

# Tener.AI Discovery Report

AI-Powered Recruiting Platform

## Product Concept Brief Description

### Core Idea

AI-powered recruiting platform that automates the recruitment cycle from job description validation to delivering a shortlist of interviewed, scored candidates ready for client evaluation. Designed to eliminate the need for traditional recruiting agencies.

### Target Market

Initial launch: US software development companies, specifically service companies that need to scale technical hiring efficiently. Platform architecture designed for worldwide availability post-launch.

### Key Functionality

Four-stage workflow (MVP covers Define, Find, Screen):

- **Define:** AI validates and rewrites job descriptions to eliminate unrealistic role combinations
- **Find:** AI agents source candidates directly on LinkedIn, mimicking human recruiter behavior patterns
- **Screen:** Automated AI interviews combining soft skills/English assessment with technical evaluation
- **Hire (Post-MVP):** Automated scheduling, nurturing, and offer management

### MVP Deliverable

Shortlist of interviewed candidates with scores and evaluation data ready for client review.

### Unique Selling Proposition

- **Speed:** ≤10 days from job description to qualified shortlist (MVP); complete hire cycle significantly faster than 30-60 days traditional
- **Cost:** 1/3 the cost of traditional agencies (\$2,500 per hire vs. \$7,500+)
- **Quality:** Unlimited replacement guarantee with 50-70% automation reducing human error
- **Scalability:** Subscription model (\$6-8K/month) vs. episodic agency fees

### Business Model

- **Primary:** Monthly subscription with guaranteed hires

- **Alternative:** 8% success fee (still 2x cheaper than agencies)
- **Target margins:** 84-92% gross margin with \$200-400 cost per hire

## Competitive Advantage

Full-cycle automation with AI agents, not just tools. Unlike competitors who focus on single stages (sourcing, screening, or engagement), Tener.AI handles the entire recruitment funnel with performance guarantees.

# Target Audience & Personas

## Primary Personas

### 1. Hiring Manager / CTO

**Profile:** Technical leader at US-based software service company (10-200 employees)

**Goals:** Scale technical team quickly without compromising quality; reduce time-to-hire; control recruiting costs

#### Pain Points:

- Wastes months interviewing wrong candidates due to poorly defined roles
- Can't afford traditional agency fees (15-25% of annual salary)
- Needs predictable hiring pipeline for business planning

### 2. HR Director / Talent Acquisition Lead

**Profile:** Manages recruiting operations at scaling tech company

**Goals:** Eliminate manual coordination work; improve candidate experience; demonstrate ROI on recruiting spend

#### Pain Points:

- 70% of time wasted on scheduling and follow-ups, not evaluation
- 40% candidate drop-off due to slow, impersonal communication
- Difficulty tracking and reporting on recruiting metrics

### 3. Technical Candidate

**Profile:** Software engineer (mid to senior level) open to new opportunities

**Goals:** Quick, transparent hiring process; fair evaluation of technical skills; professional communication

#### Pain Points:

- 90% drop out if no reply within 2 hours of initial contact
- Frustrated by generic recruiter messages that don't match profile
- Multiple interview rounds with scheduling delays

## Target Company Profile

### Primary:

- US-based software service companies (consultancies, dev shops, IT staffing firms)
- 10-200 employees, actively hiring 5-20 technical roles annually
- Current recruiting method: mix of internal recruiters + agencies
- Annual recruiting spend: \$50K-500K

### Secondary (Post-MVP):

- Product companies with steady technical hiring needs
- International companies hiring US-based remote engineers

## AI Agent Personas

The Tener.AI platform presents automation through a team of specialized AI agents, each with a distinct personality and role. This personification creates a consistent, branded experience for clients and candidates while making complex automation feel approachable.

### 1. Harper - Culture Analyst

**Role:** Company data gathering, culture profile generation, team DNA analysis

**Personality:** Curious, insightful, detail-oriented researcher who "gets" your company before anyone else does. Speaks thoughtfully and asks unexpected questions that reveal deeper insights.

**Client Touchpoints:**

- Onboarding conversation during company registration
- Culture profile generation and refinement
- Ongoing culture alignment updates

**Sample Interaction:** "I've been reading through your engineering blog and Glassdoor reviews. There's an interesting pattern I noticed about how your team approaches collaboration..."

### 2. Spencer - Job Architect

**Role:** Job description validation, requirements clarification, market alignment

**Personality:** Consultative, diplomatic, market-savvy advisor who challenges unrealistic requirements tactfully. Knows what works in the talent market and isn't afraid to push back - politely.

**Client Touchpoints:**

- AI clarification conversation during job creation
- Market data presentation and salary validation
- Role structure recommendations

**Sample Interaction:** "I hear you want someone with Java AND PHP AND mobile. Here's what I'm seeing in the market - let's talk about what's realistic for this budget."

### 3. Reed - Talent Scout

**Role:** LinkedIn sourcing, candidate outreach, initial engagement

**Personality:** Personable, persistent, persuasive communicator who writes messages that don't sound like spam. Knows how to get responses from candidates who ignore most recruiters.

