



torre

# The professional network for flexible work

A highly-experienced team  
aiming to capture the \$1 trillion  
recruiting and staffing market

 Massachusetts  
Institute of  
Technology

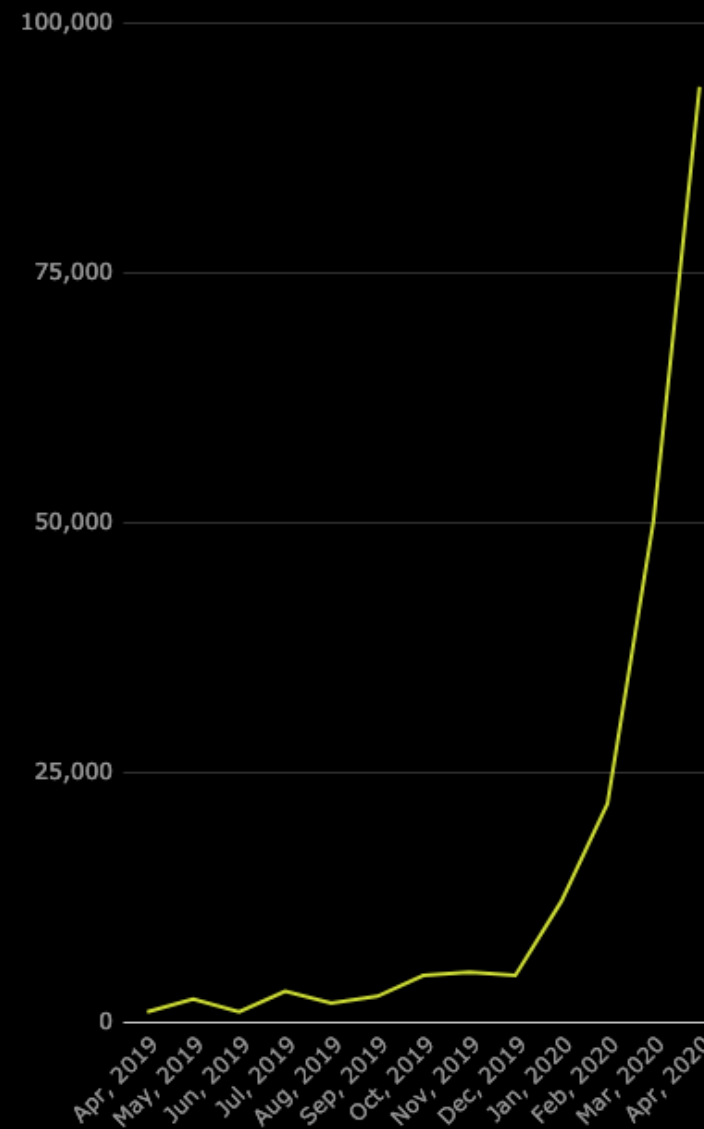
  
Innovators  
Under 35

endeavor

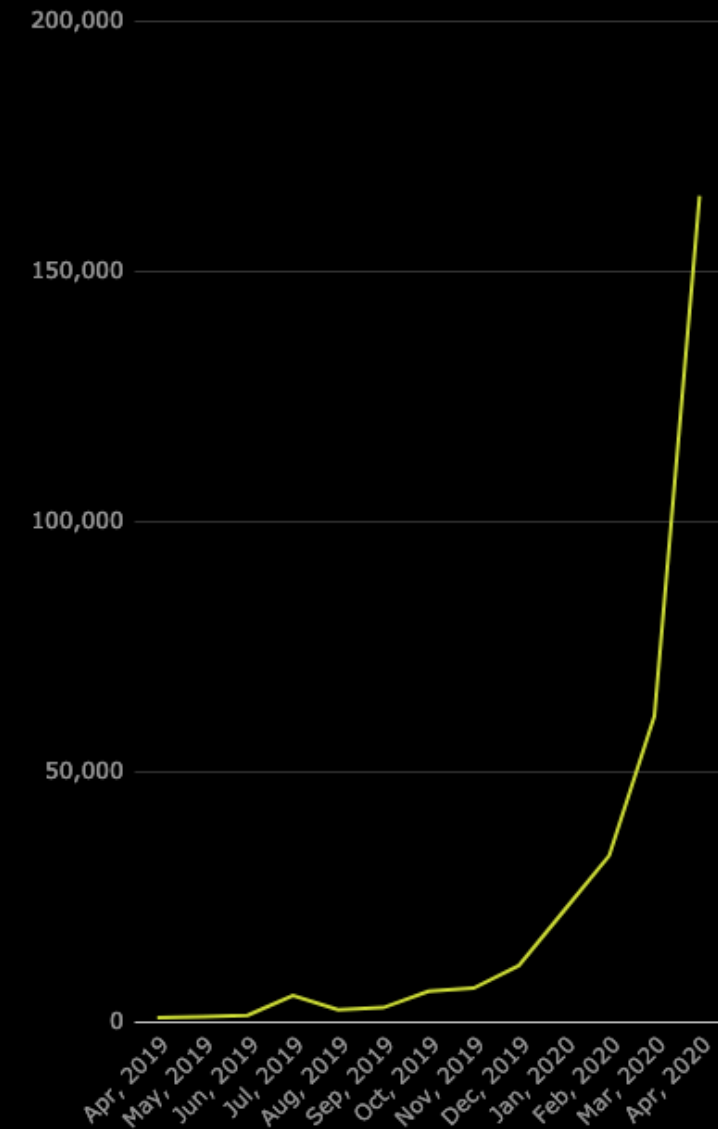
