"Hire by skill, not by college."

We're building an **AI chatbot that acts as a recruiter's assistant**. Recruiters can **chat their requirements** → chatbot filters candidates from database → creates AI-powered first-round interviews → delivers shortlists. 👉 Simple. Fast. College-blind.

Problems

India produces 1.5M+ engineers every year.

Only ~5% are from Tier-1 colleges (IITs/NITs/IIITs).

That means ~1.4M Tier-2/3 engineers get limited recruiter visibility.

Surveys show 65%+ Tier-2/3 students apply to 50+ jobs each with <10% response rates.

Market Inefficiency

Recruiters overpay for filtering → students overapply without results.

95% of talent pool underutilized → but that's the real market size you can unlock.

Problems

Recruiters spend 50–60 hours screening resumes for a single role (SHRM study).

Cost of hiring in India: ₹25,000–₹50,000 per fresher (including screening + interviews).

80%+ companies in India prefer IITs/NITs (Tier-1) due to filtering cost & brand trust (NASSCOM 2023 report).

This creates a massive bottleneck → high cost, low efficiency.

Competitors

HackerRank	Coding-only, heavy UI	Chat-based, skill + comms, lightweight
LinkedIn Talent	Keyword + Tier-1 bias	Skill-first, chatbot-driven matching
Mercer Mettl	Expensive, enterprise focus	Affordable for SMEs/startups
Talview	Video-only, lacks AI assistant	Conversational recruiter's co-pilot

Solution (Chatbot as Core)

Recruiter just chats requirements.

Half the time. Half the cost. Double the efficiency

Chatbot instantly:

- Filters candidates
- Creates **AI-first-round assessments** (coding, comms, domain tasks)
- Shortlists best-fit profiles

Students get visibility based on **skills**, not college name.

No need to apply for 100+ jobs on 5 different portals

Business Model Canvas

Key Partners:

Colleges, HR SaaS, AI infra providers

Key Activities:

Chatbot NLP, AI assessments, recruiter onboarding

Customer Segments:

Startups, SMEs, Tier-2/3 grads

Value Proposition:

- Recruiters → *chat* → *shortlist in minutes*
- Students → *fair exposure + AI feedback*

Channels:

Direct to recruiters, colleges, LinkedIn HR outreach

Revenue Streams:

Recruiter subscription, pay-per-shortlist, premium student prep

USP (Why Us)

Conversational AI → no learning curve for recruiters

End-to-end flow → filter + assess + shortlist

Tier-2/3 visibility → unlocks overlooked talent

Affordable SaaS → tailored for startups & SMEs

Dual value → helps both recruiters *and* students
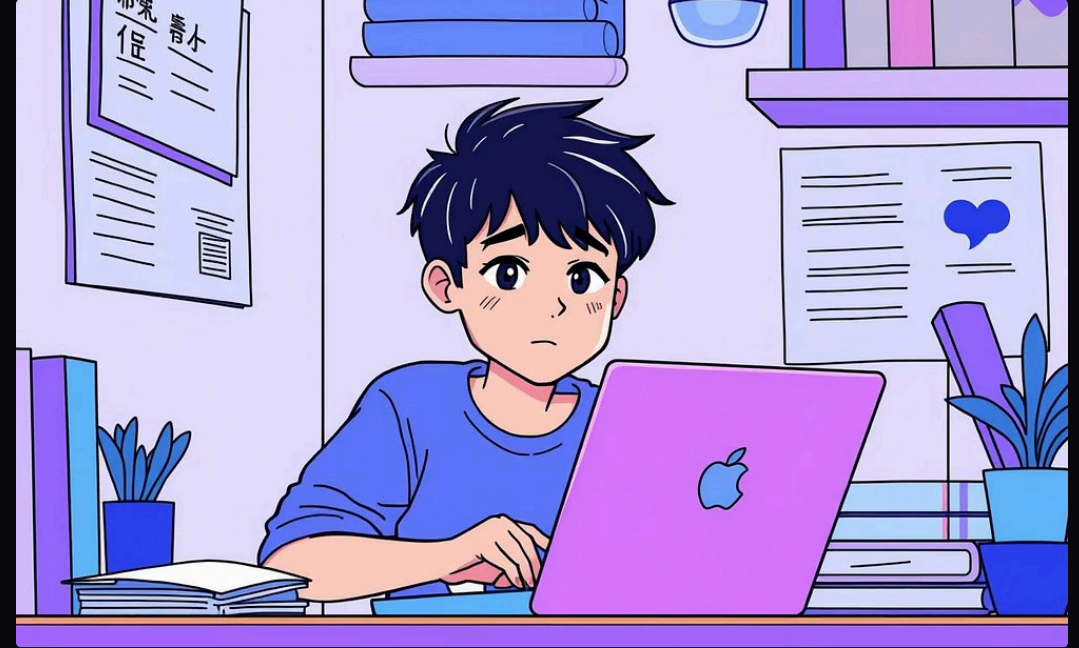
Customer Personas

Recruiter Ryan

Role: Recruiter at a Startup.

Goals: Hire good people fast, save time/money, find diverse talent.

Pain Points: Too many irrelevant resumes, difficulty finding skilled candidates, budget constraints, and biased hiring processes.

Student Sophia

Role: New grad from a less famous college.

Goals: Get a job based on skills, gain fair exposure, and receive interview feedback.

