# BrightMove

Hire The Right Talent Quickly

# Problem

## Slow hiring is costly.  Bad hiring is worse.

Companies take an average of 42 days to fill a position.

Hiring managers struggle to efficiently track job applicants, leading to delays and poor hiring decisions.  The replacement cost of a bad hire is between 30%-150% of the original salary.
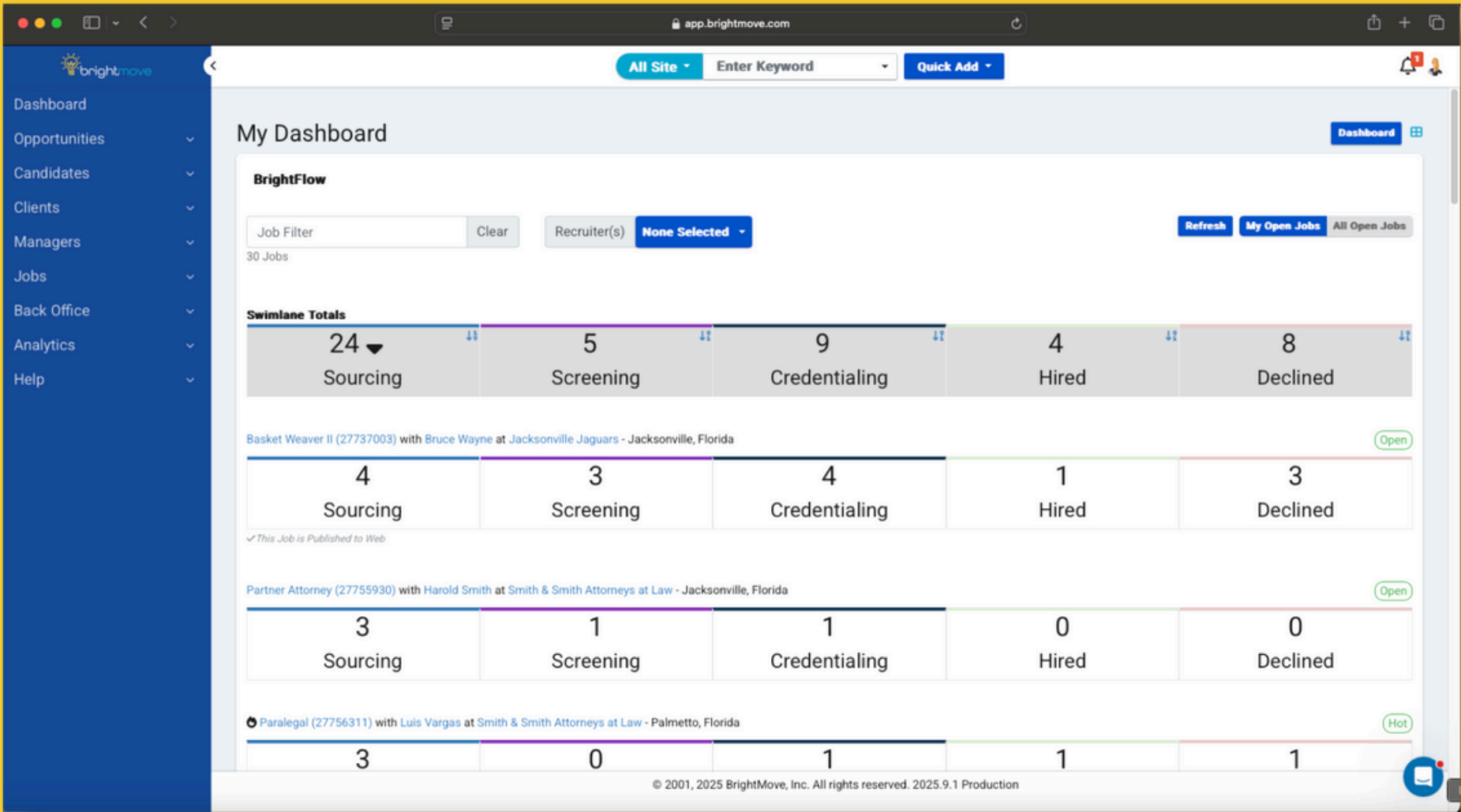
Job seekers are frustrated and resent the process.

The system is broken.