Uber

amazon

**We're  
growing  
fast**



**New users,  
monthly**



**Interactions between  
candidates and  
companies, monthly**

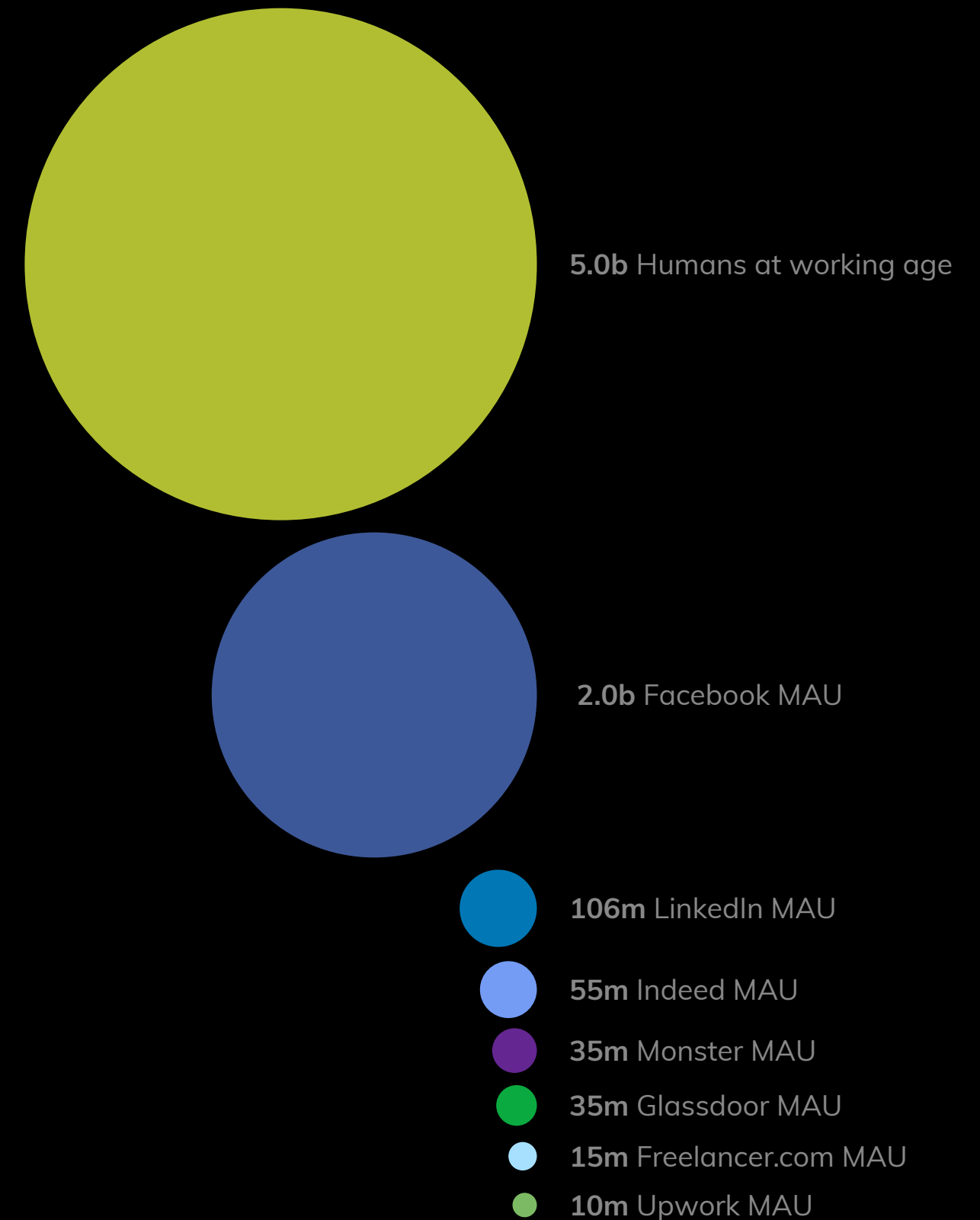
**We're** working on becoming  
- to **LinkedIn, Indeed,** and ATSS -  
what **WhatsApp** is to **iMessage,**  
and **Google** is to **Yahoo**

