Immediate issue addressed by the project

The current HR paradigm is built around algorithms predicting how efficient an employee will be. Basically, it is focused on assessing the past experience and résumé-writing skills.

Meanwhile, the only competency that actually guarantees success in the modern world is the ability to adapt, learn and discard the experience that is no longer relevant. HR Helper concentrates the expertise in the area of professional orientation, motivation, professional training for "mass production" of general trades specialists.

Metrics

The hypothesis has been discussed with the representatives of Sberbank, MTS, Superjob, HeadHunter. Agreement has been reached to test the finished product.

Project/Product

E-HR Helper is a tool addressing the training and professional advancement needs of general trades specialists and for maintaining the qualifications of candidates. C-HR Helper is a tool to draw job seekers to general trades professions, evaluate qualifications, find gaps between job requirements and the training, professional advancement needs, automatic hiring and online on-boarding.

Architecturally, the two parts represent a single portal solution and native mobile applications. The main portal page contains widgets for the main professions, which initiate different scenarios depending on whether the user is a job seeker or a company.

On the candidate's side, the scenarios are configured for identifying his/her aptitude and abilities to perform certain tasks, and building an education trajectory that helps him/her to get the necessary qualifications online. On the company side, all scenarios are aimed at training the right specialists, not on screening the available ones. As the central transaction, the employer accepts a secure platform certificate as a basic document certifying education and readiness to automatically hire employees at the top of the education ratings.

Business Model

Candidates pay for basic education and for receiving the right qualifications.

Companies pay corporate subscription fee for using the basic features (searching among the candidates trained) and extended fees for the ability to use the platform for customized personnel training. The platform also provides access to brands, which can promote partner products for the target audience of mass E-projects: credit cards, e-insurance, car sharing, etc. on a commission basis.

Market

In 2016, the market for full-time staff hiring off-services was worthy about 7 billion rubles. HeadHunter alone generated more than 3 billion rubles in revenue.

The companies spent at least one trillion rubles to hire and on-board the employees in 2017.

The project seeks to raise €250,000 in exchange for 20% business share, which will be singled out into a dedicated LLC, with 20% going to the investor, 10% to the platform developer (E.Queo LLC), 20% to product owner (Actum), 10% reserved as share options for the team, and 40% for the second round of investment, intended to upscale the business outside of Russia.

ACTUM