



# AI-Tech Connect: AI That Actually Drives Revenue From Activity to Billings



**Manu Vanderveeren**  
Co-Founder & COO

100+ AGENCIES SWITCH TO SPOTT EVERY MONTH



Home > Jobs > Accenture > Head of Strategy

Pipeline Details Vacancy Portal **Matching** Inbound

For Review Accepted Rejected Update ranking (last ranked at Sep 5)

Filters

Name	Score	Current/last company
SM Sophia Martinez	Very Strong Match	LVMH
JR Johnathan Reynolds	Very Strong Match	Adidas
NB Nathaniel Brooks	Strong Match	The North Face
JH James Hargreaves	Moderate Match	Tata Consultancy Servi...
MD Mathieu Deraedt	Moderate Match	Euronav
AM Antoine Morel	Moderate Match	Capgemini Engineering
MV Marieke van Leeuwen	Moderate Match	Microsoft
LP Liesbeth Peeters	Weak Match	Deliverect
MP Mathieu Petit	Weak Match	Unilever

9 candidates

# Agenda

- 1 Intro
- 2 Where does AI drive revenue today
- 3 Look into the future
- 4 Q&A

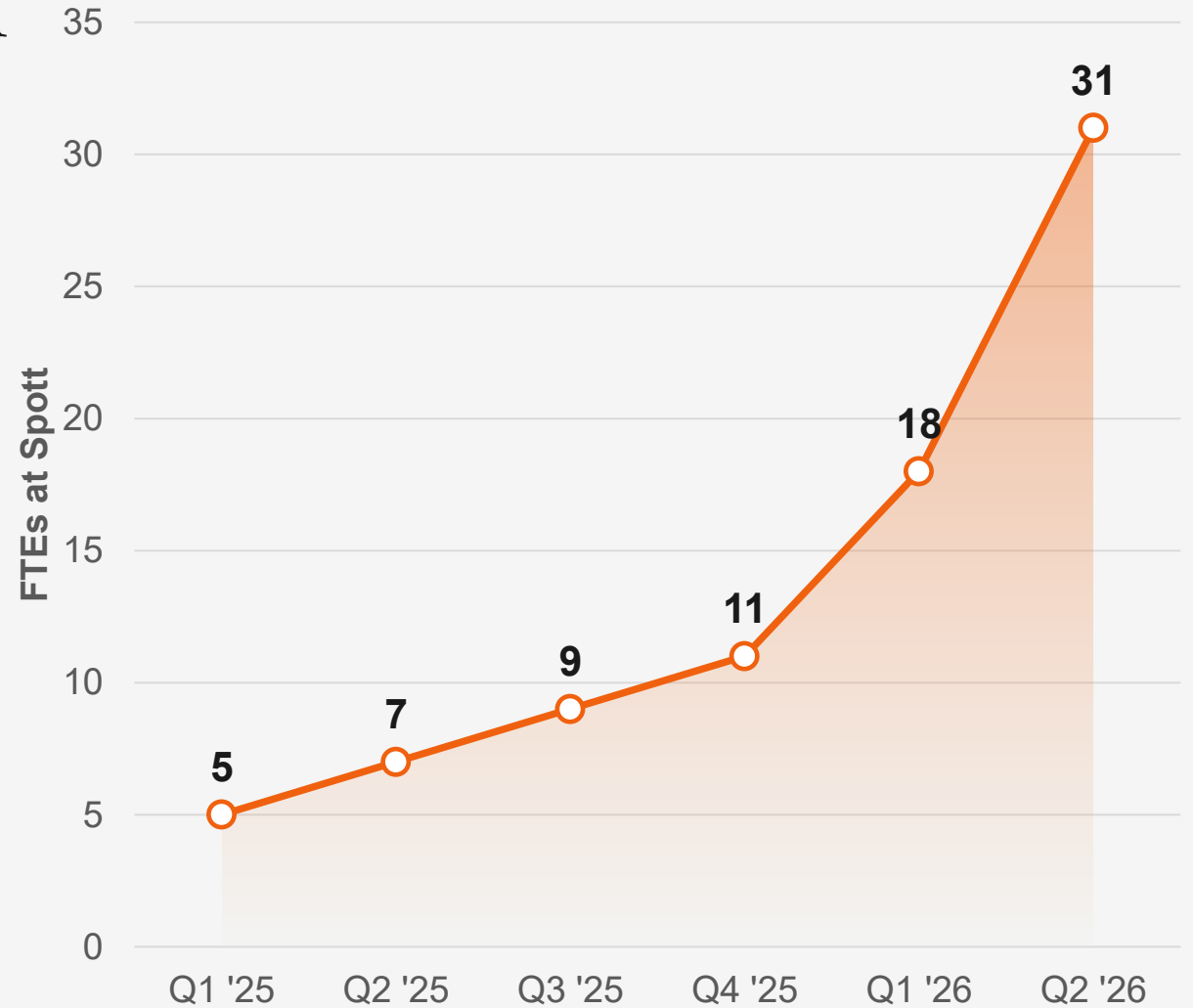
## OUR JOURNEY

# Fastest growing ATS/CRM in the world



Now adding 100+ agencies a month.

