

Recruiting Startup Awards



Presented by
Allegis Global Solutions

Finalists



Candidate ID



Jobiak



GoHire



Vervoe



VanHack

Candidate ID



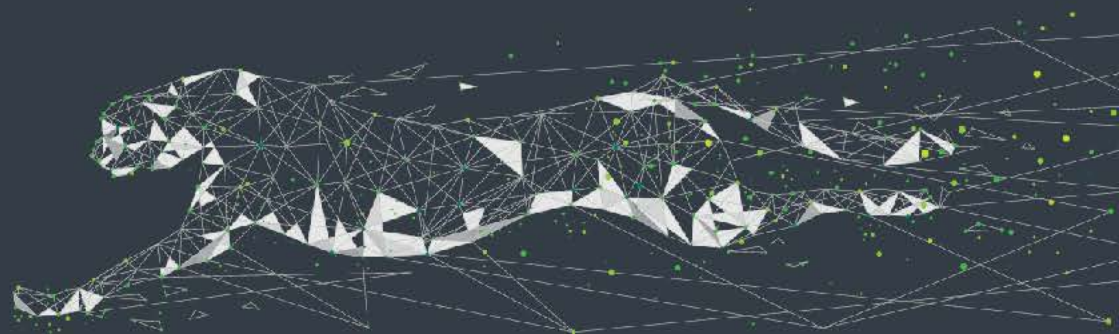
Nothing is as powerful
as an idea whose
time has come ^{DD}

Victor Hugo, 1877

UNLEASH THE POWER OF TALENT PIPELINE AUTOMATION

Hiring Success 2019, San Francisco

Scot McRae | Co-founder



Talent pipelines have been a **top 3 priority** for talent acquisition leaders for the past 5 years, and **remain an unfulfilled objective**¹



Your candidates **have changed forever**. They are more empowered, more online and more digital than ever before. They do their own research long before they **will talk to anyone**, 6 months¹ across 16+ different touch points².



¹ Boston Consulting Group, 2017

² CareerBuilder 2017



Enables talent acquisition leaders to:



Get first access to best talent
Candidate first
Focus on right - engagement + fit
“Always on” + “Ready now” pipeline
Develop relationships in advance
Personalisation at scale

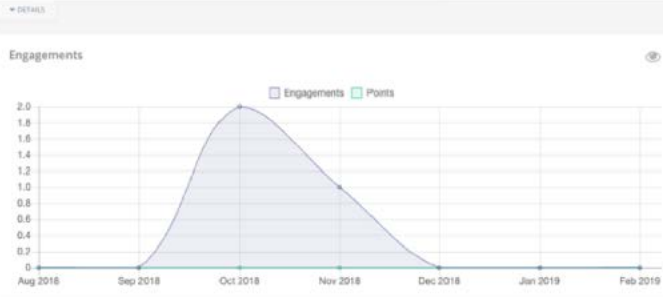


Save time and money
Automating repetitive manual tasks
Less people time: +25% productivity
More hires from direct sourcing
Eliminate cold calling
Slash 3rd party costs



Measure and optimise
What activities impact most
Pipeline health and efficiency
Prove ROI to executive teams
Get better at Diversity
Automate compliance (GDPR)

38 points



28 History 8 Notes 8 Social 1 Places

Event Name	Event Type	Event Timestamp
7: [C1 E2] Open Landing Page / 3	Point gained	November 22, 2018 11:30 pm
5: [C1 E2] Open Email / 1	Point gained	November 22, 2018 11:30 pm
11: [C1 E4] landing page link How your company's values shape what you do every day / 3	Point gained	November 14, 2018 11:05 pm
10: [C1 E4] Open Email / 1	Point gained	November 14, 2018 11:05 pm
4: [C1 LP FooterLinks] Starbucks Join-The-Starbucks-Australia-Team / 1	Point gained	November 5, 2018 7:20 pm
9: [C1 E3] Management Roles / 5	Point gained	November 3, 2018 9:14 am
8: [C1 E3] Open Landing Page / 3	Point gained	November 2, 2018 1:15 pm
6: [C1 E3] Open Email / 1	Point gained	November 2, 2018 0:27 am
3: [C1 LP FooterLinks] Starbucks Careers-at-Starbucks / 1	Point gained	October 12, 2018 2:06 am
2: [C1 E1] Open Landing Page / 3	Point gained	October 12, 2018 2:05 am
1: [C1 E1] Open Email / 1	Point gained	October 12, 2018 2:04 am



A collage of mobile app screenshots and social media posts. It includes a 'How I got into a career' post, a 'Careers at Starbucks' post, a 'Tulared career insights' message, and a 'Community endorsement' post. Point values are placed next to each screenshot: +1, +1, +1, +1, +3, +1.

A collage of mobile app screenshots and social media posts. It includes a 'Store Leaders - Sydney West | Sydney West' post, a 'Welcome' post, and a 'Store Managers - Lush & Sydney Menu' post. Point values are placed next to each screenshot: +3, +5, +3, +1, +3, +5, +5.





11 History 0 Notes 0 Social 0 Integrations 34 Audit log 0 Places

Event ID	Event Name	Event Type	Event Timestamp
39	Web Hit - Dialog Semiconductor Homepage (C1E3R4) / 1	Point gained	September 20, 2017 9:20 pm
48	Web Hit - Dialog Semiconductor Homepage (C1E3L1R1) / 1	Point gained	August 26, 2017 12:24 am
14	Landing - Current Vacancies Analog Design Engineer (C1E1L2R2) / 5	Point gained	August 21, 2017 12:19 am
52	Landing - Current Vacancies (C1E3L1R5) / 3	Point gained	August 21, 2017 12:19 am
55	Web Hit - Careers Professionals (C1E3L1R8) / 8	Point gained	August 8, 2017 12:40 pm
38	Landing - Landing Page 1 (C1E3R3) / 1	Point gained	August 8, 2017 12:40 pm
54	Asset - Code of Business Conduct (C1E3L1R7) / 7	Point gained	August 8, 2017 12:40 pm
37	Landing - Landing Page 1 (C1E3R2) / 1	Point gained	August 8, 2017 12:40 pm
29	Email Open - Want to work with the best teams in the industry? (C1E3) (EU) / 1	Point gained	August 8, 2017 12:39 pm
16	Landing - Current Vacancies Senior Analog Design Engineer (C1E1L2R4) / 5	Point gained	August 1, 2017 2:10 pm
46	Web Hit - Press Release Power Efficiency DSLR (C1E2L1R7) / 6	Point gained	August 1, 2017 2:05 pm
47	Web Hit - Careers Benefits (C1E2L1R8) / 8	Point gained	August 1, 2017 2:05 pm
33	Landing - Landing Page 2 (C1E2R2) / 1	Point gained	August 1, 2017 2:05 pm
15	Landing - Current Vacancies Principal Analog Design Engineer (C1E1L2R3) / 5	Point gained	August 1, 2017 2:01 pm

