



**#beZigsawed**

# About Zigsaw

**We help employers hire; increasing their reach and saving their time and effort**

- We help employers source more profiles faster, evaluate them and facilitate effective communication.
- Zigsaw is the brainchild of IIT alumunus, Vaibhav Chouhan (<https://www.linkedin.com/in/vaibhav09/>)
- Zigsaw was started in 2014 and the last 3 years have helped us understand the areas of improvement in recruitment extensively

# Existing Solution

- Engage with recruitment consultancies that charge anything between 8.33-15% of annual CTC of the selected candidate.
- Paying to online recruitment portals that charge them approx 1500-2000 for each job posting and searching through online databases approximated at Rs. 80000 per 3 months per recruiter.
- Engaging bigger in house teams to source & scrutinize.
- Newspaper advertisements starting Rs. 500 upwards.
- Searching on Social Media.

# 3 stages of Recruitment

Reach

Reach maximum Job-seekers (active & passive)

Evaluate

Screen, shortlist and prioritize applications

Coordinate

Coordination between 3rd part recruiters, applicant, HR Manager and Functional Manager

# 3 stages of Recruitment

Reach

Classic chicken & egg problem i.e. Job-seekers will drive Employers and employers will drive Jobseekers

Evaluate

Companies engage with recruiters/firms to pre-screen profiles for them. Existing market is available for grab.

Coordinate

Takes 30-40% of time of any recruiter and no existing platform to enable seamless communication between recruiters, employers & Job seekers.

# Estimating Market Size

- Addressable Market Size for world wide talent acquisition and staffing service is 40B\$ (adjusted against 27B\$ in 2013)
- Average of world population, GDP Nominal & GDP PPC stands at ~ 10% for India.
- Assuming 25% is up for grab, it estimates to 1.4B\$
- Inline with Naukri's report of estimation at 1B\$ in 2012

## Product

Reach	Evaluate	Coordinate
<ul style="list-style-type: none"><li>• Gamification to motivate users to engage &amp; refer friends to platform.</li><li>• Referral incentives to crowdsource applications and reach 2<sup>nd</sup>/3<sup>rd</sup> and subsequent degree of connections</li><li>• Psychometric Tests to keep Job seekers engaged</li><li>• Interview Preparation Portal</li></ul>	<ul style="list-style-type: none"><li>• Quizzing platform to evaluate skills. Gamification to motivate users to contribute</li><li>• Self Evaluation, Peer Evaluation and Expert Evaluation to evaluate skills.</li><li>• Evaluation of candidates can be shared across recruiters.</li><li>• AI to estimate skills (school, college, workplace, friends) etc.)</li><li>• An AI based employer dashboard to sort Job applications in decreasing order of relevance based on functional, behavioural competencies and intent.</li></ul> <p>Coordination</p>	<ul style="list-style-type: none"><li>• OTG to make recruiters 800% more effecient</li></ul>

# Low hanging fruits

- Tech savvy employers who are already posting their requirements on social media or Job portals
- Startups since they allow for easy break-ins
- Tier-2 cities since less competition
- Building from Tier-2/tier-3 cities to Tier-1 cities would provide for an exclusive advantage with the Job seekers willing to make the location shift



