



AI pre-screening that lowers costs and mitigates bias



founders

We've known each other for 3.5 years, studied together at Minerva, the **most innovative university** ↗

Together, we lived in 7 countries (from the US to India) and navigated challenges, from visa issues and political turmoil to cultural adaptation and language barriers.

CEO

Georgi Sokolov↗

3x founder (1 fail, 1 self-sustainable: 50 employees, 2 countries); front-end & design (9 yrs); expert in marketing & B2B deals



CTO

Viktor Tsvil↗

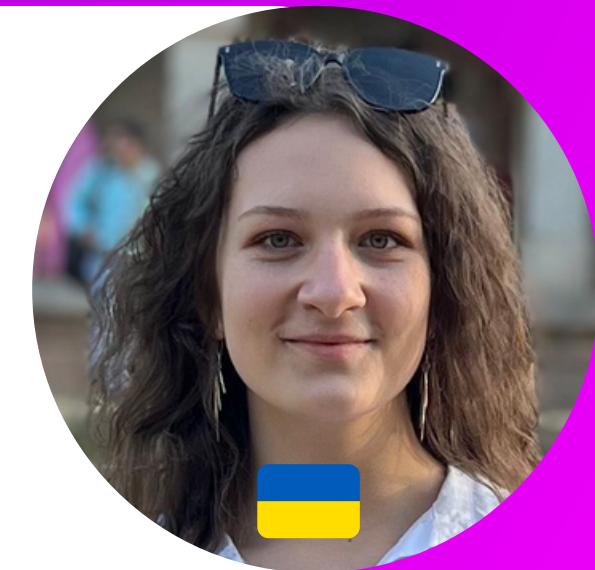
Full Stack SWE & automation (7 yrs); expert in B2B predictive modeling; experienced project architect



coo

Ivanna Kreshchenetska↗

Back-end & ML (4 yrs); specialized in B2B risk management; agile team lead



inefficient hiring drains resources

43
days

to make a hire; longer in
large organizations ↗

56%
of recruiters

can't make good hires
because of lengthy
hiring ↗

66%
of candidates

could be lost if there are
no updates for more
than two weeks ↗

Challenges recruiters shared with us:

I review candidates who have matching keywords. I go through the rest only if I have time.

50% of applicant profiles were not relevant at all. They thought they might get lucky.

The most frustrating part is scheduling and re-scheduling interviews with dozens of candidates.

Sometimes I would have to review 100 candidates a day.

screening is rapidly evolving

ATS Default Features

- Limited keyword search
- Long manual screening
- Highly biased
- Tedious scheduling
- Loss of best talent



greenhouse

bambooHR™

Static Video Interviews

- Less scheduling
- Static & pre-scripted
- Faster interviewing but longer reviewing & analysis

VidCruiter

HireVue

Hireflix

AI Tools

Conversational Assessment

- High personalization
- But text-only



AI Video Scoring

- Fast screening
- But limited to static assessment



sapia



taita

The Taita logo, featuring a stylized purple and pink lowercase "t" character followed by the word "taita" in a purple sans-serif font.

- Personalized automated screening
- Fast dynamic assessment
- Reduced bias

solution: taita

AI pre-screening that lowers costs
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Dynamic Assessment

Reveal applicants' skills by assessing them using automated video interviews and interactive chat-based tasks.

