

Sammi-Select Ltd

Fair, factual, cost-efficient avatar-led interviews and soft skills assessments helping solve hiring challenges with confidence.



Experts in reducing costly hiring bias

Business Summary

We are highly experienced thought leaders in the provision of avatar-led interviews and soft skills assessments. Diversity outcomes and science are intrinsic to our system helping to select the right people to roles fairly and cost-efficiently.

Key current issues in Recruitment and Selection

Bias: Diverse workforces are known to be >38% more productive. Diversity hiring has become a human rights issue with over one third of FTSE 250 company Boards failing to meet government targets for equality and inclusivity.

Cost: Multinationals typically hire >3k new employees p.a. at a cost of >£10m. Often >50% of recruits are unsuitable leading to additional sunk costs.

Lack of evidence: Interview systems are based on limited data, resulting in inflated claims. Resolving this is a key priority area (EU Commission, 2021).

The 'pains' are clear: current processes are inefficient, costly and unfair for which no robust solution is currently available in the automated interview space.

The Solution:

SAMMI^R is a fully customisable avatar-led interview and soft skills assessment system. Candidates answer scientifically validated, scenario questions in free-form (narrative) format. SAMMI^R then uses proven natural language analysis techniques to build multi-attribute candidate profiles by assessing interview responses against role-relevant/ company defined attributes and values. This provides a guide to future performance, work ethic and expected behaviour.

The SAMMI^R competitive advantage:

- > A robust science-led approach designed for EDI, tackling unintended bias
- > Cost savings at early stage selection.
- > A dynamic and intuitive interface featuring optional instant candidate feedback.
- > Customisable reporting analytics with statistical and visual representation.
- > Improved candidate satisfaction and engagement.

SAMMI^R automates the pre-selection stage, resulting in processes that are:

Consistent Fair Reliable Rapid Cost-effective



Market

The recruitment assessment software market: Was valued at \$2682m in 2019 and forecast to exceed \$4.8b by 2027 growing at a CAGR >7%

Addressable market

The UK accounts for ~40% of this market making our current addressable market in the UK alone worth >\$1300m

Go-to-Market

Our sales strategy combines direct and indirect sales approaches, building advocacy to allow the targeting of more complex customers.

Pricing

SaaS model based on set up fee, monthly subscription and per interview fee with volume discount anticipated to double with explainable AI (XAI) augmentation (grant funded R&D)

Summary

Spun out from University of Surrey in 2020.

SEIS & EIS QUALIFYING

Achievements

£350k raised from 3 Innovate UK grants (2019/2021) and match funding.

Beta testing (2020/21) in the UK and US showed very good reliability and usability from /for end-users.

Paid pilots and 2 customers onboarded (September 21)

Built on and supported by Amazon AWS Activate for SMEs

Invited by DASA to submit proposal for XAI R&D for Army Recruitment (10/21)

Seeking

£300k for hosting and to accelerate sales and marketing capability.

Exit strategy

Potential trade sale exit after 5 years

Financials

£'000s	Year 1	Year 2	Year 3	Year 4
Cumulative new clients	6	22	41	80
Revenue	169	811	6018	19953
Gross Profit	-11	435	5616	18440
EBITDA	41	269	5275	18011
Net Margin	24%	33%	88%	90%
Av revenue per client	26	36	146	249

Team

Dr Alison Callwood Co-founder.

>15 years in candidate selection innovation, international networks, recognition and publications.

Dr Lee Gillam Co-founder.

>20 years expertise in AI, Data Analytics, and Cloud Computing. Founding Director of Securium Ltd.

Angelos Christidis Lead Software Developer.

Built SAMMI proof-of-concept. Expert in leading-edge software development.

Mark Hennessy

>30 years experience in Recruitment and HR Consulting

Joseph Sultana

>20 years Business executive and serial tech entrepreneur/ start-up mentor.

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