

RecruitDD

Automated reference calls + email follow-ups + structured reference reports for SMB hiring teams. Checkster + Crosschq are enterprise-priced; RecruitDD targets the underserved SMB segment. \$49/check or \$499/month.

Category	Set 8 · Mixed Round
Customer	SMB HR teams + founder-led startups (50-500 employee size) needing structured pre-hire reference checks for senior + critical hires
Monetisation	\$49 per check Standard · \$499/mo Pro (up to 15 checks/mo + advanced) · \$1,999/mo Enterprise (50+ checks + integration)
Build effort	Med
Plan version	v1.0 — 2026-05

Executive Summary

RecruitDD automates pre-hire reference checks for SMB hiring teams. The structural problem: SMB hiring teams (50-500 employee companies) want to do reference checks for senior + critical hires but the manual process (calling 3-5 references, structured conversations, taking notes, synthesising findings) takes 2-4 hours per candidate; most SMBs either skip reference checks (~60% don't do them) or do superficial checks. Enterprise reference-check tools (Checkster + Crosschq + Xref) at \$200-500/check + complex integration are over-priced for SMB.

Product: candidate provides 3-5 references; RecruitDD automatically conducts reference checks via structured email + AI-driven phone interviews + collected responses synthesised into structured reference report for hiring team within 5-7 days.

Year-1 target: 5,000 paid checks + 280 Pro subscribers + 30 Enterprise generating ■2.6 crore annual revenue against ■48 lakh costs. Cash-positive month 3-4.

The Problem

SMB hiring teams face a reference-check dilemma. The activity has clear value (good reference check catches 15-25% of would-be-bad-hires) but the time cost is high (2-4 hours per candidate × 8-15 hires/year = significant HR/hiring-manager time). Result: ~60% of SMB hires happen without proper reference checks; bad hires that references would have flagged proceed.

Existing options. Enterprise tools (Checkster + Crosschq + Xref): \$200-500/check + complex onboarding + designed for Fortune-500-scale reference programs. Manual reference checks: HR or hiring manager calls references themselves — quality depends on caller's experience + structured-question discipline. Skipping references: cost-cutting but accepting hire-quality risk.

Market gap: focused SMB reference-check automation at \$49/check pricing.

The Solution

RecruitDD's flow. HR submits candidate + 3-5 references with contact info. RecruitDD reaches out to each reference via email + scheduled AI-conducted phone call (with reference's consent). Structured interview covers: relationship + duration + role + strengths + weaknesses + specific examples + would-rehire-decision + advice for new hiring manager.

AI synthesis: across reference responses, RecruitDD synthesises structured report — consistency of feedback + areas of concern (when references avoid certain topics or hedge on questions) + strength areas + verification of candidate-claimed accomplishments.

Turnaround: 5-7 days from submission to report delivery.

Pro tier (\$499/mo): up to 15 checks/mo + advanced features (sentiment analysis + comparison to similar-role norms + ATS integration with Greenhouse + Lever + Ashby).

Enterprise tier (\$1,999/mo): 50+ checks/mo + dedicated success manager + custom integrations + structured-hiring-program support.

Market Opportunity

Global SMB hiring market: ~400k mid-size companies (50-500 employees) making 4-15 senior + critical hires per year. Willing-to-pay segment for reference automation: ~80-120k companies.

At blended \$1,800/yr ARPU, SAM is \$145-220M annually. Realistic 4-year capture: 1-3% = \$1.5-6.5M ARR.

Adjacent expansion. Year 2: background check integration (combine reference-check with background-verification). Senior-executive hiring specialised tier. Year 3: international hiring + global-reference-check capability.

Target Customer

Primary persona: a 38-year-old HR Director at 180-person SaaS company making 18 senior hires/year. Will pay \$499/mo Pro tier covering 15 checks/mo.

Secondary persona: a 33-year-old founder of 25-person Series A startup making 6 critical hires/year. Will pay \$49 per check Standard (occasional use).

Tertiary persona: a 47-year-old VP People at 450-person company making 60+ senior hires/year. Will pay \$1,999/mo Enterprise tier.

Product

Candidate + reference submission.

Automated email + AI-conducted phone reference interviews.

Structured interview template covering relationship + role + strengths + weaknesses + would-rehire + advice.

AI synthesis across references with consistency + concern + strength analysis.

Structured reference report delivered to hiring team.

5-7 day turnaround.

Pro tier additions: advanced sentiment + role-norm comparison + ATS integration.

Enterprise tier additions: dedicated success manager + custom integrations.

Technical Architecture

Frontend: Next.js + Tailwind.

Backend: Python on Hetzner cloud, Postgres.

Voice infrastructure: Twilio Programmable Voice + AI-voice for automated interviews.

AI interviewing: GPT-4o + Claude for natural-language conversation + structured-question discipline.

ATS integrations: Greenhouse + Lever + Ashby + Workable APIs.

Payments: Stripe + Razorpay.

Compliance: candidate-consent + reference-consent + DPDP + GDPR.

Business Model & Unit Economics

Three tiers. Standard \$49/check. Pro \$499/mo or \$4,990/yr (15 checks/mo + advanced). Enterprise \$1,999/mo or \$19,990/yr (50+ checks + dedicated success).

Conversion: SMB sales cycle 4-8 weeks. Distribution: 40% per-check (volume), 50% Pro (revenue), 10% Enterprise (revenue).

Gross margin: 70%. Costs: voice infrastructure + AI inference + customer success.

Per-check economics: $\$49 \times 70\% = \34 contribution. Per-Pro-subscriber LTV: $\$5,988 \times 28 \text{ mo} = \$16,766$.

Unit Economics (Year-1 base case)

Year-1 paid checks	5,000
Year-1 Pro subscribers	280
Year-1 Enterprise subscribers	30
Year-1 revenue	■2.6 crore
Gross margin	70%
CAC	\$220
Year-1 all-in costs	~■48 lakh
Year-1 net contribution	~■1.4 crore

Go-to-Market

Channel 1 — HR + recruiting community (40%): SHRM + recruiting-focused communities + HR-podcast sponsorships.

Channel 2 — ATS partnerships (25%): Greenhouse + Lever + Ashby cross-promotion.

Channel 3 — Direct outbound to mid-size HR teams (20%).

Channel 4 — Content + SEO (15%).

Roadmap (first 12 months)

- Month 1-3: MVP with email + AI-phone interview + Standard tier. 400 paid checks.
- Month 4-5: Pro tier + advanced synthesis, 1,500 paid checks + 60 Pro subs, ■6 lakh MRR.
- Month 6-8: ATS integrations + Enterprise tier, 3,000 paid checks + 150 Pro + 10 Enterprise.
- Month 9-10: Sentiment + role-norm comparison + custom integrations, 4,200 paid checks.
- Month 11-12: 5,000 paid checks + 280 Pro + 30 Enterprise, ■2.6 crore annualised.

Key Risks

- Reference availability: not all references respond — reference-response rate ~55-75%. Mitigated by extra-reference-request + email-only fallback for unresponsive references.
- AI-phone interview quality: candidates' references may find AI calls awkward. Mitigated by clear-consent + human-fallback option + improving voice-naturalness.
- Liability: poor reference synthesis could lead to bad hire decision. Mitigated by professional indemnity + clear scope (information not decision).

- Checkster + Crosschq SMB pricing — possible competitive response. Mitigated by speed + SMB-focus + AI-cost advantage.
- Reference-check market growing slowly: many SMBs continue skipping. Mitigated by clear ROI demonstration + content-marketing on hire-quality cost.