

**BZAAR fills strategic  
roles in 50% less time  
than the industry  
average.**



The first 50 employees in a startup are critical hires and have the potential to set the company on a trajectory of growth. When team structures and delivery models are initially defined, it determines how future-ready the startup will be and whether the assumptions made were grounded in reality. The first hires also play a significant role in imbibing the founder's vision, giving it wings and propagating its culture. This was the arduous hurdle that BZAAR had to cross. It was imperative that the company got it right.



In addition, BZAAR was racing against time. The faster the company was able to go to market, the better for them to capitalize on their idea, test their assumptions, make adjustments and corner significant market share. Time was a luxury that BZAAR didn't have. The industry average for filling a role is 36 days (SHRM). BZAAR needed a team in place yesterday.

# The Challenge

BZAAR had just defined its vision— to help small and medium businesses (SMBs) digitally source products from South-East Asia.

To move forward with execution, BZAAR needed to have the best team on board. Doing so proved to be more difficult than initially imagined for the following reasons:

## **Early-stage ambiguity :**

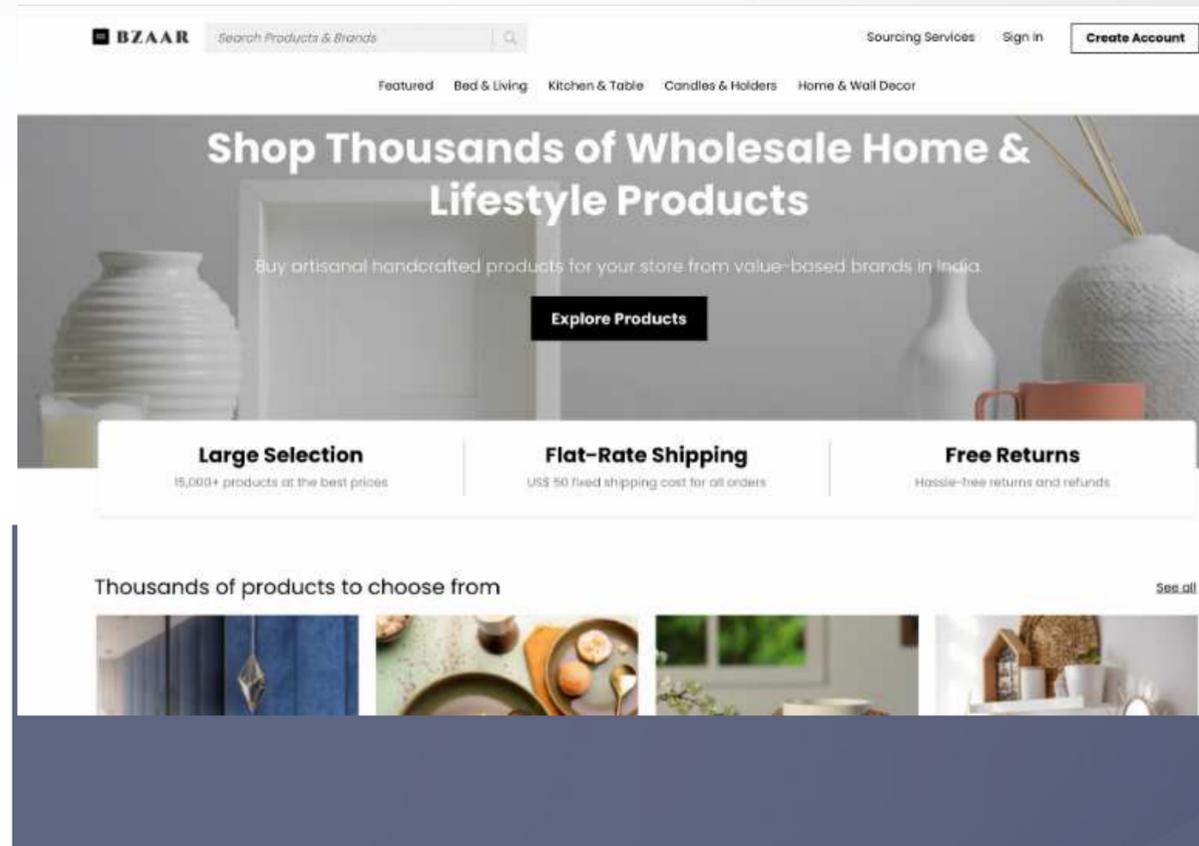
As an early-stage startup, everything from the business plan to whether to fit the office with a kettle or a coffee machine had to be decided. With so much else in flux, BZAAR's talent acquisition strategy was largely undefined as were the roles, responsibilities, and talent requirements.



