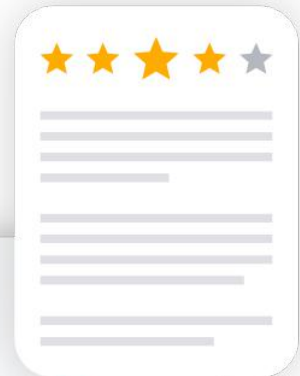
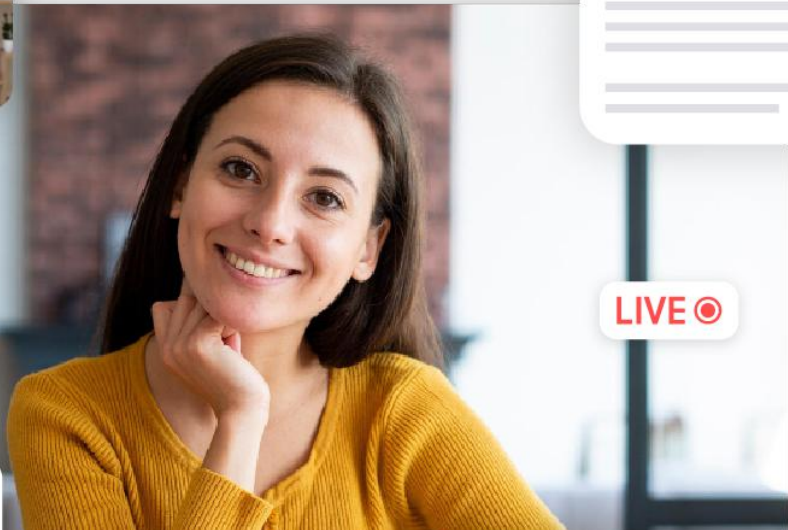
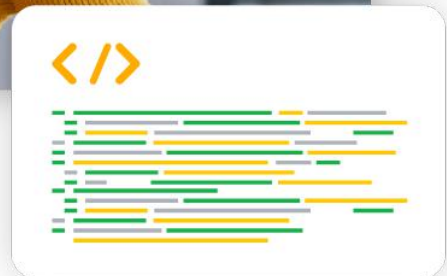
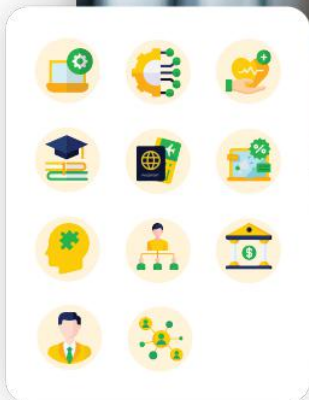


# Case Study

Revolutionizing Job Interviews: The Success Story of InterviewBuddy and Its Impact on Hiring



LIVE



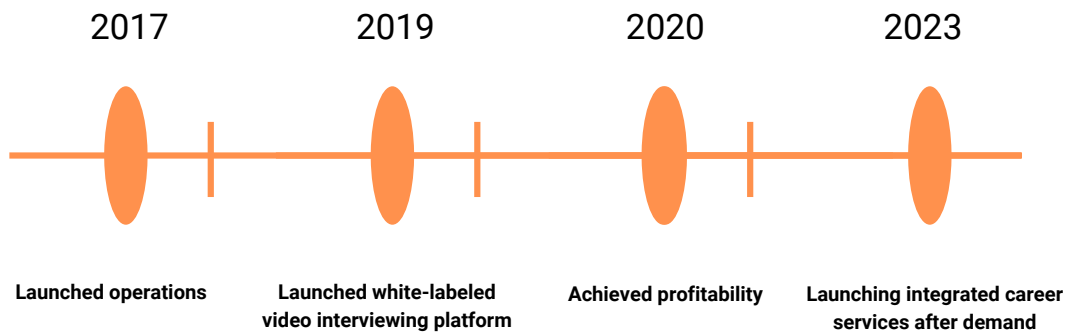
Online expert-driven mock interviews and screening interviews, on-demand

# InterviewBuddy: AU Incubation Hub (ā Hub) incubated startup case study

The job market is becoming increasingly competitive and candidates are finding it harder to stand out and secure their desired jobs. This is especially true for freshers who may not have the necessary experience and are in need of guidance and mentorship.

