Unbiased
Bias Mitigation in Your ATS
The *Unbiased* Team

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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

3: Interview Scoring
Rubrics generate hire/no-hire calls based on inputs from interviewers

4: Offer Creation
Algos using Radford + internal data ensure compensation is equitable based on market and existing employees
Unbiased: On Your ATS (example: Workday Recruiter)

Assessments auto-scored on rubric

Questions auto-populated from job description

Deep Resume Blinding
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
## 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?**
API integration with top 3 ATS: Workday, Taleo, SuccessFactors

**How?**
- Joint marketing with ATS
- 3 month trial
- Job Req’s free

**Packaging**
- 3 tiers
The Unbiased Go To Market

What?
API integration with top 3 ATS: Workday, Taleo, SuccessFactors

How?
Joint marketing with ATS
3 month trial
Job Req's free

Revenue by Tier

- Startup: Platform Price 4000, Per Resume Price 20
- Medium: Platform Price 7000, Per Resume Price 10
- Enterprise: Platform Price 10000, Per Resume Price 5

Packaging
3 tiers

Sutardja Center for Entrepreneurship & Technology
College of Engineering
Financial projections

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

[Diagram showing integration of Unbiased API with ATS competitors]
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
- 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**: 1.2%
- **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%

Source: Ongig
Financial projections

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

<table>
<thead>
<tr>
<th>Tier</th>
<th>Platform Price</th>
<th>Per Resume Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Startup</td>
<td>4000</td>
<td>20</td>
</tr>
<tr>
<td>Medium</td>
<td>7000</td>
<td>10</td>
</tr>
<tr>
<td>Enterprise</td>
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