Transparent AI Scoring

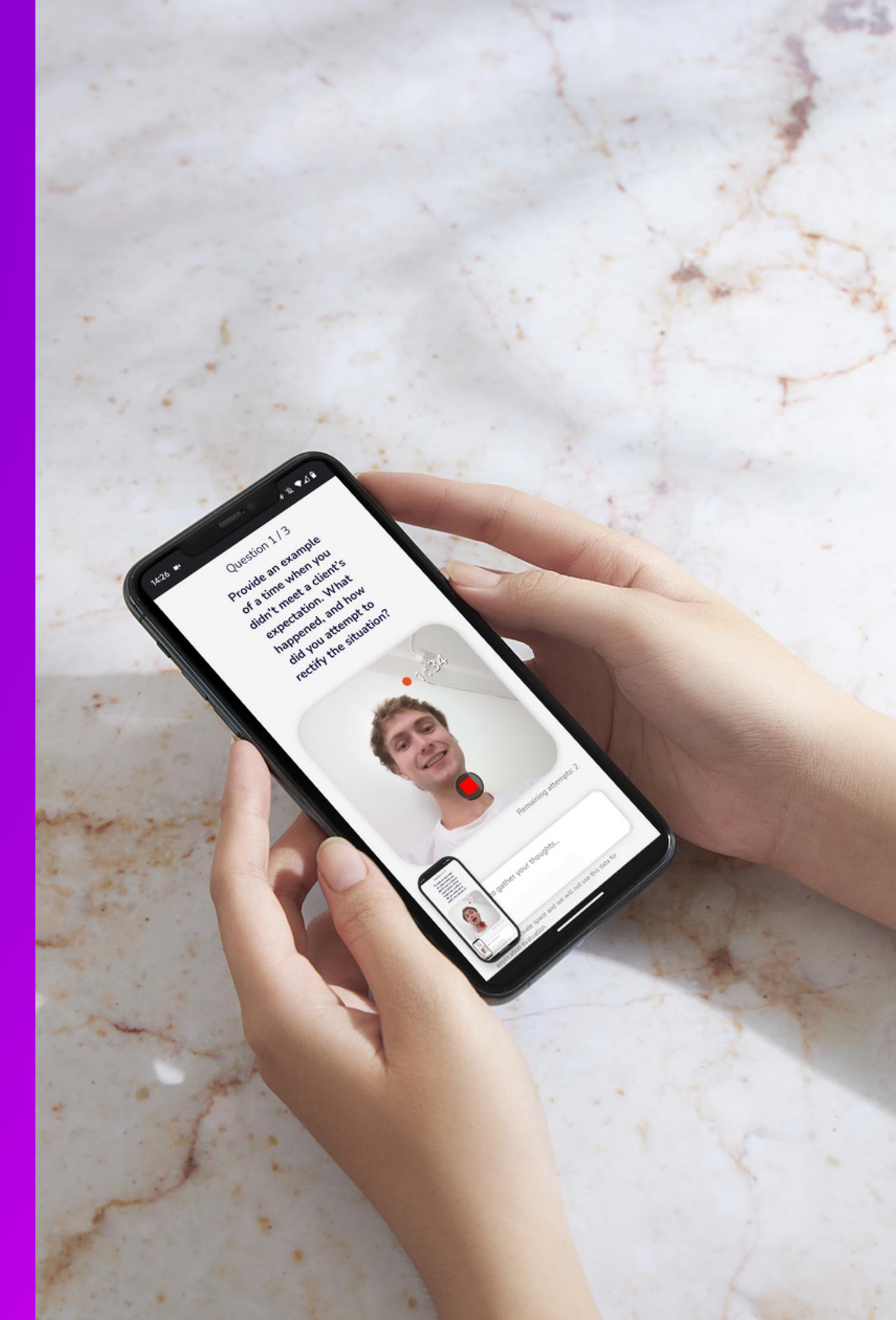
Screen candidates using transparent AI-based assessment that takes into consideration all candidate's experiences and job context.

Reduced Bias

Our AI aims to be more impartial than human recruiters, mitigating subconscious biases.

