WHITE CROW

The WhiteCrow project selects the most relevant candidate-vacancy and vacancy-candidate matches using AI.

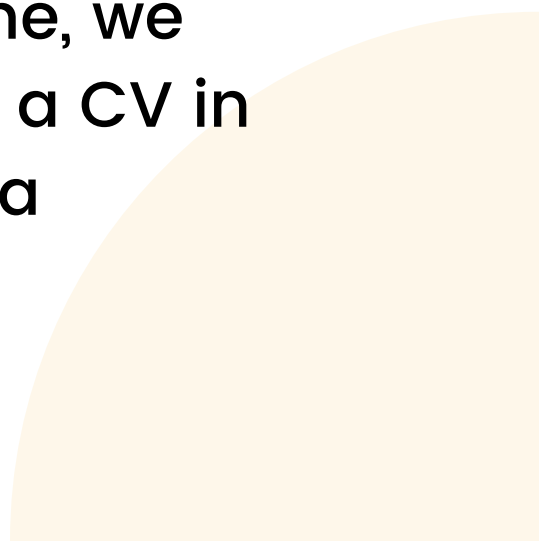Project stage: MVP

WHITE CROW IT community

Problems Nowadays

The development of any business is tied to IT, and when the world begins to emerge from the crisis, the demand for IT specialists will grow very quickly.

But it's very hard to find these guys. Moreover, we understand that in the next decade, the hiring trend will go into outstaffing, and therefore we have created a freelance service.

And since candidates do not like to waste time, we made an AI that can ask questions and write a CV in the Telegram chatbot mode. You can create a vacancy in exactly the same way.

We Are Here To Bring You The Solutions

Relevance

The AI system will compare the requirements of your vacancy and select the most suitable specialist for you, in addition, you can communicate with AI in telegram

Testing

The system of tests will help to make a portrait of the candidate and determine the level of proficiency in the necessary skills

CRM

The built-in CRM will help you keep all the information about the candidates you have communicated with and not to miss anything

Market

The global size of the recruitment software market in 2017 was estimated at USD 1.8 billion, according to the forecast, by 2025 the market volume will reach USD 3.1 billion.**

The market will have a growth dynamics owing to:
- needs for all flexible forms of employment,
- project work – the main trend of the coming years,
- deep transformation of business processes based on modern technologies.*

