



TRENDS IN TALENT ACQUISITION TECHNOLOGY

SEPARATE HYPE FROM REALITY



May 7, 2019



Seattle, Washington

REALITY



THIS IS ME



JONATHAN KESTENBAUM

MANAGING DIRECTOR | TALENT TECH LABS



Lawyer



Investor



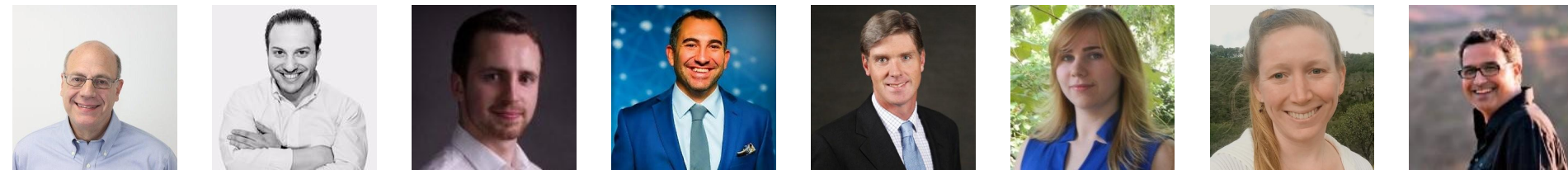
Entrepreneur



Professor



THIS IS TALENT TECH LABS

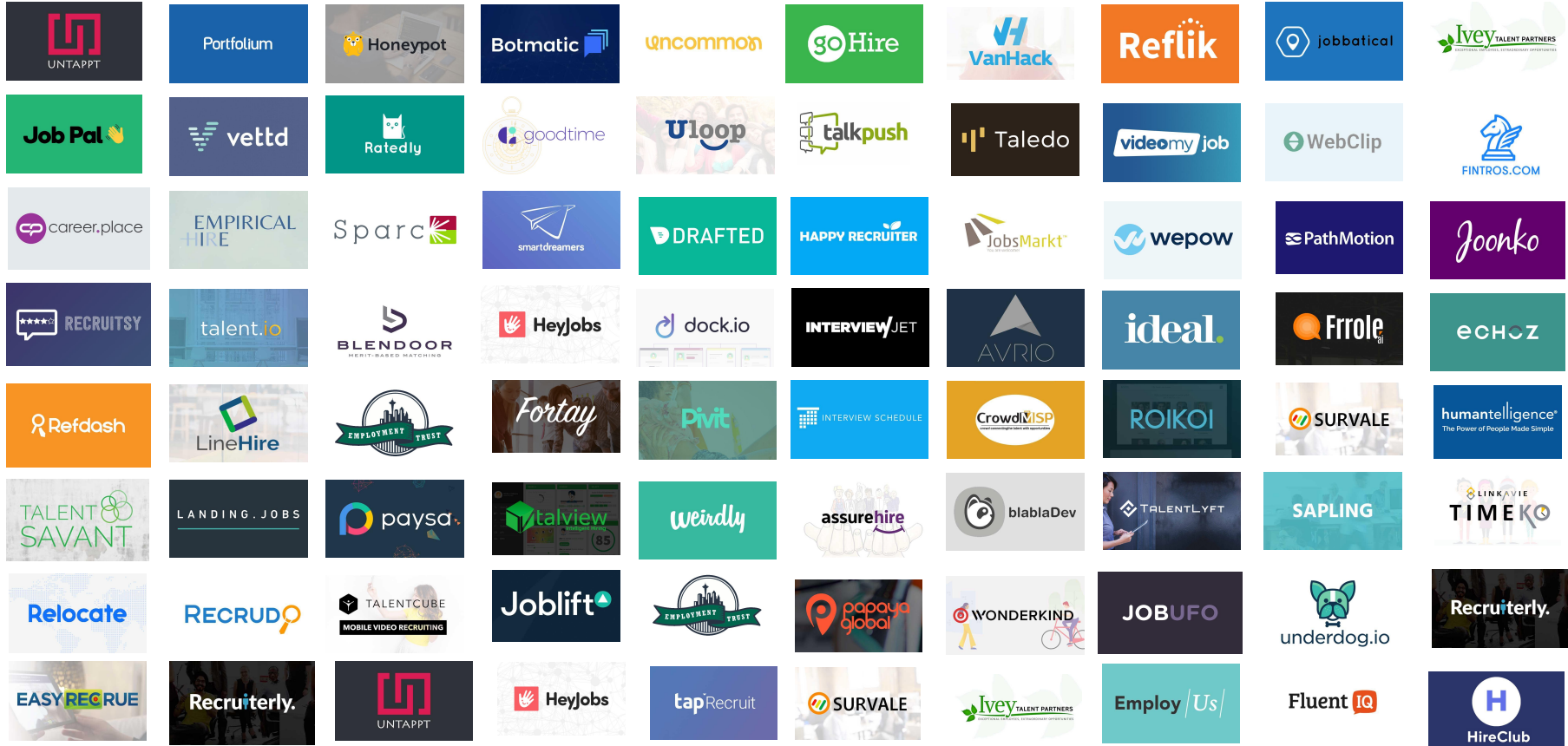


AS THE FOREMOST THOUGHT LEADER IN THE EMERGING TALENT ACQUISITION TECHNOLOGY SPACE, OUR MISSION IS TO FOSTER INNOVATION, AND THOROUGH COLLABORATION TO ACCELERATE TECHNOLOGIES TO ADOPTION TO IMPROVE THE STATE OF THE ART IN RECRUITMENT





WE TRACK THOUSANDS OF COMPANIES





BUYERS SCORE COMPANIES

THE SCORE CARD: HYR, INC.

Talent Tech Labs' proprietary Crowdsourced Diligence Platform allows us to assess and score each startup through company demos presented to a panel of experts. The review committee consists of technology experts, seasoned investors, and executives from TTL's partner companies: Mitchell Martin, Allegis Group, and Mercer.

The feedback presented in this report is derived from a review panel of five experts. However, these expert reviews have the potential to be scored by a virtually unlimited number of experts.

TEAM / FOUNDER POTENTIAL		★★★★★★☆☆
		8.0 - VERY GOOD
Successful startup experience		★★★★★★☆☆
Industry knowledge / experience		★★★★★★☆☆
Soft skills		★★★★★★☆☆
Networks / pedigree		★★★★★★☆☆
COMMERCIAL VIABILITY		★★★★★★☆☆
		8.4 - EXCELLENT
Tech expertise		★★★★★★☆☆
Business model feasibility		★★★★★★☆☆
Execution ability		★★★★★★☆☆
Competitive positioning		★★★★★★☆☆
Customer demand		★★★★★★☆☆
Market awareness		★★★★★★☆☆
EXPERT REVIEW SCORE		★★★★★★☆☆