**Client Touchpoints:**

- Sourcing progress reports and metrics
- Candidate engagement statistics
- Pipeline health updates

**Sample Interaction:** (To candidate) "Hi Sarah - I noticed your work on distributed systems at FinTech Co. We're helping a company build something similar, and your approach to event-driven architecture caught our attention."

### 4. Jordan - Lead Interviewer

**Role:** Soft skills assessment, English evaluation, technical screening, culture fit scoring

**Personality:** Professional, fair, thorough evaluator who puts candidates at ease while still gathering the information needed. Adapts interview style to each candidate's background and communication preferences.

**Client Touchpoints:**

- Candidate evaluation reports and scores
- Interview highlights and key quotes
- Culture fit explanations

**Sample Interaction:** (In interview) "That's impressive scale - 100k requests per second is significant. I'd love to hear more about how you approached the scalability challenges."

## 5. Casey - Hiring Coordinator

**Role:** Interview scheduling, candidate communication, feedback compilation, status updates

**Personality:** Organized, responsive, reliable coordinator who makes sure nothing falls through the cracks. Always knows where every candidate is in the process.

**Client Touchpoints:**

- Shortlist delivery notifications
- Status updates throughout the process
- Final interview coordination

**Sample Interaction:** "Your shortlist is ready - 7 finalists, all interviewed and scored. Here's what you need to know about each one."

## Agent Visibility by User Type

**Client Portal:**

- Harper: Visible during onboarding
- Spencer: Visible during job creation
- Reed: Visible in sourcing reports (metrics only)
- Jordan: Visible in candidate evaluations
- Casey: Visible in notifications and handoffs

**Candidate Experience:**

- Reed: Initial LinkedIn outreach
- Jordan: AI interview conductor
- Casey: Status updates and scheduling

\*AI agents impersonate recruiters, they don't communicate with candidates as Reed, Jordan or Casey.

**Admin Panel:**

- All agents visible with real-time activity monitoring
- Agent performance metrics and health status
- Manual override controls per agent

# Key Use Cases by Stage

## Define Stage

- Upload vague/unrealistic job description → receive clarifying questions → get validated, market-aligned role spec
- Compare proposed salary ranges against market data
- Get recommendations on role structure (e.g., split "Java + PHP + mobile" into focused positions)

## Find Stage

- Automated candidate sourcing matching work hour patterns (no 2am messages)
- Personalized outreach based on candidate's actual experience and interests
- Respectful follow-up cadence that mirrors human recruiter behavior

## Screen Stage

- Candidates complete soft skills + English assessment at their convenience
- Separate technical interview evaluates job-specific competencies
- Combined scoring produces ranked shortlist with detailed evaluation data

## Client Decision

- Review shortlist with comprehensive candidate evaluations and competency scores
- Compare candidates side-by-side with standardized assessment metrics
- Request additional information or move to offer (post-MVP)

# Glossary & Definitions

## Company Culture Profile

AI-generated 200-300 word summary of a client company's values, work style, and team dynamics. Created during client onboarding by analyzing company website, LinkedIn page, and Glassdoor reviews. Used to generate culture-specific interview questions and score candidates on cultural alignment.

## Culture Fit Score

A 0-100 score measuring how well a candidate's responses align with the client's company culture profile. Based on candidate answers to 2-3 culture-specific questions injected into the soft skills interview. Includes AI-generated explanation of alignment areas.

## Hiring Funnel / Pipeline

Six-stage candidate progression: Sourced → Qualified → Screened → Interviewed → Finalists → Hired. Clients primarily interact with the Finalists stage (5-7 top candidates), shielding them from earlier-stage noise.

## Finalists

Top 5-7 candidates who have completed all assessments (technical, soft skills, culture fit) and scored above threshold. These are the only candidates visible to clients as individual cards on their dashboard.

## AI Agent

Automated system that performs LinkedIn sourcing and candidate communication. Simulates human recruiter behavior patterns including work hours (9 AM - 6 PM), message rate limits (50-80/day), vacation schedules, and natural response timing variations.

## Job Specification

Validated, structured job requirements generated after AI clarification conversation. Includes standardized role title, prioritized skills (must-have vs. nice-to-have), experience range, validated salary range, and key responsibilities.

## Pre-Outreach Verification

AI analysis of candidate profiles before contact. Scores relevance (0-100) based on career progression, skill match, and job stability. Only candidates scoring >70 proceed to outreach, eliminating up to 50% of LinkedIn filter false positives.

## Composite Score / Total Score

Weighted combination of all assessment scores. Default weights: Technical 50%, Soft Skills 30%, Culture Fit 20%. Configurable per job requisition. Used to rank and filter finalists.

