Unbiased

Bias Mitigation in Your ATS

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COLLEGE OF ENGINEERING

The *Unbiased* Team

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CEO

Director of Engineering

David Andrews
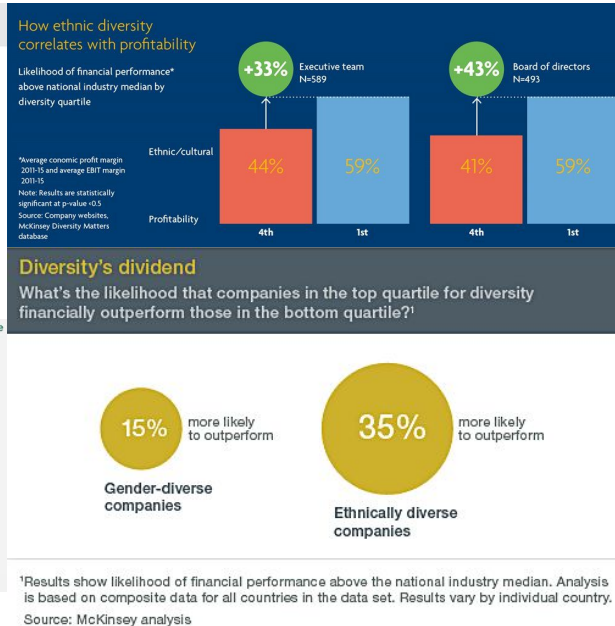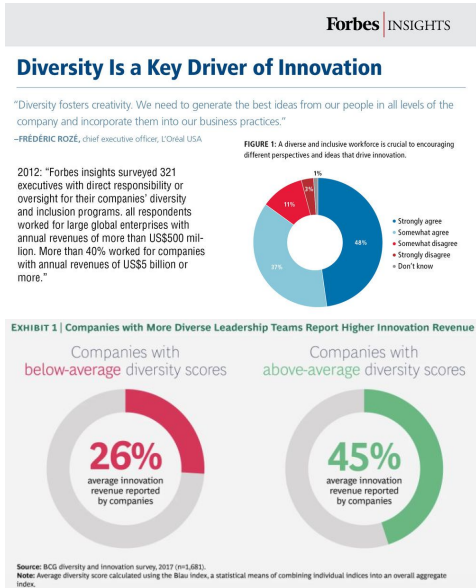
CTO

Chief Architect

Vanessa Archambault

CFO

Engineering Manager

Companies want diverse employee populations.

Diversity is not only good for business, it's often legally required!
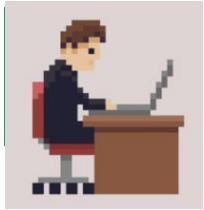
Board of Director requirements….
- California quota law, deadlines of 2019 and 2021 deadline

Investor guidelines…
- BlackRock: board diversity guidelines added in 2017

We can't seem to *actually* hire diversely!

You took unconscious bias training, and now it's time to hire.

Create your job req … *choice-support bias*
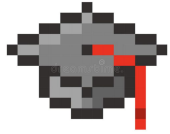

Interview the candidate … *instrument bias*

Huddle to make a hire/no-hire call … *conformity bias*

Why is my team… homogenous?

Lots of Problems...

We surveyed professionals in the recruiting, hiring, and D&I executive space:

- Hiring managers struggle with unconscious bias: most don't know how to apply best practices to their interview processes

- Executives want integration: companies do not want multiple tools to have an effective Applicant Tracking System (ATS)

- Recruiters can't manage the increased scope of work: hiring professionals do not have the experience or bandwidth
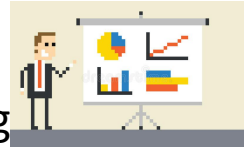
- Interviewers are concerned with candidate quality: concerns about "lowering the bar"

... the *Unbiased* Solution!