1,8 B$

2017

3,1 B$

2025

*MAGRAM Market Research (August 2020)
**fortunebusinessinsights.com/industry-reports/recruitment-software-market
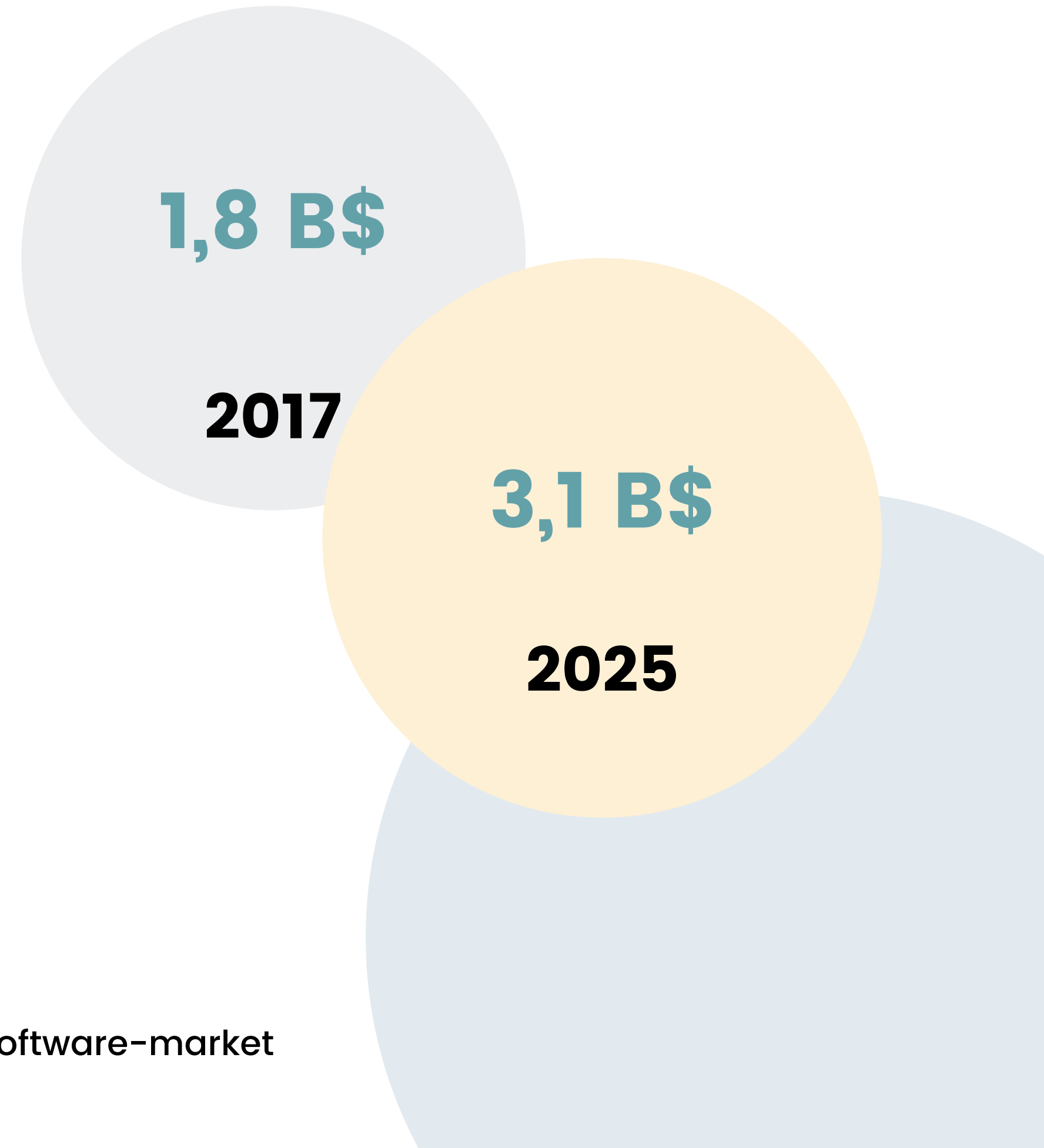
Functionallity