		7.6 - GOOD





THIS ALLOWS US TO IDENTIFY TRENDS



Q Search company... Company status ▾

Bunker Freelance Management Systems B New Submissions Bunker is a digital insurance broker for independent contractors. We use technology to embed insurance directly into the contracting process. LAST UPDATED: 1D DEVELOPMENT STAGE: ***	Robot Vera Interview Management Tools R New Submissions Interview&selection automatization tool: the robot interviews a given amount of candidates&returns a short-list of ones qualified in interview LAST UPDATED: 1D DEVELOPMENT STAGE: ***	Us Bound Recommendation & Reference U New Submissions Online, self service platform for 300,000+ foreign v moving to the US annually. Aggregates all the serviv need to get set up in the US. LAST UPDATED: 2D DEVELOPMENT STAGE: ***	
Fetch Matching Systems F Follow We put the talent in charge and take the high price of recruitment out of the hiring process. We make it easy for employers and talent to connect. LAST UPDATED: 3W DEVELOPMENT STAGE: Pre-product	Cofounderworx Skill Assessment C Follow CoFounderworx is the only science-driven L&D assessment (and competencies) designed especially for Co-Founders. rigorous research with 4,500 CoFounders LAST UPDATED: 1M DEVELOPMENT STAGE: Pre-product	Clicktale Analytics Dashboard C Follow Clicktale taps into the wisdom and behavior of millions of visitors so that businesses can deliver the best digital experiences. LAST UPDATED: 1M DEVELOPMENT STAGE: Pre-product	
Intry Career Advice/Coaching I	Leoforce, Llc Social Search L	Kipawa Referral Network Referral Tools K	Procircle Matching Systems P