# Solution

## Introducing BrightMove

**AI Powered Hiring Platform for RPO, PEO & HR**



Our advanced recruiting platform reduces time to hire and candidate acquisition costs by 30% with automated job postings, applicant tracking and robust candidate engagement.

**We build software our customers love to use.**

# 5 Key Features

Our core feature allows you to manage large volumes of applicants efficiently across all of your customers to ensure no qualified candidate is overlooked. Use **augmented intelligence** and machine learning to match make.

Automatically advertise job openings across multiple platforms to attract a diverse pool of candidates.

**Applicant Tracking**

Ensure every candidate's first impression reflects your customer's brand, building trust and credibility from the very first interaction.

**Job Posting**

**Brand Management**

Maintain clear and timely communication with candidates throughout the hiring process to build a positive employer brand and keep top talent engaged.

**Communications**

**Hiring Decision Support**

Streamline the process of evaluating candidates, making hiring decisions & sending offers to ensure positions are filled with the best-suited candidates.

# 2025 Roadmap

## Merge

**BrightMove Merge** is an integrated platform for customers to service, manage, and monitor all their customers uniformly. It combines ATS and HRIS functionalities, offers advanced analytics, and supports customizable workflows to enhance efficiency, consistency, and scalability.

**02**

## Wisdom

**BrightMove Wisdom** is an integrated data analytics platform to capture, curate, calculate and consume data insights from the transactional behavior of the ATS users. Wisdom combines ATS and 3rd part data to offer a holistic view of the customer.

**03**

## JobGorilla

**BrightMove's JobGorilla** is an integrated service that automates the management and marketing of job postings with a singular goal of optimizing applicant conversion - to help qualified job seekers and hiring managers to find each other. JobGorilla uses automation and AI to improve this part of the recruitment process.

**04**

## Engage

**BrightMove Engage** streamlines the hiring process with advanced communication, analytics, and administration tools, enhancing interactions between job seekers, hiring managers, and recruiters. It ensures efficient, transparent candidate experiences and provides insights and customizable workflows to boost recruitment efficiency and employer branding

**01**

# Some thoughts on AI

**Some foundational views**

- We see AI as a potential *Force Multiplier*, and we're not looking at it as a tool to reduce workforce.
- Tasks once thought to be too labor heavy to take up, can now be accomplished in seconds.  This presents a new set of things to consider.
- We are concerned about authenticity, bias and ethical use, hence our measured rollout.
- It is a very exciting time, with rapid evolution and advancement.

**Some foundational terminology**

- Generative AI, LLM, DSM
- ChatGPT (OpenAI), CoPilot (Microsoft), Gemini (Google), Grok (X), Claude /Bedrock (AWS)
- **What is a Workflow?** A process with a fixed set of steps
- **What is an Agent?** A dynamic process that works towards an outcome, continuously looping until achieved.

# Personas



## Candidate Carl
Role: "job seeker"

"Find the right job for me with the right company."



## Recruiter Robin
Role: "match maker"

"Reduce the time to hire of the right candidate."



## Hiring Manager Harry
Role: "hiring decision maker"

"Get my team in place and project back on track."

# Framework

"A graph of nodes and edges"

## Recruiter-Candidate Edge

**Current challenges:**
- Application black holes
- Impersonal screening
- Delayed updates

**Engage solutions:**
- Transparent process
- Automated status updates
- Personalized communication
- Recommendations

All **are** using or **should be** using AI agents

## Recruiter-HM Edge

**Current challenges:**
- Misaligned expectations
- Slow feedback loops
- Fragmented communication tools

**Engage solutions:**
- Collaborative eval tools
- Streamlined feedback mechanisms
- Priority alignment

## HM-Job Seeker Edge

**Current challenges:**
- Limited direct interaction
- Formal / stilted communications
- Missed opportunities for connection

