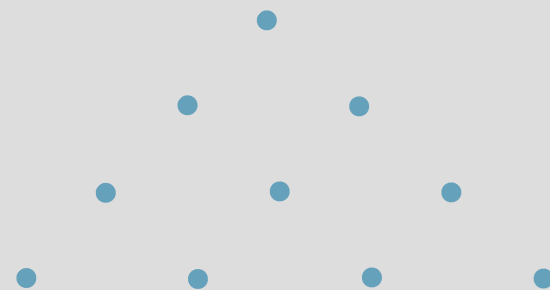
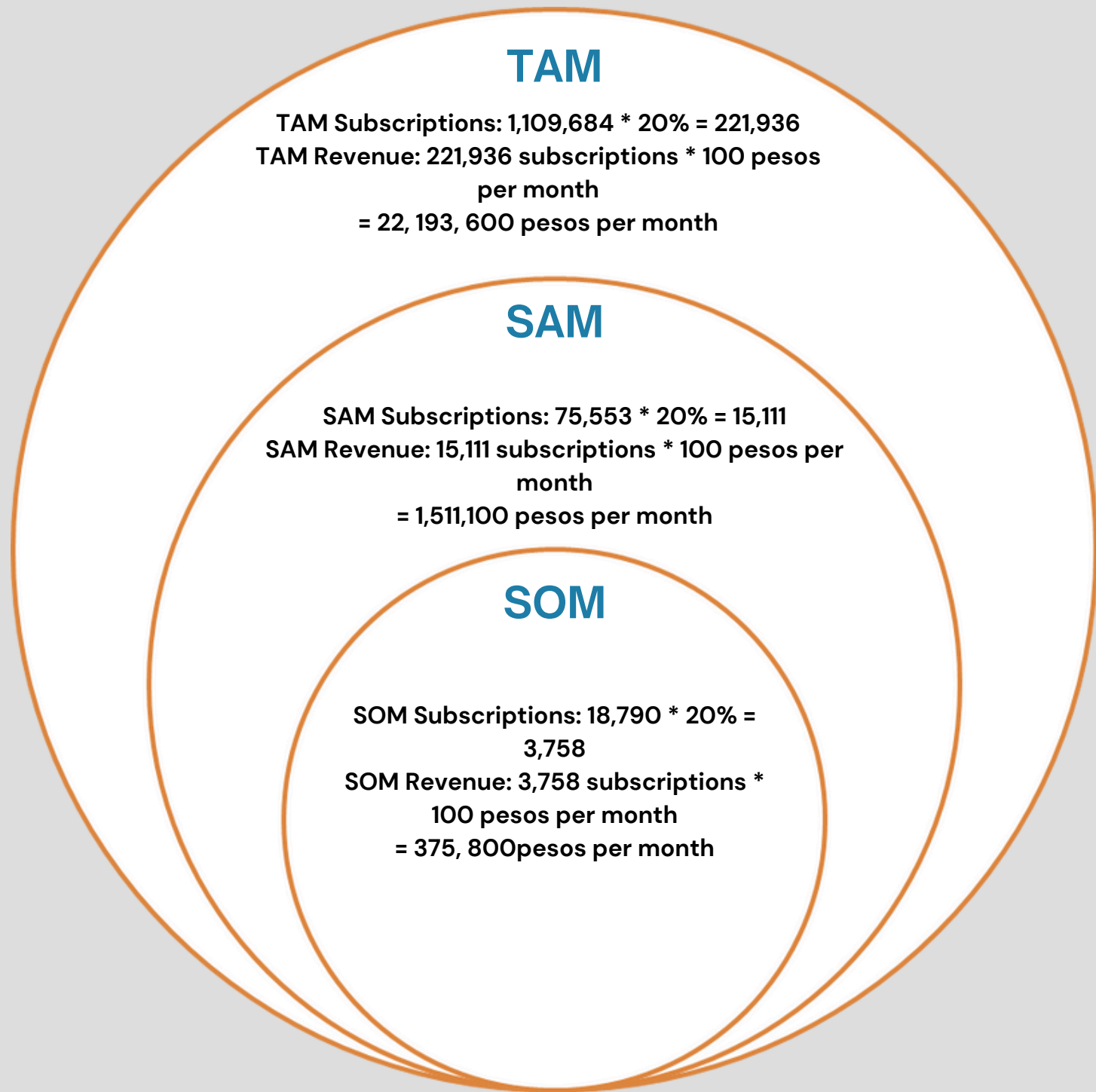


