



**Media Kit**



# The Story Behind



**W**hen it comes to finding a job, everyone knows the age-old routine: you polish up your résumé, tailor a cover letter to stand out from the other candidates, rehearse interview questions ad nauseam and dress your best, all in the hopes of impressing the recruiter or hiring manager. But have you ever wondered how all of this actually relates to your skills, or expresses your ability to perform the role? Have you ever thought, “There’s got to be a better way!”

The team behind GeekBidz have been in this position too, and understand the frustration and desperation of waiting to get hired. Today, job seekers are under considerable stress and pressure knowing their chances of getting a job may depend on how their résumé is formatted, or whether the recruiter likes their physical appearance. Worse is the realization that you and your skills are being judged by a recruiter who has little understanding and no experience in the role they are trying to fill. These outdated practices have been proven to not only filter out great, skilled candidates, but to be unfair

and potentially discriminatory.

On the other side of the equation, the hiring process has become a lengthy and costly bureaucratic mass, with companies on average spending over \$4000, and taking 40 days, to fill each position. Even though studies suggest that over 85% of job applicants lie on their résumés and others are simply the “best actors” in interviews, remarkably, 75% of hiring costs are still spent on tasks like résumé screening and interviews. Meanwhile, overall retention remains at an all-time low with 46-50% of new hires failing within their first 18 months on the job. So why must





companies continue to rely on these traditional hiring practices that are so ineffective, inefficient, and potentially damaging to the organization?

At Geekbidz, we believe they shouldn't have to! We've created a unique hiring experience that eliminates the need for résumés, interviews, and even recruiters. At the same time, we've eliminated all possibility for bias or discrimination, creating a truly level playing field. Our skill-based hiring platform ranks talent by what matters most, the ability to successfully perform a role, and anonymously pairs the most qualified candidates with the specific skill requirements for each job. It then facilitates the offer and hire process; all at fraction of the time and cost normally required to fill a position. We believe this is the way hiring should be!



**"We believe this is The Way Hiring Should Be!"**

## Problems in the Hiring Industry



### Higher costs

Companies are spending more than ever on recruiting costs: an historic high - on average \$4,000-7,000 cost-per-hire.

### Longer hiring times

It takes weeks to months to fill a single position. 42 days is the average time-to-fill, while some roles can take up to 4 months!

### Longer vacancies

Vacancy costs can exceed lost productivity. Each unfilled mid-level position can cost your company \$500/day. At the average 42 days-to-fill, that's \$21,000!

### Lower retention

Employee satisfaction and retention rates are at all-time-lows. High turnover is also a problem: according to the Bureau of Labor, annual average turnover rate in the U.S. is 44%!

### Discrimination risk

Bias in the traditional recruiting process limits diversity and exposes companies to legal risk. A hiring discrimination lawsuit can cost \$100,000-800,000.

### Turned off talent

Skilled professionals are no longer willing to tolerate a poor candidate experience. 78% believe that candidate experience is an indicator of how a company values its employees.





## Job seekers' frustrations

### Systemic Bias

Interviews are heavily influenced by unconscious biases. 60% of recruiters believe interview bias is a problem. Interviewers typically develop an impression of a candidate within a few minutes of meeting them.

### Runaround

Many hiring professionals are sales people working to fill candidate or interview quotas. 93% of applicants reported being ignored by a potential employer after an interview or being contacted for more information.

### The Résumé is Dead

Résumés can't truly reveal job skills or predict performance! A résumé has less than a 10% correlation to skills.

### Exhausting

Staffing and recruiting has become a recruiter-driven, bureaucratic mass and is taking longer than ever. 42 days is the average time-to-fill. While some roles can take up to 4 months!

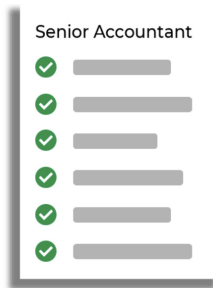
### Ineffective Results

Business leaders increasingly admit to making poor hiring decisions. 83% of Fortune 500 executives do not trust the effectiveness of their own hiring processes.

### Black Hole

Low-level recruiters or screeners are making subjective decisions with minimal training. Only 25% of candidates make it past the initial screening.