dialog SEMICONDUCTOR

+1

+1

+2

+1

+3

+3

+1

+3

+3

+1

+3

+3

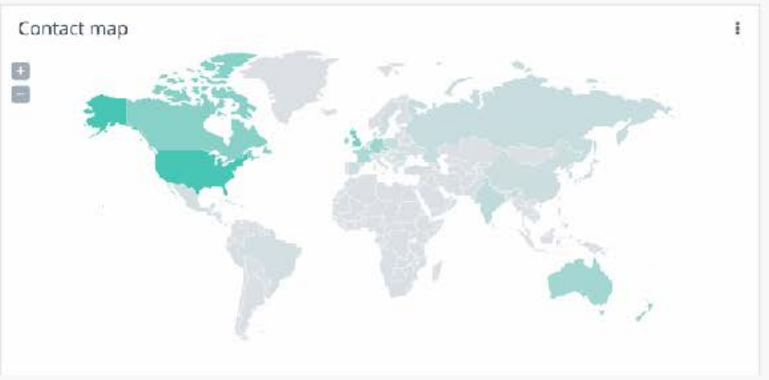
+5

+5

+5

- Dashboard
- Calendar
- Candidates
- Pipelines
- Components
- Campaigns
- Channels
- ID score
- Stages
- Reports
- Collapse Menu

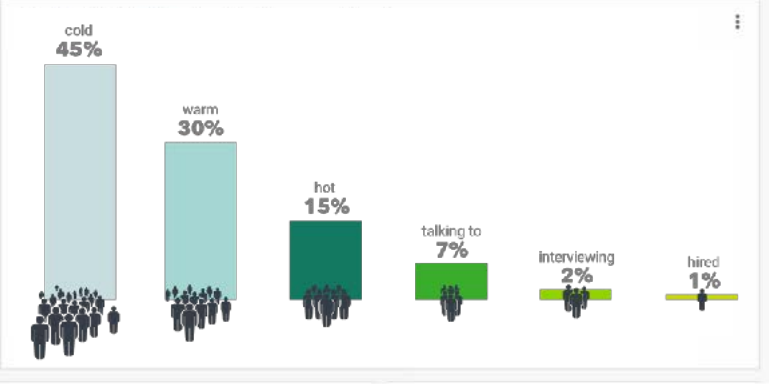
From Jan 18, 2019 To Feb 18, 2019 Apply



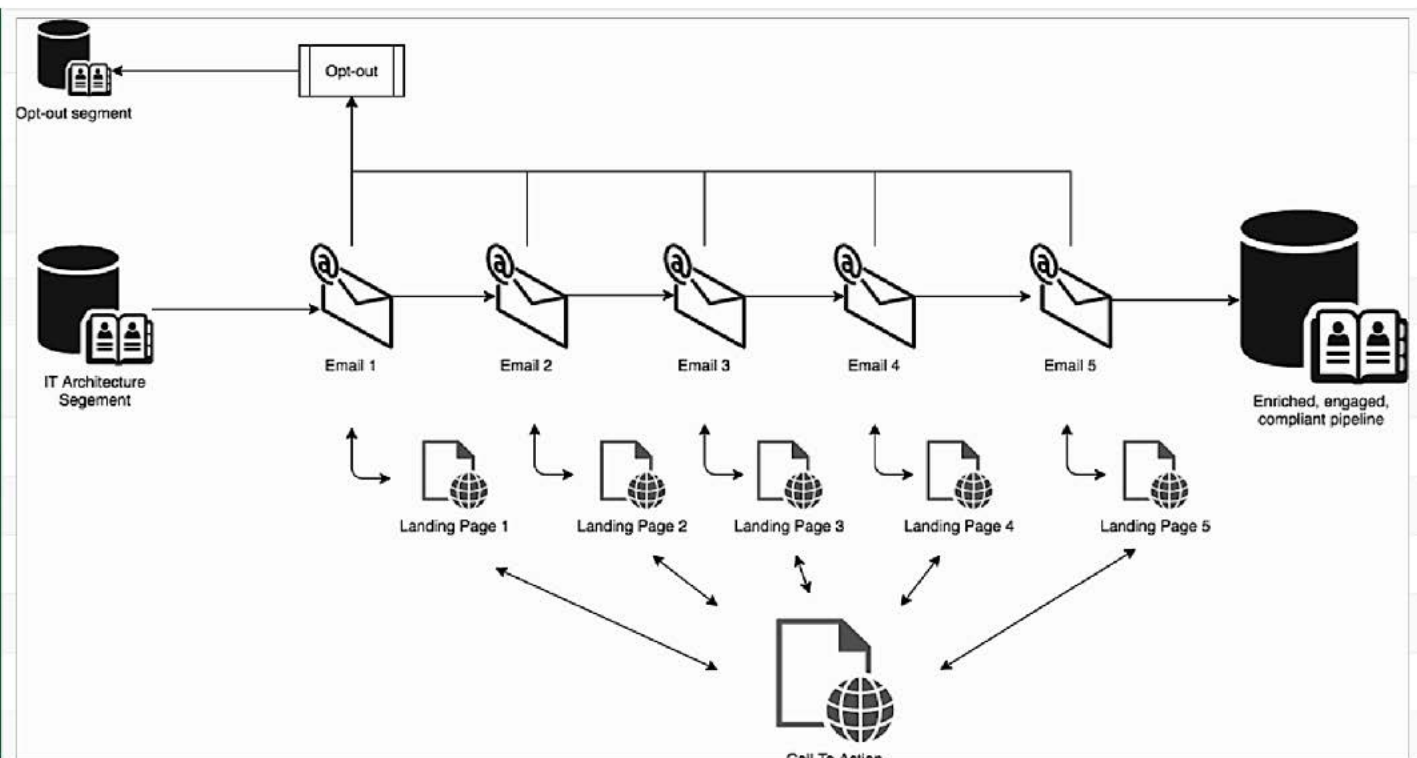
Candidate Pipelines

All candidates

Name	# candidates
Software Engineers - Design (EU) (alex-tavares-eu-all-c1)	View 2069 Candidates
Software Engineers - Design (USA) (alex-tavares-usa-all-c1)	View 921 Candidates
Software Engineers - Principal (EU) (alex-tavares-eu-principal-c1)	View 504 Candidates
Software Engineers - Principal (USA) (alex-tavares-usa-principal-c1)	View 186 Candidates



- Dashboard
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- Dashboard
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Candidates

Quick Add + New


Filter...