From 5 to 31 FTEs in 12 months.



# Agenda

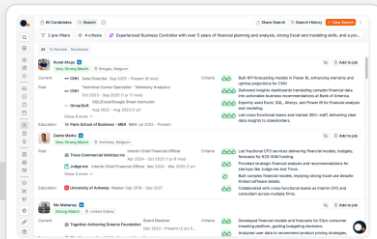
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# Current state: A day in the life of a non-AI recruiter

## Legacy

Companies researched and logged manually

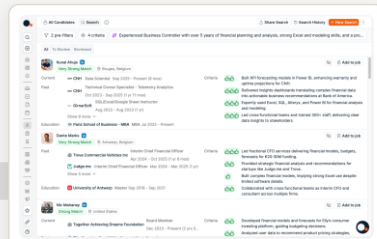
~ 1 hrs



BD

10+ Boolean queries, profiles read one by one

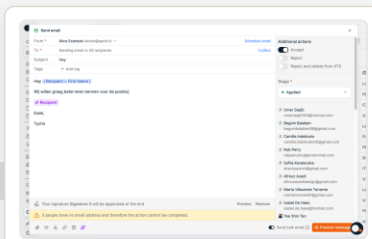
~ 2 hrs



Search

Messages drafted and logged individually

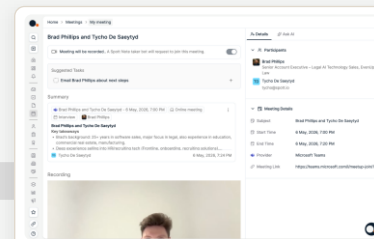
~ 2 hrs



Engage

Back-and-forth scheduling, notes by non-native note taker

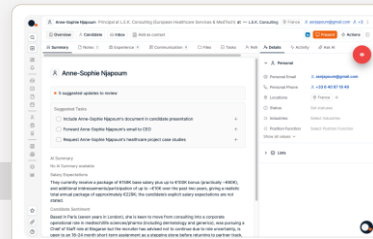
~ 1 hrs



Screen

Database updated manually after every call

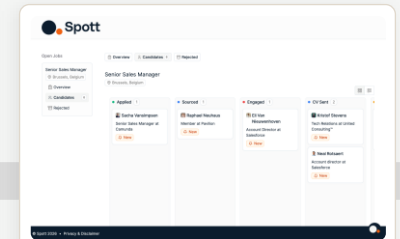
~ 1 hrs



Update

Candidate memos written from copy pasting in LLM

~ 1 hrs



Present

# Business Development: Where can AI actually drive Revenue?

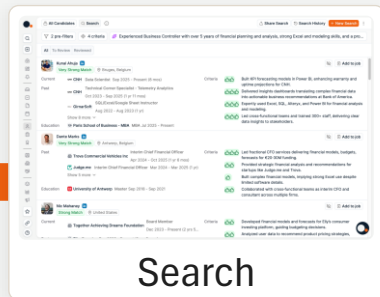
How much AI helps today: empty = still manual → full = AI-driven

## AI-Native

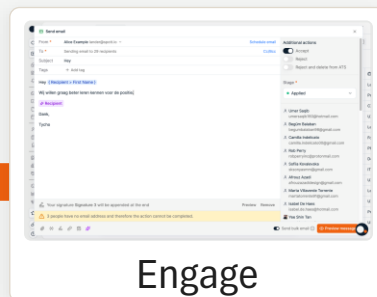
AI maps target companies and BD opportunities