01 Built-in CRM

02 Freelance service

03 Community of IT specialists

04 Chatbot Chucky

05 Online testing system

06 World IT news with translation into 37 languages

Product Portfolio

Service readiness level

94 %
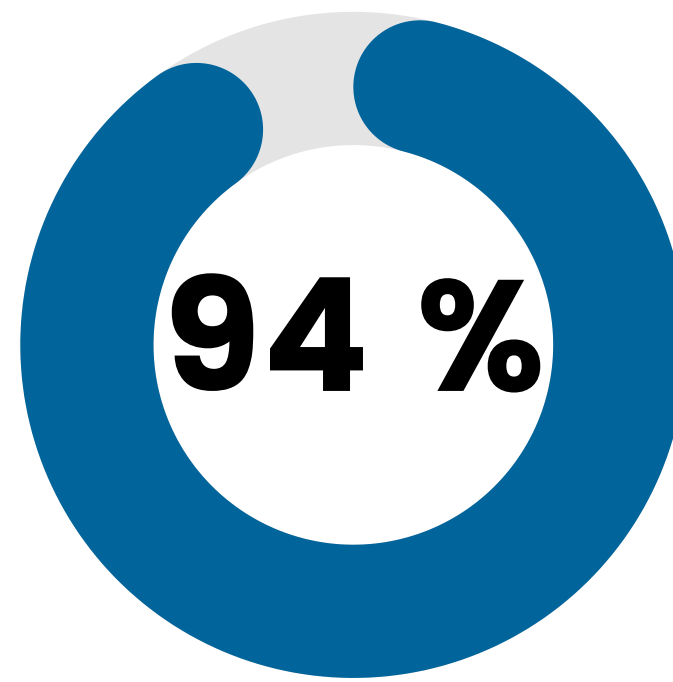
Service functionality

98 %
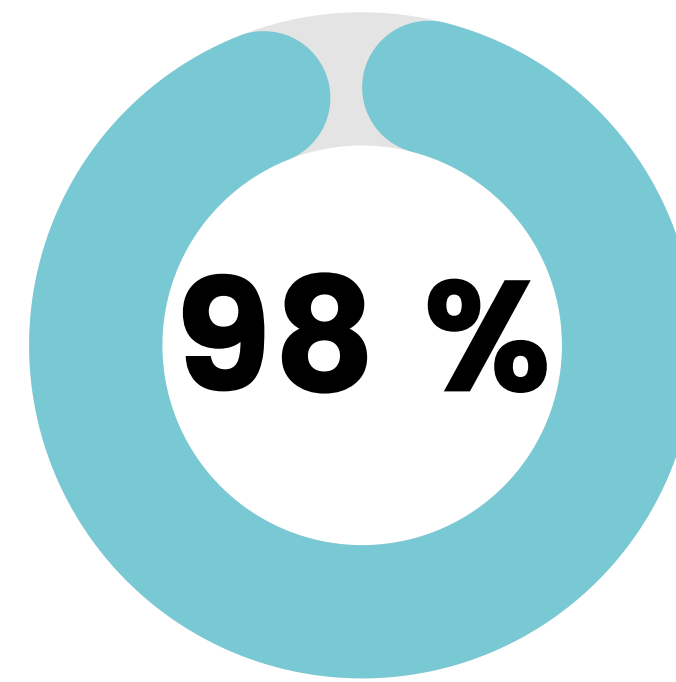
Recruitment
(requires finalization on design and layout)

100 %
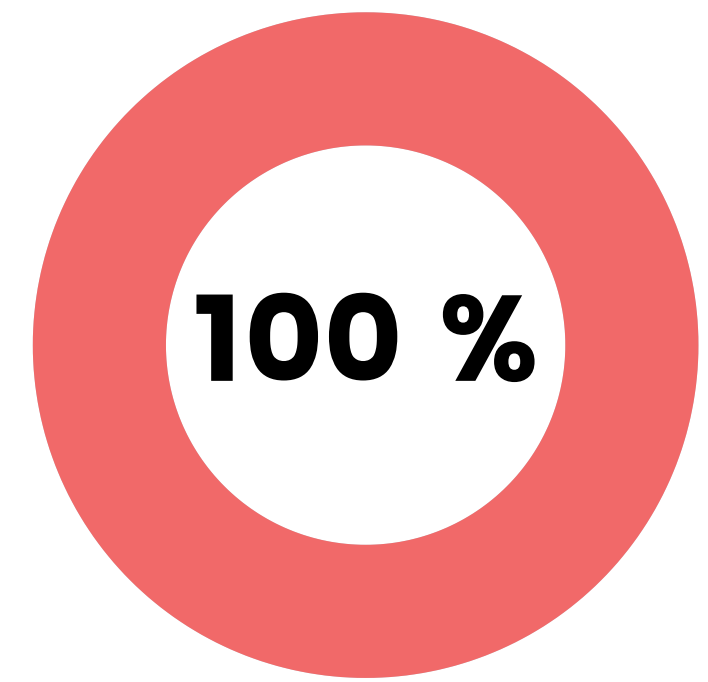
Functionality for translating all site content into 37 languages