Easy Integration

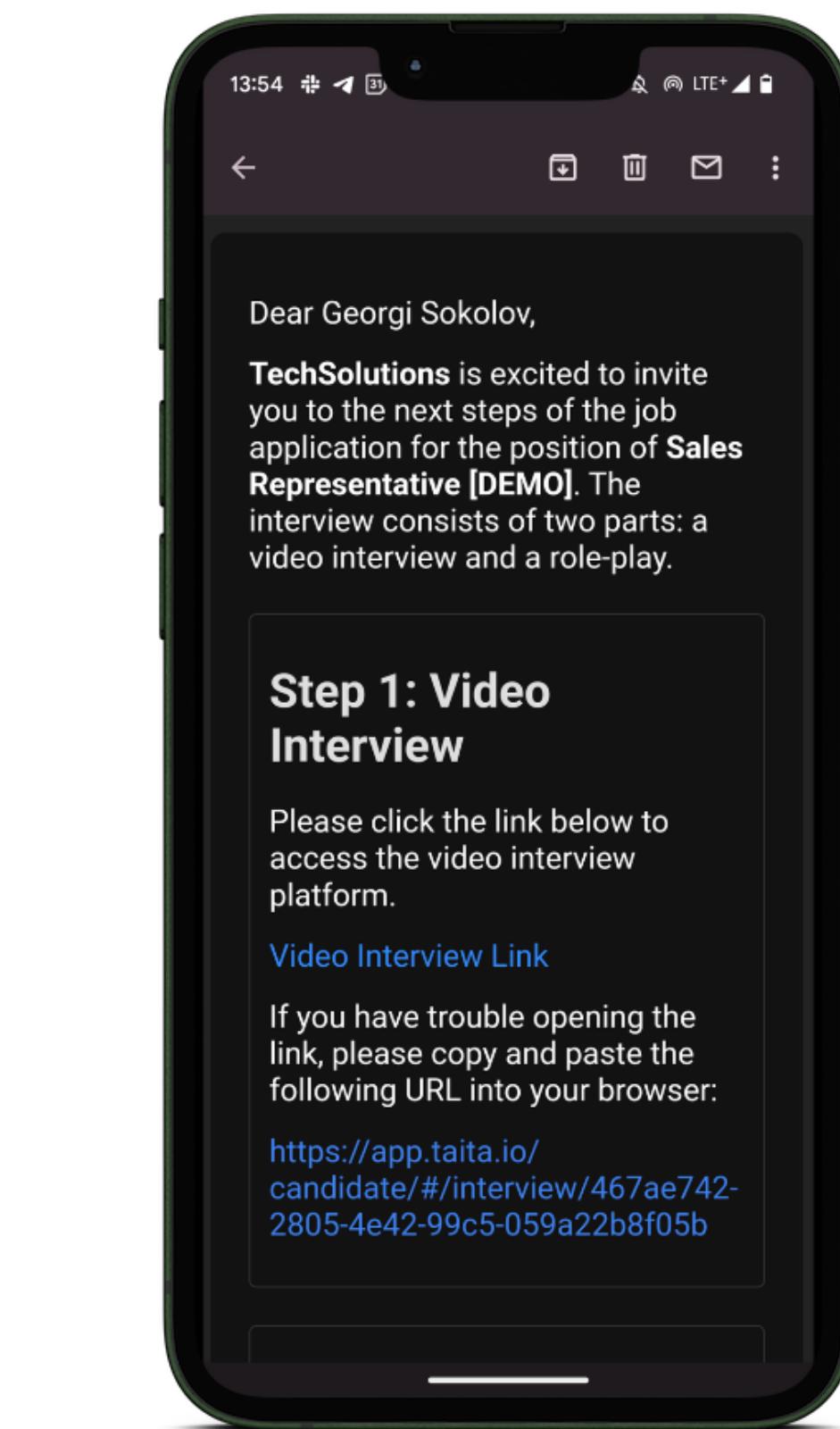
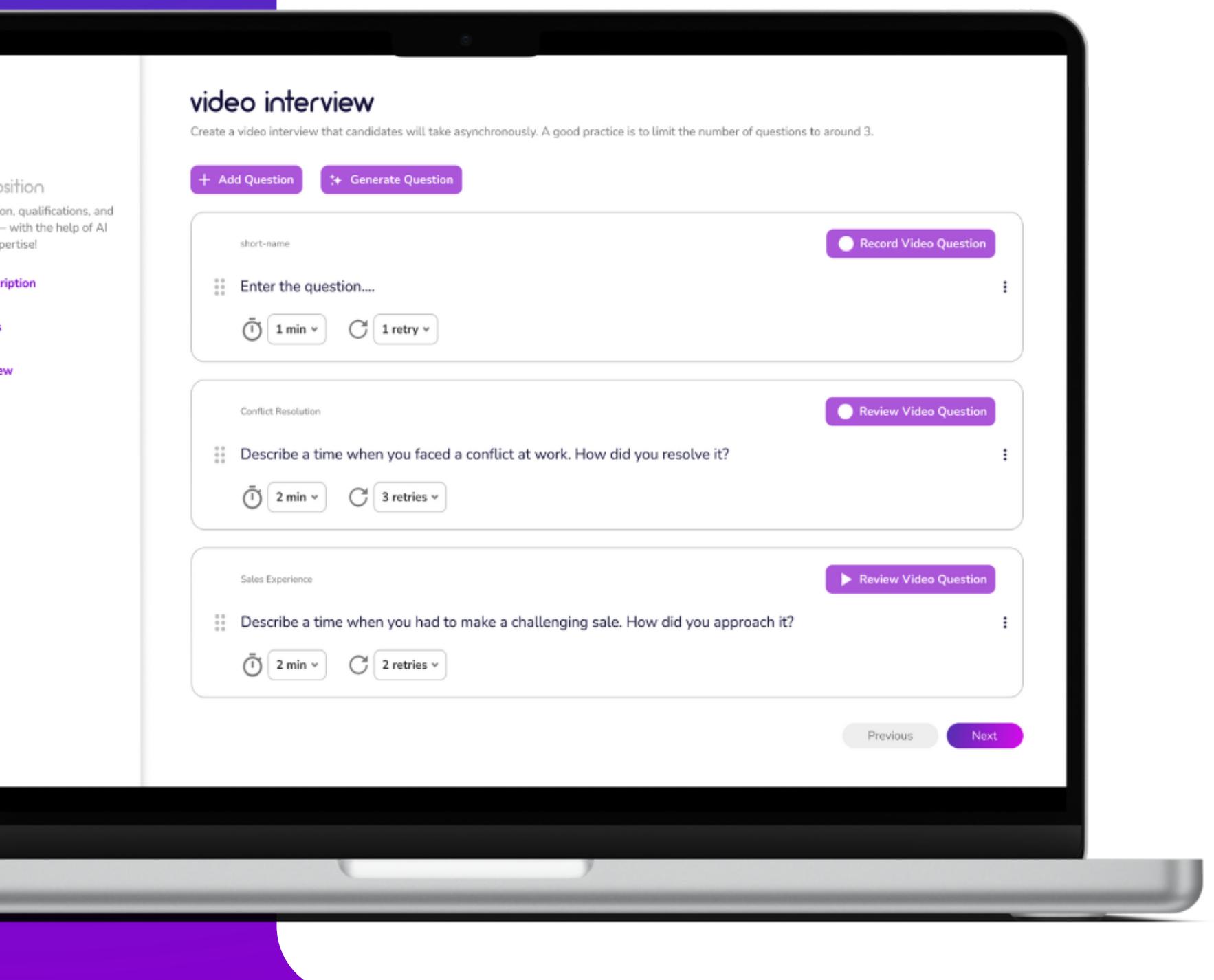
Taita seamlessly connects with existing ATS and other software — no need to switch systems.





