



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); specializes 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  
and mitigates bias

## Dynamic Assessment

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

## Transparent AI Scoring

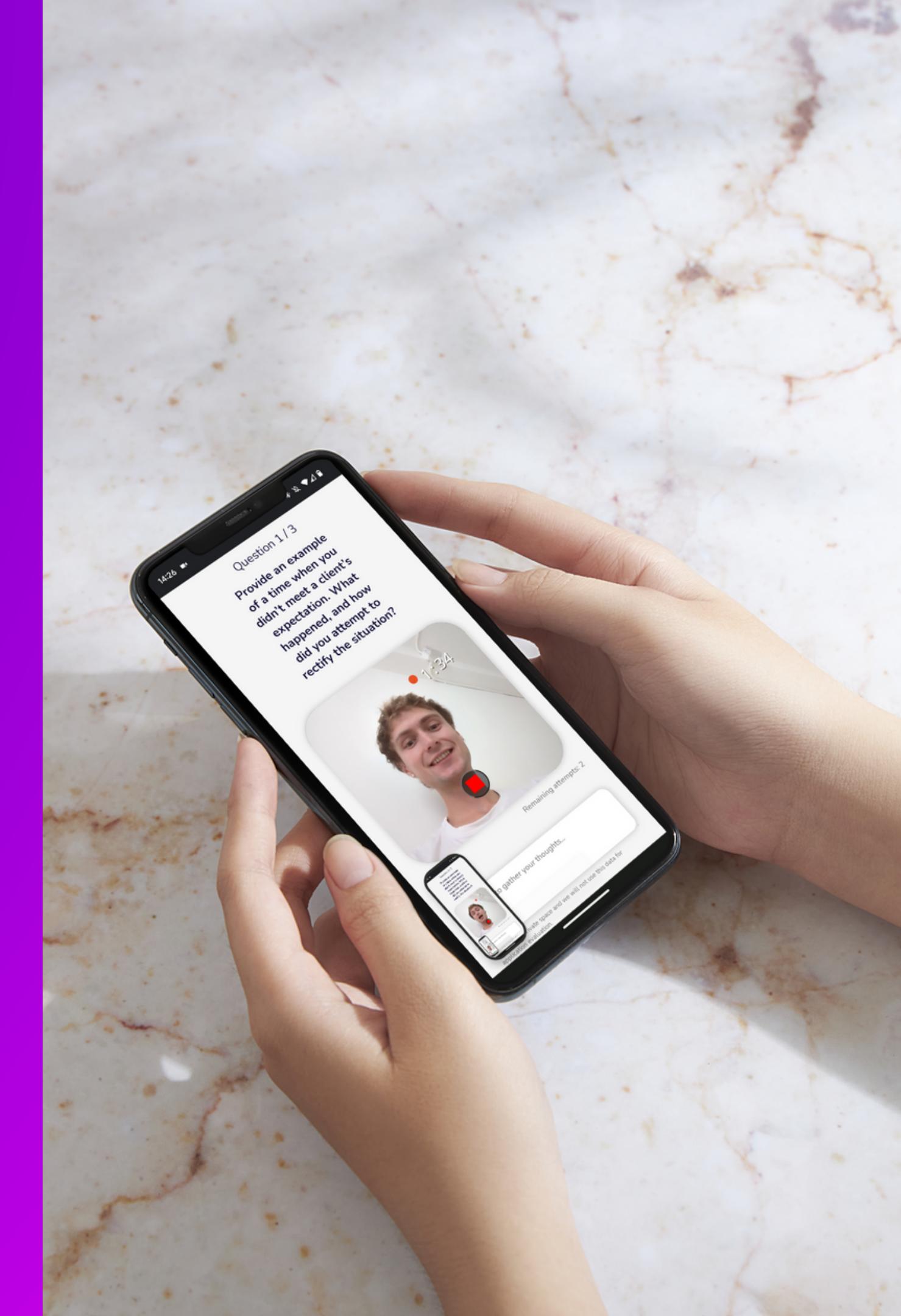
Screen candidates using transparent AI-based assessment that takes into consideration all candidate's experiences and job context.