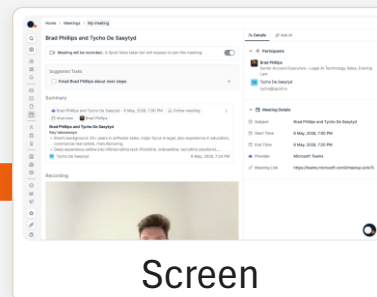
BD



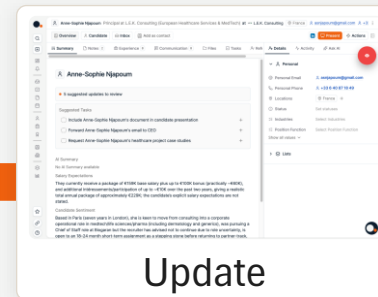
Search



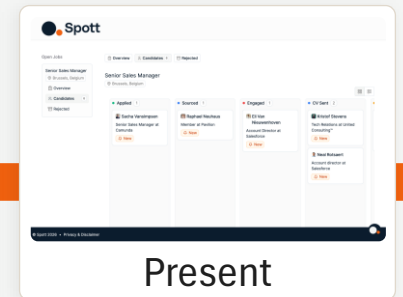
Engage



Screen



Update

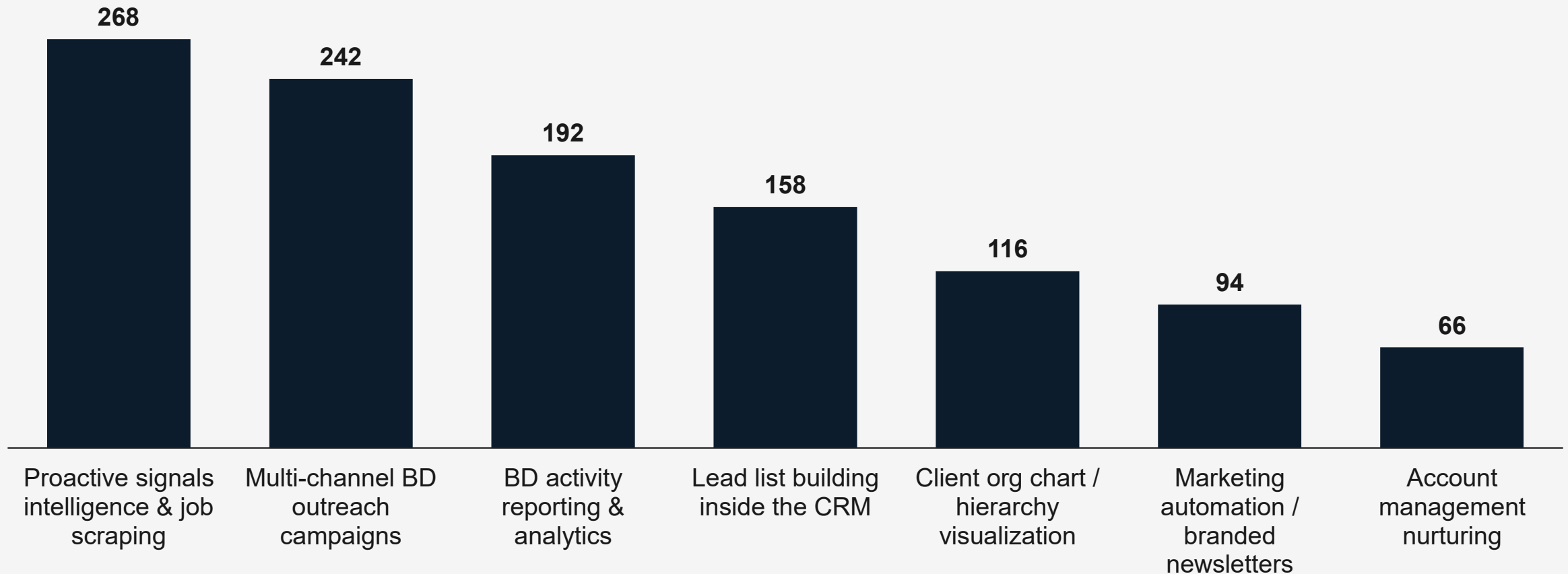


Present



# Business Development: Finding and reaching prospects beats nurturing them

Most-requested features by customer call volume



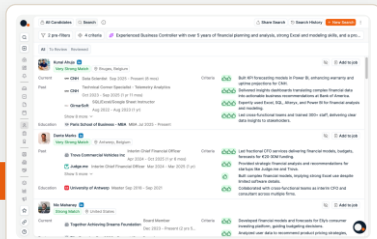
# Search: Where can AI actually drive Revenue?

How much AI helps today: empty = still manual → full = AI-driven

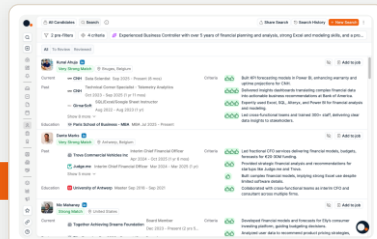
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AI maps target companies and BD opportunities

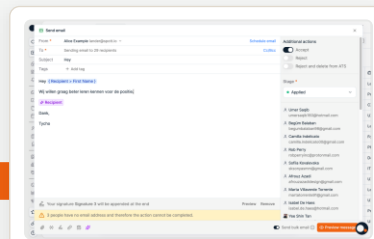
AI surfaces the right candidates instantly



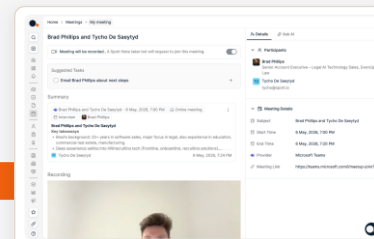
BD



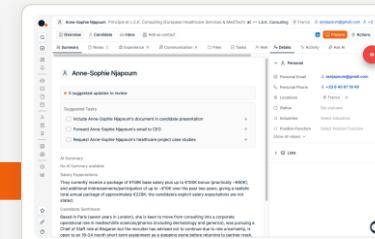
Search



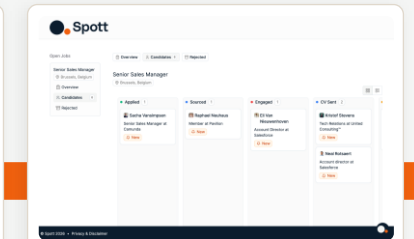
Engage



Screen



Update



Present



# Search: Harmony of Boolean and semantic search delivers great results

## | Boolean search

### Keyword matching with operators

Recruiters chain exact terms with AND, OR, NOT. Results match the query literally, no interpretation.

