



THE FUTURE OF HIRING IS AUTHENTIC & ANONYMOUS — AND IT'S ALREADY HERE.

**Companies lose €39B yearly to disengagement.
Sellma Talents turns it into growth.**



Why We're the Ones to Bet On

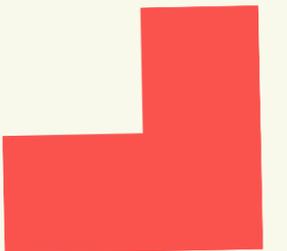
- 9 builders obsessed with reinventing hiring
- Revenue & early traction
- AI prototype live and matching talent today
- Passion for authentic hiring

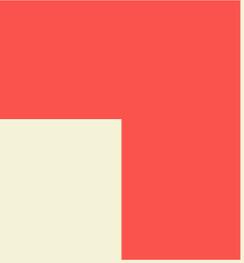




DO YOU WANT TO **HIRE A CV...** OR A HUMAN BEING?

Because today, AI can write the perfect résumé —
but it can't show you who a person really is.





Sellma Talents is an anonymous talent pool and AI-driven matchmaking platform

that connects people and companies based on what actually matters: **values, motivation, strengths, and inner potential** — not job titles.

Our system combines value based recruitment strategies with AI to ensure authentic, bias-free, and purpose-driven matches.

WHY NOW?

Recruitment is broken — and costly.

- 75 % of job seekers now use AI tools in applications (Software Finder 2024)
- 80 % of recruiters reject CVs they believe are AI-generated (Forbes 2024)
- Only 13 % of employees in Europe are engaged at work (Gallup 2024)

The result:

- Recruitment fatigue
- Mismatched hires
- Quiet quitting & disengagement
- Billions lost in wasted potential





Sellma Talents flips the script

We use AI not to replace humans — but to reveal them.

- Faster, values-based matching
- Better cultural fit
- Real growth through human alignment



AI-Driven Human Centered Matching Tool

WORKFLOW

INPUT — People & Organizations

Talents:

- Values & Motivation
- Human Design & Inner Strengths
- Personality & Behavior Data
- Privacy Layer

Companies:

- Organizational Values & Culture
- Team Dynamics & Needs
- Role Motivation Match

AI MATCHING ENGINE —

- Semantic & Sentiment Analysis
- Pattern Recognition
- Value Alignment Model & Motivation Index
- Bias Filter — ensures gender-, age-, and background-neutral results
- Human Review + Feedback Loop

OUTPUT — Created Value

For Talents:

- Personal Match Dashboard
- Career Growth Insights
- Confidential Matching

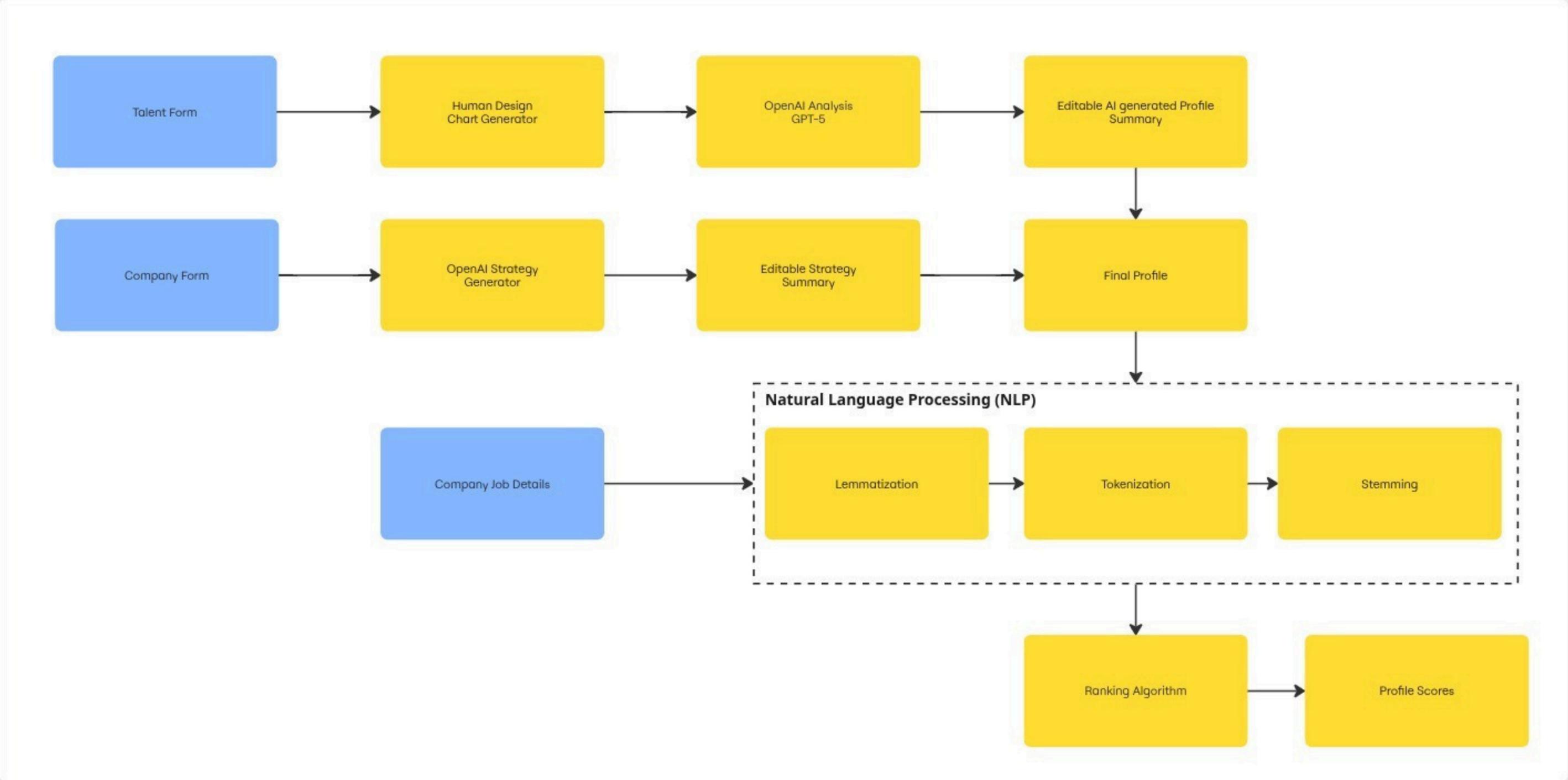
For Companies:

- Culture Fit Reports
- AI-Generated Shortlists
- Leadership & Retention Insights

Shared Outcome:

👉 **Authentic, bias-free, purpose-driven recruitment — powered by Human-Centric AI.**

AI-Driven Human Centered Matching Tool



Revenue model & services for talents

FOR TALENTS	FREE TALENT PROFILE	VERIFIED TALENT PROFILE	PREMIUM TALENT PROFILE	ADD ONS
PROFILE AND CAREER COACHING	<ul style="list-style-type: none">AI-GENERATED PROFILE	<ul style="list-style-type: none">90-MIN ONLINE INTERVIEW WITH TALENT CONSULTANTPERSONALITY ANALYSIS & CAREER COACHING	<ul style="list-style-type: none">90-MIN ONLINE INTERVIEW WITH TALENT CONSULTANTPERSONALITY ANALYSIS & CAREER COACHINGMONTHLY COACHING	<ul style="list-style-type: none">LEADERSHIP COACHING,WORKSHOPSGROWTH SUPPORTTALENT ADS
VISIBILITY		9 MONTHS	12 MONTHS + ADS	
PRICE	FREE	390 €	590 €/MONTH	FROM 690 €

Revenue model & services for companies

FOR COMPANIES	Free COMPANY Profile	LICENCED COMPANY	ADD ONS
ACCESS TO TALENTS	<ul style="list-style-type: none">• FREE MATCHING• PAY BY OPENING	<ul style="list-style-type: none">• UNLIMITED OPENINGS• EXPERT GUIDANCE & CONSULTATIONS•	<ul style="list-style-type: none">• LEADERSHIP COACHING,• WORKSHOPS• GROWTH SUPPORT• JOB ADS
VISIBILITY	UNLIMITED	UNLIMITED	
PRICE	890 €	from 2900 €/month	from 690 €

COMPETITION and positioning



Modern recruiting



CV based

Value based



Traditional recruiting

Early traction in Finland & Sweden

- Talent pool growing fast — includes 10+ verified profiles, more than 100 unverified profiles and 15+ pilot companies (Sweden & Finland)
- Representing **five core categories: AI, HR & Leadership, Communication, Sustainability, Sales, and Marketing/Creatives.**
- Pilot companies onboarded in both Sweden and Finland — using our matching process to test early recruitment cases.
- Free version for talents launched — dramatically increasing user acquisition and data depth for training our AI model.

USP

- └ We solve a growing crisis in recruitment.**
- └ Nordic-born, globally scalable. TRACTION IN BOTH FINLAND & SWEDEN. MRR!**
- └ AI + Human Centered Design = Authentic precision.**
- └ A diverse 9-person team with complementary backgrounds and deep subject expertise.**
- └ Authentic matches that boost productivity.**

Investment & Use of Funds

Funding goal: Seeking €500,000 in pre-seed funding (Q4 2025)

Use of funds:

- Product & AI Development (30%)
- Growth & User Acquisition B2C and B2C (40%)
- Team Expansion (20%)
- Operations & Legal (10%)

Expected outcomes (12–18 months):

- Fully launched platform in Sweden and Finland
- **3000 unverified talents, 1,000+ verified talents and 50+ partner companies onboarded**
- Proven AI matching accuracy and retention metrics
- Revenue 500 000-700 000 €



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Thank You!

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