**Numerous trends are merging  
into a major opportunity:**

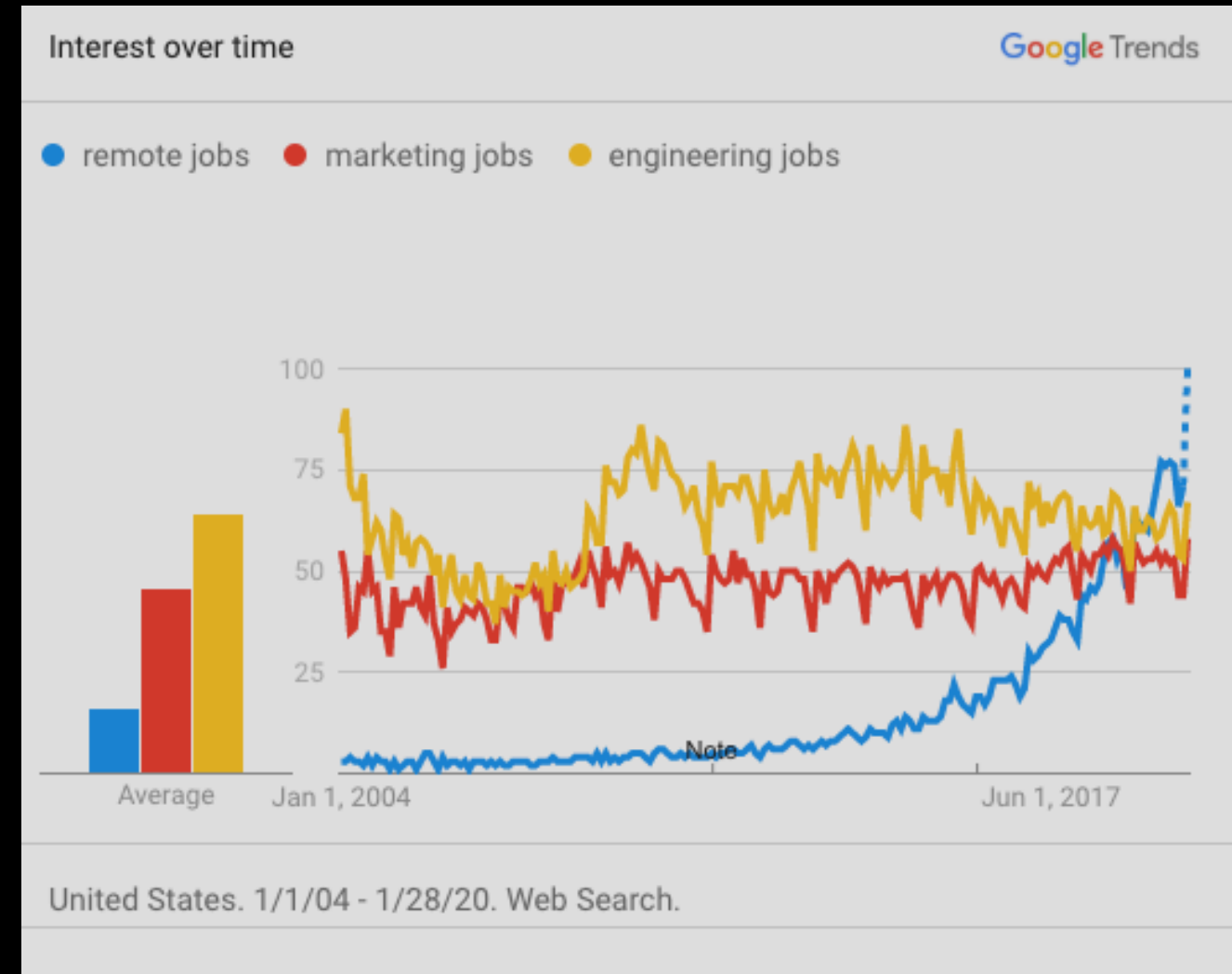


# A. Four billion humans of working age don't have a professional profile

- Population and Internet users data from <https://www.internetworldstats.com/stats.htm>
- Facebook data from <https://techcrunch.com/2017/06/27/facebook-2-billion-users/> (at time of visit - May 28, 2018)
- LinkedIn data from last self-reported, Q3 2016. Interesting blog post about it: <https://medium.com/@wtfmitchel/linkedin-10-million-monthly-active-users-a482e2ecc086>
- Indeed, Monster, Glassdoor, and ZipRecruiter data from <http://www.ebizmba.com/articles/job-websites>, which appears to inflate data when compared to actual Alexa results.
- Freelancer.com and Upwork.com don't publish their unique active users. However, we have estimated these figures based on their public reports of registered users, published jobs, and other interaction metrics self-reported by the respective companies.

