
TalentLY
Improving the productivity for HR professionals
through employee referrals

Problem

Employee referrals are the top source of quality hires, but HR professional are not able to use it to full potential

Employee referrals —— the most preferred way for quality hire candidate's cultural fit, less cost and less time to hire.

Around **70%** of companies use a referral program for their recruiting and only **4%** reach their true potential, meaning they can hire **30%** of their employees through referrals.



Potential Causes

Info gap

HR professionals don't know what type of connections employees have

Manual process

Manual process to track referrals - often done in excel sheets

Low effeciency

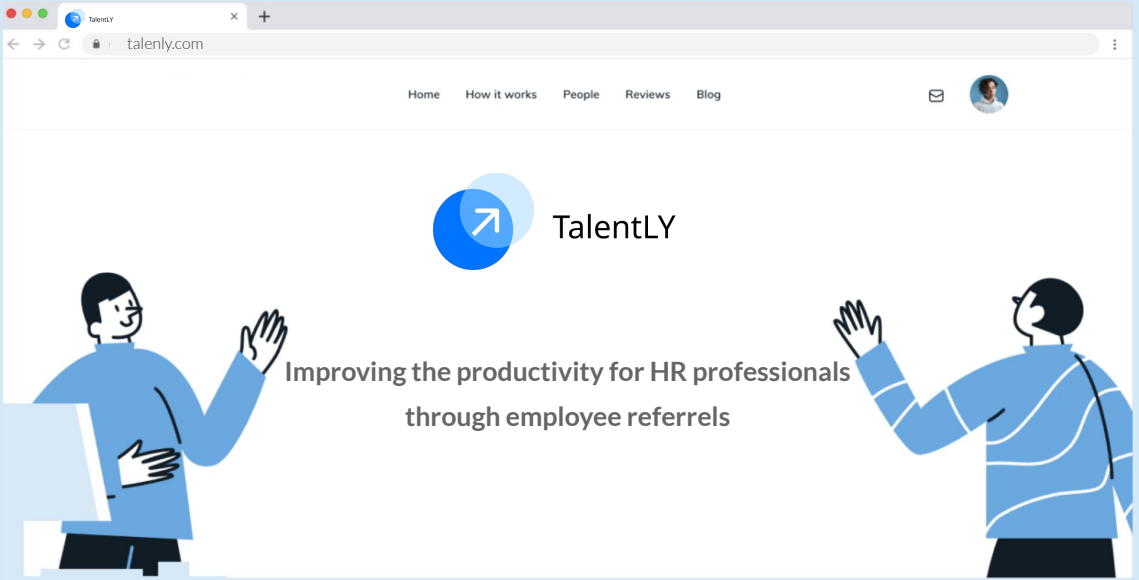
Not effectively promoting employee referral programmes to the employees

