Jordi Bernandi Harsawiguna
Hsien-Yi Wang
Sreehari Pradeep Kumar
D Hema Kumar
Zirui Guo

Team Strike

Table of Content

Project name: Talenta

Executive summary:

In today's fast-moving business world, finding the right people at the right time has never been more critical — yet, for SMEs and recruitment firms, talent allocation is still slow, manual, and full of blind spots.

We're here to change that.

Our platform transforms how teams match people to work. Instead of building another talent marketplace, we empower project managers and recruiters to manage their own candidate pools intelligently — with transparent skill tagging, rule-based grading, automated reminders, and availability-aware project planning.

From project intake to interview scheduling, our workflow is automated, traceable, explainable and tailored for speed. Powered by a multi-agent AI system, different intelligent components work in coordination to handle candidate grading, skill matching, availability checks, and process tracking — all in real time. Internal consultants and external applicants are matched fairly, with full visibility. Human bottlenecks disappear. Decision-making becomes faster, smarter, and backed by data.

What makes us different?
We don't replace your HR team — we amplify them. What sets us apart is our focus on explainability, weighted, rule-based recommendations, and a robust grading and feedback system that continuously improves match quality. Our platform ensures every decision is transparent, justifiable, and driven by real insights — not guesswork.

As the world demands more agile, fair, and data-driven talent decisions, we aim to become the invisible infrastructure behind how the modern workforce gets built.

Business Overview

Our mission:
We exist to make talent matching smarter, faster, and fairer. Through internal & external talent pool management, AI-powered matching, and automated workflows, we help organizations match the right people to the right tasks with minimal effort.

Our vision:
To build a truly data-driven, automated, and transparent talent management platform — solving inefficiencies, mismatches, and human bottlenecks in workforce allocation, and ushering in the era of intelligent HR management.

Our values:
Smart by Design: We use data and intelligent systems to drive efficiency and clarity in talent decisions.
Fairness & Transparency: Every decision is made based on visible, explainable rules — no bias, no guesswork.
Automated Collaboration: We simplify complex workflows, saving time and enabling seamless cooperation across teams.
Continuous Evolution: We learn, adapt, and improve — our platform, our users, and the way work gets done.

Business description:
An intelligent platform project demands, talent skills and resource scheduling. It serves recruitment firms, consultancy firms and SMEs to match the right people with the right tasks at the right time.

Objective for features:
- efficient matching with transparent grading system, fair allocation
- automated notification for people involved & update of profiles afterwards
- visualization of projects work-in-progress, resource allocation

Our business objectives:
-Enable SMEs and recruitment firms to match talent to roles 60% faster using AI-powered skill tagging and grading systems
-Automate over 70% of core HR/Manager workflows, from project/candidate intake to candidate tracking and interview scheduling.
-support data-driven, transparent decision-making through visual grading logic and client feedback
-reduce repetitive admin work and empower HR professionals to focus on meaningful human interactions
-offer a flexible, modular SaaS platform with subscription-based access to suit varying client needs.

Market

Target users:
Consultancies, Headhunters, HR from SMEs

Market pain points:
Despite advances in HR tech, small and mid-sized enterprises (SMEs) and recruitment firms still face persistent challenges in talent allocation:
- Manual matching leads to slow hiring cycles and subjective decision-making.
- Lack of explainability in candidate evaluation makes staffing choices hard to justify internally or to clients.
- No centralized system to track availability, project workload, or real-time consultant status.
- Underutilized talent due to poor visibility and reactive project planning.
- Lack of regular maintenance of talent pool.
- Limited automation in project intake, feedback, and follow-up processes.

Market Size & Growth:

HR Tech Market (Global)
- Valued at $30.5 billion in 2023 (Source: Grand View Research)
- Expected to grow at a compound annual growth rate (CAGR) of 12.8% from 2023 to 2030
- Sub-segments like AI-driven recruitment tools and automated workflow systems are among the fastest-growing areas

Target Segment: SME Recruitment & Staffing Tech
- There are over 40 million SMEs globally, many of which are shifting to digital hiring solutions
- Over 70% of staffing firms now use some form of HR tech, but only ~15% use systems with smart matching and automation
- Post-COVID remote work trends and talent shortages have accelerated demand for matching efficiency and visibility tools

Competitor Analysis:
Most players in the HR SaaS market fall into two categories:

1. Enterprise-focused platforms (e.g., Workday, SAP, Oracle)
These offer full-scale HR management solutions for large organizations — including payroll, compliance, and internal workflows. However, they are costly, slow to deploy, and rarely built with flexible, intelligent matching systems.

2. Lightweight HR tools for SMEs (e.g., BambooHR, Personio)
These tools focus on employee data, time-off tracking, and basic HR workflows. Personio stands out in the European market with its compliance-first approach and employee self-service design. However, neither platform supports intelligent talent matching, weighted recommendations, or explainable scoring.