**Engage solutions:**
- Facilitated authentic engagement
- Guided interview process
- Contextual communication

Recruiter Robin

Candidate Carl

Hiring Manager Harry

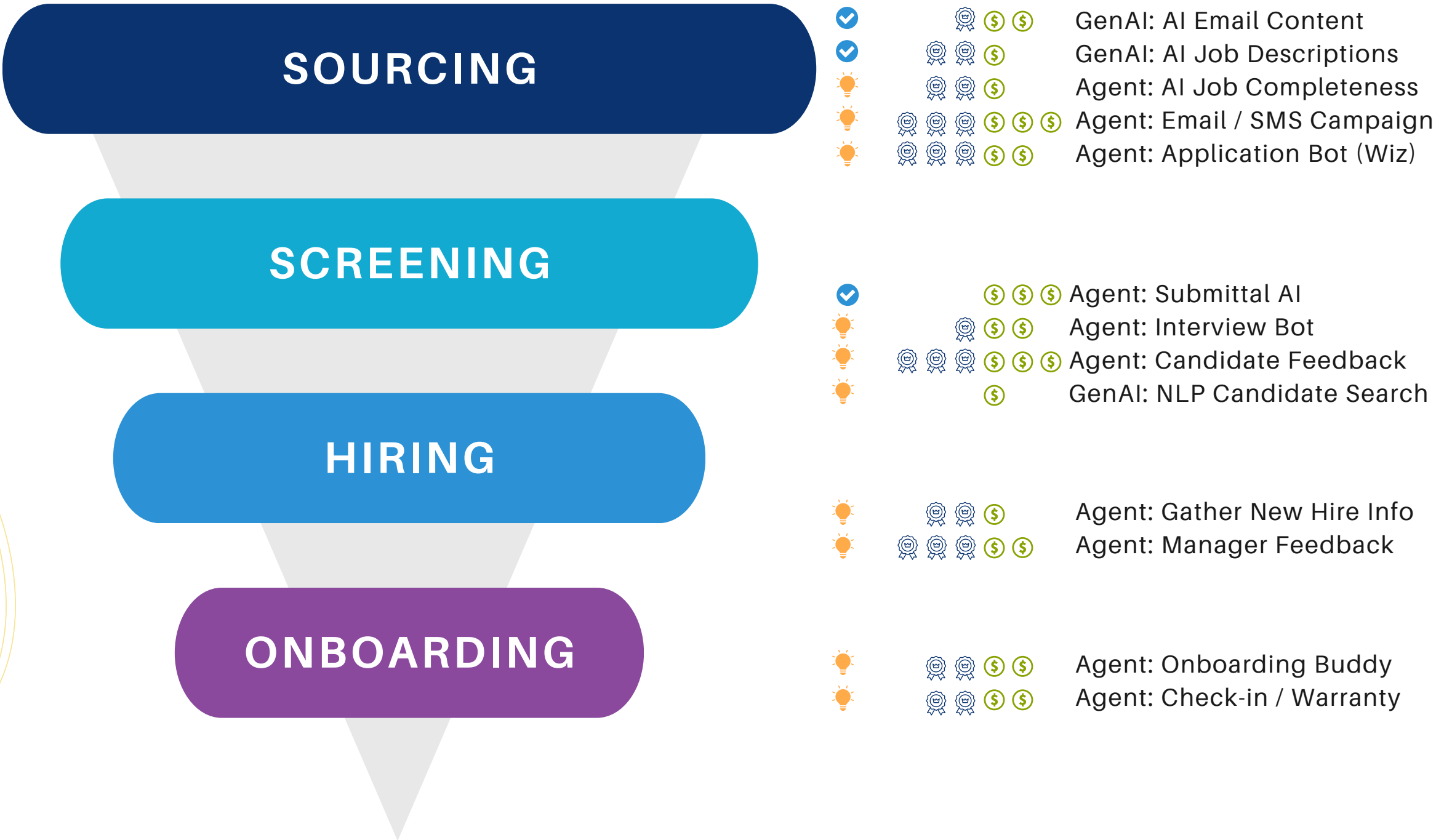# Solution Overview