## Reduced Bias

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

## Easy Integration

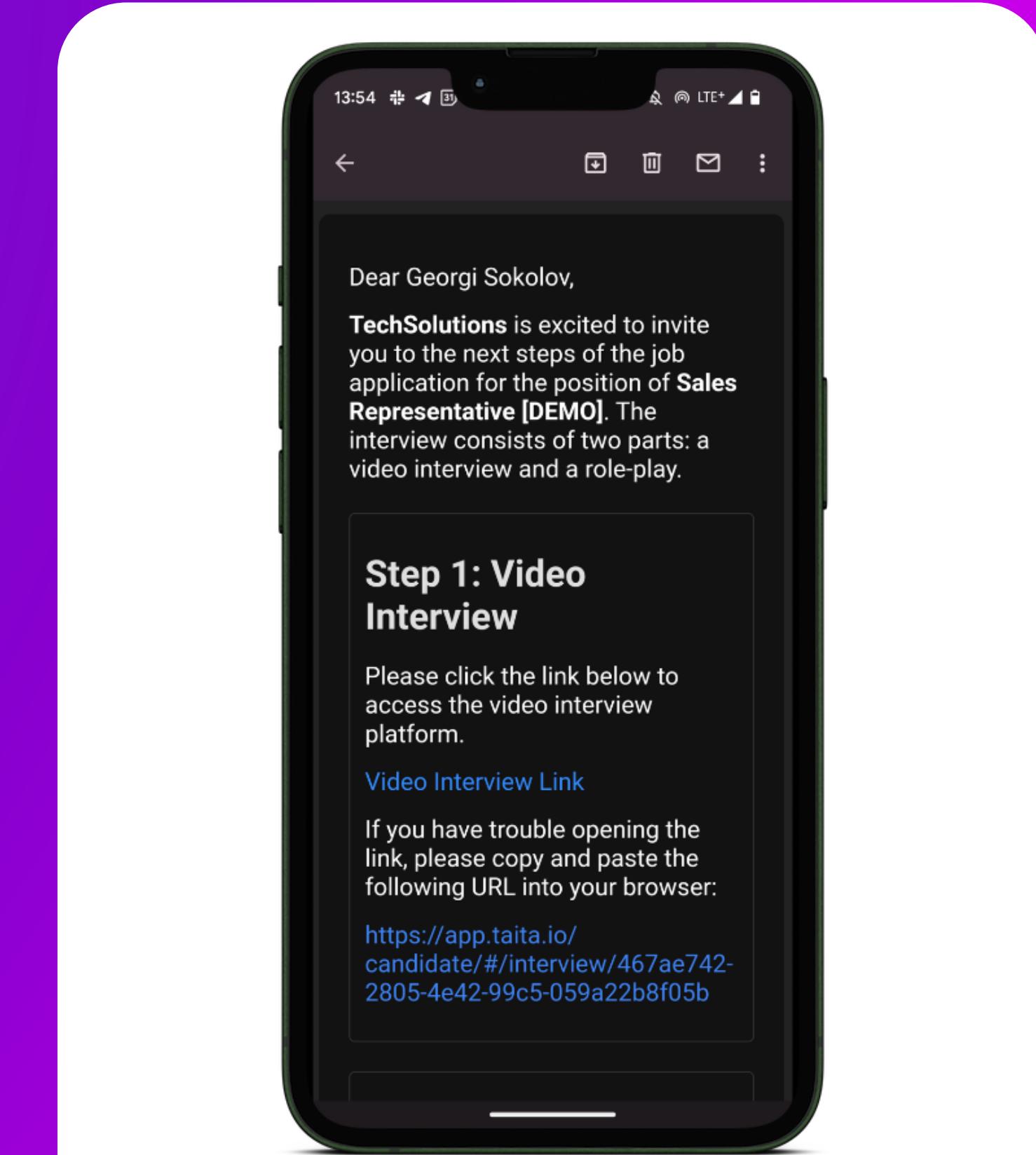
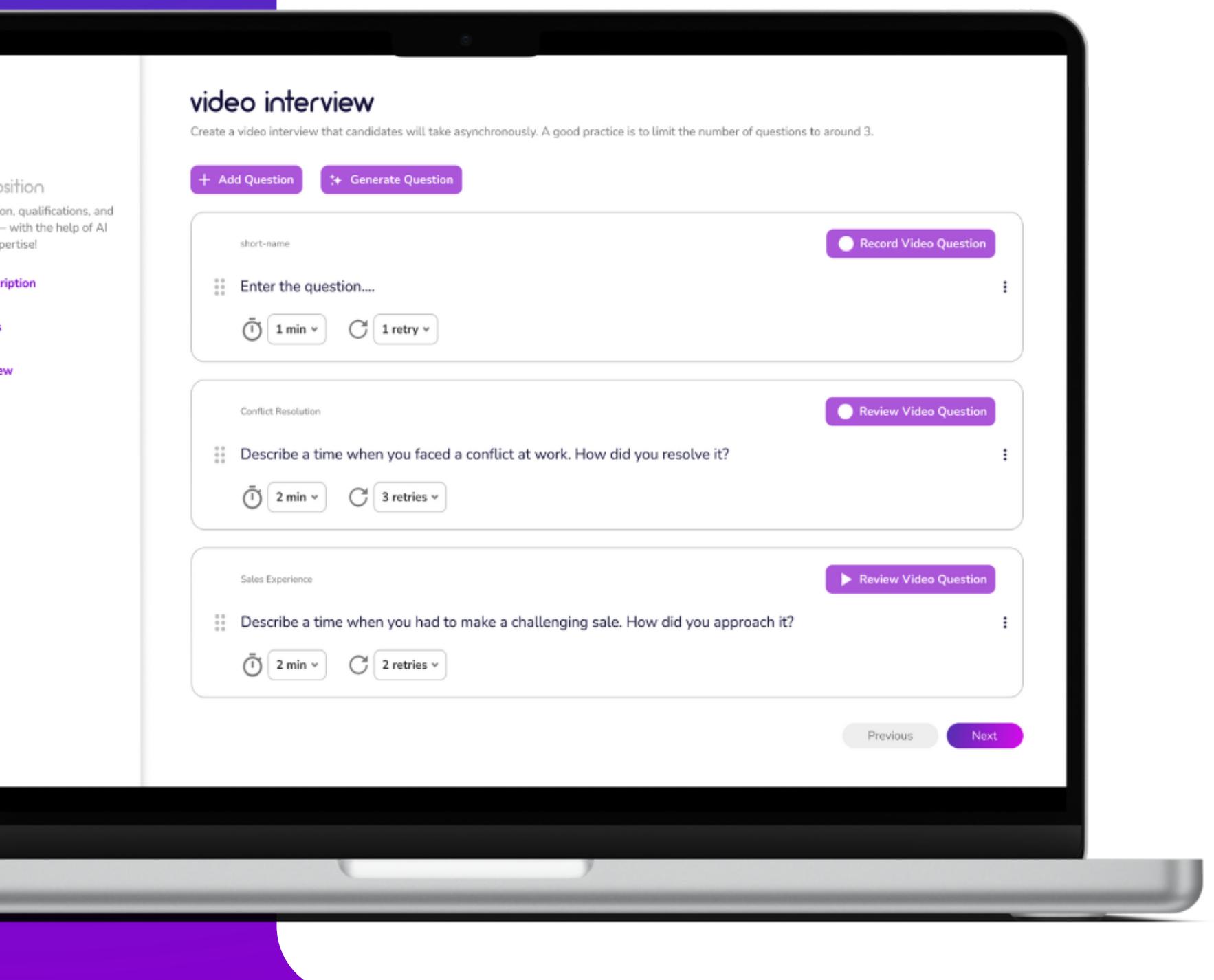
Taita seamlessly connects with existing ATS and other software — no need to switch systems.