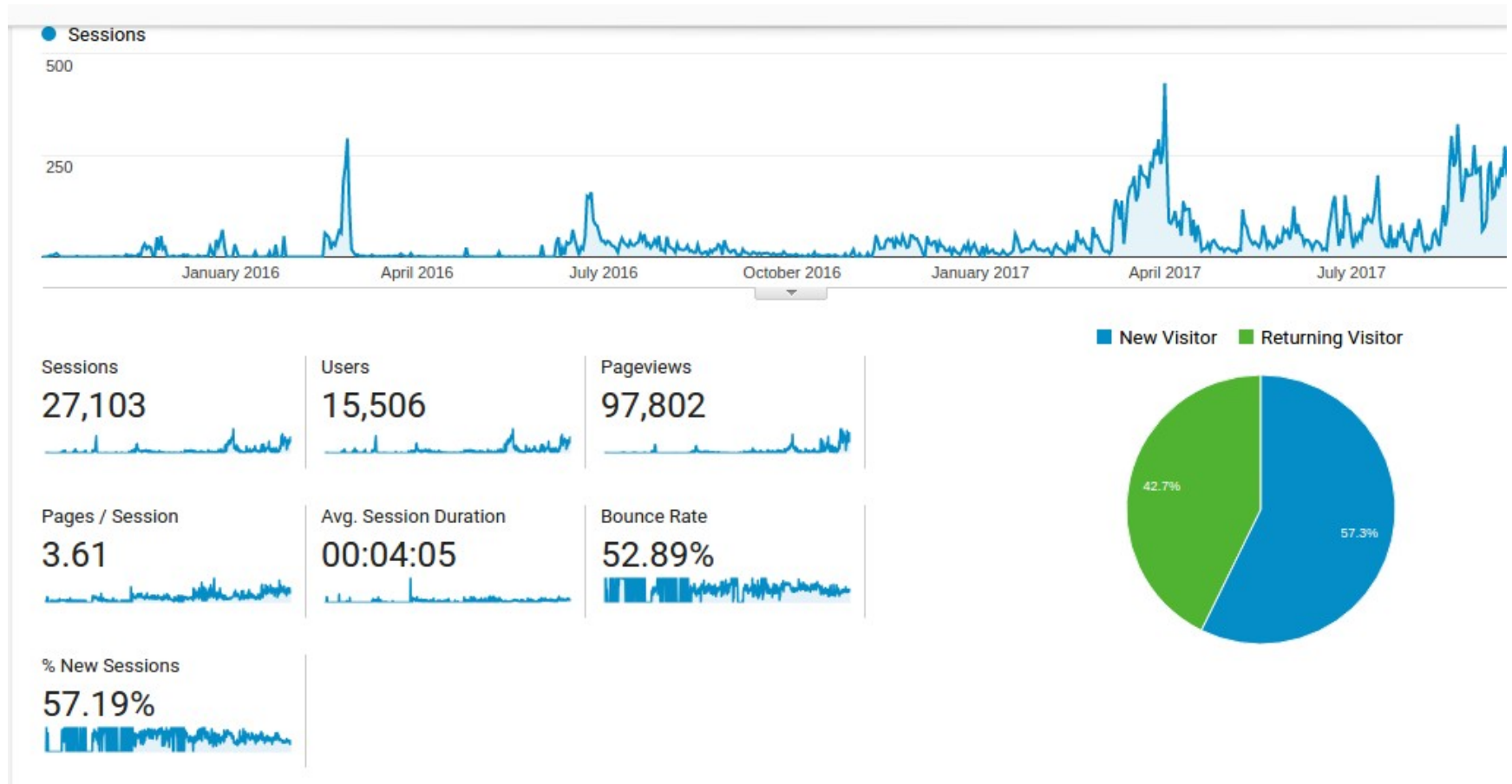
# Competitive Landscape

Feature	A leading Job Portal	A leading social networking site	Zigsaw
Objectifying Skills	Yes	Yes	Yes
Verifying Skills	No	Yes	Yes
Qualitatively measuring skills	No	No	Yes
Socializing	No	Yes	Yes
Mobile Application	Yes	Yes	No
Reward for referrals	No	No	Yes
OTG	No	No	Yes
Quizzes	No	Yes	Yes
Sorting Applications	No	No	Yes

# Existing MVP's and POC's

- Gamification: Points system [live] at [www.zigsaw.in](http://www.zigsaw.in)
- Referral Incentives to source profiles [live]
- Quizzing partner of IIM Udaipur (Audacity 2016)
- Self Evaluation, Peer Evaluation & Expert Evaluation [live]
- Facebook Groups: 80k members
- OTG: Call 079-395-93923 or 011-39588191 [live]
- Contact email address of ~16000 HR/founders

