



The Future of Next Gen Recruitment

RippleMatch's Vision for 2025 & Beyond

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Our Speakers Today



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Today's Agenda

- Understanding the current trends in the market impacting early career recruitment teams
- How AI is impacting the future of campus hiring, and how it's shaping our roadmap
- How we are building a platform for the next phase of transformation in entry level hiring

Key themes we're seeing as we enter 2025



Employer Themes

- **High applicant volume** is a growing pain point for TA teams
- In-person events are taking up high-shares of budgets despite low ROI
- Changing diversity approaches & priorities



Candidate Themes

- 100s of apps, very low response rates on job boards
- Struggling to navigate and understand a **very tough job market**



Technology Themes

- Widespread **candidate adoption of AI tools**
- But current tools are not game changers yet for most recruiting teams

Candidate Trends

Candidates lack the traditional guidance of career services, and over apply to jobs as a response to market uncertainty

The vast majority of early career candidates send between 100 to 300+ applications in order to find one job.

300+
applications

29%

100-300
applications

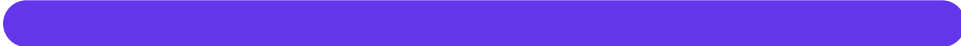
42%

<100
applications

29%

Widespread adoption of AI among candidates is accelerating the mass-apply trend

'Are you using/plan to use AI tools to assist with your job/internship search?'

Yes  **70%**

No  **30%**

This creates a widening gap between candidate expectations and the experience employers can deliver

Most entry career candidates expect to hear back after submitting an application in

<5-7 days

The average employer response time after a first application is over

17 days

Employer Trends

Already stretched thin TA teams are receiving too many apps, and the best talent is slipping through the cracks

Early career hiring requires:



Jobseeker guidance



Different data



Different branding

Job boards don't work well for early career hiring



Employers are flooded with unqualified apps



Job seekers are ignored and almost never get interviews



Job seekers send out even more applications

As a result, campus teams feel compelled to go back to in-person events to generate higher-quality interactions



Students waiting in the line at a 2016 Cornell career fair - the day we launched RippleMatch

But campus recruiting has been a broken model for a long time



The average cost per hire for companies recruiting on-campus is \$6,110¹.



Its time-intensive and limited reach nature makes it a non-scalable way to reach the best, diverse talent.

¹[National Association of College and Employers, 2020](#)


But in-person events have been resulting in low ROI for most early career teams

'If you were asked to decrease your early career recruitment spend while achieving the same hiring results, where would you look to decrease first?'



We Built An AI-Powered Hiring Platform To Break the Status Quo

Employer

 Desired Qualifications

 Diversity Goals

 Locations

RM

ebay

Software Engineering
Internship



UT Austin 2024
BA Computer Science

Job Seekers

 Experience & Skills

 Career Goals

 Location Preferences

For Gen Z job-seekers, we automate their job search so opportunity comes directly to them



No more wasted job applications or ghosting



20x more likely to get a first-round interview*



91% of customers believe RM is a better experience for Gen Z than job boards

New Job Opportunity

Not Interested Easy Apply

amazon Amazon Responds Quickly

American multinational technology company which focuses on e-commerce, cloud computing, digital streaming, and artificial intelligence.

Internet

Great Benefits Work from Home Insurance

Software Engineer

Invited Today

New York, NY · Los Angeles, CA · Chicago, IL · Remote

Full Time

You're qualified because:

- 3.6+ GPA
- Computer Science Major
- Internship in Finance
- Club Leadership
- Graduating Dec 2020 - May 2021
- Java +3

YOU'RE WELL QUALIFIED
10x better chance of advancing to interview

TIME TO EASY APPLY:
8 minutes to complete on average

WHEN YOU'LL HEAR BACK:
3 weeks average response time

Role Description

Software Development. Engineers will be responsible for design, development, delivery and support of large-scale, multi-tiered, distributed software applications and tools.

Match 1 of 5

Welcome to RM! 40%

We algorithmically generate a feed of the best fit opportunities for each candidate

* Versus 2% for a cold job application

Our best-in-class job-seeker experience fuels AutoMatch, our automated matching

AutoMatch automatically identifies and sets up the right candidates to interview with our customers.



