



A single AI & data analytics platform for both companies and candidates covering all talent acquisition, training & management needs.

*Business Model: SAAS B2B2C*  
*Pre-Seed Round*

# The Problem

## Companies

- On average companies receive 250 resumes per job opening and it takes 39 days to hire a new talent.
- HR Directors cannot find one provider to discuss all their issues, they can use up to 20 different providers.
- Lack of internal resources for SMEs.
- Lack of technical tests to evaluate candidates.

## Talent

- Lack of feedback from recruiters.
- No training program immediately available.
- No skills gap analysis provided.
- Up-skills & Re-skills are a must.



# The Solution

Lucioles unique value proposition: A talent marketplace for professional growth and development opportunities to empower employees to own their careers with interview feedback, multiple testing options, and constant training options.

By identifying the skills gap of each talent, Lucioles will offer a series of online training courses and coaching, directly to millions of talents globally.

## For employers:

The power of AI and data analytics to identify the right technical and soft skills for job requirements at scale in just a few minutes, saving thousands of hours of talent search. HR leaders will also be able to view real-time insights for career growth.

## For candidates:

By identifying the skills gap of each talent, Lucioles will offer a serie of online training courses and coaching directly to millions of talents globally.

## For employees:

Develop personalized development plans to learn and grow faster within their organization.

# Product Road Map

2022: Talent acquisition  
(ATS + AI + PSY)

Delivering fast candidates  
shortlist at scale in just a  
few minutes, saving for  
clients hundreds of hours  
of work per vacancy.



2023:  
Talent Management

Personalized training for  
internal mobility, upskill &  
reskill, workforce planning.

# Our Solution

Various services in the market are available to the Human Resources Director from sourcing, skill testing, interviewing tools, software to manage and tracking the candidate's process and selection.

Worse, the number of different kinds of roles required by the organization multiplies the problem as sourcing services are specialized by specific functions.

Lucioles covers this need with a catalog of standard corporate training and tailor-made offering, allowing traditional, remote, or on-demand delivery.

The HRD only needs to open the app in his/her browser or mobile device, search for the position required, click on his/her needs (salary range, tests, interviewing mechanisms, ED&I compliance, among others), and that's it.

The HRD might select Talent Sourcing, Matching Services, Testing Options, Screening Options, Backend ATS, or Tailor-Made needs or multiple of them.

Our AI and Machine Learning process, adjusted by our team, evaluate our top talent marketplace with the HRD inquiries and provides the best shortlist for our clients, reducing searching time.

HR Technology for all talent acquisition, training & management needs

The Talent Marketplace counts only with the top talent, but Lucioles farm also develops potential talent adding into the platform.



Lucioles develops and works in alliance with a rich ecosystem in constant evaluation to provide the best-of-breed technology at every step of the recruitment process.



The hiring process with Lucioles' technology represents savings of over 80% in the talent acquisition costs within the standard Startup ecosystem companies.

Lucioles' Talent Market Place counts with a vast database with proven talents with different skill sets, enriched with continuous search and quality verification. The pursuit of candidates started before the HRD inquiry for it, and then response times are faster.

