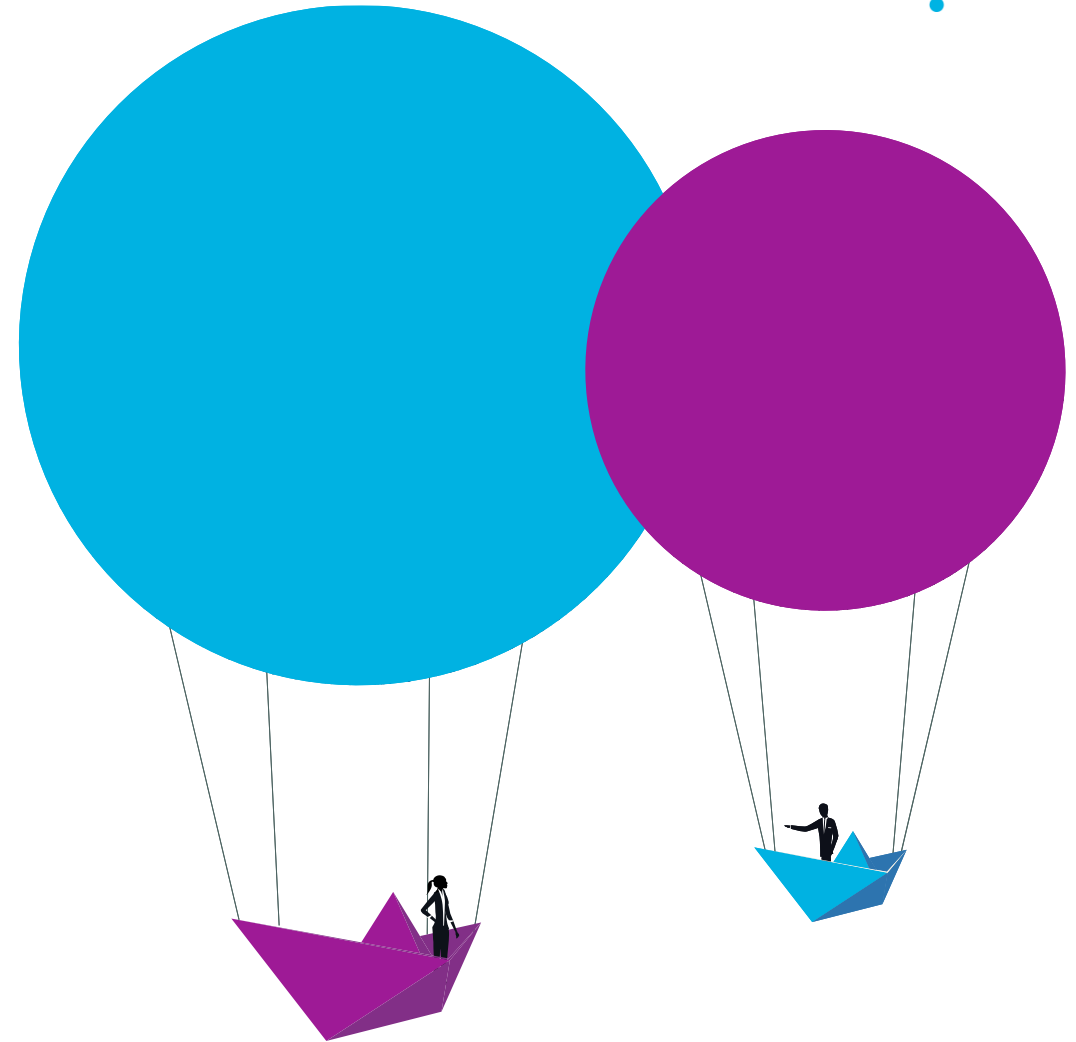


# Case-Study

High-Level Problem & Solution



# End-to-End Development & Launch of a SaaS + AI Hiring Solution



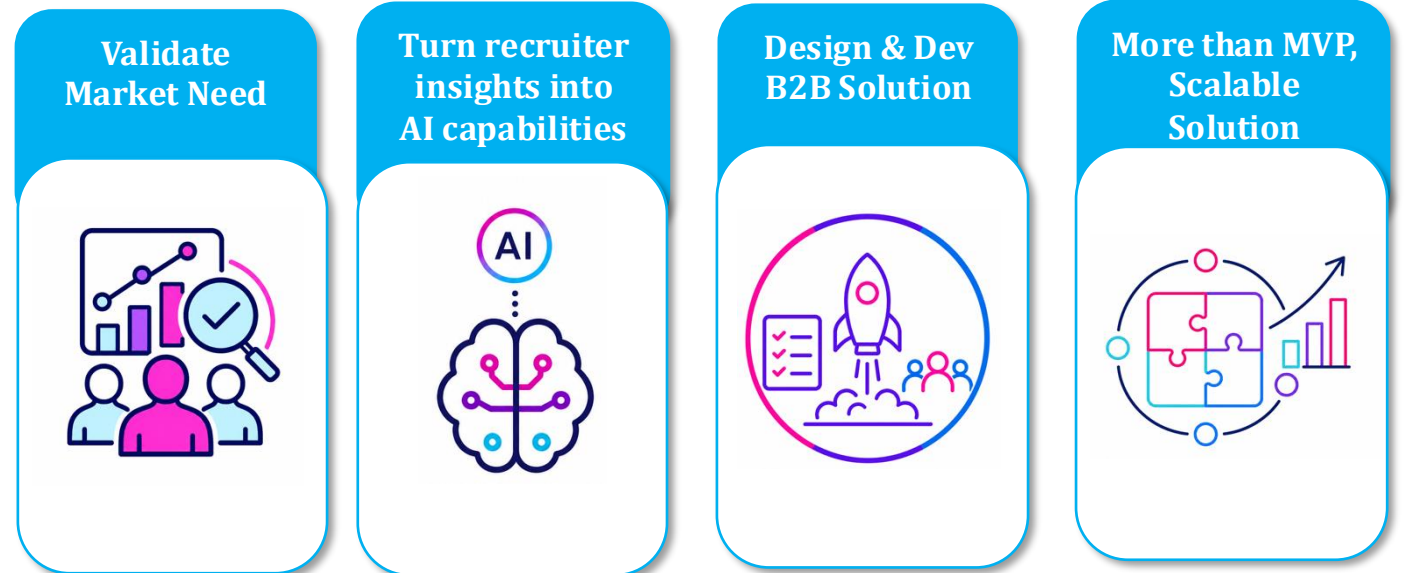
## Problem

### Client Background

- A large corporate client was exploring how to spin out new technology into a new market.
- The client formed a small team to investigate the U.S. market opportunity for AI-based soft-skill assessment in the hiring process.
- The goal was to validate the market, develop the AI, and launch a scalable B2B SaaS + AI solution for the U.S. hiring market.
- This was a long-term project of over 2 years.

