MakalapAI
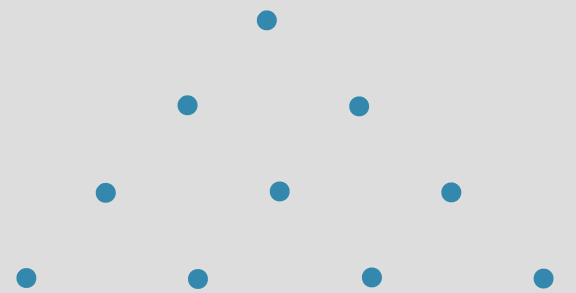
HIRE SMARTER, NOT HARDER

WHO WE ARE

Why

Employers need Employees...
...Employees need Employers
They just have to FIND each other.

What

"MakalapAI" is a resume ranking platform designed to revolutionize the hiring process for businesses by leveraging cutting-edge AI and machine learning. Our system automates resume screening, evaluating applicants based on key factors such as qualifications, experience, and relevant skills.

How

A system that uses Optical Character Recognition and Ranking Algorithm to scan applicant's resumes and rank them based on their educational background, experience, and other information extracted on their resume. The application will serve as an assistant to the organization in their resume screening process.

PROBLEM/OPPORTUNITY

CONTEXT

When does the problem occur?

Employers

- When employers receive an overwhelming volume of resume.
- When employers struggle to quickly identify qualified candidates
- Manually reviewing resumes increases the chances of overlooking highly qualified candidates due to human error or fatigue.

PROBLEMS

What is the root cause of the problem?

Employers

- Human capacity is limited. Recruiters and hiring managers can only review a finite number of resumes in a given time.
- Lack of efficient tools and processes for quickly matching resumes to specific job requirements.

ALTERNATIVES

What do customers do now to fix the problem?

Employers

- Many companies use ATS software to automate parts of the hiring process. ATS scans resumes for specific keywords, qualifications, and job-related skills to filter out unqualified candidates before human review.
- Employers may outsource recruitment tasks to specialized firms that handle the initial screening of candidates, helping to reduce the burden on internal HR teams.
- Employers may hire temporary recruiters or staffing agencies to assist with high-volume hiring processes.

PROBLEM/OPPORTUNITY

CONTEXT

When does the problem occur?

Applicants

- Human review of resumes can introduce unconscious bias.

PROBLEMS

What is the root cause of the problem?

Applicants

- Human reviewers are prone to cognitive biases, such as affinity bias, where they may favor candidates who seem more familiar or similar to them (e.g., by name, education, or background).

ALTERNATIVES

What do customers do now to fix the problem?

PROBLEM/OPPORTUNITY

CUSTOMERS

Who has the problem most often?

- Large Companies and Corporations
- Recruitment Agencies and Staffing Firms
- Human Resources (HR) Departments in Mid-Sized Companies
- Companies in Competitive Industries

EMOTIONAL IMPACT

How does the customer feel?

- Overwhelmed by the Volume of Resumes.
- Worried About Missing Top Talent.
- Concerned About Bias.
- Frustrated with Time-to-Hire Delays

QUANTIFIABLE IMPACT

what is the measurable impact (include units)?

- Resume screening systems can process hundreds of resumes per hour, compared to a manual reviewer's capacity of a few dozen.
- Reduce bias-related discrepancies in candidate selection by up to 30%

ALTERNATIVE SHORTCOMINGS

What are the disadvantages of the alternatives?

