Good
AIdeas
Only, Inc.

cl**AI**rvoyant
Request for Service –
Evaluating Industry Alliances

September 12th, 2023

About Us – Good A**I**deas Only, Inc.

- Our flagship product, **cl**AI**rvoyant**, is a talent platform that promises an unbiased matching of candidate resumes to requisition descriptions; we train our system on your top performers' data.

- It's called clAIrvoyant because that word has AI in it, sounds credible, and it's totally not dystopian.

Chief Visionary

- How our product works is complicated – it's Powered by AI (frankly we're not sure how it works, but it's AI)! We're a start-up, so we hope to grow and sell our company while the AI buzz is hot. FOMO is real.

- We reduce the cost of Talent Acquisition – you'll never need to read a candidate resume again, plus we'll even run technical screens and interviews in the MetaVerse with our bots, which is not dystopian at all.

- Did I mention we're Powered by AI? That's why we've received more than $400M in VC funding and why we've generated so much buzz.

- Powered. By. AI. IYKYK!!

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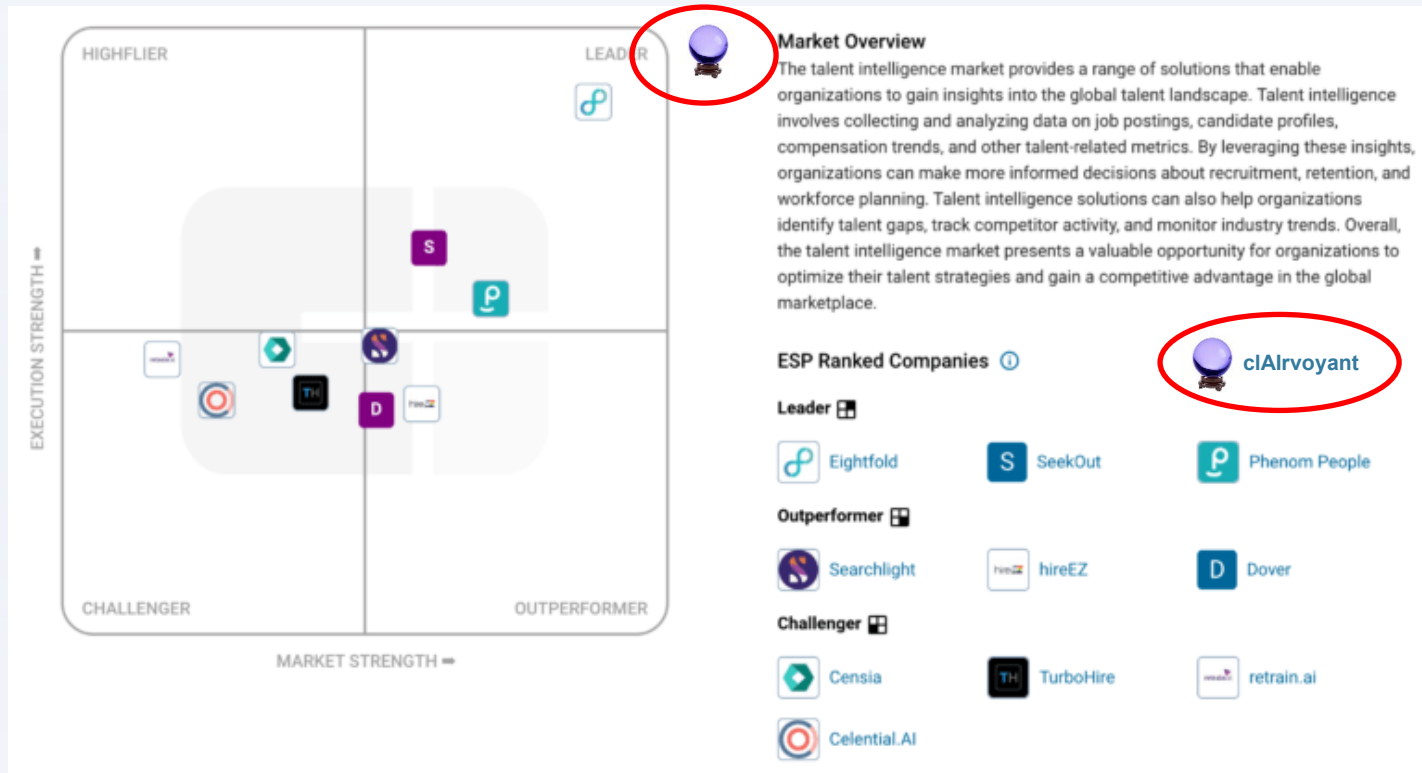- # 2023 Gartner Magic Quadrant – *Where We Are*
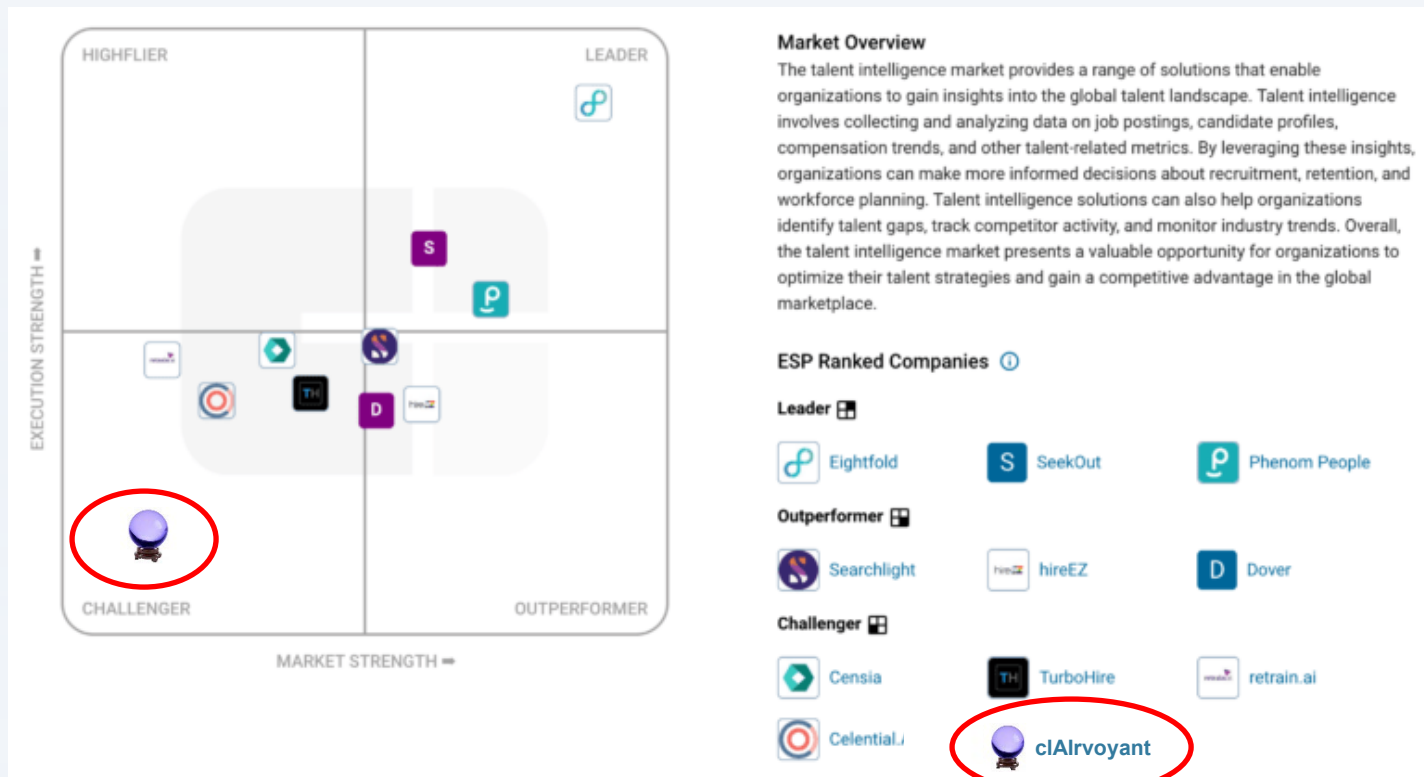
- – clAIrvoyant Go-To-Market strategy – develop anchor relationships in various industry verticals – anchor clients