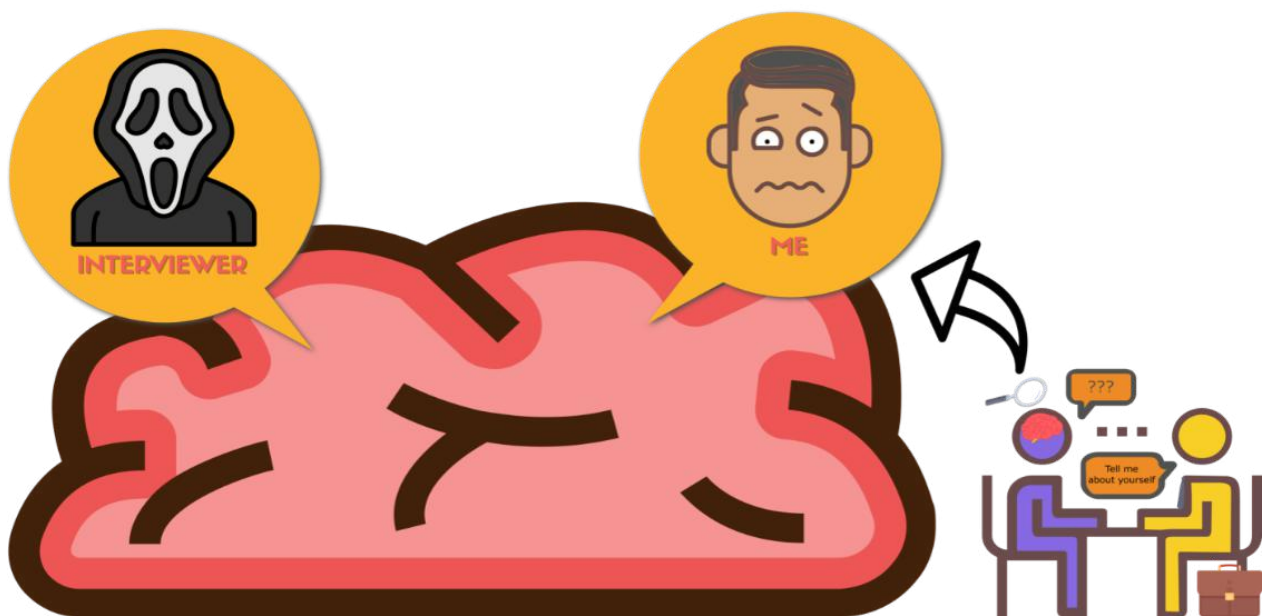


## InterviewBuddy Journey



Sector	EdTech, JobTech, HRTech
Headquarters	Visakhapatnam, India
Incubation	Andhra University Incubation Centre (ā hub), 2021
Website	<a href="http://www.InterviewBuddy.in">www.InterviewBuddy.in</a>

# Challenges



## Problem

## Strategy

**Lack of Interview Preparation:** Many job seekers lack the necessary interview skills and confidence, and are not prepared for the types of questions they may be asked during an interview.

**Inadequate Feedback:** Job seekers often receive limited or no feedback on their interview performance, making it difficult for them to identify their strengths and weaknesses and improve their interview skills.

**Lack of Career Preparation:** Many universities and edtech companies do not provide comprehensive career preparation services, leaving students and alumni with limited resources to help them prepare for job interviews.

**Inadequate Career Services:** Career services offered by universities and edtech companies are often limited and not personalized to meet the needs of individual students and alumni.

InterviewBuddy helps fill this gap by providing students and alumni by connecting them with vetted industry experts for a 1:1 tailored mock interview

InterviewBuddy provides them with objective and actionable feedback, helping them make the necessary improvements.

InterviewBuddy helps fill this gap by providing students and alumni with volume interviewing capabilities, on-demand

InterviewBuddy provides personalized and interactive career preparation services including resume reviews, webinar masterclasses, mock group discussions and system-driven asynchronous interviews to help the students improve their interview skills and increase their chances of landing their desired job.

### Difficulty in Measuring Career Readiness:

Universities and edtech companies often struggle to measure the career readiness of students and alumni, making it difficult for them to assess the impact of their career preparation services.