THE ECOSYSTEM

CANDIDATE FOCUSED

EMPLOYER FOCUSED

SOURCE

ENGAGE

SELECT

HIRE

CAREER ADVICE & COACHING

- careerline
- sokanu
- mediabistro
- fuwiteppol
- bluePipes
- salary.com
- CanddCareer.com
- jobviva.org

SOCIAL CV & RESUME BUILDER

- VisualCV
- KIDORESUME
- JobCV
- RESUNATE
- LinkedIn
- JobHero
- comaker
- Parabram
- Resumomk
- GOYOUWIZ
- stafool.com
- RESUMU
- Talent Inc.

JOB BOARDS

- snag
- Switch
- Relish
- seek
- Dico
- stayfly
- MONSTER
- Google
- AngelList
- Handshake
- CREDENTIA
- JOPWELL
- LADDERS
- LENSA

EMPLOYER REVIEWS

- vault
- RatedJly
- glassdoor
- COMPARABLY
- careerbliss
- FAIRYGOBOSS
- kununu
- RateMyEmployer.ca
- INHERSIGHT

MATCHING SYSTEMS

- opening.io
- Headforce
- talent.com
- unlapp
- q-leadsforce
- param
- WorkShape.io
- oooroo
- bluebonnet
- wool
- codably
- Paroma
- UPSTOER
- BRILENT
- Jobviva
- pandaLogic
- tracac
- TRAC

RESUME PARSING SOFTWARE

- HireAbility
- sovren
- Corabiter
- Recruit
- idaXtra
- textkernel

PERFORMANCE MANAGEMENT SYSTEMS

- shiftgig
- Gigwalk
- Yunajuna
- (allwork)
- JobBliss
- MBO partners
- workmarket
- Coworks
- kalo

ATS - STAFFING COMPANIES

- erecruit
- compass
- Jobscience
- Bullhorn
- CATS
- Jobblio
- brightmove
- Job Adder
- talentover

JOB SEARCH ORGANISERS

- career24h
- startwif
- rake
- jobboard
- JOBBOARDS

CANDIDATE SOURCED RECRUITMENT

- 99designs
- amazonmechanicalturk
- Minidream
- hatchwise
- ZOOOPA
- HERBOWORLD
- DesignCrowd
- Usefaster

E-STAFFING

- INTERVIEW JET
- THE START
- YBORDER
- Anthology
- scotchy
- VETTERY
- HIRED
- getlinks
- CLOSERIO
- Talento

NOTES

- hirecrazy
- talcout
- PRICE CLIMB
- Impress
- JabaTalks
- Ideal
- jobpal
- MYALLY
- RecruitBot
- mya
- OR

SIMULATION-BASED ASSESSMENT

- Forest Person
- indeed
- Capampers
- HireArt

VIDEO INTERVIEWING

- HireVue
- Interview
- easyhire
- SPARK HIRE
- TALVIEW
- Montage
- Jobon
- LAUNCHPAD
- VCV
- Jobatar
- sonru
- wepow
- Knockki

INTERVIEW MANAGEMENT TOOLS

- ScheduleOnce
- Interviewer
- conveys
- Good Hire
- goodtime
- Shortlist
- TALENTRON
- scheduleCloud

ATS - CORPORATIONS

- jobstone
- breazy
- comet
- ams
- greenhouse
- Jazz
- SmartRecruiters
- LEVER
- simpllicant
- recruiterbox
- workday
- EMKorea
- fountain
- startmonday
- JOBSCORE
- Jobvite
- SikRoad
- SAP SuccessFactors
- NEWTON
- workable
- Ultimate

