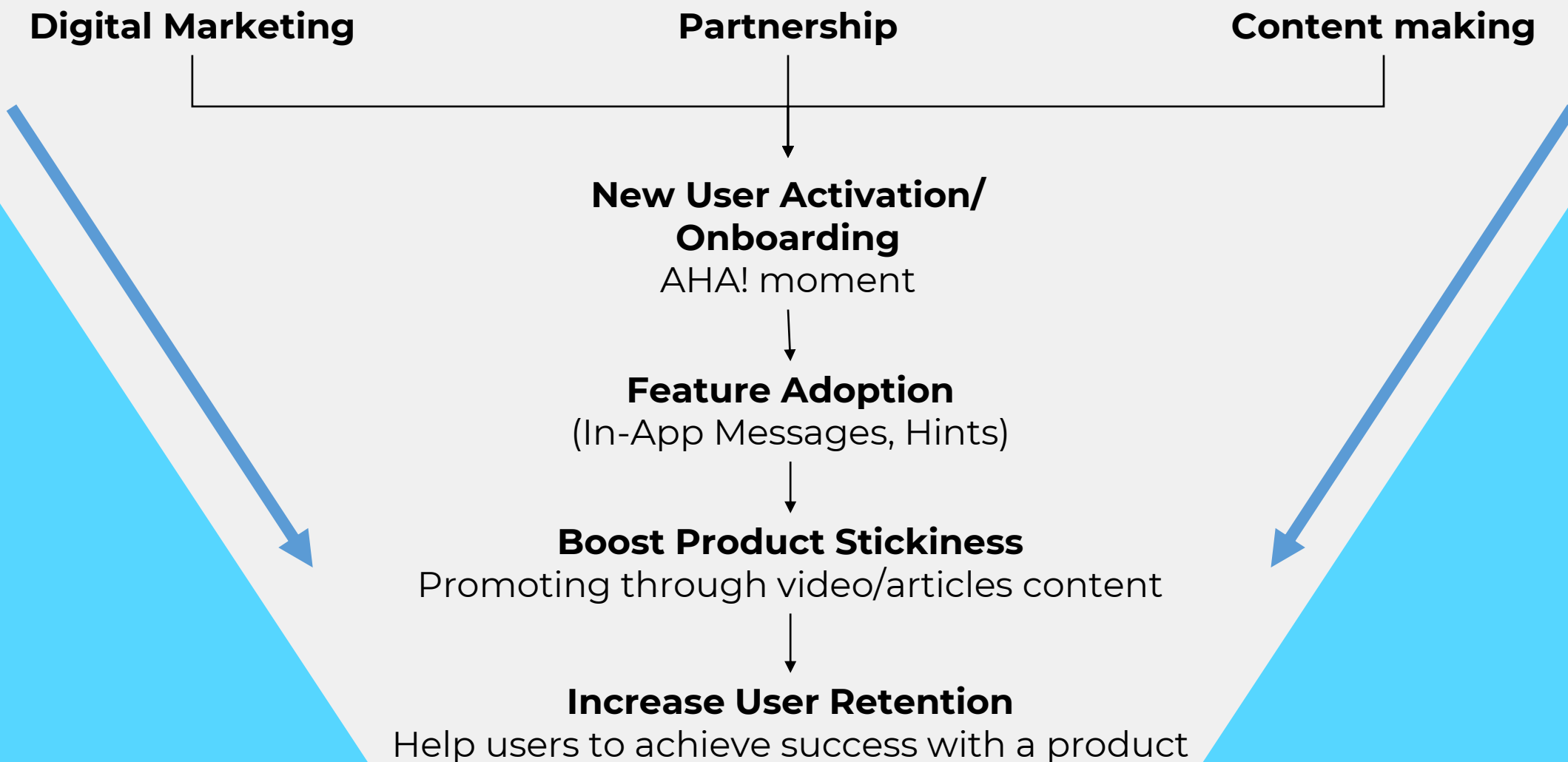Every month

$1500

MEDIUM BUSINESS
100-999 employees

21

Hired Employers

Every month

$2500

PRODUCT ADOPTION

Digital Marketing   **Partnership**   **Content making**

**New User Activation/
Onboarding**
AHA! moment

Feature Adoption
(In-App Messages, Hints)

