Q&A with Thomas Sephakis, Founder and CEO of TalentHoney providing a Career-Matching Software Application and Job Board based on Assessment Profiles changing the World of Online Recruiting

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CEOCFO: *Mr. Sephakis, the tagline on the Talenthoney® site is Attraction Based Career Matching. What is the concept and how does it work?*
Mr. Sephakis: Talenthoney is changing the world of online recruiting and job boards forever! Looking at the job search industry itself, we have been doing this type of work for a number of years and we have taken that a step further than the competition, utilizing specific revolutionary software and algorithms to actually match you, the candidate, to a company based on cultural fit, business skills, social traits and other unique criteria that will create the best possible match for users, both for the company and for the candidate.

CEOCFO: *Would you give us an example of how it works and perhaps a couple of items you can extract from a resume that would normally get overlooked?*
Mr. Sephakis: Our technology is patent pending. We utilize specific, key assessments unlike other job boards, which they have been doing for a number of years. For over thirty years, the criteria of most job boards have always been key word search and other numerous filters for candidates to be recruited by companies. Therefore, recruiters or an HR specialist would be interviewing personnel based on resumes they find on the job board. Our criteria is very different. They actually complete five assessments to match them to a company. Our first profile is based on you, a candidate, matching to a specific company and then second, matching to specific job postings or available opportunities within that company. The methodology of a job board is based upon a key word search, but our methodology is based on assessment profiles.

CEOCFO: *Is it the fact that someone is willing to take the time, provide a clue about that person or is it just that they are a meaningful job seeker?*
Mr. Sephakis: Absolutely. When you are taking our profile and assessments, and when you are uploading a resume to Talenthoney's website, it usually takes only about five minutes. On a standard job board it may take four or five anyway. In our specific user upload, what happens is that they upload their resume and then they take the criteria matching assessments. They also have an opportunity, unlike any other job boards out there, with some of our new technology coming forward, where they can do a one minute, interview pitch of themselves. Therefore, recruiters, hiring managers and specific professionals can see them and get to know the candidates in advance as well. Our criteria is a mix of social boards and job boards. We like to call it a Career Portal. Therefore, we actually attract a higher level of professionals who

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will take the time to do those assessments, because they are looking for a specific job. Today's job seekers want to be happy in a job.

CEOCFO: *Are companies and HR departments looking for a better way?*
Mr. Sephakis: Yes, absolutely! One thing we found out from our initial marketing research is that companies; whether you are a hiring company or whether you are a staffing firm or employment agency, all feel that the old ways of doing career searches are kind of mundane and out dated at this point, because they are based on a key word searches. That is a tired technology which has not changed in almost thirty years. We have taken that technology and we have made it better than what is available now on the marketplace. Our test companies are having great success! They have been able to actually cut back their recruiting time, which is where companies spend the most dollars. They have actually been able to find better matches and personnel who will actually stay with a job based on longevity. The assessments help filter out specific candidates.

CEOCFO: *What are you assessing? What are some of the things you are able to highlight?*
Mr. Sephakis: Our unique methodology focuses on the candidates and the companies, their core values, cultural fit, personality traits, business skills and social traits in order to create the best possible match between career seekers and hiring companies. Many companies, after they go through the recruitment process, will actually push out or send candidates specific assessments. We have streamlined the process. We actually include those assessments as part of those packages that companies can actually go in and set up for the candidates to know if they are a better fit. The results are based on a percentile match and ranking. It will actually tell you, the job seeker, if you are a specific match to a client. Then it will rank you based on those five assessments. Now, we will be pushing our version two and also a third generation of the career portal where you can actually, specifically have assessments for particular categories, such as sales, marketing, media and IT that can be inclusive as well. Therefore, in the future companies will actually be able to upload those types of assessments to better filter out candidates and save even more time.

> **"Talenthoney is changing the world of online recruiting and job boards forever!"- Thomas Sephakis**

CEOCFO: *A candidate fills this information out. Then how do the companies get it? What is the business plan or the eventual business plan?*
Mr. Sephakis: You have to look at the overall landscape of job boards. Job boards today and for a number of years have gone unchanged. Therefore, we are revolutionizing the career search portals. As I said, they are based on key word searches, so they upload resumes into a massive data base. Ours is too, to a point. However, we include the assessment protocols. Those assessments will then filter out candidates better than standardized job boards, to give you kind of an overall picture of potential hires. A company would place a requisition for an open position within a company. They would do the search within a job board. They may get back five hundred or a thousand specific candidates. They have no clue if one of those candidates are actually a better match than any other candidate. In our system, we specifically rank each candidate based on the assessment criteria. We have found, through our beta test companies, that we are actually saving recruiting firms roughly twenty five to possibly twenty eight percent of their time and recruitment dollars by cutting down the process. Therefore, it is a very worthwhile technology. It is a software platform, built around the data base, but we have many different protocols and many algorithms to actually filter out candidates.