- Many ATS systems rely heavily on keyword matching, which can result in overlooking candidates who don't use the exact phrasing or format.
- Alternative approach can be costly, and it still relies on human review, which can introduce bias and error.
- Time-consuming and increases the workload on the hiring team, which doesn't address the scalability issue in large hiring processes.
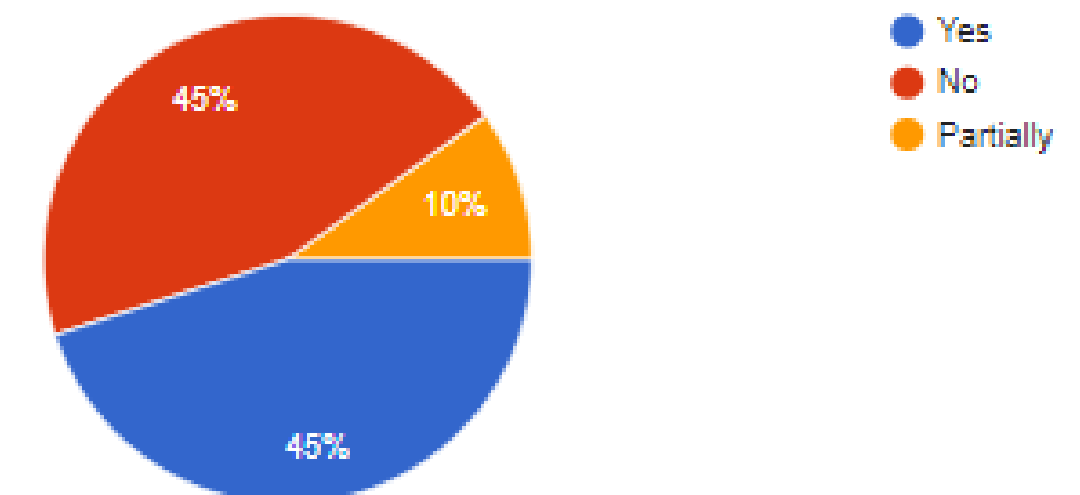
Employees/Applicants Survey Results
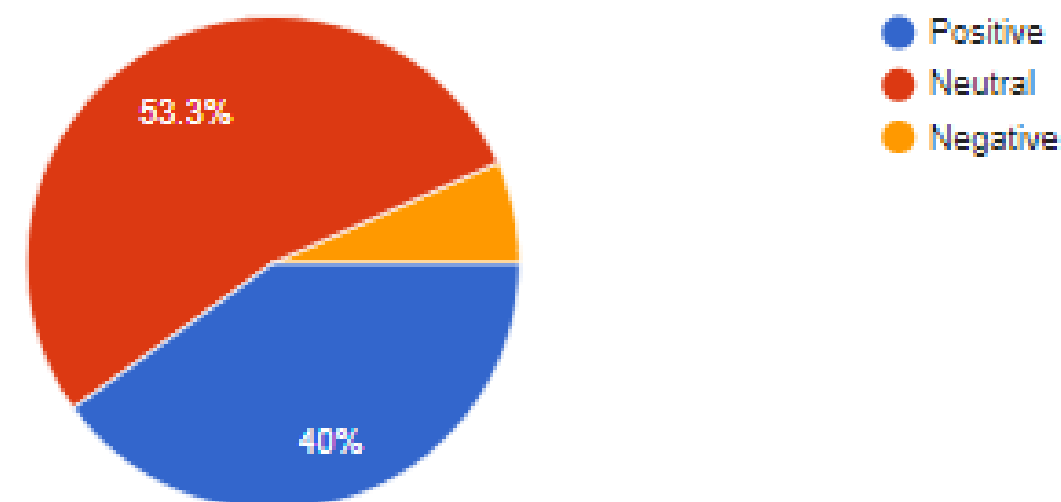

