EVALIA

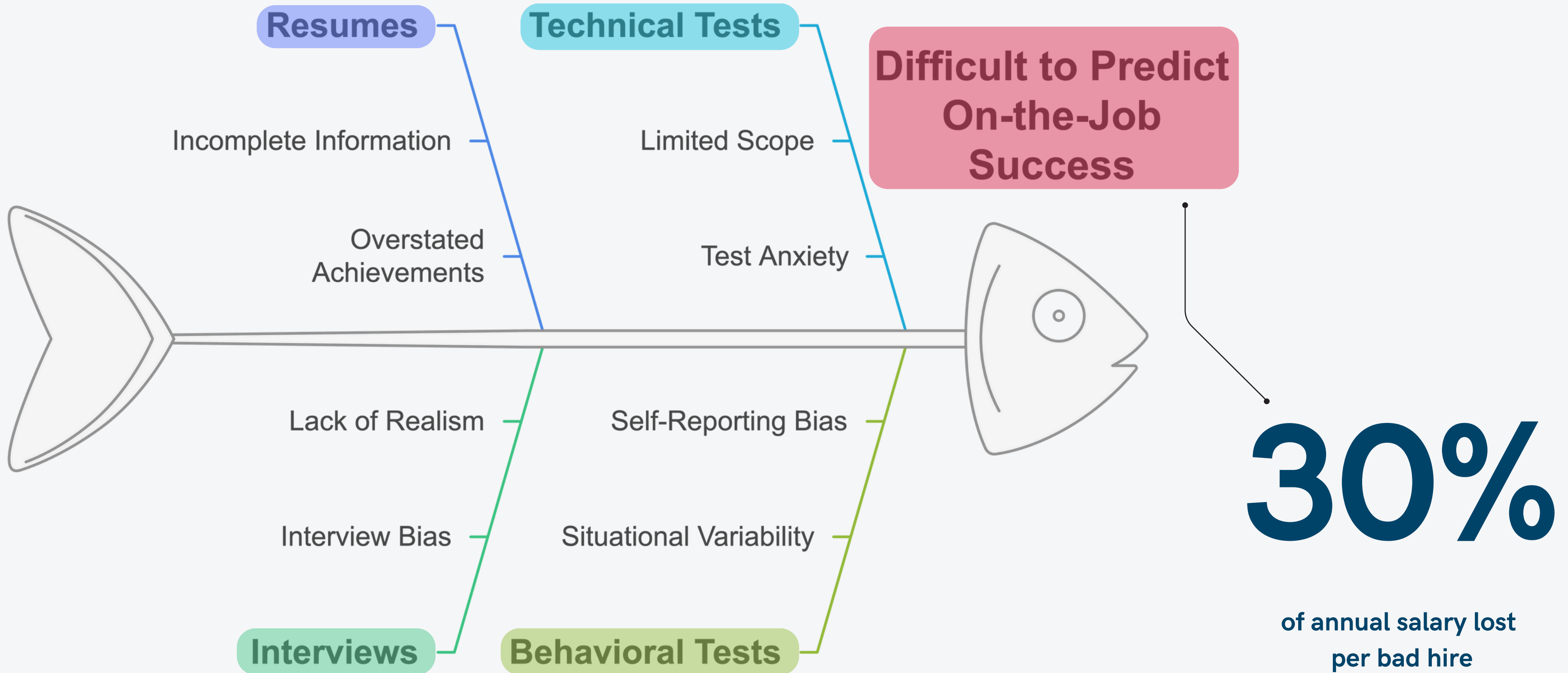Find out how candidates really work - before you hire them
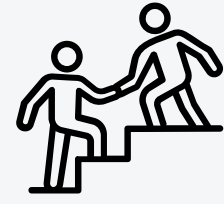
Sadia Ashraf

2018

VP

From managing a team of 30+ engineers to moving to the role of VP, I needed to bring in structure - simple: hire some senior leads...
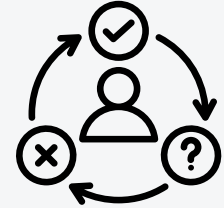
The (Hidden) Costs of Bad Hiring Decisions

Resumes

Incomplete Information

Overstated Achievements

Technical Tests

Limited Scope

Test Anxiety

Difficult to Predict On-the-Job Success

Lack of Realism

Self-Reporting Bias

Interview Bias

Situational Variability

Interviews

Behavioral Tests

30%

of annual salary lost per bad hire

*U.S. Department of Labor

What Really Matters?

