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DATA-DRIVEN RECRUITING

upsider.ai

Recruiting hasn't changed much in the last 30 years

JOB BOARDS

Very Low Conversion

$9b spent annually

RESUME SEARCH

100% Manual

$4 billion spent annually

STAFFING AGENCIES

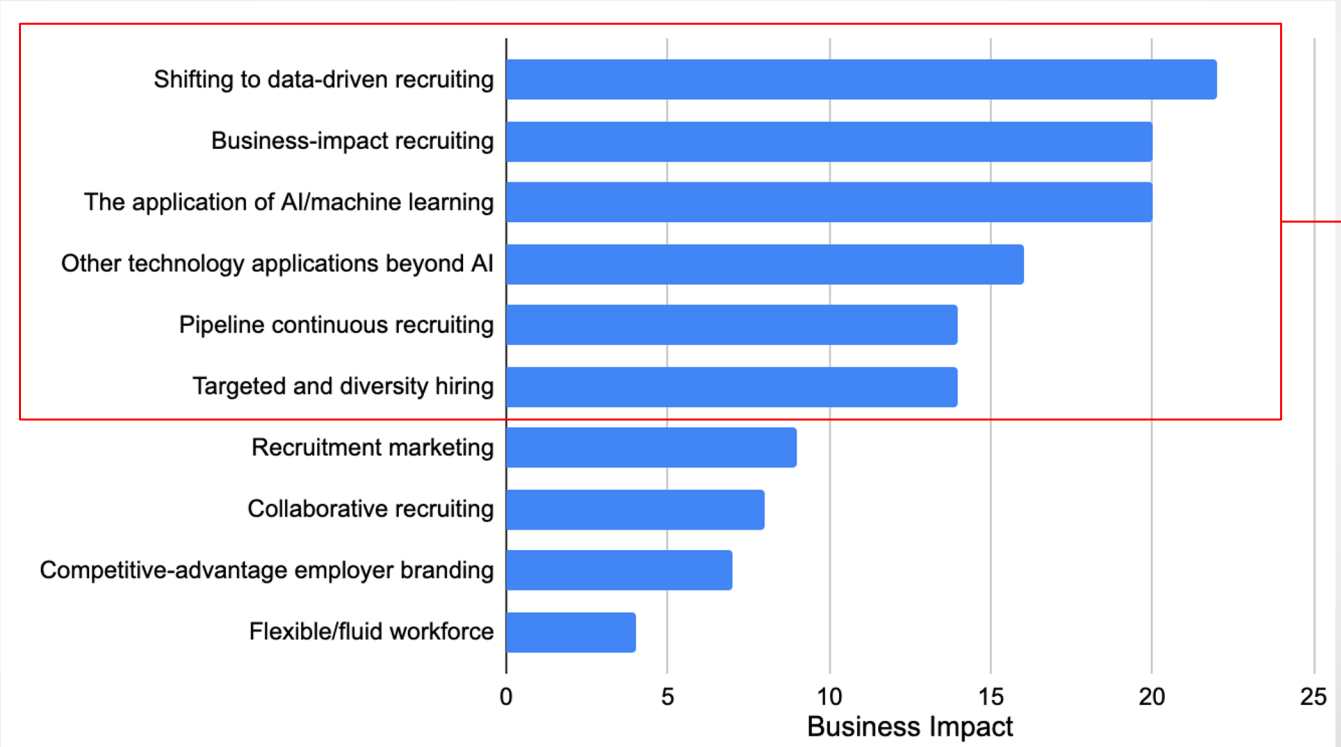
Expensive and No Guarantees

$161 billion spent annually

Manual, Repetitive, Unpredictable, and Expensive

Companies are starting to look for data-driven solutions

2020 desired recruiting investments for high growth companies, ranked by business impact



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This was our thesis when starting the business.

