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February 3, 2016

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# Recruiting Today

**74%**

Sourcing and building a bench of talent is more important than a year ago  
(DHI)

**75%**

Employed workforce consider themselves passive candidates  
(Aberdeen)

# Most Companies Are Limiting Their Own Success



How do you track candidates who have not applied for jobs at you or your client's company?

Source: DHI Customer Survey, Nov '15

# Sourcing Teams Facing Big Challenges

“We scramble to reactively fill roles”

“My time-to-hire continues to increase”

“Every search is started from scratch”

“Qualified candidates are difficult to find”

“I don’t know the difference between my company and employer brand”

“I don’t have a clear view of my candidate pipelines”

# Best-In-Class Companies are Investing to Win

**55%**

More likely to proactively build their candidate pipeline

(Aberdeen Group)

**63%**

More likely to have talent communities

(Aberdeen Group)

**2X**

More likely to connect with candidates on social media

(Aberdeen Group)

# getTalent's Value Proposition

|  |   |  |
|--|---|--|
| <b>For:</b><br>(target)  | Sourcing, HR, and Candidate Marketing Leaders   |  |
| <b>Who need to:</b><br>(problem)                                       | Find, nurture, and hire qualified talent  |  |
| <b>getTalent is a:</b><br>(category)                                   | SaaS sourcing management and engagement platform  |  |
| <b>That helps:</b><br>(benefits)                                       | Organizations build, organize, and engage with their talent pools.  |  |
| <b>Unlike ATS (or no solution), with getTalent you can:</b>            | <ul style="list-style-type: none"> <li>• Build and nurture your talent community</li> <li>• Access a single, organized repository of candidate leads</li> </ul> | <ul style="list-style-type: none"> <li>• Engage with interested candidates <i>before</i> they apply</li> <li>• Get actionable, predictive insights on your pipeline</li> </ul> |
| <b>Unlike other Candidate Marketing Platforms, getTalent provides:</b> | <ul style="list-style-type: none"> <li>• Automatically up-to-date profiles (FreshUp)</li> </ul>   | <ul style="list-style-type: none"> <li>• Deep candidate engagement beyond just email</li> </ul>  |

# Competitive Positioning



## Existing Market Offerings

*Uniquely focused on the top of the HR value chain*

- ✓ Easier to setup – single component
- ✓ Easy to use, focused
- ✓ Deep candidate engagement
- ✓ FreshUp
- ✓ 100% SaaS
- ✓ Rich, predictive, actionable analytics

*Every HR function from talent sourcing through employee lifecycle*

- ⊗ 3-4 month account setup
- ⊗ Too complex, longer learning cycle and unused features paid for
- ⊗ Essentially email only
- ⊗ Outdated candidate profiles = imprecise marketing
- ⊗ Requires customer tech team for full integration
- ⊗ Generic business intelligence