recruiter flow

Step 1. Create a job description, qualifications and effective questions using AI.



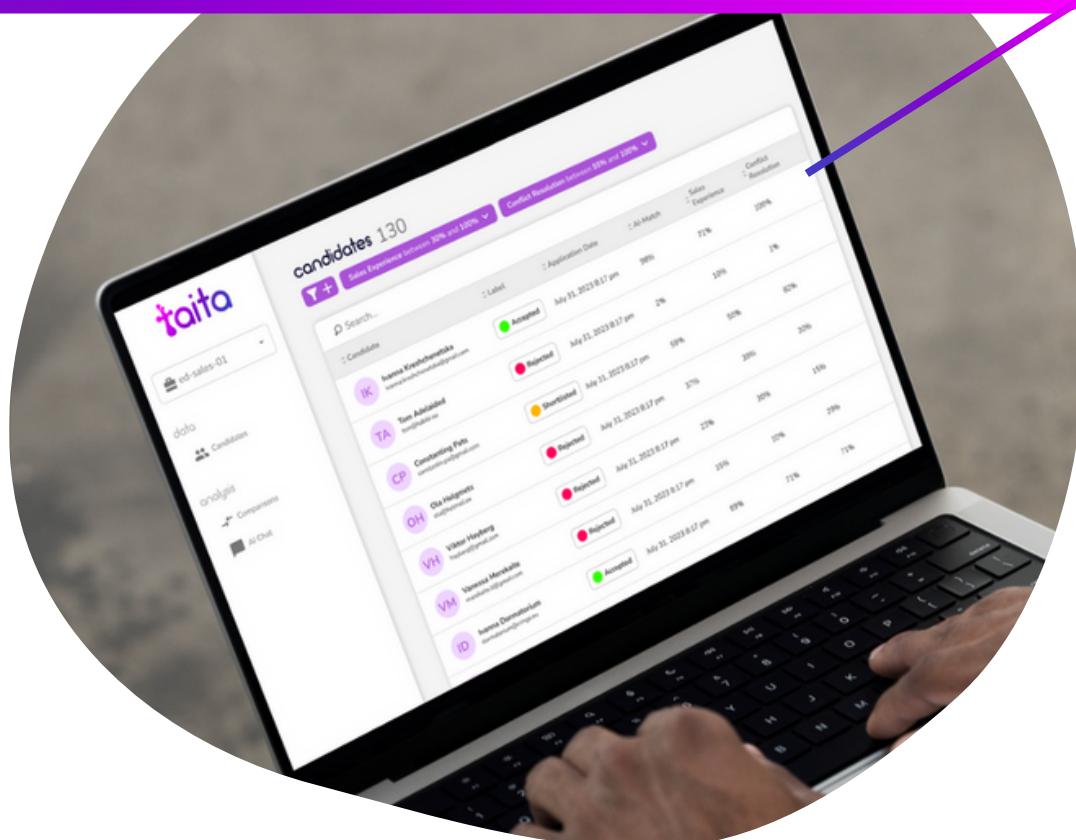
Step 2. Share the job application with candidates.

Step 3. Filter through candidates using comprehensive qualification-based scoring.

candidates 130

Sales Experience between 30% and 100% Conflict Resolution between 55% and 100%

Candidate	Label	Application Date	AI-Match	Sales Experience	Conflict Resolution
IK Ivanna Kreshchenetska ivanna.kreshchenetska@gmail.com	Accepted	July 31, 2023 8:17 pm	98%	71%	100%
TA Tom Adelaisted tom@habibi.eu	Rejected	July 31, 2023 8:17 pm	2%	10%	1%



Step 4. Finalize the shortlist by comparing candidates side-by-side using smart summaries and highlights.

compare candidates using ai

Problem-solving Adaptability Sales skills

Georgi Sokolov Viktor Tsvil

Strengths: Demonstrated problem-solving skill, communication with client, adaptability to changing objectives.

Weaknesses: Delay in meeting initial deadline, lack of candidates initially.

Summary: Despite initial delay and challenges, managed to exceed client's expectations by providing high-quality candidates.

This summary is generated with AI. Remember, it might hallucinate!