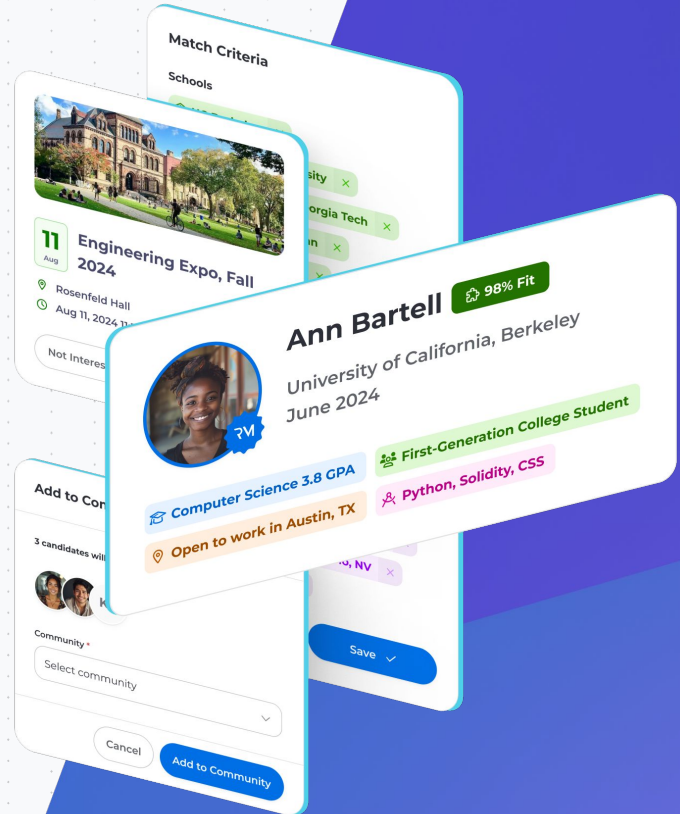
Workflow automation mimics the manual sourcing done by humans



~1 in 2 matches advance to a first round interview



93% increase in candidates from underrepresented demographic groups



We are doubling down on becoming the primary way to source top entry-level talent

Our top priority is delivering more hires for our customers and more opportunities for our candidates, so the early career recruitment process doesn't have to be so reliant on physical events anymore.



Replacing Career Services Guidance

- Personalized, **AI-driven guidance** on why a role is a fit and why they have good chances of success
- Tools to help candidates create resumes, research a role, and prep for interviews
- An **AI career guide** for understanding paths and finding the best roles for them



The Best Sourcing Channel for Early Career

- **Deliver more hires** for our customers so they can avoid relying on physical events.
- **AI-driven copilot** and an improved Review experience so recruiters can find the best fits for their roles and move them to the interview as quickly as possible.

Most students struggle with 3 big questions in their search



1. What is the right career path for me?



2. How do I get my foot in the door?



3. How do I land the job?

Career services should help answer these questions, but often doesn't, leading to a lot noise in the job search process.

Advances in AI, and learnings from our customers, mean we can help candidates address all three of these questions.

How RippleMatch works for students today

1

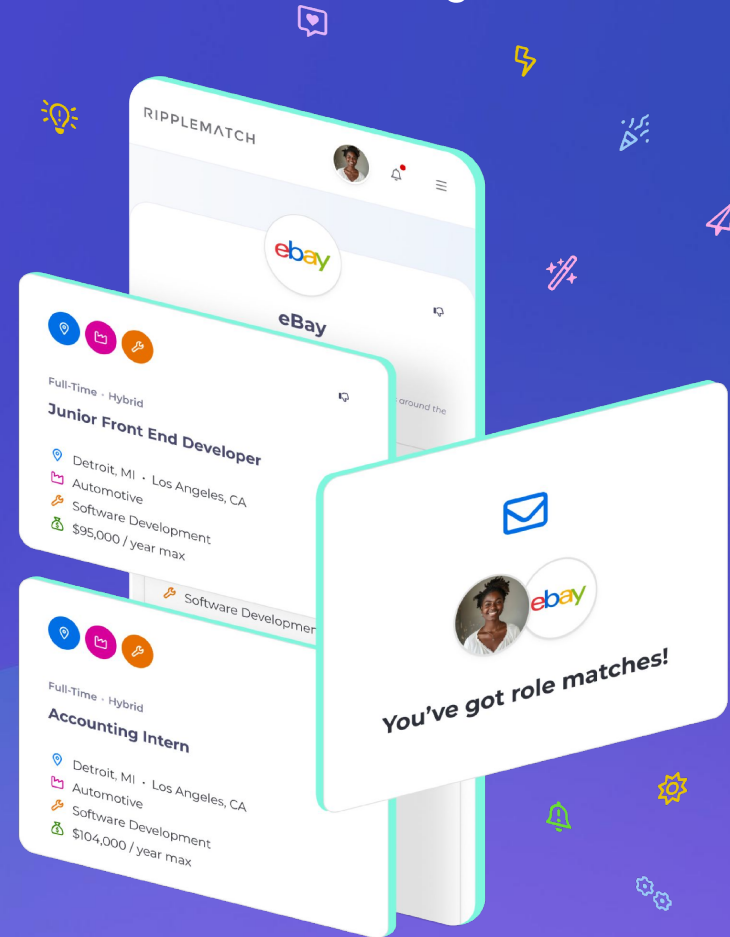
Candidates create a free profile telling us who they are and what they are looking for

