Leadforce

All-in-One Recruiting Platform – Hire Now, Pay Only When You Succeed

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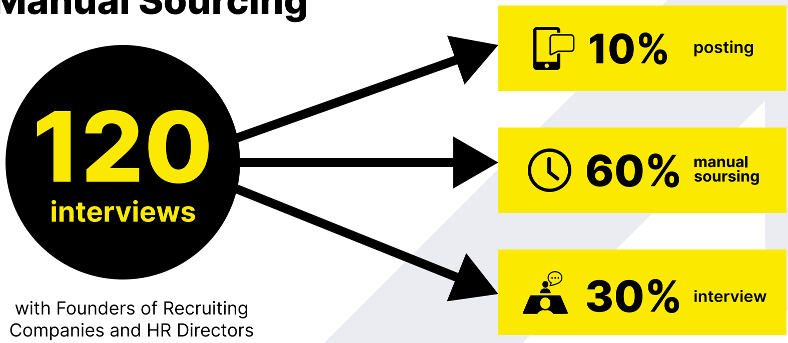
The Most Labor-Intensive Part of Recruiting: Manual Sourcing



120 interviews

with Founders of Recruiting Companies and HR Directors in the USA

- **10%** posting
- **60%** manual sourcing
- **30%** interview

Recruiters Pay for Results, Not Tools

apna

icims

PARADOX

Talenya

Ashby
Beisen
comeet
eightfold.ai
Gem
Handshake
Instawork
Joonko
jobandtalent
LEVER
LinkedIn
Moka
myInterview
phenom
seekout
SHIFTsmart
Skillinn
SmartRecruiters
TaTiO
Team.me
Turing
woo
workable
workrise
ZipRecruiter
workstream

Recruiters don't get paid for searching — they get paid for hiring, so they need candidates ready to start, not another costly tool

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Ready-to-Work Candidates at 25% of Agency Costs

We deliver pre-qualified candidates ready to start, with post-payment, at just 25% of traditional agency fees.

A lot of different tools, headaches, money, and time.

20% of the annual salary

Pay now, hire later

LeadForceTalent – 1 platform

5% of the annual salary

Hire Now, Pay Later

LeadForce

Underlying Magic

AI-Powered Hiring in Action

1
AI Reads the Job Description

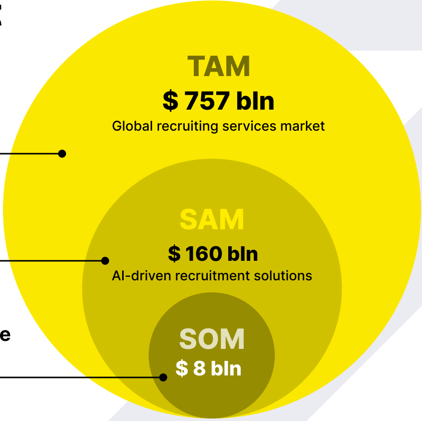
2
AI Searches 450M+ Profiles

3
AI Invites & Interviews Candidates

4
AI Evaluates & Scores Fit

5
Recruiter Reviews & Sends to Client

The Market



Total Addressable Market

Serviceable Available Market

Serviceable Obtainable Market

TAM
$ 757 bln
Global recruiting services market

SAM
$ 160 bln
AI-driven recruitment solutions

SOM
$ 8 bln

The CAGR for AI-driven recruitment in the U.S. is projected to be 13% over the next 8 years.

(Sources: Business Research Insights)