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Source: ERE.net

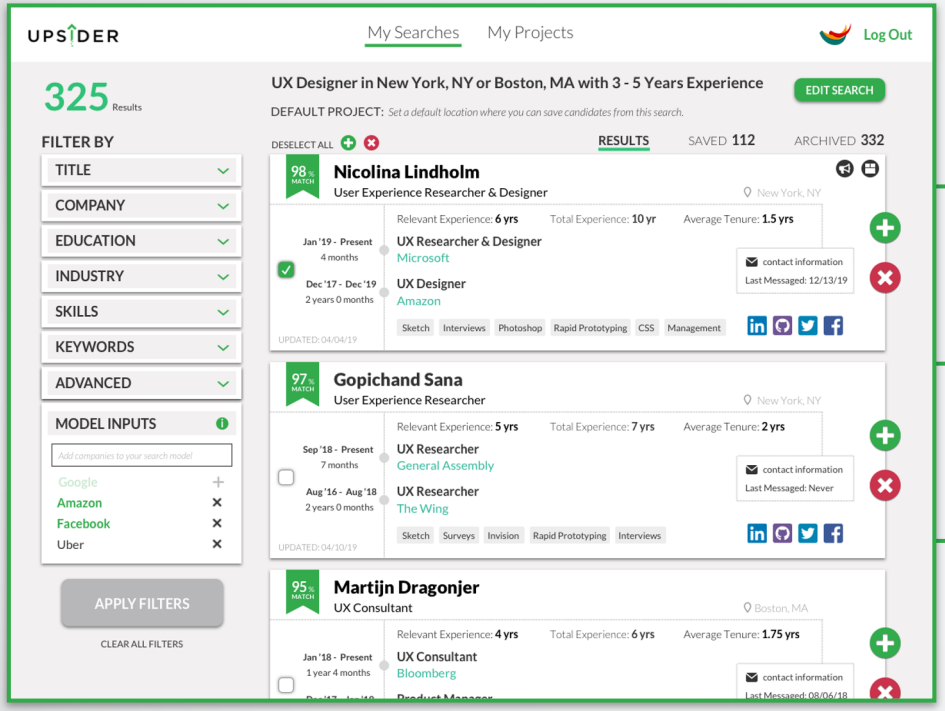
Upsider solution

Upsider platform wraps a layer of AI around the key sourcing steps:

Candidate Identification

Engagement

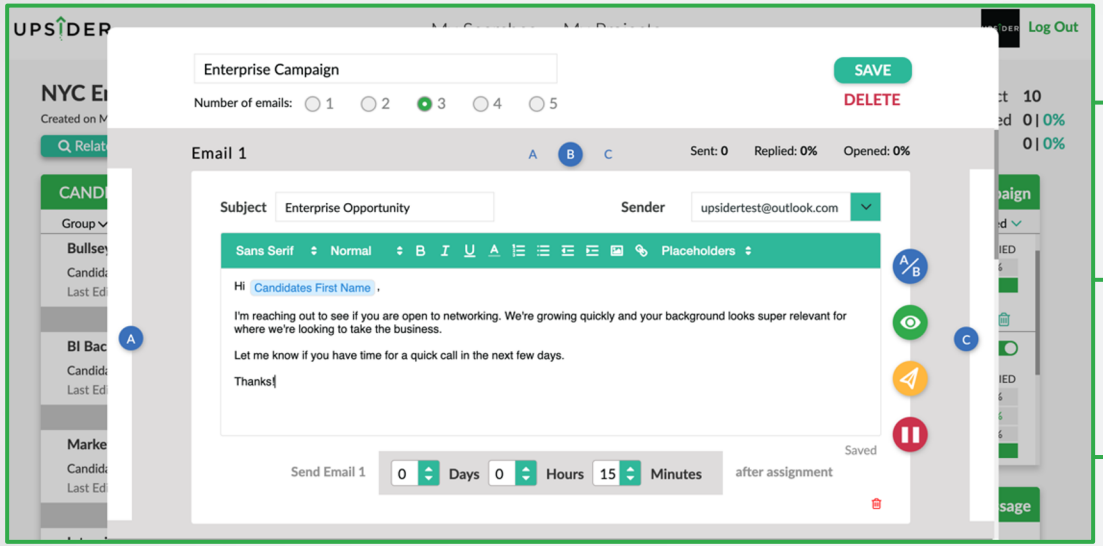
Upsider solution: AI-based sourcing



- Aggregated data on over 100m candidates
- AI driven candidate identification
- Results Get Smarter Over Time

