

Course: I5.248
Israel-Lab
 2017

Host company
Empirical Hire
 Tel Aviv, Israel



Company Overview

Empirical Hire uses machine-learning algorithms to analyze vast quantities of data to screen and select Sales and Service employees who will be most productive and stay longest, thus optimizing the hiring process and dramatically decreasing hiring costs.

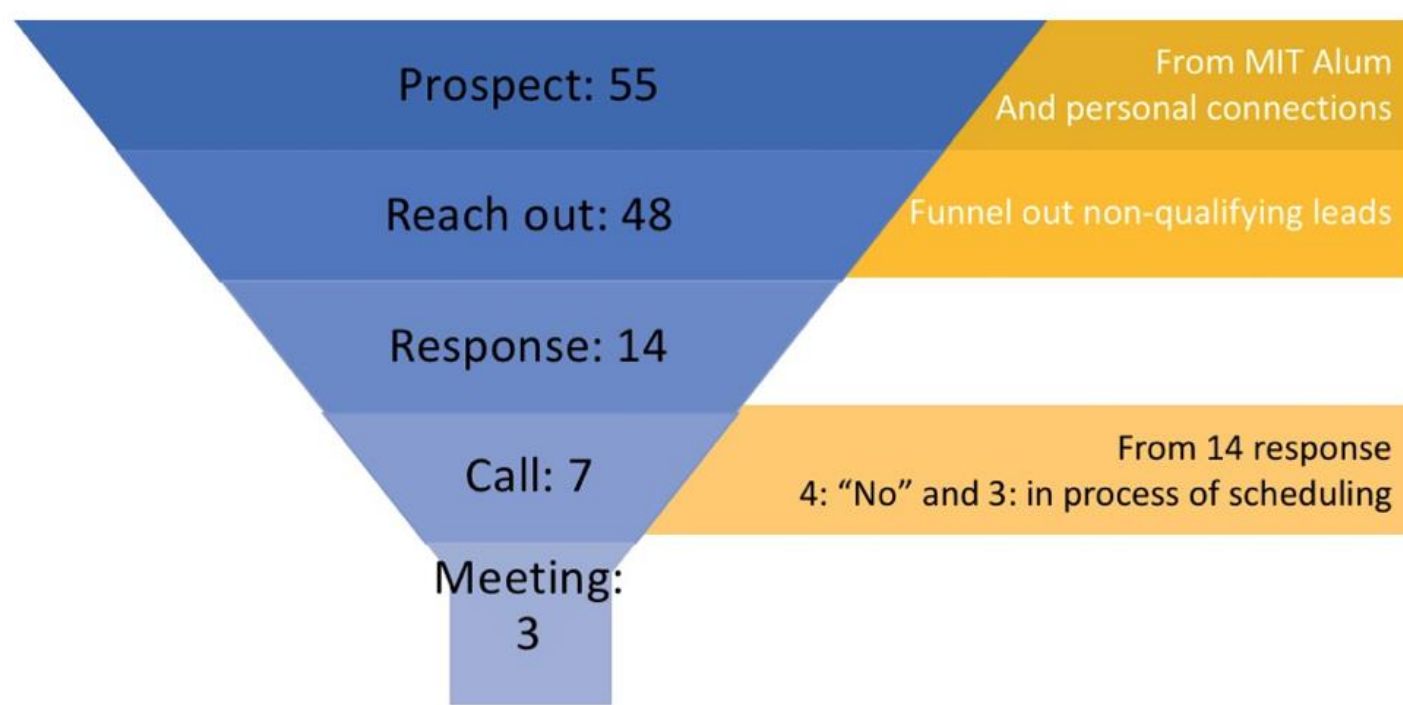


Project

Our project is to assist in any way we can to help Empirical Hire get its first paying customer in the US market by May 2018. For this to happen, we divided our responsibilities into 5 projects:



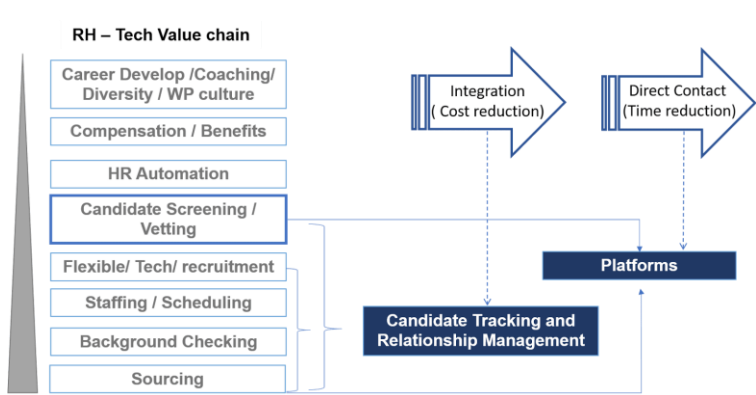
1. Cultivate and contact prospect customers.



Through MIT alumni network, we successfully help them identified 55 potential customers and contact points in the US that fit their selection criteria. Out of all contacts, we managed to secure 3 meetings for their road trip in January 2018.

