taita

AI pre-screening that lowers cost and time of hiring



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%-90% 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 hundreds of candidates a day.

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

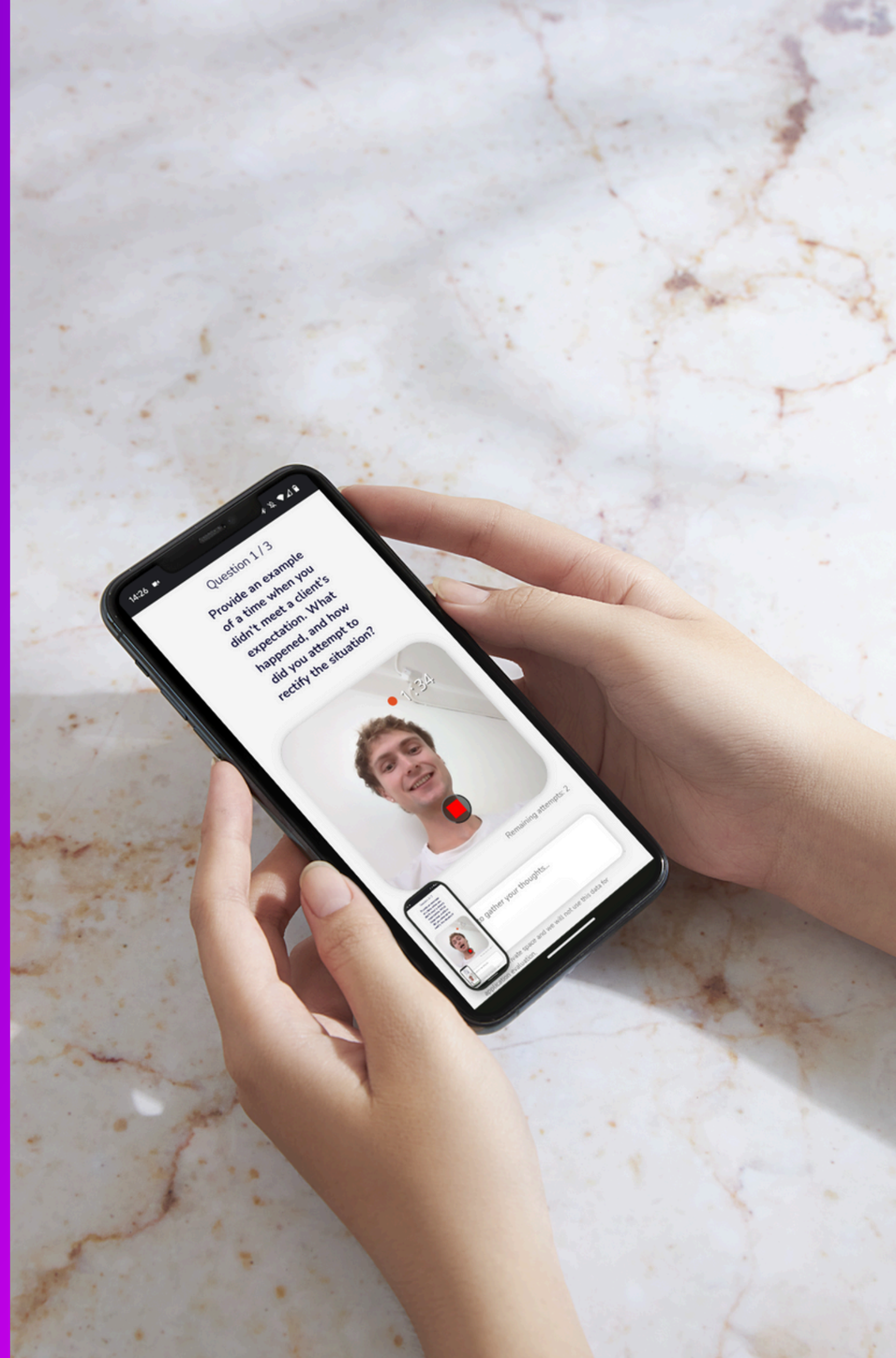
Screen candidates using transparent AI-based assessment that takes into consideration all candidate's experiences and job context.