Find More Candidates While Reducing Search Time by 90%

Upsider solution: candidate engagement

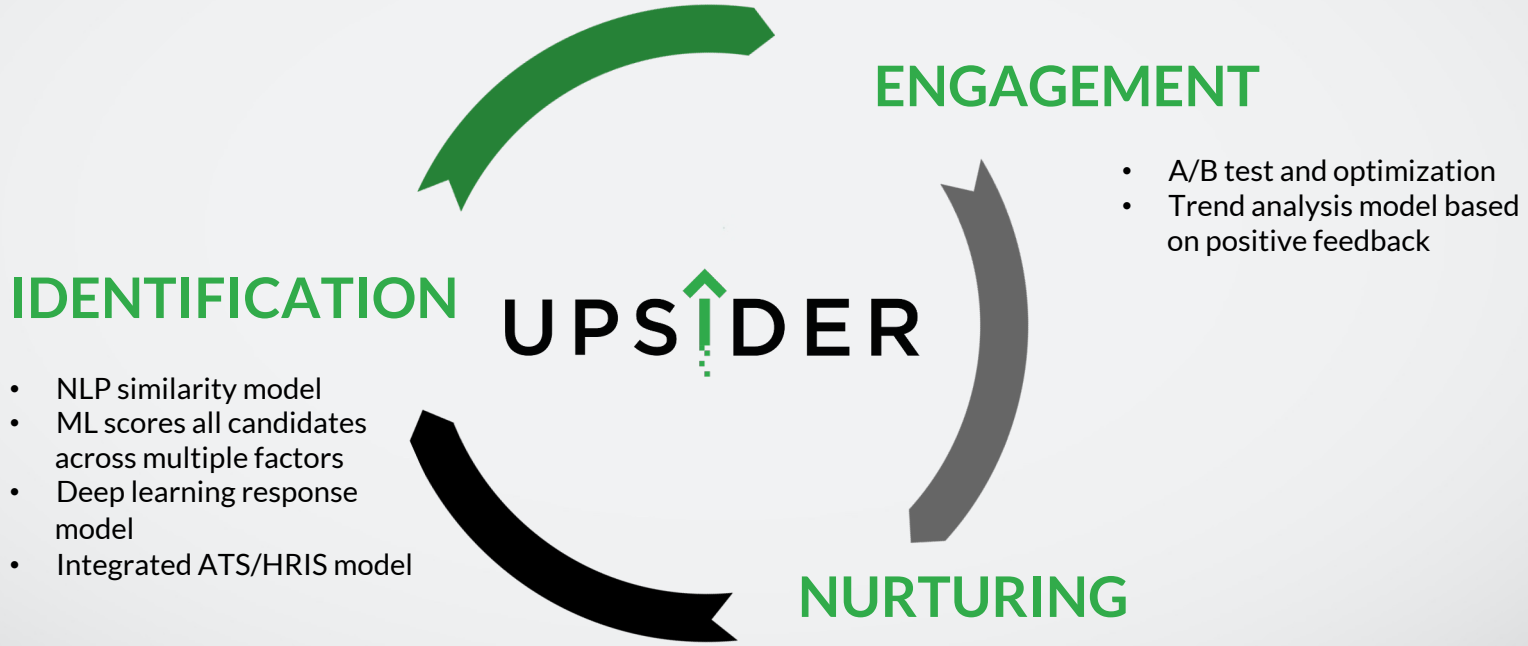


- 1-1 Emails or Automation
- Powerful A/B Testing
- ML-based Optimization

Better Engagement, More Interviews, Faster Hiring

Upsider intelligence technology

Upsider embeds machine intelligence through each sourcing step to create a more automated and scalable process.