REFERRAL TOOLS

- leanable
- firstbird
- Employ Us
- people sources
- referlog
- DRAFTED
- simpler
- boon

TEMPORARY LABOR MARKETPLACE

- Ravv
- tillr
- TalMix
- Gigster
- Workforce
- forage
- upwork
- MARKER PEOPLE
- CATALANT
- flivrr
- Thumbtack
- GLG
- Freelancer
- Otwago
- taskabbit

JOB BOARD AGGREGATORS

- adazuna
- juju
- SimplyHired
- indeed
- jobrapido
- Jobs4Careers
- jobspotting
- upwork
- nextt
- JOBMANJI
- neuvoo

CANDIDATE RELATIONSHIP MANAGEMENT

- Joblet
- Obamacare
- yellow
- Avature
- ENGAGE
- Clinch
- Talenta

SKILL ASSESSMENT

- edex
- Avatar
- vervo
- Avatar Cloud Partners
- eskill
- LYTMUS
- Interviewing.io
- TRUEUP
- Fihared
- cedility

VENUE MANAGEMENT SYSTEMS

- VNDLY
- Provade
- beeline
- SAP Fieldglass
- skillstream
- zerochaos
- DCR
- GUSTAV
- Trenhead

ANALYTICS

- ADrecruits
- Hirelytics
- burningglass
- SURVALE
- talentynics
- Brightfield
- swooptalent
- talentegy

JOB DISTRIBUTION

- Unadisco
- Quest
- JOBTARGET
- ZipRecruiter
- Proven

RECRUITMENT MARKETPLACE

- CBREX
- BOUNTYJOBS
- Refiik
- RecruitLoop
- Recruiter
- Placement Loop
- IdenCrowd
- DirectLink
- PAWA

PROGRAMMATIC ADVERTISING

- Appcast
- OnRecruit
- job4me
- VONQ
- Jobylon
- recruitals

SOCIAL NETWORKS

- bumble
- bizz
- viadeo
- jobcase
- fishbowl
- GitHub
- baika labs
- proximity
- talent.com

BRAND MANAGEMENT

- themuse
- universum
- PathMotion
- 99jobs.com
- BrandForecast
- Insidercat
- MERITocracy
- brazen

PERSONALITY ASSESSMENT

- PERSONA LABS
- GOOD CO
- BEHAVIORS
- EMPIRICAL
- Levity
- Knack
- chemistry
- plum
- psychmetics
- SCOUTABLE
- Trivium

API CONNECTIONS

- ThinkData

SHARED TALENT NETWORKS

- FINALIST
- HIREVISOR
- Stella

SOCIAL SEARCH

- hiretual
- Placement Loop
- TalentBin
- Lusha
- ContactOut
- HiringSolved
- DOCDELTA
- entelo

BRAND CREATION

- textlio
- jibe
- ROOUIE
- Routly
- OHNG
- jobcast
- zitr
- altru
- talent.com

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RECOMMENDATION & ASSISTANCE

- INTELIPI
- ACCURATE
- Checkster
- HollyLink
- Surfing
- Intel Intelligence
- XREF

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TECHNOLOGY IS PART OF A SYSTEM