#### EXAMPLE QUERY

```
"Java" AND "UK-based" NOT "PYTHON"
```

*Precise, predictable, narrow.*

✓ Full control over criteria

✗ Misses All context (e.g. synonyms, adjacent skills, notes)

## | Semantic search

### Meaning and context, powered by AI

Recruiters describe the role in plain language. The model finds related skills, titles, and experience even without keyword overlap.

#### EXAMPLE QUERY

```
Backend engineer who can lead a small team
```

*Flexible, contextual, broader.*

✓ Surfaces relevant candidates you'd otherwise miss

✗ Less direct control over exact terms (best guess)

*Spott combines both: Boolean for precision, semantic for context.*

# Engage: Where can AI actually drive Revenue?

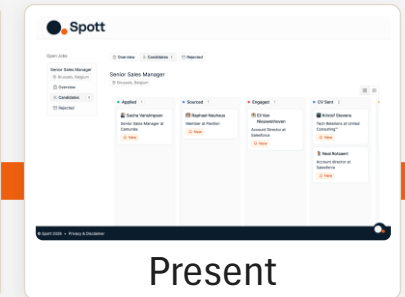
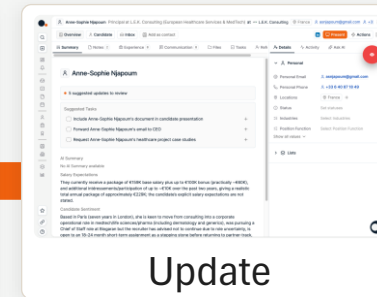
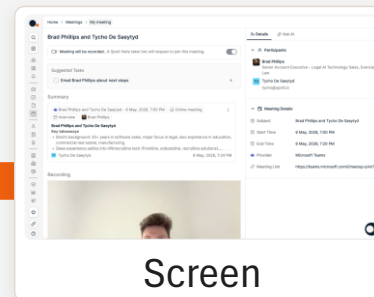
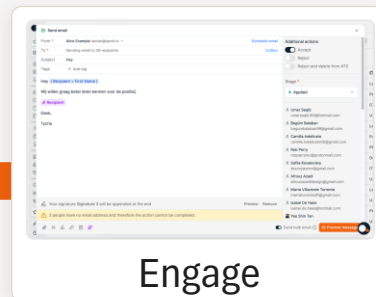
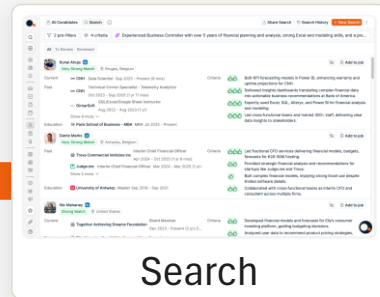
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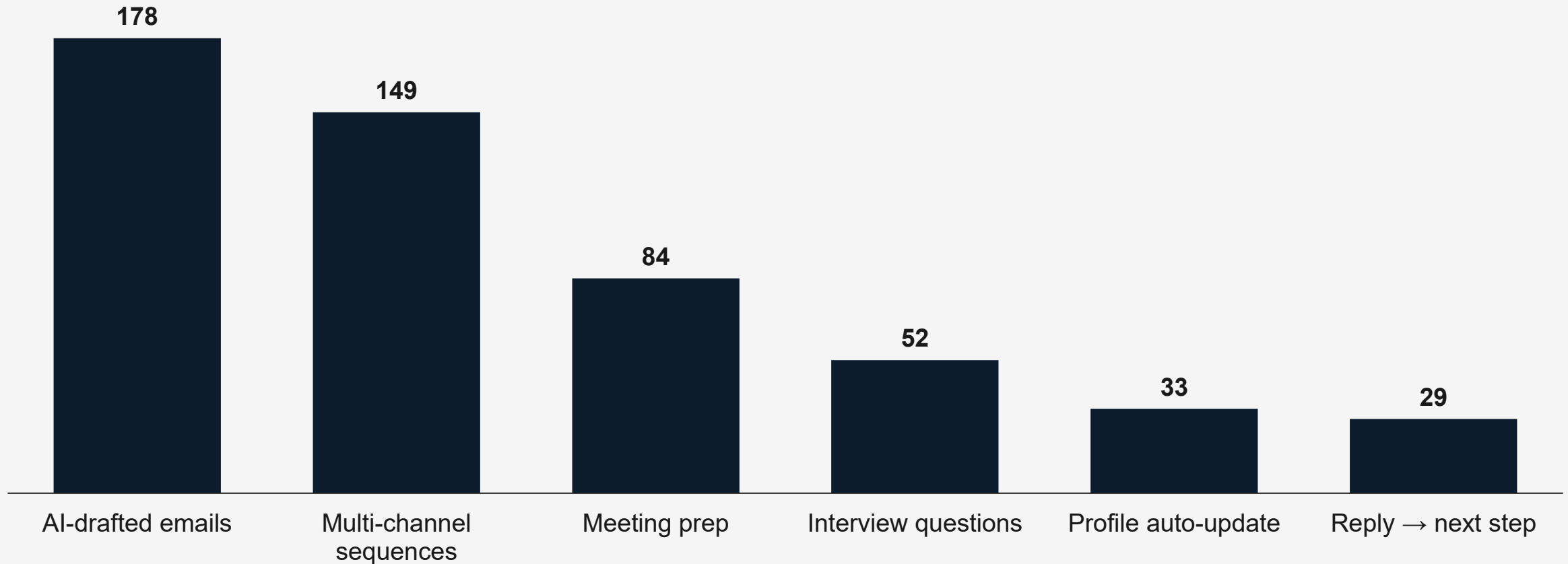
AI surfaces the right candidates instantly