Leadership

Decision Making
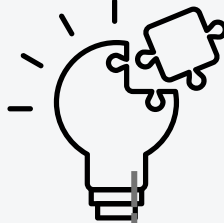
Problem Solving

Team Work

68%
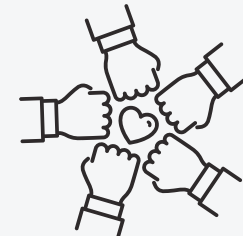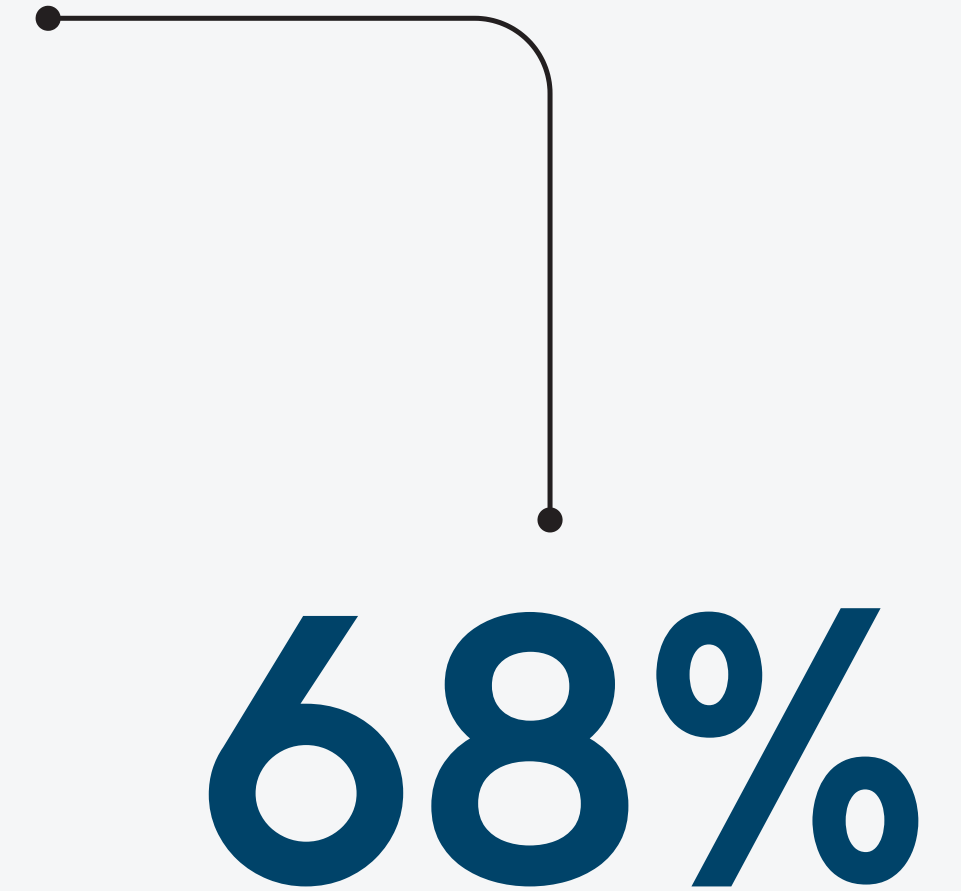
organizations struggle to assess these