Where We Stand Out:
We're not a record-keeping tool or a compliance engine.

We are a smart allocation and decision-support platform — enabling recruitment firms and SMEs to match candidates quickly, fairly, and intelligently using Multi-agent AI systems; explainable, weighted scoring logic; Transparent feedback & evaluation loops; availability-aware planning and real-time workflow automation.

We fill the gap these platforms overlook: intelligent decision-making and resource allocation.

Feature / Platform	Workday / SAP / Oracle	BambooHR/Personio	Our Platform
Target Customers	Large enterprises /global companies	European SMEs	SMEs HR teams & recruitment agencies
Talent Pool Ownership	No (HR-managed)	No	No (we enable clients to manage their own pools)
AI-Powered Matching	Minimal	None	Yes (skills tagging, scoring & rule-based matching)
Automation Level	High (workflow-heavy)	Moderate (basic processes)	High (real-time, multi-agent automation)
Explainability / Transparency	Low	None	High (explainable scores & weighted logic)
Deployment Complexity / Cost	High / Expensive	Medium / Compliance-focused	Modular SaaS, pay-as-you-grow
Core Value Proposition	Integrated enterprise workflows,	Digital HR records, HR compliance & self-service,	Smart matching + automated planning + grading feedback loop

S.W.O.T Analysis:

Strength:
-Clear positioning: specifically designed for SMEs and recruitment firms.
-Automated workflows that reduce administrative workload and increase operational speed.
-Transparent, explainable matching through skill tagging and rule-based grading.
-Lightweight and modular SaaS design, easy to deploy and subscribe.

Weakness:
-Brand recognition is still in early stages; limited market awareness.
-Candidate data maintenance relies on clients, which may affect data consistency.
-Platform features require iterative refinement based on user feedback.

Opportunities:
-Rising demand from SMEs for digital and automated recruitment tools.
-Recruitment firms seek efficiency to reduce operational costs and scale delivery.
-Growing need for fairness, transparency, and visualization in hiring/management decisions.
-Increasing government and industry support for SME digital transformation (in Germany).

Threats:
-Highly competitive HR SaaS landscape with strong incumbents.
-SMEs are often budget-sensitive, especially for subscription-based tools.
-Varying client tech maturity may slow down adoption or limit feature usage.

Product & Services

Our platform streamlines talent allocation and project staffing through automation, explainability, and AI-driven insights. It supports both internal consultant pools and external applicants with a unified process:

For Internal Talent Pools (Consultants / Staff):
- **Smart project intake** with automated reminders for consultants to update profiles when new opportunities arise
- **Skill tagging & AI matching** based on transparent, rule-based criteria
- **Personalized recommendations** using a multi-factor grading system (including educational background, skill fit, requirements, past performance, availability)
- **Client rating system** that automatically updates candidate profiles based on feedback
- **Process automation** from project matching to interview scheduling, including calendar invites and notification emails
- **Real-time availability checks** and strategic planning to avoid scheduling conflicts and maximize consultant utilization
- **Analytics dashboard** showing matching outcomes, identifying stand-by and overloaded consultants, and offering suggestions for better personnel planning and training

For External Talent Pools (Job Applicants):
- The same matching engine applies, with slightly simplified workflows
- AI-driven skill tagging and matching
- Transparent recommendation logic based on defined scoring standards
- Automated communication flow to relevant team members throughout the hiring process

Operation Timelines

Phase 1: Month 1–2 — Infrastructure & Core Features
- Migration to cloud environment
- Manual search feature enabled
- Availability check for future project allocation
- Automated interview scheduling & AI-assisted interviews

Phase 2: Month 3–4 — Matching Intelligence & Skill Data Enhancements
- Grading system refinement with personalized criteria and weighted rules
- Candidate skill database updates based on recent project requirements

Phase 3: Month 4–6 — Workflow Visualization & Human Feedback Loop
- Visualization dashboard for project and personnel management efficiency
- Automated experience updates for consultants after project closure
- Integration of human feedback (RLHF) into the recommendation engine

Phase 4: Month 6–8 — Advanced AI & Explainability Layer
- Creation of a Knowledge Graph to enhance explainability
- AI-based job recommendation beyond direct project matching

Marketing & Operations Timeline
- Marketing Campaign Launch: Month 4–12 (SEO, content, LinkedIn..)
- Team Expansion Plan:
- Add 2 more operations staff once client base doubles(>10)
- Strategic Integrations (Planned):
- Partnership negotiations with platforms like LinkedIn and Indeed in Year 1–2
- Enable automated job invitations to AI-selected candidates via integration

Team:

4 Data Science Master graduates, strong background of programming
1 Economic Bachelor graduate

Budget

The initial 6-month runway (€165,000) is funded by founders' capital and local innovation grants. These funds are allocated to product development, infrastructure, and early-stage testing.