recruiter flow

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



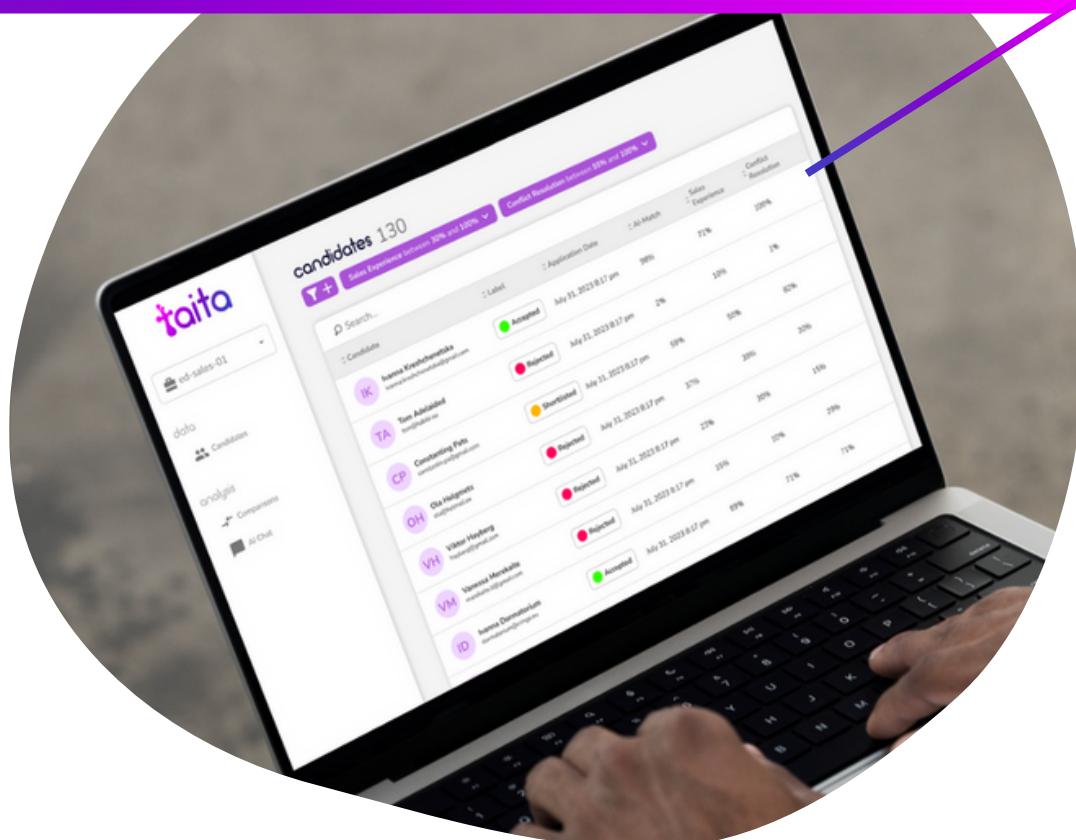
## Step 2. Share the job application with candidates.