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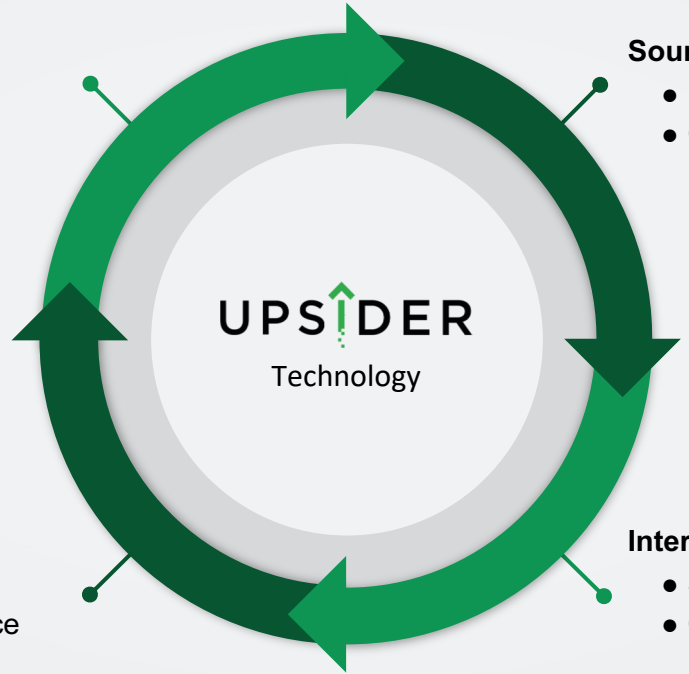
Upsider surrounds the platform with best-in-class services