After validating our MVP in the first 6 months and acquiring early users through a freemium strategy, we plan to raise a seed round of €400,000–500,000 to scale product adoption, onboard customers, and build out our go-to-market operations.

Phase 1: (month 1-6)(Pre-Seed)

Item	Monthly cost (€)	Total (€, 6 months)
development team	15,000	90,000
Computer & Cloud	2,500	15,000
Tools & Services	500	3,000
Administrative fees	2,000	12,000
Total	**20,000**	**120,000**

Phase 2: (month 7-12) (Seed round)

Item	Monthly cost (€)	Total (€, 6 months)
development team	15,000	90,000
Computer & Cloud	2,500	15,000
Tools & Services	500	3,000
marketing	3,000	18,000
Administrative fees	2,000	12,000
Total	**23,000**	**138,000**

Phase 3: (year 1-3) (Scaling Phase)

Item	Monthly cost (€)	Total (€, 6 months)
Development Team	15,000	90,000
Operations Team	5,000	30,000
Computer & Cloud	2,500	15,000
Tools & Services	500	3,000
marketing	5,000	30,000
Administrative fees	2,000	12,000
Total	**30,000**	**180,000**

Pricing model

Phase 1: Month 1-2

Free MVP testing with pilot users for product validation and user feedback

Phase 2: Month 3-6

Freemium & Penetration pricing to acquire early adopters: Basic model is free, Premium+ will be sold at discount.

Phase 3: After 6 month

Subscription model & Tiered pricing model:

We transition to a standard subscription model with tiered pricing, allowing clients to scale according to their needs and team size.

Plan	Monthly Price (€)	Key Features
Basic	500	Internal candidate matching based on grading system, project intake automation
Premium	1,500	External applicants matching, Advanced personalization, algorithm updates, and analytics reports
Premium+	1,800	External talent matching, partner integrations, enhanced analytics (tailored for larger Enterprises that benefit from broader data sets for AI training and deeper customization.
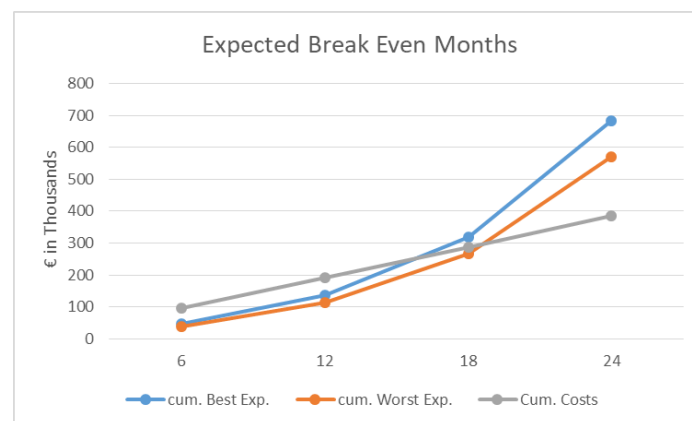
Expected Break Even Month lies between Month 16 and Month 19.

Scalability Analysis:

Our platform is designed as a modular, cloud-native SaaS solution, enabling seamless scaling across multiple clients and user groups. This scalability allows us to serve small teams and grow with them as they expand, without incurring proportional operational costs.

Infrastructure scalability
Hosted on scalable cloud infrastructure, allowing dynamic resource allocation as user demand increases.
Product scalability
Modular architecture supports feature expansion, third-party integrations (e.g. LinkedIn, ATS), and localization without system disruption.
Operational scalability
Automated onboarding, self-service tools, and role-based access reduce the need for manual support as user volume grows.
Revenue scalability
Our subscription model grows with client size, enabling predictable, recurring revenue with high margin potential.

Feasibility Analysis:

Technical Feasibility
The platform is built on proven technologies, including a multi-agent AI architecture, rule-based scoring logic, and modular SaaS infrastructure. A functional MVP is already under development, with a live test scheduled in the first two months. Cloud infrastructure and dev tools are budgeted and secured.

Market Feasibility
Strong market signals have been validated through early interviews with SMEs and recruitment firms. Pain points around manual matching, lack of explainability, and inefficient allocation are consistent across segments. Our pricing model is designed to match the budgets and expectations of small to mid-sized teams.

Operational Feasibility
Our team combines expertise in AI, HR technology, and product-led SaaS growth. We operate on a lean model in the first year, focusing on development and early acquisition, followed by team expansion and marketing scale-up in year two. Government funding opportunities (e.g. Digital Jetzt, go-digital) are also being explored to reduce initial burn.

Financial Feasibility
Initial development and pilot operations are covered by self-funding and potential public grants. A seed round of €500,000 is planned after MVP validation to scale adoption, operations, and go-to-market efforts. Based on conservative revenue projections, break-even is expected within 18–24 months of launch.