Source: Lnkedin Recruiting Trends

TalentLY

TalentLY is a platform

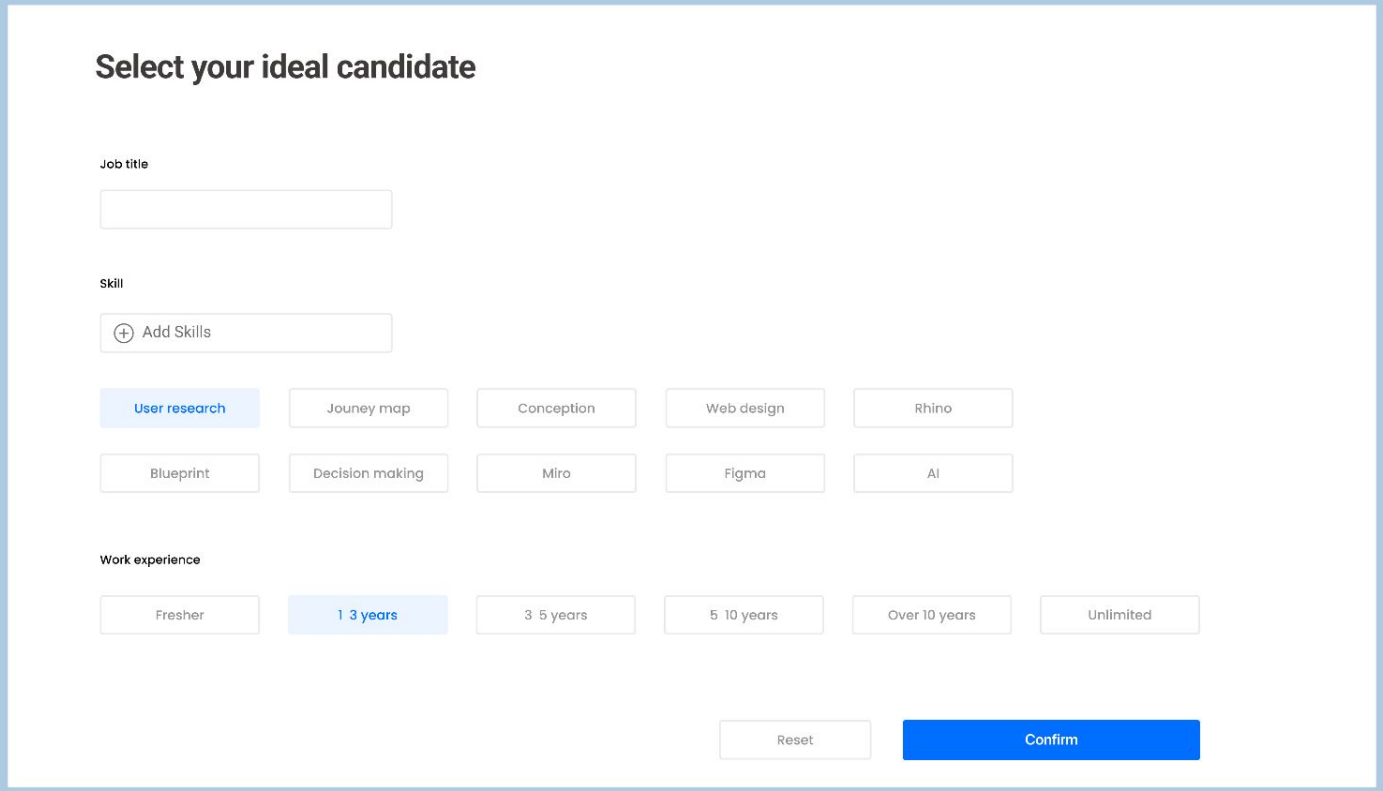
using Linkedin API data & machine learning
to increases productivity for HR team to hire through referrals



https://hacklbs1.web.app/

https://www.figma.com/file/nHxOmJKBM0MZVH4oK4woYt/HackLBS---TalentLY?node-id=0%3A1

TalentLY


Select your ideal candidate
Job title
Skill
Add Skills
User research
Jouney map
Conception
Web design
Rhino
Blueprint
Decision making
Miro
Figma
AI
Work experience
Fresher
1 3 years
3 5 years
5 10 years
Over 10 years
Unlimited
Reset
Confirm

TalentLY

Recommend list

Select all | Confirm



Latoya Richardson

UX designer

5 people match



Jane Doe

UX designer

3 people match



Judith Williams

UI designer

2 people match

TalentLY

Recruitment Status



Martin Merces UX designer

Time booking：2022.08.11

Accept	Exam	First interview	Second interview	Offer	Entry Level
	Success	Don't pass			

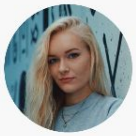


Jones Dermot UI designer

Time booking：2022.08.12

Accept	Exam	First interview	Second interview	Offer	Entry Level
	Success	Success			

TalentLY



Jane Doe

Recommend：5

$5000

Reward detail

Recommend list



Martin Merces

UX designer

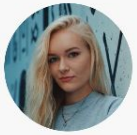
Accept | Exam: Success | First interview: Don't pass | Second interview | Offer | Entry Level



Jones Dermot

UI designer

TalentLY



Hi ！ Jones Dermot

I recommend you to join our company

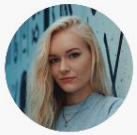
Booking the interview | Don't attend | Not sure

June 2020 >

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Confirm

TalentLY



Hi ！ Jones Dermot

I recommend you to join our company

Booking the interview

Don't attend

Not sure

TalentLY

You can recommend 1 friend

2 friends



Richard

UX designer

70% match



John Smith

Web designer

40% match

Confirm

Target Customer & Persona

Through interviews we identified the persona in the SME



Name Maria

Location Shoreditch

Company Fintech Startup in Series A

Team Size 2 HR people for 200 people company

CONCERN

As a not well known emerging startup, it is hard to source talents just by job postings and linkedin messaging. Looking to use employee network to hire talents but everyone seems busy and not engaged in the employee referral scheme.