### Client Challenges

1. **Market uncertainty:** Was the U.S. opportunity large enough to justify investment?
2. **AI commercialization gap:** How to turn recruiter insights into a sellable AI hiring solution?
3. **Scalability requirement:** Needed more than an MVP; a B2B SaaS & AI solution built for integration and growth.

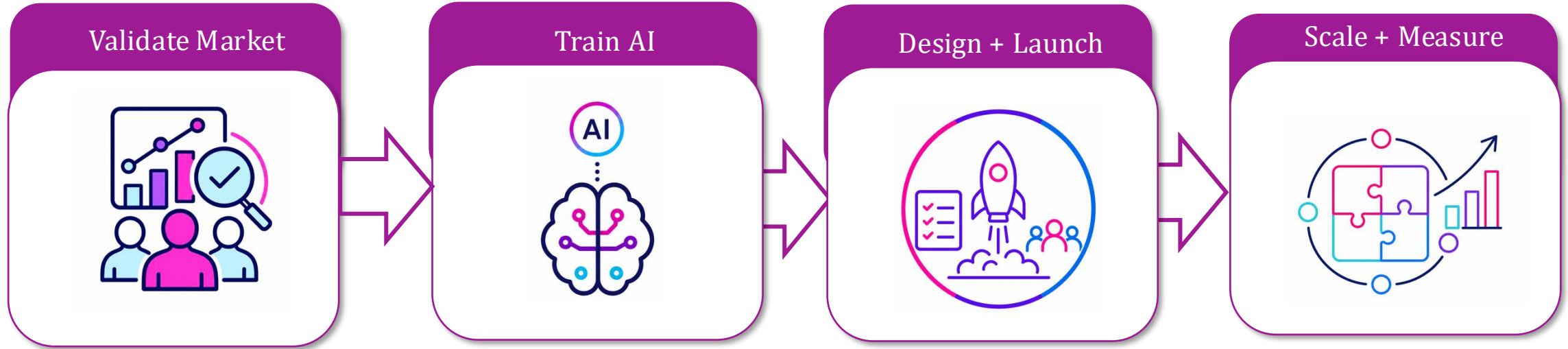


# End-to-End Development & Launch of a SaaS + AI Hiring Solution

Solution



## 4 Step Solution



**Market Validation:** Interviewed HR leaders and recruiters; **Synthesized** VoC insights to the CEO, CTO, and leadership team.