Name	Email	Location	Stage	Points I/F	Last active	ID
[Name]	[Email]	St Peter Port, England	8 - Placed	270	Today, 11:50 am	190691
[Name]	[Email]	St Peter Port, Plymouth	Do Not Contact	100	Today, 9:52 am	129357
[Name]	[Email]	London, England		130	3 days ago	190649
[Name]	[Email]	Loughton, Essex	1 - Active Lead	240	Yesterday, 4:01 pm	161194
[Name]	[Email]	London, England	3 - Active Lead	80	3 days ago	255865
[Name]	[Email]	St Peter Port, Wandsworth	Do Not Contact	50	2 days ago	370702
[Name]	[Email]	Hounslow, Hounslow	1 - Active Lead	40	3 days ago	190653
[Name]	[Email]	Dublin, Leinster	Do Not Contact	11	Yesterday, 6:51 pm	504400
[Name]	[Email]	Islington, Islington	2 - Active Lead	20	17 days ago	190751
[Name]	[Email]	Birmingham, Birmingham	3 - Active Lead	30	2 days ago	189851
[Name]	[Email]	Islington, Islington	Do Not Contact	20	10 days ago	504670
[Name]	[Email]	St Peter Port, Cambridgeshire	1 - Active Lead	10	11 days ago	190617
[Name]	[Email]	Denbighshire, Essex	2 - Active Lead	20	112 days ago	189737
[Name]	[Email]	Salint Heller, England	1 - Active Lead	20	13 days ago	481517
[Name]	[Email]	null, Wakefield	2 - Active Lead	10	61 days ago	189931
[Name]	[Email]	Ashburn, Virginia		10	9 days ago	529648
[Name]	[Email]	London, England	8 - Placed	10	3 days ago	503372

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- Collapse Menu

	29: Email Open - Want to work with the best teams in the industry? (C1E3) (EU) / 1	Point gained	August 8, 2017 12:39 pm
	16: Landing - Current Vacancies Senior Analog Design Engineer (C1E1L2R4) / 5	Point gained	August 1, 2017 2:10 pm
	46: Web Hit - Press Release Power Efficiency DSLR (C1E2L1R7) / 6	Point gained	August 1, 2017 2:05 pm
	47: Web Hit - Careers Benefits (C1E2L1R8) / 8	Point gained	August 1, 2017 2:05 pm
	33: Landing - Landing Page 2 (C1E2R2) / 1	Point gained	August 1, 2017 2:05 pm
	15: Landing - Current Vacancies Principal Analog Design Engineer (C1E1L2R3) / 5	Point gained	August 1, 2017 2:01 pm
	44: Landing - Current Vacancies (C1E2L1R5) / 3	Point gained	August 1, 2017 2:00 pm
	34: Landing - Landing Page 2 (C1E2R3) / 1	Point gained	August 1, 2017 2:00 pm
	45: Web Hit - Connectivity (C1E2L1R6) / 3	Point gained	August 1, 2017 1:58 pm
	32: Landing - Landing Page 2 (C1E2R1) / 1	Point gained	August 1, 2017 1:57 pm
	28: Email Open - Wireless connectivity solutions, power efficiency and why the best talent chooses company(C1E2) (EU) / 1	Point gained	August 1, 2017 1:56 pm

[Edit](#) [Send email](#) [Close](#)



64 points

Candidate

Phone - home

Phone - mobile



How are we different

	MANUAL	ATS/CRM	HRIS	PIPELINE AUTOMATION
EMAIL MARKETING	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CANDIDATE NURTURE	<input type="checkbox"/>	<input type="checkbox"/>	-	<input checked="" type="checkbox"/>
SMS MARKETING/NURTURE	-	-	-	<input checked="" type="checkbox"/>
REAL-TIME RECRUITER INTELLIGENCE/NOTIFICATIONS	-	-	-	<input checked="" type="checkbox"/>
CAMPAIGN MANAGEMENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	-	<input checked="" type="checkbox"/>
CONTENT MANAGEMENT (BY SPECIALISM)	-	-	-	<input checked="" type="checkbox"/>
CANDIDATE GENERATION	<input type="checkbox"/>	<input checked="" type="checkbox"/>	-	<input checked="" type="checkbox"/>
DATA - AUTO-ENRICH CANDIDATE PROFILES	-	-	-	<input checked="" type="checkbox"/>
DATA - REAL-TIME CANDIDATE UPDATES	-	-	-	<input checked="" type="checkbox"/>
PREDICTION/SCORING	-	-	-	<input checked="" type="checkbox"/>
MULTI-STEP WORKFLOWS	-	<input checked="" type="checkbox"/>	-	<input checked="" type="checkbox"/>
DYNAMIC SEGMENTATION	-	-	-	<input checked="" type="checkbox"/>
SOCIAL ENGAGEMENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	-	<input checked="" type="checkbox"/>
CANDIDATE MANAGEMENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	-	<input checked="" type="checkbox"/>
PIPELINE MANAGEMENT	-	-	-	<input checked="" type="checkbox"/>
RESOURCE MANAGEMENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
RECRUITMENT ANALYTICS	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
GDPR COMPLIANCE	-	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
ATS INTEGRATION	-	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Our team



Scot McRae trained in marketing at P&G before founding his own marketing automation consultancy, working with many of the UK's fastest growing technology companies.



Adam Gordon worked in recruitment marketing at Havas and in HR consulting at PwC before founding his own research & sourcing company.



