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# IGNITE PITCH DECK

**MILESTONE 1** 







### **Market Size Estimation**



#### **TAM**

TAM Subscriptions: 1,109,684 \* 20% = 221,936

TAM Revenue: 221,936 subscriptions \* 100 pesos

per month

= 22, 193, 600 pesos per month

#### **SAM**

SAM Subscriptions: 75,553 \* 20% = 15,111
SAM Revenue: 15,111 subscriptions \* 100 pesos per month
= 1,511,100 pesos per month

#### SOM

SOM Subscriptions: 18,790 \* 20% = 3,758

SOM Revenue: 3,758 subscriptions \* 100 pesos per month = 375, 800pesos per month

#### How to calculate market size?

1. Start with Total Addressable market- **1,109,684** (This represents the total number of businesses in the Philippines)

TAM refers to the total market demand for a product or service.

If you're entering a pre-existing space (like small business banking) you can research it and provide credible sources or reference points on how you arrived at the TAM. If you're creating a new product or space (like Slack), you can estimate the number of customers that would want your product and approximate how much you could charge them.

- 2. Take your target market (SAM), within that TAM, which varies depending on geography and other logistical factors. Determine the penetration potential of your target market. This is the portion of the market you can reasonably compete with SAM = **75,553** (MSMEs in Western Visayas).
- 3.By conducting research with existing competitors, distributors etc., understand the likely penetration rate is **20**%
- 4. Multiply target market by penetration rate to find your market size

Market Size = SAM x Penetration Rate

Market Size = 75,553 x 20% = 15,111

### **Value Proposition Canvas**



#### What do you offer that makes the customers happy?

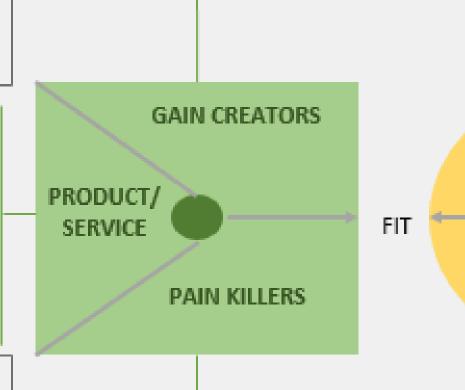
MakalapAl that uses Optical Character
Recognition and Ranking Algorithm to scan
applicant's resumes and rank them based on their
educational background, experience, and other
information extracted on their resume. The
application will serve as an assistant to the
organization in their resume screening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

#### What is the product or service that you are offering?

The product involves uploading a resume file in pdf format in the system to extract and generate information.

#### Which features of your offering relieve the customer's pains?

The key features include enhanced resume screening system using Best match 25 algorithm (BM25) and Latent Semantic Analysis.



#### I would LOVE it if:

What would make the customer happy?

What do the clients want when facing the problem?

To reduced bias, allotted time, and human intervention in resume screening process. Clients want an effective resume screening that will increase the accuracy to find better candidates that will fit for the job position.

#### I would WANT:

What do the clients do (actions) when facing the problem?

Users, such as Hiring managers and recruiters need an enhance resume screening system for initial process of hiring candidates.

#### I would HATE it if:

GAINS

**PAINS** 

JOBS

What are the pains of the clients when facing the problem?

Clients hate resume screening algorithms that can perpetuate biases based on factors like gender, age, or ethnicity, limiting diversity and fairness in hiring.

## Solution



### **Our solution:**

We offer a resume screening system, 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. Moreover, it 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

# List the benefits of your solution:

- 1.Enhanced Accuracy: Leveraging AI and machine learning can improve the accuracy of candidate assessments.
- 2. Improved Candidate Experience: Candidates can receive quicker responses regarding their applications, reducing frustration.
- 3. Reduced Bias: Automated screening can help eliminate biases such as human interventions on factors like gender, age, or ethnicity.

### **Team Composition**

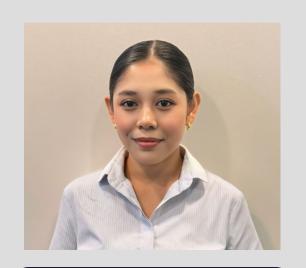




Kyle Owie Fernandez

# Key strengths and capabilities:

- Multitasker
- Product Developer
- Designer
- Visionary
- Resourcefulness



Stephanie Lauryn
Cerigo

# Key strengths and capabilities:

- Project Manager
- Can Work Under Pressure
- Multitasker
- Goal Oriented
- Hustler
- Finance



Mark CJ Paclibar

# Key strengths and capabilities:

- Commitment
- Multitasker
- Developer
- Can Work Under Pressure
- Adaptive
- Analytical Skills

# What makes us a good team to solve the problem we chose?

-Our team complements each other's capabilities and skills, possessing a variety of skills and knowledge relevant to the resume screening process. Moreover, we communicate openly and honestly with each other, fostering a collaborative environment.



# THANK YOU!!