Type of responder
20 responses

- HR/Recruiter
- Applicants/Employ

100%

Have you ever interacted or used a resume screening system?
20 responses

- Yes
- No
- Partially

45%
10%
45%

If yes, how did you feel about the experience?
15 responses

- Positive
- Neutral
- Negative

53.3%
40%

Do you believe that resume ranking system is effective in saving time compared to manual resume screening?
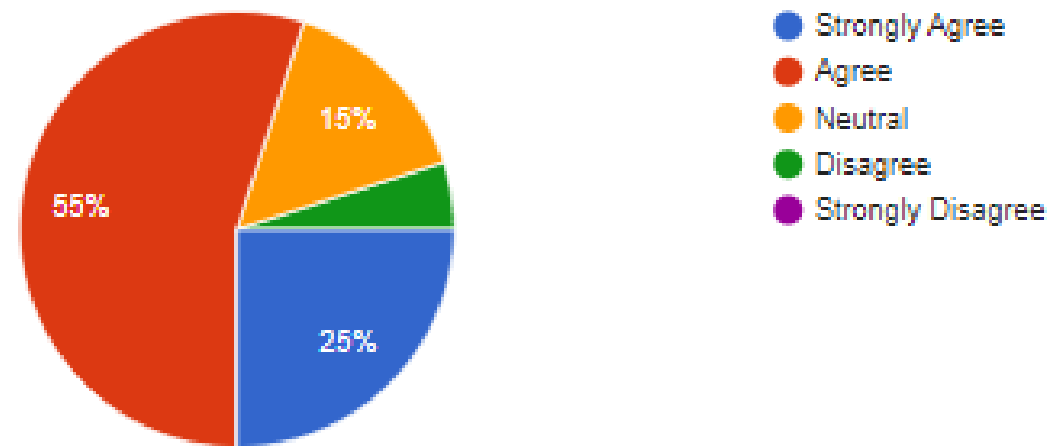20 responses

- Very Effective
- Effective
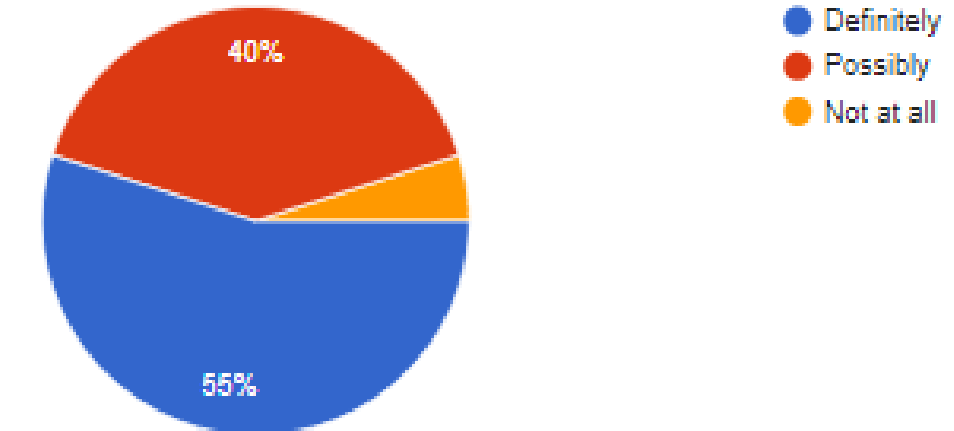- Neutral
- Ineffective
- Very Ineffective

55%
10%
35%

Employees/Applicants Survey Results
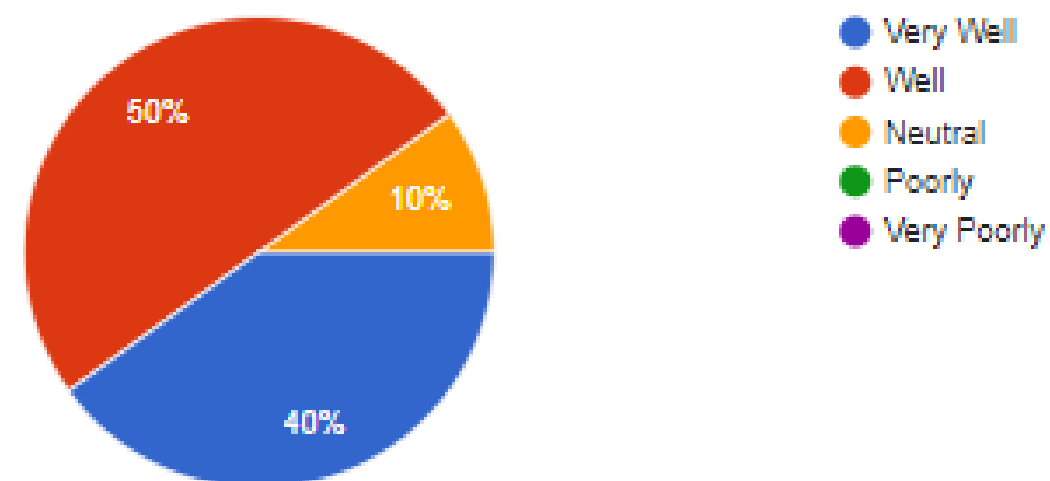
HR/Recruiters Survey Results

Problem/Opportunity

Employer:

- Employers receive too many resumes, making it hard to review each one effectively.
- Manual screening is time-consuming and can lead to mistakes and bias.
- Different reviewers may use varying criteria and subjective judgment, leading to inconsistent evaluations.