1: Job Req

Automatically remove leading language from your job reqs

Auto-populate interview questions directly informed by the needs of the role

2: Resume Review

Automated deep resume blinding to allow selection of candidates based purely on relevant skills

4: Offer Creation

Algos using Radford + internal data ensure compensation is equitable based on market and existing employees
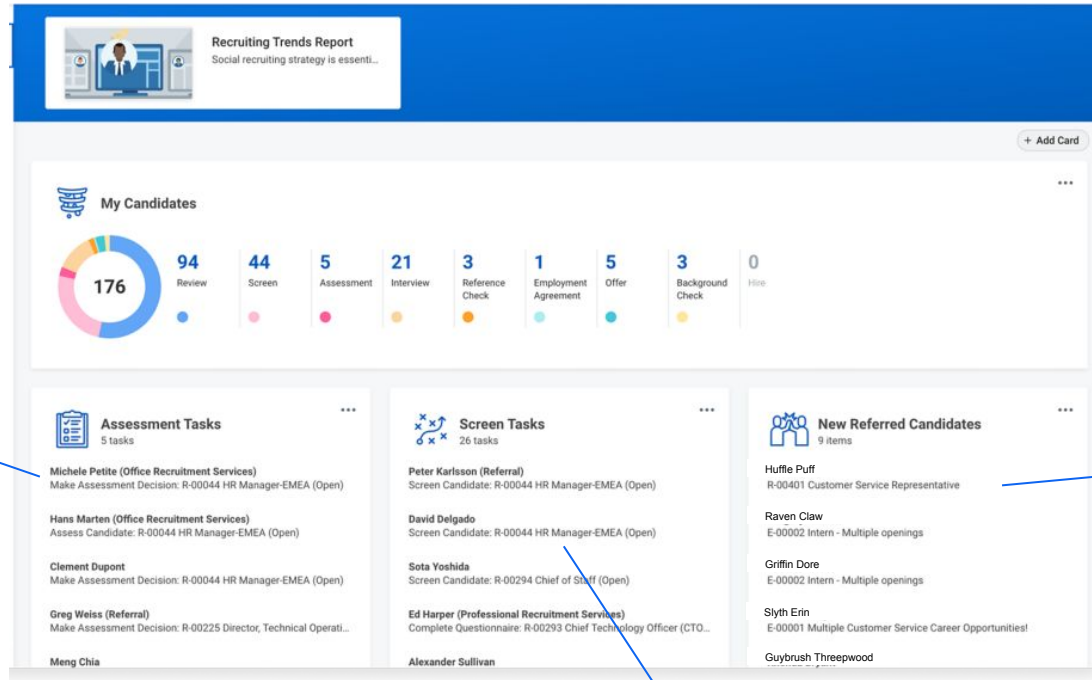
3: Interview Scoring

Rubrics generate hire/no-hire calls based on inputs from interviewers

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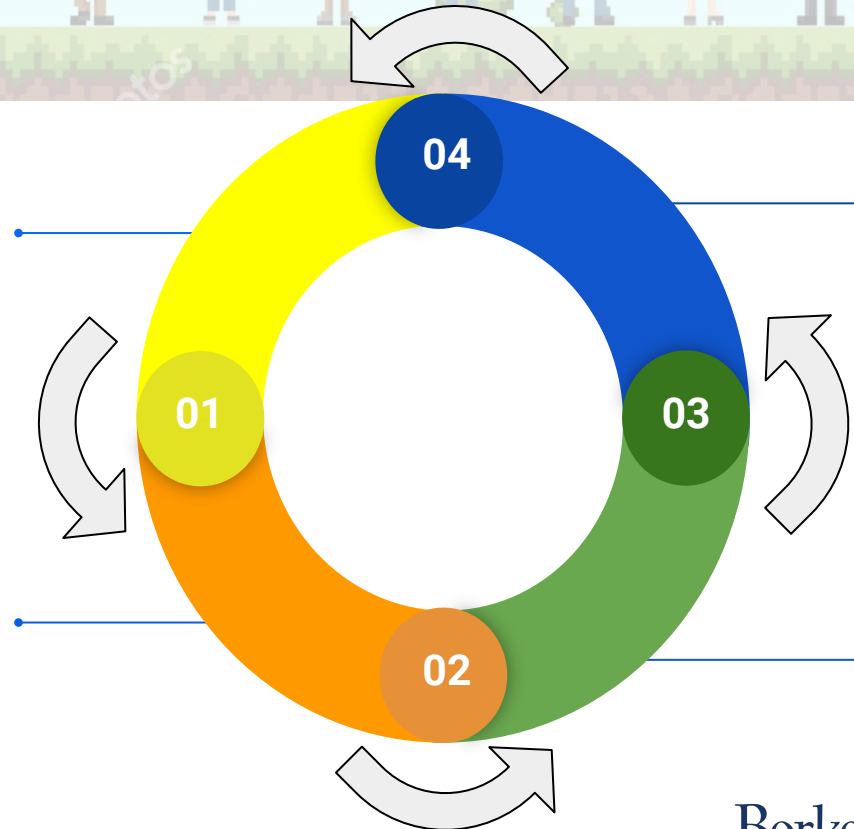
Unbiased: On Your ATS (example: Workday Recruiter)