**AI Development:** Developed & trained (4) job-specific AI models for customer use.

**End-to-End Development & Launch:** Led cross-functional execution to develop, test, launch, and integrate a scalable B2B SaaS + AI solution.

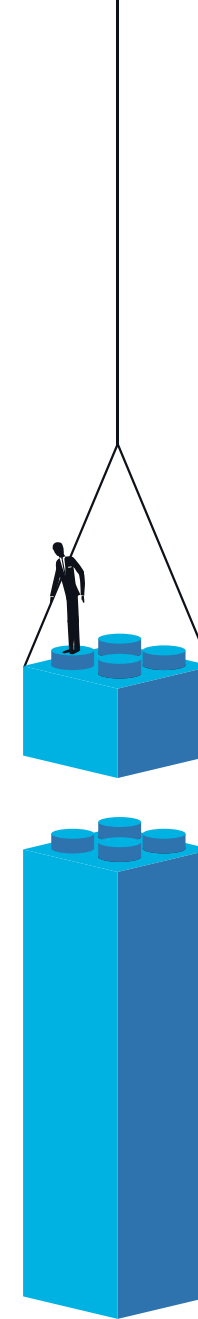
**Pilot & Scale:** Piloted with a major hospitality chain, then scaled to multiple customers.  
**Regulation:** Ensured the AI solution passed U.S. hiring regulations to support faster market adoption.

## Role & Impact

- **Core team member:** Worked across U.S. market validation, AI development, launch, and scale.
- **Validated U.S. market need** and shaped product strategy before full-scale development.
- **Launched a market-ready SaaS + AI solution** with four job-specific AI models for customer use.
- **Scaled across B2B customers** through ATS integration, reducing time-to-hire by 50–75% and improving retention.