Why Now

Employee referrals are becoming important source of hiring in the Post COVID world especially for SMEs

COMPETITION



- More competition in hiring great talents as many companies are adopting Working From Home. Your competition is not within UK companies but now globally.
- SMEs with less brand struggle to hire more than large corporates
- General labour shortage in the UK - FT reported greatest labour shortage in the last 50 years.

COST



- Many SMEs has been affected by COVID and employee referral programmes allows companies to save costs.
- Companies usually pay $2000- $5000 per hire for employee referral vs headhunters charge 15-25% of candidate salary.

Revenue Model

It will be a SaaS model with recurrent revenues

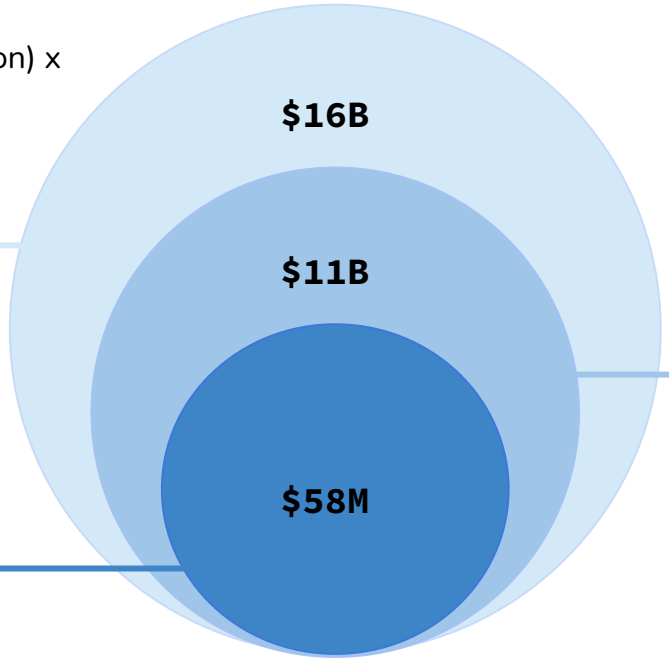
Basic Plan(Launch Stage)
Price: $ 3000 /annual
Feature: Basic features using this employee referral system (https://www.figma.com/file/nHxOmJKBM0MZVH4oK4woYt/HackLBS---TalentLY?node-id=0%3A1)

Premium Plan (Later stage of Launch)
Price: $ 5000 /annual
Features: Added feature of having employer view (Figma prototype + https://hacklbs1.web.app/)

Market Size

HR professionals in the UK working for a small to medium sized companies

TAM: 4.1M SMEs in the UK (excluding industries with low linkedin penetration) x Average Annual Subscription fee
$4,000 = $16B