1

TECHNOLOGY

2

PEOPLE

3

PROCESS



HYPE

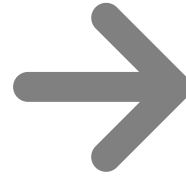


1

**THE TALENT ACQUISITION
ENGAGEMENT MODEL IS NO
LONGER EXCLUSIVELY
FOCUSED ON JOB REQS**



WE ARE GOING THROUGH A TRANSFORMATION





ILLUSTRATIVE EXAMPLES ENGAGEMENT

CAREER SITES

 Clinch™



CONVERSION
OPTIMIZATION

 ADrecruits



CRM

 beamery

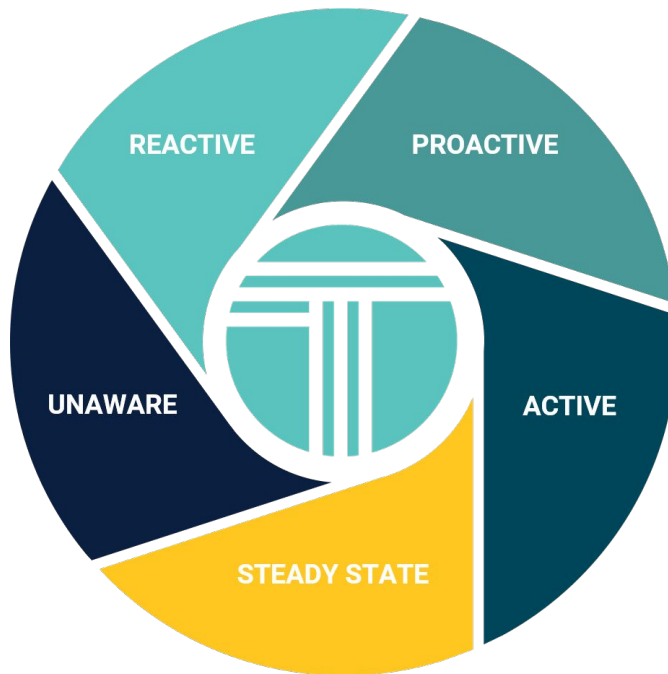
 phenom
people.





YOU ARE ON AN INNOVATION CYCLE

- 1 Unaware
- 2 Reactive
- 3 Proactive
- 4 Active
- 5 Steady State





BE AHEAD OF THE CURVE



TAKE ACTION

- ❖ **Why:** A 22% increase in utilization of CRMs at the enterprise level. 44% of all companies reported use of a CRM, with the majority of growth coming from large enterprises.
- ❖ **When:** You get a large number of candidates that don't fit the role you are hiring for; you don't get enough applications submitted.
- ❖ **How:** Look at Career Sites, CRM, Candidate Re-engagement
- ❖ **Implementation Impact:** Requires significant process change and take approximately 6 months to implement. At its core the technology provides the pipes, but people will be required to provide the content.
- ❖ **Outcomes:** You want to create a better candidate experience and capture passive candidate who will be responsive to you when you do want to extend them an opportunity.

