



IntRec Inc.

Executive Summary



■ Executive Summary

The cost of rehiring, staff turnover and reskilling staff has increased significantly since the COVID-19 pandemic. It is reported that currently companies are spending between \$15,000 and \$25,000 to replace each Gen Y employee they lose. There are a few traditional labour intensive and incredibly expensive HR options available although new tech AI recruitment solutions (eRecruitment) are fast becoming available to SME businesses.

The primary reasons for onboarding eRecruitment are lower costs, availability (SaaS solutions) and higher returns on investment from eRecruitment applications. These are particularly suitable for the High Turnover Job Market which includes Shared Service Centres (SSC), Business Process Outsourcing (BPO), Retail, Hospitality, and the Sales and Customer Services industry employing over 50 employees.

AI recruitment solutions are currently not available to the average business. The primary reasons are cost and lack of available infrastructure.

IntRec Inc (IntRec) is an AI Recruitment Software service provider offering a unique suite of features and solutions that are cost-effective for SMEs. IntRec has launched the first fully Automated Recruitment technology that allows companies to identify talent quickly and easily by analysing competencies, mental aptitude and personality in real time. In addition to the revolutionary IntRec technology, the company is also developing a market-research solution focused on Upskilling and Reskilling of employees for future development within organizations that adopt the IntRec solution.

■ The market and the problem

The market opportunity should be looked at as two different segments: the "High Turnover Job Market" and the "Remote Workers Market". Both segments play a primary role in today's post-Covid world but have separate requirements and needs regarding their use of AI Recruitment software.

High Turnover Job Market, which typically consists of the Shared Service Centres (SSC), Business Process Outsourcing (BPO), Retail, Hospitality, Sales, and the Customer Services industry employing over 50 employees. In these sectors the staff turnover rate is 25%. This means the rehire, bad hire and no-show candidates' cost is very high. HR departments waste time, effort and cost creating new job ads, CV Screening, interviewing, and onboarding new candidates.

Remote Workers Market (or Work from home) has grown from non-existent before Covid to 30% in developed countries. Meetings are done via Zoom; Interviews are Online and Staff management is done remotely. How do you ensure that the candidates match your organisation culture, are trustworthy and fit the team?

These markets, while different, share common issues: Rehire cost, time, effort, and a necessary return on investment to justify additional expenses.

■ Company Solution

IntRec has developed an AI powered SaaS software package that fully automates the main steps in the Recruitment Process: Job creation, Job posting, CV Screening, Pre-employment Assessment, Video Interview and Competencies analysis at an affordable price targeting SMEs.

IntRec AI Recruitment software offers additional features that provide recruitment teams with advanced metrics to make informed decisions on the selection of the candidates. These features include team chat, rating, reviews and candidate comparison technology.

IntRec offers three economical recruitment solutions. IntRec's Monthly and Yearly Premium subscription provides companies access to use IntRec AI for unlimited number of jobs and recruit unlimited number of Candidates. The yearly plan offers a 20% discount.

One time payment for companies that only need to recruit for one job and a limited number of candidates and a Contingency Recruitment service where IntRec will take over the recruitment process for the job position.

The company's pricing for these subscriptions is incredibly affordable, ranging from just \$100 for a one-time payment to \$500 per month (or \$5000 if billed yearly). The Contingency Recruitment Service is billed at 10% to 15% of the annual salary depending on the job position.

■ The Market

The online recruitment market was valued at US\$ 29292.3 million in 2021 and it is projected to reach US\$ 47315 million by 2028; it is expected to grow at a CAGR of 7.1% from 2021 to 2028.

The major factors driving the growth of the market are the advent of machine learning and Artificial Intelligence (AI) to offer better recruiter and candidate experiences, the increasing popularity of remote working, and the rising population of the YOLO (You Only Live Once) generation.

Digitalization of all business processes including recruitment is attributed to the demand for the market. Digital transformation is changing how businesses work (internal) or communicate with their customers (external). There are various benefits of digitalization or shifting to the online mode of recruitment such as:

- Better productivity and time efficiency: online recruiting aids in the efficiency of everyday hiring procedures.
- Candidates can also apply quickly since the processes includes auto-filling application forms and one-click apply buttons.
- Ability to analyse vast number of applicants at the same time.

The above-mentioned factors are promoting the digitalization of the recruitment process among companies across the globe, thereby fuelling the growth of the online recruitment market.

■ Impact of COVID-19 Pandemic on Online Recruitment Market

The outbreak of the COVID-19 pandemic has negatively impacted the offline recruitment drives across the globe. Covid-19 has had an impact on corporate operations across the world, including hiring. Because of the pandemic, it was vital for businesses to upgrade their recruitment processes quickly and creatively. Organizations have turned to remote operations to combat the pandemic's health hazards and are currently overhauling how they employ fresh talent. Using the correct technology, several companies have transitioned from physical to virtual hiring. In the aftermath of the outbreak, HR managers are scrambling to adapt recruitment methods. Fortunately, technology exists to assist in reducing exposure while still obtaining high-quality personnel. Owing to these virtual and online recruitment plans are being highly adopted by organizations to protect both employees and candidates and eliminate the risk of the virus while carrying out hiring drives.

■ About IntRec Inc.

IntRec Inc. is a Wyoming-registered AI Recruitment software company that synthesizes Recruitment processes to provide Recruiter and Companies with intelligent and faster candidate selection on a large scale. The company offers an advance recruitment solution to support companies in need of fast hiring and reduction of turnover rates.

IntRec AI solution displays detailed information regarding the candidate's personality, competencies and mental aptitude to perform the job. Company's reduce staff turnover due to perfect match of candidates with the company culture and team fit.

Launched in January 2021, IntRec first funding was provided by the European Union Innovative Technology Grant in Poland. Funding amount was \$250 000. The fund was provided to create an innovative and disruptive recruitment software application was built to analyse and select candidates with AI, Prediction Technology and Machine Learning.

IntRec is present in the Polish, UK and Spanish markets and entering the US market in Q4 2022.

The software is available via a Desktop Web App as well as Google and IOS Apps for recruiter and candidates.