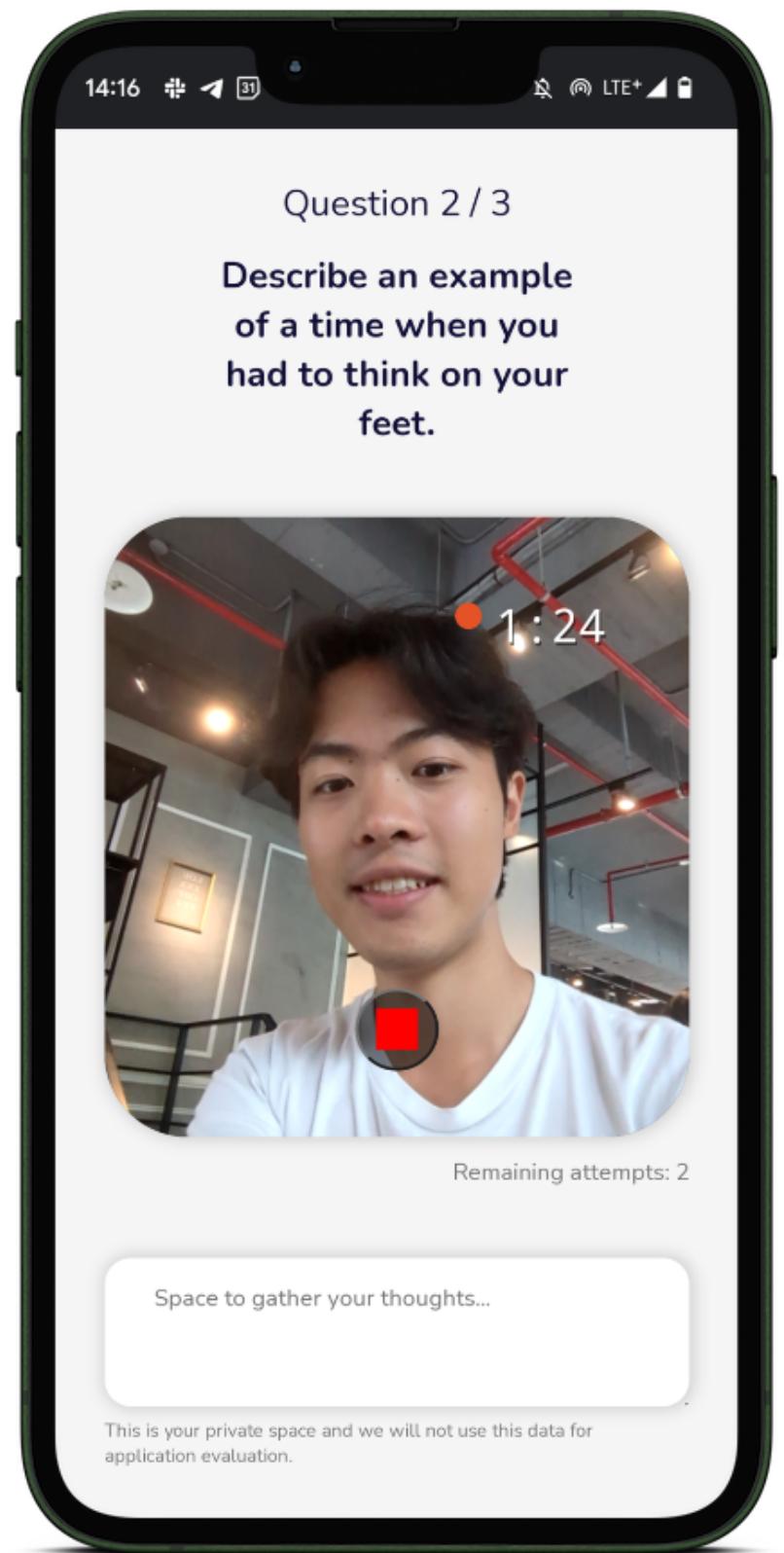
ai Problem-solving

Once, I was working at a regulatory technology company in Estonia, and when I was doing sales, I always had to think on my feet and adapt quickly to different situations. It was often unpredictable where a class lead, and so we tried to focus on being adaptive and flexible to handle whatever came our way.