2

They automatically receive matches and apply. All active roles that meet their skills & interests.

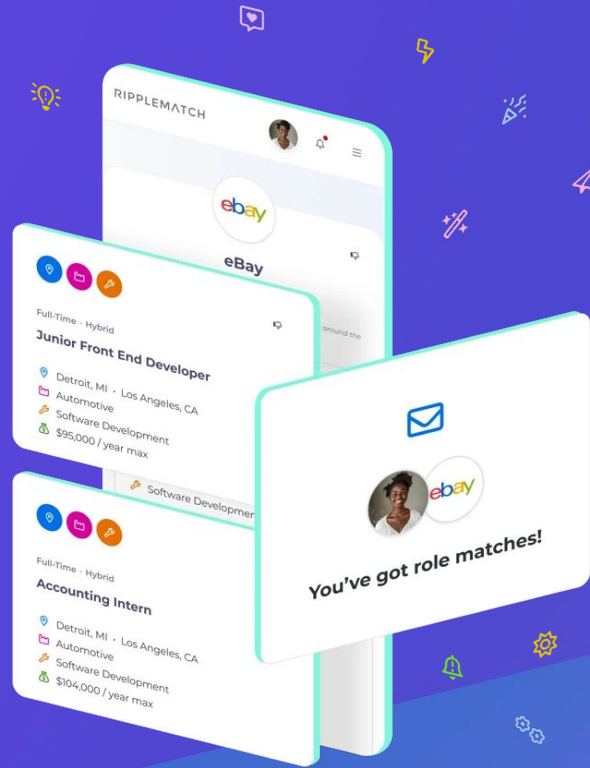
3

Get introduced to recruiters when their match is accepted



Candidate Walkthrough

An AI-powered career counselor can deepen candidate engagement and address this gap in their experience



1 **Career path guidance**, helping candidates understand and find the best careers and jobs for them

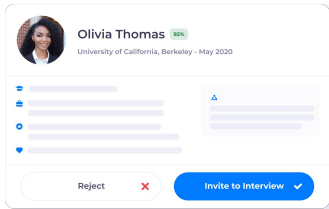
2 **Personal guidance** explaining every match – including the role, company, and why they're a fit

3 **Interview coaching** to help candidates represent their skills and background as well as possible

For recruiters, AI allows us to completely rethink the sourcing funnel and workflows

1

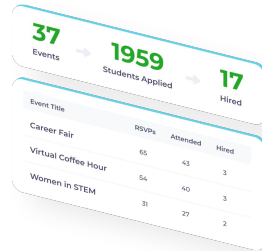
Effectively source from the applicants you already have.



AI Feature:
Automated Resume Review

2

Focus sourcing on the applicants your funnel is missing.



AI Feature:
In-Depth View of Diversity In Your Funnel

3

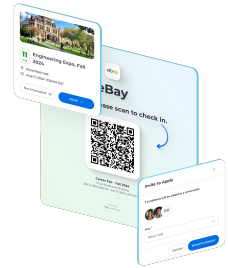
Fully automate digital outreach to qualified candidates.



AI Feature:
Automated Sourcing

4

Market events to the right audience and match attendees to jobs.