Boost Product Stickiness
Promoting through video/articles content

Increase User Retention
Help users to achieve success with a product

COMPETITION

Like a good golfer, we play the course, not the players. We do not consider our competitors as rivals. Rather we borrow from our peers and test our assumptions to build an effective business model.
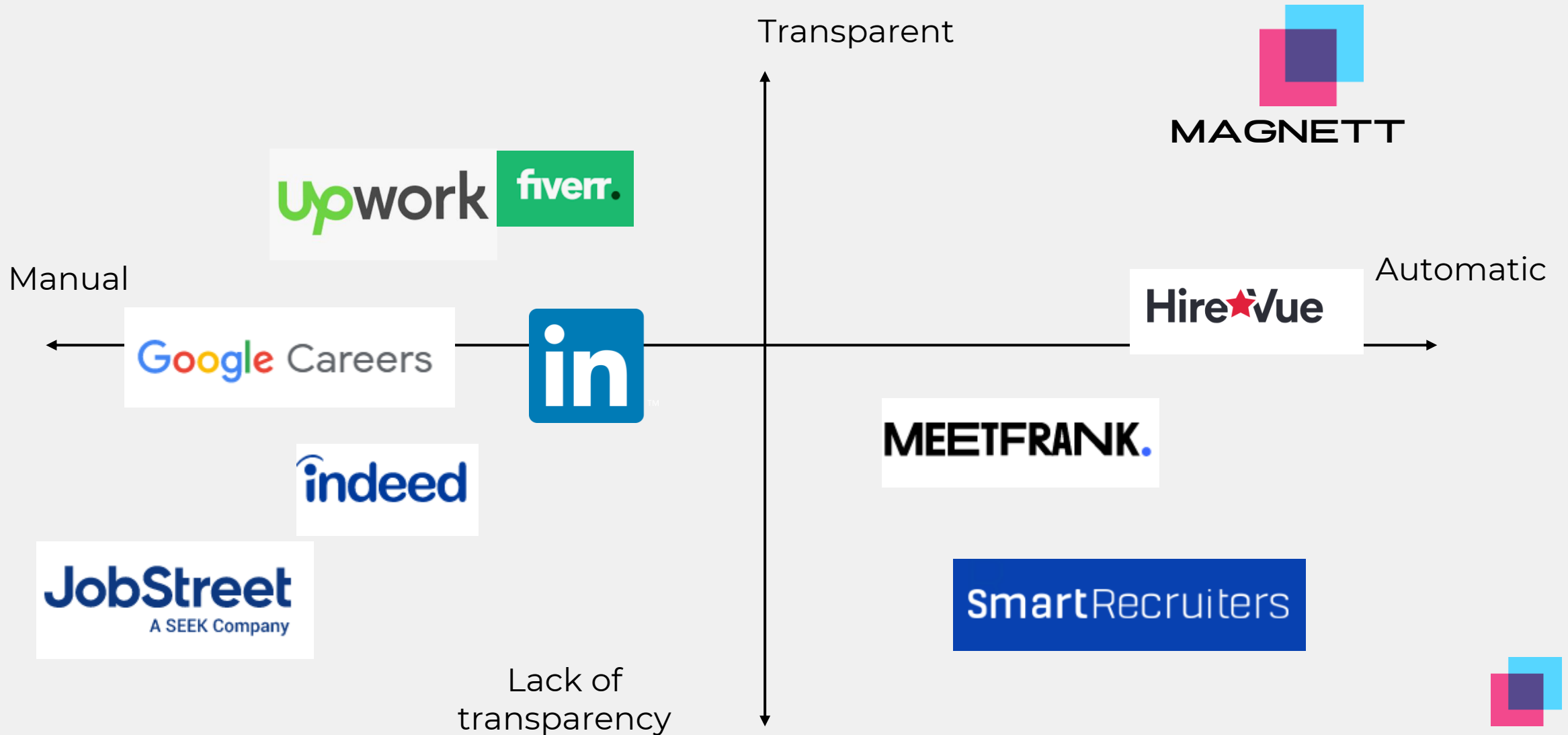
MAIN COMPETITOR - HireVue