In Q3 2022, we are in final negotiations to be awarded another \$250 000 EU Grant via a Venture Capital company to expand our technology to the Upskilling and Reskilling industry. To create an innovative solution that analyses employee's personality and competencies to their ability to learning new skills in a different sector or further training in their sector.

IntRec completed Beta test phase 1 in Q3 2022. Now starting Beta testing 2. This should take 3 to 6 months.

In future we will also be expanding to analyse company and team culture and attitudes to employee mental health. How employee personality and competency deficiency increase the risk to mental health in the wrong organisational culture and how it can be prevented or corrected for employee satisfaction.

■ Company Description

■ Business Description

IntRec create AI proprietary technology for analysing Personality and Competencies. This is the first commercially available technology. It is implemented in the recruitment process to match talent with organisation culture and team fit. Our software can process thousands of applicants within an hour and score candidates.

Our software will revolutionise the recruitment and selection process in High Turnover job markets. This market includes BPO, SSC, Retail, Hospitality, Healthcare, Customer Service, Sales and remote workers.

Our proprietary technology eliminates the need to scan through hundreds of CVs, invite candidates for assessment and interviews. IntRec is fully automated. All these recruitment processes are done using AI, ML (Machine Learning), NLP (Natural Language Processing), NLU (Natural Language Understanding), prediction technology and mental aptitude analysis.

IntRec has developed a powerful Recruitment solution that transforms the way organizations attract, engage, and recruit talent.

IntRec is revolutionizing employee recruitment and selection by turning static recruitment processes into AI assisted innovative hiring method using real-time behavioural, aptitude and competency data from applicants.

Using this behavioural, aptitude and competency data allows companies to hire better and reduce bad hires and staff turnover rates.

■ Description of our product and services

Our software is solely owned IntRec and built in-house. Our code is of an enterprise level design that is built to scale as needed with a keen focus on security and scalability. It is available in 3 Languages (English, Spanish and Polish) and used in the UK, Spanish and Polish markets. Some of our product highlights include:

- Web Apps for Candidates and Recruiters
- Google and iOS Apps for Candidates and Recruiters
- An IntRec Reskilling and Upskilling Courses website for Candidates
- CRM Integrations
- Personality analysis via video
- CV Parser
- Pre-employment Assessment
- AI Video Interviews
- Candidate Scoring and selection

Customer Pricing Structure & Features

| | Starter 5 Active Job 2 Team Members € 0.00 /month Your Current Plan | Limited 25 Active Job 10 Team Members € 270.00 /month €-300.00 Upgrade | Premium 35 Active Job 30 Team Members € 500.00 /month Upgrade | VIP unlimited unlimited on demand Contact Us |
|---|---|---|---|--|
| AI Job Creator | ✓ | ✓ | ✓ | ✓ |
| Job Posting | ✓ | ✓ | ✓ | ✓ |
| Pre-employment test | ✓ | ✓ | ✓ | ✓ |
| Personality Analysis | ✓ | ✓ | ✓ | ✓ |
| Ideal Candidate Calculator | ✓ | ✓ | ✓ | ✓ |
| Candidate Search | ✓ | ✓ | ✓ | ✓ |
| Candidate Analysis | ✓ | ✓ | ✓ | ✓ |
| Video Interview | ✓ | ✓ | ✓ | ✓ |
| Data Storage | 2 GB | 5 GB | 20 GB | 50 GB |
| Rehires/Job opening | - | ✓ | ✓ | ✓ |
| Quick hires | - | ✓ | ✓ | ✓ |
| Analytics | ✓ | ✓ | ✓ | ✓ |
| Interview management | ✓ | ✓ | ✓ | ✓ |
| Ticketed customer services | ✓ | ✓ | ✓ | ✓ |
| Account Manager | - | - | ✓ | ✓ |
| 1st priority support | - | ✓ | ✓ | ✓ |
| Inbuilt ATS | ✓ | ✓ | ✓ | ✓ |
| Personality Analysis via Video | ✓ | ✓ | ✓ | ✓ |
| Image Analysis | ✓ | ✓ | ✓ | ✓ |
| Emotion Analysis | ✓ | ✓ | ✓ | ✓ |
| Final Interview scheduler | ✓ | ✓ | ✓ | ✓ |
| Custom Branding | ✓ | ✓ | ✓ | ✓ |
| NLU | ✓ | ✓ | ✓ | ✓ |
| Benchmark Analytics | ✓ | ✓ | ✓ | ✓ |
| Online Customer Service Support (...) | ✓ | ✓ | ✓ | ✓ |
| Live Training | - | - | ✓ | ✓ |
| On-Demand Training Resources | - | - | ✓ | ✓ |
| Dedicated Customer Success Mana... | - | - | - | ✓ |
| Feedback Management | ✓ | ✓ | ✓ | ✓ |
| Performance Management | ✓ | ✓ | ✓ | ✓ |
| Performance Metrics | ✓ | ✓ | ✓ | ✓ |
| Workflow Management | ✓ | ✓ | ✓ | ✓ |
| Activity Dashboard | ✓ | ✓ | ✓ | ✓ |
| Test/Quiz Creation | ✓ | ✓ | ✓ | ✓ |
| Skill Testing | ✓ | ✓ | ✓ | ✓ |
| Skills Assessment | ✓ | ✓ | ✓ | ✓ |
| Scoring | ✓ | ✓ | ✓ | ✓ |
| Question Library | ✓ | ✓ | ✓ | ✓ |
| Job Post via Client's Credentials Ma... | - | - | - | ✓ |

■ Technology and Platform Infrastructure

The following is a brief description of technologies and programming languages the team uses to develop IntRec AI:

- Our Server and back-end:
 - o OS: AWS Linux 2 (64bit)
 - o Web Server: Apache Web Server (Version 2.4.33)
 - o SSL: <https://varisave.com> (Open SSL/1.0.2k-fips)
 - vProxy Server: Nginx (for future use as a reverse proxy server) (Version: 1.12.2)
 - o Database Server: MySQL (Maria DB Version 10.2.10-MariaDB)
 - Note: This Database will be moved to Aurora DB in the production environment), currently running on the same server just to avoid the cost involved.
 - o SSH server: OpenSSL 1.0.2k-fips (Remote Connection method)
- Main Programming Languages:
 - o Python
 - o Framework: Laravel (Version 5.6)
 - o JavaScript
 - o JQuery
 - o Development Environment:
 - Git Version: 2.14.4
 - Repository host: Bitbucket API's:
 - MX ATrium API
 - Folio Rest API
 - SendGrid
 - Twilio
- Web Programming Scripting:
 - o HTML 5
 - o CSS 3
 - o Bootstrap 4.0
 - o Development IDEs:
 - Eclipse (Main)
 - Vim
 - Atom
- Development Tools:
 - o Putty (SSH connection)
 - o WinSCP (File Upload/Download)
 - o Photoshop
 - o Local Development Environment and Testing
 - XAMPP - Version 3.2.2
 - Targeted Browser: Chrome, Firefox, IE, Safar

■ Company Details

I. Company name

IntRec Inc

II. The name and physical address of the registered agent of the company:

Registered Agent Inc
30 N Gould St Ste R
Sheridan, WY 82801

III. The number, par value and class of shares the company have the authority to issue are:

| | | | |
|-----------------------------|-------------|----------------------|----------|
| Number of Common Shares: | 100 000 000 | Common Par Value: | \$1.0000 |
| Number of Preferred Shares: | 0 | Preferred Par Value: | \$0.0000 |

IV. Company Valuation

Method used: Market Value Approach

The market value approach is done by comparing the IntRec with other similar companies that have been funded in the market.

Our Competitors Valuation

| | | | |
|-----------------|----------------------|-----------|------------------------|
| HireVue | raised \$93 M | Valued at | 950 Million USD |
| Workable | raised \$84 M | Valued at | 1.5 Billion USD |
| GURU | raised \$70 M | Valued at | 1.2 Billion USD |
| Entelo | raised \$41 M | Valued at | 600 Million USD |

IntRec Inc Valuation: Based on the Market Value Approach, our projected future revenues, EU Funding (**\$500 000 USD**) and our proprietary AI software (creating the first commercially available Personality Analysis Via Video and Fully Automated Recruitment Processes). We value our company on the lower valuation scale of **130 Million USD**.

■ Partners & Service Providers

IntRec Limited (UK)

International House
12 Constance Street
E16 2DQ London
United Kingdom

IntRec sp. z o. o.

ul. Szkolna 15
20 – 124
Lublin
Poland

IntRec S.L

San Francisco Javier 23
Nervion
Sevilla
Spain

■ Company Financials

Sales units

| Sales prediction (units) | Year of forecast | | | | |
|--------------------------|------------------|-------|-------|-------|--------|
| | 1 | 2 | 3 | 4 | 5 |
| USA & Canada | | | | | |
| Unit accesses | 1,200 | 2,400 | 4,300 | 7,700 | 13,100 |
| Monthly plans | 600 | 1,200 | 2,200 | 4,000 | 6,800 |
| Yearly plans | 300 | 600 | 1,100 | 2,000 | 3,400 |
| Permanent recruitment | 120 | 200 | 400 | 700 | 1,200 |
| Europe | | | | | |
| Unit accesses | 1,200 | 1,900 | 3,000 | 4,800 | 7,700 |
| Monthly plans | 900 | 1,400 | 2,200 | 3,500 | 5,600 |
| Yearly plans | 600 | 1,000 | 1,600 | 2,600 | 4,200 |
| Permanent recruitment | 180 | 300 | 500 | 800 | 1,300 |
| Latin America | | | | | |
| Unit accesses | | 1,200 | 1,800 | 2,700 | 4,100 |
| Monthly plans | | 600 | 900 | 1,400 | 2,100 |
| Yearly plans | | 300 | 500 | 800 | 1,200 |
| Permanent recruitment | | 120 | 200 | 300 | 500 |
| Africa | | | | | |
| Unit accesses | | | 2,400 | 2,400 | 3,600 |
| Monthly plans | | | 1,200 | 1,200 | 1,800 |
| Yearly plans | | | 300 | 300 | 500 |
| Permanent recruitment | | | 240 | 240 | 400 |
| Asia | | | | | |
| Unit accesses | | | 2,400 | 3,600 | 5,400 |
| Monthly plans | | | 1,200 | 1,800 | 2,700 |
| Yearly plans | | | 300 | 500 | 800 |
| Permanent recruitment | | | 240 | 400 | 600 |

■ Sale Forecast Table

| Total per market | | | | | |
|------------------|------------------|-------------------|-------------------|-------------------|-------------------|
| USA and Canada | 2,160,000 | 4,240,000 | 7,830,000 | 14,170,000 | 24,110,000 |
| Europe | 3,930,000 | 6,490,000 | 10,400,000 | 16,830,000 | 27,170,000 |
| Latin America | 0 | 1,512,000 | 2,471,000 | 3,899,000 | 5,922,000 |
| Africa | 0 | 0 | 1,974,000 | 1,974,000 | 3,192,000 |
| Asia | 0 | 0 | 1,410,000 | 2,280,000 | 3,545,000 |
| Total | 6,090,000 | 12,242,000 | 24,085,000 | 39,153,000 | 63,939,000 |

■ Cost Analysis

Direct Costs

| Direct costs of technology | | | | | |
|----------------------------|----------------|------------------|------------------|------------------|------------------|
| Video analysis | 290,700 | 618,120 | 1,395,480 | 2,195,640 | 3,529,900 |
| Speech to text | 145,350 | 309,060 | 697,740 | 1,097,820 | 1,764,950 |
| Storage | 145,350 | 309,060 | 697,740 | 1,097,820 | 1,764,950 |
| Total | 581,400 | 1,236,240 | 2,790,960 | 4,391,280 | 7,059,800 |