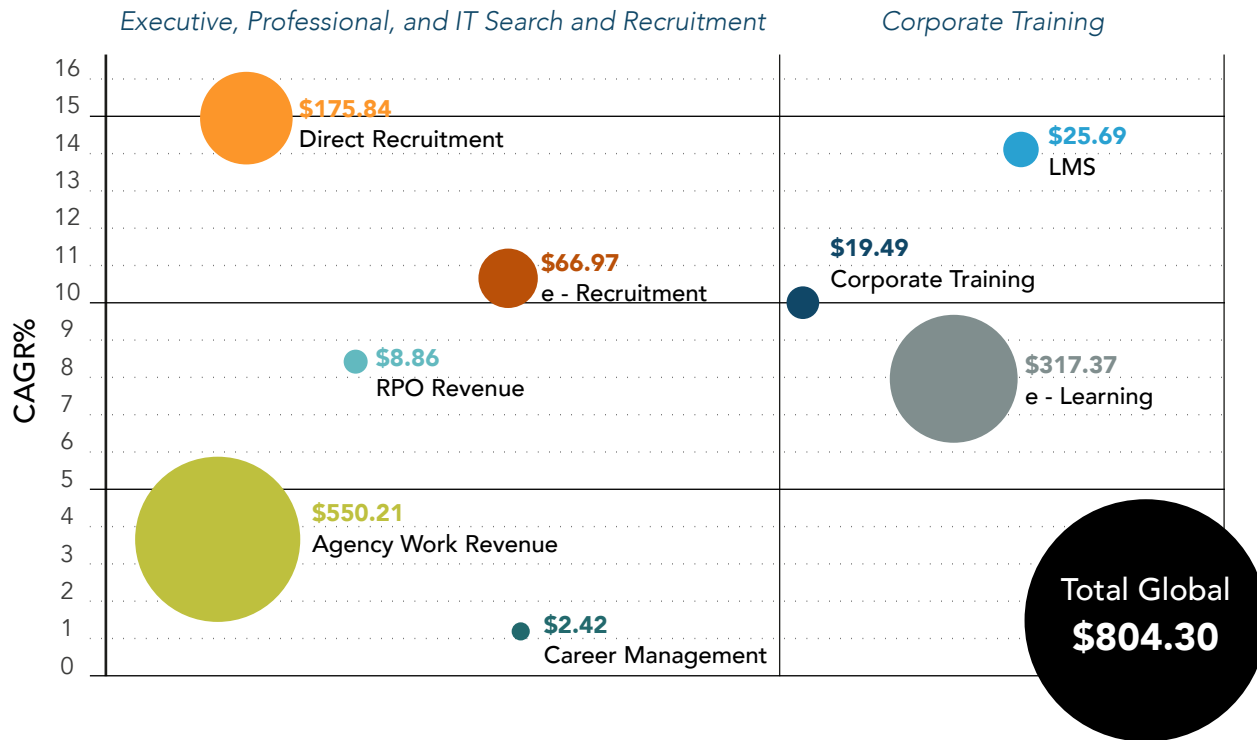
Lucioles is a Software as a Service Platform with a Monthly fee, with a minimum of 3-months service, with access to three different levels of talent marketplace based on the annual salary of the position.

Considering market pricing for one vacancy only, the cost for the HRD of a position with an annual gross salary of 180K USD is around USD 37,500.

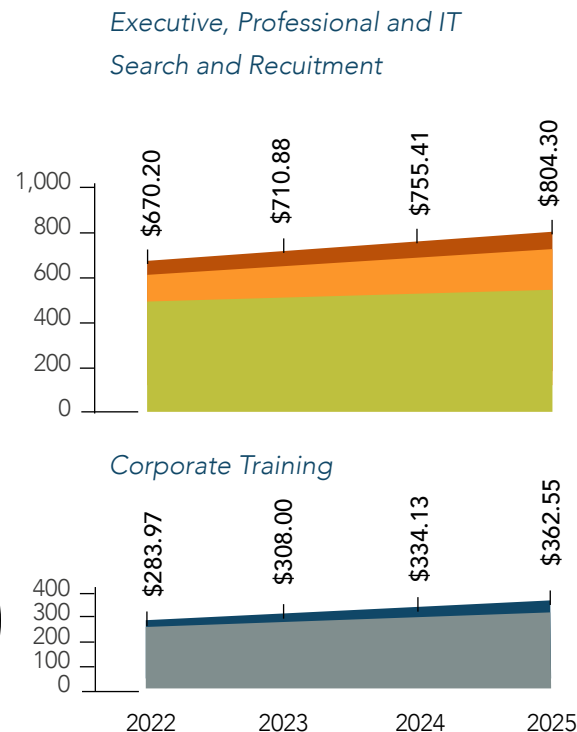
Lucioles monthly pro subscription model with an annual total of USD 2,280 to fill up to 5 vacancies during the year.

# Total addressable Market - Worldwide

TAM 2025 (BUSD)



TAM 2022 - 2025 (BUSD)



Sources: World Employment Federation, Economic Report 2020. Markets and Markets, IMS Market. Global Market Insight. 21 WFMJ.

