RecruitLab

THE RECRUITMENT MARKETING ATS

with video recruitment tools & visual pipelines

(Made by recruiters for recruiters)

>75 paying customers

500+ monthly active users
350+ weekly active users



14.2%
MoM Revenue Growth
(9 Mo average)

€15,301
Revenue

€7,367

2x in last 6 months

4x in last 12 months

€4,070

RecruitLab

€736

ARIKO RESERV · rademar · dpd · KPMG · TALLINK · FRAMM · Lindström · HANSABUSS · THERMORY · ADRESTIA THERAPEUTICS · UCS

Recruitment has changed

in past few years **but old recruitment tools have not**

Growth drivers of the recruitment technology:

- **The Great Resignation** - employee turnover is increasing
- Diversity of applicant sources is increasing
- Text-based job ads don’t attract candidates. **Recruiters need marketing tools**
- Recruitment = **video recruitment**



61% of recruiters

say their stress level has increased

Most recruiters struggle

- with tedious tasks
- a lack of candidates



61% of recruiters
say their stress level has increased

More than 60% of people do not search for a new job

Only ~15% searching for a job

Applicant Sources

>60% passive candidates

~15% active candidates

Referrals | Social media | Career Pages | Paid Ads | Ext. Databases | Talent Pool

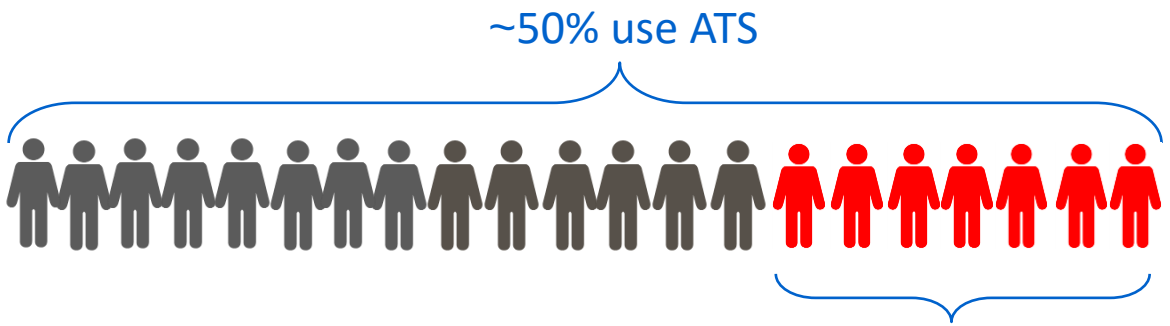
Google Ads | facebook | LinkedIn | Instagram | AngelList | MeetFrank.

indeed | glassdoor | MONSTER | ZipRecruiter | CareerBuilder®

>10,000,000 recruiters

3x in last 2 years

the need for recruiters has grown



Enterprise
Tech companies
Global companies

>10,000,000 recruiters

3x in last 2 years

the need for recruiters has grown

~50% use ATS



>30% not happy

Enterprise
Tech companies
Global companies

~50% use „.xls and Outlook“

SMB
Freelance recruiters
Small recruitment agencies
(Health)care

Manufacturing
Retail
Services
Transportation

>10,000,000 recruiters

~12% CAGR

~50% Growth

icims
greenhouse
recruit crm
Taleo
LEVER
KeneXa
Bullhorn
workable
Beamery
SmartRecruiters

RecruitLab

Manatal
Teamtailor
recruitee
breezy

~50% use ATS

~50% use „.xls and Outlook“



>30% not happy

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RecruitLab reduces time spent on hiring by 70%



>10x ROI on RecruitLab

Better candidate experience is a bonus

Better recruiter experience is an extra bonus



No-code marketing & recruitment tools that recruiters love

One single app to manage a full recruitment cycle

5-min to adapt & sticky software (SaaS)

- Recruitment marketing
- Video recruitment
- Visual pipelines
- Collaboration tools
- Recruitment Intelligence *



