

Humanlytics: Business Plan

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What are we offering?

Humanlytics offers a comprehensive dashboard catered to HR departments of all company types.

We cater to the evolving needs of organizations by

- Focusing on:
 - Talent acquisition
 - i. How can we find the best of the best employees
 - Employee retention
 - i. Looking at factors that make employees stay
 - Workforce analytics

A screenshot of the Humanlytics dashboard interface. At the top right, there is a 'Deploy' button and a vertical ellipsis menu. The main heading is 'Best-Fit Skills for Job Title' in a large, bold, dark blue font. Below this, there is a text input field with the placeholder 'Enter Job Title'. Underneath the input field is a light gray rectangular button labeled 'Get Best-Fit Skills'. The interface is clean and modern, with a light gray background and a thin horizontal bar at the top.



Understanding our diverse customer base





How does this product solve real world problems?

Here are a few ways that Humanlytics can ease the HR pains of many businesses:

Inefficient Recruitment Processes: Humanlytics streamlines recruitment, saving time and resources for HR professionals.

Costs: Catered to Small Business Owners focusing on affordability and quick results.

Challenges in Retaining Employees: Our holistic approach to employee retention addresses the specific needs of organizations, enhancing staff satisfaction and longevity.



Why us?



- We prioritize a personalized approach to talent acquisition, allowing us to tailor our recruitment process to each individual candidate's needs and preferences.
- We leverage data-driven insights to optimize HR recruitment, ensuring that we make informed decisions that lead to successful placements and reduced turnover rates.
- Our focus on a proactive approach to employee retention sets us apart in the industry, leading to higher employee satisfaction and loyalty.



Who are our competitors?

Traditional Talent Agencies: These organizations are more established but leave room for error in finding the best candidates

Online Recruitment Platforms: A strong competitor but these platforms miss the opportunity to understand employee satisfaction and utilizing this information to prevent turnover rates

The Indeed logo, featuring a white stylized 'i' with a curved line above it, followed by the word 'indeed' in a white sans-serif font, all on a blue background.



The LinkedIn logo, featuring the word 'Linked' in white and the 'in' inside a white square, followed by a trademark symbol. Below it, the tagline 'Connect to Opportunity' is written in a smaller white font, all on a blue background.

The ZipRecruiter logo, featuring a green icon of an office chair with a person sitting in it, followed by the word 'ZipRecruiter' in white, with a registered trademark symbol, all on a dark green background.

Cost structure

Category	Item	Annual Cost
Salaries	HR Consultants (4)	\$100,000
	Data Analyst (1)	\$50,000
Technology	Maintenance	\$10,000
	Subscriptions	\$5,000
Marketing	Digital Campaigns	\$20,000
	Event Participations	\$5,000
General Operations	Office Rent	\$15,000
	Admin	\$10,000
Totals		\$215,000

Revenue Estimates

Category	Fee	Revenue
Talent Acquisition Services	Placement fee for successful candidate hired: \$1,000 Estimated Successful candidates: 50	\$50,000
Employee Retention Services	Monthly Subscription Fee per client: \$500 Estimated number of clients: 20	\$120,000
Workforce Analytics Services	Quarterly Consulting Fee per client: \$2,000 Estimated number of clients: 10	\$80,000
Totals		\$250,000

Estimated Revenue: \$35,000



Use of Funds

01

Infrastructure

- Servers
- Firebase Database

02

Software and Testing

- UI Designer Licenses
- Streamlit
- Security and Performance testing

03

Marketing

- Social Media
- PR
- Events



Milestones

May 2024

July 2024

October 2024

December 2024



Initial Beta Release

Validation and Testing with
students and Humanlytics
Team

Official Release

First Prospective Client

Additional Funding for Expansion



Questions?