

## Seedlink's Mission

Seedlink was founded with the mission of counteracting human bias and promoting equality. Through our Artificial Intelligence we enable companies to realize their organization's fullest capabilities through data-driven talent acquisition, talent development and internal mobility

# How does our A.I. technology work

By analyzing our extensive database of natural language and behavioral traits, Seedlink's A.I. learns which language patterns are associated with particular traits. When the A.I. receives new language data from a person it has not seen before, the patterns it finds in their language allow it to make prediction about their behavioral traits.

Data Input → Feature Extraction → Model Building → Prediction

### Text

Verbs , Strength, Pronouns  
Emotions  
Sentence length  
Vocabulary size

### Audio

Volume, Speech  
Pitch / Timbre  
Intelligibility

### Video

Eye contact  
Smiling  
Body language  
Micro gestures



NLP



Machine Learning



Big Data

### Personality

Openness  
Conscientiousness  
Extraversion  
Agreeableness  
Neuroticism

### Competence

Leadership  
Team work  
Flexibility  
Analytic Thinking

### Potential

Growth  
Role Fit  
Culture Fit

# How Seedlink A.I. can be applied in HR functions?

## Talent Acquisition

We apply machine learning to the analysis of high volume language data that accurately identify candidates with the right culture fit to a specific role, department and company.

## Talent Development

Combining language and performance data, our machine builds a unique enterprise model to evaluate key competencies that matter in your organization. It can also be used for training and development.

## Internal Mobility

Have the right people in the right roles. Empower both HR and employees to make internal transfer decisions based on data-driven insights on where they best fit.



Amsterdam Office  
info@seedlinktech.com  
+31 6 4303 0418  
Kleine Gartmanplantsoen 21  
1017 RP Amsterdam

Shanghai Office  
info@seedlinktech.com  
+86 021 6052 8208  
17/F, No. 129 West Yan'an Road, Jing'an District  
Shanghai, China