## AI Powered Hiring Platform for HR

*BrightMove Engage powered by Wiz*
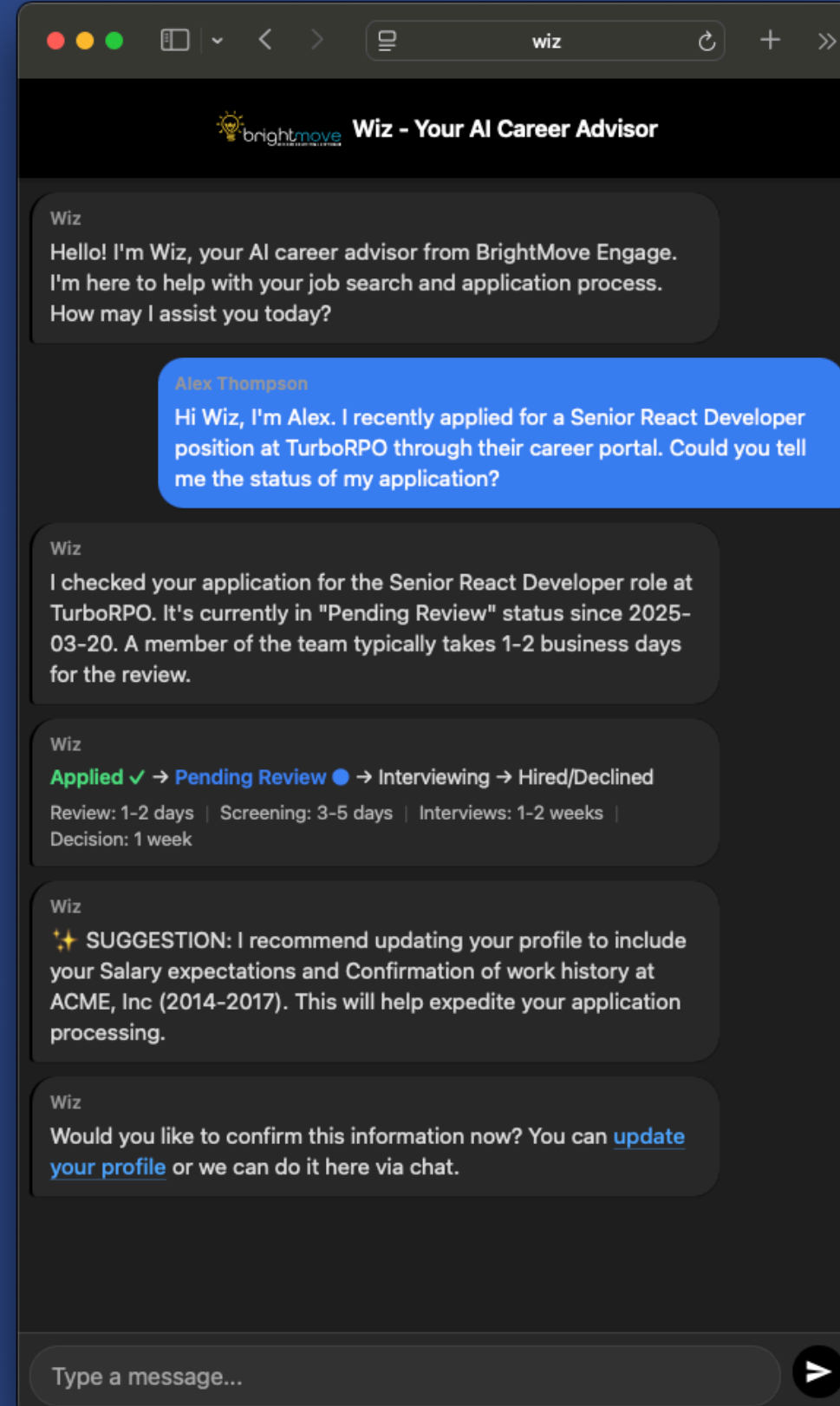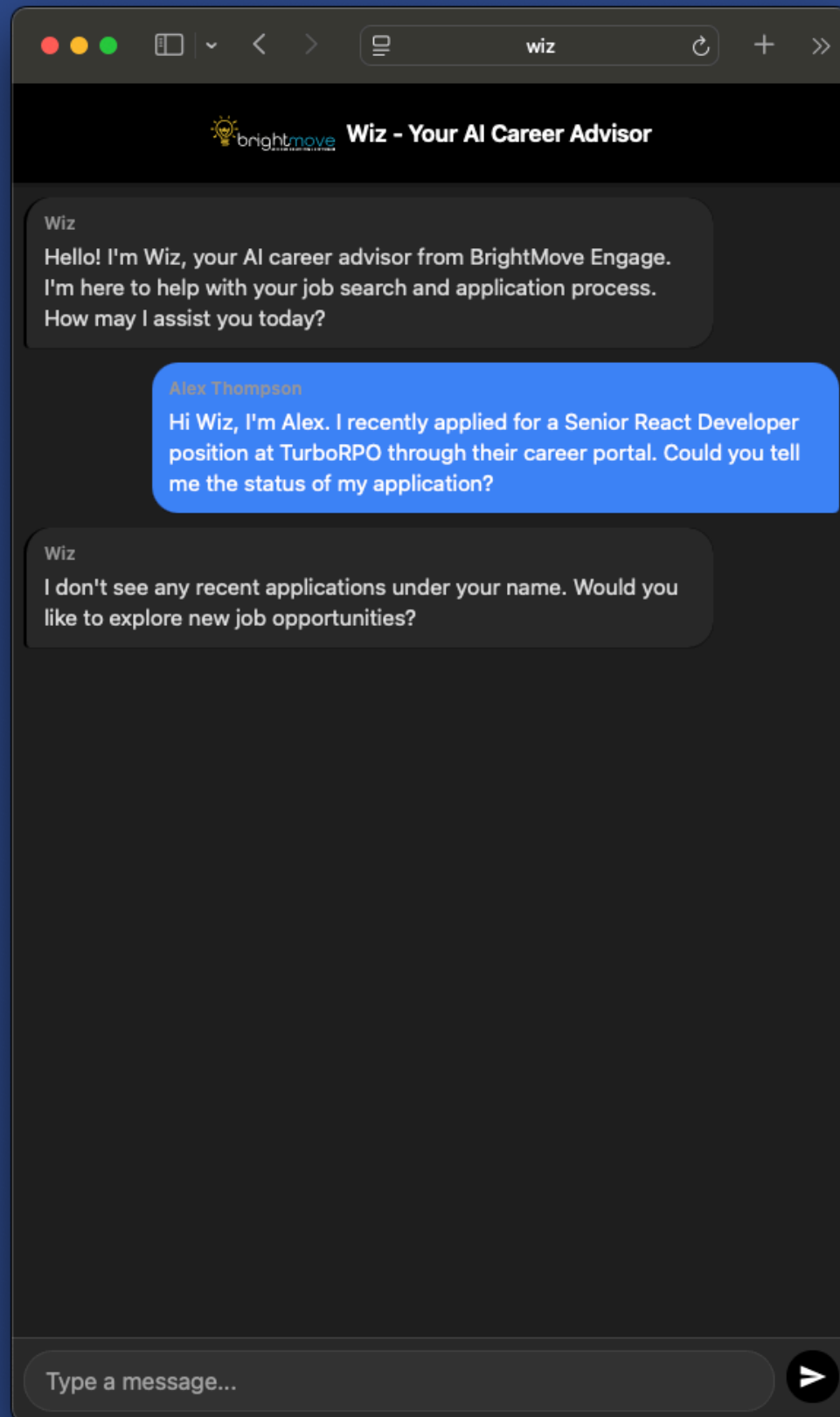
**Engage** is a solution that ...

