**Business Plan**

**AI Powered Smart Staffing**

**Introduction to Our Product**

Our AI-driven staffing platform delivers a comprehensive SaaS solution that matches the correct talent to project teams at every stage—and its intelligence exponentially increases as usage grows. Unlike discrete API components or static human capital modules alone, it introduces pre-built intelligent matching algorithms from the start, continuous feedback cycles in real-time and rich data visualizations. By immediately collecting input on team dynamics and customer fulfillment, the system self-optimizes its recommendations, decreasing staffing work by over 30% and forestalling costly personnel mismatches.

**Market Analysis and Competition**

The worldwide market for AI-aided staffing within talent administration is approximately $10 billion and developing at double-digit rates yearly. Large HCM suites (SAP SuccessFactors, Workday, Oracle HXM) cover broad HR requirements but infrequently focus on project-based staffing and adaptive learning. SMB-oriented platforms like Personio excel at basic management but lack genuine AI depth.

Niche startups (Eightfold.ai, Gloat, Beamery) demonstrate the demand for HR AI, yet they typically center on recruiting or internal mobility—without ongoing feedback from actual project consequences.

This landscape—expansive generalists, lean administrative tools and narrow solutions—leaves a void for an all-inclusive platform with an inherent learning engine, where we can guide or fill a gap in service of the large players.

**Current Pain Points / Problems**

* **Lengthy Deployments:** Traditional HCM rollouts often take 6–12 months, yet project needs can’t wait.
* **Manual Overhead:** Many organizations still juggle Excel sheets or half-automated tools, which is error-prone and slow.
* **Static Algorithms:** Once set up, most matching engines quickly become outdated because they don’t learn from real outcomes.
* **Lack of Transparency & Bias:** Staffing choices can appear arbitrary, undermining trust and fairness.
* **Incomplete Criteria:** Technical skills matter, but team chemistry, soft skills and client feedback usually fall by the wayside.
* **Under-utilization**: Average billable utilization hovers around 75–80%, leaving 20–25% of consultant capacity idle each year.
* **Slow Staffing**: Staffing cycles of 3–4 weeks cause firms to miss fast-moving opportunities and lose up to 10% of potential project wins.

**Our Values & Benefits for the Industry**

* **End-to-End Service**  
  Rapid, zero-hassle launch—no complex integrations required.
* **Ease of Use**  
  Intuitive interface lets any team member run staffing searches without a dedicated specialist.
* **Self-Optimizing Intelligence**  
  Every placement gets measurably better thanks to automated feedback from teams and clients.
* **Explainable AI & Fairness**  
  Each recommendation includes a clear rationale, bias checks and full compliance logging.
* **Holistic Matching**  
  Blends hard skills, soft skills, team fit and personal development goals into every match.

**ROI for Firms Using Our SaaS**

* **Staffing Budget Context**  
  Consider a consulting firm with €10 million in revenue and personnel costs at 55 percent of sales. By optimizing its staffing process to maintain the same utilization with a leaner team, it can cut up to €500,000 from its payroll without touching top-line growth. In other words, even modest gains in staffing efficiency translate directly into significant profit improvements.

**Utilization Uplift & Revenue Impact**

* AI-driven matching can raise billable utilization by 2–5 percentage points (e.g. from 80% to 85%).
* A 2% uplift adds roughly €1,900 per consultant per year.
* For a 1,000-consultant firm billing €100/hour, a 5% jump can generate nearly €10 million in added annual revenue.

**Faster Staffing & Ramp-Up**

* Delays in assembling teams (often 3–4 weeks) risk losing fast-moving opportunities. Instant, best-fit recommendations cut staffing time to days—unlocking up to 10% more sales opportunities and higher win rates.

**EBIT Uplift Scenarios**

* Combining higher utilization and quicker ramp-up can boost profitability:
* **Base Case:** 2% utilization gain + slight win-rate improvement → ~€5 million extra revenue for a 5,000-person firm, yielding ~€2.5 million in additional EBIT (5–10% margin increase).
* **Upside Case:** 5% utilization gain + 5–10 additional projects → ~€20 million extra revenue, ~€10 million incremental EBIT (≈+3 percentage-point EBIT margin).

**Staffing Cost Savings**

By consolidating tools (resource planning, skills databases, spreadsheets) and automating manual work, the platform reduces licensing and administrative expenses—and frees resource managers for strategic planning.