Reduced Bias

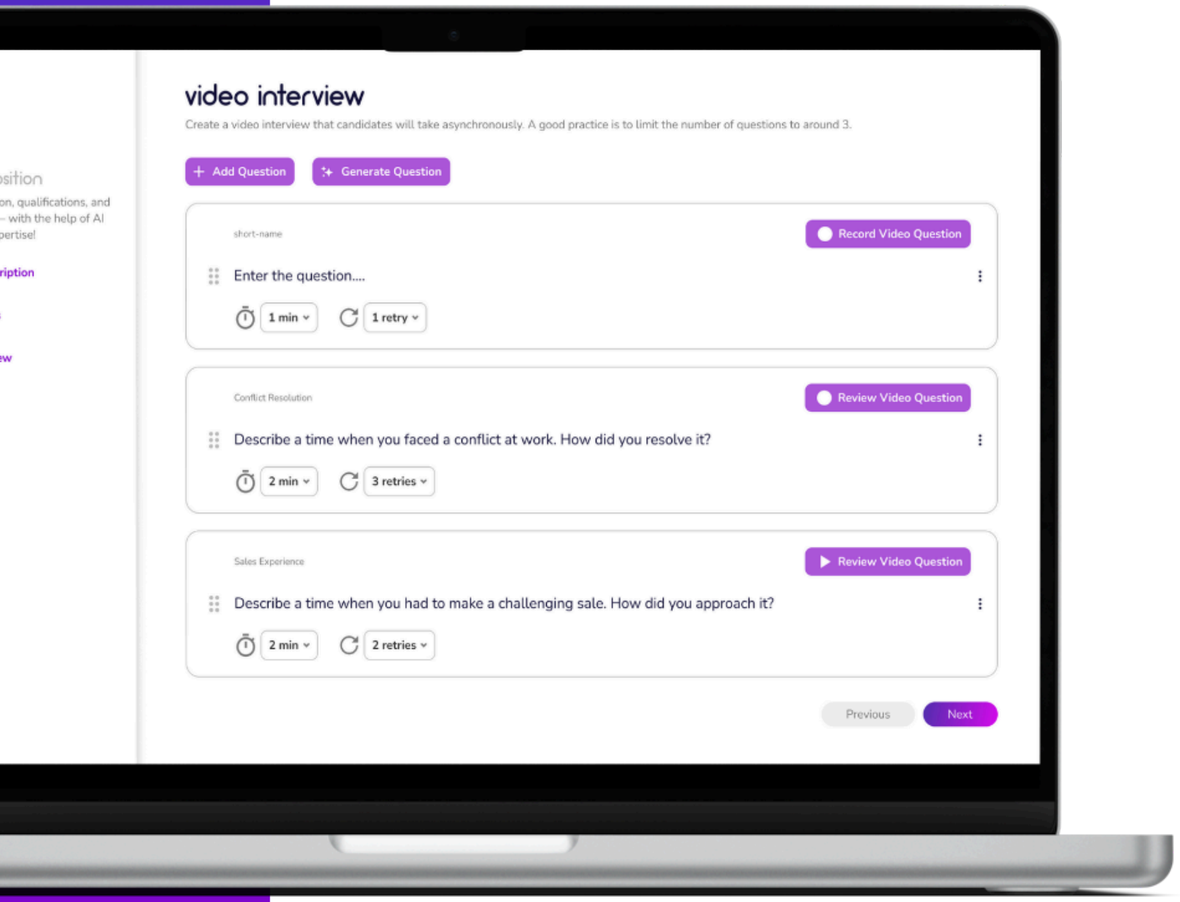
Our AI aims to be more impartial than human recruiters, mitigating subconscious biases.