## Niche domain, with a never-seen-before market strategy:

BZAAR was attempting to disrupt the wholesale industry to benefit small and medium buyers. China, India, Bangladesh and Vietnam had long been popular sourcing destinations for major international retail chains and buying houses. But not for smaller buyers on account of the unstructured, offline nature of doing business in these countries. There were no digital alternatives that could help the small buyer manage their entire buying journey.

With an unproven business model, BZAAR faced no small amount of scepticism when it approached the talent market. Particularly since the company hadn't had enough time to build a strong employer brand.



## Pandemic-sized problems:

BZAAR set up operations in 2020 in the middle of a pandemic with lockdowns and fear at its peak and risk appetite at its lowest.

Candidates didn't want to leave comfortable jobs with assured paychecks to step out into the unknown. Even founders who had worked at Amazon, Flipkart, and Alibaba and knew what they were doing, was not enough surety for some candidates.



## **Highly competitive talent market:**

BZAAR operated in a niche marketplace where the likes of Amazon, Walmart, Alibaba, and others also operated. The war for talent was highly competitive and 'perk' driven. As an early-stage startup, BZAAR was not an attractive employer. BZAAR was also looking to hire several key senior roles, most were a combination of several roles in one. These unicorns just didn't exist.

**In addition, the founders had limited capacity and could not devote long hours to reviewing profiles and interviewing candidates.**

# Spottabl's Solution

Spottabl partnered with BZAAR to give the company a running start with its talent acquisition (TA). This initial engagement provided BZAAR with a robust foundation, including setting up systems and processes, and brought onboard several critical hires that were the foundational pillars upon which BZAAR has built further.

This end-to-end recruitment engagement included:

- A thorough talent and industry mapping.
- JD creation on par with industry standards.
- AI-based matching engine.
- Recruiter-qualified candidates.
- Headhunting and keeping leads warm.



## **A thorough talent and industry mapping**

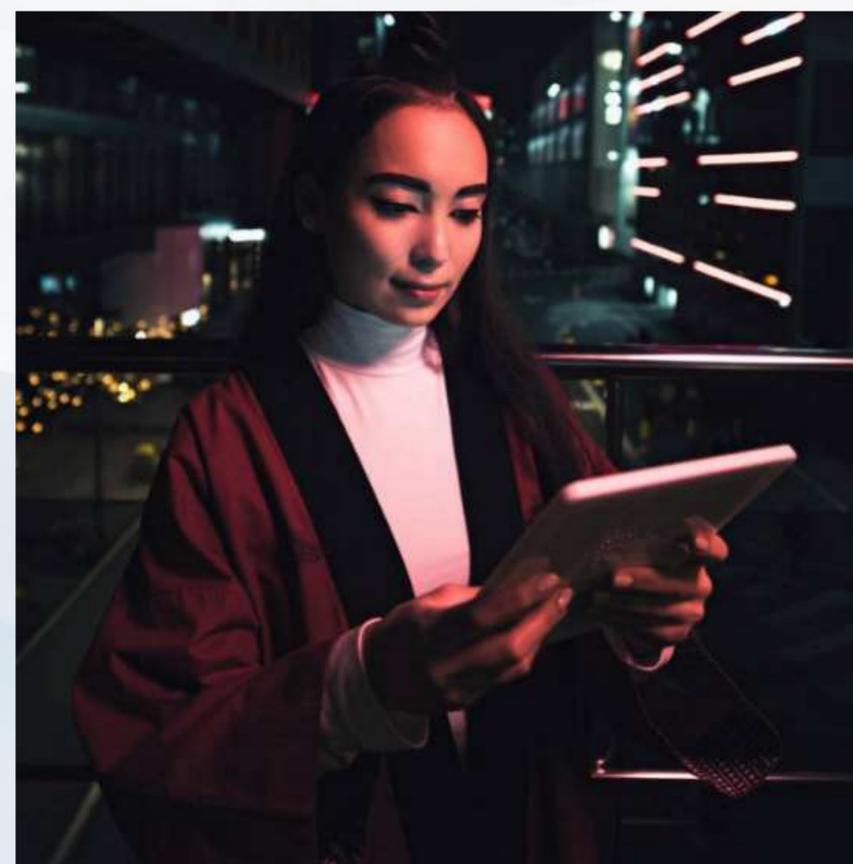
The first step was to understand how BZAAR needed to be structured. Getting clarity around the organisation chart led to detailing out roles and responsibilities, understanding what roles needed to be filled on priority and what roles could wait till a future date. To illustrate, BZAAR needed a Cataloguing Manager, a Logistics Manager and a role that combined Quality Assurance and Packaging in a single person on priority.