With InterviewBuddy, universities and edtech companies use the platform's structured interviewing processes to evaluate the interview skills of students, providing them with objective and actionable data to help measure their career readiness.

## Solutions

InterviewBuddy is an online video interviewing platform that helps job seekers prepare for job interviews through a personalized and interactive experience with relevant industry experts and caters to candidates from entry-level to executive level. The platform also offers a system-driven interview practice experience. All practice sessions are followed by comprehensive tips for improvement along with industry insights on the candidate's responses. This helps candidates improve their interview skills and increase their chances of landing their desired job.

InterviewBuddy helps universities and edtech companies by offering:



#### Multi-domain

interviews are offered across a range of domains, not limited to coding/IT



#### Student to professional

catering to all experience levels including leadership/CXO roles



#### Low cost

costs over 80% less than competitors making us affordable to all pockets



#### Dedicated interviewing platform

browser based white-labelled platform, no downloads required



#### On-demand

vetted expert pool to interview candidates at scale



#### Advanced infrastructure

to handle 10K candidates per room and 10K interviews concurrently

The startup has recently launched its new product offering, InterviewBuddy Pro, which offers online screening interviews as a service to help companies hire quickly, efficiently, and at a low cost. With InterviewBuddy Pro, companies can use the platform's human-powered as well as system-powered virtual interviewer to conduct initial screening interviews with job candidates, saving time and reducing the costs associated with in-person interviews. The platform provides an objective and standardized evaluation of candidates, ensuring that all candidates are evaluated fairly and consistently.



Technical Pre-Screening



Appraisals & Internal Mobility



Bulk/Campus Hiring

Features & Advantages



White Labeling



No Software Downloads/Plugins



Digital Record Keeping



Custom Reporting & Templates



Advanced Video Technology



Online Scheduler



Async Interviews



Multi-Party Interviews



Evidence for Legal Compliance



Sentiment Analysis & Emotion AI



ATS Integration

This helps companies make informed hiring decisions and ensures that only the best candidates move on to the next stage of the hiring process. With its innovative solution and focus on helping companies hire quickly, efficiently, and at a low cost. The startup is poised to disrupt the traditional hiring process and become a valuable tool for companies looking to streamline their recruitment process.

## Testimonials



The interview experience was great, The interviewer was very professional and patient. It was great too that he made some research about my country just like the Fulbright interviewers would do. I appreciate your services.

- **Ricardo Dorado, Bolivia, Fulbright scholarship mock interview**



The interviewer has played a key role in my preparation for the interview process. Your service was very helpful in getting my promotion. I've a friend who is ready to apply for the same program that InterviewBuddy helped me prepare for. Thank you again for all your help!

- **Layne Steen, Talent Director at Chick-fil-A, USA, Leadership development franchisee program prep**



Hi, Just wanted to thank you for all your support. I have joined GSK this week.

- **Shalini Kumar, prep for Head of Media role at GSK Consumer (Leadership), ex-VP Walt Disney**



Good morning. Received the offer letter yesterday! Your guidance was invaluable.

