
COMPANY PROFILE: FLUM

Flum is a technology company whose mission is to empower organizations to be successful by putting the right people in the right roles.

THE PRODUCT

Flum's product is a questionnaire which uses state of the art Industrial/Organizational (I/O) psychology to evaluate the personality of potential candidates, and evaluate their fit for given roles. It differentiates itself from other similar products in the following ways:

- The test is nearly impossible to fake because of its 'forced choice' questions
 - Instead of "rate each statement from 1-5", it's "**rank** the following statements from 1-5"
- It assesses both problem solving skills and social intelligence
- It provides insights into the candidates' strengths and weaknesses in the workplace, as well as suggesting which types of jobs would suit them
- From the recruiter's view, each candidate is given a numerical value for how much they "match" with a certain role based on traits the recruiter specified for the role

THE COMPANY

Flum is about 3 years old with about 100 employees. They have about 50 clients, most of which are small companies (<1000 employees). Their profiling product is generally priced based on the size of the client using the following grid as a guideline:

Approximate # of hires per year	50	100	500	1000
Annual cost of Flum	\$17,000	\$25,000	\$110,000	\$200,000

Flum has been experiencing issues with revenue growth. They have been finding it hard to attract larger companies, and as of right now the largest deal they have is with a company which has 5,000 employees and hires about 600 people per year.

They think their product has a lot of potential, but they've been having trouble selling their product to employers due to a lack of data-based evidence for their claims. As a result, they want to acquire bigger clients which they can use to promote their brand, as well as gather employee data from in order to help sell their product in the future.

However they need to increase their revenue now as much as possible as their initial investments are starting to run out, and investors are starting to doubt the product has as much potential as initially thought.

THE OBJECTIVE

You represent Flum. Your goal is to increase revenue as much as possible, and increase your company's reputation among stakeholders.