Strategy
- Search Design
- Analytics Audit

Sourcing
- Upsider Full Service
- Classic Inbound Demand



Full Cycle Recruiting
- Executive Recruiting
- Non-exec Full Service

Interview Management
- Screening Calls & Coordination
- Candidate Management

Incremental revenue to the subscription fee

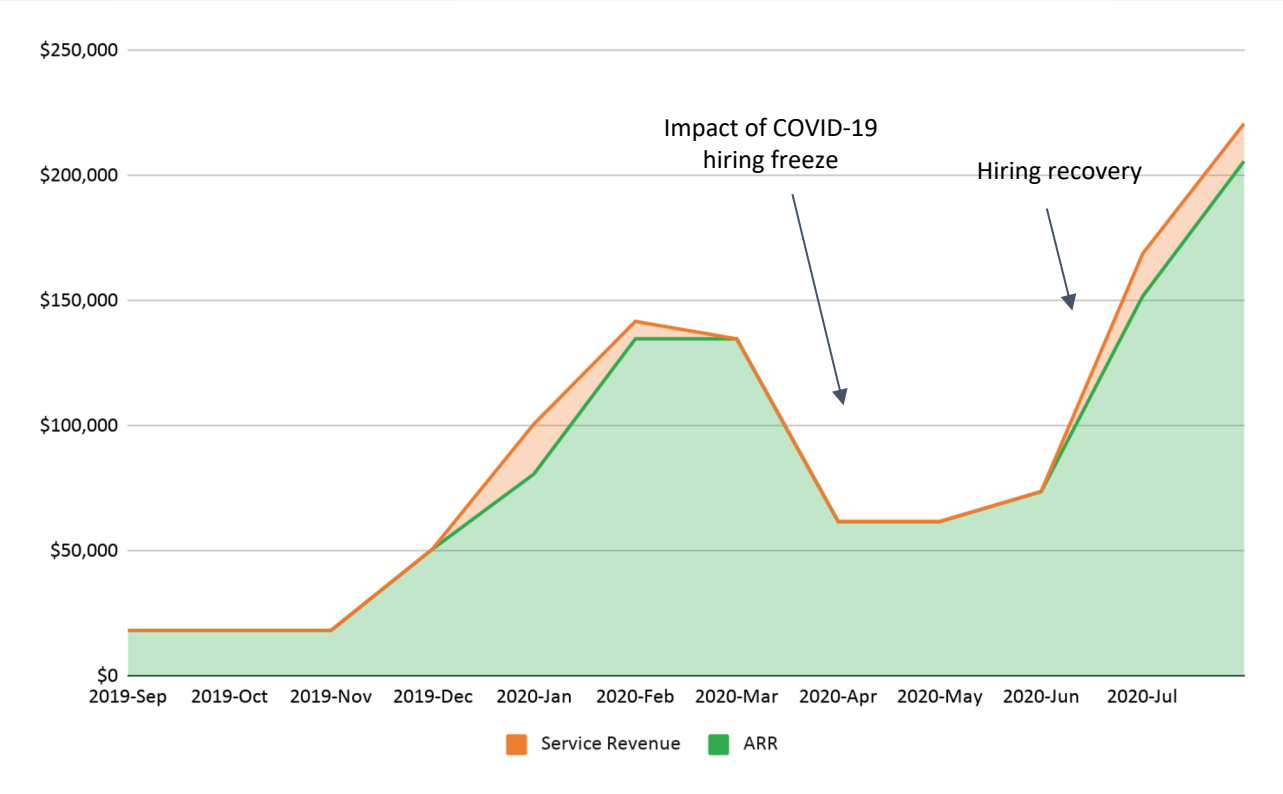
Trusted by industry leaders

Upsider works with enterprises and high growth companies to identify and hire the best talent

Customers are seeing immediate value

	Old Way	Upsider Way
bombora	VP Product	
	209 job board applicants, zero qualified.	→ Eight ideal candidates in two weeks, offer pending.
audible an amazon company	Software Engineers	
	Time consuming searches	→ 40+ active candidates per month, fully automated
PAD IN MOTION	Product Manager	
	No internal recruiting resources	→ Full service, seven ideal candidates in two weeks, one hired

Strong Q1 bookings growth & recovery from COVID-19



Since June 8th:

9 New clients
$144,000 in ARR

15 opps in late stage pipeline
$180,000 in value

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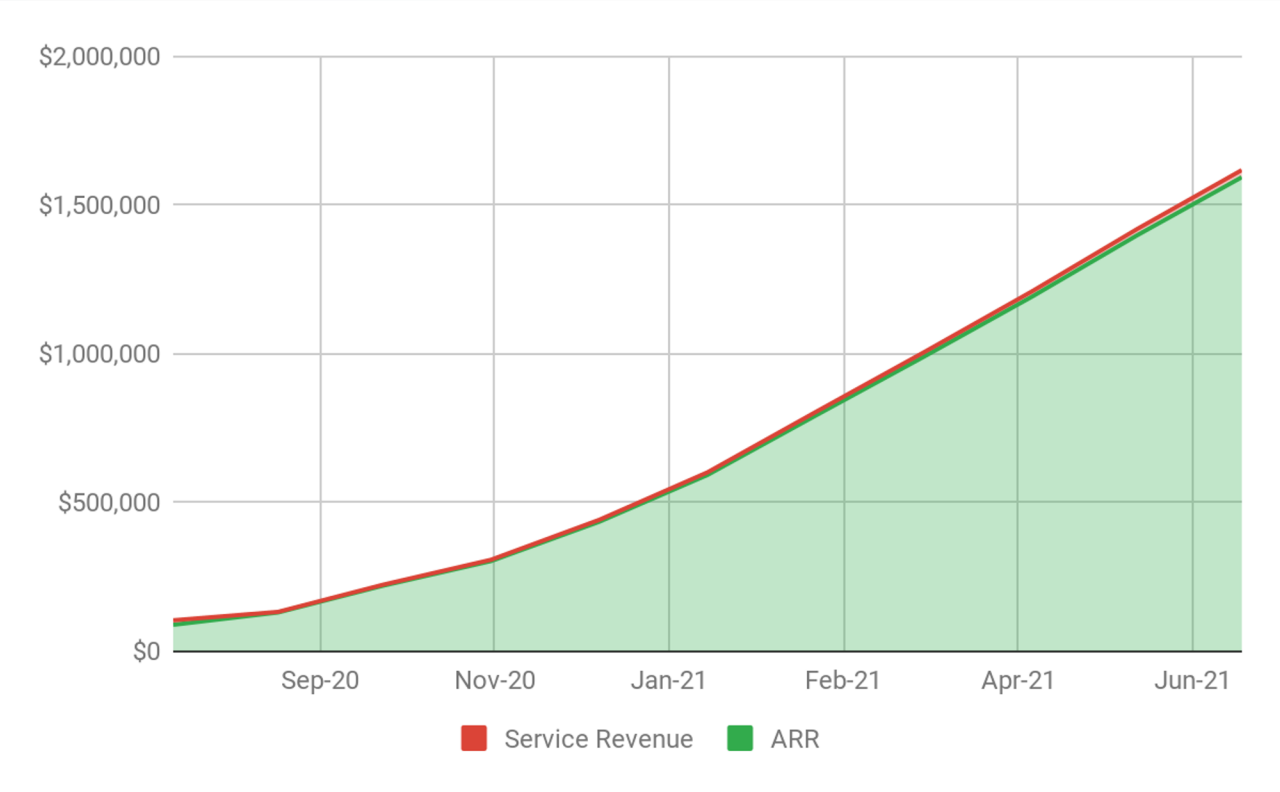
12-month growth plan base on current sales metrics