# Case-Study

Challenges & Solutions



# De-Risking AI Investment Through Market Validation

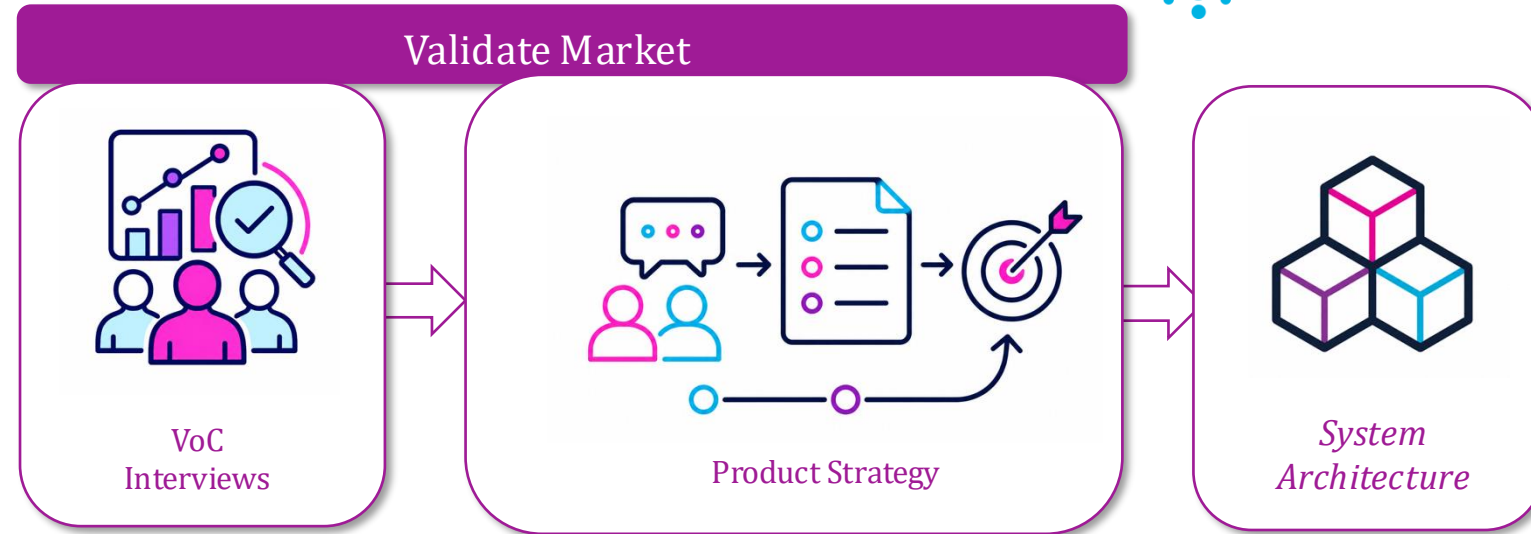
## Challenge 1

### Challenge

- **Unvalidated Market Need:** Needed to confirm whether U.S. recruiters and HR leaders viewed soft-skill assessment as a significant hiring pain point.
- **AI Investment Risk:** Needed to determine whether the market opportunity justified continued investment in AI development.
- **Lack of Customer-Backed Strategy:** Needed customer insights to shape the B2B solution strategy before full-scale buildout.
- **Solution Direction:** Develop a SaaS + AI solution aligned with validated hiring pain points.

### Approach

- Conducted targeted 30-minute VoC interviews with U.S. recruiters and Heads of HR to validate core hiring pain points.
- Translated VoC findings into solution strategy and high-level technical requirements for the SaaS + AI architecture.



### Deliverables & Impact

- **Identified the highest-value entry point** for AI soft-skill assessment in the hiring workflow.
- **Delivered VoC-backed customer insights** to the CEO, CTO, and leadership team to **shape solution strategy** and define **high-level technical requirements**.
- **Translated VoC insights** and technical requirements into a high-level **SaaS + AI Architecture** for the product for short-term and long-term adaptable.

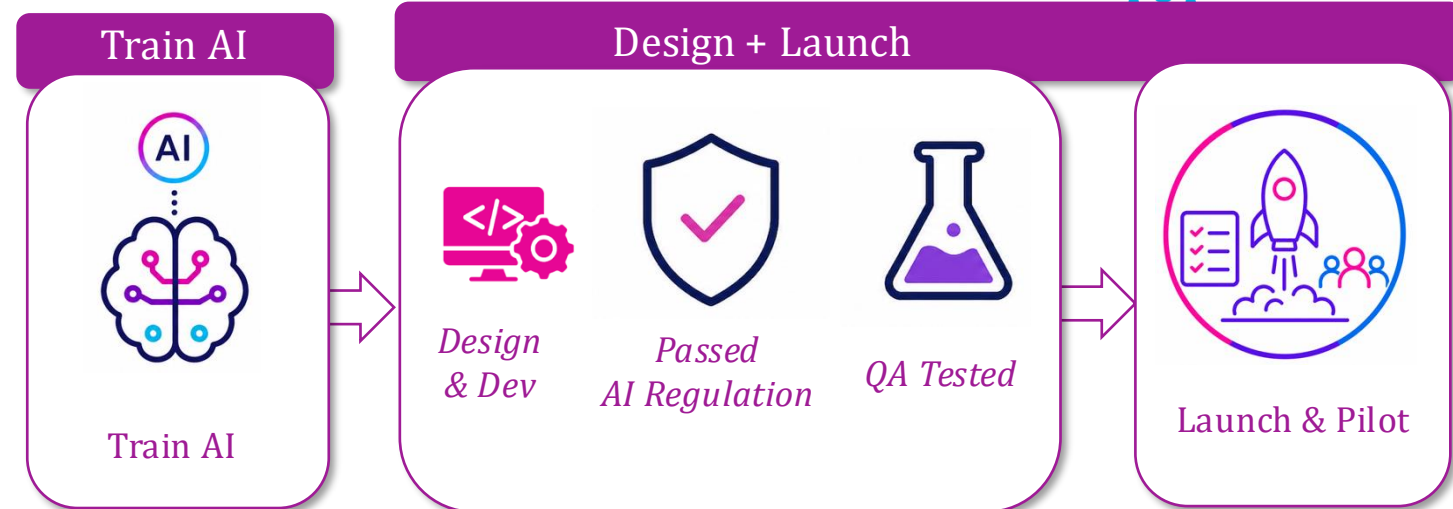
Validated the market need before full-scale development, helping the client avoid building ahead of market demand.

# Launching a Scalable AI + SaaS Solution for B2B Customers

## Challenge 2

### Challenge

- **AI Training Gap:** Needed a reliable way to train job-specific AI models using recruiter expertise and candidate evaluation data.
- **Market-Ready Build:** Needed a scalable AI + SaaS solution for the B2B hiring market, not just an MVP.
- **Cross-Functional Alignment:** Needed alignment across customer, AI, SaaS, regulation, and sales teams to move from concept to scalable solution.



### Approach

- **Led AI training project** by collaborating with recruiters and the AI team, creating scoring criteria for manual candidate evaluation & convert recruiter data to train job-specific AI models.
- **Led hands-on** solution design, system architecture, development, QA testing, and customer launch with the tech team.
- **Engaged AI governance early** to define regulatory requirements upfront and enable a smoother compliance review.