## How our platform works



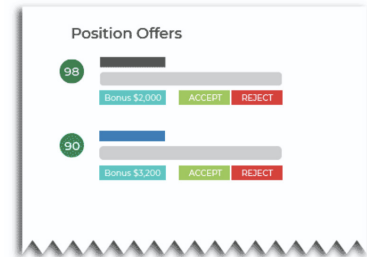
### Employer Posts a Job

Employer selects hard skills and soft skills required for the position. Our technology will then find a list of candidates within a day who have top skills which correlates to a score for that job.



### Invite A Candidate

Employer invites the candidate with the highest score. The employer is able to extend an offer with a bonus and salary to accelerate acceptance for an on-the-job evaluation.



### Candidate Accepts Offer

Once a candidate accepts the job offer, both the employer and candidate eSign documents. Once he or she passes the on-the-job evaluation period, the candidate receives the promised bonus.



## The solutions



**Reduce And Fix  
Hiring Cost**



**Minimize Vacancy  
Cost**



**Shorten  
Hiring Time**



**Increase Employee  
Satisfaction and  
Retention**



**Eliminate Bias,  
Discrimination and  
Lawsuit Risk**



**Attract  
Highly Skilled  
Professionals**

GeekBidz is determined to solve the problems in the hiring industry. The Artificial Intelligence-based platform is ready to reduce and fix the hiring cost for every employer. With the instant search and the correlation score matching system, GeekBidz can shorten the average hiring time from 42 days to just a few, thus minimizing the cost of leaving a position vacant.

Lower expenses in recruiting mean greater resources for training, retention and employee satisfaction management. All these benefits help the employer attract

and retain highly skilled professionals, who increase the corporation's efficiency and competition power.

By eliminating bias and discrimination during the traditional hiring process, GeekBidz is an effective risk management solution to the talent acquisition department.

GeekBidz is transforming the hiring ecosystem to be more healthy, fair, and efficient.

## The management team



**Anthony Kirkwood**  
Founder and CEO

Anthony is a Technical and Business Strategist whose mission is to create a world where hiring doesn't require recruiters and runaround. After a decade providing technical solutions to a wide range of businesses including Fortune 500 companies, Anthony has witnessed the bureaucratic mass that is the current hiring process.

Fed-up with the status quo, Anthony and Tony aligned with strategic partners to start Geekbidz, a unique hiring platform that eliminates résumés and interviews and therefore all biases. They are positioning themselves to become a disruptive force in the hiring/staffing market.



**Tony Latino**  
Co-founder and COO

A graduate of The Moody College of Communication at The University of Texas, Austin, Tony is a technology sales and marketing veteran with over two decades of representing companies from dot com startups to tech industry giants like Apple.

Through personal experiences, Tony became increasingly aware of the inefficient, frustrating and sometimes humiliating recruiting and hiring process. He has now teamed up with Anthony to launch Geekbidz, the first fair and open, direct-to-hire marketplace.



## About the brand



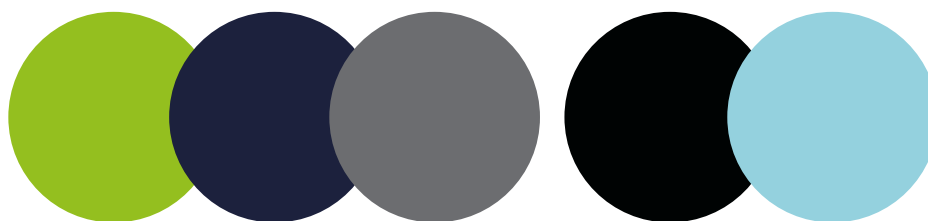
GEEK : an enthusiast or expert in a particular field or activity

### VISION

Everyone's talents and skills can be truly and freely expressed without systematic blockage and bias in their career advancement journey.

### MISSION

To create a world where hiring doesn't require recruiters. We provide a unique platform which eliminates résumés, interviews and therefore all biases — at a fraction of the costs of traditional practices.



Techie  
Green

Pro  
Blue

Sonic  
Grey

Geek  
Black

Relaxing  
Blue

Innovation

Professional

Performance

Enthusiastic

Efficient



The Way Hiring Should Be

Marketing Partner and Media Contact



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