| Feature	HireVue	MAGNETT
Video Interview	On-Demand & Live	Live
Assessments	Game-based, Coding	Gamified SJT.
Conversational AI	Used for simplifying administrative tasks	Used to extract job/talent information and avoid need for resume
Interview Scheduling	Automated	Automated
Match processing	Manual. Performed by recruiter	Automatic. Performed by AI
Feedback mechanism	Don't have	Have
Salary calculations	Don't have	Have
Geography	US	Asian Pacific
Pricing	From $35.000	From $20
Target customer	Medium-Big Enterprises	MSMEs, Freshgrads, Startups

Underlying Magic

We build trust and positioning on the market as **intelligent software with scientific approach** to screening and selection

Dynamic AI algorithms find the best candidate in **just a few seconds.**

Defines **"Real" non-negotiable salary** based on the local labour market.

Allows you to **quickly conduct a fascinating interview carousel** without spending a lot of effort on searching.

Telecommunication

Marketing Industry

Design Industry

Software Development
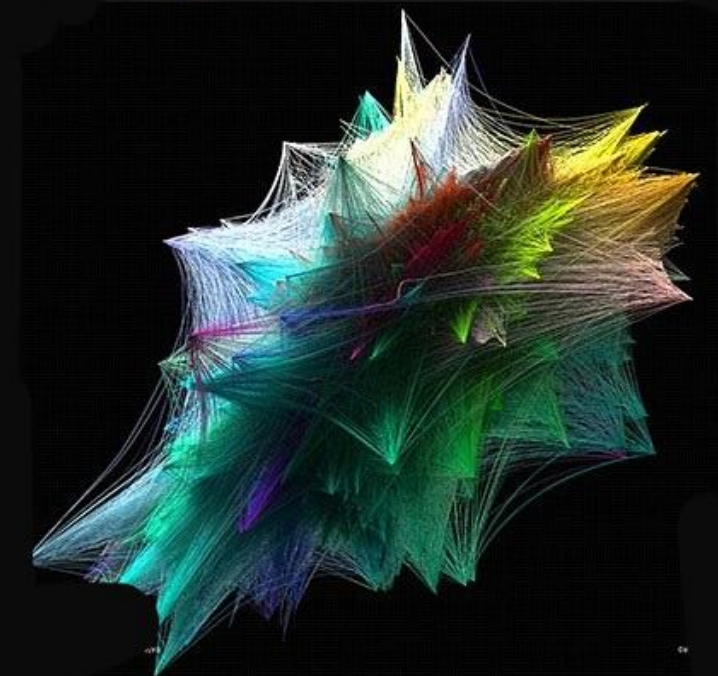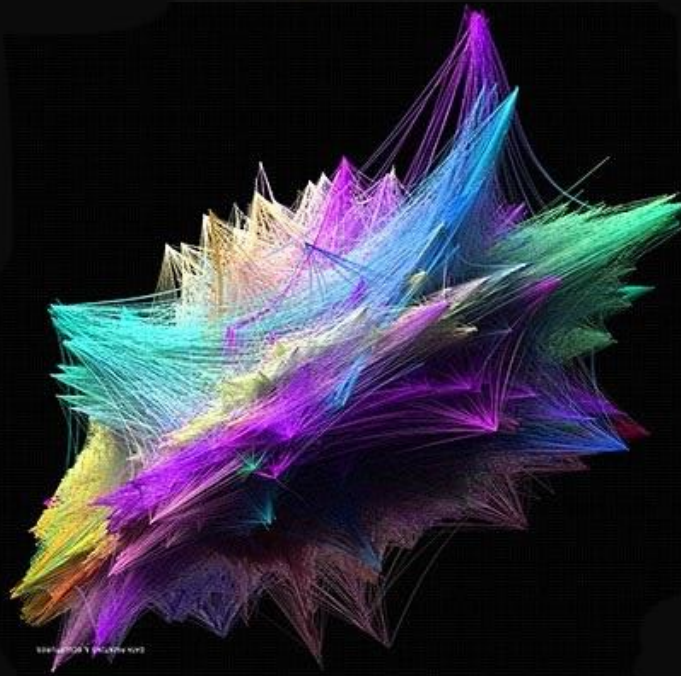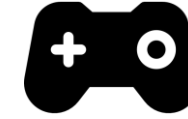
COMPETITIVE ADVANTAGE

TRANSPARANCY
You know what others have said about the candidate / recruiter.