*Society for Human Resource Management

EVALIA

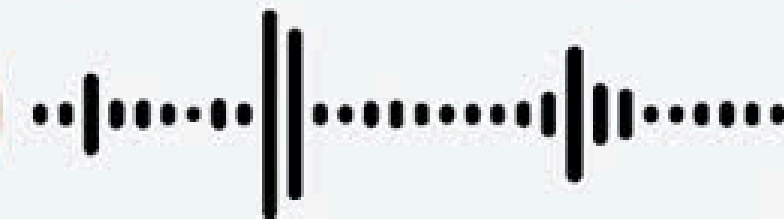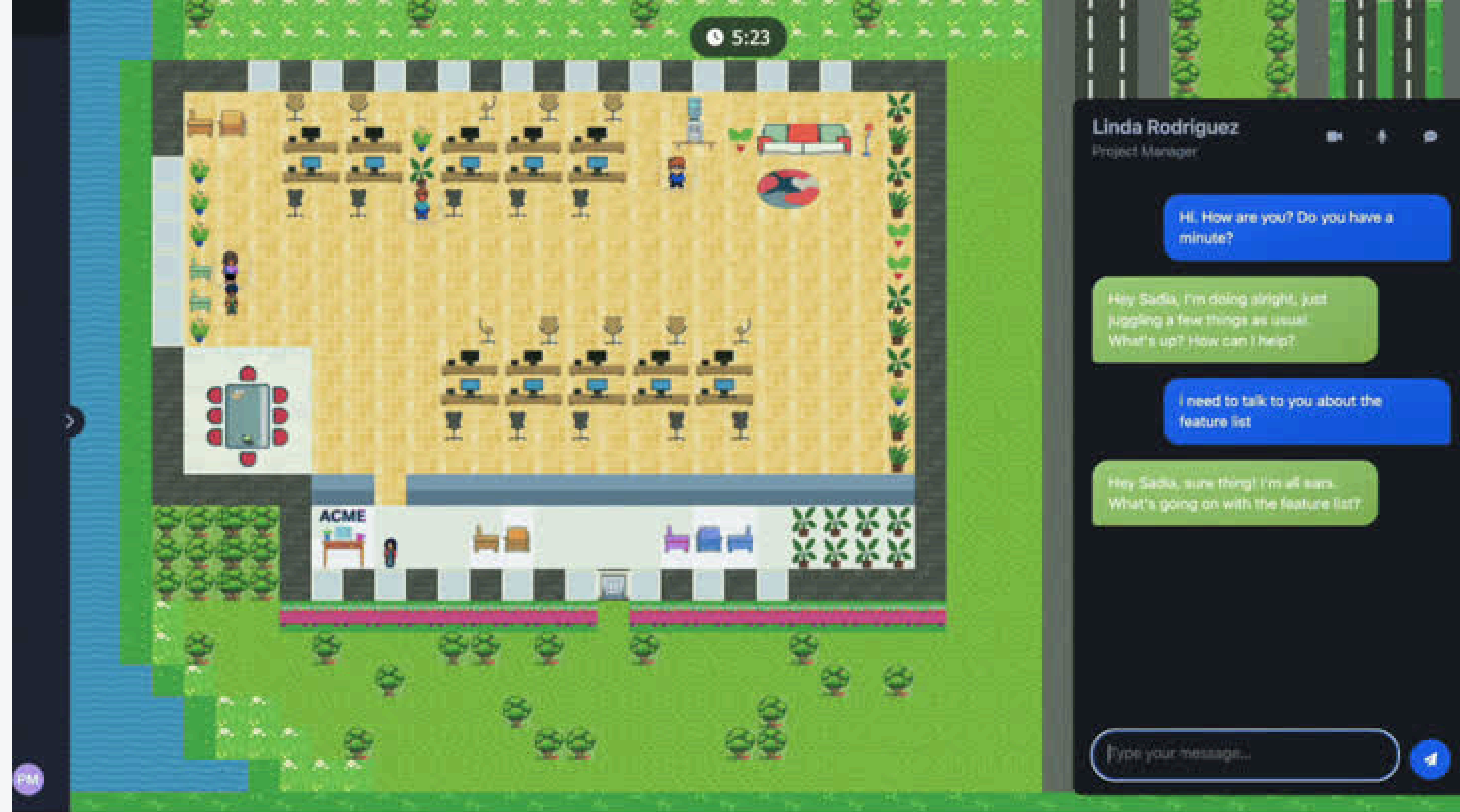⚙️ Evaluate candidates on exactly what they need to do once hired

🏃 Hit ground running from day one

Immersive virtual office environment

Mimics real-world scenarios

Predicts job performance & team fit

Early Traction & Validation

October 15, 2024

Selected at NIC; 50+ customer interviews, 3 hypothesis iterations

December 15, 2024

Pilot Ready - Pre-built scenarios for PM role.