Assessments auto-scored on rubric

Deep Resume Blinding

Questions auto-populated from job description

Competitive Analysis

Main Competitor: Pinpoint

Full ATS Features:

- CMS: branded candidate journey
- Talent pipeline
- Application drop
- Integrations with Google Meet/Zoom etc
- Customizable forms
- Offer Pack
- Full CMS team support to onboard customers onto platform

DEI Features:

- Interview Scorecards
- Blind Screening
- Automatic application summaries
- Equality monitoring dashboard
- Interview standardization (coming in 2021)

Friction point:
Pinpoint requires you migrate from your existing ATS

Price:

$3,000 - $5,000 / year

(all onboarding, implementation, training and support is included in that price)

***Unbiased* Opportunity:**
Nix the ATS features, integrate with ATS directly, remove migration costs, cut the price and the fuss

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Business Model

- **Target Market**

  Companies currently using a major ATS (Workday, Taleo, SAP): >$1B market

- **Who is our customer? Who pays us money?**

  The company that wants to hire someone is both.

- **Revenue model**

  Platform fee + per

  Resume reviewed

- **Costs**

  APIs, cloud-based, $10-20K/mo to run

The *Unbiased* Go To Market

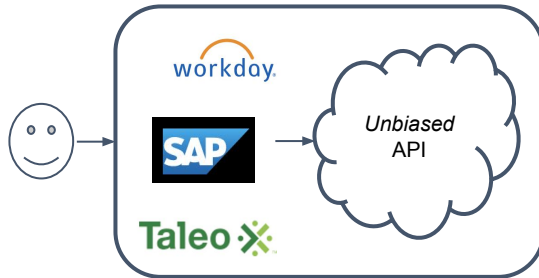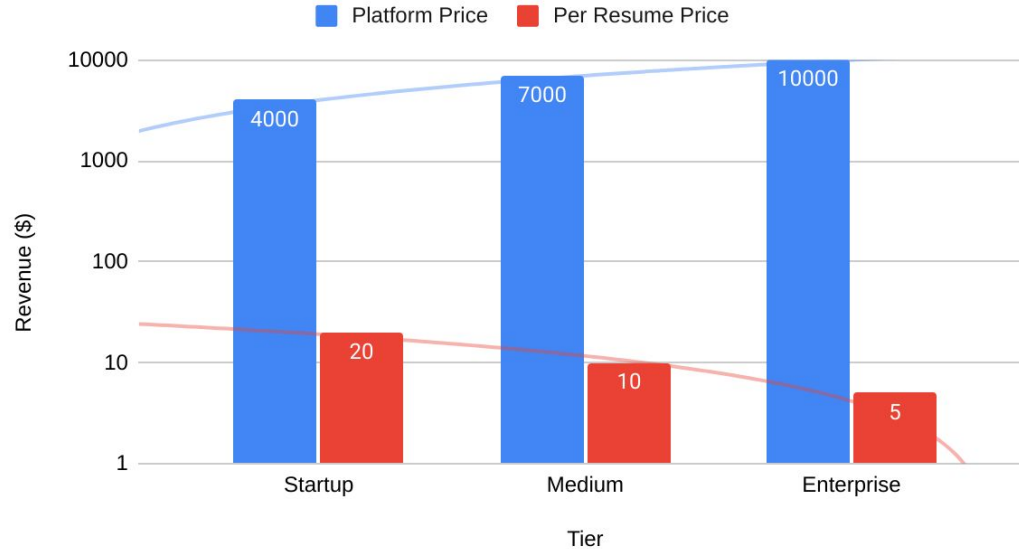| What?	How?	Packaging
API integration with top 3 ATS: Workday, Taleo, SuccessFactors	<u>Joint marketing with ATS</u> 3 month trial Job Req's free	3 tiers