Easy Integration

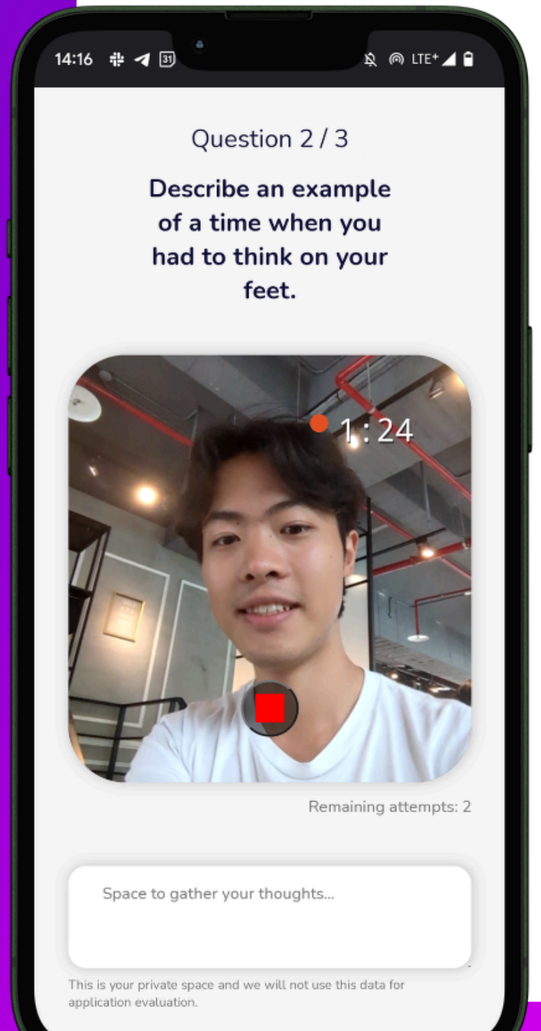
Taita seamlessly connects with existing ATS and other software — no need to switch systems.

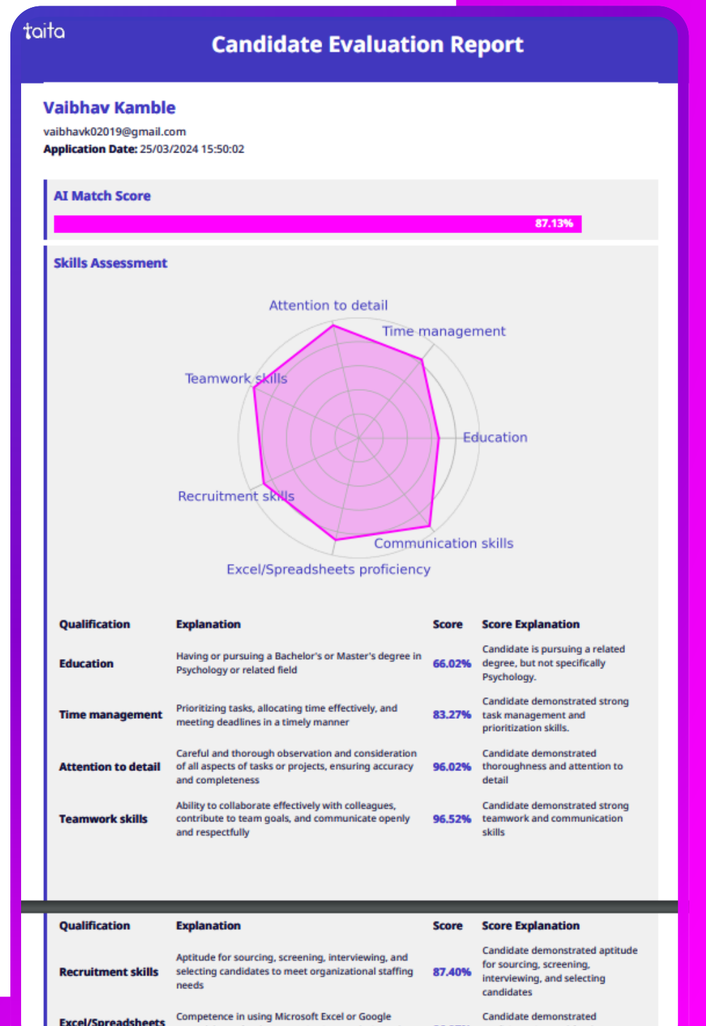


Step 1. Recruiters create a job description, qualifications and effective questions using AI.