GO-TO-MARKET PLAN

1

Direct Sales via social networks

2

PPC advertising in Facebook, Instagram, Twitter and LinkedIn

3

Partnering with HR communities and top alumni societies

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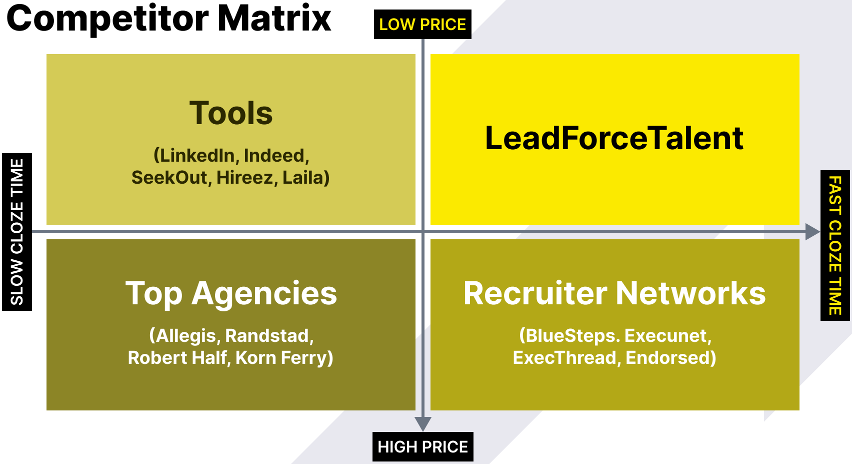
Competitor Matrix



LOW PRICE

Tools

(LinkedIn, Indeed, SeekOut, Hireez, Laila)

LeadForceTalent

SLOW CLOZE TIME

FAST CLOZE TIME

Top Agencies

(Allegis, Randstad, Robert Half, Korn Ferry)

Recruiter Networks

(BlueSteps. Execunet, ExecThread, Endorsed)

HIGH PRICE

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LeadForceTalent ROI vs Regular Internal Search approach

ROI Estimation	Searching Internally	Using LeadForceTalent
Posting Jobs	$300/job	Included
Recruiter Salary (2 months, median $60,000/year)	$10,000	—
Time Spent on Screening (40 hours at $25/hr)	$1000	—
LinkedIn Recruiter (1 month)	$900	—
ATS System (1 month)	$200	—
Time Spent on Interview Scheduling (20 hours at $25/hr)	$500	—
Time Spent on Follow-ups/Reference checks (20 hours at $25/hr)	$500	—
Total Cost	**$13,400**	**$799**

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Team Presentation

Dima Rodenko

Co-Founder, CEO

Serial Entrepreneur, 2M ARR achiever

Vitalik Lubinets

Co-Founder, CMO

Serial Entrepreneur, Co-Founder of WinWin Club

Nastya Zhuravel

CPO

Founder of recruiting agency with Fortune 500 clients

Mark Shcherbakov

CTO

Experienced in AI and HR technologies

Yaroslav Yaroslavskiy

Bisiness Development Advisor

Eric Drummond

US Growth Partner

25 years + of senior talent management experience

Powered by SEEDS OF BRAVERY Supporting the Ukrainian Tech Ecosystem · Microsoft for Startups Founders Hub · Microsoft for Startups

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FINANCIAL PROJECTIONS AND KEY METRICS

	First Year 2025	Second Year 2026	Third Year 2027	Fourth Year 2028
Active clients	**300**	**1 300**	**3 500**	**6 400**
Revenue, K$	**1 000**	**6 800**	**23 200**	**48 400**
Evaluation, K$	**8 700**	**56 700**	**193 200**	**403 500**

LeadForce

With investors we can get results faster

5M profiles

USA decision makers

1 year + LTV

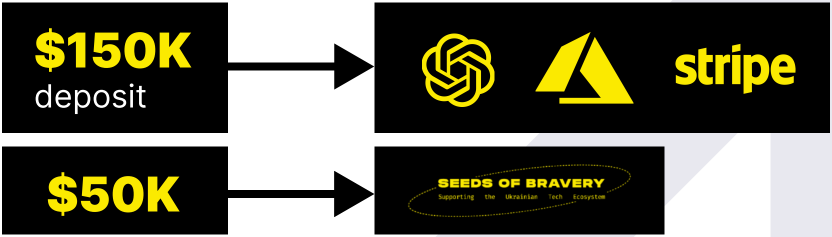
Traction

44 LoI

We have signed 44 Letter of Intent with companies. This traction is generated by companies represent Recruitment, Staffing, Retail, Employment Services and Insurance with industry Leaders as New York Life Insurance company, PMC, Carrols, Porcelanosa and many others leading to $10K per month revenue.

Trials	31
Active clients	3
MRR	$10 000

Microsoft for Startups Recognition!



$150K deposit → stripe

$50K → SEEDS OF BRAVERY Supporting the Ukrainian Tech Ecosystem

$85K → **Founders Investment**

Thanks!

Any questions?

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