■ Variable Costs

| Other Variable Costs | | | | | |
|-----------------------------------|------------------|------------------|-------------------|-------------------|-------------------|
| Comission | 913,500 | 1,836,300 | 3,612,750 | 5,872,950 | 9,590,850 |
| Marketing | 1,522,500 | 3,060,500 | 6,021,250 | 9,788,250 | 15,984,750 |
| Service desk | 609,000 | 1,224,200 | 2,408,500 | 3,915,300 | 6,393,900 |
| Management staff | 304,500 | 612,100 | 1,204,250 | 1,957,650 | 3,196,950 |
| Total other variable costs | 3,349,500 | 6,733,100 | 13,246,750 | 21,534,150 | 35,166,450 |

■ Fixed Costs

| Fixed Costs | | | | | |
|-------------------------|------------------|------------------|------------------|------------------|------------------|
| IT department | 144,000 | 240,000 | 384,000 | 480,000 | 576,000 |
| KAM | 480,000 | 1,440,000 | 1,920,000 | 2,400,000 | 2,400,000 |
| Recruiters | 360,000 | 1,080,000 | 1,440,000 | 1,800,000 | 1,800,000 |
| Regional directors | 144,000 | 216,000 | 288,000 | 360,000 | 360,000 |
| Office | 96,000 | 144,000 | 192,000 | 240,000 | 240,000 |
| AWS | 36,000 | 72,000 | 108,000 | 144,000 | 144,000 |
| Total fixed cost | 1,260,000 | 3,192,000 | 4,332,000 | 5,424,000 | 5,520,000 |

■ Total Costs

| Cost | | | | | |
|----------------------|------------------|-------------------|-------------------|-------------------|-------------------|
| Direct costs | 581,400 | 1,236,240 | 2,790,960 | 4,391,280 | 7,059,800 |
| Other variable costs | 3,349,500 | 6,733,100 | 13,246,750 | 21,534,150 | 35,166,450 |
| Fixed cost | 1,260,000 | 3,192,000 | 4,332,000 | 5,424,000 | 5,520,000 |
| Total cost | 5,190,900 | 11,161,340 | 20,369,710 | 31,349,430 | 47,746,250 |

■ SWOT Analysis

Strengths

- The cost of development of IntRec AI software is a strong barrier to entry for a competitor.
- Our Recruitment solution is fully automated. This mean Hiring and HR managers can save time, effort and cost.
- Scalability of our software.
- High demand for remote workers recruitment.
- The company's team of engineers have built several platforms that have been successfully sold or operated by large software firms.
- Our product is aggressively priced, and our value proposition is very strong. Our company's recruitment solutions will be the most affordable on the current market when compared to the value we offer.
- The aggressive and focused marketing campaign that we will run has goals and strategies to create immediate impact towards gaining new users.
- Recent Covid Pandemic has created a boom in eRecruitment.

Weaknesses

- Need to educate the market about the benefits of automated recruitment.

Opportunities

- Potential exit strategies for the company includes an up-list to a major stock exchange or a buy-out by a larger Recruitment provider or Professional social media companies such as LinkedIn.
- Ability to dominate the recruitment in High turnover jobs, BPO and SCC sectors.
- New markets for our software: Reskilling and Upskilling industry, Employee's Mental health, security and retail sectors.
- The company's focus on innovative and disruptive recruitment solution will allow IntRec to expand into new markets where Nepotism, Discrimination and Bias needs to be eliminated.

Threats

- Inferior software created by established businesses & new competitors can limit our sales and potential market share.
- Future legislation regarding the development of AI solutions.

■ Industry Analysis

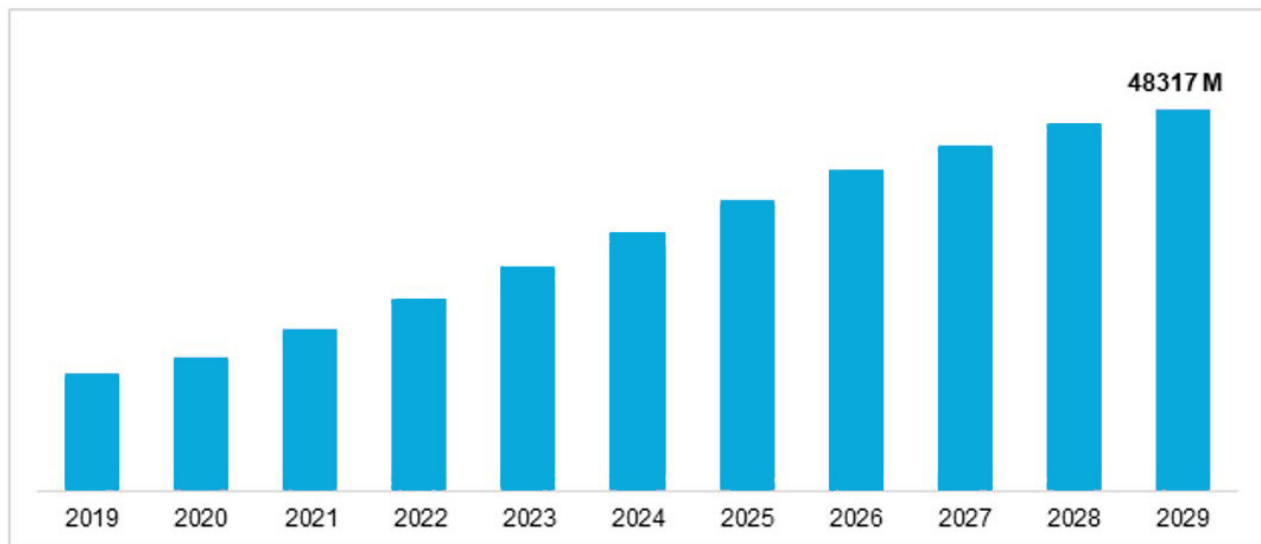
Global online recruitment market was valued at USD 2.90 billion in 2021, and the market size is estimated to reach USD 4.69 billion by 2028, at a CAGR of 7.10% over the forecast period (2022–2028).

