Truth & Transparency In Talent

Technology-Enabled Workforce Sourcing in the 21st Century

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How might we get the right person, on the right job, at the right place and time, at the right price?

How might we mitigate the high cost and under-utilization of highly specialized testing and inspection equipment?
User-centered Research

• Interviews : Find the Pain

• Scenarios : Probe the Pain

• Prototypes : Test the Experience

300+ interviews conducted

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Recurring Frustrations

• Recruiting, training and qualifying talent
• Codes and standards
• New equipment adoption
• Pricing competition
• Communication
• Relationships and reputation
People Pain Points

- Finding and keeping quality technicians
- Difficult to verify the quality of technicians
- Fewer people entering NDT industry than leaving
- Lack of industry visibility inhibiting new entrants
- Finding work and building a career

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Employers

• Candidate sourcing and screening is time-consuming and costly

• Lack of trust in candidate resumes

• Industry certifications and codes are fragmented and complex

• High cost of bad hires, job site errors

“I can only find so many qualified NDT techs through my network.”
Technicians

• **Difficult to discover** and enter the industry

• **Advancement constrained** by offline, personal networks

• Generic job sites **not geared to trades**

• Job hunting creates **opportunity cost**

“A lot of NDT tech jobs are filled by word of mouth.”
The Current State

• Offline networks are siloed and not scalable

• Job boards – AKA “post and pray” – are time- and cost-inefficient

• Recruiters are cost-prohibitive and incentivized to place candidates
What If We Could…

• Improve the quality and transparency of professional profile data and increase trust?

• Deploy advanced search and machine learning technology to attack the problem?

• Create an easy-to-use, mobile-first user experience for both sides of the talent ecosystem?
What Might That Look Like?

A skills-based, talent sourcing platform that lets **Employers** rapidly discover and directly engage qualified candidates.

**Job Seekers** only get notified about those opportunities for which they are most qualified and of interest.

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The Critical Combination
• Closed seed funding
  June 2018

• Released public beta
  application January 2019

• 1000+ Job Seeker profiles,
  100 Employer beta users
What Have We Learned?

• NDT deserves a lot more recognition than it gets
• The talent sourcing challenge is truly complicated
• NDT technicians are all in for a better way
• Transparency will require trust from both sides

Let’s keep working and learning together…
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Thank you for your interest!

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