- is based on an **AI Agentic** strategy to streamline the hiring process
- has an agent named Wiz that monitors and manages all communication channels
- optimizes communication timing and content using natural language
- provides a consistent, authentic AI presence across the entire graph
- has an incremental cost based on usage, like ChatGPT and others

## Imagine the scenario with Engage and Wiz...

### "A one month period with 100 open jobs & 20:1 candidate to hire ratio"

**SOURCING**

- GenAI: AI Email Content
- GenAI: AI Job Descriptions
- Agent: AI Job Completeness
- Agent: Email / SMS Campaign
- Agent: Application Bot (Wiz)

**SCREENING**

- Agent: Submittal AI
- Agent: Interview Bot
- Agent: Candidate Feedback
- GenAI: NLP Candidate Search

**HIRING**

- Agent: Gather New Hire Info
- Agent: Manager Feedback

**ONBOARDING**

- Agent: Onboarding Buddy
- Agent: Check-in / Warranty

# Wiz Chatbot



## Thoughts & Inspiration

**The design of Chatbot comes from popular tools in the market**

- Candidate facing, mobile friendly
- A simple widget that can be deployed on any website
- Aware of candidate experience portal
- AI agent makes personalized recommendations for candidate's consideration
- AI agent evaluates candidate's hiring journey, time to hire and likely expectations
- Connects to Recruiters & Hiring Manager's Inbox
- Human in the Loop: Connects Recruiter, Hiring Manager and Wiz communications with candidate

