



Case Study

“Scaling a startup globally
without burning cash”

By Preacta





**Challenging the status
quo through **Innovation**
and **Transformational**
Impact.**



PREACTA DIFFERENCE

Setting A New Benchmark In Talent And Recruitment





THE CLIENT

Their main challenge was scaling up the business globally whilst maintaining the same research-led culture.

Before engaging with us, they worked with over a dozen agencies.

Who is Baraja?

- Rapidly growing and well-funded startup operating in the R&D industry
- Developing one of the technologies used in self-driving cars (LiDAR).
- HQ in Sydney with clients spread worldwide and a shallow local talent pool.

Positions to Fill

- ✓ **Leadership roles**
- ✓ **Open roles for 12+ months**
- ✓ **Non-leadership roles** globally & across Tech, R&D, Business and Operations

Optimised Talent solutions tailored for hyper-growth

HIGHLIGHTS

Subscription Model to address the backlog of roles

Dedicated **Research Team** and **Talent Partner** to tap into shallow talent pools across 4 continents

Interview Training and **Employer Branding** support

Revamp of the Recruiting Assessment Framework

Customised Real-time Reporting Dashboards

Cross-Department Collaboration with marketing

Key learning

"A partnership only works when both parties are fully engaged and in line with the expectations and processes.

Every challenge can be addressed if the attitude is right – we did have to demonstrate capability and earn trust initially but once achieved, results started to appear."

Vini – Talent Partner

Re-imagine Talent Solutions to achieve Global Talent Acquisition at scale

The main challenges

- Lack of brand awareness
- Limited budget
- Shallow local talent pools
- Fierce competition: Google, Tesla and Silicon Valley based start-ups.
- Diversity hiring
- Non-optimized interview process



Criticality of these roles for the business

Some roles had been open for nearly 12 months; others were managerial roles, where teams worked without proper leadership and/or existing managers were stretched.

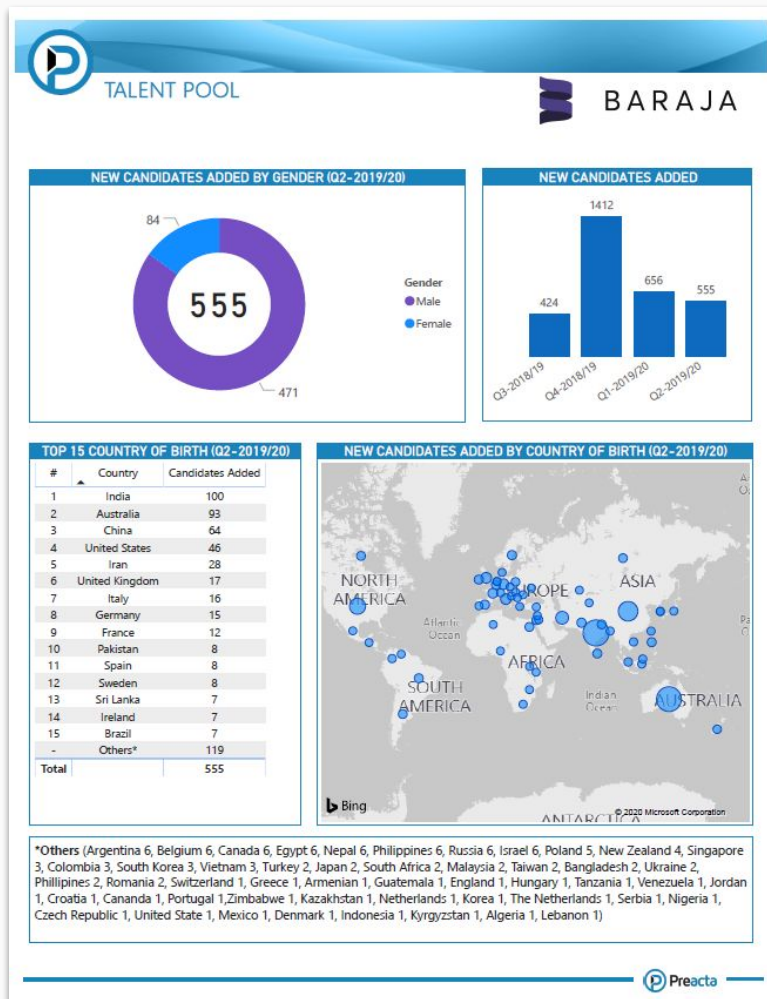
OUR DIFFERENCE

Talent Intelligence

– Market Mapping

Having a **strategic approach** and mapping all the talent pockets globally helped us to bring **efficiencies** to the entire TA process.