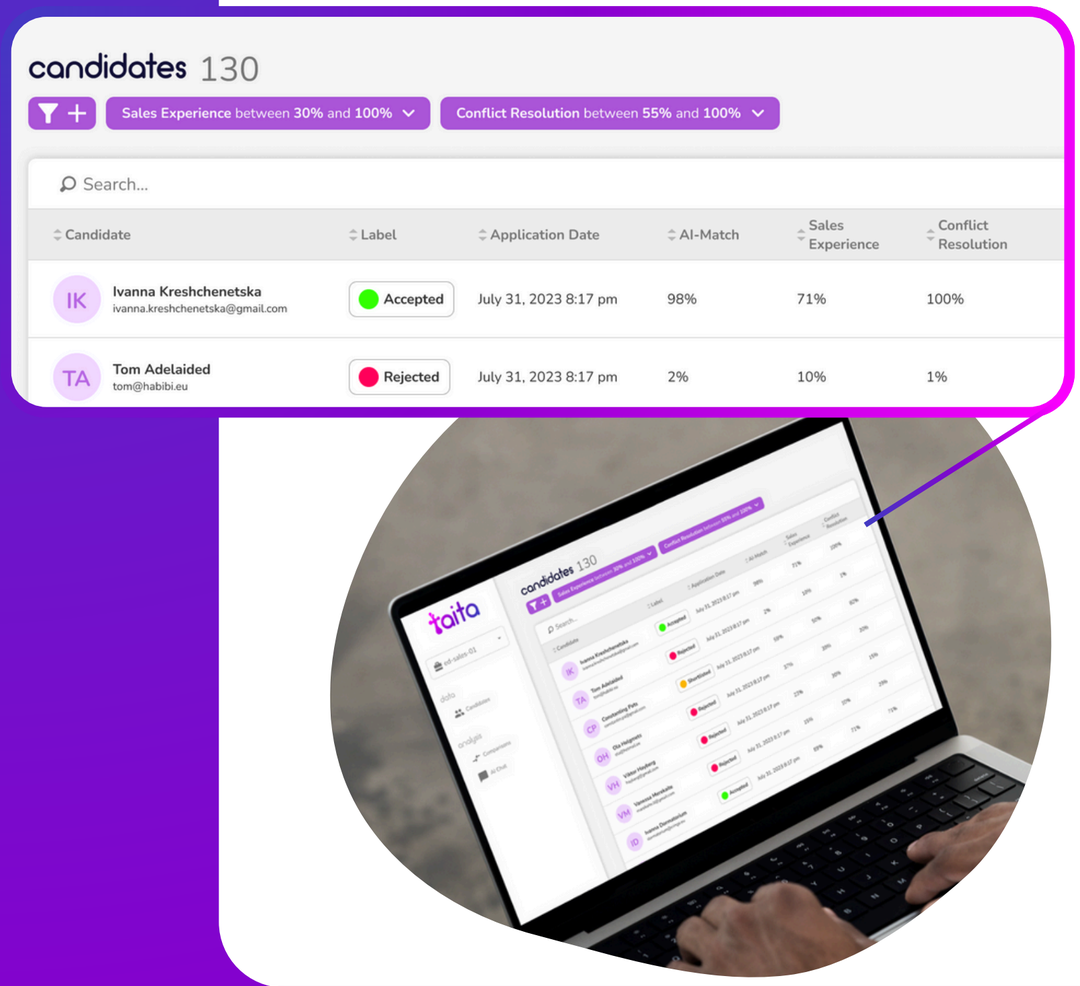


Step 2. Applicants complete interactive assessments asynchronously and receive comprehensive feedback.