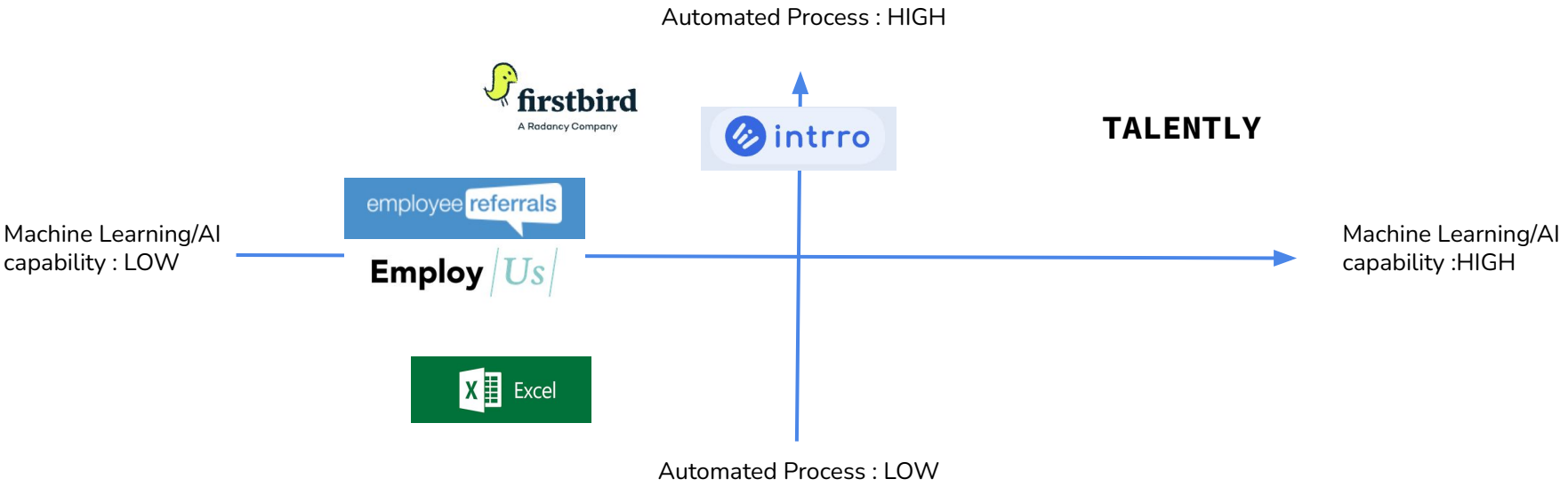
Companies with employee referral scheme
70%= $11B

Our Market Opportunity: capturing 0.5% of the market
$58M

Source: Statista

Competitors

TALENTLY will be uniquely positioned in the referral software using ML/AI technology



Machine learning/AI capability

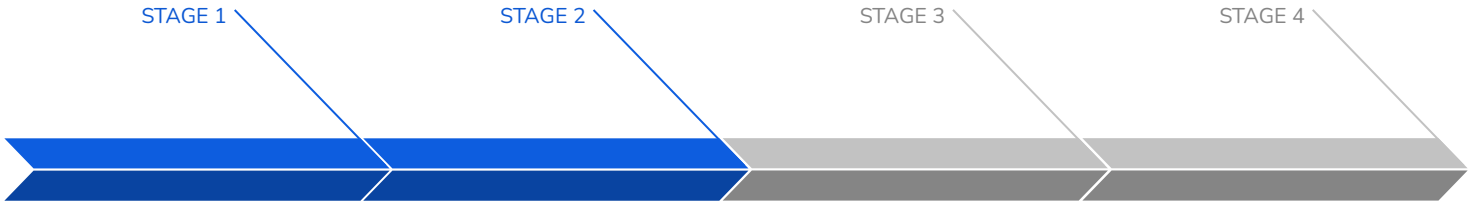
No other competitors having the ability to analyse linkedin profile and recommend the top matches

Automated Process

Many competitors have seamless integration to social media but still need more clicks/steps than TALENTLY

Growth

Starting with UK but expanding to US and Canada in the future



Stage 1: London tech startups

Initially start with companies that have high linkedin users + high growth.

Stage 2: Expand to other sectors in the UK

Hire more sales people and expand to other parts of the UK

Expand to International Market: Canada & US

US and Canada also has high linkedin penetration (44% of population in the US and 38% of population in Canada have Linkedin)

Product Development

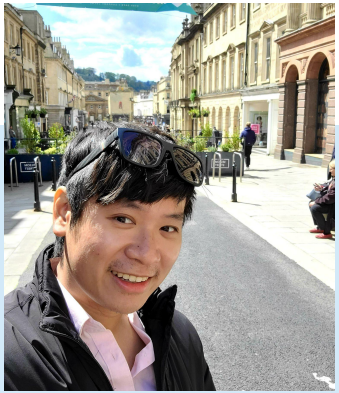
Develop additional features to increase ARR from existing customers. Add employee view as attached prototype

Team



Ayaka Nakatsuka
LBS MBA'22

- Market Research
- Product Management
- Strategy Development



Bernando Suryanto
LBS MBA'22

- Web develop
- Technical Support



Fei Long
RCA Service design

- User Research
- Product, Service review and enhancement



Bilin Liang
RCA Service design

- Developing System functional
- The user flow and framework of the website