# Inbox
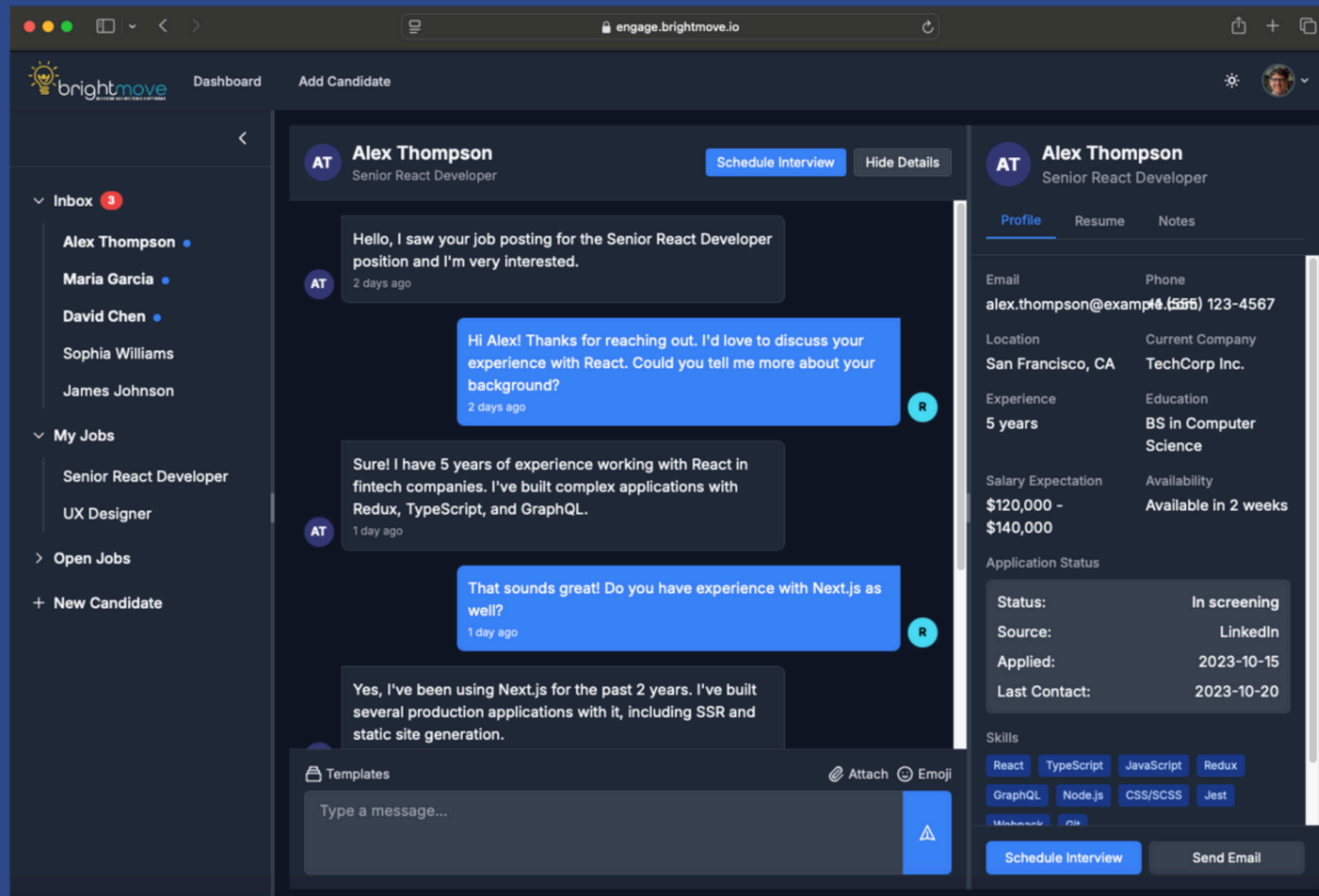


## Thoughts & Inspiration

**The design of Inbox comes from popular tools in the market**

- Single page framework with vertical scrolling
- Collapsable *Details* pane
- Simple and intuitive message box to add to conversation
- Design aims to reduce clicks and scrolling
- Minimalist approach to component selection, only what's needed for task at hand