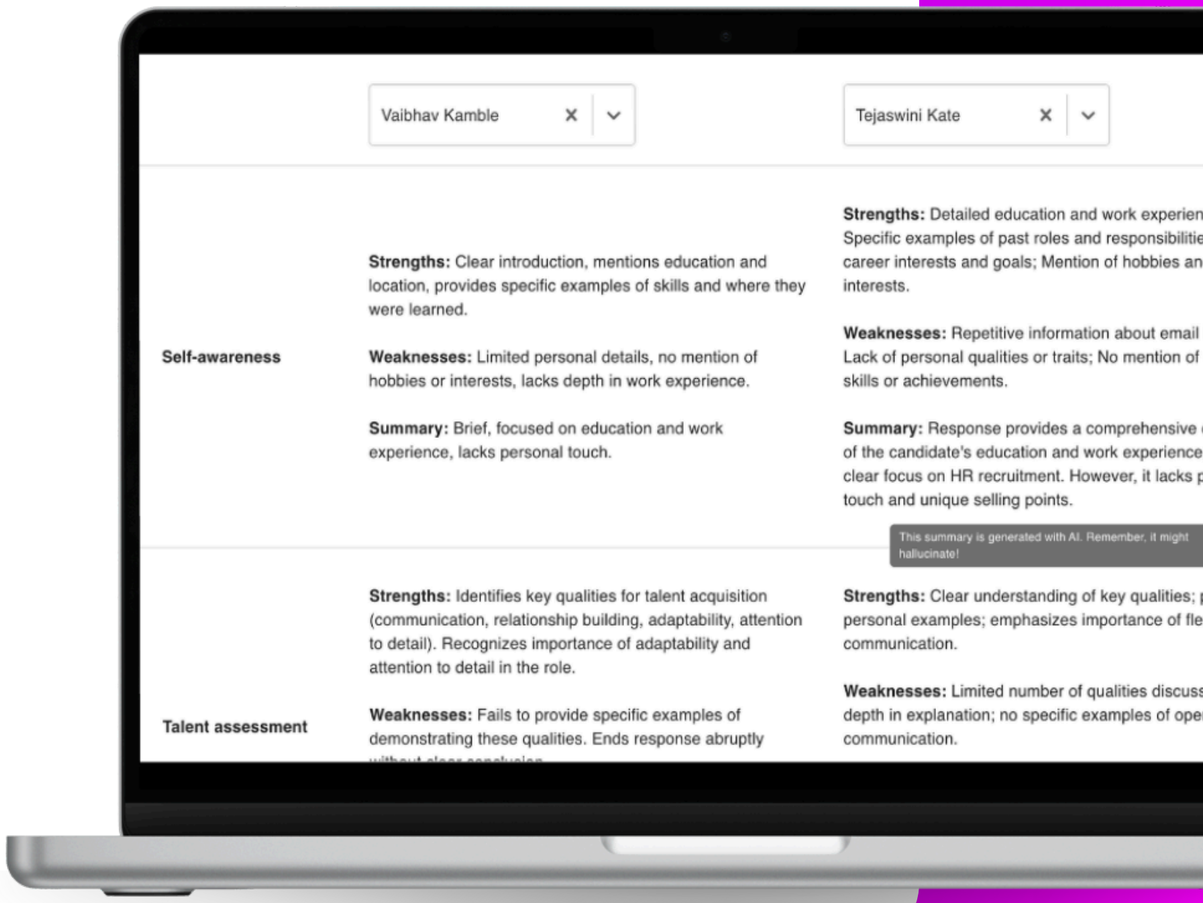




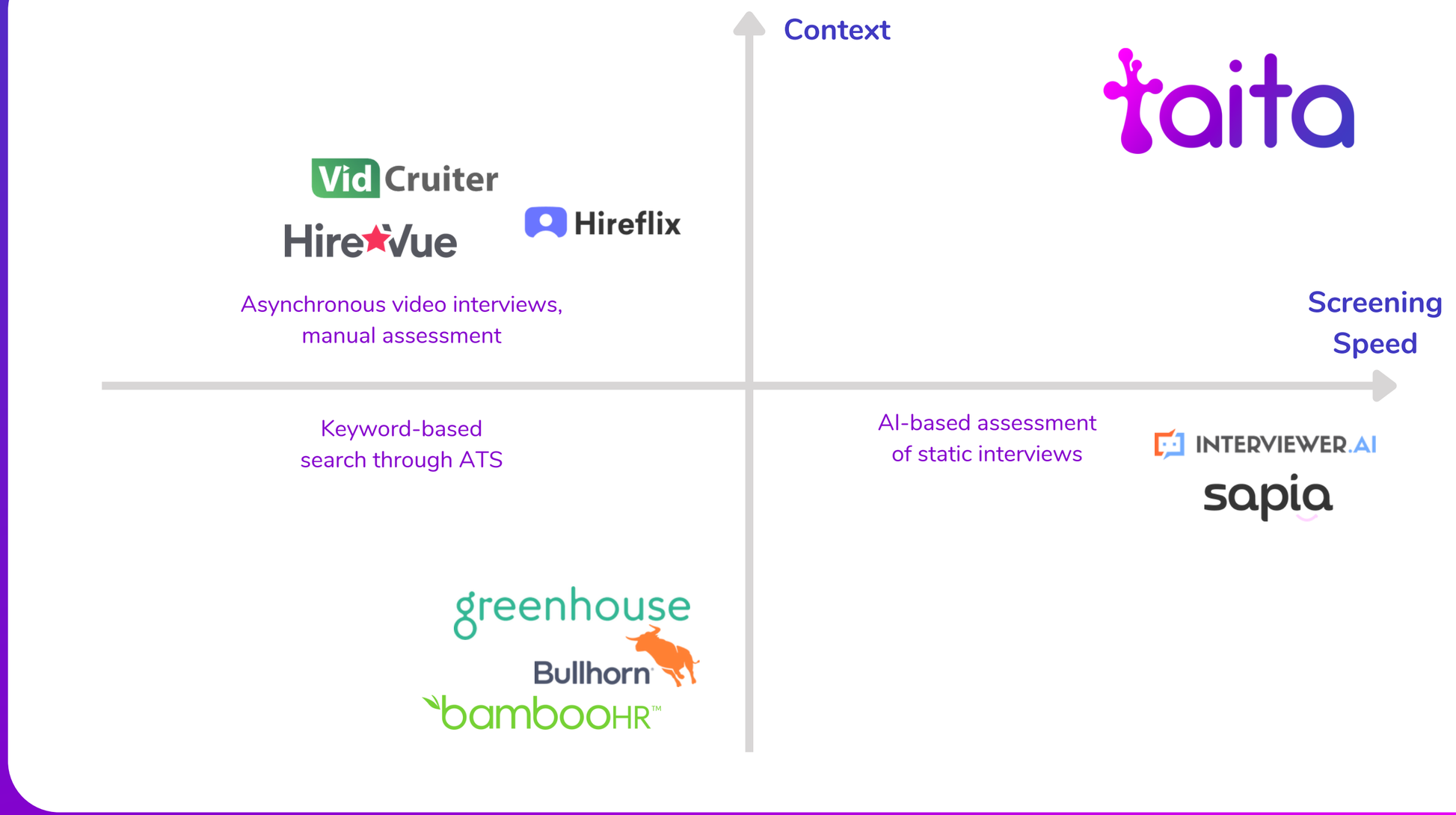
Step 3. Recruiters filter through candidates using comprehensive qualification-based scoring.



