

BOWMO™, INC., ANNOUNCES THE ACQUISITION OF TALENT ROBOT™ AS A PART OF THE COMPANY'S VERTICALLY INTEGRATED BUSINESS MODEL IN THE HR TECH MARKET SPACE

NEW YORK, NY, MAY 21, 2021 – bowmo™, Inc., a New York City–based Software as a Service (SaaS) HR Company (“bowmo,” “Company”), today announced that it has entered into a binding Letter of Intent (LOI) with TalentRobot™ (“TalentRobot”), the world’s first Recruiting as a Service (RaaS) platform based in Austin, Texas, as a part of the Company’s strategic effort to build a vertically integrated business model (VIBM) in the HR tech market. Presently, both companies are in the process of finalizing the details of the Definitive Merger Agreement to consummate the transaction.

In order to gain a long-term competitive advantage and to protect the Company’s future market share, the bowmo Board of Directors came to a strategic decision to build a VIBM able to serve all key segments of the fast-growing HR tech market in the US and internationally. To execute this strategy in the most efficient and timely manner, the Company’s leadership team designed a mergers and acquisitions (M&A) strategy targeting several successful start-ups in the HR tech market, each dedicated to a particular market segment.

TalentRobot is the first in a series of M&A targets identified by bowmo’s Board of Directors to become a part of the Company’s VIBM. TalentRobot is the modern evolution of the traditional staffing agency, and successfully employs today’s technology and couples that with data-driven recruiters, resulting in on-demand hiring. TalentRobot’s industry-leading RaaS will further allow bowmo’s expansion as a vertically integrated company that will serve as the hub of the talent acquisition space in addition to unlocking a very impressive client roster to accelerate revenue opportunities.

“A winning combination of technology (SaaS) and services (RaaS) provides for expanded product lines that maximizes customer value. TalentRobot’s RaaS expertise combined with bowmo™’s proprietary AI-based sourcing and matching platform will deliver valuable digital solutions for recruiters, job seekers, and hiring teams. bowmo™ integrates with 70-plus job boards and major ATS systems to rapidly find the best candidates for recruiters and hiring teams, and helps job seekers discover new opportunities. This combination of high-touch services and high-technologies moves bowmo™ one more step forward toward humanizing the relationship-intensive talent-acquisition process,” said Eddie Aizman, bowmo™’s founder and CEO.

Jay Cury, founder and CEO of TalentRobot™, who will serve as Chief People Officer of bowmo™ upon completion of the transaction, added: “We are delivering the most affordable and flexible RaaS offering focused on using today’s latest tech and data-driven decision making. bowmo™’s intelligent algorithms and ability to cast a wide net across the internet just makes sense to couple with our RaaS model. We’re not only excited about joining forces to make recruiting easier, we’re also excited about the opportunity to reshape the entire landscape of recruiting technology, how it’s used, and the human relationships around it.

“And now, when TalentRobot™ is powered by bowmo™, our customers will be able to subscribe to our software and do it themselves, or engage with our industry-leading RaaS for on-demand hiring.”

About Talent Robot™:

TalentRobot™ is the world’s first Recruiting as a Service (RaaS) platform. The company was founded in 2018 to empower organizations to recruit faster, better, and smarter with AI. It is building a fully AI-powered recruiter that never sleeps, uses data to make decisions, and gets smarter as it works.

TalentRobot™ pioneered RaaS, and it has served as the data-driven modern evolution of the talent agency. The service reduces time-to-hire to 18 days while increasing accuracy by 67 percent, with 10 times the sourcing speed.

TalentRobot™’s solutions are transparent, efficient, and deliver excellent results that help companies solve critical staffing needs. The company helps HR teams hire great talent, making them look like expert recruiters who are positively contributing to their companies’ overall success.

About bowmo™, Inc.:

bowmo™, Inc., is dedicated to the talent engagement and career search industry. Utilizing its proprietary, AI-based talent/job-matching engine, bowmo™ has taken career/candidate matching to a new level. No longer do talent-seeking companies have to utilize multiple job boards with archaic keywords or Boolean-initiated searches. With bowmo™, recruiting agencies and corporate talent-engagement professionals need only upload a job description to search hundreds of millions of candidates from the largest job boards and multiple-niche career portals. bowmo™ requires just one job-description upload, matching candidates to positions in real time within minutes.

Amid the world-awakening pandemic, and in response to the expanded candidate pool and hiring being at a record pace, bowmo™ has turned its search engine around. In the near future, job seekers will be able to access a large pool of open jobs within the bowmo™ platform by simply uploading their résumés into the bowmo™ job-matching portal. bowmo™ will match candidates to millions of open jobs within their areas across multiple job boards. There will be no need to subscribe to a number of boards and manage each one separately—bowmo™ will consolidate it all, reading the résumés and finding jobs that match the skills and experience of the applicants.

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