Billy McDiarmid
Director of Customer Success



Richard Beattie
Chief Technology Officer



Bill Boorman
Product Advisor



Jane Mackie
Chief Financial Officer



George Elliot
Chairman

Success so far:

30+ Customers	100+ Pipelines	1,000,000+ Candidates
23 Staff	\$1,300,000+ Revenue	

accenture

dialog
SEMICONDUCTOR

IQVIA™

KELLYOCG
OUTSOURCING & CONSULTING GROUP

onfido

SPIRIT
ENERGY



CIELO

IBM®

Klarna.

Mondelēz
International

Specsavers

ThermoFisher
SCIENTIFIC



Key Milestones



Candidate.ID

*"I haven't seen anything in recruiting quite like
Candidate.ID"*

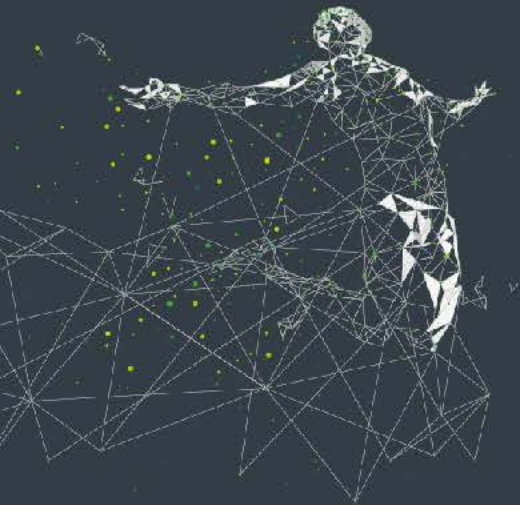
Gerry Crispin, Principal and Co-Founder at CareerXRoads

"The current and future challenge for talent acquisition is the ability to attract high performing passive candidates by engaging them with compelling content. Candidate.ID is perfectly positioned to help organisations achieve this."

Jonny Briggs, Global Head of Talent Acquisition, Aviva

"Powerful software that enabled us to activate dormant ATS data for competitive software engineering roles into an active pipeline for immediate and future hires, reducing our cost per hire by 75% and time to hire by 50%."

Chris Barton – Vice President Client Services, Cielo Talent



IMAGINE a world where ...

Ahead of any outreach you could tell who is engaged, and how they are engaging

All your team does is talk to people who wanted to work for you and are a great fit – and technology does the rest

You have a pipeline of 'always on' + 'hire-ready' talent to go to first



HIRING SUCCESS



Jobiak

Jobiak

**Advancing Recruitment
Technology**

An AI Platform for



for Jobs

The imminent Google for Jobs Tsunami

73%

Job Seekers start their
job search on Google...



200+ Million



Job Searches on Google
each month in US alone



Google for Jobs will forever
change the recruitment process for
both candidates and employers



Google for Jobs is going to
bring tremendous disruption
to job search industry



Google for Jobs is live
in 40+ countries

Employers face a challenge

Difficult to Post

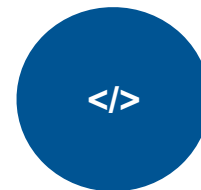
Majority of Jobs not on Google

Rarely allows Direct Apply

Confusing Brand Experience



Requires working knowledge of both HTML & JSON



Code must be created for each individual job post

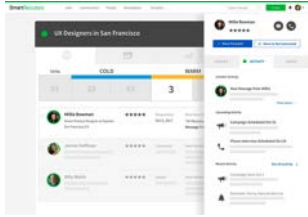


Code must be imbedded on job post page itself



Page must be submitted to Google through Google Index API

Career Page



1



Data Element Tagging

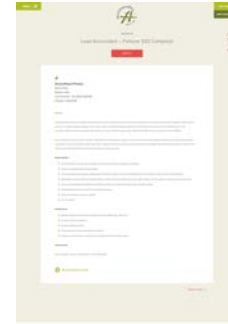
2

Accountant

CPA, Financial Professional, Auditing, Auditor, Corporate Reporting, Cost Accounting, Credit / Debt Management, General Accounting Budgeting

Key Word Tagging

3



Posting Optimization

4



Indexed by Direct Apply

Candidate is directly returned to Career Page



64% of candidates Prefer:

APPLY

on careers site



Sample Issues Jobiak Resolves:

Before

Title	LPN Part-time Night Part-time - New York, NY
Location	4060 - Heartland Health Care Center - Grosse Pointe Woods, Michigan
Company	ABM
Salary	Depends on Experience
Job Type	1st Shift-Full-Time
Description	<ul style="list-style-type: none">● Badly formatted and not rankable● No proper skills and requirements

After

Licensed Practical Nurse
Mack Ave, Grosse Pointe Shores, MI
ABM Industries
Estimated: \$50k to \$60k per year
Full-Time
<ul style="list-style-type: none">● Well formatted● Auto generate Keywords and skills● Add alternate job titles

What does Jobiak deliver?

- Ensure 100% of your jobs are optimized and active on Google
- Dramatically increase ranking for 10X candidate activity
- Solve the drop off caused by 3rd party sites – 2x conversion
- Allow you to maximize your recruiting budget



10X



Jobiak

Thank you!

www.AreMyJobsOnGoogle.com

HIRING SUCCESS



GoHire



Recruiting Automation

Universal Messaging, Chatbots, and AI



“75% of my employees don’t use email.”