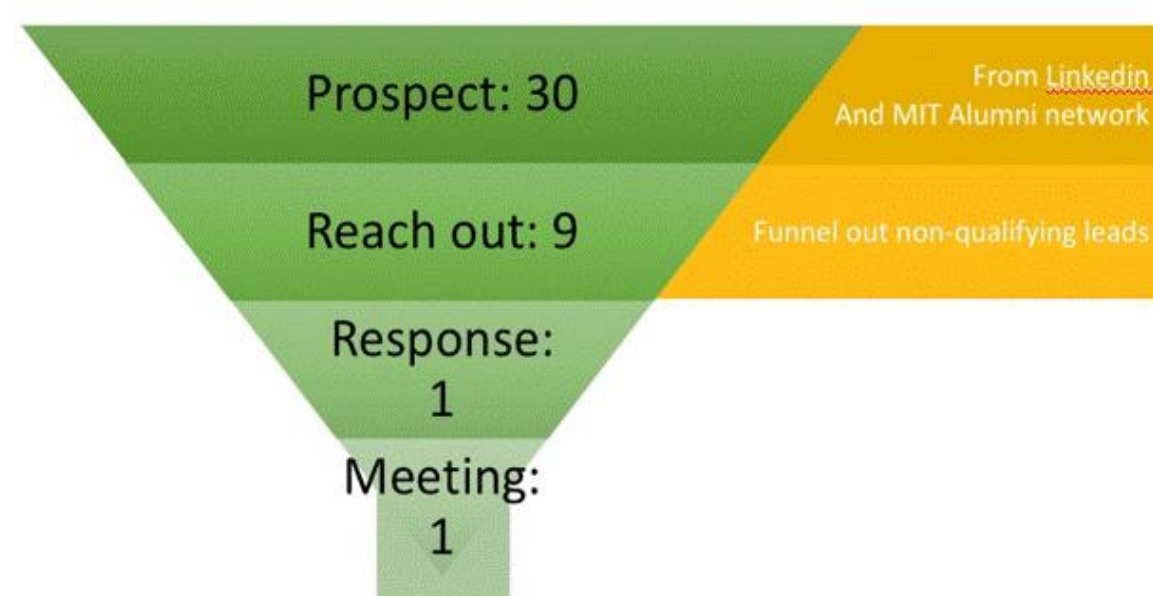


2. Identify potential partners in the value chain.

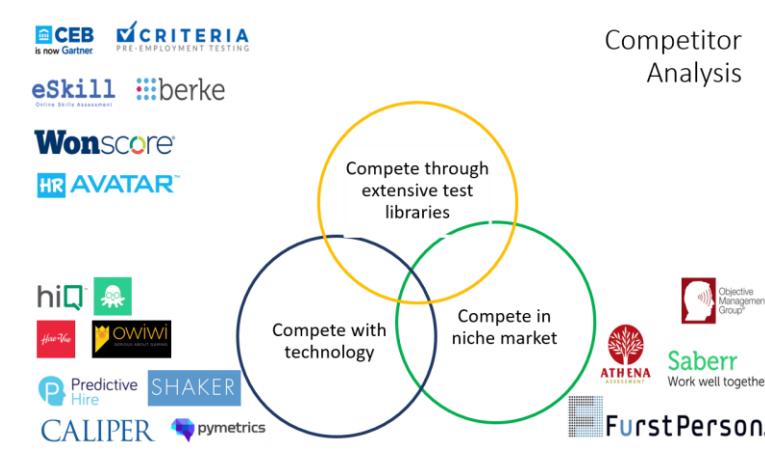


Focusing on ATS, we found 30 potential partners and contacted nine of them. One of the relevant players contracted us for a business to explore a possible partnership.

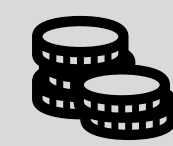
We mapped the American market of HR-tech and identified participants in the value chain to collaborate with and analyzed market trends to identify revenue share opportunities.



3. Assess competitors.



We assessed players in pre-hiring assessment field to evaluate EH's competitiveness in the market. Our analysis shows that in "Compete with technology" market is still young with not many players in the field. It is a good opportunity for EH to enter.



4. Quantify costs and benefits.

We quantified the cost of turnovers in 2 dimensions: financial loss in recruiting processes and financial loss in sales productivity. We developed a model that shows customers how much the product can help save customer's money.

Traditional Hire	Empirical Hire	Traditional Hire	Empirical Hire
Recruitment Cost	Recruitment Cost	Recruitment Cost	Recruitment Cost
Cost of Turnover	Cost of Turnover	Cost of Turnover	Cost of Turnover
Value of Each Salesperson	Value of Each Salesperson	Value of Each Salesperson	Value of Each Salesperson
Approximate Cost of Turnovers	Approximate Cost of Turnovers	Approximate Cost of Turnovers	Approximate Cost of Turnovers
Total	Total	Total	Total



5. Suggest improvements on website design.

Sample Design + Instruction	Content
<p>Page: Home</p> <ul style="list-style-type: none"> Clean, modern, easy-to-navigate design Short summary of main content points Professional, yet not boring Dark blue, white, light gray Links appear near related contents Click at logo to link back to home 	<p>Logo, contact, number, email</p> <p>Home! About Us! Product Success Stories! Resources! Contact Us! Request a Demo - separated on the other side so it will stand out</p> <p>we need here a picture that has to do with people+data/analysis</p> <p>Predicting Success As You Define It!</p> <p>A revolutionary pre-hiring test that will let you keep ahead of your competitors.</p>

We compared EH website with its competitor to help modernize EH's website to gain more international traction. We came up with a detailed page by page design guideline of EH's website based on competitor's best practice.

Team Members



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 Sloan Fellows 2018
 Background:
 Accounting and Finance



Tientham Setthasit
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 Merchandising, and Supply Chain



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