CASE STUDY

Client

The client is a venture capital firm based in Dubai, rapidly expanding its portfolio. They focus on investing in start-ups at the Seed or Series A stages, helping these businesses scale quickly. The firm has a strong focus on technology-driven businesses, particularly in the FinTech, HealthTech, FoodTech, and eCommerce sectors.

Situation overview

The client is consistently receiving feedback from its portfolio companies that hiring was one of their biggest pain points, particularly in the areas of Technology and Product. The challenge centred around the fact that hiring highly niche technical skills requires support from a specialised head-hunter who understands how to attract such talent. However, at the early stage of funding, these companies are not able to pay expensive recruitment fees. The client wanted to offer a solution whereby their portfolio had access to a reputable and highly skilled technology recruitment company at an affordable cost.

Solution

We approached this problem with a solution that had two key elements working simultaneously:
1. A low-cost delivery model enables us to minimise costs and keep fees down.
2. A shared cost model whereby the client could subsidise the cost for the portfolio.

Execution Strategy

The low-cost model was achieved by harnessing technology to reduce the number of human hours needed to deliver upon the client's portfolio requirements, as the main overhead for a recruitment company is its people. This included investing in a bespoke dashboard for the portfolio to manage and monitor the status of hiring alongside an AI-driven sourcing tool that has been developed by a Silicon Valley start-up to give access to a larger talent pool without requiring heavy human input. We also dedicated an Account Manager to the client's account, meaning there was a slick and controllable channel of communication that significantly improved time efficiency for each search. The shared cost model was devised in such a way that the client was able to recoup their financial commitment based upon specific metrics driven by the volume of the requirements that the portfolio was able to provide us with. This put "skin in the game" for both us and the client, meaning that the two companies could work in partnership to deliver great service to the portfolio.

Result

Since launching the project five months prior, we have actively engaged with 25 of the companies in the client's portfolio, sourcing on requirements for 12 of them. We are currently servicing over 50 requirements to date, with 6 successful placements and a large volume expected to conclude in the coming 3 months.