FIRST ON THE MARKET
We found a right combination of AI, Gamification, Seamless UX, User Real Needs, Sharing

ENJOYABLE
Key factors: aesthetics, ease of use, playfulness, service excellence, usefulness

SAFE
AI powered background checking through several databases to secure employing the right person

FAST
AI finds the best job/candidate and schedules an interview in seconds. Interviews schedules automatically.

CHEAP
We reduce hiring costs from $4200 to $50 (x84 times)

GROWTH STRATEGY/ PROMOTION

From staffing service to industrial match-making platform

Market Penetration strategy.

- Appealing to lowering hiring costs
- We find 3 candidates for you for free
- Aggressive advertising
- Acquiring customers across different platforms

Product Expansion/Development strategy.

- Grow from match-making service to the complex multilevel HR platform
- Build features to serve Big enterprises and Senior level workers
- Focus on development of Intelligent approaches/logics to hiring process; algorithms to identify user's performance
- Development of blockchain infrastructure

GROWTH HACK TACTICS

Content Marketing strategy

Info, Education, Video, SEO, Social media, Email, Events

Relationship Marketing strategy

Persuasion, Social Responsible, Cause

Referral marketing

World of Mouth, Viral marketing, Influencers.

Revenue Making

Cooperative Marketing, Conversion, Promotion

MARKET PROMOTION

We will keep high marketing expenditure (30%+ of revenue) on the early stage in order to aggressively penetrate market, gain a solid brand equity to achieve fast return on investment from sales

PAID ADVERTISING

ONLINE MEDIA CAMPAIGN
Affiliate
Social
- Facebook ads
- Twitter Ads
- Linkedin Ads
- Instagram Ads
Lead generation
- Content discovery platform
- Dedicated email send

PUBLIC RELATIONS

Subscription
- Press releases service
- Research/contact service
- Reputation monitoring
Content
- Press releases
- Newsletters
- Reports
- Guest posts
Events / Tradeshows
- Admission
- Transportation
- Accomodation
- Meals
Media Relations/ awards
- Dinners
- Gifts
- Award entry fees
Agency
- Retainer fees
- Expenses

PRODUCT MARKETING

Product / Market fit
- Paid research
- Competitive analysis
- Focus groups
Product testing
- User testing sessions
- Testing Software
Product releases
- Product management
- Launch event
- Paid advertising
- PR
Content
- White papers
- Case studies
- Product demo videos

BRANDING

Software
- Design
- Video
- Animation
- Prototyping
Outsourcing
- Freelance
- Actors
- Printing
Freelancers
- Writers
- Designers
- Developers

CONTENT MARKETING

Software
- Design
- Project management
- Analytics
- Marketing automation
Publishing tools
- Blogging platform
- Landing page/ CTA
Freelancers
- Writers
- Designers
- Developers

CHALLENGES/RISKS

RISKS	MITIGATION STRATEGY
Empty Discotheque Problem (After launching nobody will want to use it, because there are nobody there yet.	1. After launching MVP begin to acquire users by giving them special incentives, free services 2. Partnership with big job boards to get access to their customer bases in exchange of using our API (matching capabilities) 3. Aggressive marketing lead generation
Sensitive information Protection	Using established cloud solutions (AWS, Miscrosoft Azure)
A client hired a wrong person	Give him free interviews until he find a right one. (Gives us more data for training Neural Network), so it will be more precise in future.
Wrong targeting customer needs/groups	Make different goals for testing after launching MVP. Studying customer needs. Hire consultant
Candidates will feel more anxious when being assessed by AI	Releasing some hints, content, labels to explain how AI works. Adjust UI to make it more user-friendly
Wrong Business model	Use a parallel play and rapid prototyping to adjust business model and find effective solutions

DEVELOPMENT

INFRASTRUCTURE
AWS (Amazon Web Services): Servers, Databases etc.