## Job Status

Lifecycle states for job requisitions:

- **Pending:** Created by client, awaiting admin review and start
- **Active:** AI agents working, automation running

- **Paused:** Temporarily stopped, can be resumed
- **Finished:** Successfully completed
- **Cancelled:** Permanently stopped

# Identification of MVP Features

## Core MVP Scope

The MVP delivers a dual-portal system:

- **Client Web Portal:** Self-service job creation, culture profile generation, and finalist review
- **Admin Panel:** Internal team tools for job management and system oversight

The complete hiring flow spans six stages (Sourced → Qualified → Screened → Interviewed → Finalists → Hired), with clients primarily interacting with Finalists.

## System Components

### Client Web Portal

- Registration and authentication
- Company onboarding with AI-powered culture profile generation
- Dashboard with hiring funnel visualization
- Job creation with AI clarification conversation
- Finalist cards and detailed candidate view

### Admin Panel

- User management (invite, suspend, reactivate)
- Jobs dashboard with three views: Info, Metrics, Actions
- Job lifecycle controls (start, pause, resume, cancel, finish)
- Candidate details with multi-level sorting
- Secure submission link generation (legacy support)

### AI Agent System

- Culture Profile Agent for company onboarding
- LinkedIn automation agents with human behavior simulation
- Job description analysis and clarification
- Candidate pre-outreach verification and scoring
- Personalized outreach message generation

### Integration Layer

- Unipile.com for LinkedIn automation
- Soft skills + English assessment service integration
- Technical interview service integration
- Culture fit question injection into interview scripts

## Explicitly OUT of MVP Scope

- Advanced reporting and analytics
- CRM integration
- Hire stage automation (offer management, automated nurturing post-finalist)
- Post-hire feedback loop
- Multi-company management for admins
- Custom culture question editing by clients

- Candidate communication via portal
- Calendar integration for interview scheduling

# Feature Breakdown Summary

*Note: Detailed specifications for each portal are in separate documents: "[Client Web Portal Specification](#)" and "[Admin Panel Specification](#)".*

## Client Web Portal Features

### Registration & Authentication

Account creation with email verification, sign-in, and password reset functionality.

### Company Onboarding

Company data collection (website, LinkedIn, Glassdoor URLs) followed by AI-powered culture profile generation. AI scrapes provided sources, extracts cultural elements, generates summary and 2-3 culture interview questions. Client reviews and confirms before proceeding.

### Dashboard

Visual hiring funnel showing six stages with counts. Stages 1-4 show numbers only (protecting client from noise). Stage 5 (Finalists) shows actual candidate cards in Greenhouse-inspired design. Philosophy: "Noise In → Signal Out" - client works only with 5-7 finalists.

### Job Creation

Text paste or file upload for job description. AI-powered multi-turn clarification conversation to validate requirements, identify unrealistic combinations, and align salary with market data. Jobs created in Pending status awaiting admin review.

### Candidate Details

Comprehensive view of finalist candidates showing Technical Score, Soft Skills Score, Culture Fit Score, and Total Score. Includes AI-generated culture fit explanation, assessment summaries, and LinkedIn profile link.

## Admin Panel Features

### User Management

Two roles: Admin (full access, created in database) and Regular User (invited via UI, can be suspended). Invite, suspend, and reactivate functionality.

### Jobs Dashboard

Three-tab interface: Job Info (details, status), Candidate Pipeline Metrics (6-stage counts), and Actions (status-dependent controls). Supports full job lifecycle management.

### Job Lifecycle Controls

Start Search (Pending → Active), Pause, Resume, Cancel, and Finish actions. Each action triggers appropriate system behavior and client notifications.

### Candidate Details Page

View all candidates for a job with multi-level sorting: first by interview completion status, then by total score. Pagination at 50 candidates per page. Top pages contain shortlist candidates.

## AI Agent Features

### LinkedIn Filter Translation

Convert validated job specification into LinkedIn Recruiter filter parameters: job titles, skills, experience range, location, company type, industry, and education requirements.

### Human Behavior Simulation

Agents operate within work hours (9 AM - 6 PM in configured timezone), respect message limits (50-80/day), observe weekends and holidays, and introduce random timing variations to avoid bot detection.

### Candidate Verification

Deep profile analysis before outreach: career progression, skill relevance, experience duration, job stability patterns, and culture fit indicators. Only candidates scoring >70 proceed to contact.

### Conversation Management

Monitor responses, parse candidate intent (interested, needs info, declined), continue conversations with AI-powered replies, handle objections, and escalate to human review when needed.

## Screening & Evaluation Features

### Interview Orchestration

Generate and send interview invitations via LinkedIn and email. Coordinate multi-part assessment process (soft skills + technical). Track completion status via webhooks.

### Culture Fit Assessment

Inject 2-3 company-specific culture questions into soft skills interview. AI analyzes responses against company culture profile. Generate culture fit score and explanation text.

### Results Aggregation

Collect and normalize scores from all assessment sources. Apply weighted scoring algorithm (Technical 50%, Soft Skills 30%, Culture Fit 20%). Generate composite scores and rank candidates.

### Shortlist Generation

Select top 5-7 candidates as Finalists based on composite score threshold. Attach detailed evaluation breakdown including individual scores, culture fit explanation, strengths/weaknesses, and recommendation.