# IGNITE PITCH DECK

MILESTONE 1



# Market Size Estimation



## 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

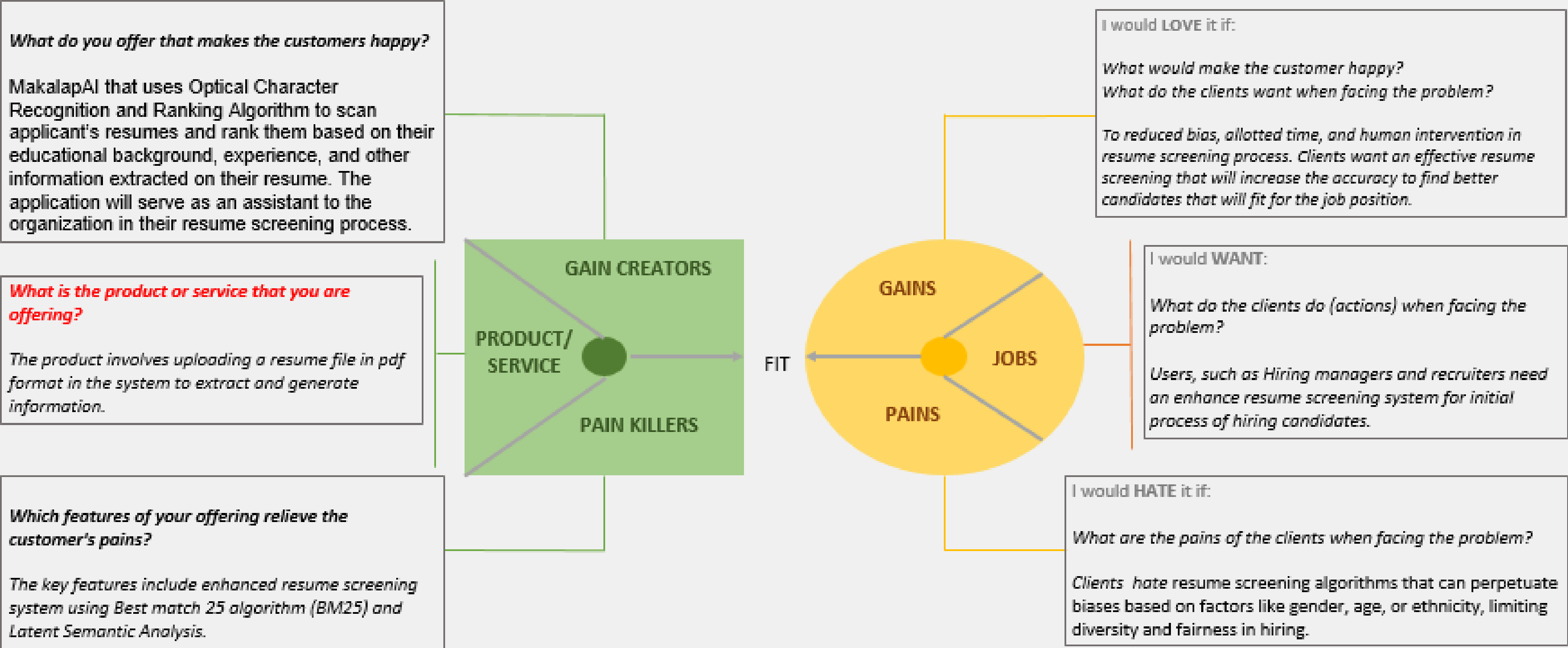
**Market Size = 75,553 x 20% = 15,111**

## Sources:

<https://www.dti.gov.ph/resources/msme-statistics/>

[https://www.sunstar.com.ph/iloilo/businesses-investments-thrive-in-iloilo-city#:~:text=As%20of%20November%2030%2C%202023,and%20Licensing%20Division%20\(ISBPLD\).](https://www.sunstar.com.ph/iloilo/businesses-investments-thrive-in-iloilo-city#:~:text=As%20of%20November%2030%2C%202023,and%20Licensing%20Division%20(ISBPLD).)

# Value Proposition Canvas



# 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**



**Stephanie Lauryn  
Cerigo**



**Mark CJ  
Paclibar**

## Key strengths and capabilities:

- Multitasker
- Product Developer
- Designer
- Visionary
- Resourcefulness

## Key strengths and capabilities:

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

## 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!!!**