Pain Points: Ignored due to college name, resumes not reflecting true abilities, and lack of interview preparation resources.

Pain & Gain Canvas

Recruiter

- Pain: Resume overload, high cost, bias
- Gain: Chat-based filtering, faster hire, cheaper than existing platforms,
- Can save hiring cost upto 50%

Student

- Pain: College bias, no exposure, weak prep
- Gain: Skill-first discovery, AI feedback, fair chance,
- No need to apply for 500 jobs from 5 different platforms

Customer Segmentation
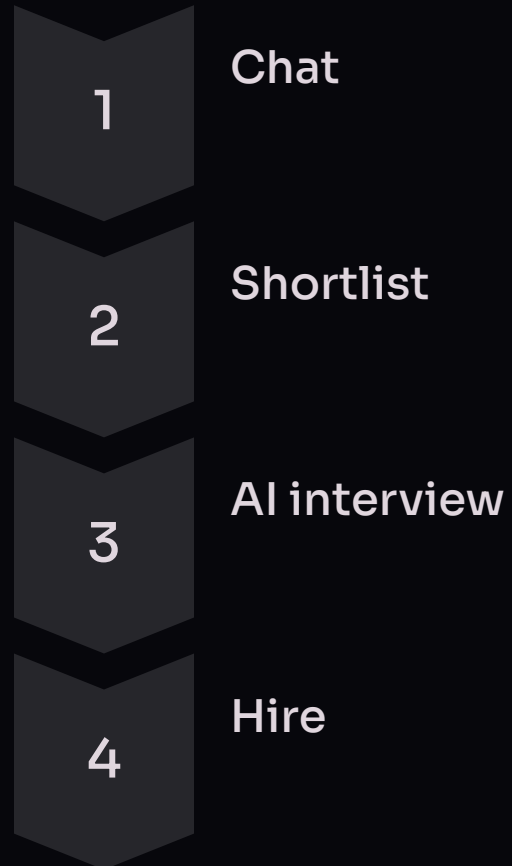
Recruiters / Companies:

- Startups & SMEs (fast + affordable hiring)
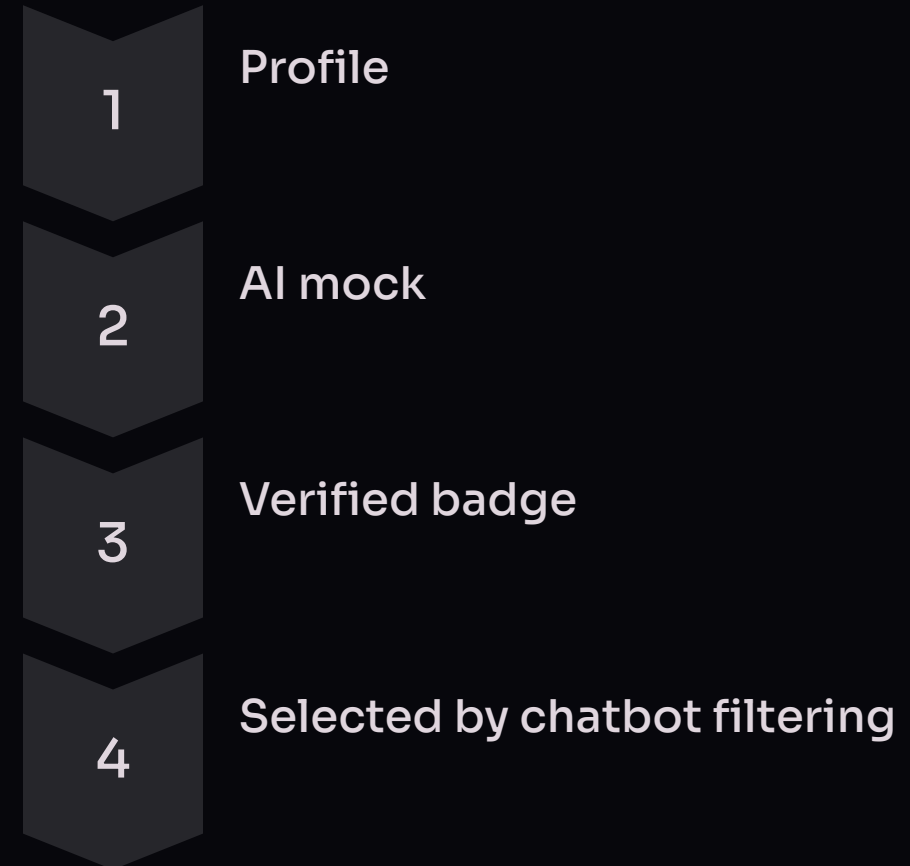- HR managers in mid-size firms

Students / Talent:

- Tier-2/3 graduates with skills
- Ambitious job-seekers seeking fair shot
- Freelancers

Customer Journey (Chatbot POV)

Recruiters:

1. Chat
2. Shortlist
3. AI interview
4. Hire

Students:

1. Profile
2. AI mock
3. Verified badge
4. Selected by chatbot filtering

Go-To-Market (GTM)

Phase 1: VNIT Pilot (0–3 months)

- Onboard 500+ VNIT students.
- Run pilots with VNIT recruiters.

Phase 2: Expand (3–9 months)

- 5 more Tier-2/3 colleges across Nagpur(~10K students).
- Early adopter startups.

Phase 3: Scale (9–18 months)

- Recruiter subscriptions.
- National rollout.