AI Feature:
Automated marketing & resume extraction

Employer Walkthrough

AI is changing how Early Career Teams Source Talent

Status Quo Team

Spends a lot of money and time sending manual messages via legacy sourcing platforms with low response rates.

Get overwhelmed by a high volume of unqualified applications.

Team Using RM

Uses automation to generate interested & qualified matches.

AI helps them identify the absolute best candidates in their inbound so they can get back to them quickly.

Leverages free job boards and maximizes the talent they get from those sources.



Uses AI-powered sourcing to automatically generate a pipeline of warm and qualified leads, which allowed them to do more with their bandwidth and budget.

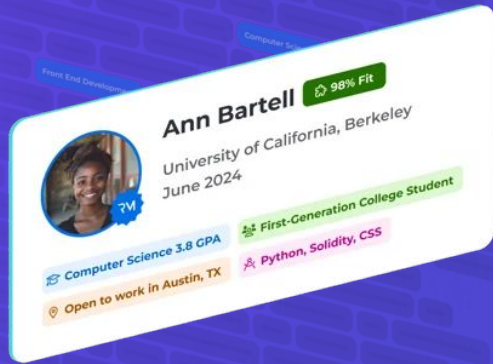
“RippleMatch enables us to build meaningful connections with diverse talent that actually wants to work for us. It eliminated all the noise we saw on Handshake Premium.”



Grace Williams

Global Director of Early Talent and Inclusive Recruiting

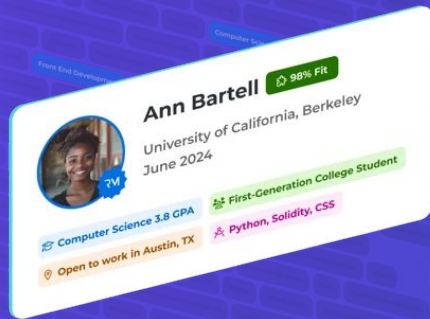
For recruiters, our platform is evolving into an AI co-pilot for sourcing early career talent



We are building an AI agent that can perform tasks like a junior recruiter:

1. **Deeply assess** how candidates align with your needs, using an in-depth understanding of your role and the candidate's profile
2. **Give clear recommendations** on a candidate's fit and areas to focus in the interview
3. **Support recruiters with insights** while keeping them in the driver's seat

Safe & effective AI in TA requires high quality, structured data and best-in-class compliance standards



We are uniquely positioned in the space to deliver on personalized and compliant AI-powered experiences:

- Millions of candidate data points on career interests, skills, education, and experience, along with EEO and work authorization.
- Millions of datapoint on candidate engagement
- Employer data points on requirements
- Our AI-native platform was built with compliance in mind, and passes bias audits every year

Building Your Team's 2025 Tech Roadmap



Choose AI Native Vendors Dedicated to Ethics

Partner with vendors with a long-standing commitment to AI ethics and transparency, including public audits



Focus on Fundamental Capabilities

Consider which part of your process will truly benefit from AI and transformation and have meaningful impacts on your efficiency,



Complement your In-Person Strategy with Automation

Complement your Events Strategy by using AI to market your Events to the right audience, automate manual work, and convert attendees to hires.

Q&A

Make sure to select tech partners that have strict standards for anti-bias practices



We partner with a 3rd party auditor for annual bias audits.

We passed our 2024 audit unanimously and with no exceptions.

The auditors noted: “The requirements of our audit go significantly beyond what is required by the NYC law; RippleMatch chose to hold themselves to a higher standard.”

We design our platform for compliance with the strictest existing regulations, and constantly remain up to date with the latest legislation on the use of AI in hiring.

AI is changing how Early Career Teams Review Resumes

Status Quo Team

Manually reviews every applicant coming from all their sources, including job boards, events and referrals.

Takes 3+ weeks on average to get back to applicants, losing some of the best talent in their pipeline.

Team Using RM

Uses AI to instantly surface the best fit candidates across all their applicants.

Is able to get back to every candidate in 1 - 5 days, allowing to secure top talent and provide a great candidate experience for all applicants.



Over 20,000 candidates apply to eBay's internships and full-time programs each season.

Using AI-powered matching, they are able to quickly identify the top fit applicants and build a strong pipeline of qualified and diverse candidates.

“Centralizing applicant review on RippleMatch has reduced our overall applicant review time by 70%.”



Cindy Loggins

Global Head of University
Recruiting