

Exploring growth opportunity

The Team



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Project Objective

- Evaluate new business verticals that Gong can venture
- Presentation/report summarizing findings, elements of which Gong can include in its corporate presentations going forward

Primary Market Research

Objective: Assess appetite for a recruitment team optimization platform

- Interviews with organizational behavioral Professors
- Interviews with Deans of Admissions
- Directed surveys to recruiters globally
- Interview with diversified industry recruiters

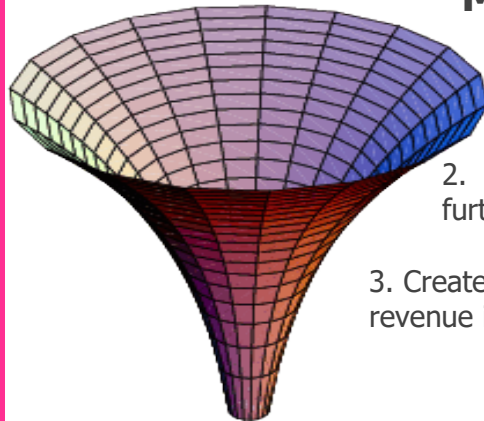
Company Overview

Name: Gong
Foundation: 2015
Business: revenue intelligence
 Gong's revenue intelligence platform captures sales team integration with customer across phone, web conferencing, and email, understands what was said in these interactions, and delivers insights to help any sales team win more deals.
Headcount: 425+ **Recent- valuation:** \$2.2B

Revenue Intelligence Platform



Methodology



1. Brainstormed potential markets (technical, business and Gong fitment)
2. Chose most promising market (recruitment) for further study
3. Created an end user profile to further sharpen the revenue intelligence platform applicability in recruitment
4. Performed total addressable market (TAM) calculation based on target customer segment
5. Performed primary market research to assess possible addendum to Gong's existing platform for applicability to recruitment
6. Report finalization for Gong for an executable follow on market

Preliminary Findings

- Gong can disrupt \$200B global recruitment market by shortening the recruitment cycle
- Recruiters extract maximum value in any AI based recruitment platform
- Gong product customization will be required to address new data privacy requirements

Key Recommendations

- Pilot rollout is recommended for Gong in recruitment in smaller market such as Israel
- Product customization should be done so that candidates as well can extract some value in the value chain