BeCreative

What problem are you trying to solve?

Changing the way hiring is done today, in order to make it more effective and eradicating biases.

Challenges:

- Overall biases

- Making the whole process more effective.

- Providing opportunity for students.

- Improving chances of jobseekers getting hired quickly at a fitting
 position.

How do you plan to solve the problem?

Implementing AI/machine learning to optimize the matchmaking between companies and job seekers. Building a better experience that is more personalized and adds efficiency to the whole extensive process of hiring.

We will do this by revolutionizing the HR market and find new ways to categorize both jobs and job seekers.

How do you plan to make this solution a reality? Do you have an action plan?

Our market strategy will be focused on reaching out to the companies with in the tech sector, who are looking to hire a great talent and share the similar values and believe in our brand of hiring, we would like to make whole process convenient for the both parties employee and employer, so they get don't miss out on the great new talent, and as employee candidate gets their desired company they would like to work for or with. Our core focus is to build a brand people would like to associate with as a company and as employee. Most candidates in this day and age, do not solely depend on job sites to get their dream job, instead, they try to find jobs through various methods such as social media, community websites, advertisements, online marketers, freelancing and so on to get their dream jobs and also to study and learn more about the jobs and its aspects. Therefore we will run advertising campaign where we will share our core values and ideas with our customers, so they can understand us better.

Resume Screening

Resume screening is traditionally performed manually, using criteria that may not be standardized for every resume. This system creates inherent bias. By using standard parameters to develop the criteria for an ideal candidate, the virtual assistant can quickly identify those desirable elements through pattern recognition.

Candidate Sourcing

Ideal claims that its virtual assistant can use client credentials to automatically connect to third party candidate websites such as CareerBuilder. Based on the parameters set by the client, the algorithm consistently searches these websites to identify candidates matching criteria sought by the employer.

CV screening

Manual CV screening simply isn't an option anymore for many HR departments. Not only is it a time-consuming task but it's tedious too.

To tackle this issue, there are various kinds of AI-powered CV screening tools. These screeners 'read' CV's and identify keywords that correlate with the experience, traits, and skills necessary for the job. This way, they automatically screen and shortlist new candidates.

Algorithm bias – the biggest pitfall of machine learning

Obviously, any kind of technology that can automate tedious, time-consuming tasks hence freeing up valuable time for recruiters and hiring managers is great.

Providing the AI works the way it's supposed to.

Meaning bias and/or discrimination free, which is not always the case.

Here are a few recent examples of AI in recruitment going wrong – and how these situations can be avoided:

Gender bias

Just recently a case of an experimental, AI-driven, hiring tool made the news. tIt was supposed to automate (part of) the recruitment process and rank candidates but 'went rogue' instead.

The issue was that the algorithm had taught itself that male candidates were preferable over female candidates.

This is where the importance of clean and validated data comes into play. In this particular case, the system used was a CV screener that was trained to vet candidates by observing patterns in CVs sent to the organization over a 10-year period. In this 10-year period, most CVs came from men and thus, the algorithm favored men over women.

Why is your solution innovative?

Imagine you don't look at the description of the job at all, but instead you tell us as a candidate what you are looking for? Which area would you like to work in? What kind of personality are you for example (introvert,extrovert) the value that our app brings is that we keep this information confidential to keep the whole process unbiased.

We would need the following information from candidates, their personality type, brief overview about their ideal workplace, any preferred companies on their lists, lastly their experience and education, as we have shown in our apps prototype, it's so we can find the best matched company possible for our candidate as we will be using technologies like, AI, reinforcement learning, machine learning, techniques and technology to provide the best and quick results at find the right match for our partner companies and candidates.

How scalable is your solution?

Todays youth are growing up en in era of tech, in a globalized world with more possibilities than ever. People who study IT know they are part of the future and feel the outdated systems are bothersome and limiting. They are positive towards new tech and might even trust it more than they trust human capacity to make choices. The platform would also offer the possibility of learning together, earning new skills and develop as a person. Since it is so easy to check when you get a high match people will keep using the app and keep an open eye on the market.

Our vision and mission is to build a value based brand, which is focused on providing the best services to our candidates and companies, collaborating with partners and companies with similar values, and not compromise on them. Having these progressive thoughts will be attractive for students wanting to work while having a positive impact on the world.

How does your solution make an impact?

Make more people interested in IT

Revolutionizing the process of how we hire

Establishing a large talent pool within IT

Shifting the focus to growth and potential

Quick and intuitive to use

People will be more like to have a job they genuinely enjoy

Easy to keep an open eye on new opportunities

Stay inspired and keep learning and focusing on your career together in a community

Is your solution built on prototype or is it a conceptual solution?

Conceptual

Link to your pitch video (on Youtube, Google Drive or Vimeo)

https://drive.google.com/file/d/12wcRc7Lf4HrqzQO5tIgUeFig9n_XF-Gr/view