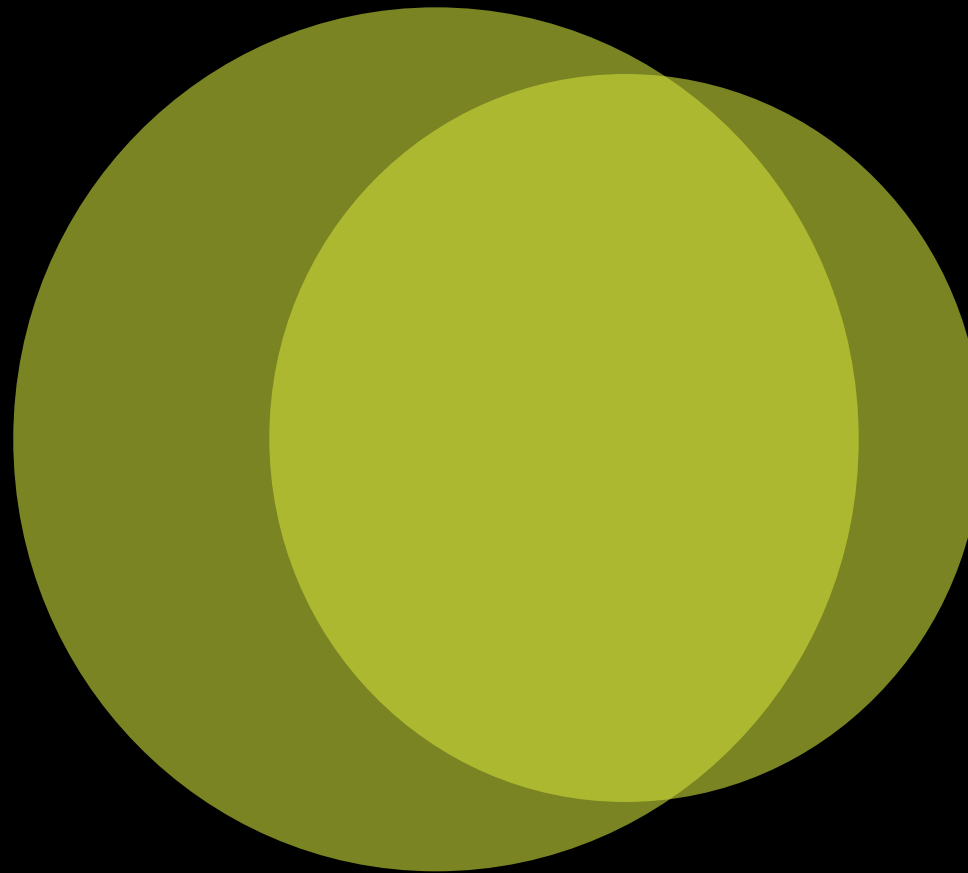


**B.  
Remote and  
cross-border work  
is doubling every year**



# C. Traditional recruitment is no match for the flexible workforce

**By 2027, 51% of adults  
will be  
gig/liquid/freelance workers**



**80% of companies  
will use  
a flexible workforce**

# D. Artificial intelligence will match candidates and teams



**A new category will emerge:**

# **Platforms for automated, data-driven recruiting**

**(with natural moats and winner-takes-all dynamics)**





**At Torre, we're building  
THE global platform  
for the future of work**

# Started with a proven team



**Alexander  
Torrenegra**

Chief Executive Officer

- Founded Voice123 and Bunny Studio.
- MIT Innovator Under 35.
- World Economic Forum's. Young Global Leader.
- Endeavor Entrepreneur.
- NYC Venture Fellow.
- Angel investor.
- Investor "shark" on Shark Tank Colombia.



**Andres  
Cajiao**

Chief Growth Officer

- Dropped out of high-school at 14 to focus on his social media agency.
- Co-author of Remoter: Why and how to build a remote team.



**David  
Montano**

Algorithms Manager

- MSc in computer science.
- Former tech lead at Bunny Studio.



**Diego  
Piacentini**

Seed investor

- Former Senior VP at Amazon.
- Managed 60,000+ employees.



**John Alexis  
Guerra, Ph.D.**

Advisor

- Data science professor.
- \* UCBerkeley.



**Mike  
Shoemaker**

Seed investor

- Former GM of Uber Latin America.
- Managed 500,000+ Uber drivers.



# **We're set to win**

**We're experts at using AI  
to match talent and  
companies**

**We've created successful  
companies that automatically  
identified talent for 1,000,000+  
projects (Disney, Google,  
Spotify, etc.)**

**We're award-winning  
innovators obsessed with  
'first-principles'**

**We started with the question,  
"if recruiting was invented  
today, what would it be like?"  
And we built it.**

**We have unique insights  
and proprietary  
technology**

**7,000+ user-research sessions  
30+ countries  
200+ predictive models  
6+ patent applications**

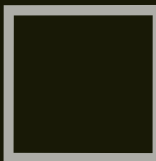




**1st:  
Research**

**2017**

**6 patent applications submitted**



**4th:  
Flexible work**

**2020**



**2nd:  
Minimum-viable product**

**2018**

**50+ pilots with real companies  
and candidates**



**5th:  
Local jobs. Blitzscaling.**



**3rd:  
Own a small market: Remote**

**2019 - Current**

**Virality validated  
2x growth month-over-month**



**6th:  
Other use cases**

**Staffing, education, finance, etc.**

Sponsored listings

App store for test and background checks

\$5.0b \$2.0b

**How we'll reach >\$10b in revenue**

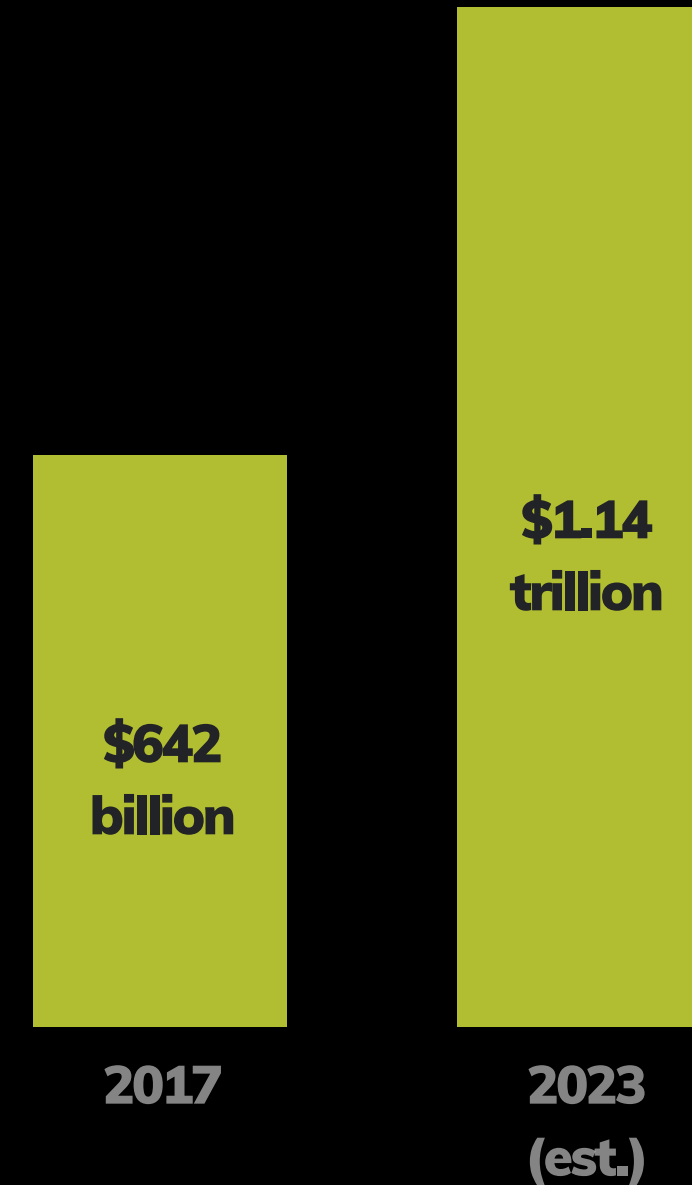
( Indeed revenue: \$2.4b/year • LinkedIn revenue: \$5.8b/year )