*Robin Schooling,
VP of HR*



#NoOneRespondsToEmails

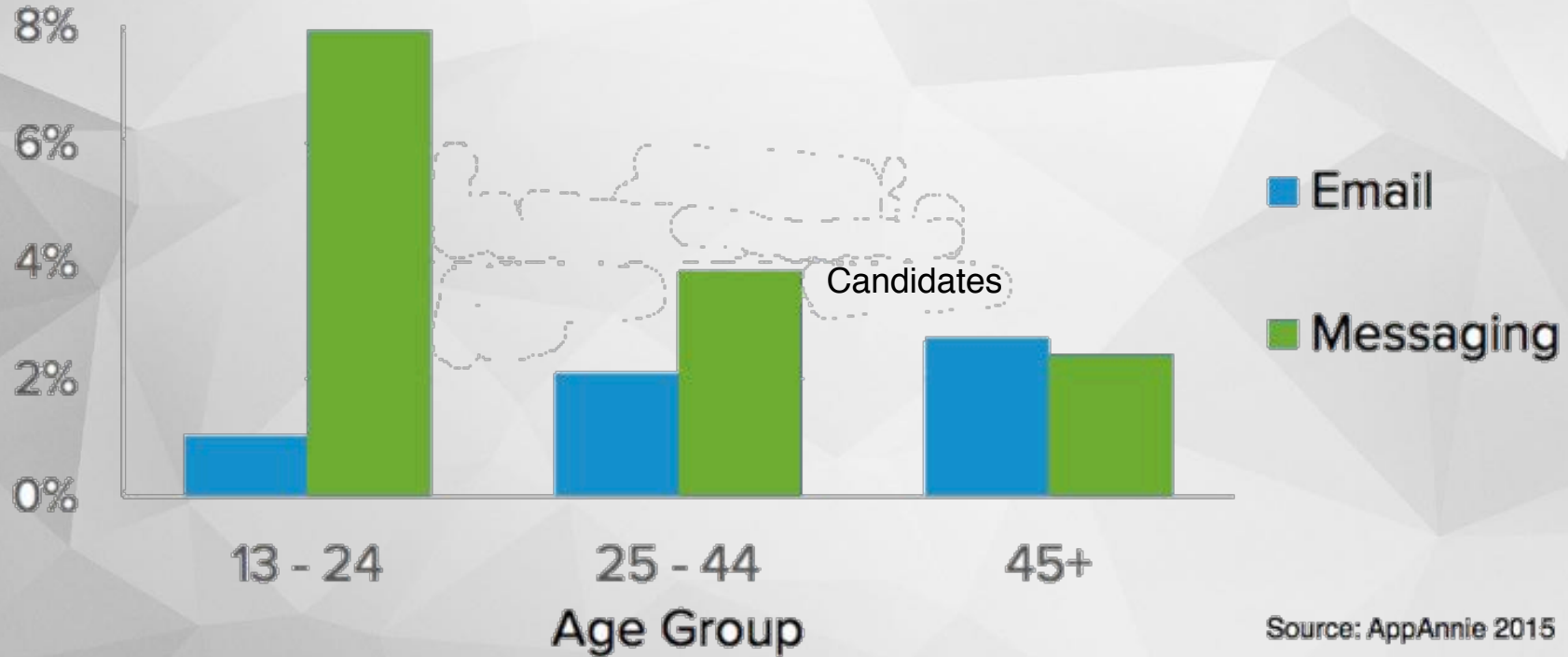
#IUseMessaging

Job Seeker

Recruiter

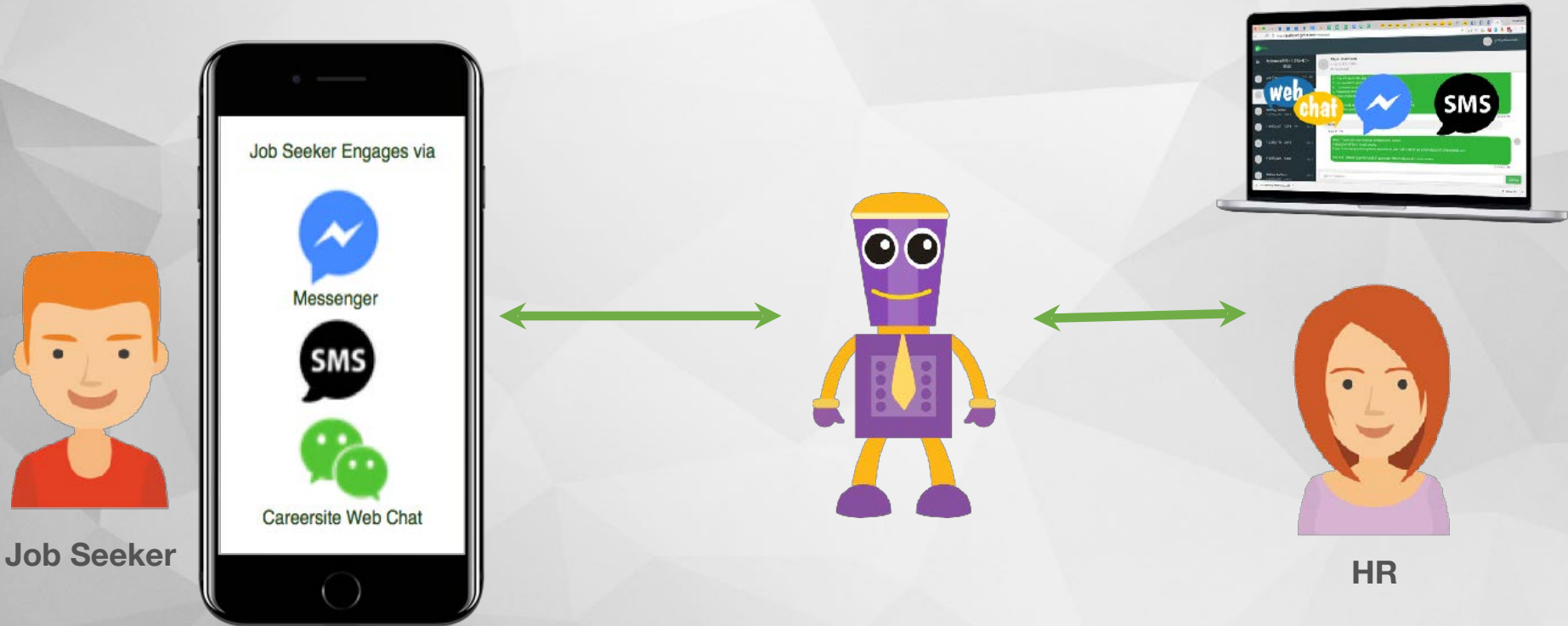
go Hire

Your Workforce is already Messaging



Source: AppAnnie 2015

Text Messaging Chatbot



Craigslist Ad

☆ Security Officer - Hollywood Casino (Baton Rouge) 🗑



Join our #AllStarCast as a part time Security Officer where you will consistently deliver a spectacular guest experience while ensuring a safe gaming experience.