Applicants:

- Applicants often struggle to get noticed due to high competition.
- Applicants often receive no feedback after rejection, making it hard to understand and improve their application.

Persona - Employee/Applicant

NUNUY

He believes that the job application process should be unbiased, transparent, and easy for candidates to navigate. In his view, technology plays a crucial role in addressing these challenges by streamlining the process and ensuring fairness, allowing companies to attract the best talent without unnecessary barriers.

Age: 26
Work: Unemployed
Location: Philippines

PERSONALITY

Positive   Negative

- Introvert
- Thinking
- Confidence
- Communication

0   20   40   60   80   100
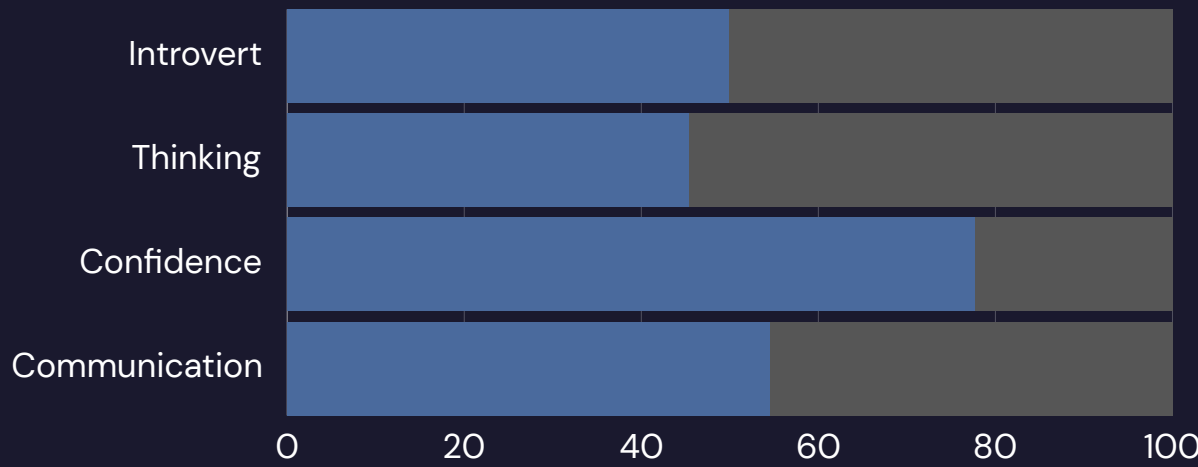
Risk Taker   **Confident**   **Flexibility**

GOALS

- Increase Interview Opportunities
- Showcase Relevant Skills Effectively
- Receive Constructive Feedback

FRAUSTRATION

- Difficulty in Tailoring Resumes
- Lack of Visibility in a Competitive Market
- Limited Feedback on Rejections

BIO

Nunuy is a passionate and driven graduate student pursuing a Master's degree in Computer Science at ISATU. With a solid foundation in programming, software development, and algorithms, Nunuy specializes in specific area of interest, e.g., artificial intelligence, machine learning, cybersecurity, data science, etc.. Throughout their academic journey, they have honed their skills in languages such as Python, Java, and C++, and have gained hands–on experience through various projects, internships, and collaborative research.