\$1.5b \$1.5b

Career coaching

Premium support packages

**The global recruiting and  
staffing industry is BIG  
and growing fast:  
\$1 trillion**



**Recruiters and professionals  
from these (and many more)  
companies are using us:**





**They're adopting us quickly  
because we're  
disrupting the status-quo**

	Torre	ATSs	Indeed	LinkedIn	Upwork
• Traditional jobs, remote, and gig-friendly	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
• Candidate-to-team matching	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• PageRank-like reputation graphs	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Automated filtering, ranking, and prediction	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Professional genomes instead of résumés	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
• Tinder-like matching	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Automated network referrals	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Monetization that doesn't slow down network effects	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Matches using interests, experience, skills, personality traits, aspirations, cultural fit, compensation expectations, professional reputation, availability, etc.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

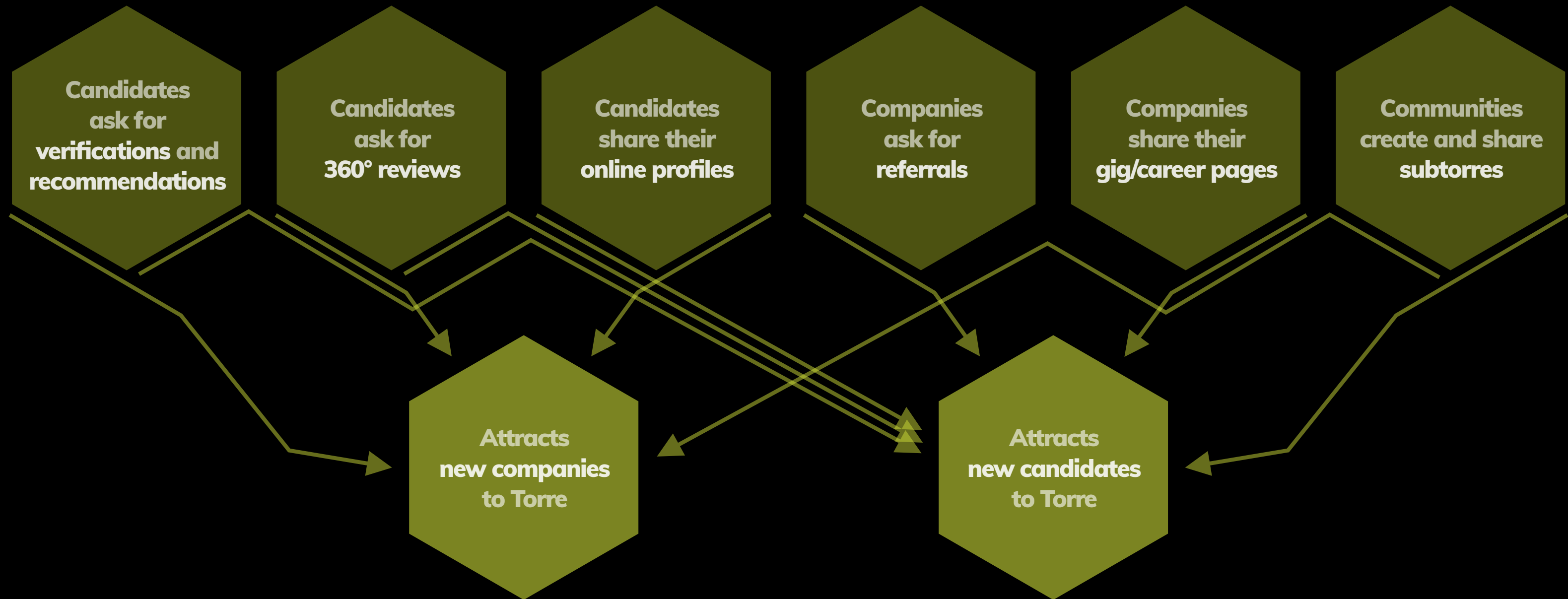
**90%** reduction in  
screening time

**5x** candidate  
engagement

**98%** candidate  
satisfaction

† Compared to previous recruiting processes outside Torre. Self-reported by Torre users by Jan 10, 2020.