■ Covid-19 Impact & Market Status

The COVID-19 pandemic epidemic has had a negative impact on worldwide offline recruitment campaigns. COVID-19 has an impact on hiring procedures in companies all around the world. Businesses had to promptly and innovatively update their hiring procedures because of the pandemic. To tackle the health risks posed by the epidemic, businesses are using remote operations, and they are also changing how they hire new employees. Many businesses have switched from traditional hiring methods to virtual ones by using the appropriate technologies. HR managers are working overtime to modify recruitment strategies in the wake of the outbreak. Fortunately, technology now allows us to reduce vulnerability while still hiring top-notch workers. As a result, organisations are increasingly implementing virtual and online recruitment strategies to safeguard both staff and candidates and reduce the danger of spreading the virus while conducting hiring drives.

Due to Online Recruitment Market demand, all corporate procedures, including hiring, have gone digital. However, in most cases, digital transformation entails investing in software and data technologies, such as hiring solutions and online hiring channels, in order to scale back or completely eliminate administrative tasks and boost operational performance within and across departments and hiring teams.

Global Online Recruitment Market 2019-2029 (USD Million)

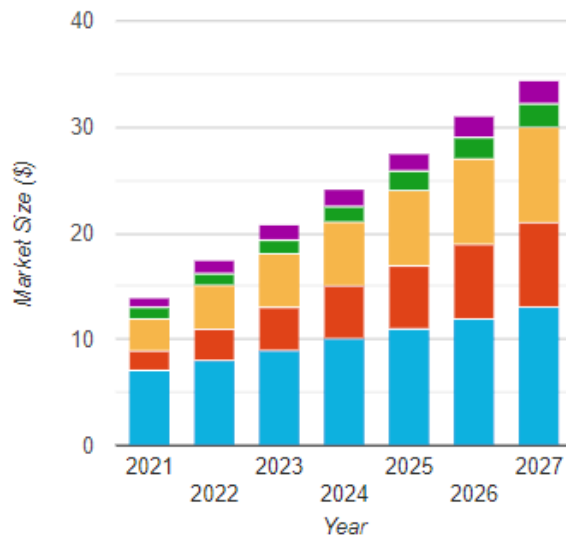


Source: Adroit Market Research © 2021

The growth in employment opportunities has significantly increased the need for advanced recruiting platforms. These platforms are needed to simplify recruitment procedures such as resume management, employee screening, assessment tools, and others. The business is primarily driven by the widespread outsourcing of traditional hiring procedures to online recruiting platforms. The market's primary growth drivers are the growth of social networking, the widespread usage of cloud-based technologies, and easy access to high-bandwidth internet infrastructure.

A growing number of businesses are using AI in their hiring procedures. Around the world, various solutions including candidate relationship management software, interviewing software, and application monitoring software are improving the whole online hiring procedures. Recruitment agencies are integrating data analytics-driven solutions for their applicant monitoring processes in order to fully benefit from online recruitment. In January 2020, IntRec introduced a data science plan to support its HR product line. This tool seeks to prevent time wastage for both candidates and recruiters by providing the finest candidates to firm recruiters.

The fourth industrial revolution and digital transformation have also had a favourable impact on the Online Recruitment Market and given rise to a new generation of employment opportunities.



North America
Europe
Asia Pacific
Latin America
Middle East & Africa

■ Market Regional Insights

North America is anticipated to dominate the global online recruitment market over the forecast period owing to rising use of social media platforms and other online services for recruiting that will support the Online Recruitment Market growth in this region. The major firms in this region are also working on AI technologies to continue to dominate global technological advancements. Employers and recruiters in the region would be able to expand further recruiting-related administrative tasks, such as fielding questions, setting up interviews, and even doing preliminary candidate screenings due to recruitment marketing technologies and AI. This might boost output by more than 50%, giving recruiters more time to concentrate on technical responsibilities. Additionally, recruiters in the area use software and assessment tools to confirm the qualifications of the candidates.

Asia Pacific is predicted to hold the second-largest share in the global online recruitment industry due to the rapid adoption of AI in the region's key countries, including China, Japan, and India. Additionally, as business owners migrate to an automated hiring technique to keep up with technological improvements, talent acquisition and HR recruiters are seeing substantial growth.

Furthermore, Europe will continue to witness strong economic growth, which will help to create a welcoming work climate with high levels of confidence among employees and employers. The Online Recruitment Market in Europe will keep growing as long as engineering and IT organisations continue to employ quickly.

With the growth of smaller businesses and larger competitors, recruiting efforts have increased among banking, legal, and HR organisations, helping to further enhance their Online Recruitment Market positions.

Increasing penetration of internet usage and the growing preference to use smartphones means there has been an increasing need to adopt sophisticated recruitment strategies. Online recruitment is playing a vital role in the value exchange between job seekers and employers. This is driving the global online recruitment market.

Owing to benefits such as wide geographical reach, speed, lower costs, time and manpower saving strategy, automated process and better interaction with candidates, there has been a transformation of the conventional recruitment methods to online recruitment. This is fostering the remarkable progress of the global online recruitment market.

Multinational and IT companies using websites to recruit candidates, recruitment service providers, increasing global competition, industries becoming skill sensitive, a rising number of competitors making the traditional recruitment process tougher are the key factors driving the global online recruitment market.

An increasing number of businesses are using AI to streamline the hiring process. A multitude of technologies, such as interviewing software, candidate relationship management software, and applicant tracking software, are improving the entire online hiring processes globally.

The growth of global online recruitment market is due to the continued digitization of all business operations, including recruiting. The internal business processes and customer interactions of businesses are changing because of the digital revolution. Digital transformation often entails the procurement of software and data technologies, such as hiring solutions and online recruitment channels, in order to reduce or eliminate administrative activities and improve operational performance inside departments and amongst hiring teams.

Online recruiting contributes to the accelerated hiring processes that are one of the many advantages of the worldwide online recruitment business. Since the application tracking system (ATS) stores all of the necessary candidate data in one place, online recruiters may quickly screen prospects using ATS solutions. By 2029, the size of the global online recruiting market is anticipated to be USD 48,317million, expanding at a CAGR of 7.12% during the forecast period (2022–2029).