**Development Roadmap**

**Phase 1 – MVP: Rule-based Keyword Matching (6 months)**

* **Team (6 people total):**
* Data ingestion & integration  
   • 2 Backend Engineers
* Keyword/filter engine & business rules  
   • 1 Backend Engineer
* UI for search & filtering  
   • 1 Frontend Engineer
* Quality assurance & testing  
   • 1 QA Engineer
* Product management & rollout  
   • 1 Product Manager

**Phase 2 – Semantic Search & Smart Matching (next 6–12 months)**

* **Team (6 people total):**
* NLP model selection & embeddings  
   • 2 NLP/ML Engineers
* Contextual scoring & fit-ranking  
   • 1 Machine-Learning Engineer
* Skills taxonomy & data pipeline  
   • 1 Data Engineer
* Transparent “fit-score” UI enhancements  
   • 1 Frontend Engineer
* Product management & pilot feedback  
   • 1 Product Manager

**Phase 3 – Real-Time Learning & Adaptive AI (years 2–3)**

* **Team (7 people total):**
* Feedback capture & rating system  
   • 1 Data Engineer
* Knowledge graph construction  
   • 1 Data Scientist
* Reinforcement learning & predictive staffing  
   • 2 ML Engineers (RL specialists)
* MLOps & scalable infrastructure  
   • 1 MLOps Engineer
* Agentic scenario-planning UI  
   • 1 Frontend Engineer
* Product management & continuous improvement  
   • 1 Product Manager

**Overall trajectory:**  
Start with a lean 6-person team to replace manual filters, expand to a 6-person NLP/ML squad for smart matching, then grow into a 7-person AI/RL + MLOps organization that continuously learns and predicts optimal staffing.

**Developer-Only Operational Costs**

* **Phase 1 (6 months, 4 developers)**  
  4 Devs × 6 months × €8,333/month ≈ **€200,000**
* **Phase 2 (9-month midpoint, 5 developers)**  
  5 Devs × 9 months × €8,333/month ≈ **€375,000**
* **Phase 3 (24 months, 5 developers)**  
  5 Devs × 24 months × €8,333/month ≈ **€1,000,000**

**Pricing Strategy in Competitive Comparison**

We propose a **per-active-consultant monthly fee** that directly ties your cost to the value you receive—when your billable utilization increases, so does our revenue, ensuring our incentives are fully aligned.

**Entry Tier: €25 per consultant/month**  
This tier provides rule-based matching and standard filtering for straightforward staffing needs—priced below most NLP-powered competitors at $30–$60 to attract small teams and prove immediate ROI.

**Business Tier: €35 per consultant/month**  
Includes everything in Entry plus semantic search, a transparent fit-score dashboard, and full API access—priced in line with market norms for mid-level AI matching tools to facilitate a seamless upgrade once clients recognize the added value of contextual matching.

**Enterprise Tier: costum / depending on usecases**    
Unlocks real-time learning, a comprehensive knowledge graph, and a dedicated customer-success manager with SLA guarantees—justifying the premium by delivering continuous improvement and white-glove service that larger firms expect and that bespoke solutions typically demand.

**Volume Discounts and Payment Incentives**  
We offer tiered discounts as your number of active consultants grows (10 % off at 250+, 15 % at 500+, 20 % at 1,000+) plus an additional 5 % off for annual prepayment—designed to reward scale and long-term commitment while mirroring enterprise purchasing practices.

**Implementation Fee and Performance-Based Alignment**  
A one-time setup fee equal to one month’s license covers data migration and onboarding costs, and an optional performance fee (e.g. 10 % of incremental EBIT gain) ensures we share both the risk and the rewards of improved utilization—motivating us to deliver measurable business impact.

**In the appendix of our doc, we will explain further ideas for whose we need a funding.**

**Funding Strategy**  
To bring our AI-powered staffing platform from prototype to pan-European scale, we’ll secure capital in four deliberate stages—each tied to concrete milestones and minimizing dilution:

1. **Internal Pilot Funding (Exxeta Ventures)**
   * **Amount & Source:** €100–200 K from Exxeta’s incubator budget
   * **Use of Funds:** Finalize MVP, deploy in 1–2 Exxeta business units, instrument real-world usage metrics
   * **Rationale:** Low-risk internal roll-out accelerates product refinement on actual data and delivers a high-credibility case study before external investors come on board.
2. **Pre-Seed Round (Q1–Q2 Year 1)**
   * **Target Raise:** €500–700 K from strategic angels (DACH SaaS veterans, ex-Workday/SAP leaders)
   * **Use of Funds:**
     + Hire core tech team: 3 Full-Stack Developers + 1 ML Engineer
     + Build out secure, GDPR-compliant cloud infrastructure
     + Develop UX/UI prototypes and initial integrations (HRIS/PM tools)
   * **Milestone:** MVP ready for external beta pilots, demonstrable improvement in staffing cycle time.
3. **Seed Round (Q3–Q4 Year 1)**
   * **Target Raise:** €1.5–2 M from early-stage SaaS funds and corporate VCs (e.g. Workday Ventures or SAP.iO)
   * **Use of Funds:**
     + Scale Sales & Marketing: onboard Head of Sales, BDR, Customer Success Manager
     + Roll out pilots with ≥3 mid-market consultancies in DACH
     + Produce ROI collateral: whitepapers, benchmark reports, utilization calculators
   * **Milestone:** Achieve first external contracts, validate ≥3 % utilization uplift in pilot clients.
4. **Series A (Year 2)**
   * **Target Raise:** €5–8 M to fuel EU expansion
   * **Use of Funds:**
     + Deepen integrations (Workday, SAP SuccessFactors), establish partner co-sell agreements
     + Grow team: DevOps, additional ML specialists, regional sales offices in UK/France
     + Ramp marketing: industry events, thought-leadership webinars, localized content
   * **Milestone:** 15–20 paying customers, €2–3 M ARR, approaching operational breakeven.