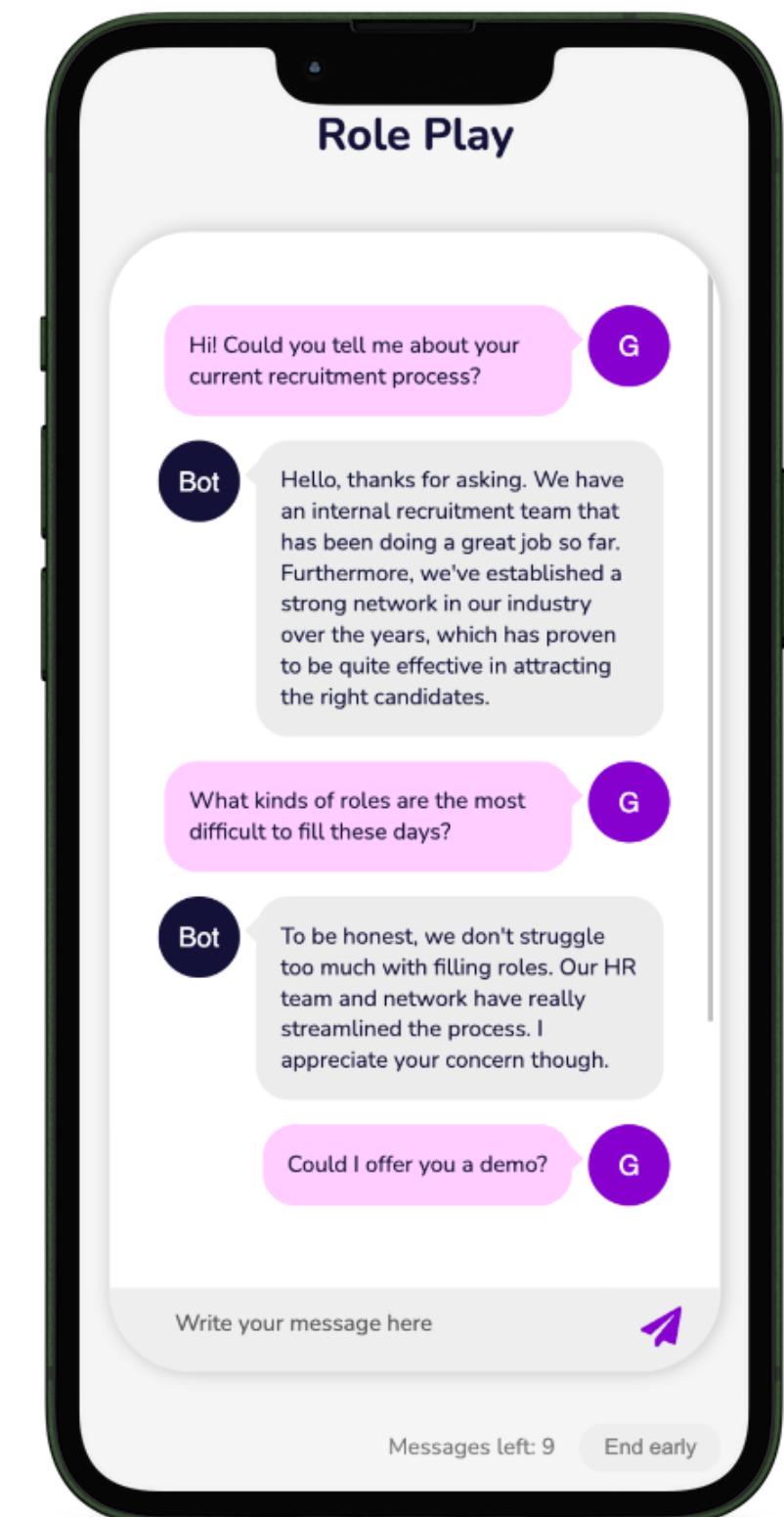


applicant flow

Step 1. Candidate takes a video interview at the time convenient for them.



Step 2. Candidate completes an interactive assessment, demonstrating their job-related skills.



milestones



Startup

For small businesses seeking assistance & expertise in the hiring process.

25 applicants/mo

€120/mo

billed annually

Startup includes:

- Video interviews
- Role-play
- Unlimited users
- Unlimited positions
- Transcript analysis

Unicorn recommended

For growing businesses trying to reduce hiring time with state of the art AI tools.

1000 applicants/mo

€4,000/mo

billed annually

Everything in Startup, plus:

- Video questions & animated AI-recruiter
- Video analytics/proctoring
- Integrations & API access
- Technical support
- Custom branding

Enterprise

For organizations with large HR departments looking for custom solutions with advanced security.