The *Unbiased* Go To Market

Revenue by Tier

Platform Price   Per Resume Price

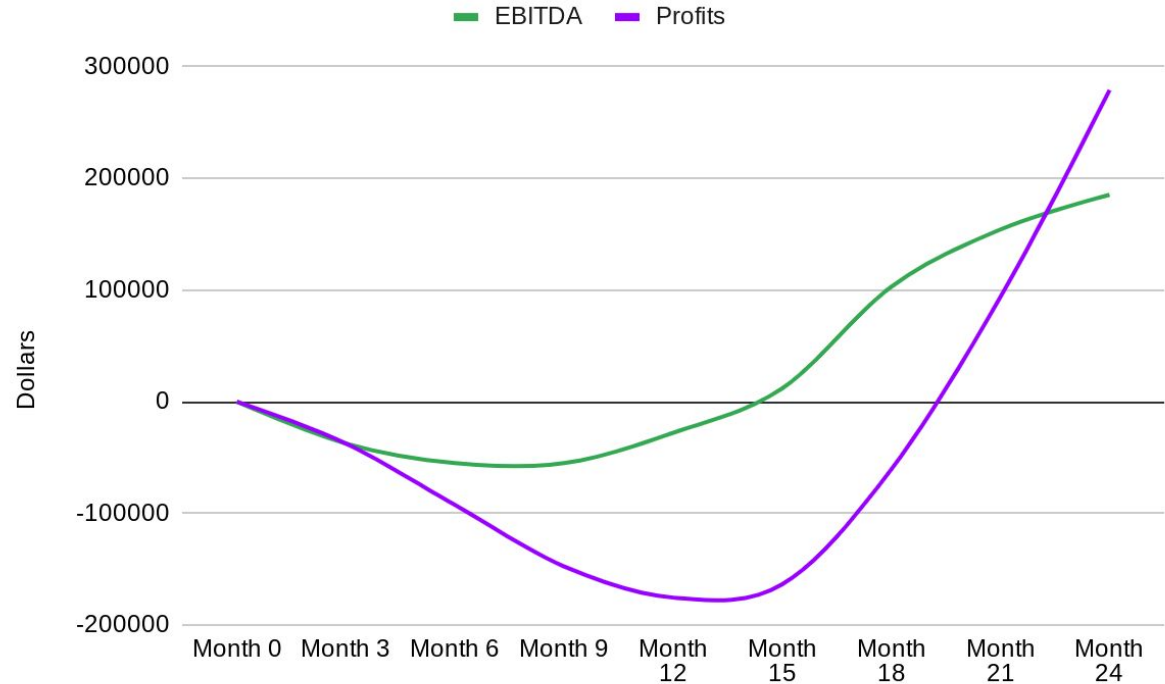| Tier	Platform Price	Per Resume Price
Startup	4000	20
Medium	7000	10
Enterprise	10000	5

Revenue ($)

Financial projections

- Early emphasis on high-value enterprises
- Establish then iterate
- Later tailoring to medium/startups
- Hires ASAP