## **JD creation on par with industry standards**

BZAAR was able to use Spottabl's JD creator to quickly fill out specific requirements for each job. BZAAR found the platform's templatised approach easy to use. Using thousands of similar job descriptions as reference, BZAAR was able to adjust the JDs where required, including years of experience, industry or technology knowledge requirements, salary slabs and more.

## **AI-based matching engine:**

To create a pipeline of 'readymade' candidates, BZAAR used Spottabl's artificial intelligence engineered matching engine to source talent from within the client's own network. In addition, BZAAR also used Spottabl's expert recruiter solution to flood the pipeline with industry professionals that matched their requirements.



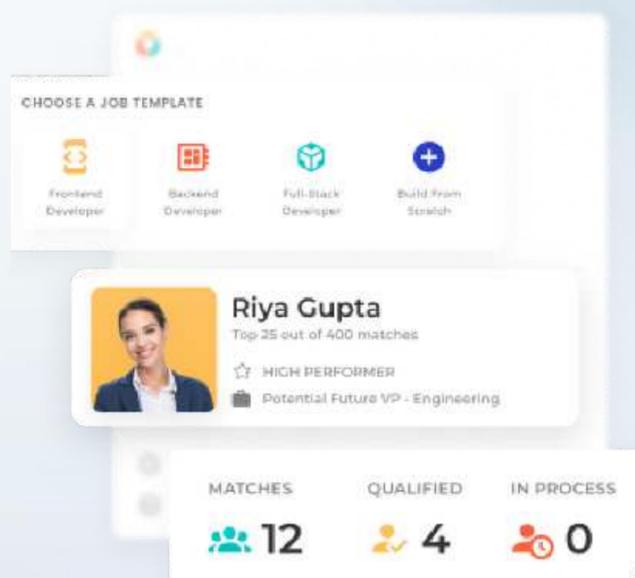
## Recruiter-qualified candidates:

BZAAR also used the expert recruiter to qualify each candidate so that they had a small but matched list of candidates to interview. These matched candidates not only fit the specific job requirements but were also measured for their cultural and aspirational fit as well.



## Headhunting and keeping leads warm:

BZAAR also engaged Spottabl to headhunt several senior roles and to provide an engaging candidate experience as they journeyed through the process. Spottabl's expert recruiters are well-versed in the nuances of creating positive candidate experiences and were able to take all the candidates through to offer discussions.





## Results

Spottabl's engagement with BZAAR resulted in the following:

- A go-to-market organisation structure that underwent multiple rounds of consultation and changes as BZAAR evolved.
- A talent acquisition practise that included strategy and the start of an employer branding implementation.
  - A ready talent pipeline from within BZAAR's own network.
- Several senior roles hired, including a Product Manager, Operations and Logistics Manager, Cataloguing Manager, and more.
- Resulting in 9 hires from 52 profiles.
- Simultaneous hiring across multiple disciplines and domains.

