

HireLabs Inc.

Introducing ProfileSense™

Next Generation of Employment Testing

1.1 Introduction

HireLabs is a leading innovator of pre-employment testing services, utilizing the latest research in the HR industry. Our goal is to streamline and simplify the HR decision-making process to maximize talent alignment while minimizing company costs.

At the core of our products lies the Sense System™ that senses the essential attributes of job applicants. Our comprehensive tests are designed to provide an objective filter to the hiring process; an added data point to what is unquestionably a difficult decision. Our products were developed to make an HR managers life easier while saving you time and money in the process.

1.2 Underlying Research

Our products are built upon nearly two decades of research. HireLabs works in collaboration with data collected from the US Department of Labor and Stanford University to create the next generation in employment assessments.

In an effort to consistently provide the most effective HR solutions, HireLabs incorporates a dynamic design in its products utilizing [Six Sigma standards](#).



1.2.1 Occupational DNA™

Because we go beyond analyzing the job in general, our tests are the most comprehensive on the market today. We micro-analyze individual attributes that comprise the Occupational DNA™ for each unique job type.

A strand of Occupational DNA™ is divided into genes – general regions such as knowledge, skills, and abilities. These genes are divided into specific attributes such as reading comprehension, listening, and social perceptiveness, and hundreds more. The industry standards for those attributes are provided by our research and Department of Labor data.

1.2.2 HireLabs Test Bank

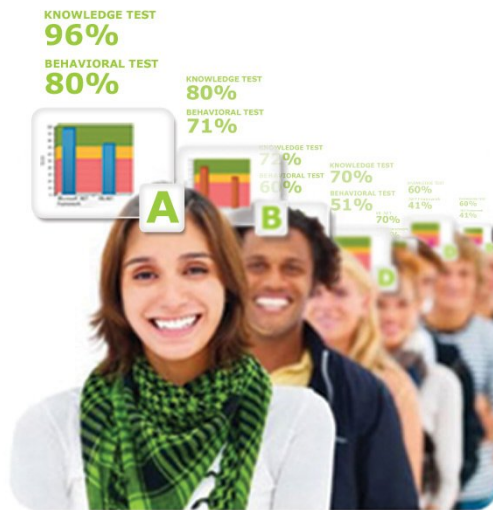
The uniqueness of HireLabs, Inc. lies in the fact that our tests are organic - they reflect real-time research in business and psychology, so they are constantly adapting to reflect real-world results and standards. The HireLabs Test Bank™ is consistently refined and updated by our Senior Research Team to ensure that our standards reflect the industries as they evolve.

ProfileSense™

ProfileSense™ is an employee assessment tool created to provide HR personnel with powerful data to make the most accurate hiring decisions faster than ever before. Unlike current assessment products, ProfileSense™ adapts to your specific needs, allowing you to measure applicants against your “perfect” employee.

ProfileSense is our flagship product that makes it really easy to manage, identify and filter out the best of the best from a pool of applicants applying for a position in your company.

ProfileSense makes the difficult and time consuming process very simple and at the same time very effective, providing top notch comparative analysis of applicants in real time, so you can spend more time doing business than finding people.



2.1 Job-specific Assessments

HireLabs ProfileSense service makes sure the applicants applying for a job are tested in the best possible way. HireLabs Tests are designed by researchers and subject experts from the top institutions of the world to ensure the highest quality standards of the tests. HireLabs believes that it is not just the technical skills of the applicant that matter, but also the personal skills that enable the candidate to be of value to the company.

Thus ProfileSense assessments are created based on a number of tests; these are specific to the job occupation. The HR manager can easily select a few selected tests, set expertise level and create an assessment. These assessments are unique for each job description and test candidates for a perfect match to adapt to the job requirements and the company culture.

Test Customization: Assessments and tests are customized for customers based on what attributes are important to them, each job has 275 unique descriptors to choose from, allowing you to assess your applicants on a micro level.

2.1 Multidimensional Assessments

The HireLabs assessments are created to test candidates on ideal behavioral traits they possess and match the company requirements. They are also adapted to include skill and knowledge of each candidate and incorporate the experience and expertise level possess and as required for the job