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The *Unbiased* RoadMap

- Stage 1, MVP + adoption

- Stage 2, the future: our own B2B portal
  - Build on top of ATS competitors
  - Flip the integration, leverage their APIs
    - ala Salesforce HANA/Oracle
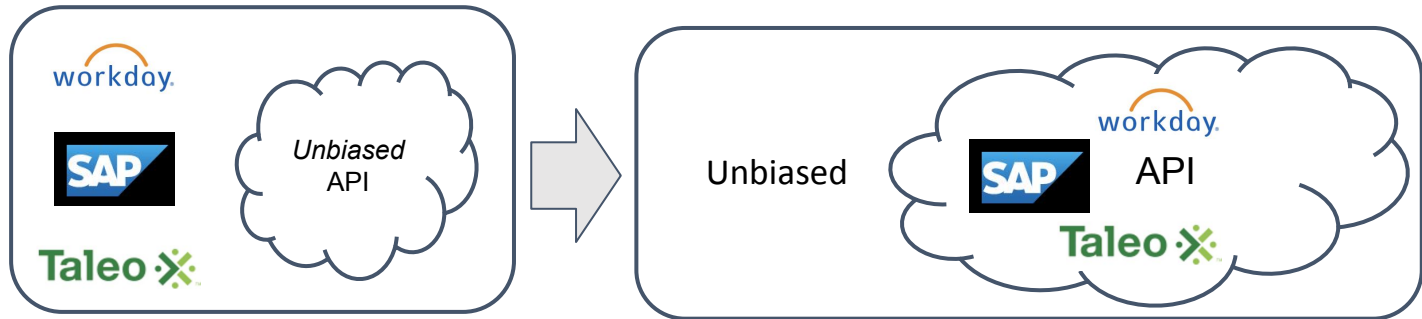
The *Unbiased* RoadMap

- Stage 1, MVP + adoption

- Stage 2, the future: our own B2B portal
  - Build on top of ATS competitors
  - Flip the integration, leverage their APIs
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- Features!

The *Unbiased* Ask: Accelerate our Mission

1. Connections: ATS integration contacts/**joint marketing**
2. Seed Funding: $650K, 2 years all costs (infra, founders + 1-2 strategic hires)

