

MPT

(em-pu-thee)

Human-first

Designed with humans in mind. Human Resources should stay human, and AI should only help, not look to replace them.

Specialized

Capable of working in multiple verticals, with deep knowledge and understanding of them.

Verbose

Natural language, with enough explanations to help inform every decision made. Recruiter-friendly feedback.

Measurable

Reports and metrics that help inform data-driven companies. Helps understand recruitment health and painpoints.



Brand Concepts



Ambiguity

A job description that requires experience in Java doesn't match with a candidate that has experience in Javascript

Complexity

Modern ATS apps contain sophisticated features that generally go unused. Most of their systems are either outdated or needing a revamp



Market Opportunities



Information Upload

Job Description
Candidate Resume

Parse & Match

Information is parsed
and matched against the
job description

Feedback

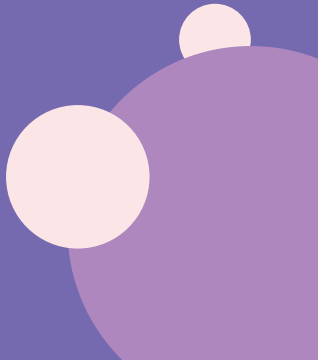
Verbose feedback is
provided, in a manner
non-technical recruiters
can understand.

Interactivity

Aims to become a copilot,
not just a tool

Reporting

Capable of reporting
results, to help improve
and maintain recruiting
health.



MPT

Solution Overview

Recruiters

Smaller recruitment agencies or individual headhunters, with no size limitations.

Specialists

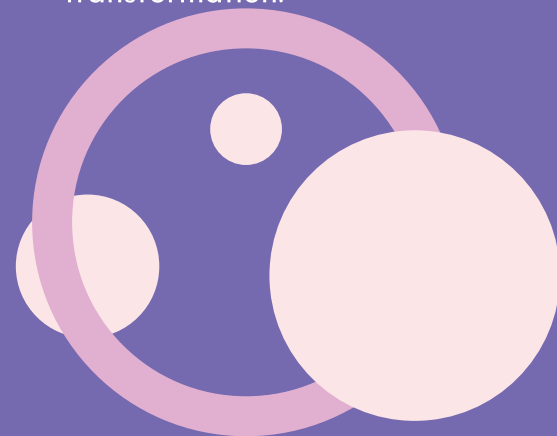
Specialized headhunters, both freelance and working for staffing companies. i.e. Tech Recruiters

Staffing Companies

Natural language, with enough explanations to help inform every decision made.
Recruiter-friendly feedback.

Talent Departments

Talent Acquisition depts. within companies, mainly those that may not feel that they're ready for a full technological transformation.



Subscription Model

Users pay a recurring fee to access different features, divided into tiers, billed monthly or annually. Pricing deals per volume can be arranged.

Usage-based billing

Revenue depends on the volume of transactions in a month. Ideal for bigger companies, or companies that run massive searches.

Phase 1	Phase 2	Phase 3	Phase 4	Phase 5
MVP Business Model Validation Beta Testing and early UAT	Company setup + Initial Funding Front + Backend Development Legal Clearance	Active user acquisition Network Expansion Referral Mechanism	Regional Offices Consultancy + Agency Partnerships Education + Training	Specialized Verticals Domain-specific Solutions



Summary

The current Talent Acquisition software approach feels outdated compared to today's available resources. We aim at developing innovative solutions that come from a human-first design philosophy, looking to create an intuitive, user-friendly, and effective product to aid Human Resources professionals in accomplishing their daily tasks.