Personalized multi-channel outreach sent automatically



# Engage: AI-drafted emails and multi-channel sequences lead by far

Most-requested features by customer call volume



# Screen: Where can AI actually drive Revenue?

How much AI helps today: empty = still manual → full = AI-driven

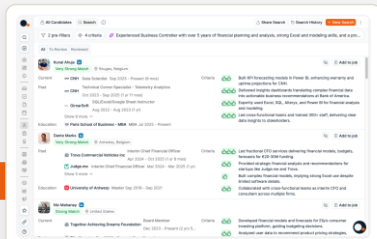
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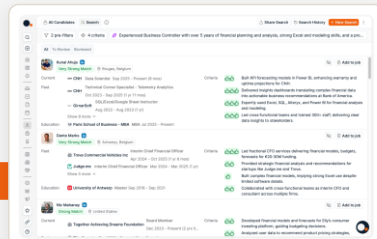
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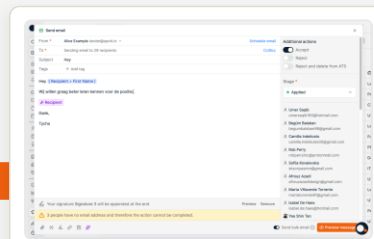
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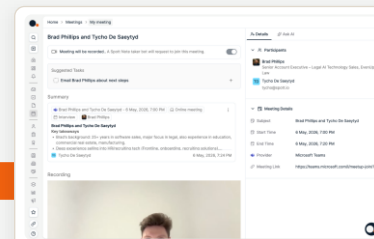
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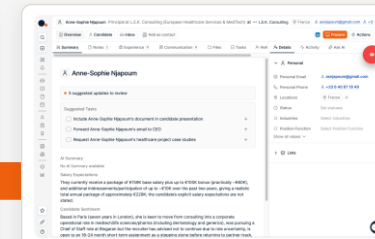
Search