2.2 Application Interface

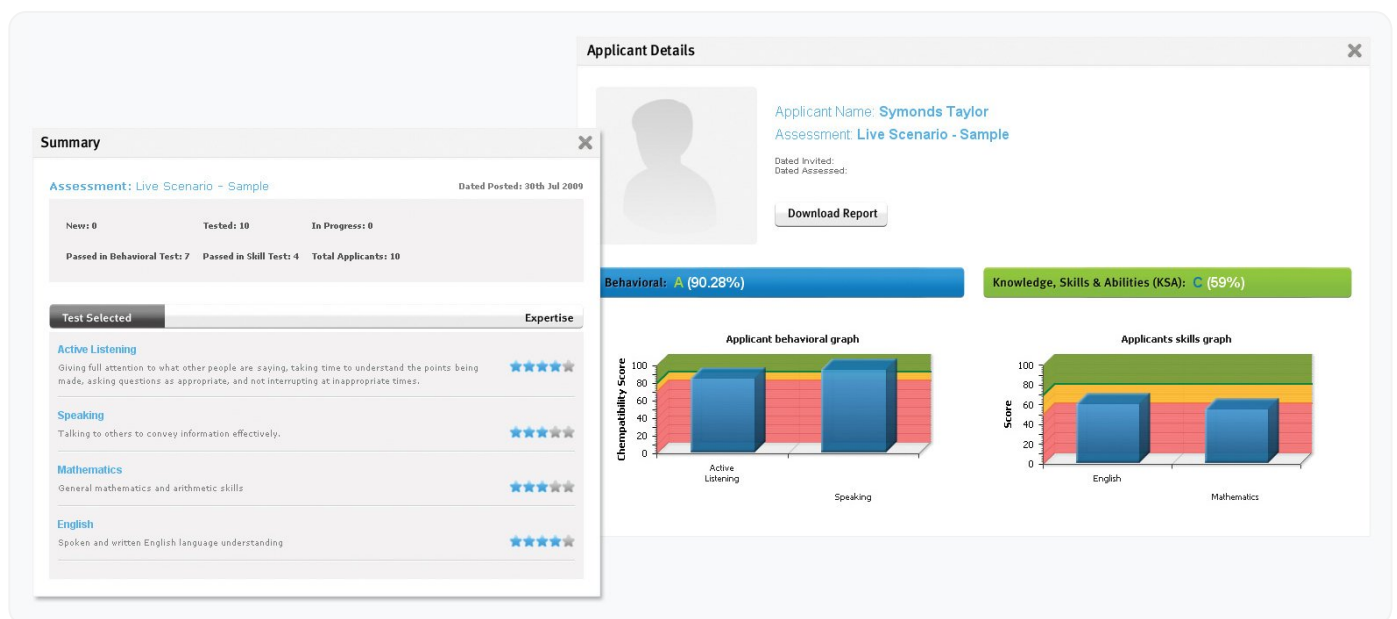
ProfileSense is 100% web-based requiring no downloads, networks or servers to install and maintain, lowering to cost of ownership.

With HireLabs ProfileSense™, HR managers can analyze their employees and candidates faster than ever before. Once the job's profile is created and the candidate takes the tests, they will be instantly provided with real-time graphical and analytical reports. The ProfileSense™ graphs allow analysis of results at a glance.

2.3 ProfileSense Reports

ProfileSense Reports are intuitive and provide the user instant understanding of the strong areas and vulnerable spots of each of the candidate. The reports are formatted keeping in view the two contrasting needs most recruiters have: brevity and detail. While a summary page gives all the most critical information about the candidates, the individual profiles of each candidate is also provided for a comprehensive analysis along with the background on the tests standards and validation. The reports can easily be exported to PDF version.

2.3.1 Reports Graphical Interface



A snapshot of your applicant's test results, comparison charts, options to invite more applicants and details on tests selected.

2.3.2 Behavior and KSA Graphs

The ProfileSense™ Skill Graph details, with pin-point accuracy all selected applicants' results. There is also an option to view individual performance based on your selections. Comparison of your applicant's performance in the behavior assessments, and the tests selected, provides you with in-depth chart analysis, their overall compatibility factors, all aligned as per the criteria data set by you.

The screenshot displays the 'Assessment: Live Scenario - Sample' interface. At the top, there are navigation buttons: Summary, Invite Applicants, and Back to Assessment List. Below these are buttons for Compare, Generate Behavioral Graph, Generate KSA Graph, Download Report, Send Reminder, and Unlock. A table lists applicants with their Behavioral Score, KSA Score, Status, Date Invited, and Date Assessed. A 'Behavioral Graph' window is open, showing a line chart of 'Chempathability' for 'Active Listening' and 'Speaking' across five applicants: Ideal, Arnold Clark, Nathan Bond, James Ponting, and Mike Hudson.

Name	Behavioral Score	KSA Score	Status	Date Invited	Date Assessed
Mike Hudson	D (63.90%)	F (9%)	✓	30th Jul 2009	30th Jul 2009
		F (18%)	✓	30th Jul 2009	30th Jul 2009
		F (31%)	✓	30th Jul 2009	30th Jul 2009
		D (49%)	✓	30th Jul 2009	30th Jul 2009
		C (59%)	✓	30th Jul 2009	30th Jul 2009
		C (68%)	✓	30th Jul 2009	30th Jul 2009
		B (77%)	✓	30th Jul 2009	30th Jul 2009
		B (81%)	✓	30th Jul 2009	30th Jul 2009
		A (95%)	✓	30th Jul 2009	30th Jul 2009
		A (95%)	✓	30th Jul 2009	30th Jul 2009

2.3.3 Comparative Analysis

ProfileSense provides a detailed comparison of all the selected applicants, their progress in tests, as well as their ongoing test details. These provide a bird's eye-view of all applicants and their competencies rankings.

The screenshot shows the 'Compare' window for 'Assessment: Live Scenario - Sample'. It features a table of 'Behavioral Assessment Results' and 'Knowledge, Skills & Abilities (KSA) Assessment Results' for Symonds Taylor. Below the table are two bar charts: 'Applicants Behavioral Comparison' and 'Applicants Knowledge, Skills & Abilities (KSA) Comparison'. The behavioral chart compares scores for Active Listening and Speaking across five applicants. The KSA chart compares scores for Mathematics and English across the same five applicants.

Applicant Name	Behavioral Assessment Results		Knowledge, Skills & Abilities (KSA) Assessment Results				
	Behavioral Score		Active Listening	Speaking	KSA Score	Mathematics	English
Symonds Taylor	A(90.28%)		86.00%	96.00%	C(59%)	56.00%	61.00%
			76.00%	99.00%	D(49%)	44.00%	53.00%
			65.00%	96.00%	F(31%)	11.00%	46.00%
			53.00%	93.00%	F(18%)	33.00%	7.00%
			50.00%	82.50%	F(9%)	22.00%	0.00%