

MAKALAP.AI

HIRE SMARTER, NOT HARDER



PROBLEM

Resume screening is determining a candidate's fitness for a position by reviewing their resume to see if they have the required skills, experience, education, and professional background. An efficient resume screening procedure is the first step in any successful recruitment strategy.

Using labor-intensive manual search methods to sort through applications, evaluate resumes, and create a shortlist of qualified applicants for interviews is how most traditional techniques operate. With the increasing number of applications received for each job opening, manual screening can be time-consuming and prone to errors.

PROBLEM

In a challenging job market with low unemployment rates, employers are still quickly scanning resumes for key details, with an average initial review time of 7.4 seconds in 2018. This is an improvement from the previous study during the recession when employers spent only 6 seconds on resumes. However, the current low unemployment rate highlights the significance of resume-skimming behaviors as they impact both job seekers' chances of being noticed and a company's ability to identify qualified applicants

PROBLEM



Time Constraints



Volumes of Resumes



Bias

THE GREAT PROBLEM LITMUS TEST:

Market Size:

Is this a problem that a lot of people face?

- Yes, the resume screening process is a problem faced by a significant number of people. According to Fortune Business Insight, the global market for applicant tracking system was valued in 2022 at USD 14.14 billion and is projected to grow in 2030 at USD 26.24 billion.

Pain Intensity:

How painful is this problem for those people? Does this problem need to be solved?

- The pain intensity associated with resume screening processes can vary significantly based on several factors such as job market conditions, company size and industry, technology adoption and candidate experience.

Are people so desperate to find a solution to this problem that they will use a buggy version?

- Yes, it's likely that people in organizations, particularly those under pressure to fill roles quickly, might be more willing to adopt a buggy version of a resume screening process.

THE GREAT PROBLEM LITMUS TEST:

Existing Alternatives:

Is this problem being solved in other ways which are adequate?

- Yes, there are existing alternatives to traditional resume screening processes that are being used effectively. While manual review remains a common practice, technological advancements have introduced several approaches that can streamline and improve the process.

Can this problem be solved in other ways?

- Yes, there are several alternative approaches that can address its potential limitations, including skills-based assessments, video interviews, gamified assessments, behavioral interviews, reference checks, AI-powered and screening tools.

Customer Psychology and Habit Change:

-Will people change their habits and adopt my solution?

- While habit change is not guaranteed, by understanding the current habits, identifying pain points, and offering a compelling solution, there is a likelihood that people will adopt our solution.

THE GREAT PROBLEM LITMUS TEST:

Willingness to Pay:

Will people pay to have this problem solved?

- Yes, there is a strong potential for people and organizations to be willing to pay for effective resume screening processes. The time and resources involved in manually reviewing countless resumes can be overwhelming, especially for businesses with high hiring volumes.

Will they pay ME to solve this problem for them?

- There is a strong likelihood that companies would be willing to pay for it, given the potential for improved efficiency, cost savings, and enhanced candidate experience.

Lovability:

Will this solution become something they cannot live without?

- While it's difficult to predict absolute necessity, automated resume screening solutions are becoming integral to recruitment processes, particularly in high-volume hiring scenarios. Many companies find that these systems not only improve efficiency but also enhance the quality of candidate selection by providing a more standardized evaluation process, reducing human bias, and speeding up response times

THE GREAT PROBLEM LITMUS TEST:

Evangelism:

Will they go out and tell all of their friends about my solution?

- It is likely that satisfied client will share their positive experience with our system. If our system demonstrate a clear advantage over existing solution such as enhanced efficiency and reduced biased it will surely spread to other people.

SOLUTION



OCR Integration



Ranking Algorithms



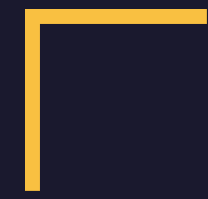
Equality



SOLUTION



To address the challenges in the resume screening process, a web-based application can be developed to help organizations. Makalap.AI is a web application 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.



TEAM COMPOSITION



HACKER

Software Developer



KYLE OWIE
FERNANDEZ

HUSTLER

Business Lead/Sales



STEPHANIE LAURYN
CERIGO

HIPSTER

User Experience/Design



MARK CJ PACLIBAR