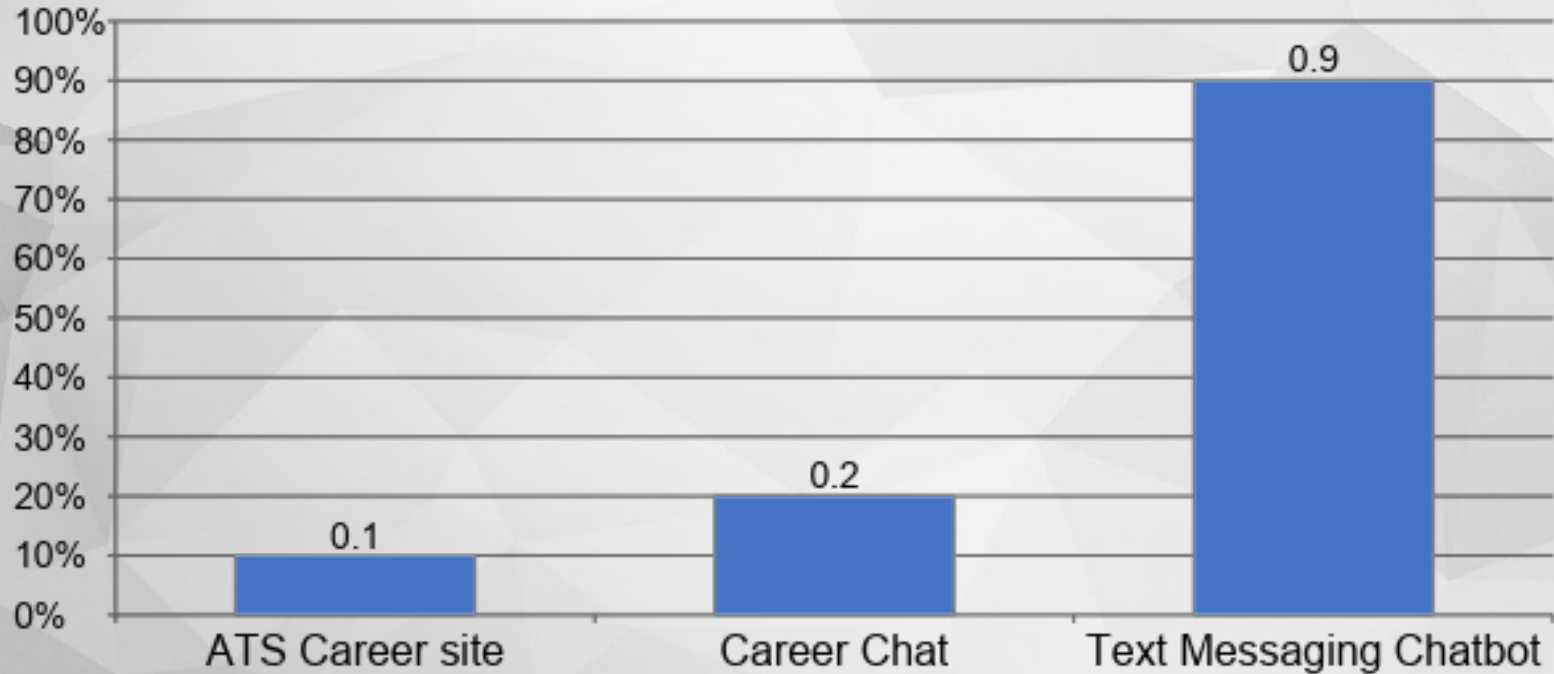
You will....

- Actively patrol sections/floors and ensure you're providing quality support to other departments and team members
- Protect the property and maintain a safe and welcoming environment
- Investigate issues as they arise and report accidents and incidents in both written and verbal form
- Collect and compile investigation information as needed and write detailed reports as required for incidents involving law violations and/or violations of company policy and procedure

Text APPLY to [225-475-9355](tel:225-475-9355)

- Principals only. Recruiters, please don't contact this job poster.
- do NOT contact us with unsolicited services or offers

Hollywood Candidate Application Rates





OPENINGS



Exceptional Careers

ate

JW Marriott Miami

Hi, I'm Marie, a virtual recruiter. Thank you for your interest in working with us at JW Marriott Miami Turnberry Resort & Spa.

For the best chances of being hired, we strongly suggest: you attend one of our upcoming hiring events. November 9th & 10th 19999 Country Club Drive

To start, what's your first name?

Nov 6

home

Nov 16

Type a message...



Career Chat

***200% increase in candidate apply rates**

Text Messaging Chatbot w/ pre-screening

***50% of Text Contacts applied in Taleo with 1 human touch point**

Broadcast Text Messaging

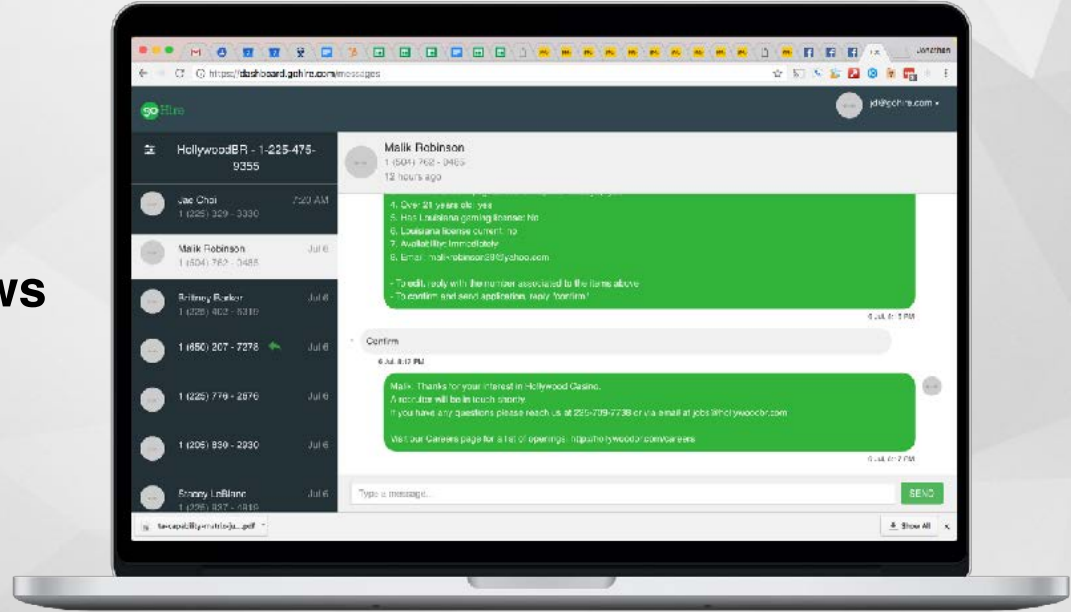
- * 688 text messages sent**
- * 440 links clicked in first 90 minutes**
- * 250 Interviews Scheduled in 24 hours**

How Does It Work?