# Torre grows with native virality:





# Funding




# Proceeds of investment

## Tech

Engineers  
Data scientists  
Psychologists  
Product designers  
UX researchers  
Patents

## Growth

Growth hackers  
Growth engineers  
Branding  
Temporary paid-user acquisition  
(while the COVID-19 pandemic keeps advertising rates low)

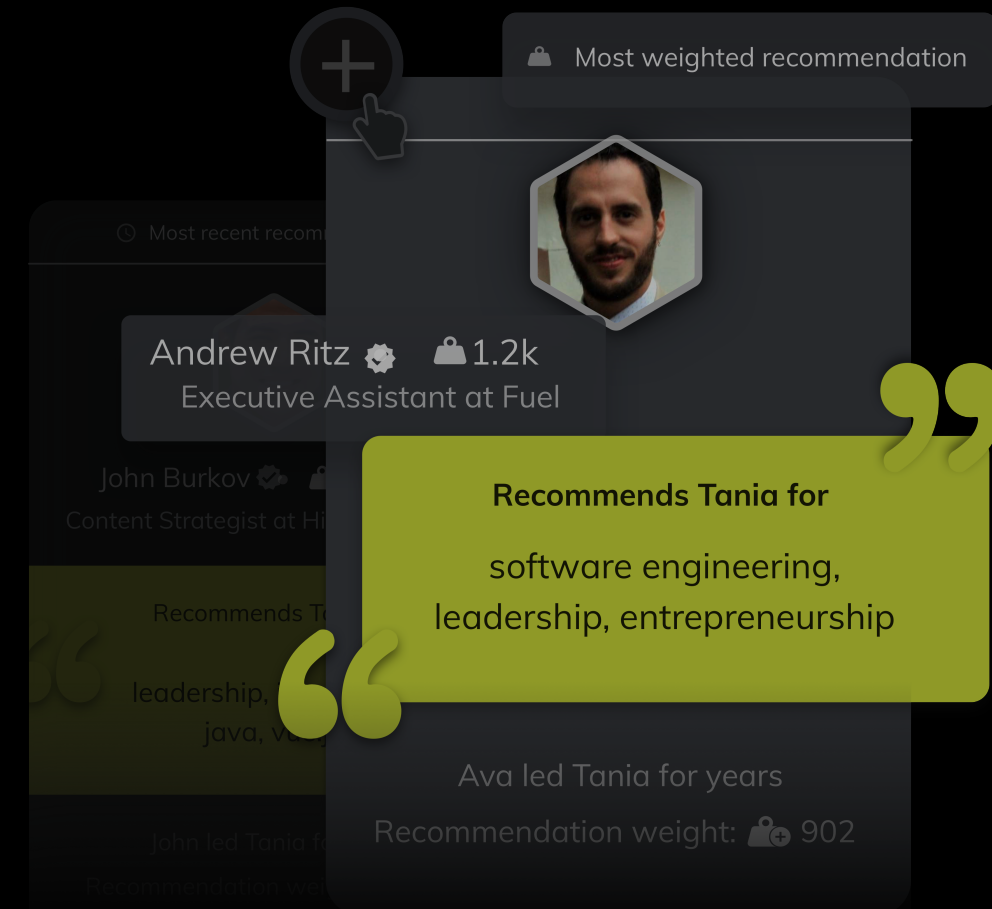
The background is a dark gray field featuring a complex, interconnected network of thin, light gray lines. These lines form a web-like structure with numerous nodes, many of which are represented by small, solid gray hexagons. The overall aesthetic is technical and futuristic, suggesting themes of technology, innovation, or data networks.

# **Appendix:**

## **Key innovations**

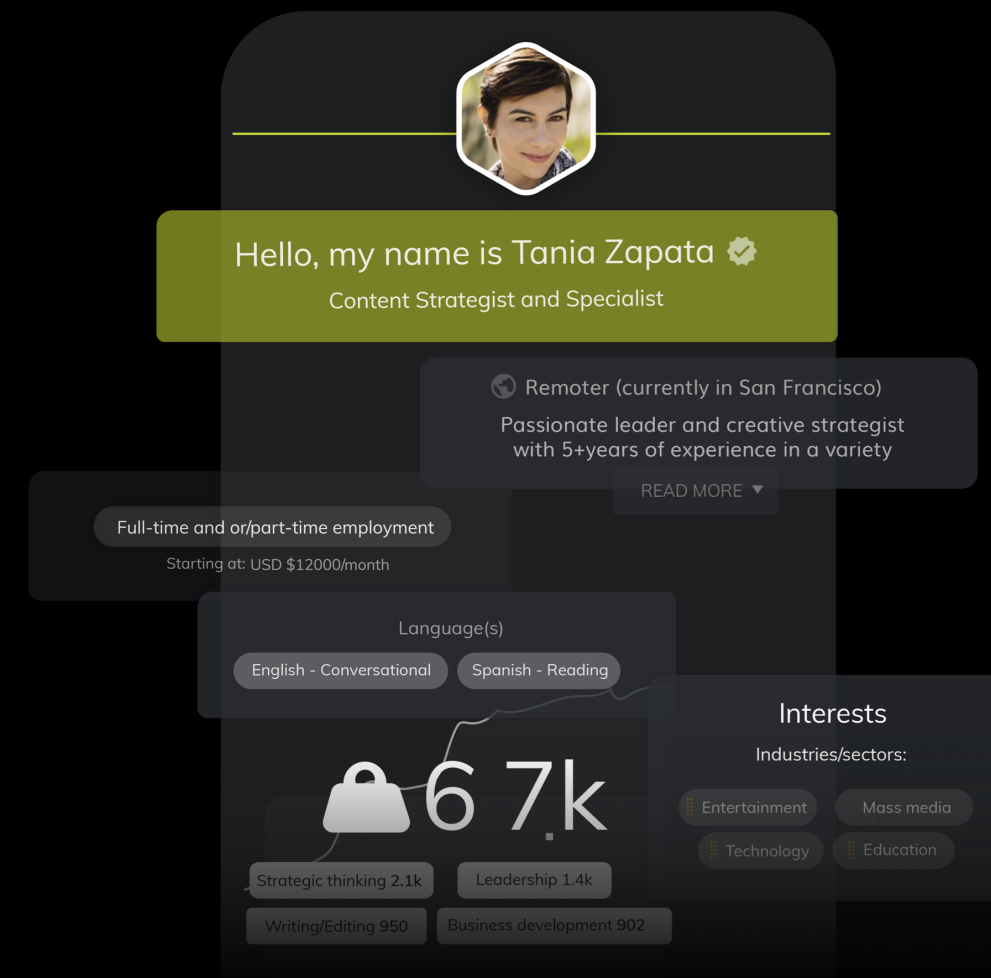
# Valuable, viral recommendations without recommendation letters