# COMPETITIVE MATRIX

## Score

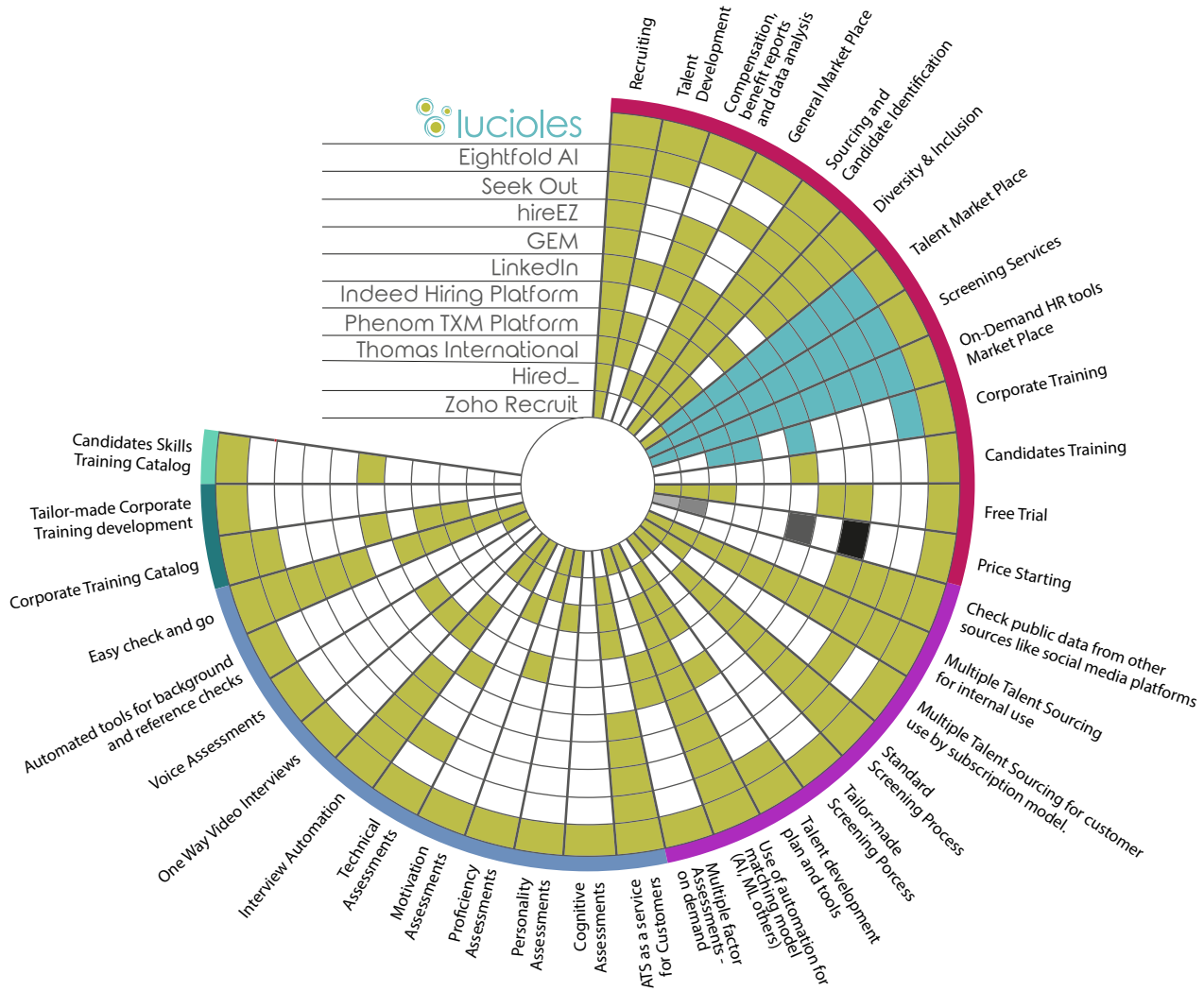
- Yes
- Partial Solution

## Offering

- Offering
- Offering - Talent Market
- Offering - On -Demand HR Tools Market Place
- Offering - Corporate Training
- Offering - Candidates Training

## Pricing Starting

- \$149 / Month
- \$899.95 / Month
- \$995 / Month + \$9,500 per Hire
- \$30 / Recruiter / Month





# Pricing

## Starter

*Ideal for independent recruiter*

### \$30 USD

*Monthly subscription (billed annually)*

Users: 1 User

Free trial period: 3 Days

Monthly subscription  
(billed monthly): 39 USD

- Instant access to talent pool 800M+ candidates

Start Now!

## Pro

*Ideal for small companies*

### \$190 USD

*Monthly subscription (billed annually)*

Users: Up to 9

Free trial period: 7 Days

Monthly subscription  
(billed monthly): 247 USD

- Instant access to talent pool 800M+ candidates
- Free ATS and integration
- Psychometric testing
- Soft skills testing
- Data & Analytics

Start Now!

## Business

*Ideal for medium size companies*

### \$790 USD

*Monthly subscription (billed annually)*

Users: Up to 49

Free trial period: 14 Days

Monthly subscription  
(billed monthly): 1,027 USD

- Instant access to talent pool 800M+ candidates
- Free ATS and integration
- Psychometric testing
- Soft skills testing
- Data & Analytics
- Customized technical testing
- Bias reduction toggle
- Salary bias alert
- Competitive data
- Early access to new features

Start Now!