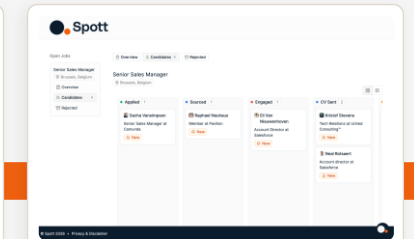
Engage



Screen



Update

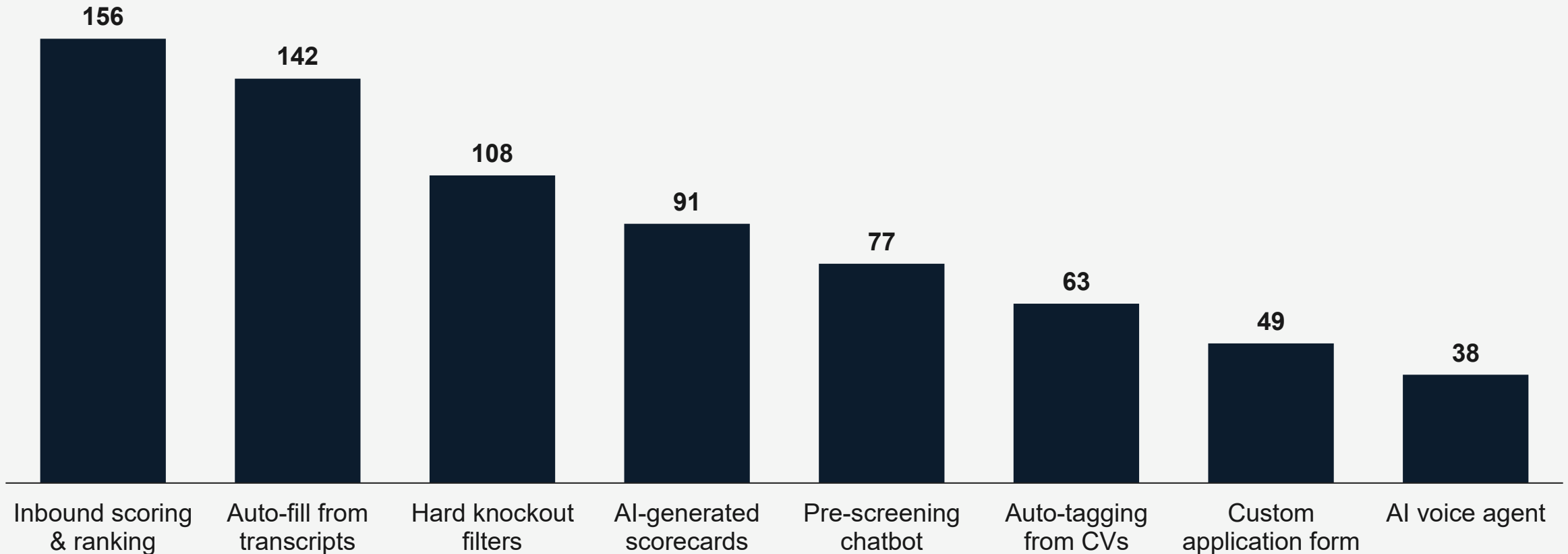


Present



# Screen: Demand centers on triaging and enriching inbound candidates

Most-requested features by customer call volume



# Update: Where can AI actually drive Revenue?

How much AI helps today: empty = still manual → full = AI-driven