**Torre introduced the concept of recommendation weight: PageRank for people. Weighted recommendations come from people who have been recommended by others.**





# Professional reputations that cut the crap and everyone can trust



At Torre, claims and experience are verified by others. Recommendations depend on shared experiences. Data is structured and AI friendly.



A user profile card for Tania Zapata, a Content Strategist and Specialist. The card features a hexagonal profile picture of a woman with short dark hair. Below the picture, a green banner contains her name and title, followed by a location tag 'Remoter (currently in San Francisco)' and a bio 'Passionate leader and creative strategist with 5+years of experience in a variety'. A 'READ MORE' link is present. To the left, a box indicates 'Full-time and or/part-time employment' with a starting salary of 'USD \$12000/month'. Below this, a 'Language(s)' section lists 'English - Conversational' and 'Spanish - Reading'. At the bottom, a '6 7k' rating is shown next to a briefcase icon, with a list of skills: 'Strategic thinking 2.1k', 'Leadership 1.4k', 'Writing/Editing 950', and 'Business development 902'. To the right, an 'Interests' section lists 'Entertainment', 'Mass media', 'Technology', and 'Education'.




Hello, my name is Tania Zapata   
Content Strategist and Specialist

 Remoter (currently in San Francisco)  
Passionate leader and creative strategist with 5+years of experience in a variety  
[READ MORE](#) 

Full-time and or/part-time employment  
Starting at: USD \$12000/month

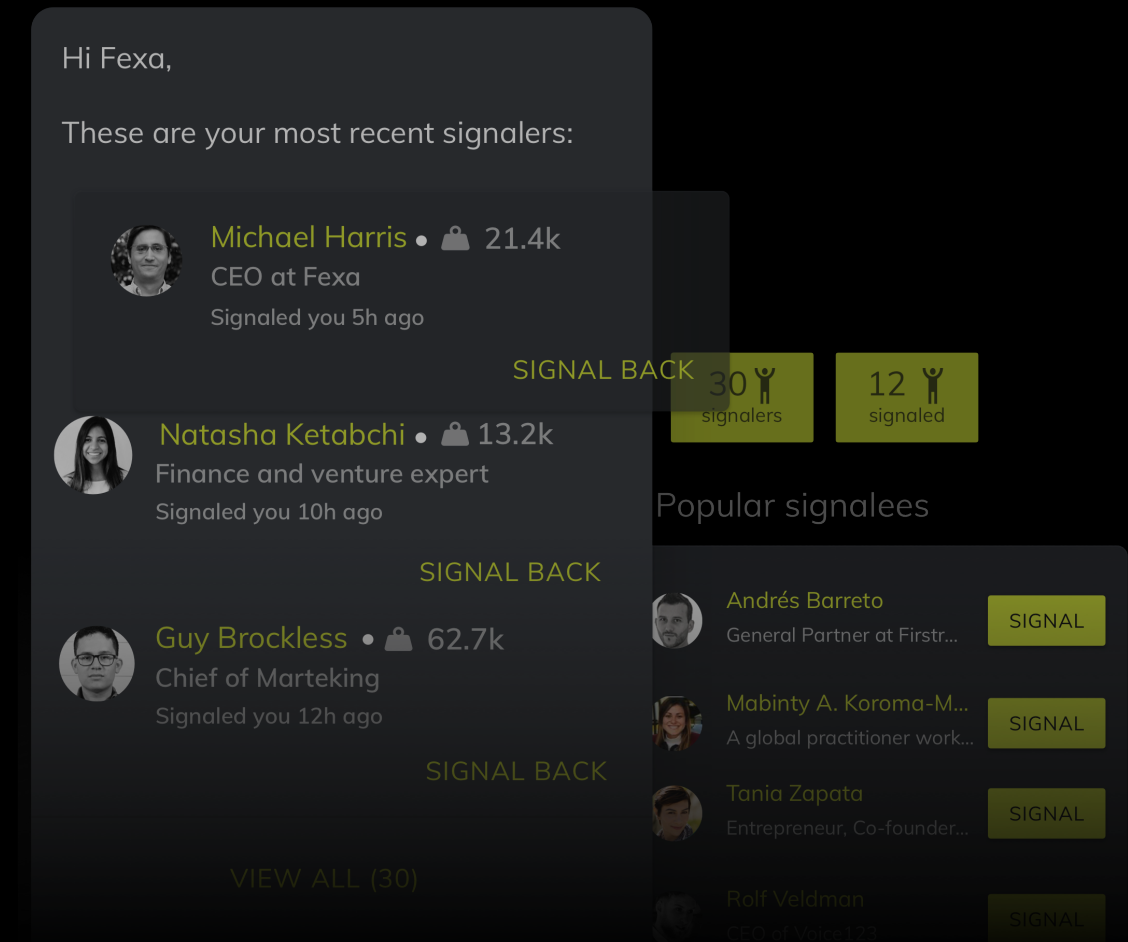
Language(s)  
English - Conversational Spanish - Reading

 6 7k  
Strategic thinking 2.1k Leadership 1.4k  
Writing/Editing 950 Business development 902

Interests  
Industries/sectors:  
Entertainment Mass media  
Technology Education

# Signals: a new way to network

**At Torre, users can signal others to indicate they'd consider working with them. Consequently, they'll get notified of relevant opportunities. Companies can also signal candidates and share lists of signals.**



# Candidate-to-people matching

Using AI, Torre uses hundreds of matching factors, including verified skills, values, personality traits, cultural fit, and aspirations, among others.