60 %

Artificial intelligence
(after the redesign, AI was reset – training for HR topics is planned, it is planned to fine-tune the interaction of AI with the user via telegram)
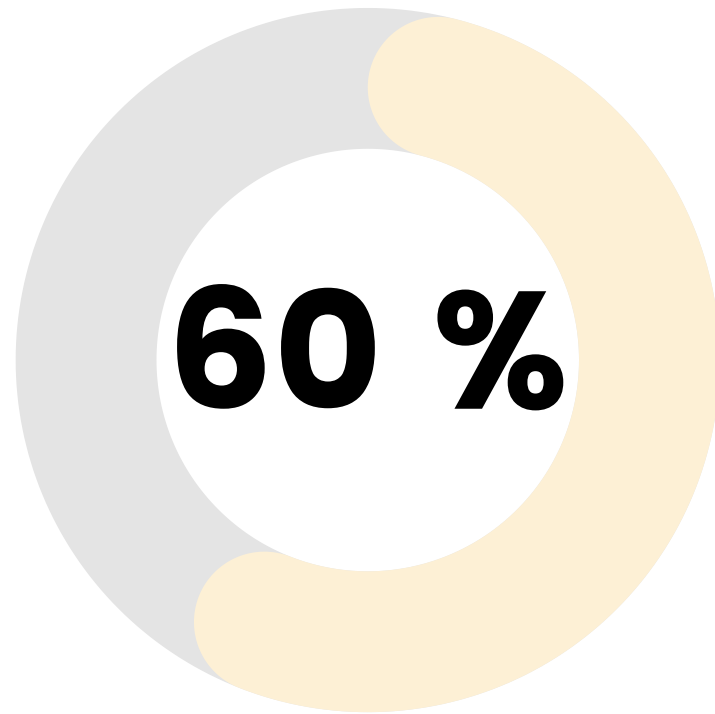
55 %
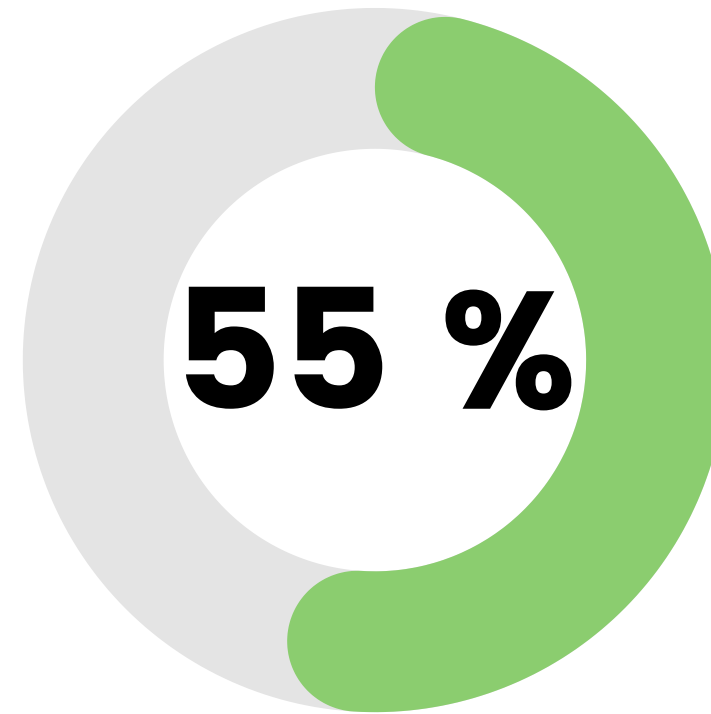
PR, marketing module
(the ability to create personal accounts of companies and publish articles from community members, it is planned to connect payment for reading articles)

30 %
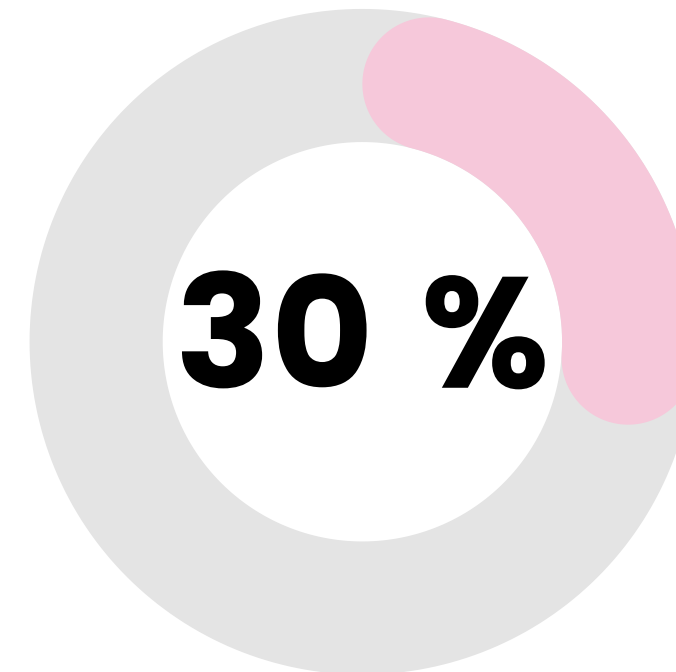
Candidate testing module
(it is already possible to create tests, it is planned to add tests for SoftSkills)