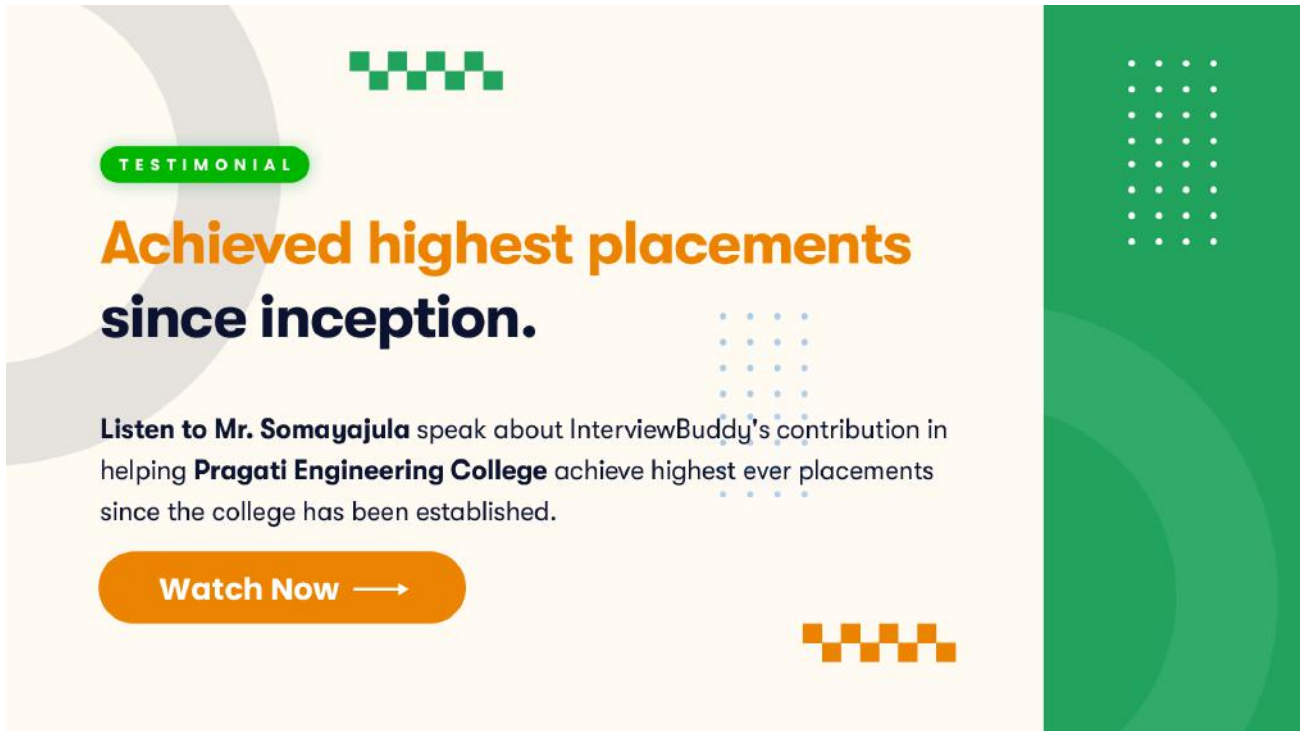
- **Kalpa Aashar, prep for the role of Director – Data & Analytics Architect at UBS**



Hello team, Mohit this side...you helped me with my IIM interview prep. Just wanted to tell you that I have got into IIM Trichy. Thank you for helping me out with interviews.

- **Mohit Verma, IIM admission interview prep**

Select user testimonials from candidates across experience levels and geographies. InterviewBuddy boasts an average customer satisfaction score of 4.85/5



A testimonial card with a light beige background and a green vertical bar on the right. The card features a green checkered pattern at the top center and a green 'TESTIMONIAL' label. The main headline is 'Achieved highest placements since inception.' in orange and black. Below it, a paragraph describes Mr. Somayajula's experience. An orange 'Watch Now' button with a right-pointing arrow is at the bottom left. A blue dotted pattern is on the right side of the beige area, and an orange checkered pattern is at the bottom right.

**TESTIMONIAL**

## Achieved highest placements since inception.

Listen to **Mr. Somayajula** speak about InterviewBuddy's contribution in helping **Pragati Engineering College** achieve highest ever placements since the college has been established.

**Watch Now** →

[Click here to view this testimonial](#)



A testimonial card with a light beige background and a green vertical bar on the right. The card features a green checkered pattern at the top center and a green 'TESTIMONIAL' label. The main headline is 'How did mock interviews help this large university achieve 2000+ placements?' in orange and black. Below it, a paragraph describes Cdr. Gurumoorthy Gangadharan's experience. An orange 'Watch Now' button with a right-pointing arrow is at the bottom left. A blue dotted pattern is on the right side of the beige area, and an orange checkered pattern is at the bottom right.

**TESTIMONIAL**

## How did mock interviews help this large university achieve 2000+ placements?

**Cdr. Gurumoorthy Gangadharan (retd.) - Director of Placements at GITAM University** shares his experience of **using InterviewBuddy** across all of **GITAM campuses in Bangalore, Hyderabad and Visakhapatnam** for the last four years.