Step 4. Recruiters finalize the shortlist by comparing candidates side-by-side using smart summaries and highlights.



competitor analysis



target market

Companies, roles, markets with high applicant volumes

ICP

- Enterprise/Scale-up
- APAC (current focus: India)

Roles

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

Narrow TAM

$0.6B
2023

$1.1B
2030

7.8% CAGR↗

Pilot (Non-Paying) Customers in the Pipeline: 10+

founders

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 **Kumar Shantanu↗**

Ex-Veriff (YC unicorn); full stack SWE (7 yrs); product & design; expert in React.js, Node.js; TypeScript, Next.js



ML/AI Lead **Viktor Tsvil↗**

AI & ML, automation (6 yrs), expert in B2B predictive modeling, experienced data engineer and project architect



advisors

Samuli Salonen↗

Co-founder of TalentBee, a talent acquisition company; marketing & sales guru; expert in startup growth and corporate banking.



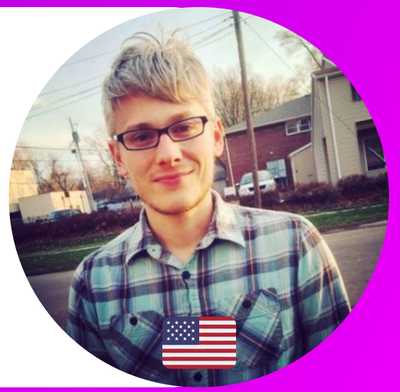
Özgür Özlük, PhD↗

Business strategy & operations expert, published in pricing and revenue management; CEO of a predictive analytics company.



Patrick Watson, PhD↗

Ex-IBM, computational neuroscientist, specializes in AI & ML, and software development; researcher in computational, engineering, and cognitive computing.



milestones

June - Aug 2023

AI Lab in Tokyo (Softbank's DeepCore x Minerva University). ~$30,000 grant in housing/stipends.

August 2023

First hire made with an MVP, tested on ~20 applicants.

October 2023

Closed beta launch. 20 recruiters gave comprehensive feedback on the first iteration.

November 2023

Market pivot from EU to APAC (India).

March 2024

Large-scale system & applicant experience test on ~150 applicants; second hire made with another pilot.

April 2024

1 new deployed pilot on 2 roles; 10 pilots preparing for deployment; Kumar joins the team as CTO

case study

êxponent

- Fast charging for EVs
- ~200 employees
- Based in India

Solution

Taita handles screening & the initial interviewing, drastically reducing the time spent on screening and overall time to hire.

Challenges

- 2 roles open for 3+ months.
- Very particular requirements.
- For each role, on average, 500 candidates rejected during screening, 200 interviewed but not hired.

Results

100h+
of interviewing & screening

➤

5h
of interviewing shortlisted candidates



Georgi Sokolov↗

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