# Torre's 'professional genome' can be used for:



Job boards



Marketplaces



HR



Candidate tracking



Gig platforms



Financial scoring



Education



Investing



Lead scoring



Micro vouches



Unbiased recruiting

And much more...

Professional culture genome

Tania's values and professional dynamics.

Adaptability Integrity Collaborative Results-oriented Customer-oriented Detail-oriented

Dominant traits

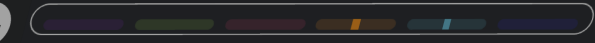
Fast-moving



Achievement oriented



Being innovative



Being honest



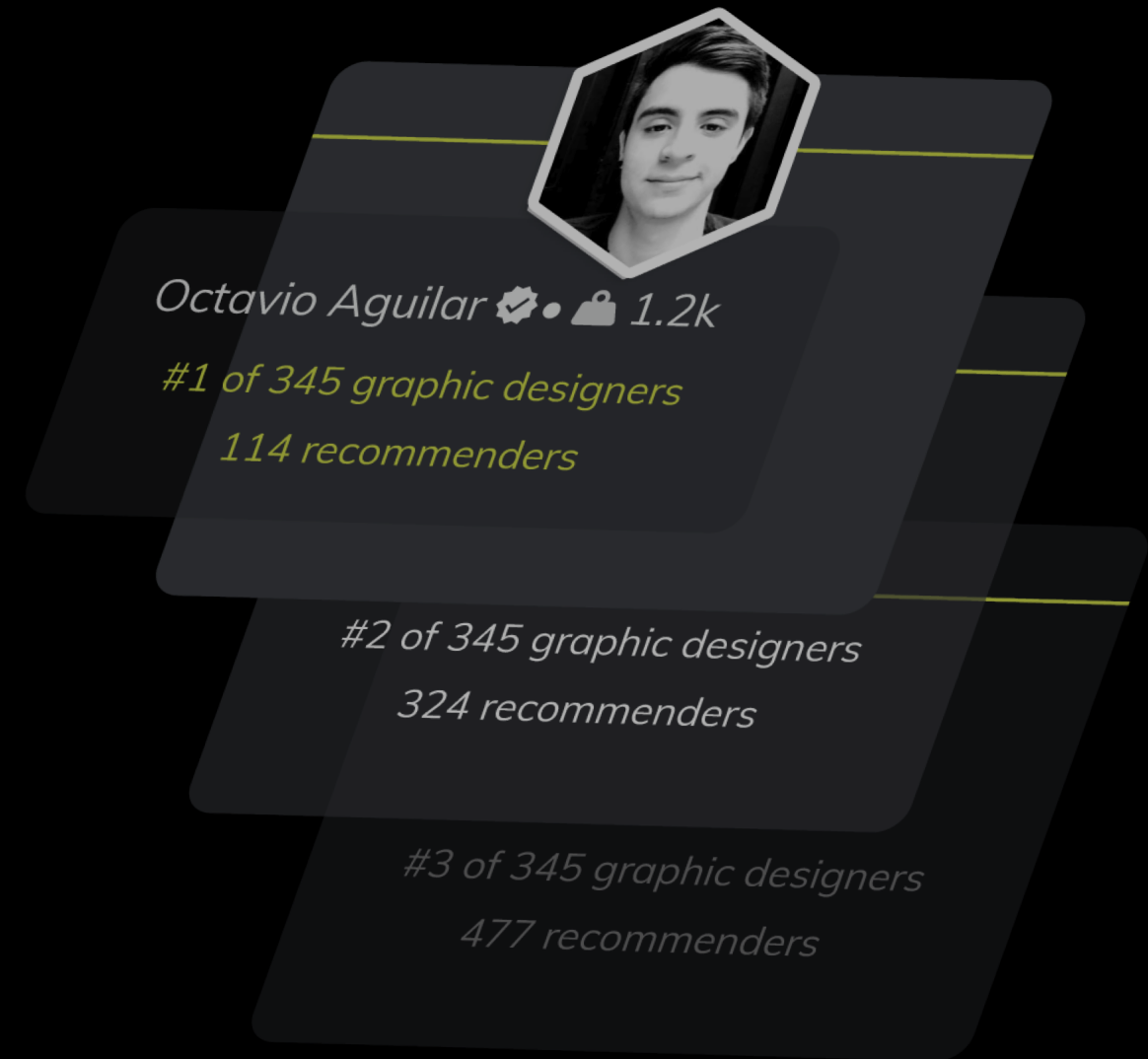
Being market driven





# Corporations shouldn't own your professional reputation. YOU should.

We're currently researching Torre Protocol, a decentralized network that enables people to build and use their professional reputations across the web.



**See how it works**

**Visit Alexander Torrenegra's professional genome at:**

**[torre.bio/torrenegra](https://torre.bio/torrenegra)**

**Thank you!**

**Alexander Torrenegra**

**torre.bio/torrenegra**

**a@torre.co**

**“The world’s most valuable resource  
is no longer oil, but data”**

**-The Economist**