## 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: Candidate experienced difficulty meeting client's changing expectations, but rectified situations through clear communication and setting specific objectives.

Strengths: Detailed explanation, honesty, problem-solving, successful outcome.  
Weaknesses: Lack of initial clarity on project objectives, inability to meet changing expectations.  
Summary: Candidate demonstrated strong problem-solving skills and effective communication, successfully adapting to client needs despite initial challenges.

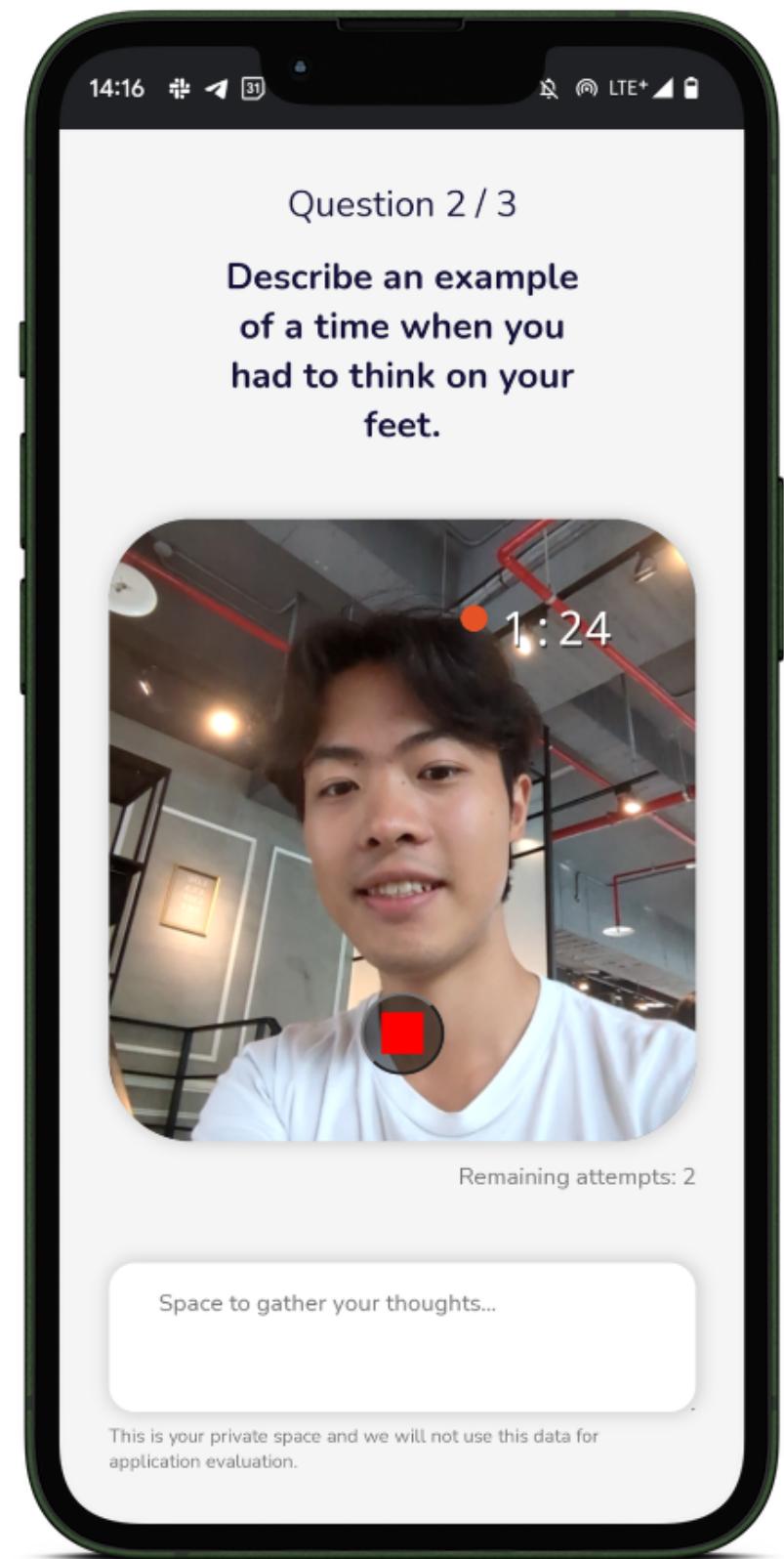
This summary is generated with AI. Remember, it might hallucinate!

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.