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- # Future Magic Quadrants – *Where We're GOING*!!!*

Market Overview

The talent intelligence market provides a range of solutions that enable organizations to gain insights into the global talent landscape. Talent intelligence involves collecting and analyzing data on job postings, candidate profiles, compensation trends, and other talent-related metrics. By leveraging these insights, organizations can make more informed decisions about recruitment, retention, and workforce planning. Talent intelligence solutions can also help organizations identify talent gaps, track competitor activity, and monitor industry trends. Overall, the talent intelligence market presents a valuable opportunity for organizations to optimize their talent strategies and gain a competitive advantage in the global marketplace.

ESP Ranked Companies ⓘ

clAIrvoyant

Leader
- Eightfold
- SeekOut
- Phenom People

Outperformer
- Searchlight
- hireEZ
- Dover

Challenger
- Censia
- TurboHire
- retrain.ai
- Celential.AI

- – We're hiring a salesforce (we don't use our own product, FYI) to increase Market penetration, and we've funded an internal project to identify target accounts in multiple sectors – that's where you come in!

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* Off the chart, literally

CLaiRVOYANT – Disruptive innovation, Powered by AI

cl**AI**rvoyant : Project Seer – Inputs to Strategic Roadmap

- *Where We're Missing* (why we're deploying this team)

  - We want to grow our Book of Business, and while the entire world can benefit from AI, we know that our early-adopter clients will be fundamental to long-term success

  - We're looking to identify sectors that are hiring. We're AI people, not economists, so we want data to tell us where to start: Who do we know that has immediate hiring needs? What sectors are "healthy"? Who is the market leader in a given targeted sector (competitive analysis)?

  - To best prep to sell, we need to identify and understand the business of our target clients.

  - Don't worry about improving our product – clAIrvoyant is Powered by AI, so it probably got a lot better all by itself during the time it took you to read this slide. That's how AI works, right?

- Our Divisions and Structure are typical:
    - Account Management (Sales)
    - Application Development (Product)
    - Communications (Public Relations)
    - Facilities (Infrastructure, Administration)
    - Human Capital & Culture
    - Operations (C&N, Legal, Backoffice Financials)
    - Customer Service (Product Support)
    - Strategic Planning (Brand & Transformational)
        - *You sit in Analytics, a Centralized Function under Strategic Planning*

Good AIdeas Only: Our Current Capability Heat Map

Understand markets, customers, and capabilities	Develop marketing strategy	Develop and manage marketing plans	Develop sales strategy	Develop and manage sales plans
Perform customer and market intelligence analysis	Evaluate offering and customer value proposition	Establish goals, objectives, and metrics for products/services by channel/segment	Develop sales forecast	Manage leads/opportunities
Evaluate and prioritize market opportunities	Define pricing strategy	Understand resource requirements for each product/service and delivery channel/method	Analyze sales trends and patterns	Develop and manage sales proposals, bids, and quotes
Analyze market and industry trends	Define and manage channel strategy	Develop and manage promotional activities	Develop partner and alliance management strategies	Manage sales orders
Quantify market opportunities	Analyze and manage channel performance	Define promotional concepts and objectives	Establish sales goals and measures	Manage sales partners and alliances
Determine target segments	Develop marketing communication strategy	Track customer management measures		Provide marketing materials to sales partners/alliances
Define offering and customer value proposition		Analyze and respond to customer insight		
Develop value proposition including brand positioning for target segments		Manage product marketing content		
Identify under-served and saturated market segments				
Develop new branding				