## Enterprise

*Ideal for global companies*

### Custom Plan

Users: From 50

Free trial period: On demand

Monthly subscription  
(billed monthly): Custom plan

- Instant access to talent pool 800M+ candidates
- Free ATS and integration
- Psychometric testing
- Soft skills testing
- Data & Analytics
- Customized technical testing
- Bias reduction toggle
- Salary bias alert
- Competitive data
- Early access to new features

Schedule  
a Call

# Go to Marketing Strategy

Focusing on venture capital backed startups & medium size companies.

## Industries

- Fintech & Insurtech
- Healthtech and Healthcare
- Cybersecurity
- E-commerce
- Logistics & Shared Mobility
- PropTech

## The Offering



AI & Machine learning talent selection process.



Multiple Interviewing models.



Multiple candidate testing possibilities.

## Market

- 2022 Latam & North America
- 2023 EMEA
- 2024 Asia



Corporate e-Learning design and platform solution.



Business case design for interviewing process.



Request your access to the demo: [investors@lucioles.io](mailto:investors@lucioles.io)

# Milestones

## Early Accomplishments - 100% bootstrapping

- Reaching break even point after 3 months of operation
- Signed contracts for 2023 for a total value of 460K USD in revenue
- MVP with positive feedback with a clear sales roadmap
- All expenses funded by the founding team (100K USD)
- 2023 Partnership with NPA Worldwide to reach 15,000 HR Professionals

## Some of our clients:



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## First 18 Months - Financial Projections

- Raising 500K USD Pre-Seed
- Achieve 4M USD revenue
- 2,237 net monthly users by end of the period
- Average monthly revenue per client of \$190 USD



# FUNDRAISING

Pre-Seed Round

Raising

**500K USD**

pre-seed

Discount

**20%**

on next round

Valuation CAP:

**5 MUSD**

Founders

Vesting Period:

**4 YEARS**

# First 18 Months - Financial Projections

Revenues:

4M  
USD

Average monthly  
revenue growth  
rate:

21%

CAC:

\$370 USD

Average LTV  
per customer:

\$1,196 USD

MRR by end  
of the period:

\$425,030  
USD

Monthly churn:

3.5%

## Vision

To be the most trusted global platform for all talent acquisition, training & management needs.

## Mission

To change people's life through better training & opportunities.

## Values

Quality is everything.  
We innovate constantly. Speed & agility are our allies. We own actions & results. We are trustworthy.

# Co-Founders

- VP Symantec (IT) & Crossover (AI HR).
- MBA, Thunderbird Global Mgmt. (US).
- 20 years leadership's experience.
- IT consulting expert.
- Speaks English, Spanish & Portuguese.
- Redesigned products and services strategies to achieve 105M USD annual revenue.
- Co-Authoring IT trends books & Guest Speaker at Organization of American States for IT related topics.
- Former Assigned Engineering Professor at ULSA and Infotec & Information Security Committee Vice-President at the Mexican Internet Association.

Rafael Garcia  
Co-Founder & CMO



- Director Expedia.
- Built Expedia in Mexico from scratch to 120M USD annual revenue.
- MBA, Open Business School (UK).
- 20 years leadership's experience.
- Talent Acquisition and Corporate training expert.
- HR committee leader of Mexican Association of Technology.
- Multiple awards winner for outstanding achievements.
- Lived in 6 countries, speaks English, Spanish & French.

Wilfried Persevalle  
Founder & CEO



# Professional Awards earned by founders

Wilfried Persevalle / *Founder & CEO*

June 2004: Hilton  
UK & Ireland  
"Anthony Harris"  
Award nominee  
for Outstanding  
Achievements.

December 2004:  
"Hilton Sales  
person of the  
year" Award  
winner – London  
Region.

July 2007:  
Kempinski Sales  
Award Winner for  
best use of  
International  
Network.

November  
2008:  
TTG Business  
Award Winner –  
Park Plaza CH  
Best  
Development  
team in the UK.

December 2013:  
Expedia Award  
Winner - Best  
improved rate and  
inventory score in  
the Americas.

March 2014:  
Expedia Gold  
Star Award  
Winner &  
Expedia  
Horizon Award  
Winner for  
exceptional  
performance.

Rafael Garcia / *Co-Founder & CMTO*

Achiever's Club /  
Symantec  
2003-2013.

SE of the Year /  
Symantec  
2000, 2002.





Wilfried Persevalle  
Founder & CEO

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