# Existing Traction (Udaipur ONLY)



# Udaipur Case Study

- India has a population of ~1.4B. X is the biggest player of recruitment in India. It has ~ 265K unique visitors everyday (source:www.sitenetworth.com). This means 1 person out of every 5303, uses X to search Jobs. Zigsaw operates in the Tier-2 city of Udaipur. The population of Udaipur is ~ 4.5 Lakhs. Last month, we had ~3k unique visitors. This means 1 person out of every 150 from Udaipur visited www.zigsaw.in Hence, it makes it 35 times more likely to find the right talent in Udaipur through us, than through X.
- Posting Job on www.zigsaw.in is FREE and posting Job on X takes 1650 Rs./post
- While X would have approx ~60 Jobs from Employers (recruiters excluded) in Udaipur, we have 250+ live Jobs at Zigsaw.
- Our fb group([https://lnkd.in/frP\\_fY9](https://lnkd.in/frP_fY9)) had 12.5k active members in the last 28 days (source:Facebook Group insights)

Some of our clients



आपका विश्वास ही हमारी पहचान



UrbanClap



U B E R



# Our Clients love us

Just wanted to say big thanks to Vaibhav and the entire Zigsaw team for the efforts that they put in finding the right candidate. I recently worked with Vaibhav to help us find a front-end developer for IdeaBox Creations. I shared the Job Description and my personal thoughts about the kind of candidate I was looking for. To be honest, I told Vaibhav that I had worked with placement agencies in the past who were seriously pissed off by my selection criteria as I was very picky. I looked for not only a skill-set but also for enthusiasm and candidate's positive attitude. A lot of people failed to meet the criteria. What I liked about Zigsaw was that the list of candidates which I received was pre-filtered by them based on not just the JD but the additional behavioral requirements that I had discussed with Vaibhav. That's simply outstanding. That's how they were able to offload my work rather than simply providing a bunch of resumes and asking me to interview the candidates. I am very confident that I will be working with Zigsaw team again in near future. Keep up the great job! ~ **Puneet Sahalot (Director - Ideabox)**

Zigsaw Placements is truly remarkable at finding great talent quickly for our organization. This meant having a thorough understanding of the position we were recruiting for as well as a complete picture of my organization and its culture. Zigsaw took the time to find, screen and select the exact right candidate and worked with us to facilitate the placement according to our timeline. All of the candidates that were presented met the requirements of the job, it was just a matter of selecting the candidate that was the best fit for us. We truly appreciate Zigsaw's professionalism, dedication and wonderful follow-up. They are worth every penny of their placement fee. It is a pleasure working with such a professional staff. - **Vikas Trivedi ( Center Head, IANT)**

More testimonials at [www.zigsaw.in](http://www.zigsaw.in)

# Media coverage

Got featured in Yourstory, Rajasthan Patrika, networked India, Times of

Startups, SME times, Indian Tech News, Know startup, estartups, Bolte Raho, Startups Feed, ULC, UB and one2all.





# Operational Plan

- GOTO Market:
  - 1) Social Media Reach (Organic)
  - 2) Job Festivals
  - 3) College seminars: healthy user-base in 2-3 years
  - 4) Marketing: Offline, Adwords, LinkedIn etc.
  - 5) Handhold Employers & Job seekers in a 1:1 connect
- User Engagement: Gamification

# Risks

- Keeping pace with the technology
- Some employers might not be very comfortable with using Internet and we can expect an initial resistance.

# Case Scenarios

- Optimistic: Become a global leader in Recruitment. IPO in 8-10 years.
- Highly Probable: Be acquired by an existing market leader.
  - A college/university to boost their placements
  - Recruitment Service company to make their processes more efficient (Eg. Global Hunt)
  - Recruitment Product company to complement their existing product (Eg. Naukri.com)
  - An existing Indian player trying to diversify in Recruitment (Ex. Paytm)
  - A global giant trying to enter Indian market in recruitment (Ex. Google Hire)
- Worst Case: Become market leaders in specific demographics

# MAGIC

Imagine the world, where when you need someone to do a particular Job, you reach out to a magic box. That magic box understands your requirements, quantifies it, evaluates the available options and delivers the best results. Now, imagine all this happening on an auto-pilot mode. This magic box is what we are creating at Zigsaw. A total platform to endorse, evaluate, verify and select, all at your fingertips. At Zigsaw, we are #RevolutinizingRecruitment!

# Thank you for your time

[www.zigsaw.in](http://www.zigsaw.in)

Reach me

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