70 %
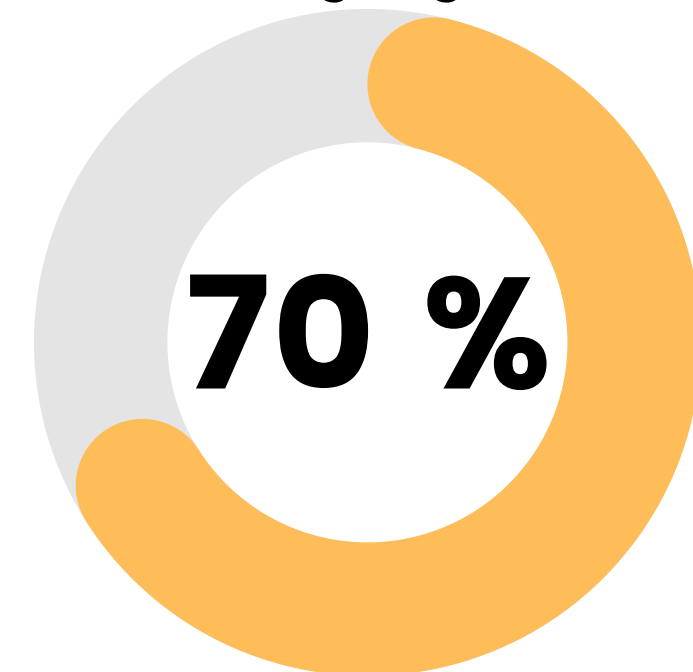
Freelance module
(it is planned to refine the search module + redesign)

Super Team

**Author of the idea
HR, MBA**

Anton Durnetsov

**Product manager
IT, MBA**

Alexander
Shchukin

Data science, AI

Marina Stroeva

TECHLEAD

Maksim Novichkov

**Design, frontend
development**

Vladimir Nikishin

**Creating math
models**

Vladimir Buber

**Backend and infrastructure
development**

Pavel Gubin

Competitors

Business model

The project will earn according to the SaaS model.

The average price that a user spends on solving a problem is around USD 120 per month for access from one account (there are various restrictions on viewing contacts or accessing the candidate database by time).

Our solution will cost USD 70 per month (viewing contacts, access to CRM, AI integrated with the platform and interacting via telegram, translation of content into 37 languages).

Types of monetization planned

01   Selling access to the CV database.

02   CPA (Cost Per Action). The principle of payment for promotional materials "for action". Payment to the advertiser occurs on condition that the client performs a "useful" action. In the form of a "useful" action can be the opening of CV, reading articles and other.

03   Freelance exchange with accurate matching of candidates and applications.

What will the partner get?

A partner is a company that will assume the rights and obligations, within its jurisdiction and the development of the country territories of the service. The key task will be to promote the project, where there will be two types of users: "candidates" and the main efforts to attract them, and "customers" - minimal efforts at first.

A partner - will receive a high percentage of all payments. At the same time, the Partner will be the primary recipient of all payments in this country.

Over the next 6 months, investments will be attracted to refine the entire functionality of the service.

Also in September 2022, a demonstration of the service in the Turkish techno park and a preliminary partnership with the Turkish side is planing. Primarily, we are looking for partners in countries such as: Brazil, China, India, South Africa. In the second place: USA, Canada, Australia, European countries.

Thank You

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