      9 months: get to Stage 1 into market

      15 months: iterations, pivot if necessary

3. First customer introductions: enterprises please!
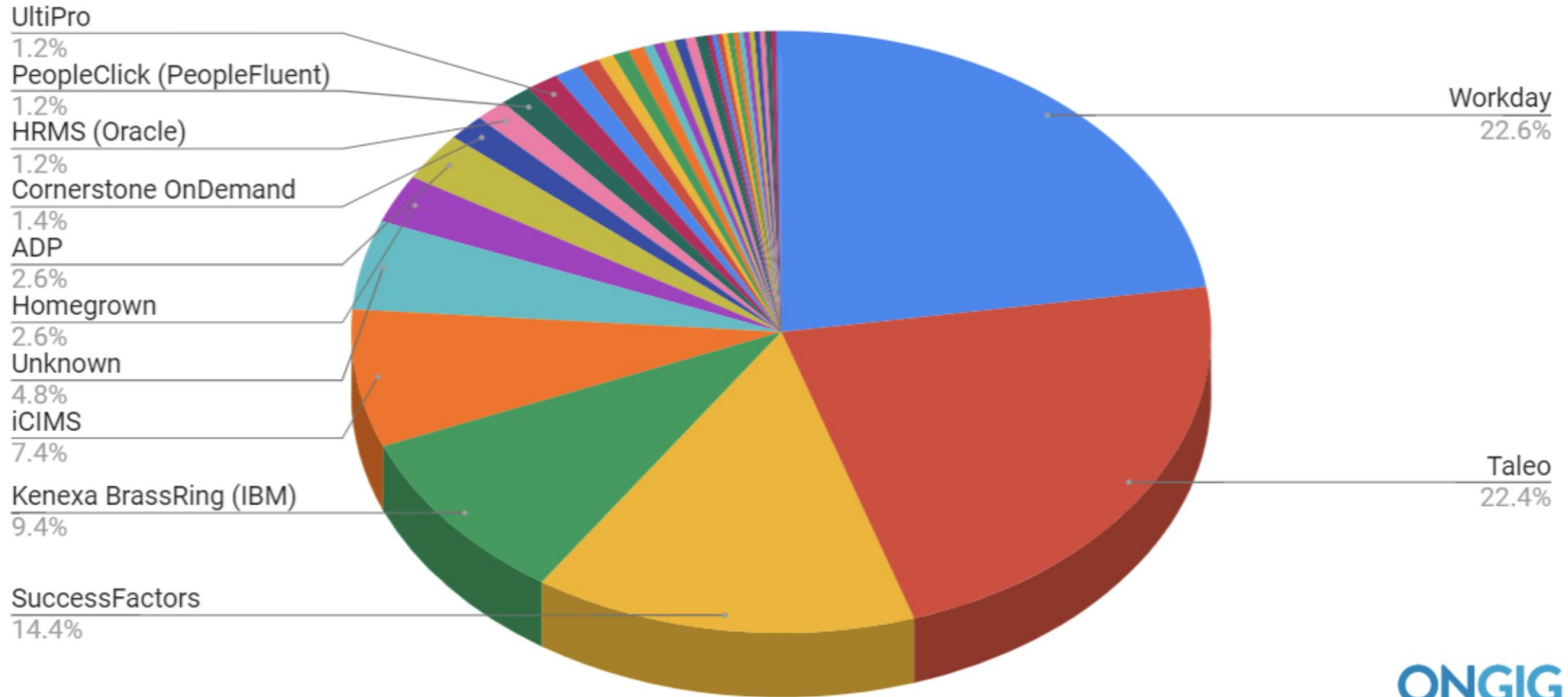
Unbiased: Bias Guardrails
In Your ATS