Motivation

25
20
15
10
5
0

Money   Thinking   Family   Career
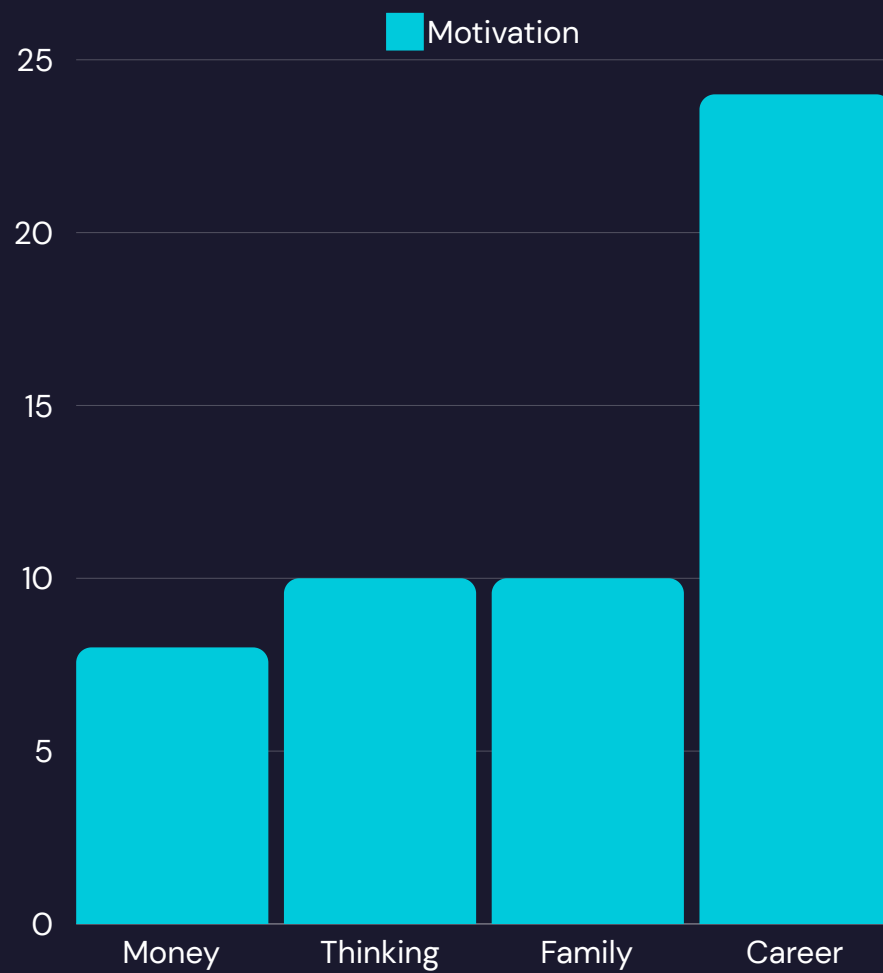
Persona - HR/RECRUITER

NENE

She believes that the job application process should be unbiased, transparent, and easy for candidates to navigate. In his view, technology plays a crucial role in addressing these challenges by streamlining the process and ensuring fairness, allowing companies to attract the best talent without unnecessary barriers.

Age: 26
Work: Recruiter
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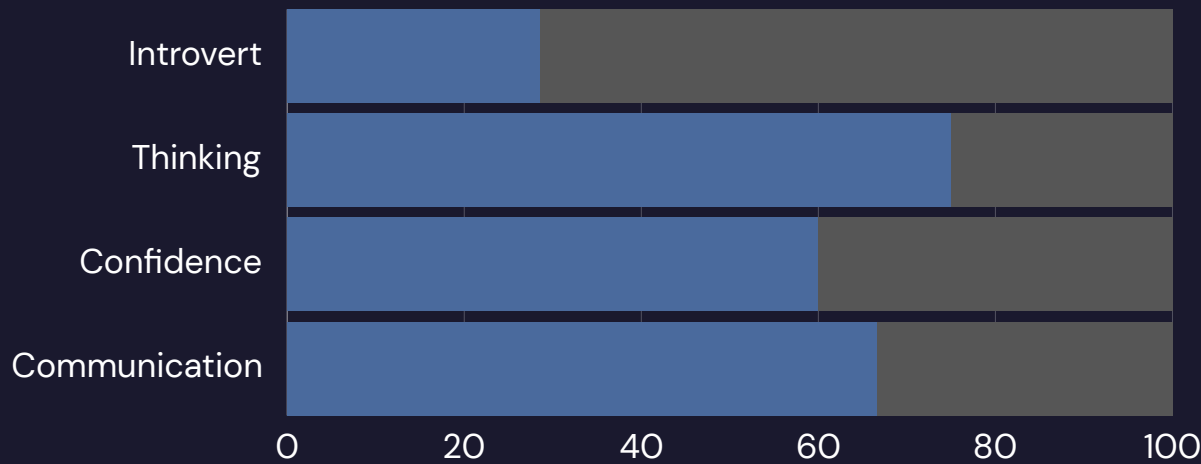
Analytical   **Adaptable**   **Organized**