Assumptions:

3 sales reps

Sales Productivity (per rep):

6 Demos/week

25% win rate

1.5 new deals/week

$72,000 ARR per month

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Huge markets ripe for change

1% market share represents $1.6 billion

$100 million represents .06% market share

1% market share represents $90 million

$100 million represents 1.1% market share

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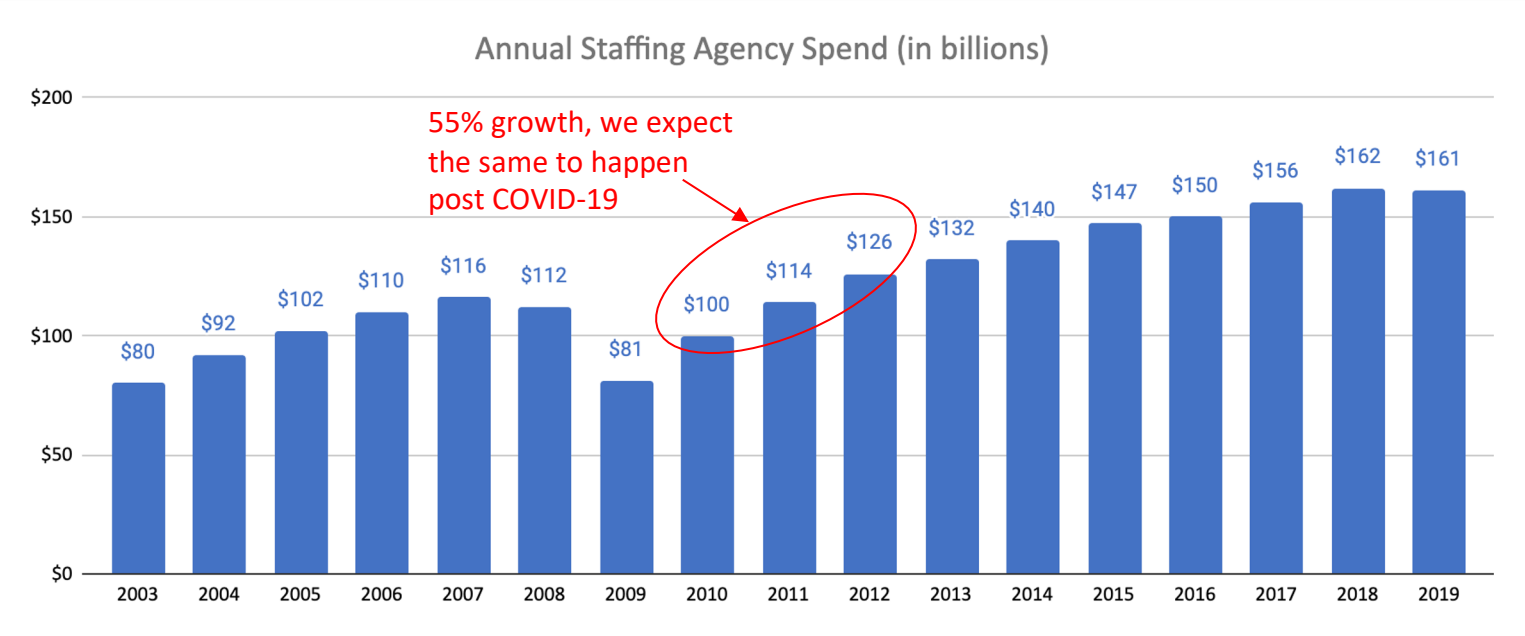
The timing is right to introduce innovation