### Deliverables & Impact

- **Successfully trained 2-4 AI models** to support customer sales and market launch.
- **Designed, developed, and QA-tested** the SaaS + AI solution for customer launch.
- **Piloted the solution with a major hospitality chain** in a real-world hiring use case and integrated it into their workflow.
- **Scaled the pilot customer from one job role to four job roles & multiple customers.**

Successfully launched a market-ready AI + SaaS solution for major B2B hospitality and technology customers.

# Scaling the SaaS + AI Solution Through Integration and Customer Validation

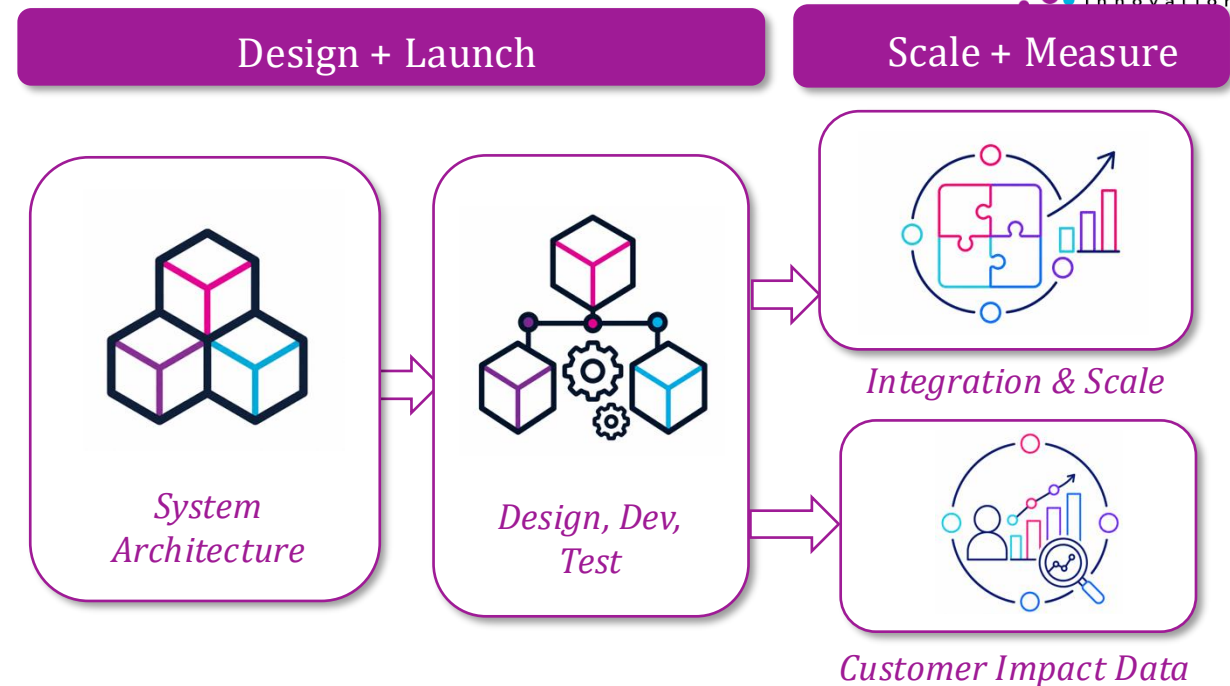
## Challenge 3

### Challenge

- **Required more than an MVP; needed a scalable B2B solution** that could support enterprise customers.
- **Required ATS integration** to fit into the customer's hiring workflow, reduce adoption friction, and support enterprise-scale deployment.
- **Had to demonstrate measurable customer value** within a real hiring workflow.

### Approach

- **Created the solution architecture early** partnering with the with the technical team to support launch, integration, and long-term scale.
- **Defined and tested ATS integration requirements** before customer release.
- **Measured customer value by comparing hiring outcomes** and retention before and after launch.



### Deliverables & Impact

- **Launched a real-world pilot with a major hospitality chain**, integrating the solution into their hiring workflow and expanding it across multiple job roles.
- **Scaled the solution** across multiple B2B customers
- **Enabled smoother customer adoption** through multiple ATS platform integration.
- **Measured customer impact through pre- and post-launch data, showing a 50-75% reduction in time-to-hire and improved retention.**

Successfully launched a scalable AI + SaaS solution for B2B enterprise customers by integrating with ATS platforms and demonstrating measurable customer hiring and retention improvement.