Due to globalization of businesses are adapting to meet their workers' requirements as flexible schedules and work-from-home options are swiftly rising in popularity among benefits expected by job seekers. This has led to an increase of completely remote firms around the world. Because businesses can now access global talent without being restricted by regional borders, companies are encouraging employees to work remotely in order to grow their online talent pool.

The ability for businesses to automate administrative tasks like scheduling interviews or keeping track of applicant paperwork, as well as improved candidate analysis and access to a large pool of applicants, are some additional factors driving the global online recruitment market. Additionally, because everything will be on one page, employers won't have to read a candidate's resume before moving on to their cover letter, portfolio, or evaluation. The aforementioned elements are encouraging businesses worldwide to digitise their hiring procedures, which is boosting the expansion of the global online recruiting market.

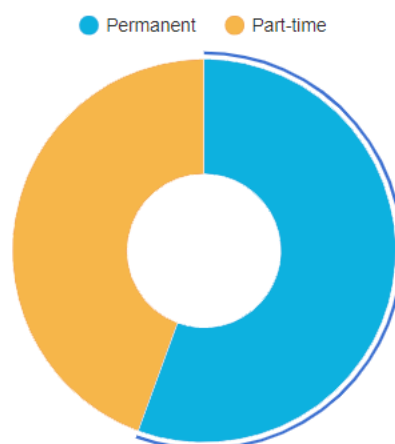
Due to the large number of online applicants made possible by the convenience of internet access, hiring managers and employers find it difficult to choose the best candidates while weeding out the unqualified ones. Many applications might be fraudulent in order to gather information about the organisation or the hiring manager, spammers even utilise internet data to market a service to businesses through online recruitment. Businesses that post jobs online may do so with a lot of data, which could make it simpler for dishonest hackers to break into the company's IT systems. The expansion of global online recruitment market may be hampered by the aforementioned factors. Furthermore, employers or recruiters are adopting sophisticated recruitment strategies. There is increasing penetration of internet usage and smartphone users and now online recruitment is acknowledged as a key element by global job seekers and organisations. The advent of more stringent regulations is reducing online recruitment fraud. Putting all these factors together strongly indicates there is a big growth opportunity to the global online recruitment market.

■ Segmental Analysis

Analysis by Job Type

In 2021, the permanent employment segment accounted for the largest Online Recruitment Market share of the global online recruitment market. The number of job seekers looking for permanent jobs has greatly increased due to the steadily expanding business sector. There are many advantages to having permanent employment. Permanent employees benefit from perks including health insurance, retirement savings plans, and paid time off in addition to receiving a consistent salary and employment security. Modern recruitment strategies are more effective and user-friendly, making it simple for people looking for permanent employment to identify suitable positions. Web-based recruitment software lowers the danger of a job seeker applying for the incorrect position by enabling the use of targeted, customised inquiries, keyword matching tools, and other high-tech apps.

Global Online Recruitment Market By Job Type, 2021 (%)



Analysis by Application

The IT, BPO and SSC segments dominated the global online recruitment market in 2021. Businesses experienced a double-digit increase in hiring activity in these industries, which suggests that the sector has uniformly recovered from the pandemic in terms of jobs. With a persistent need for qualified employees, these sectors are continuing an upward recruiting trend. However, in the hotel/catering sector, more people are likely to use web-based recruitment platforms and solutions. The U.S. Bureau of Labor Statistics reports that the hospitality sector has a turnover rate that is two to three times higher than that of other sectors. Recruiting ideal candidates is never easy or quick for the hospitality and catering industries. As a result, they are using social media networks like Facebook, Twitter, LinkedIn, and others as the best way to find qualified hospitality employees. The hospitality industry includes a wide range of businesses, including hotels and resorts, eateries, special events, cruise ships, travel, tourism, and airlines, among others. The hospitality ecosystem has undergone significant change as a result of the development of technology, and we now deal with industries that are changing more quickly than ever.

■ **Market Dynamics**

Driver

Increasing social media exposure to spur demand

The emergence of social networking has transformed how people share knowledge and offered up new channels for connection. The recruitment sector is presented with a complete picture of exciting potential as social networking infrastructure starts to grow and become more widespread. By connecting with talent across a wide range of social media platforms, recruiters are becoming more and more aware of the need for more creative approaches to enhance the business plan. Businesses now understand how to include social media as a marketing strategy due to its widespread use. A business may find that social networking is a potent tool that it may use to publicise job openings and gain a competitive advantage in order to draw in a larger pool of potential candidates. Businesses now rely more on social networking than they do on newspapers, radio, or recruiting firms. Utilizing social media has altered the hiring process for many companies globally in recent years.

Increasing focus on automation in the recruitment process to aid growth

Companies and governmental bodies are currently focused on making a big transition from the conventional manner of hiring services to more effective, affordable methods. The majority of businesses now use e-recruitment platforms rather than more conventional hiring techniques. Additionally, online job hunting and application processes became more popular among prospective employees. eRecruitment has currently been adopted by numerous businesses of all sizes. However, the majority of businesses today use eRecruitment to advertise job openings, sanction requests for interviews, and email candidates. Therefore, the internet and information technology have given the company a chance to locate possible employees who are qualified for the position.

Benefits of online recruitment

Regular employment processes can be sped up with the use of online recruiting. Administrative chores like scheduling interviews and managing applicant paperwork can be automated by businesses. Since the applicant tracking system (ATS) stores all of the necessary candidate data in one place, online recruiters use ATS systems to swiftly screen applicants. They won't have to read the candidate's resume before looking at their portfolio, evaluation, or cover letter because everything will be on the same page. Online recruitment tools are beneficial to more than just recruiters. Since the procedures feature auto-filling application forms and one-click apply buttons, candidates can apply swiftly. Aside from access to a large pool of applicants and improved candidate analysis, there are other elements supporting digitalization.

Management and Organization

The business will be fully managed and maintained by the Management Board, Dr. Pawel Pietras (CEO) Mr Michael Ajike (President) and Dr Maciej Szczepańczyk (CFO). The company currently employees Country Managers, software engineers, Key Account and Recruitment Managers. The company will also, at times, call upon various contractors or consultants for marketing, accounting, legal matters, and any other professional tasks. Under the direction of the Board, the company has created its organization plan.