Thank You

Appendix

Top Applicant Tracking Systems Used By Fortune 500 Companies

UltiPro
1.2%

PeopleClick (PeopleFluent)
1.2%

HRMS (Oracle)
1.2%

Cornerstone OnDemand
1.4%

ADP
2.6%

Homegrown
2.6%

Unknown
4.8%

iCIMS
7.4%

Kenexa BrassRing (IBM)
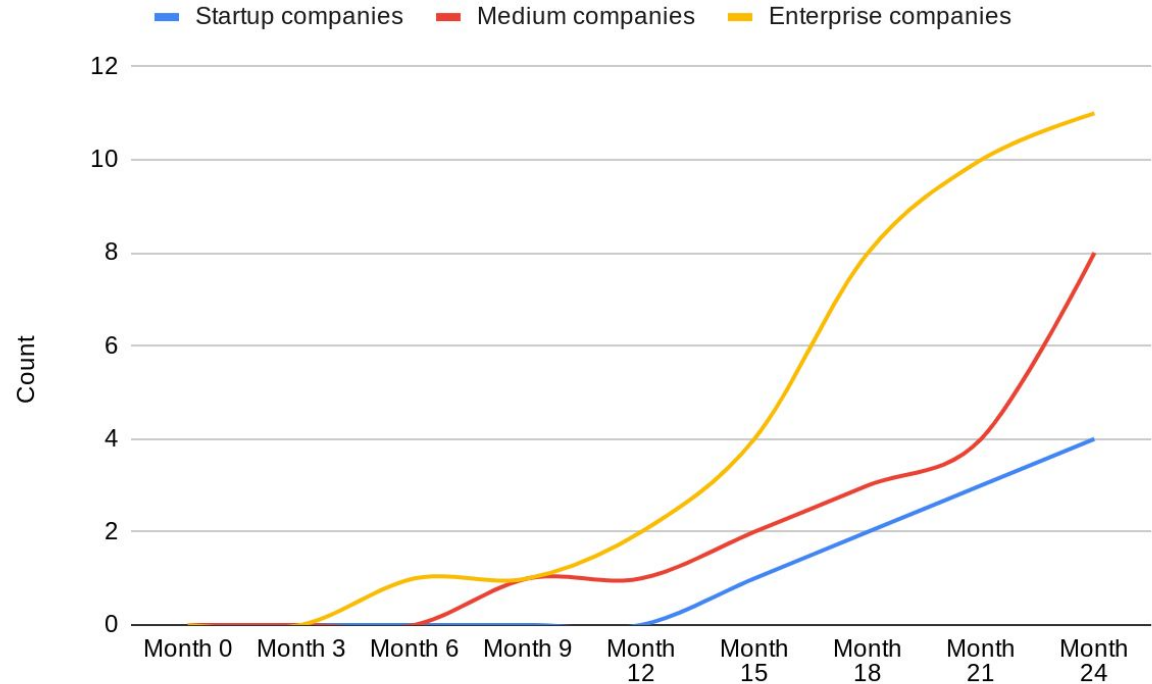9.4%

SuccessFactors
14.4%

Workday
22.6%

Taleo
22.4%

ONGIG

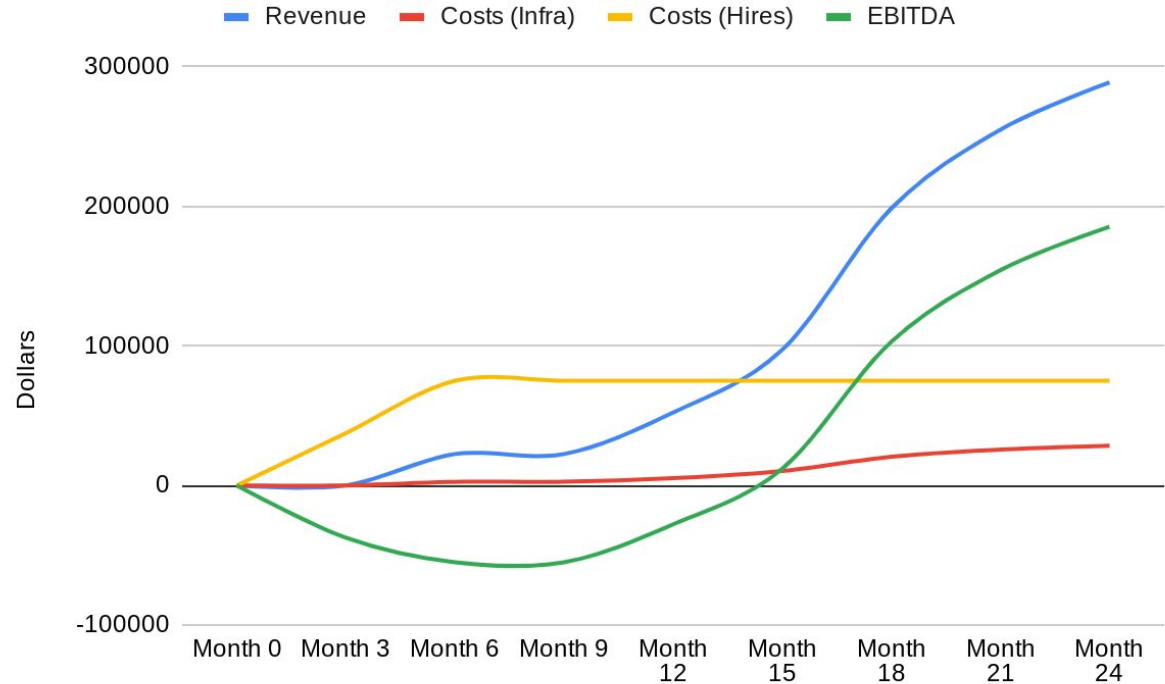Berkeley Sutardja Center for Entrepreneurship & Technology
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Financial projections

- Early emphasis on high-value enterprises
- Establish then iterate
- EBITDA positive <1.5yr
- Positive returns <2yr