CEOCFO: *Is it possible that a company thinks they are looking for one thing in a candidate and that is not really what they want?*
Mr. Sephakis: In our system, we utilize what is called our Job Bank. That provides a list of numerous career opportunities that are based on calculated percentile rankings for candidates. Those assessments may change. Obviously, in our system we allow it to be modified, so whoever is working for the company, such as the hiring manager, can modify the assessment to broaden their searchers. Therefore, if you ever need to go back and change that criteria, you can. We have found that necessary in some cases where there may be a merger or acquisition and a company calls for changes or if you are a Fortune 500 company and your ethical practices or your cultural responsibilities may change over the years, we allow for those changes. Obviously, they can be modified within the system and we do realize that happens. When we set up a company we actually help them in the first round to target what would be important to them. Some of them may or may not know. As we have found, in today's society, this is what we call "attraction based career matching". This is to allow them to find a rewarding career. It is about longevity; hiring for longevity, because we have found, in today's millennials, that a lot of them like to job hop. That is fine, but a lot of them are job hopping because they are not satisfied. Our system and our technology and our platform provides relevant matches. Those can be modified and

changed, because we want them to change. Your criteria as a hiring manager may change between this year and next year and we realize that.

CEOCFO: *Do you see some point where you will be able to use the data you have in research or in some way other than your main goal of matching people?*
Mr. Sephakis: Because of the percentile matches, we can actually pull data from our system, pull the metadata out, look at demographics, key words and basically create opinion polls for some of our clients so they understand what the landscape is going to be. I have been in staffing for twenty-six years among several companies and I have owned several companies, including Intelligent Staffing Inc. Talenthoney was built around the understanding of how a company hires. It is not a mere data base. If you look at our competitors, they are built on a data base which they can do a search within. We capture much more data. We capture social data. We capture best fit data. We can capture video data from leads as well as from their interview pitch. We can actually develop opinion polls based on what this generation may be looking for or if we break it down based on demographics, we can look at specific age groups and companies, and see what type of criteria is important for them. That is very valuable data to a hiring company, because if they are looking for an older generation or younger generation or whatever age range or demographic, even state by state, we can provide that data for them.

CEOCFO: *What is the strategy to rollout the full program?*
Mr. Sephakis: The overall strategy has been working very well for us! We have actually been targeting a lot of companies that are in the staffing and employment industry. That is fine, because we are building it based on a platform that is relevant to them. Then we have gone on and we have utilized creative input from hiring companies; Fortune 500, Fortune 1000 companies, as well as those who have been beta testing with us, to provide us the ideal platform to create our job portal. We have built it based on how they would hire specific needs, specific profiles and specific characteristics. We are obviously rolling this out in mass. We have had some great interest from overseas, from Europe, the UK, Germany and so forth, at this point from Canada and all across the US. We have actually gone, within just a short term of our launch, and become a global company. Thus, we have a lot of oversees personnel or foreign personnel and professionals that are looking for careers wherever they may be. It could be in Europe; it could be in South America or wherever, to complete these profiles, find a company that would be the best fit for them and where they think they would want to work. Maybe they would transition or relocate to another company or country. That is all specific data which goes back to your question around data as well. However, this is an entirely different take on the job boards that people have been used to for nearly thirty years.

CEOCFO: *Do employers and staffing companies understand easily when you explain it? Is there an aha moment when the light bulb goes off and someone says, "This is wonderful," or is it a pretty easy concept for people in the industry?*
Mr. Sephakis: Yes indeed! The concept itself is pretty easy to understand, at least, since we are all staffing industry and employment search professionals. We have been doing this for a long time, so we have built a job board that would be relevant for us and how we would conduct our searches, which is a lot different than just standard key word searches through data bases. We have won some awards on some of the designs and on the development of the website as well as our patent pending technology. We have been looked at by several companies for possible acquisition, but we are not taking that route yet. We have developed it to basically provide a better online tool to job seekers. Since we understand the industry, we are able to do that. It has been a very easy kind of sale to users, such as hiring companies. They look at the technology and they understand, based on a percentile match. They can now look at the top twenty percent matches to a company. Rather than looking at a thousand resumes, they may look at two hundred resumes. However, those two hundred are going to be the best possible fit for a company and that cuts down on their recruitment costs. There is a very huge cost savings association provided as well through our unique system. Since we launched, we have actually underpriced our capabilities compared to the competitors out there. We have better tools. We provide better feedback and results for them. We have better data as well that we can provide. Thus we do have a cost factor that is very lucrative for them. Therefore, in that sense they are saving money and they are also saving time. To a recruiter or a hiring company, the most valuable thing sometimes is not cost savings, but rather savings of the time factor. That is what we are providing through our criteria.

CEOCFO: *What, if anything, might someone miss when they look at Talenthoney?*
Mr. Sephakis: They kind of misunderstand that it is another job board and yet, it is not. We are trying to get out of that "pigeon whole" terminology. We developed our technology as a career search and talent acquisition technology, CSTA. It is a worker assessment valuation and we actually call that WAV for short, that they have to get used to. Unlike the process in the old world of recruitment, where you would go to a job board and you would create a profile, upload your

resume and hope you find a job. In our technology, you are going to go and upload your profile, create your resume, upload your resume and then do five short questions, that are a sampling of assessments. Then you will find companies that you match to. The responses become companies that are a best fit for you. In a standard job, if you enter a key word you, as a candidate, are also spending a lot of time sifting through hundreds or even a thousand particular job postings that you might be a fit for. In our matching system and our technology, the algorithms actually provide you a percentile rank to know that you should apply for one job and maybe not for another specific job. Therefore, we have narrowed that focus for career seekers as well saving even more time and effort. That is because, quite frankly, if you are looking for a job and you are a career seeker, you do not have a lot of time to spend bouncing though job openings and companies. You want to find a job as quickly as you can and likewise the companies want to find candidates as quickly as they can. It is a win-win for both!