A good team that truly adds value is not just a group of high performing individuals but a balanced team with complementary skill sets and a culture that allows them to work together to make the most effective decisions for our organization. While the leadership from the top is crucial, the participation of every team member is also essential for effectiveness. We are confident that the team we will attract will continue to execute in a timely manner the business plan presented.



■ Marketing Plan

The company currently has its management members focused on executing this business plan. The team is focused on creating a strong brand, executing the following marketing strategies post investment:

- **Networking Events:** in an effort to build brand awareness, we will attend HR, business, Recruitment conferences and entrepreneur networking events. These conferences include both local and national conferences such as the HR Technology Conference & Exposition in Las Vegas.
- **Direct Contact:** the company will have a strong focus on directly contacting HR, Department Managers and CEOs of BPO, SSC, Major retailers and commercial operations via phone, email, "snail" mail, and social media.
- **Internal Sales Platforms / Our Website:** the company website will act as our main mode of finding information. This website will feature all of our discounts, information about our business, service pricings, and company news aggregated into a single platform for potential customers and candidates. This website will also allow those interested in our services to begin the purchase process in seconds.
- **Strong Cost Per Click Advertising:** the company will have aggressive targeted cost-per-click advertising campaigns on platforms. We will primarily be using Google Adwords, as well as social networks that allow marketers to define the interests of their target viewers. This strategy will be used to drive traffic to our website in the most cost-effective, efficient manner possible. We will target phrases and interests that clearly indicate candidates are seeking new job opportunities and for companies to search for talent.
- **A Facebook and Instagram Page:** a Facebook and Instagram page will be started. Administration will be outsourced. Each post will engage users by asking a question, propose an idea, calls to action, or a sale of some form. We will include hashtags and geolocations with the heaviest pertinent traffic in our posts. These will be marketing hashtags such as #marketing, #business, #analytics, or any other trending hashtag that will generate targeted traffic. This will assure that these platforms are a lead generation service driving pertinent traffic to our website. We will be posting a minimum of twice per day on each platform.
- **Multi job posting to major job boards:** all job created using IntRec AI job creator and published on IntRec will also be publish simultaneously on major job boards such as Indeed, Google Jobs and LinkedIn.
- **Online PR:** this will be outsourced to an external company but will be control by the management team. We will use this platform to educate the market about the advantages of using IntRec AI for both Companies and Candidates.
- **Referral Program:** a strong referral program for companies and candidates that have used IntRec AI and are satisfied. We will offer cash offers for successful referrals that become clients of IntRec Inc.
- **Company Culture and Team Fit:** we will ensure we fully understand the culture and team of the employing company so that we can perfectly match the ideal candidate. This will involve an investment in KYC (Know Your Client) analysis.
- **SEO:** website optimization of our website and Apps. Create a career page and make content geared towards prospective customers.

■ Financial Projections

The Company will have expenses as it moves to scale operations. It's important that the company estimate these expenses accurately and then plan on obtaining sufficient capital. Even with the best of research, however, expanding the business has a way of costing more or less than anticipated. The company has made allowances for surprise expenses, called contingencies to account for the unforeseeable. After careful research and talking to others who have started similar businesses to get a good idea of how much to allow for contingencies, the Company projects distribution of capitalization in the amount recorded below to operate and sustain the business for the first years of operations and beyond.

■ Pre-Startup Expenses

The company will invest the capital for startup operations in the following manner:

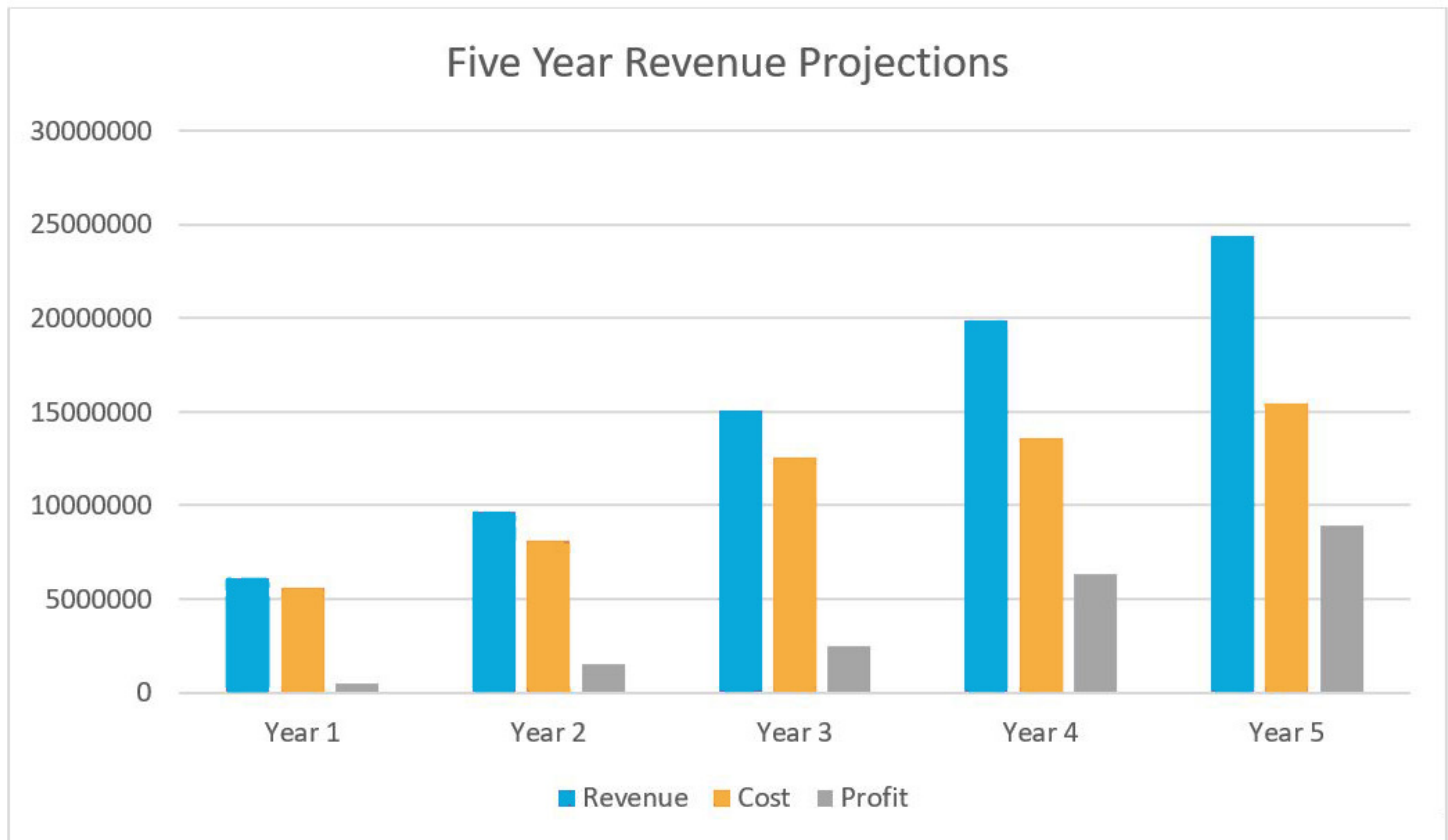


| STARTUP COST | AMOUNT |
|----------------------------------|----------------|
| Marketing and Advertising | \$460,000.00 |
| Software Development | \$200,000.00 |
| Research & Development | \$180,000.00 |
| Operation Cost & Working Capital | \$1,180,000.00 |

The above represents our current intentions based upon our present plans and business conditions to use and allocate the net proceeds of this offering. The amounts and timing of any expenditure will vary depending on the amount of cash generated by our operations, and the rate of growth of our business. If an unforeseen event occurs or business conditions change, we may use the proceeds of this offering differently than as described in this business plan prospectus.

■ Financial Projections

The following is the company's financial revenue and expense projections. Together they constitute a reasonable estimate of our company's financial future. More importantly, the projections through the financial plan will improve our insight into the inner financial workings of our company.



■ Sales Assumptions

| PAYG | Units Sold | Avg Price | Revenue |
|--------|------------|-----------|----------------|
| Year 1 | 2,400 | \$100 | \$240,000.00 |
| Year 2 | 4,500 | \$100 | \$450,000.00 |
| Year 3 | 8,500 | \$100 | \$850,000.00 |
| Year 4 | 12,500 | \$100 | \$1,250,000.00 |
| Year 5 | 15,400 | \$100 | \$1,540,000.00 |

| Yearly Plan | Units Sold | Avg Price/month | Revenue |
|-------------|------------|-----------------|----------------|
| Year 1 | 1,500 | \$500 | \$750,000.00 |
| Year 2 | 2,600 | \$500 | \$1,300,000.00 |
| Year 3 | 4,700 | \$500 | \$2,350,000.00 |
| Year 4 | 6,700 | \$500 | \$3,350,000.00 |
| Year 5 | 8,400 | \$500 | \$4,200,000.00 |

| Yearly Plan | Units Sold | Avg Price/month | Revenue |
|-------------|------------|-----------------|-----------------|
| Year 1 | 900 | \$5000 | \$4,500,000.00 |
| Year 2 | 1,500 | \$5000 | \$7,500,000.00 |
| Year 3 | 2,300 | \$5000 | \$11,500,000.00 |
| Year 4 | 3,100 | \$5000 | \$15,500,000.00 |
| Year 5 | 3,800 | \$5000 | \$19,000,000.00 |

| PAYG | Units Sold | Avg Price | Revenue |
|--------|------------|-----------|----------------|
| Year 1 | 300 | \$2000 | \$600,000.00 |
| Year 2 | 520 | \$2000 | \$1,040,000.00 |
| Year 3 | 1,040 | \$2000 | \$2,080,000.00 |
| Year 4 | 1580 | \$2000 | \$3,160,000.00 |
| Year 5 | 2000 | \$2000 | \$4,000,000.00 |

■ Pro Forma

■ Profit & Loss

| Profit and Loss | | | | | |
|----------------------------|------------------|-------------------|-------------------|-------------------|-------------------|
| Incomes | 6,090,000 | 12,242,000 | 24,085,000 | 39,153,000 | 63,939,000 |
| Direct costs | 581,400 | 1,236,240 | 2,790,960 | 4,391,280 | 7,059,800 |
| Other variable costs | 3,349,500 | 6,733,100 | 13,246,750 | 21,534,150 | 35,166,450 |
| Fixed costs | 1,260,000 | 3,192,000 | 4,332,000 | 5,424,000 | 5,520,000 |
| Total costs | 5,190,900 | 11,161,340 | 20,369,710 | 31,349,430 | 47,746,250 |
| Profit before taxes | 899,100 | 1,080,660 | 3,715,290 | 7,803,570 | 16,192,750 |
| MARGIN | 15% | 9% | 15% | 20% | 25% |

■ Conclusion

IntRec Inc. management is confident that following the planned capital injection, the company can achieve its conservative financial projections, generating a gross revenue in excess of \$6.1 million in year one. In addition, management has carefully considered its market, potential customer base, and its ability to grow its sales average to capture market share in our area of business. With our projected numbers, and the total market share and revenue in the industry, we confidently project revenues in excess of \$25 million in year five.

As owners, the Management Team commit to take personal accountabilities for all financial debt. The Company has taken the necessary precautions to ensure the business is fully capitalized and has addressed all financial shortfalls to ensure a successful business expansion.

In all the above we intend to keep on investing in R&D to develop new technology and provide an intelligent AI recruitment solution that improves candidate experience and saves companies time, cost and effort. All the above promotional tools that we have mentioned throughout the plan shall be well integrated and utilized in tandem so as to maximize their effect.

Entrepreneurs have a tendency to paint any business plan with a very optimistic brush, highlighting strengths and camouflaging the risks. The Management Team, as experienced business owners with successful past exits, have a vested stake and financial commitment in the success of this business. The Management Team has taken all precautions to validate the Company business and financial models, focusing on realistic projections. If you have any questions, please contact us directly.

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