NPS: 77

1,1%
Av. monhtly Churn of Logos

0,8%
Av. monthly MRR Churn

Different in 3 dimensions

- >5.000.000 **recruiters need a simplicity** for a mass-adoption of automation tools
- Unique combination of **recruitment marketing**, pre-selection AI* **and video recruitment**
- **Recruitment Intelligence** that makes the difference

User Experience

Unique visual user interface that recruiters love

- 5-minutes to implement
- Visual Recruitment Pipelines
- Easy Video Recruitment
- Simple collaboration tools
- Recruitment Intelligence (analytics and AI)

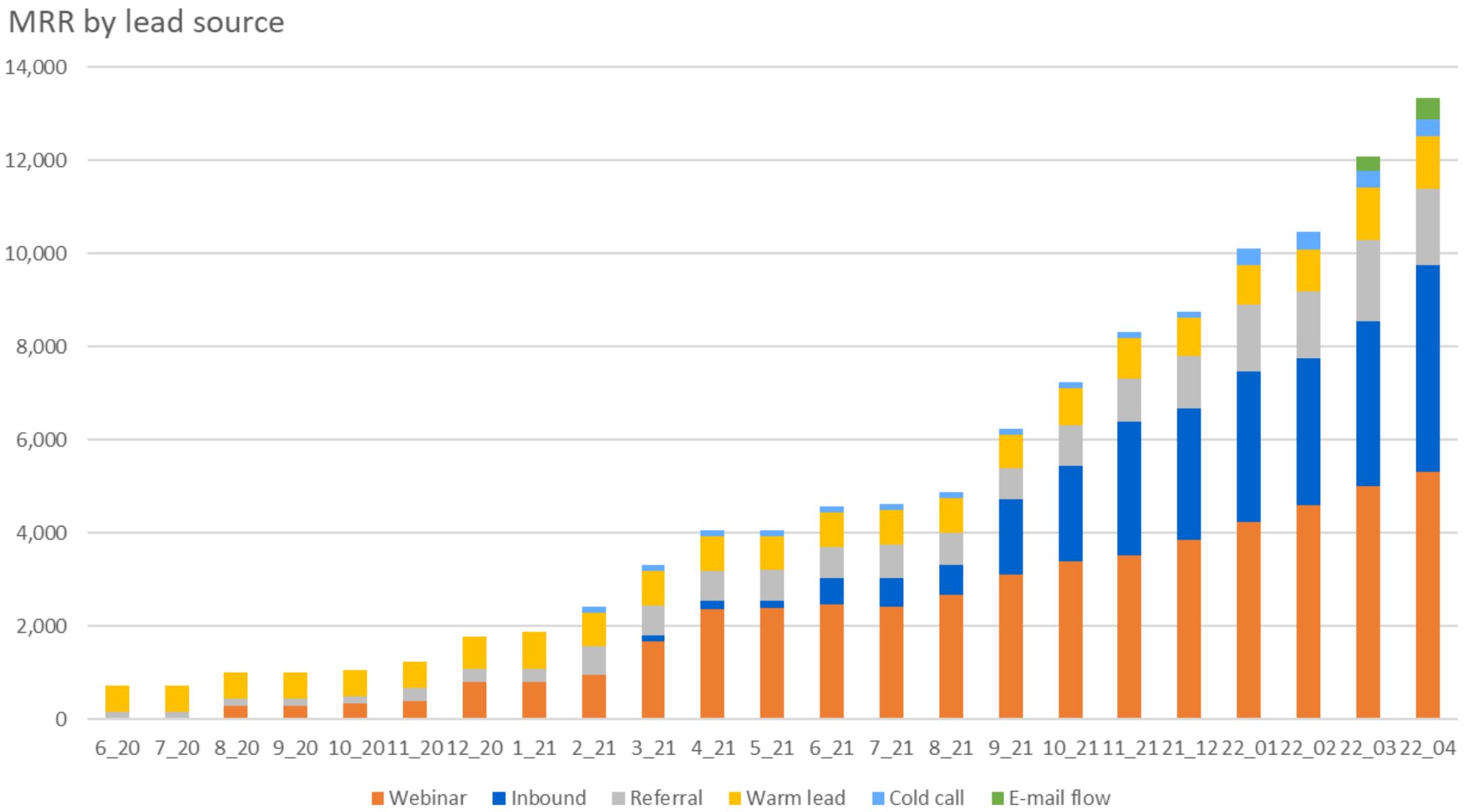


Unique combination of recruitment marketing and video recruitment tools

Loved by recruiters **hiring to sales & service roles** or to **many different roles**

	ATS	Video (+ ATS)	ATS + Marketing	ATS + Marketing + Video
Affordable	Recruiterflow, recruit crm, recruitee, CATS	JazzHR, breezy, willo	Teamtailor, Jobtip, Manatal	RecruitLab
Expensive	Bullhorn, loxo, KeneXa, SAP SuccessFactors, icims, Taleo, LEVER, Beamery, greenhouse	VINCERE, SPARK HIRE, JOBVITE, Vid VidCruiter, HireVue	Jobilla, SmartDreamers	workable

Sales & Marketing Model



Sales & Marketing Model

WEBINARS

Qualification CALLS

39%

€130
(Cost per Demo)

DEMOS

31%

€336
(Webinar cost per Client)

Clients

SEM & SEO

Website visitors

DEMOS

€563
(Cost per Demo)

25%

Clients

€2,250
(Ad cost per Client)

LTV > €12,400

$$\frac{LTV}{CAC} > 4x$$

1,1%	0,8%	NPS: 77
Av Monthly Churn of Logos	Av. Monthly MRR Churn	

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We will win this market, because…

Founders team with strong domain experience