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Financial projections

- Early emphasis on high-value enterprises
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- Positive returns <2yr

STOHKS

Legend: Revenue, Costs (Infra), Costs (Hires), EBITDA

Y-axis: Dollars (300000, 200000, 100000, 0, -100000)

X-axis: Month 0, Month 3, Month 6, Month 9, Month 12, Month 15, Month 18, Month 21, Month 24

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The *Unbiased* Go to Market

What are we selling? (Stage 1: MVP Offering)

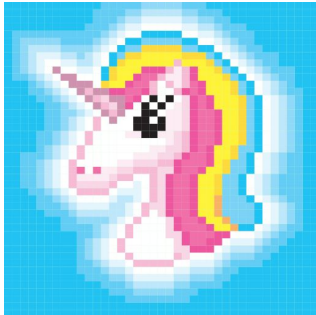- API integration with top 3 enterprise ATS systems: Workday, Taleo, SuccessFactors
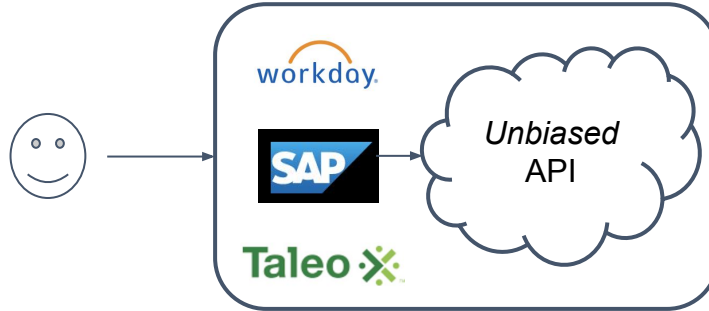
The *Unbiased* Go to Market

How are we going to get it to them? (Driving adoption)

Joint marketing with ATS integrators

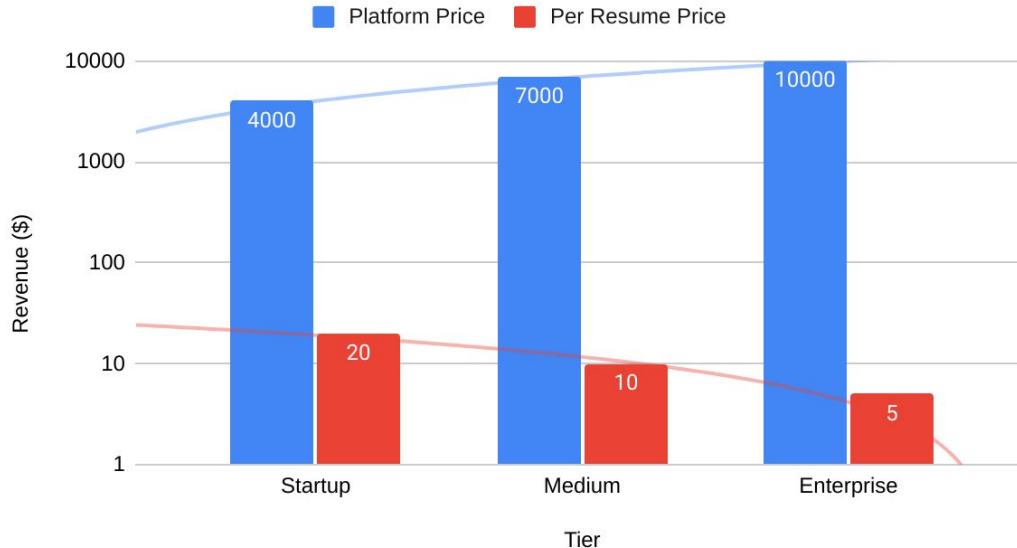Introductory offer: first 3 months are free

(startup and medium companies)

Step 1 (Job Reqs) are free

The *Unbiased* Go to Market

How are they going to buy it? (Tiered packages)

Revenue by Tier

■ Platform Price ■ Per Resume Price

Inputs

Outputs