January 2, 2025

SPS - Paying customer. Recruit: 1 project manager & 1 customer account manager.

February 2025

Selected for LEAP Conference in KSA

Opportunity

SAM

USA => $40 billion
Assessment Market 10%

$4 billion CAGR 15.2%

TAM

Global recruitment
market for IT

$184.6 billion

CAGR 7.67%

SOM

Aimed at early adopters
of AI solutions for soft
skills assessment

$40 million

Business Model

Enterprise Subscriptions

Tiered based pricing - plans starting at

$12k/year

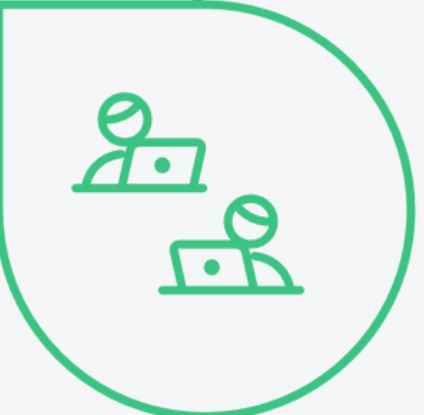## SMB Assessments

Package assessments & Pay-per-assessment starting at

$199/assessment

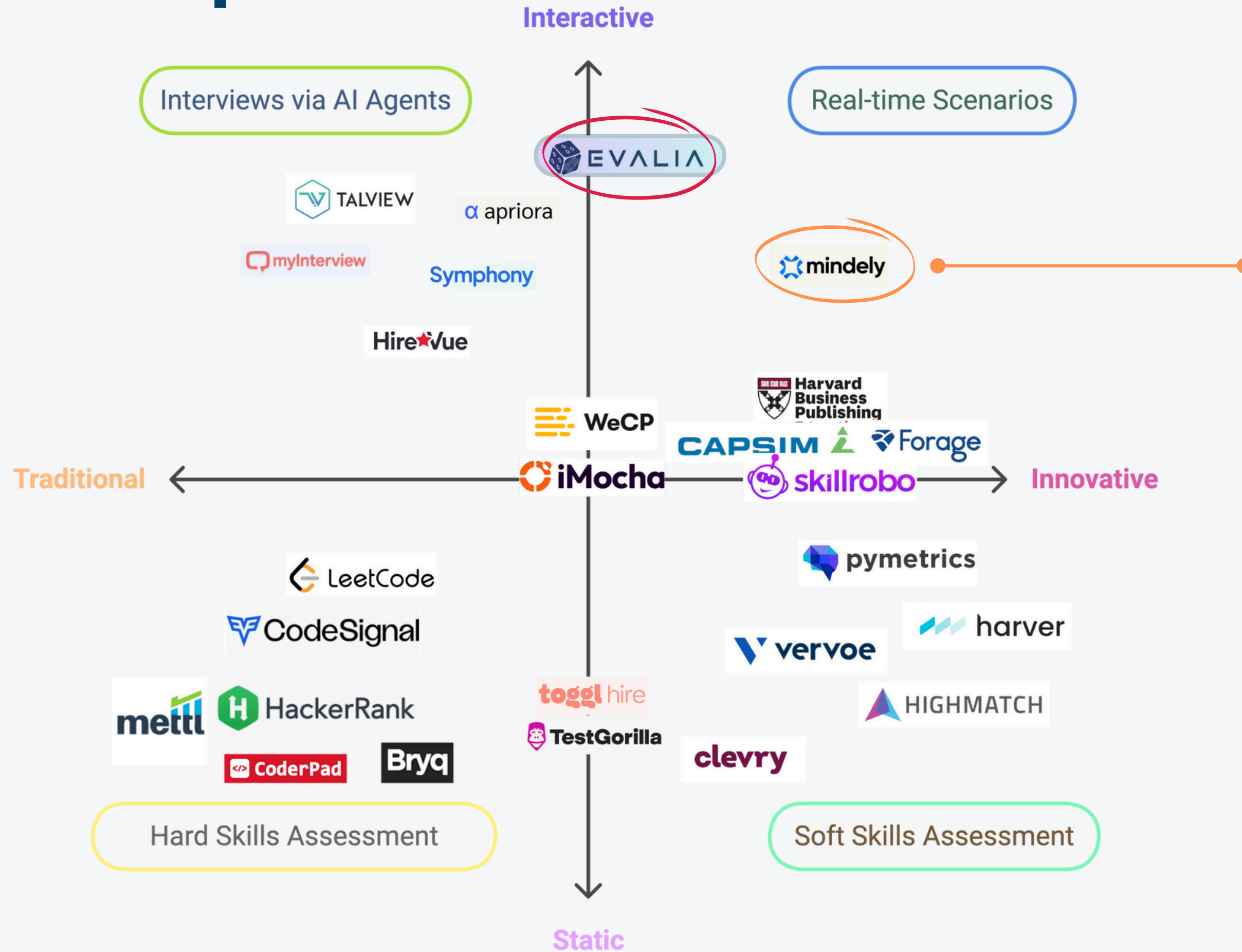## Internal Training

Employee development & internal promotions

Professional Services

Custom scenarios & integrations

Competition

Interactive

Interviews via AI Agents

Real-time Scenarios

EVALIA

TALVIEW

α apriora

myInterview

Symphony

mindely

Hire✦Vue

WeCP

Harvard Business Publishing

CAPSIM

Forage

iMocha

skillrobo

Traditional ← → Innovative

LeetCode

CodeSignal

pymetrics

harver

vervoe

mettl HackerRank

HIGHMATCH

toggl hire

TestGorilla

CoderPad Bryq

clevry

Hard Skills Assessment

Soft Skills Assessment

Static

Y YC HR Tech Backing

66

Recruitment & Talent Companies Funded Historically

1

Close to EVALIA W24

- only one virtual agent
- no virtual office
- yes trying to simulate case studeis

Target Market

Prioritizing Customer-Centric & Innovation-Driven Organizations

Segment 5: Companies Assessing Leadership Potential

Team Leads, Managers, Executives

Segment 1: High-Growth Tech Companies (Early Adopters)

Customer Success, Tech Support, Account Management, Sales Engineers, Project Managers, Product Managers

Segment 2: Customer-Centric Financial Services Companies (Early Adopters)

Financial Advisors, Client Relationship Managers, Loan Officers, Customer Service