## AI-Native

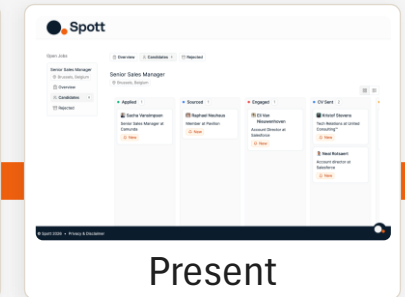
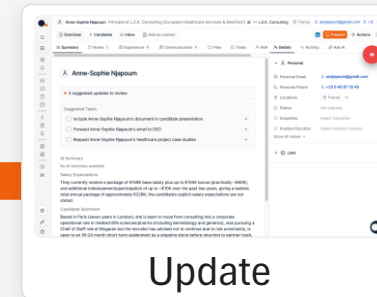
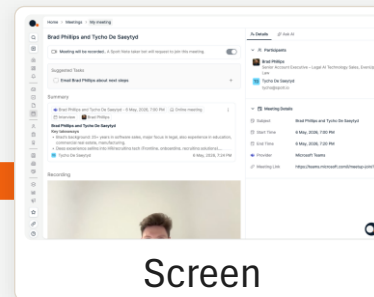
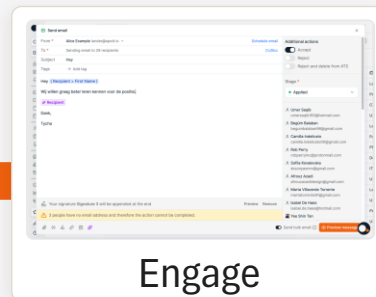
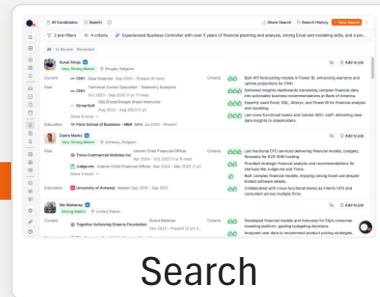
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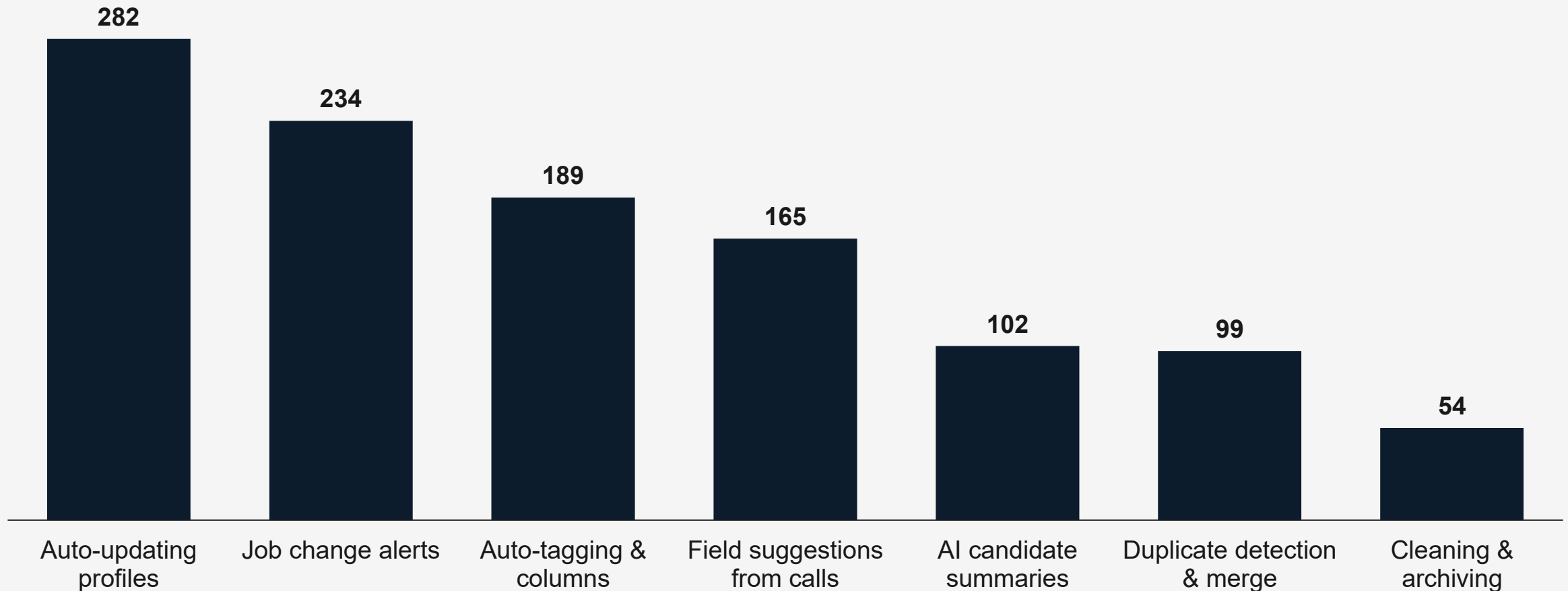
Easy call scheduler, AI summarizes calls and fills scorecards