GOALS

- Streamline the Recruitment Process
- Improve Candidate Quality
- Reduce Bias in Hiring

FRAUSTRATION

- Overwhelming Volume of Applications
- Unconscious Bias and Inconsistent Evaluations
- Lack of Effective Tools for Resume Optimization

BIO

Nene is a dedicated business administration graduate with a strong foundation in management, finance, and marketing. Passionate about driving organizational success, Nene has developed skills in strategic planning and problem-solving through various internships and projects. Eager to delve into the corporate world, Nene aims to apply innovative solutions to ultimate business challenges, contributing positively to any team.

MOTIVATION

- Motivation

25

20

15

10

5

0

Money   Thinking   Family   Career
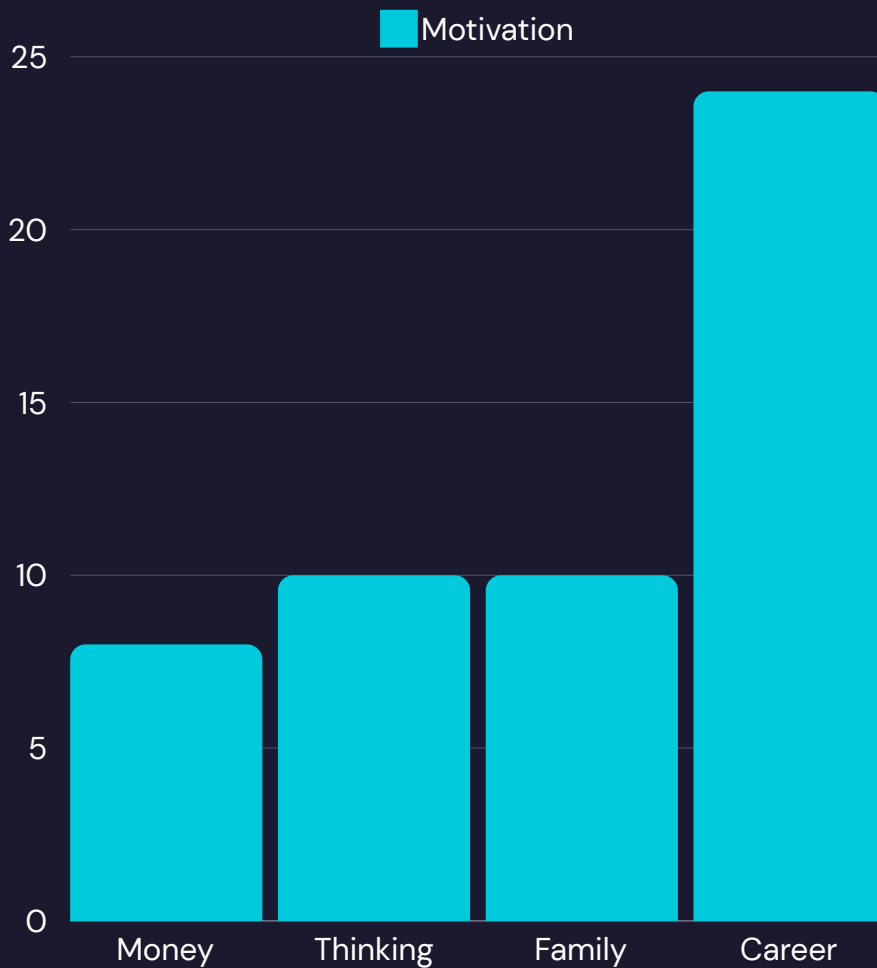
TEAM COMMITMENT

KYLE OWIE FERNANDEZ (CEO)

STEPHANIE LAURYN CERIGO (CMO)

MARK CJ PACLIBAR (CTO)

VISONARY

HUSTLER

HACKER

THANK YOU!!!