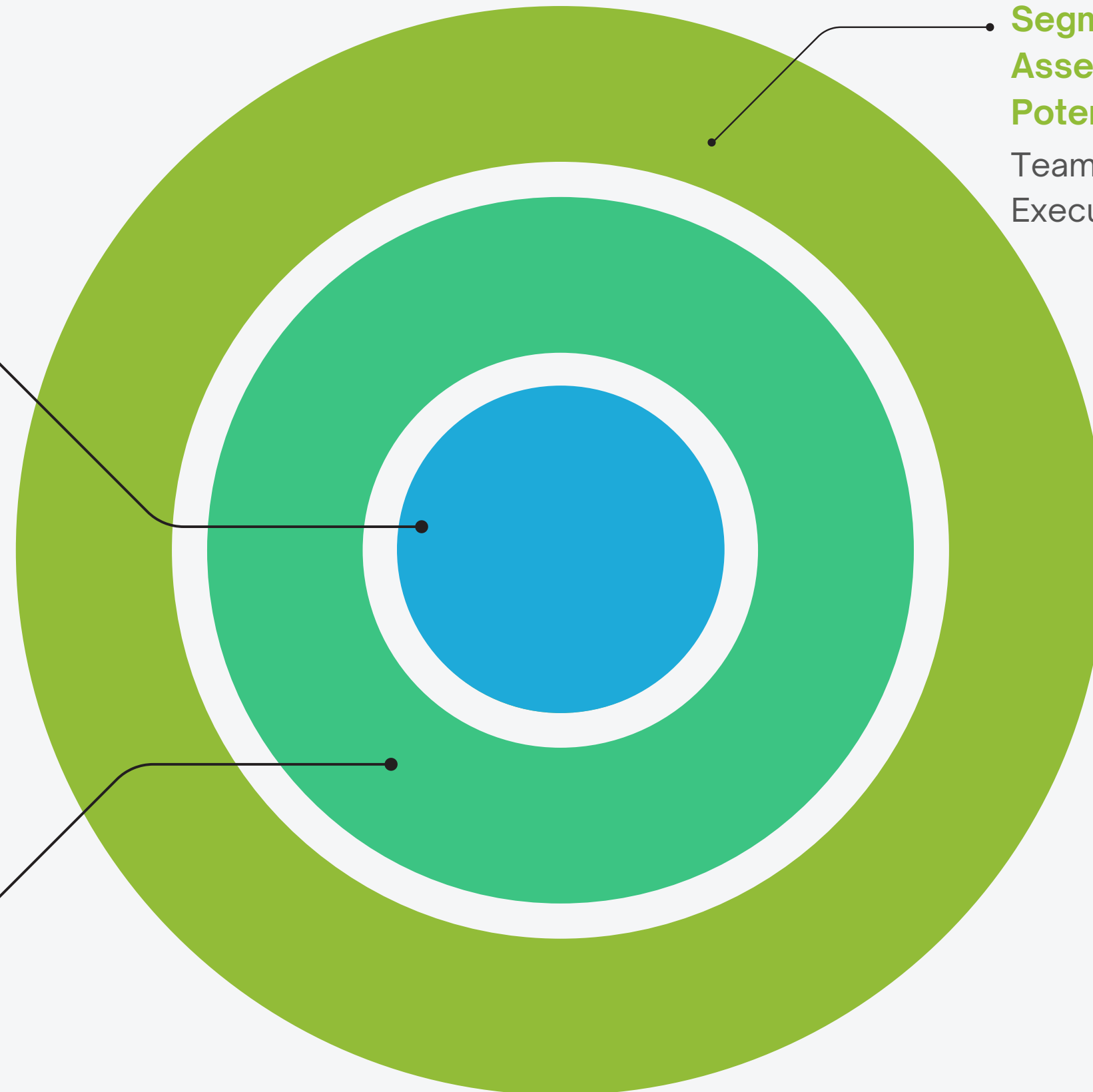**Segment 3: Companies Emphasizing Teamwork and Collaboration**

Software Engineers, Project Managers

Segment 4: Companies in Complex/Rapidly Changing Environments

Healthcare Administrators, Operations Managers, Startup Roles

Meet the Team

17 years of experience
- Asst. Professor NUST/10+ years of corporate experience

VP of Engineering & AI at Software Productivity Services
- Enterprise applications in USA

Cofounder/CTO of Oscar.ai
- Startup in QSR space in USA

Pre-seed VC funding $2.2 million
- Financial backing for growth

19 years of experience
- Asst. Professor NUST/Serial Entrepreneur

CEO Logixos
- Remote Recruitment Platform

CEO/Cofounder HubMed
- HRTech for Healthcare

10 million PKR USAID Grant
- Secured funding in Dairy Sector

SADIA ASHRAF
CEO
EVALIA
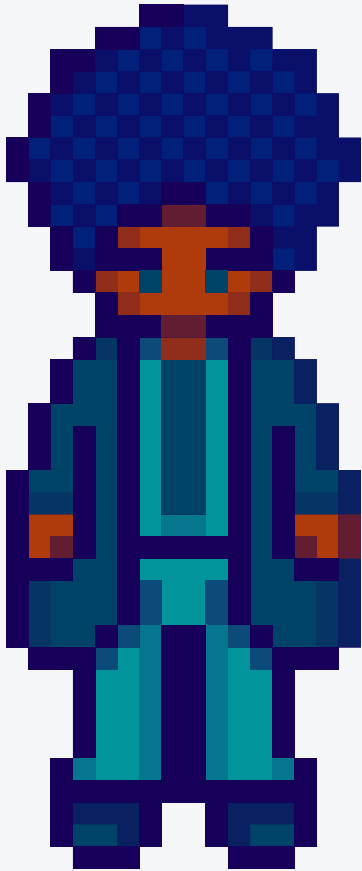
MUJTABA HAIDER
COO
EVALIA

Be One of Our Ten Beta Partners

Q1 2025 Beta Launch

Lifetime Preferred Pricing

Shape Our Product Roadmap