Experienced in technology, recruitment and marketing domains. Have built up several successful companies. **Proved operational efficiency.** Worked together for a long time

Read about the team here>>

Unique positioning and customer segments who can't resist us

Perfect for Sales & Service roles' hiring
Recruitment marketing, video recruitment, Recruitment Intelligence

Easy to adapt and sticky software

Made by recruiters for recruiters.
To automate tedious tasks, give control over recruitment processes and save >50% of time

» RecruitLab offers the best recruiter experience. «
Paavo Heil, CEO



A strong and diverse team of 6 people with a solid domain experience

worked together for many years



Paavo Heil | Co-Founder | CEO

12 years in recruitment and technology

As CEO of CV Market (a leading job board) grew business 6x in 5 years, from 400 KEUR to 2.4 MEUR. Built together with Marie #1 recruitment marketing agency in Estonia in 6 years.



Karl-Sander Erss | Co-Founder | CTO

Karl builds software products that people love. Full-stack dev experience from projects with cross domain development need, including Kinnisvara24.ee together with Paavo. Karl's background is in genetic engineering and bioinformatics.



Marie Evart | Co-Founder | CMO

9 years in recruitment industry

Experienced in technology recruitment in Playtech and agency recruitment (CV Keskus, Brandem).

Built #1 recruitment marketing agency with Paavo and managed a team of 9 recruitment consultants.

€ 300 000 pre-seed

funding from founders of Pipedrive (**Urmas Purde, Timo Rein**), **Peep Vain** and Superangel.io in April '21