Why?
- **Secure**. AWS utilizes an end-to-end approach to secure and harden our infrastructure, including physical, operational, and software measures.
- **Cost-Effective.** We pay only for the compute power, storage, and other resources we use, with no long-term contracts or up-front commitments.
- **Reliable.** With AWS, you take advantage of a scalable, reliable, and secure global computing infrastructure
- **Scalable and high-performance.** Using AWS tools, Auto Scaling, and Elastic Load Balancing, your application can scale up or down based on demand.

We use advanced AWS setup
- **CDN**
- **Caching,**
- **Database clustering (RDS replication)**
- **ELB**
- **Multiple web servers**

Costs
Hosting costs could be around:
$200 – $1600 USD per month on the early stages

MVP (The Minimum Viable Product)

"... the minimum viable product (MVP) is a product with just enough features to satisfy early customers, and to provide feedback for future development..."

Our goal is to get to market quickly, observe how people use our product and then navigate to the most profitable business.

Purpose of MVP
1. **To design effective business model**
2. Focus on value proposition (Test Assumptions)
3. Build relationship with customer
4. Get fast response from market
5. Figure out if the product is viable
6. Acquire first data from users for training AI
7. Acquire first users
8. Define critical drawbacks and implement changes from tests fast
9. Spend time efficiently
10. Safe money (Full costs of product could be up x10 times bigger)
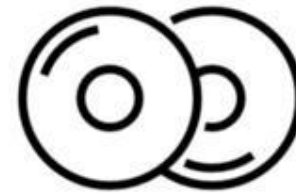
Prototype   MVP   Product

Features we build for MVP
1. Registration
2. Authorisation
3. Personal account
4. Interview mechanics
5. Chatbot –Qualifications
6. AI Matching
7. Calendar
8. Local scheduling /appointments
9. Feedback mechanism
10. Video calls
11. Admin area

COSTS OF DEVELOPMENT MVP

The estimation of MVP development was made by **SmartIT** (Belorussian Development Company). The quotation does not contain any support and maintenance costs as it is to be defined once the project is settled up.

	Optimal Case Scenario		SUM
	Frontend	Backend	
Development, hours	604	1170	1774
Design, hours	160		160
QA, hours	152	288	440
Management, hours		280	280
Total, hours	916	1726	2654
Total USD	$32060	$60410	**$92790**

DEVELOPMENT CALENDAR

	Mon 1	Mon 2	Mon 3	Mon 4	Mon 5	Mon 6	Total
Backend Dev	160	160	160	160	160	170	970
Fronted Dev		160	160	80	80	24	504
Design, H	80	80					160
QA, H		80	80	80	80	120	440
Management, H	80	40	40	40	40	40	280
							2341 hours

COMPANY REGISTRATION

	DUBAI	DUBAI Free Zone	CYPRUS	ESTONIA
Registration costs	$21890	$20140	€1200 - €3000	€190.
Licence renewal Annual	$12400	$8700	€350	€350
Corporate Taxes	0	0	12.5%	20%

NOTE:
Registration in Dubai Free Zone makes difficulties for creating a banking account (Takes 3-4 months to open account and not 100% success guarantee)

Logic for Decision making:
If our business will make annual income more than $99,200 ($12400/12.5%)- then the registration in Dubai is better in order to safe money on taxes.