Staffing agency spend grew **55% percent** in the three years following 2008-09 recession.



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Experience building data-driven SaaS

Josh McBride

Co-Founder & CEO

15 years in SaaS as VP Sales, over $200m in ARR.
CheetahMail, acq by Experian, Offerpop

Xuan Smith

Co-Founder & CTO

10 years in predictive analytics, lead engineer & architect
Bridgewater, PwC, Apprio.
Stanford University

Strategic Advisors

Mike Boufford
CTO - Greenhouse

Andrew Hogue
AI Lead - Google Docs

Alan Cutter
CEO - AC Lion Staffing

Vivek Sharma
CEO - Movable Ink

Capital requirements to accelerate growth

$1.2 million raised to date

Plus angels

Current Raise

$750k

$5.5m cap/20% discount

$240k currently committed

Capital allocation:

- Engineering resources
- Additional salespeople
- Lead generation

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Client success examples: Technical Roles

Delivering quality and speed

Role	Role Type	Process
Dev Ops	Cloud Tech	Six candidates, hired in less than one month
Cloud Engineer	Cloud Tech	Five candidates, hired in five weeks
Sr Software Engineer	Consumer App	Rolling hires, ten candidates generated per week
Data Engineer	eCommerce	Five open positions, seventeen candidates generated in two weeks
Product Manager	Healthtech	Seven candidates in less than two week, hired in 1.5 months
Product Manager	SaaS	Eight candidates in one week, all moving forward in process
Frontend Engineer	Tech	Nine candidates in less than two weeks, hired in less than one month

Client success examples: Business Roles

Delivering quality and speed

Role	Role Type	Process
Account Executive	SaaS	Five perfect candidates generated in two weeks, all went through the process, hired one.
Account Executive	Media Sales	Tough niche media role, four candidates generated and one hired in less than three weeks.
Account Executive	Cloud Technology	Five strong fit candidates generated in four days, offer out and accepted in less than seven days
Account Manager	HealthTech	Very specific skill set, five candidates in two weeks, offer out in less than four weeks.
Director of Customer Success	SaaS	Combination of technical and leadership, seven candidates in two weeks, offer pending to one
Performance Marketing Mgr	Consumer App	Seven candidates in first week, changed requirement, four candidates following week, offer out in third week.
Product Marketing Mgr	SaaS	Role was dragging on for months. Upsider generated 5 candidate in less than two weeks, offer pending

Client success examples: Executive Level

Delivering quality and speed

Role	Role Type	Process
VP Data Science	AI Platform	Nine candidates in less than two weeks. “Quality is amazing. Everyone is exactly what we’re looking for.”
VP HR	SaaS	Thirteen candidates in 2.5 weeks. Everyone moved through the process
VP Product	SaaS	Eleven candidates in less than three weeks. “We’ve never been able to generate such quality so quickly.”