pipedrive SUPERANGEL

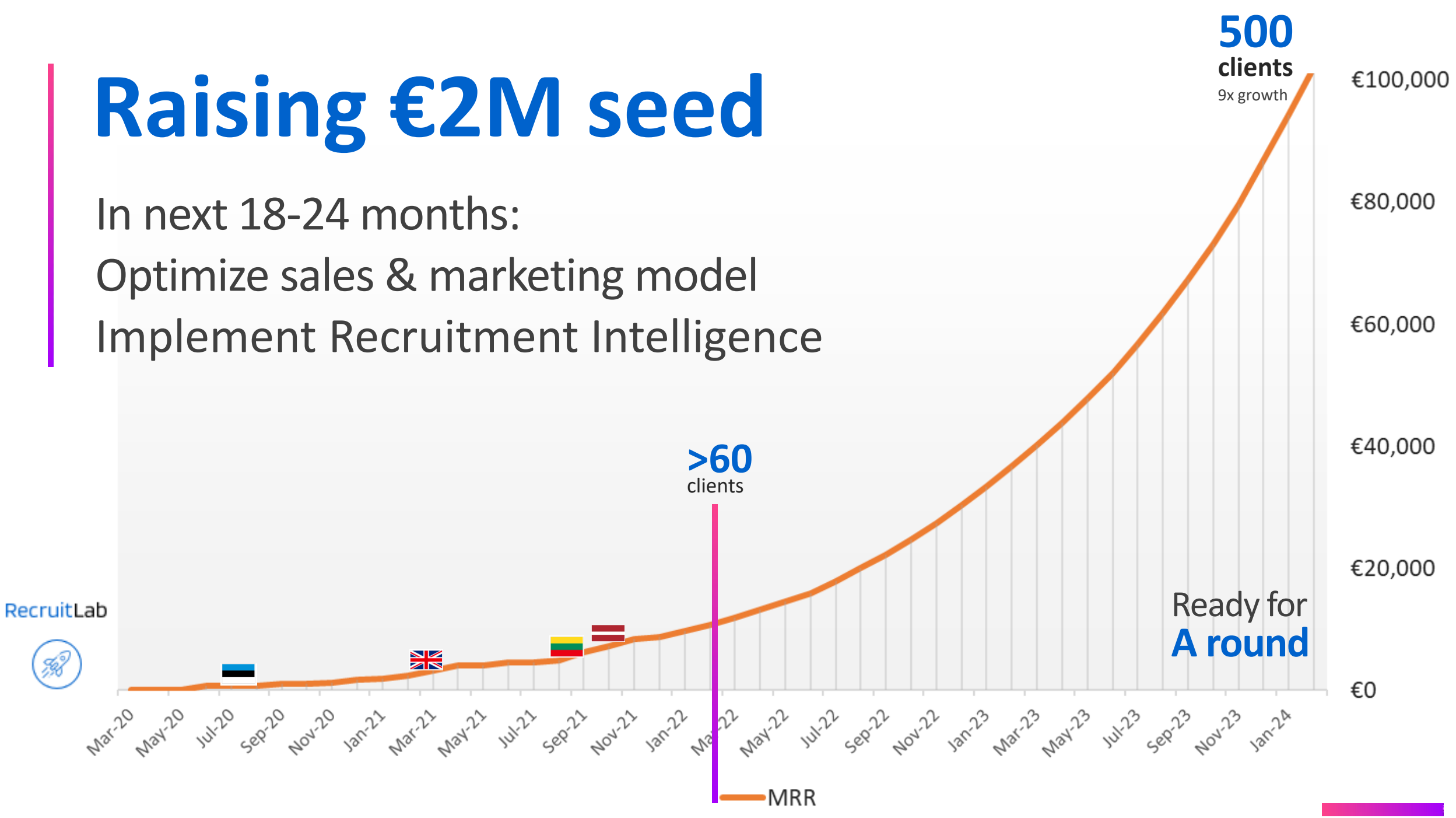

MÄNGURUUM
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Raising €2M seed

In next 18-24 months:

Optimize sales & marketing model

Implement Recruitment Intelligence



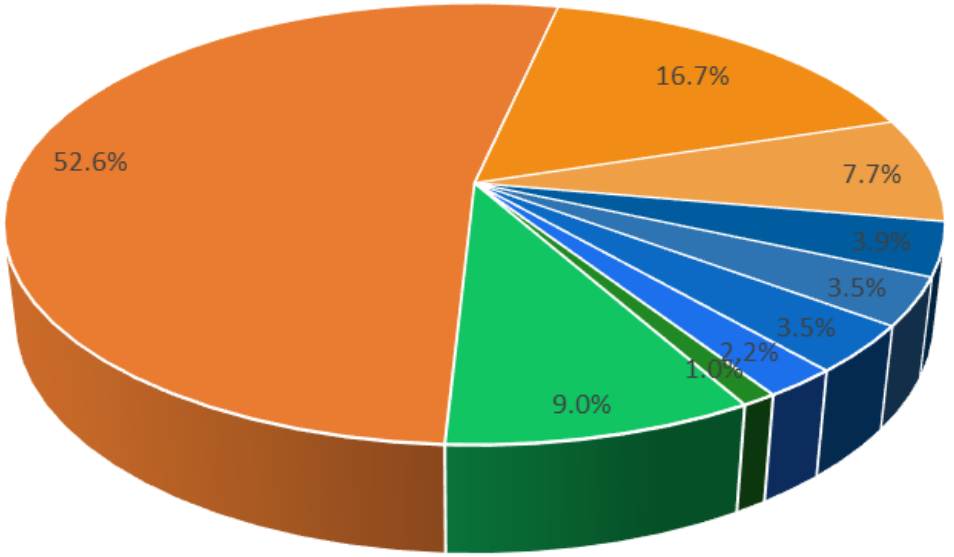
We’re on a way to help >100,000 recruiters globally

The Recruitment Marketing, Automation & Intelligence Platform that makes recruiters happy



Recruitment has become to a large extent a sales&marketing function, but no tools exist for comprehensive deployment, reporting, and intelligence. We will fix it. Thousands of recruiters and hiring managers nudged by the networking effect on the RecruitLab platform open us a data opportunity to use in Recruitment Intelligence functions. Also it will be a bases for a recruitment services marketplace without a chicken and egg problem.

Cap Table



Fully Diluted Shares %

- Paavo Heil; 52.6%
- Karl-Sander Erss; 16.7%
- Marie Evart; 7.7%
- Peep Vain; 3.9% (Pre-Seed Investor)
- Urmas Purde; 3.5% (Pre-Seed Investor)
- Timo Rein; 3.5% (Pre-Seed Investor)
- Superangel.io; 2.17% (Pre-Seed Investor)
- Allocated Option Pool; 1.03%
- Unallocated Option Pool; 8,97%

€ 300 000 pre-seed

from founders of Pipedrive (**Urmas Purde, Timo Rein**), **Peep Vain** and Superangel.io in April ‘21



Share Class	Ownership
Common Shares	76,96 %
Preferred Shares	13,04 %
Unallocated Option Pool	8,97 %
Allocated Share Option	1,03 %

Thank you!

RecruitLab

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Appendix

HR & Recruitment Tech Stack



More than 60% of people do not search for a new job

Applicant Sources

>60% passive candidates – do not search for a new job

~15% active candidates



Referrals | Social media | Career Pages | Paid Ads | Ext. Databases | Talent Pool

indeed | glassdoor | MONSTER | ZipRecruiter | CareerBuilder®

Recruitment marketing and candidate experience tools

Recruitment automation, sourcing & AI

Recruitment Software

- Landing page tool
- Application forms' tool
- Social Media advertising
- Job distribution
- Chat bots
- Applicant Tracking (ATS)
- Visual Custom Pipelines
- Live video interviewing
- Interview Scheduler
- One-way video interview
- Automated funnels
- GDPR Automation
- Bulk messages
- Collaboration tools
- Pre-selection AI
- Sourcing tools
- Text messages
- Recruiting Intelligence
- Employee Referrals
- Onboarding
- Reference Checks
- Background Checks
- Assessment tools

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Hired Candidates

HRMS

- Onboarding
- Payroll
- Vacations
- Working time
- Perks & Benefits
- Wellbeing
- Prof. Development
- One-on-One
- Assessment
- Survey tools
- Performance Mgmt
- Reporting