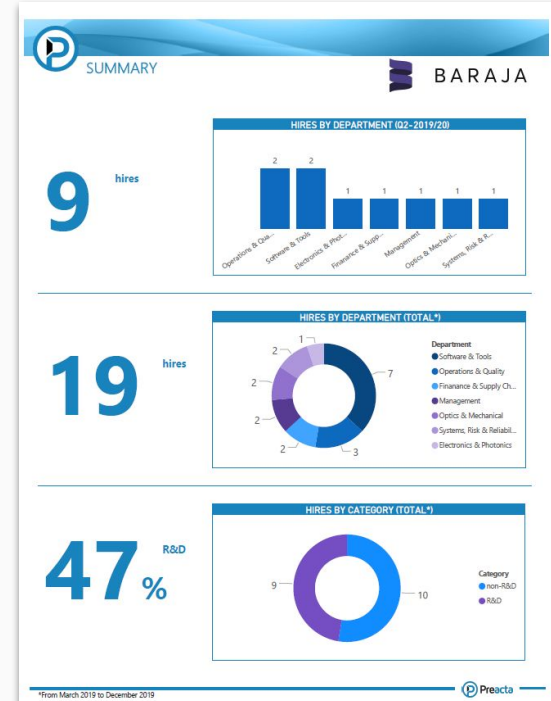
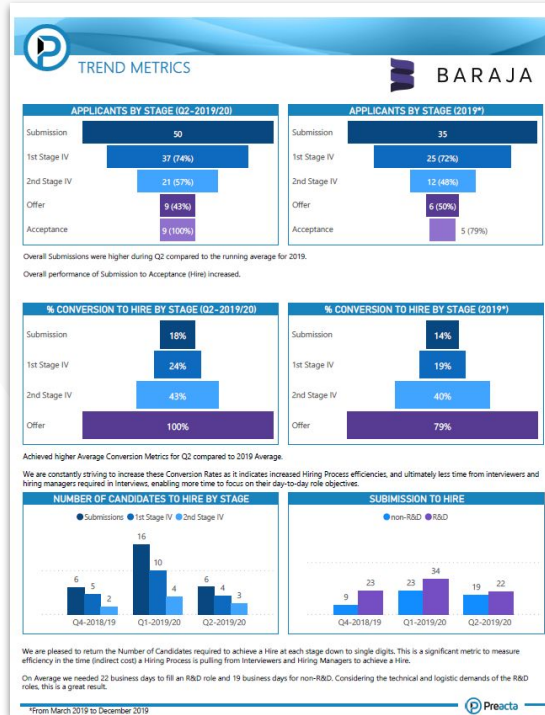
To cope with the lack of **brand awareness**, we pivoted from focusing on the biggest competition like Google and Tesla, and instead targeted smaller businesses with similar challenges and transferable skills.



OUR DIFFERENCE

Live Performance Platform

We believe **extreme transparency** enables true partnerships. By implementing a bespoke **performance reporting dashboard**, we ensure all the key stakeholders can access **'live' daily updates** on the progress of your hiring pipeline.



THE SOLUTION

Revamping the interview process for scale

Some of the main challenges included scaling the business whilst maintaining the same research-led culture and improving the interview process.

Rolling out top-grading assessments across the business to maintain a high level of quality.

Training more interviewers to achieve your scaling goals.

Top-grading was already implemented, but most interviewers lacked proper training. Workshops were conducted to train interviewers across the business.

Taking the Narrative to the World!

- ✓ Storytelling to cut through the noise
- ✓ Post on local job boards
- ✓ Marketing campaigns

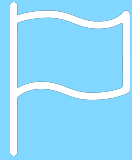


Optimised Talent solution tailored for hyper-growth



36

Placements



4

Departments



4

Continents



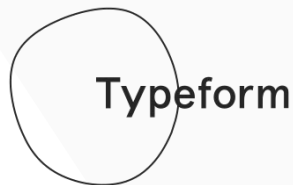
1st Hire

Within 3 weeks

Thanks to a targeted strategy, we managed to secure some of the best professionals worldwide for a start-up brand active in an extremely niche industry playing against some of the biggest brands.



Our Partners





Prepared By Preacta

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Founded in 2012 in Sydney, Australia, Preacta was created by consultants passionate about business, people, and innovation to help the emerging markets within the digital and technological landscape thrive.

Preacta offers employment opportunities, consulting, and innovative end-to-end solutions for Talent Acquisition through community groups, industry collaborations, and meetups for international professionals. Preacta exist to help build a brighter future for the talent industry by offering unmatched expertise and customer-centric results.