**Market Entry Strategy**  
We will introduce the platform through three progressively broader customer segments—each chosen to de-risk roll-out, generate compelling case studies, and build momentum across Europe:

1. **Phase 1: Exxeta Internal Pilot**  
   We’ll embed our MVP within Exxeta’s Technology Consulting unit under sponsorship from the COO. Over a 6–9-month pilot, we will benchmark and then improve three key metrics—utilization rate, staffing lead time, and bench size—while iterating on UX and AI models through tight HR/PM system integrations. This internal success story lays the groundwork for external credibility.
2. **Phase 2: Mid-Market Consultancies in DACH (100–1 000 Consultants)**  
   Targeting managing partners, COOs, and heads of resource management, we’ll leverage the Exxeta case study—“born in consulting, for consulting”—to unlock 3–6-month pilots at minimal risk. Our value proposition (≥ 5 % revenue or margin uplift) is proven with a simple utilization-gain calculator. We’ll address integration concerns (MS Project, leading ERPs) and data-security requirements (GDPR-compliant EU hosting, tenant isolation, on-prem options). Objections—“Excel suffices” or “AI replaces human judgment”—are countered by positioning our platform as an intelligent assistant that amplifies, not replaces, decision-making.
3. **Phase 3: Niche Advisory Firms (20–100 Consultants, e.g. FinTech, Insurance)**  
   Small, specialized boutiques demand agility. By offering a one-month free trial on their own data and partnering with industry associations for focused webinars, we’ll demonstrate how AI-driven matching across internal and freelance talent pools gives them Big 4-level staffing power. Entrepreneurial founders appreciate entry-level pricing or revenue-share models that align cost with realized value.
4. **Ongoing Marketing & Positioning**  
   Our brand promise—**“Consultant-centric AI Staffing, built by a consultancy for consultancies”**—will be reinforced through:
   * **Data-Driven Collateral:** ROI calculators, whitepapers, and benchmarking reports
   * **Case Studies & Testimonials:** From Exxeta and first external pilots
   * **Thought Leadership:** Webinars and articles on “AI in Resource Management”
   * **Compliance & Localization:** Multilingual UI (DE/EN), enterprise-grade security, full GDPR compliance

This two-track approach—dedicated funding rounds matched to product maturity, plus a phased market entry—ensures that we build both the right product and the right customer base, setting the stage for rapid scaling across the European consulting landscape.

**Future Features of the AI Assistant – Arguments & Workflow Integration**

**Workflow Overview**

1. Client reaches out via email with a project.
2. Manager creates a project in the software.
3. AI recommends best-fit consultants.
4. Manager can:
   * Research additional consultants via a prompt.
   * Send selected consultants directly to the client.

**Real Time Feedback Loop by Clients for Their Consultants**

* **Post-project analysis**
* **Why:** Improves AI’s future recommendations through real-world feedback.
* **Workflow Tie-In:** Occurs after consultants are sent to the client and the project concludes.
* **Value:** Enhances accuracy, client satisfaction, and consultant performance tracking.

**Automated Timeline**

* **Features:**
  + Real-time consultant availability updates.
  + Prevents double-booking across parallel projects.
* **Why:** Ensures efficient resource allocation.
* **Workflow Tie-In:** During consultant selection, AI accounts for availability.
* **Value:** Increases project reliability and consultant utilization.

**Easy Integration (MS Teams, Slack, etc.)**

* **Why:** Brings the AI assistant into the team's daily tools.
* **Workflow Tie-In:** Notifications and consultant dispatches can happen directly in chat apps.
* **Value:** Reduces friction, boosts adoption, and simplifies communication.

**Real-Time Alerts**

* **Feature:** Instant notification to assigned consultants.
* **Why:** Speeds up project initiation and avoids delays.
* **Workflow Tie-In:** Triggered immediately after consultant assignment.
* **Value:** Saves time, especially in remote environments.

**Automated Email Parsing**

* **Why:** Automatically converts client emails into project entries.
* **Workflow Tie-In:** Replaces the manual project creation step.
* **Value:** Drastically improves manager efficiency and reduces setup time.

**Further Gamification**

* **Feature:** Ranking system based on:
  + Project success
  + Skills
  + Certifications
* **Why:** Motivates consultants to keep learning and improving.
* **Workflow Tie-In:** Influences future consultant recommendations and performance tracking.
* **Value:** Creates a competitive, high-performing consultant network.

**Summary: Automation + Simplicity for the Entire Team**

* Full lifecycle optimization: from email → match → assign → feedback.
* Smart, data-driven system that grows more accurate with use.

**Why It Matters for Funding**

* **Scalability:** Reduces manual tasks and improves efficiency.
* **AI-driven:** Continuously learns from feedback and activity.
* **Sticky Ecosystem:** Integrates into existing team workflows.
* **Talent Performance:** Gamification drives quality and engagement