Records and pipeline updated automatically after every action



# Update: Very strong demand for keeping the database automatically up to date

Most-requested features by customer call volume



# Present: Where can AI actually drive Revenue?

How much AI helps today: empty = still manual → full = AI-driven

## AI-Native

AI maps target companies and BD opportunities

AI surfaces the right candidates instantly

Personalized multi-channel outreach sent automatically

Easy call scheduler, AI summarizes calls and fills scorecards

Records and pipeline updated automatically after every action

AI generates candidate reports and ready to send

BD

Search

Engage

Screen

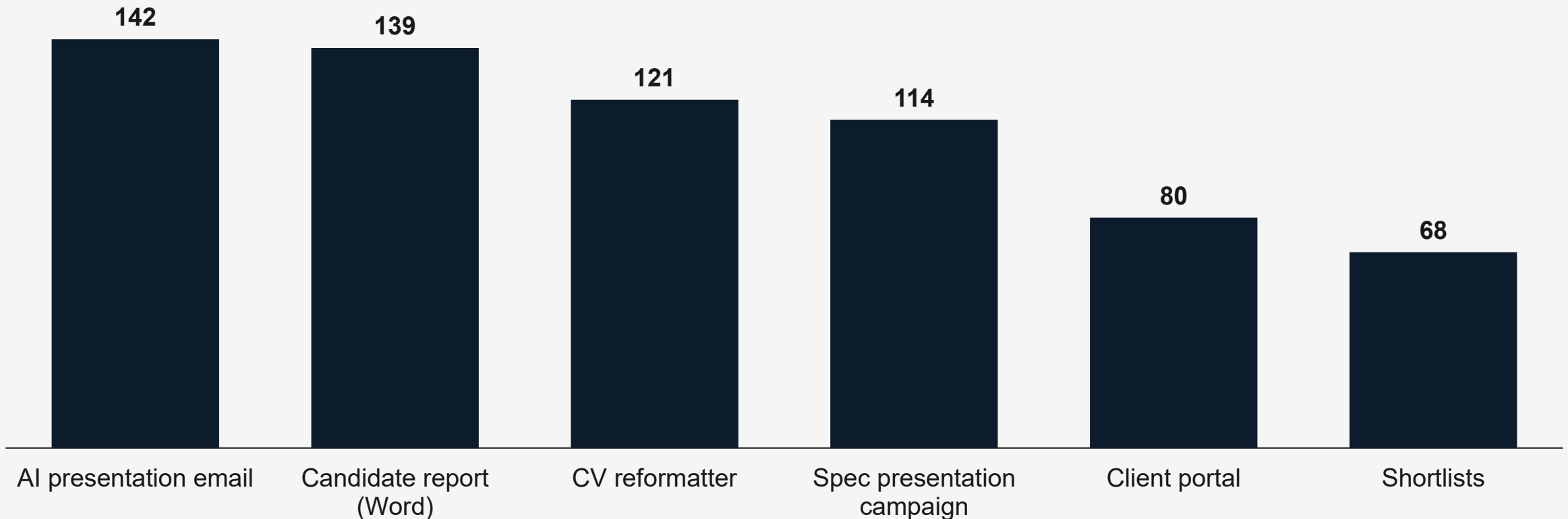
Update

Present



# Present: Demand is scattered: the industry still hasn't settled on how to present candidates

Most-requested features by customer call volume

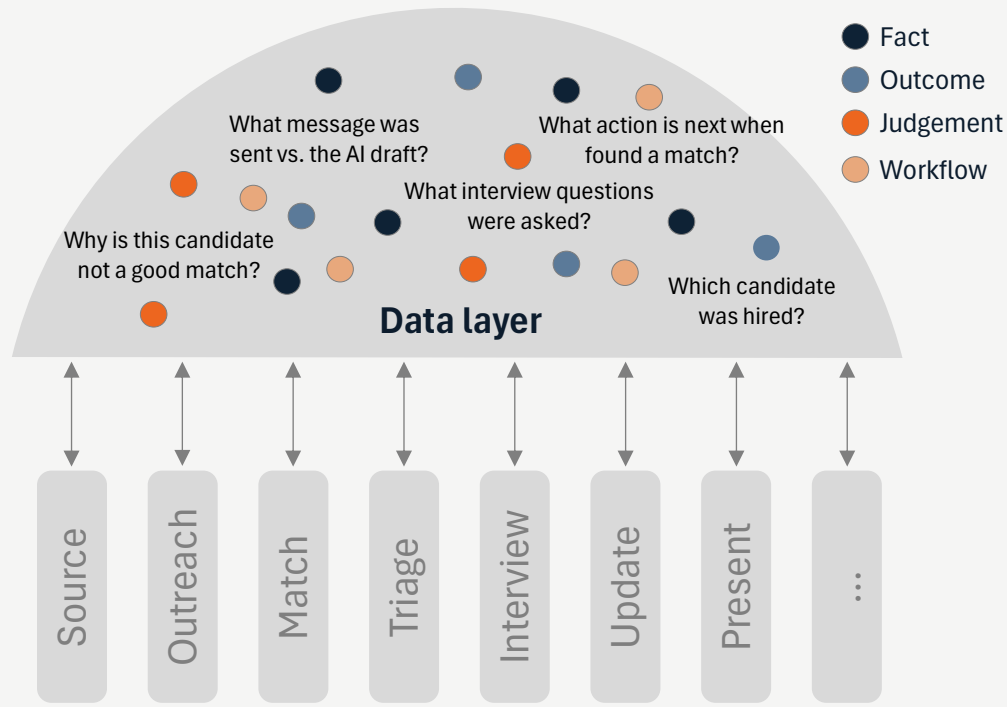


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# The future: One connected system that does works alongside you

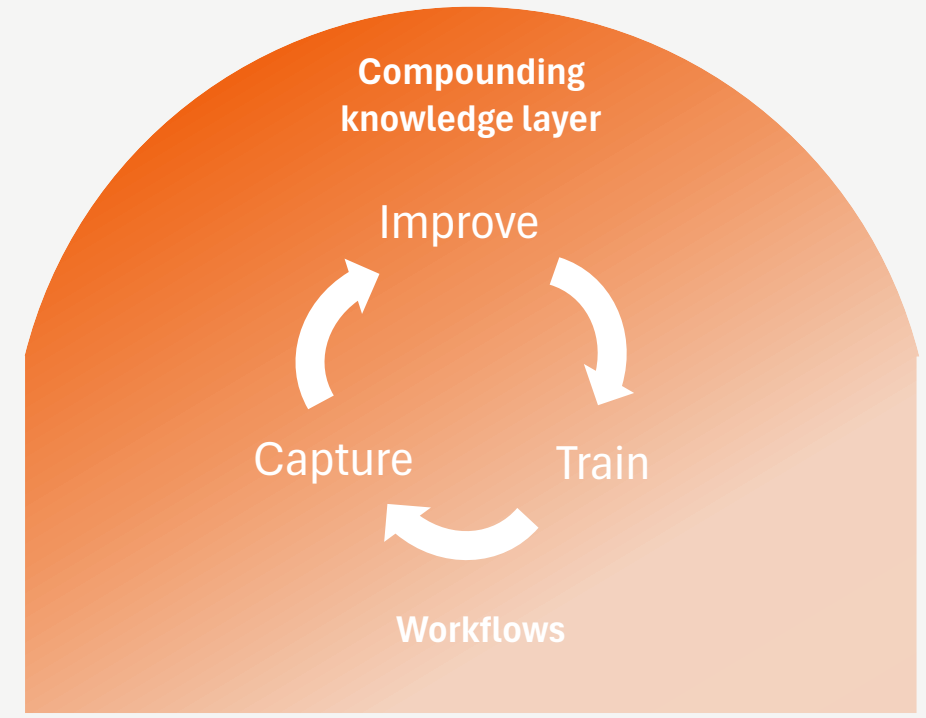
Memory should capture **how and why decisions are made along the entire workflow...**



Standalone functionality drive value



... enabling AI to connect the dots and start generating revenue, with you supervising and instructing



Workflows drive value

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The AI-native Workspace  
for agency recruiters