FINANCE

Capital Required	**$432,967**
Months to reach profitability	**26**

Monthly Revenue vs Expenses | 5-Year Projection

Legend: CAPEX, SG&A, COGS, Revenue

Use of Funds - Months 0 -18

Legend: Ops, R&D, Growth, Other

Cash in the Bank | 5-Year Projection

START DEVELOPMENT

Mobile app MVP development. Increase team

Marketing team engagement. First revenue

End of development full product. Market live

Series1
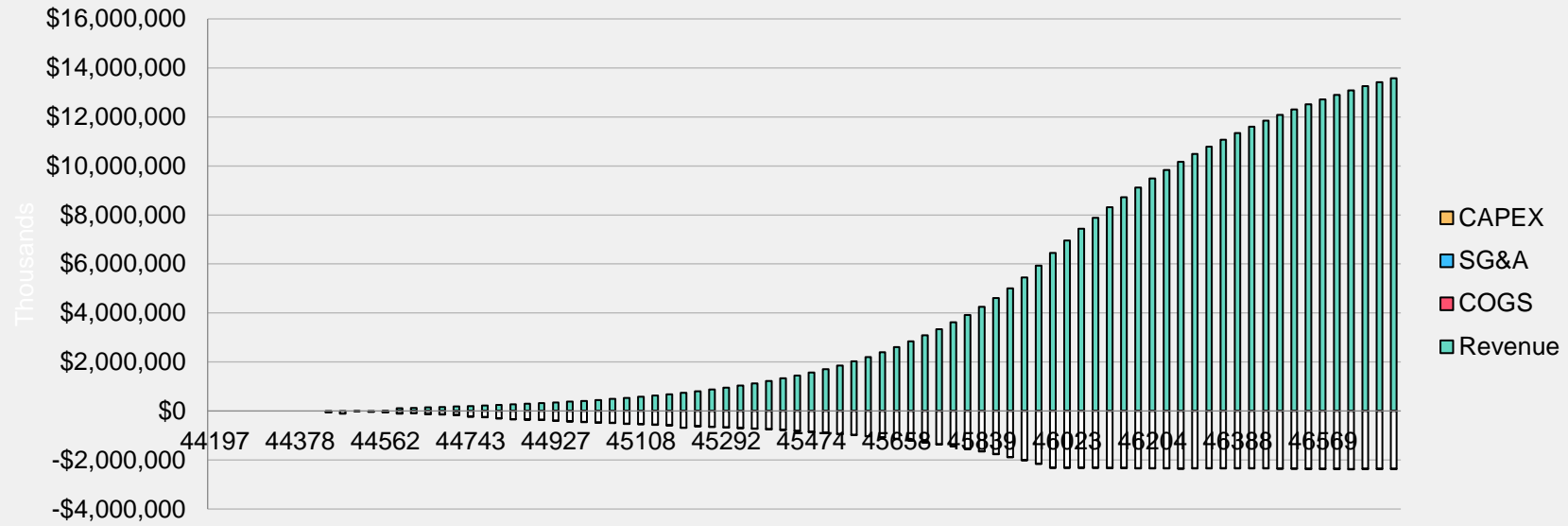
FINANCIAL STATEMENT

Net Present Value	#########	2021	2022	2023	2024	2025	2026	2027
	Unit	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7
Revenue	**USD**	**0**	**2,316,713**	**6,990,987**	**18,897,432**	**51,120,800**	**110,283,573**	**150,629,073**
BM 1 Subscriptions	USD	0	825,000	4,132,500	13,764,000	43,548,000	102,621,000	142,966,500
BM 2 Interviews	USD	0	1,491,713	2,858,487	5,133,432	7,572,800	7,662,573	7,662,573
COGS	**USD**	**0**	**674**	**1,353**	**2,726**	**5,017**	**7,793**	**9,425**
CATEGORY #1: Web Services	USD	0	481	967	1,947	3,584	5,566	6,732
CATEGORY #3: Payment Processing	USD	0	192	387	779	1,434	2,227	2,693
Gross Profit	USD	**0**	**2,316,039**	**6,989,634**	**18,894,706**	**51,115,782**	**110,275,780**	**150,619,648**
Gross margin	%	-	*100.0%*	*100.0%*	*100.0%*	*100.0%*	*100.0%*	*100.0%*
SG&A	**USD**	**172,533**	**2,413,169**	**6,265,670**	**10,056,708**	**19,598,912**	**27,852,502**	**28,159,707**
PAYROLL	USD	51,333	1,831,683	4,439,609	5,348,718	5,839,401	6,144,105	6,451,311
MARKETING & GROWTH	USD	0	427,686	1,342,261	4,212,590	13,220,911	21,167,396	21,167,396
ADVISORY & PROF. SERVICES	USD	115,000	12,400	102,400	12,400	12,400	12,400	12,400
RENT	USD	3,600	139,600	380,800	482,400	525,600	528,000	528,000
TECH SUPPORT & SERVICES	USD	400	200	0	0	0	0	0
INSURANCE	USD	200	600	600	600	600	600	600
UTILITIES	USD	0	0	0	0	0	0	0
OTHER EXPENSES	USD	2,000	1,000	0	0	0	0	0
EBITDA	USD	**-172,533**	**-97,130**	**723,964**	**8,837,998**	**31,516,870**	**82,423,278**	**122,459,940**
EBITDA margin		-	*0.0%*	*10.4%*	*46.8%*	*61.7%*	*74.7%*	*81.3%*
D&A	USD	167	8,214	25,391	33,124	37,407	40,185	41,551
EBIT	USD	**-172,700**	**-105,344**	**698,573**	**8,804,874**	**31,479,463**	**82,383,093**	**122,418,390**
EBIT margin		-	*0.0%*	*10.0%*	*46.6%*	*61.6%*	*74.7%*	
Interest expense	USD	0	0	0	0	0	0	0
Income taxes	USD	0	0	0	0	0	0	0
Net income	USD	**-172,700**	**-105,344**	**698,573**	**8,804,874**	**31,479,463**	**82,383,093**	**122,418,390**
Net margin		-	*0.0%*	*10.0%*	*46.6%*	*61.6%*	*74.7%*	*81.3%*