# Results in numbers

75%

12 offers made with 9 successful hires across multiple domains

17 Days

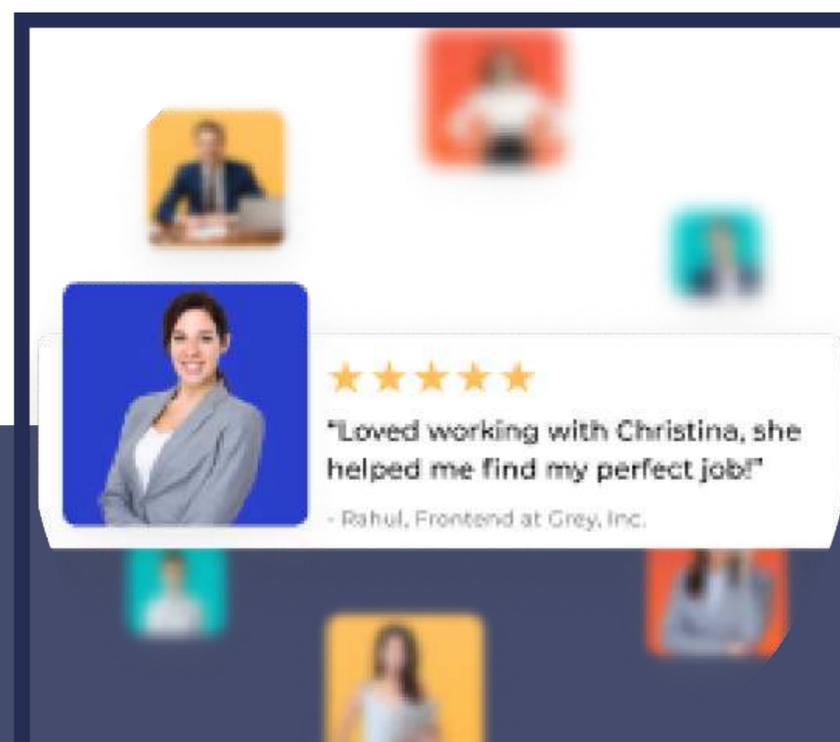
Shortest time to hire: 17 days from JD to offer acceptance

5.8

One successful hire out of 5.8 shortlisted profiles



6 offers in less than 35 days.  
9 offers in less than 55 days



We appreciate **Spottabl** because we have just gone through **a very diverse hiring** – all the way from hardcore operations to product management and everything in the middle. So being able to hire such a diverse team in a relatively short period and get the high calibre, highly relevant candidate pool that we're looking for was not a trivial task, especially in a competitive industry such as ours. What we appreciate most is that **Spottabl** has been able to not just show us the best candidate but also partner with us in closing them. The proof is in the pudding, and now we have a full-fledged team. **We are happy partners and happy customers.**

**Nishant Verman**

**Co-founder and CEO**  
**Bzaar**



## About the Client

**BZAAR** is an early-stage start-up with a niche online wholesale platform that enables small and medium businesses to source unique products directly from manufacturers in South and Southeast Asia at the best prices.



**BZAAR**

# About Spottabl

**Spottabl** is revolutionising human potential for startups and companies on a hyper-growth trajectory through its talent experience platform optimised by AI and augmented by a marketplace of expert recruiters. Spottabl aims to democratise recruitment using research, its recruitment network, experience and story telling driven philosophy and augmenting the recruitment process through its technology enabled platform.

**Spottabl** is **rewiring hiring** to maximise efficiencies and deliver the following benefits:

## Reduced speed of hiring

Find suitable candidates in shorter-than-standard turnaround times with Spottabl's unique candidate sourcing strategy.

- Bring your own network
- Recruiter-led sourcing
- AI-enabled matching engine

## Better candidate alignment

The perfect candidate does exist, and we will find them using our proprietary recruiter and AI/ML approach.

- AI-enabled matching engine
- Recruiter-verified leads
- Storytelling approach

## Ease the burden of hiring

The Spottabl way is to hire without it being a herculean effort. We deliver quality, not quantity.

- Verified leads
- AI-enabled matching engine
- Better quality candidate pool

## Ability to scale at will

With Spottabl's 'recruiter on the cloud' network, scaling up or down is effortless and easily achieved.

- Large recruiter network
- Platform-enabled recruitment
- Scalable systems and processes

Connect with us  
[spottabl.com](https://spottabl.com)

Spottabl

We are **REWIRING HIRING**