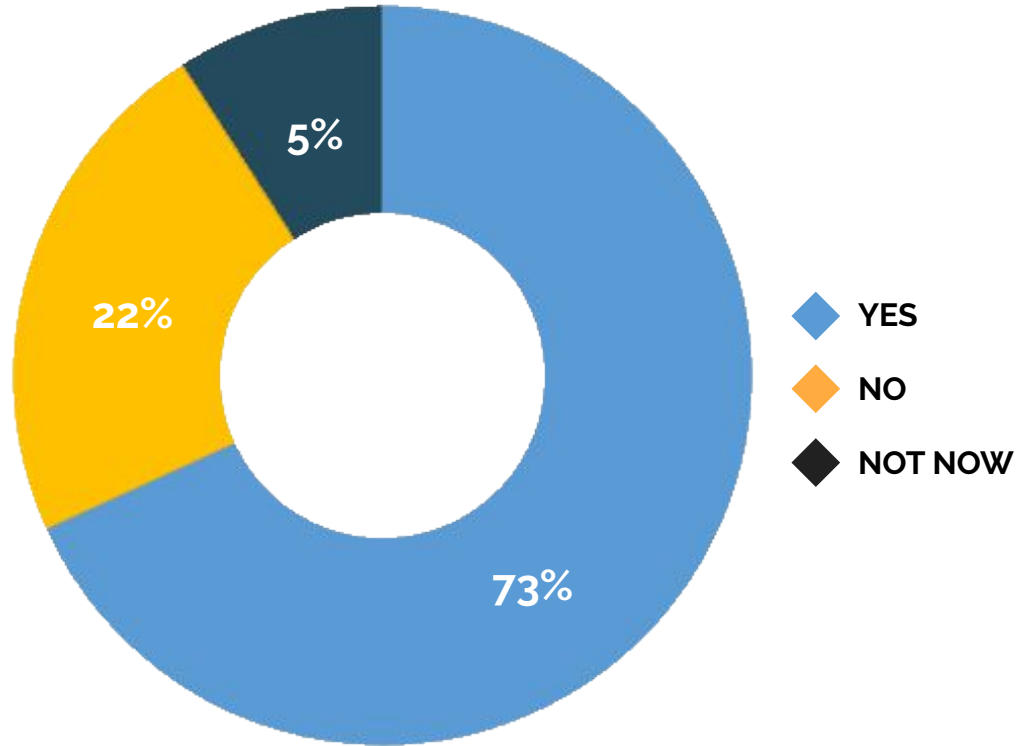


2

**MATCHING TECHNOLOGY IS
GETTING BETTER DUE TO
ADVANCES IN ARTIFICIAL
INTELLIGENCE**

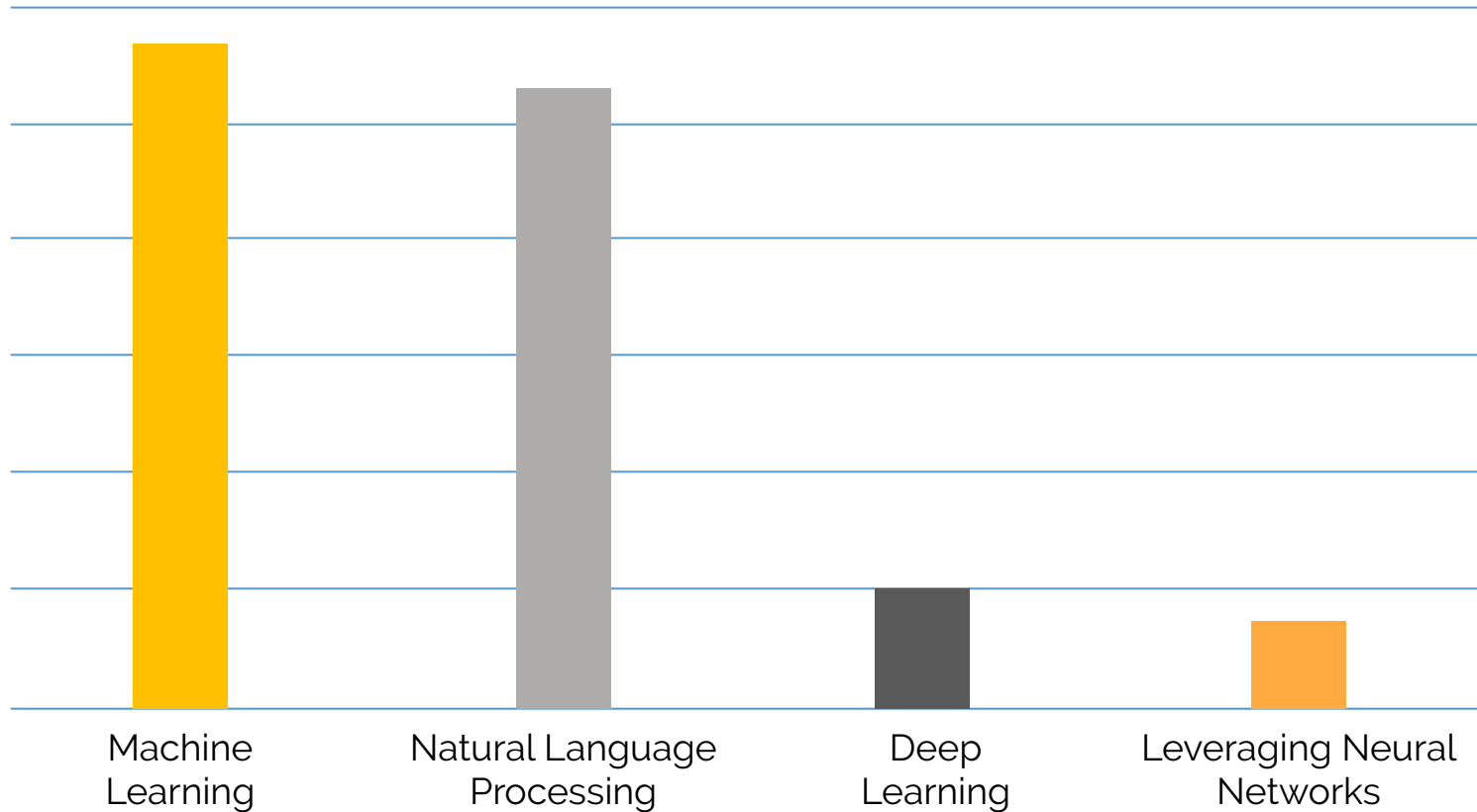


WHAT DOES THE DATA SAY





ASPECTS OF AI IN USE TODAY





SERVICES AI IS DELIVERING

Matching



Recommendation Engine



Predictive Analytics



Contextual Language Recognition



Facial Recognition



Voice Recognition



Writing Recognition





ILLUSTRATIVE EXAMPLES MATCHING

MATCHING SYSTEMS





BE AHEAD OF THE CURVE



TAKE ACTION

- ❖ **Why:** We see Matching Systems have the greatest room for growth with a current foothold of only 12%. For recruiters who are overwhelmed with too many resumes to review, and for those who can't find candidates buried deep within their ATS, matching systems promise tremendous relief.
- ❖ **When:** You get thousands of resumes that you don't have time to sort through.
- ❖ **How:** Look at Matching Systems
- ❖ **Implementation Impact:** Takes about 3 months to get the M/L model up and running and learning from the data.
- ❖ **Outcomes:** Recruiters can focus on what they do best: engage candidates that are the best fit for the openings.

A conceptual image showing a human hand on the left and a robotic hand on the right, both reaching towards each other. The background is a solid dark blue. The number '3' is centered in the space between the two hands.

3



**BOTS ARE NOT DOING A GOOD
JOB AT ARTICULATING VALUE**



ILLUSTRATIVE EXAMPLES BOTS

CHAT

mya

PARADOX  OLIVIA