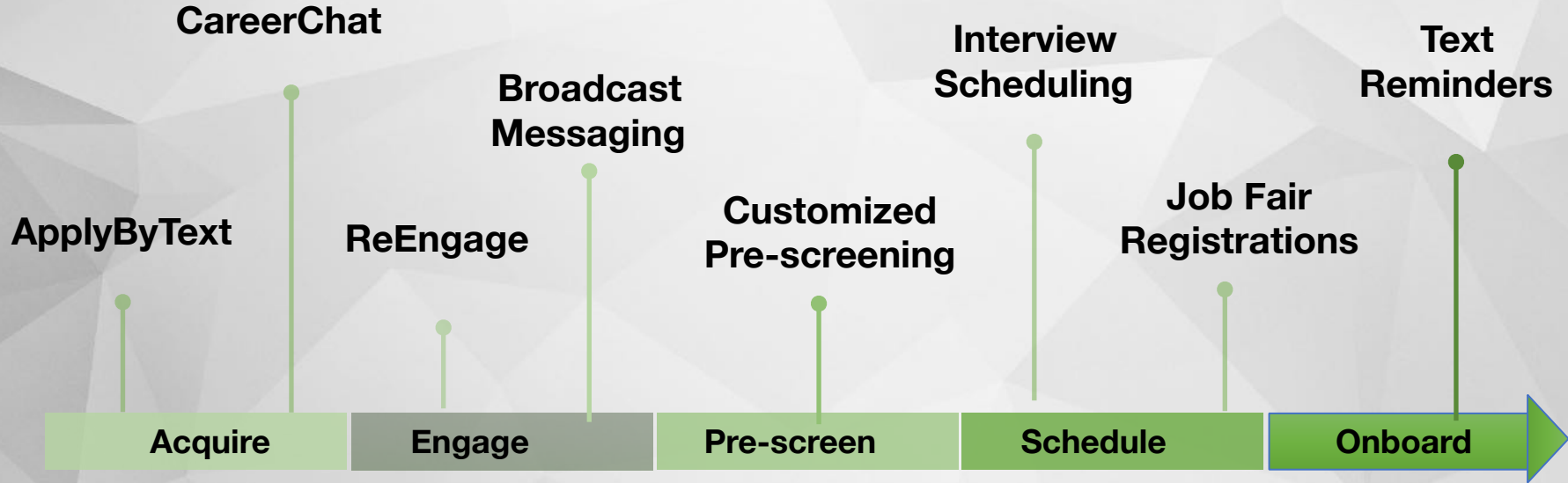
Text “Demo” to 415-202-5582

\$47 Text Messaging Acct.

- * Add a Chatbot
- * Add Career Chat
- * Add Facebook
- * Add Customized Workflows



Automation & The Candidate Journey



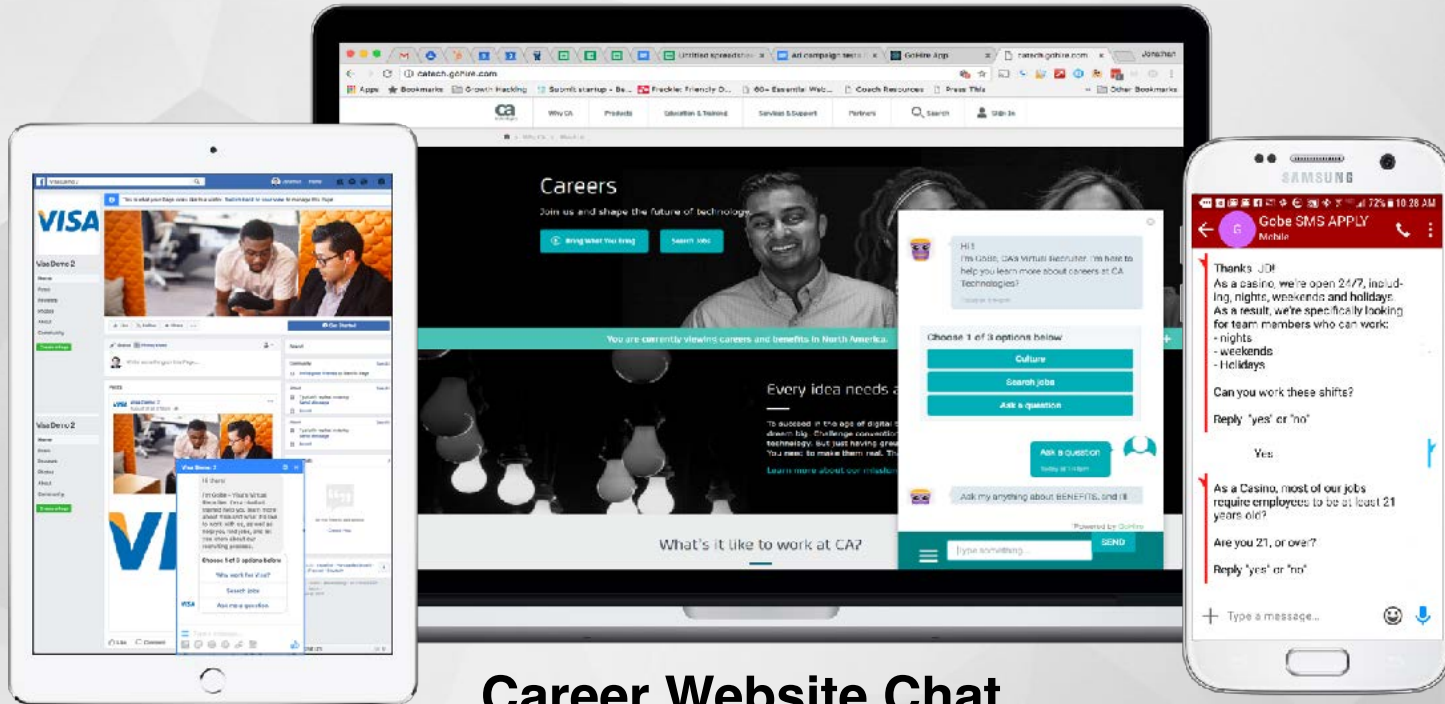
Integrates with your ATS with Chrome

The screenshot displays the goHire mobile application interface. On the left is a navigation menu with options: 'SEND NEW MESSAGE', 'Inbox', 'Contacts', 'Templates', 'Broadcast Campaign', and 'Integrations'. The main area shows a conversation with 'JD Duarte' (949) 267-4154. A green callout box with three numbered points provides instructions:

- 1. Interview Scheduling link.** Recruiters click a button, and can send a candidate a request to select a time on the recruiter's calendar for a call / interview. This is tied to the recruiter's Outlook, Gmail, Exchange, or Apple Calendars.
- 2. Chrome Extension:** Allows recruiters to send text messages from any webpage. No need to leave their ATS, sourcing tools, etc. Click on the extension, and send the candidate a text message.
- 3. Auto Phone Number Recognition:** No matter what job board, ATS, or web page you're on, with the GoHire's chrome extension installed, GoHire will recognize the phone number, add a little green "GO" icon. Click the link, and the chrome extension opens and you can start texting.

The right side of the app shows a contact list with entries for 'Bob Lest', 'RJ Armonia', 'applicant 1', and 'sample account'. The bottom of the screen features a text input field and a green 'SEND' button.

Acquire, Engage, and Hire



Facebook Chat

Career Website Chat

Text Messaging

GoHire Enterprise Messaging

Multi-channel

Enterprise Business Rules

Local & Social Compliance



Over 100 Years of HR, Recruiting, and HR Technology Expertise



Jonathan "JD" Duarte
CEO, HR Tech Founder,
@GoJobs, @Inflection,
@GoodHire



Tim Beaumont
Bus. Dev/ Partnerships
@Jobvite, @PeopleClick,
@Kenexa



Brett Miller
Sales / Bus Dev / Ops
@RunCoach, @Nakajima

Advisory Board

Michael Briggs
HR Tech CRO, VP BD,
@HireRight,
@FirstAdvantage

Meg Bear
Group VP @Oracle,
@PeopleSoft
@SocialCloud

Arte Nathan
CHRO (retired), @Wynn
Resorts High-Volume
(400,000) hires

Erik Jones
CISSP CCSFP, InfoSec.
Dev Ops. @Inflection
@Jacobian

Mandy Schaniel
EVP BD, @ZipRecruiter,
@AccurateBackground,
@GoJobs

Text “Demo” to 415-202-5582

Let's Chat



**HIRING
SUCCESS**



Vervoe

Making hiring
about merit, not
background.

QUESTION 1

Complete slide 4 of the following
campaign proposal document.

2019
Marketing
Campaigns



```
1 function findSequence(goal) {
2   function find(start, history) {
3     if (start == goal)
4       return history;
5     else if (start > goal)
6       return null;
7     else
8       return find(start + 5, "(" + history + " + 5)") ||
9             find(start * 3, "(" + history + " * 3)");
10  }
11  return find(1, "1");
12 }
```

QUESTION 2

Refactor the following code

Every candidate can showcase their talent.

“

It gave me an opportunity to showcase who I am as well as challenge my skills.

“

You've made a company that lets someone like me have a voice. Thank you for letting me TRULY apply for a job.

“

The convenience of being able to perform the interview anywhere is awesome!

“

Bloody lovely.

**Test any skill.
Responses are auto-
graded.**



Sylvia Walker

95%

HTML

CSS

Attention to detail



Alicia Stanger

65%



Zachary Berry

45%

HIRING SUCCESS



VanHack



Ruth

Recruiter [>]accenture



Senior Software
Developer

Senior Developer



Ricardo
Senior Developer



Open to hiring
from abroad

Hire Beyond Borders



Ruth

Recruiter **accenture**



Ricardo

Senior Developer **accenture**

Senior Talent on Demand

The screenshot shows the VanHack Admin Talent Pool interface. At the top, there is a navigation bar with the VanHack Admin logo and several icons: JOBS, INTERVIEW PIPELINE, TALENT, EVENT OVERVIEW, MORE, and PROFILE. Below the navigation bar, the main heading is "Talent Pool" with a subtext "Looking for a professional? Here you can find a vast range of great professionals". There are two buttons: "VIEW TALENT LIST" and "POST A JOB".

On the left side, there are filter sections:

- English Level**
 - Basic
 - Intermediate
 - Advanced
 - Fluent
- Canadian Visa Status**
 - Open Work Permit
 - Permanent Resident
- Role**
 - Back-end Developer
 - Front-end Developer
- Others Visa Status**

In the center, there is a search bar with "Select..." and a dropdown arrow. Below it, it says "Showing 55621 talents" and "Match ANY of the above skills" with a dropdown arrow and a "Favorite" button.

The first talent profile is for **Kalpataru Sahoo**, a Module lead. His bio reads: "Hi I am Kalpataru Sahoo. I am working as a senior technologist in india..living in Pune and Bangalore. If you found this profile is a good match please let me know . Thanks Kalpataru". He has skills listed as Spring, Jsp, Hibernate, Ejb, Soap, Digital, Xml, Scala, and +77. He is also verified, has fluent English, and has an open work permit visa.

The second talent profile is for **Mario Dallavalli**.

Some of our Hiring Partners

Booking.com

 THALMICLABS™

accenture

SKIP^{the}
DISHES

 Hootsuite™

zendesk

FARFETCH

PlentyOfFish

 ZENEFITS

home²⁴

RANGLE.IO

Typeform|

```
24 UserDashboard extends React.Component {  
25   render() {  
26     const { UserDashboards } = this.props;  
27  
28     return (  
29       <div className="UserDashboard">  
30         <Tabs className="UserDashboardTabs">  
31           <TabList>  
32             <Tab>User Purchase Per Month</Tab>  
33             <Tab>Top Selling Restaurants</Tab>  
34           </TabList>  
35           <TabPanel>  
36             <UserPurchases />  
37           </TabPanel>  
38           <TabPanel>  
39             <TopSeller />  
40           </TabPanel>  
41           <TabPanel>  
42             <TopRestaurants />  
43           </TabPanel>  
44         </Tabs>  
45       </div>  
46     );  
47   }  
48 }  
49  
50 const mapStateToProps = (state) => ({  
51   UserDashboards: state.userDashboards  
52 });
```



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