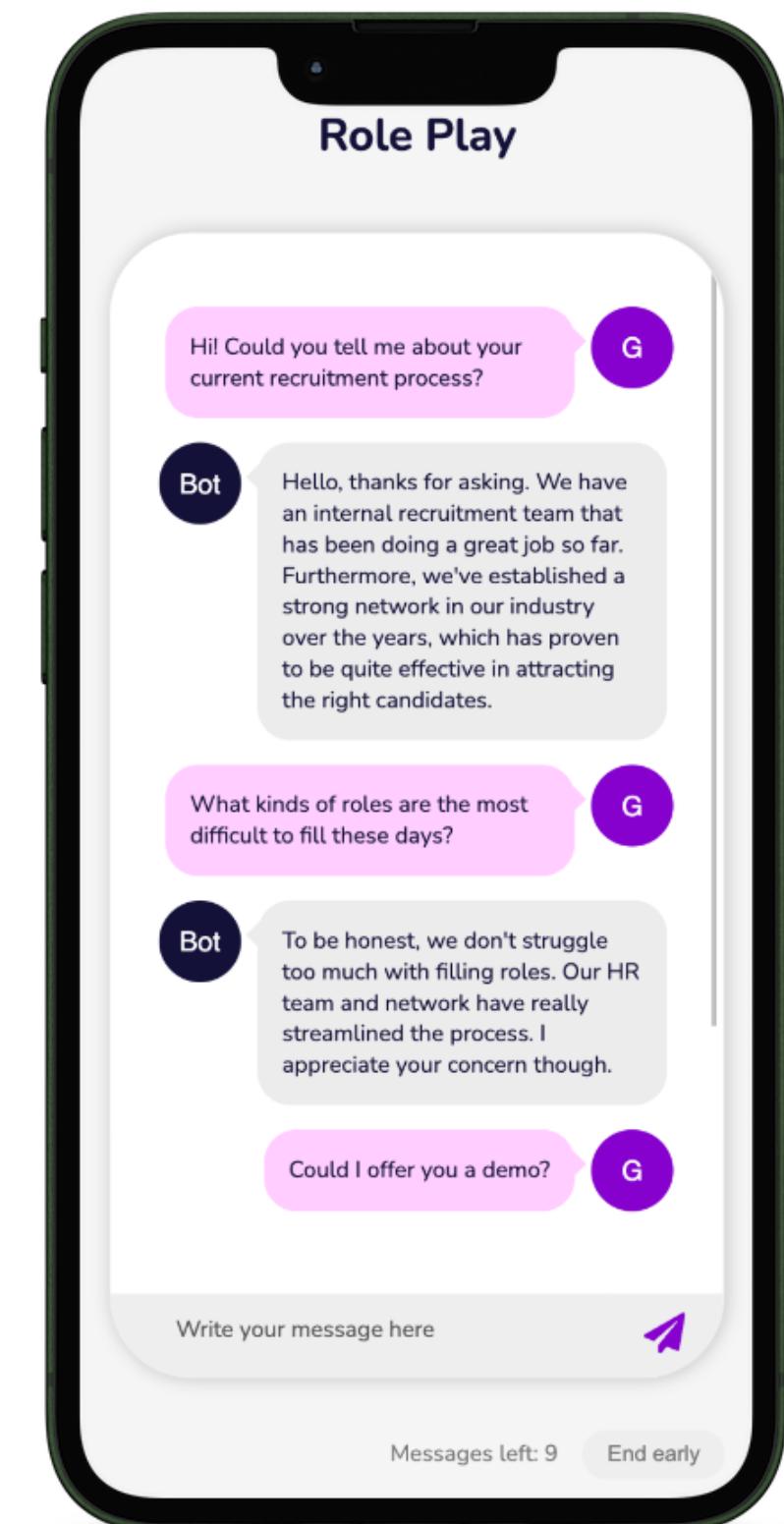


# applicant flow

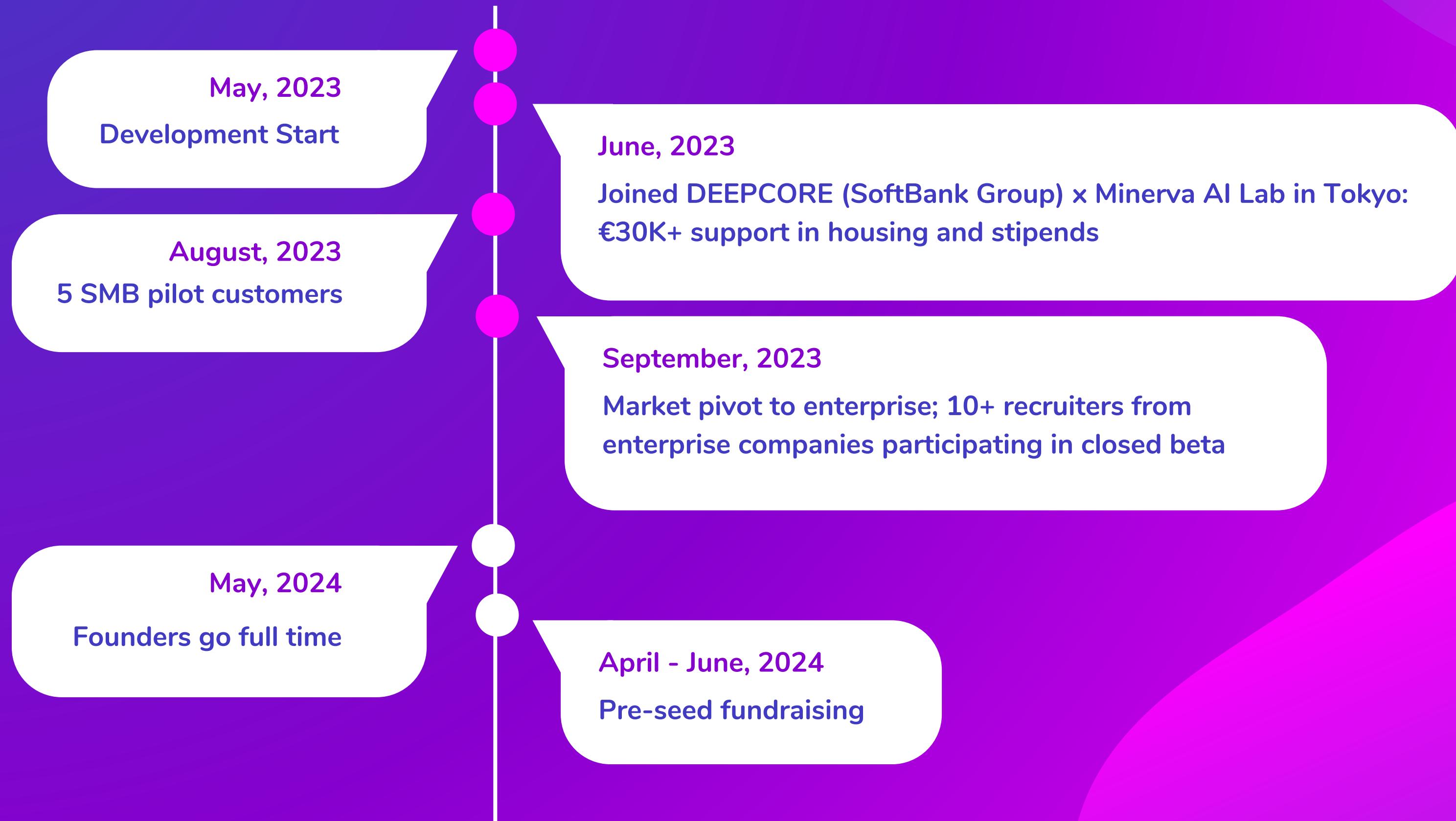
**Step 1.** Candidate takes a video interview at the time convenient for them.



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



# milestones



# pricing

Volume-based subscription

## Scale-ups

1000 applicants/mo

€4,000/mo

billed annually

- Video interviews
- Interactive tasks
- AI analysis
- Unlimited users
- Unlimited positions

# target market

Companies, roles, markets with **high applicant volumes**

## Companies

- Outsourcing Companies
- Job Boards
- Scale-ups & Enterprise (TelCos, Airlines, Retail)

## Roles

- Sales & Business Development
- Customer Support
- Junior Roles/Interns

## Markets (exploring)

SEA:

- Indonesia
- Vietnam

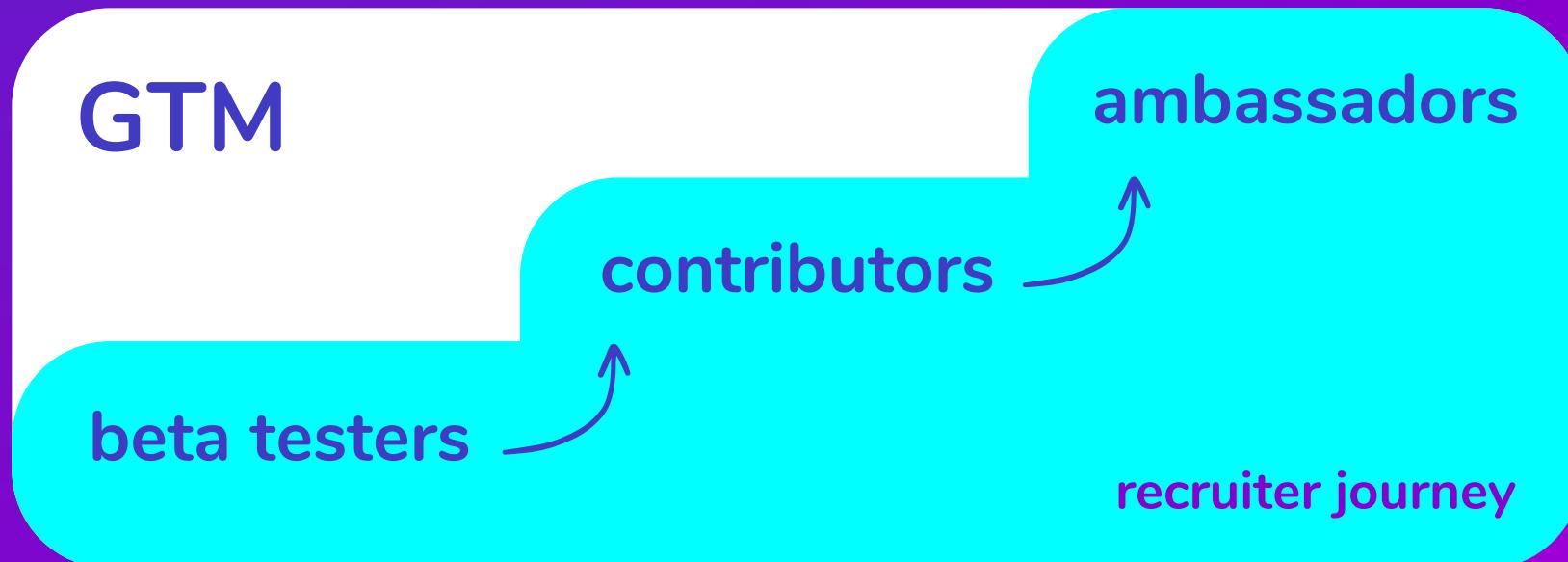
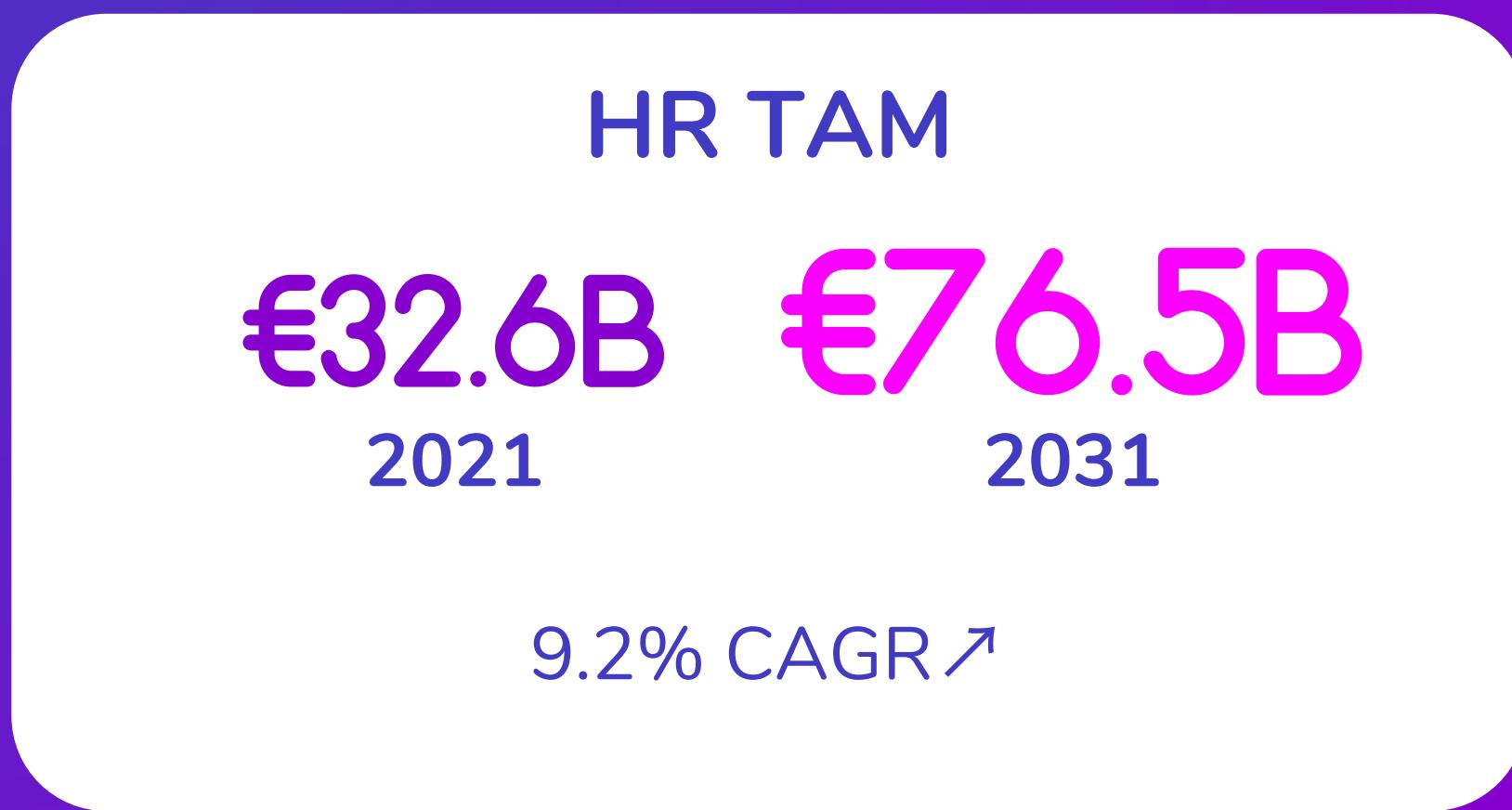
LatAm:

- Argentina
- Mexico

Middle East

- Türkiye
- Egypt

# market



Recruiters are rapidly adopting AI

2020

24%

use AI candidate screening

2021

32%

use AI candidate screening ↑

18%

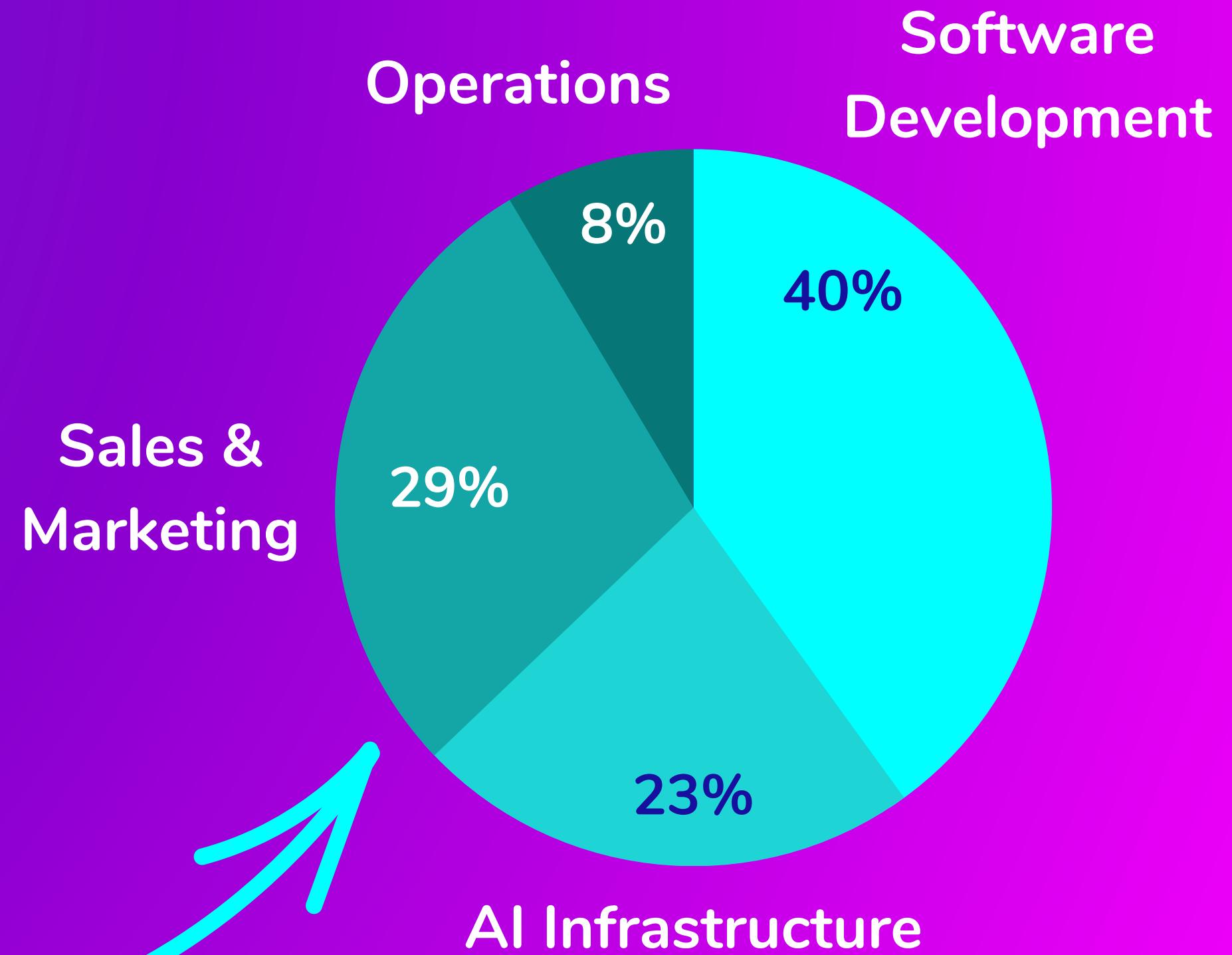
use Chatbots

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](mailto:georgi@taita.io)

taita