VOICE

 talkpush



VIDEO

ROBOT
VERA





BE AHEAD OF THE CURVE



TAKE ACTION

- ❖ **Why:** TTL predicts massive growth in the adoption of Bots. Today just 8% of companies report deploying bots and adoption was recorded mostly at large and medium-sized businesses.
- ❖ **When:** Your recruiters spend too much time on tactical support functions.
- ❖ **How:** Look at Bots
- ❖ **Implementation Impact:** The complexity of the implementation depends upon the number of integrations and workflows you create.
- ❖ **Outcomes:** Bots become an engaging way to collect information through intelligent workflows and across many different point solutions.



4

**ASSESSMENTS ARE BEING
ADOPTED FOR ENTRY LEVEL
ROLES**



ILLUSTRATIVE EXAMPLES ASSESSMENT TOOLS

SKILL BASED
ASSESSMENT

 HackerRank

TRUEUP™



BEHAVIORAL BASED
ASSESSMENT

 career spark

KORU



SIMULATION BASED
ASSESSMENT

vervoe

SHAKER





BE AHEAD OF THE CURVE



TAKE ACTION

- ❖ **Why:** Assessment tools are being more widely adopted in recent years. Adoption of skill and behavioral assessments have each penetrated about 50% of the market.
- ❖ **When:** You are hoping to optimize or having trouble properly assessing candidates skill sets and fit.
- ❖ **How:** Look at Simulation-based Assessments, Skill Assessments, Behavioral Assessments
- ❖ **Implementation Impact:** These can be implemented in less than 2 months.
- ❖ **Outcomes:** You will have another, usually quantifiable, data point to assess candidates with.