**Watch Now** →

[Click here to view this testimonial](#)

# Achievements

The startup has won national and international level startup competitions and accolades. Starting up from a tier II/III city, the startup has grown manifold and now has unicorn startups to YCombinator-backed startups as its clients:



Voted as the 'Top 10' Product of the Day



Top 26 startups selected by GoI to attend Slush in Finland



Top 100 Emerging startups in India by ABP News, BW BusinessWorld



Top 5 startups selected to present at Latitude59 in Estonia



Finalist out of 2048 global teams



Won Bronze at the International Innovation Fair



Top 66 startups out of 18000+ applicants to present in Hong Kong



Only startup finalist from Southern India to present in Amsterdam, Netherlands



Startup India (DIPP) Recognition



Patent published, advanced video interviewing technology



Incubated in the largest incubation program in India



Top 3000 club. Initiative of DST, Govt. of India

On top of the above accolades, InterviewBuddy has recently won:

- First prize at the Next unicorn state-level startup competition conducted by ESC, Ministry of Electronics and Information Technology, supported by the Consulate General of San Francisco.
- Top 30 national-level startups out of 800+ startup applicants for an all-expense paid trip to Silicon Valley by ESC, MeITy and supported by the Consulate General of San Francisco.
- First place - Most Promising Startup award and a cash prize at the InfinITy Summit.
- First place and a cash prize at the startup pitching competition by Institution's Innovation Council, Andhra University.



## Press Coverage

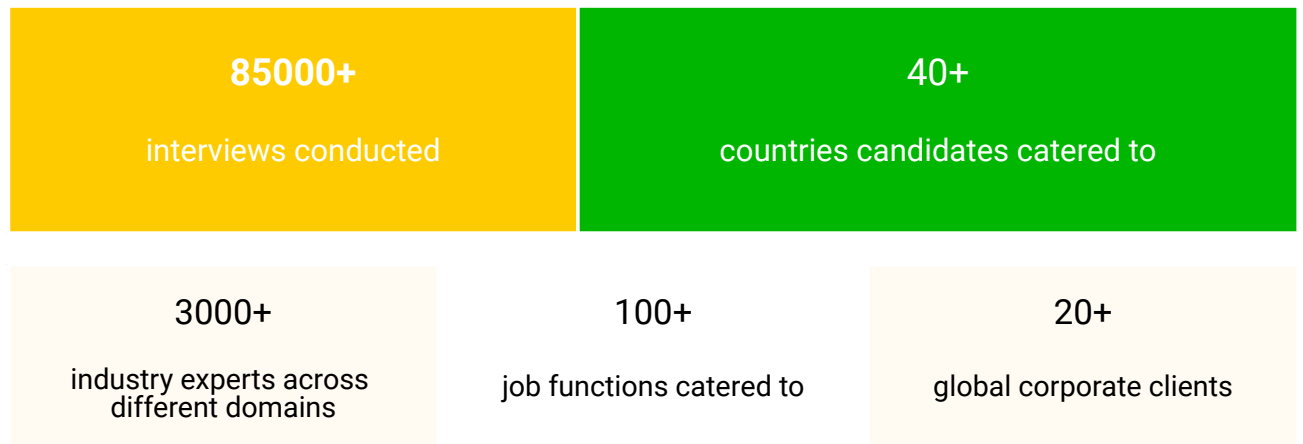
InterviewBuddy has been covered both in the national and internationally reputed newspapers, websites and journals:



## The Opportunity

The global human resource management market is projected to reach USD 31.17 billion by 2025, growing at a CAGR of 7.5% from 2020 to 2025. With the growing demand for job-ready talent, the market for interview preparation services is expected to continue to grow, creating a huge opportunity for the startup to capture a share of this market.

## Impact





## Support & Journey Ahead

InterviewBuddy is incubated at Andhra University Incubation Council (ā hub), and has received support in various forms such as (1) access to International markets through AP Startup Conclave (one of the 33 startups identified by ESC & STPI to enter US markets through full sponsorship), (2) access to Investors in India and US and readiness for Series A investment, (3) mentorship and nurturing, (4) access to talent from the University, (5) low cost infrastructure, (6) low cost retainer services, (7) branding through media and events, (8) event participation and cash awards, and (9) networking opportunities. ā hub has provided the InterviewBuddy with the necessary support and resources to help it grow and scale its business to double its revenue in the last year.

The startup is supported by ā hub for continued growth as it expands its offerings and continues to help job seekers secure their desired jobs. The startup is planning to add new features and functionalities to its platform, such as resume building and job search tools, to further help job seekers in their job search journey. The startup is also exploring opportunities for international expansion, as it looks to capture a share of the growing global HR market which is being enabled by ā hub.



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