Legend:
- 🟥 Basic or Underserved Capability
- 🟨 Developing Capability with Opportunity
- 🟩 Efficient Capability
- ⬜ Out of Scope / Not Evaluated

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Strategic Roadmap Objectives

- Analyze LinkedIn & Market Data and use critical thinking and external research skills to identify and recommend potential anchor clients
  - Look at all industry sectors – who is hiring right now?
  - Look at equity market data – is this sector "healthy"? Who is the market leader?
  - Identify a sector we should target, and research a market leader – What do they do (how do they make money)? What's their culture? What's their talent philosophy?
  - You will present to the Chief Visionary, who is not a Data Scientist – so make sure you articulate how and why you came to a recommendation, and how/what you used to perform competitive analysis and corporate/cultural insight.
- **This project is fundamental to our company's survival, as such we've aligned your incentives to ensure our success…**

Strategic Roadmap Objectives – Fine Print

- Despite over $400 in VC funding, we're far from profitable and our investors are getting antsy. So while we're certain we're going to be successful, in the short term we're looking to control costs.

- We're pitting six teams of data scientists against each other, and the Chief Visionary is has decided we only have the resources to implement three teams' recommendations.

- **Based on you presentations (in what we're calling "The Bake-Off") three of the teams will all get… First Prize!… keep your jobs!**

- **Three other teams get… Second Prize… free submission of their resume to clAIrvoyant and (potentially, no promises) new jobs with our future clients!**

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"The Bake-Off"

- **Visualize data from the provided data sets.**

- **Deliver a coherent presentation of the data in visual format, with a focus on highlighting insights relevant to the strategic goals and business objectives shared within this presentation.**

- **Engage and build rapport with our Chief Visionary during your presentation – it matters not only what you present, but how you present it.**

We know you're not Sales/Marketing/GTM experts, but we want to see you showcase your capabilities with relevant and interesting data. We've identified some data sources you must use – you may augment them with reputable sources without our budgeting constraints (8 hours per week per resource)

We expect, as well-educated, well-rounded Data Scientists, that you can operate independently and autonomously to do external research on public companies, and present to an executive, non-technical audience

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Evaluation Criteria

- ## We have approved Phase I of a two-Phase Initiative

Phase I – Competitive Analysis and Market Prospectus	Phase II – Confirm GTM (out of scope for Phase I)
Derive insight from relevant data sets	Delivery of data pipeline so we can identify target clients on-going
Demonstrated ability to convey data science concepts to non-experts	Forecasting and modeling capabilities for hiring and sector financial performance trends
Quality of presentation content and delivery (oral and written)	Leading practices for continuous improvement and Agile delivery (UX/UI)
Credibility and rapport of delivery team – our Chief Visionary has a notoriously short attention span and needs to be engaged	Generation of supplemental targets – preparing sales teams at scale with industry insight, refining data sources and establishing key metrics
REQUIRED: Make/justify a recommended anchor client! Why this sector? Why did you consider this company a sector market leader? How should we engage with them? Who are these people and what do they do?	Power all of this with AI! (details to be determined at a future date)

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"The Bake-Off" Calendar

- Check in with Project Sponsor - Q&A Sessions
  - Tuesdays 9/19, 9/26, 10/3, 10/10: 11:30am–12:30pm ET
    - Wean Hall 3509

- Data Visualization Project Submission
  - 10/13 - 5:00pm ET (submit to Data Viz – Canvas)

- Final Presentation Submission (deck)
  - 10/13 - 5:00pm ET (submit to Pro Skills – Canvas)

- Final Presentation (oral, group)
  - 10/24, 8:00–9:20am ET - 10/27, 10:00–10:50am ET (611 class)

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