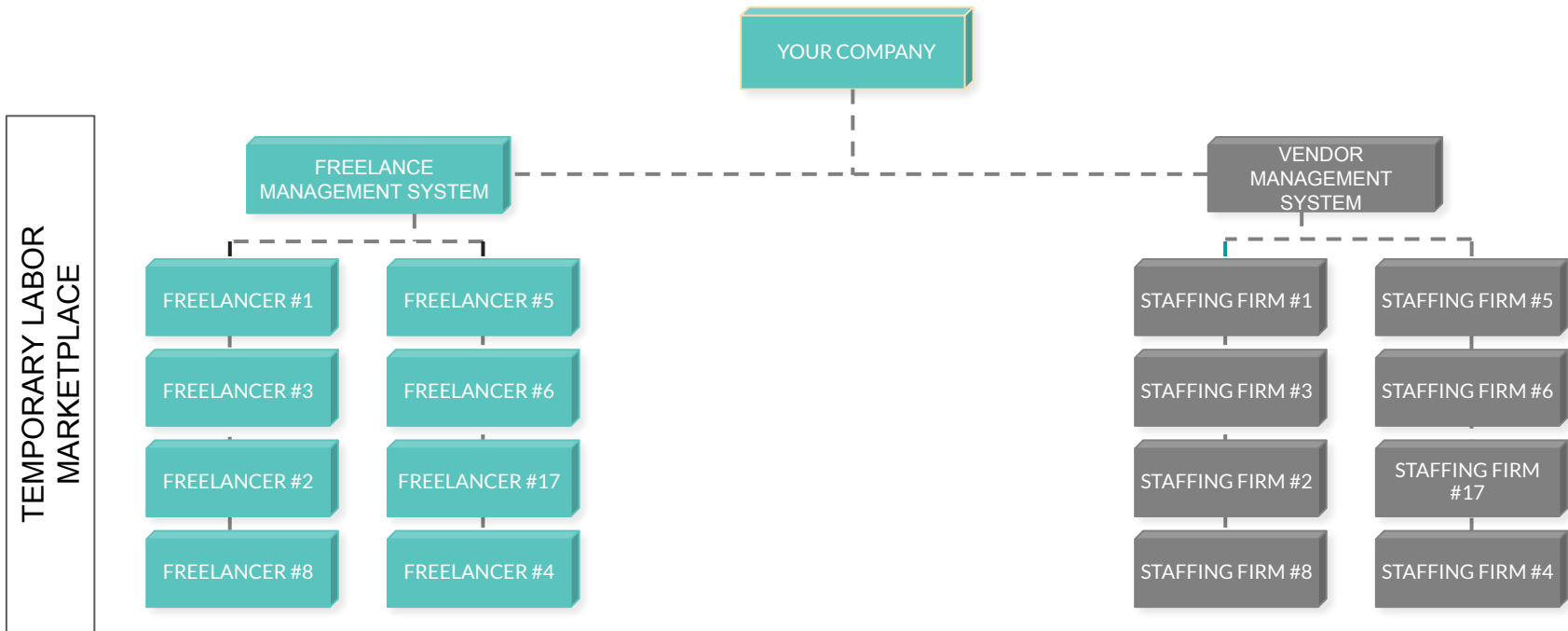


5

**FREELANCE PLATFORMS HAVE
EMERGED TO SERVICE A NEW
CATEGORY OF TALENT**



THE TECHNOLOGY INVOLVED





ILLUSTRATIVE EXAMPLES FREELANCE

**FREELANCE
MANAGEMENT SYSTEMS**

upwork™
formerly oDesk

workmarket





BE AHEAD OF THE CURVE



TAKE ACTION

- ❖ **Why:** In the right scenarios, TTL see's massive growth coming for Freelance Platforms, as they only penetrate 5% of the market currently
- ❖ **When:** You are starting to hire a freelance workforce or have a large population of alumni, or referrals that you want to keep visibility on.
- ❖ **How:** Look at Freelance Management Systems
- ❖ **Implementation Impact:** If it's used at the manager or business unit level then implementation is short. If it is used at scale to give VMS-like visibility on spend and compliance issues then it will likely take much longer.
- ❖ **Outcomes:** You will be able to hire gig workers at scale.

ENVISIONING THE TA FUNCTION OF THE FUTURE

<https://talenttechlabs.com/future>

QUESTIONS



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