TEAM & SALARIES

Salaries	Expense Category	Currency	Monthly Cost to Company	Monthly Salary	Annual Salary	Payroll Taxes + Benefits	First Hire	How many hires added per period?	How often are new hires added?	Maximum Team	Annual Increase
Operations											
CEO	Ops	USD	2,292	2,083	25,000	10%	Sep-2021	1	Never	1	5%
COO	Ops	USD	5,500	5,000	60,000	10%	Dec-2021	1	Never	1	5%
Product											
CTO	R&D	USD	9,167	8,333	100,000	10%	Sep-2021	1	Never	1	5%
VP of Product	R&D	USD	7,700	7,000	84,000	10%	Feb-2022	1	Annually	1	5%
UI/UX	R&D	USD	4,583	4,167	50,000	10%	Feb-2022	2	Quarterly	5	5%
Lead Developer & Solution Architect	R&D	USD	8,250	7,500	90,000	10%	Feb-2022	1	Annually	2	5%
Full Stack Developer	R&D	USD	7,333	6,667	80,000	10%	Jun-2022	2	Monthly	10	5%
Business Analytic and Technical Writer	R&D	USD	5,500	5,000	60,000	10%	Jan-2022	1	Quarterly	5	5%
Marketing & Sales											
VP of Sales	Growth	USD	8,250	7,500	90,000	10%	Feb-2022	1	Annually	1	5%
Senior Sales	Growth	USD	6,417	5,833	70,000	10%	Apr-2022	1	Quarterly	4	5%
Junior Sales	Growth	USD	3,667	3,333	40,000	10%	Jun-2022	1	Monthly	15	5%
VP of Marketing/CMO	Growth	USD	7,333	6,667	80,000	10%	Feb-2022	1	Never	1	5%
Senior Marketing	Growth	USD	5,500	5,000	60,000	10%	Apr-2022	1	Quarterly	5	5%
Junior Marketing	Growth	USD	3,208	2,917	35,000	10%	Jun-2022	1	Monthly	20	5%
Customer Support											
Head of Customer	Ops	USD	4,583	4,167	50,000	10%	Feb-2022	1	Never	1	5%
Senior Customer Support	Ops	USD	2,750	2,500	30,000	10%	Apr-2022	1	Quarterly	2	5%
Junior Customer Support	Ops	USD	1,833	1,667	20,000	10%	Jun-2022	1	Monthly	35	5%

TASKS

1. Conceptualizing an idea ✓
2. Detailed study of the interaction between the user and the program. ✓
3. Prototyping
4. First test series
5. Complex design creation
6. Second series of tests
7. Full development and construction of the program.

Thank you!

LET'S STAY CONNECTED!

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