Everything in Unicorn, plus:

- Advanced security and data governance features
- Compliance reporting
- Premium 24/7 support
- Dedicated Customer Success Manager

market

HR TAM (Europe)

€8.6B
2023

€22.5B
2033

10.1% CAGR ↑

GTM

beta testers

contributors

ambassadors

recruiter journey

Recruiters are rapidly adopting AI

2020

2021

24%

use AI candidate screening

32%

use AI candidate screening ↑

18%

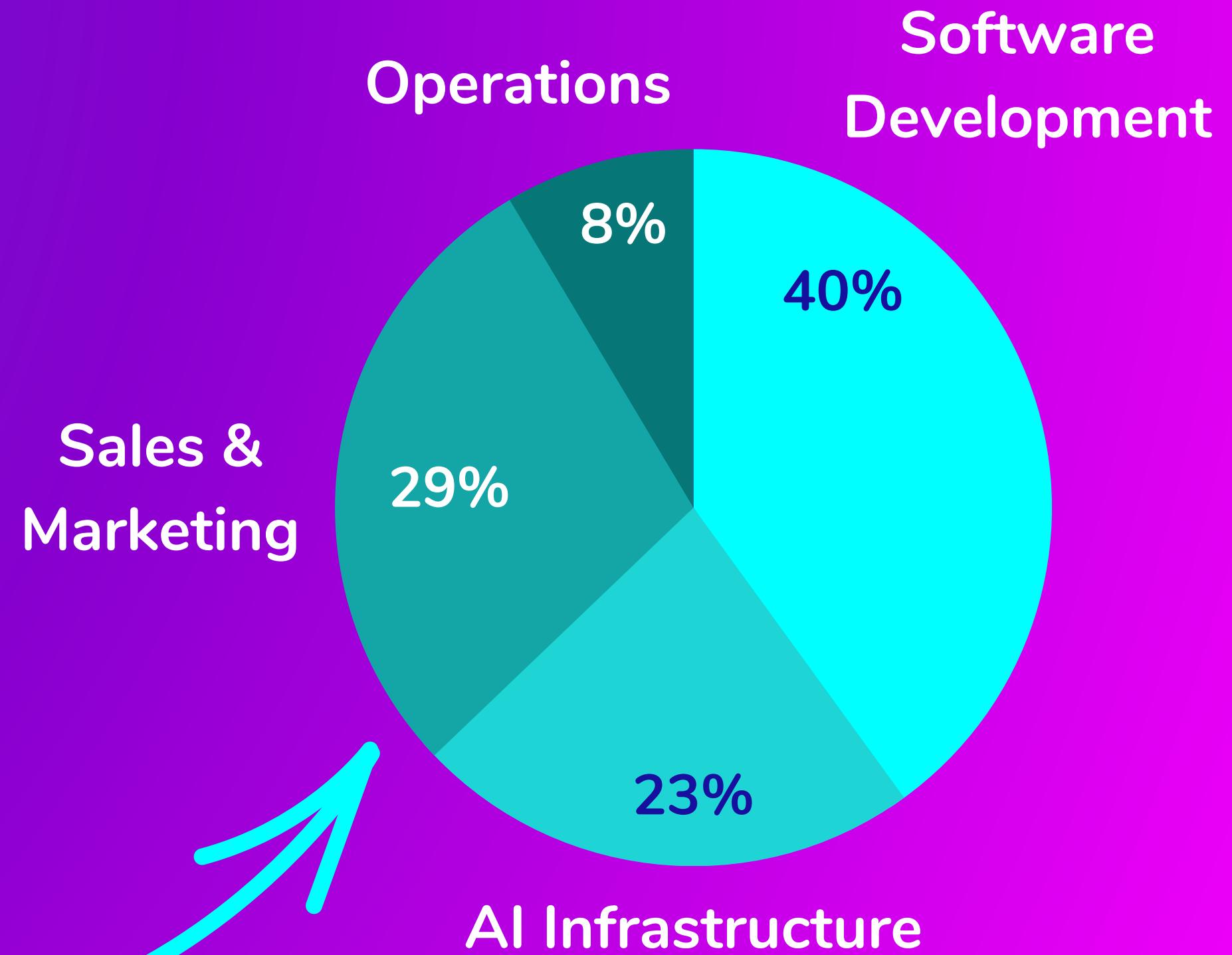
use Chatbots

30%

use Chatbots ↑

seeking pre-seed investment

Goal for 18 months: product market fit, further product development, €60K MRR.





Georgi Sokolov ↗
CEO

Telegram & WhatsApp:
+1 (415) 326 4268

georgi@taita.io

taita