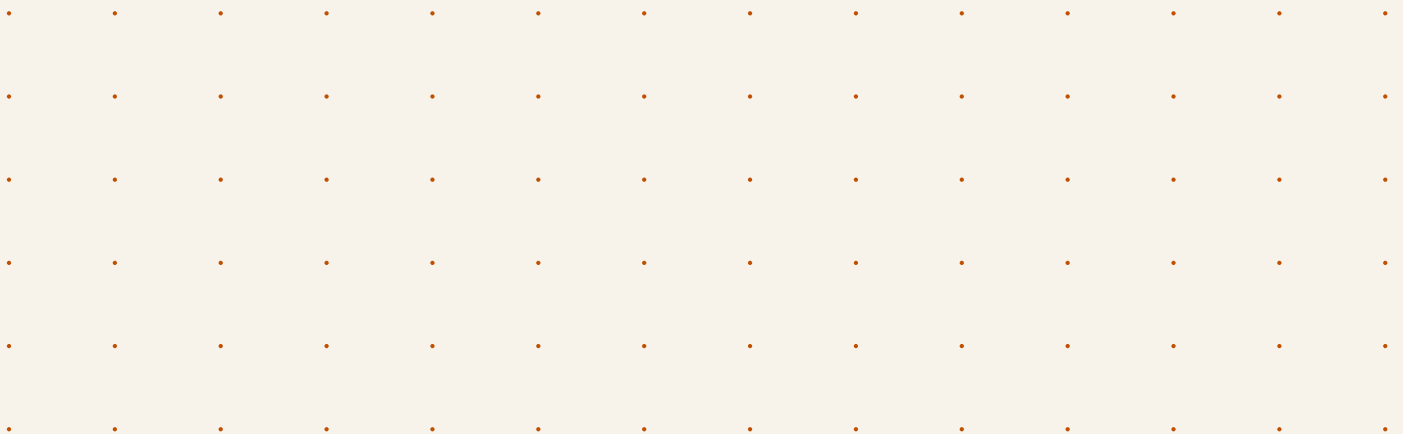


Eliminating the 90-Day Talent Churn Cliff Through Operational Velocity Matching

A New Paradigm in Enterprise Talent Acquisition and Workforce Intelligence



01 EXECUTIVE SUMMARY

Enterprise organizations across Europe face a critical and largely unquantified financial drain: the 90-day talent churn cliff. Industry benchmarks reveal that up to 30% of new hires quit or are terminated within their initial 90 days, costing organizations between 100% and 150% of the position's annual salary in lost momentum, recruitment overhead, and pipeline disruption. This early churn is almost exclusively a consequence of baseline operational and pacing misalignments rather than technical incompetence.

Valentiq is an AI-native human resources technology company building a next-generation hiring and workforce intelligence platform. The venture transforms traditional recruitment workflows into interactive, role-specific simulations — allowing enterprise companies to understand exactly how candidates think, collaborate, and execute inside real operational environments before an employment agreement is extended.

30%

New hires leave within
90 days

100–150%

Salary cost per failed
hire

$r = 0.54$

Valentiq predictive
validity

>40%

Reduction in
abandonment

Key Findings

- **Legacy hiring methodologies** relying on static resume screening and unstructured interviews demonstrate low predictive validity ($r = 0.16–0.38$), failing to forecast on-the-job performance.
- **Invasive candidate surveillance tools**, including biometric tracking and video analytics, trigger catastrophic 60%–80% abandonment rates among top-tier passive talent while introducing significant legal and compliance liability.
- **Valentiq's deterministic, choice-based work-sample simulations** achieve high predictive validity ($r = 0.54$) while maintaining zero biometric surveillance, reducing candidate abandonment by over 40%.
- **The Operational Velocity Matching framework** quantifies organizational compatibility and aligns a candidate's tactical execution speed to a specific team's unique operational pacing.
- **Valentiq has secured early validation testing with 8 major enterprise organizations** and processed over 1,000 candidate simulations with zero latency incidents on a EUR 10,000 bootstrap

budget.

Recommendation: Enterprise organizations should transition from passive, credential-based evaluation frameworks to active, choice-based work-sample simulations that measure operational decision-making under pressure. Valentiq's zero-surveillance platform ensures compliance with the EU AI Act and GDPR from day one.

02 INTRODUCTION

Background Information

The global enterprise human capital and talent acquisition sector is undergoing an aggressive structural transition. Driven by a demand for transparent, explainable decision-support systems, organizations are shifting away from passive, unpredictable tools like static resume scanners and invasive video screening platforms toward interactive workforce intelligence platforms that measure actual on-the-job capability.

Traditional hiring infrastructure was designed for an era of stable, predictable corporate environments. Resumes, cover letters, and unstructured interviews served as proxies for competence in markets where technical skills were scarce and organizational structures were rigid. Today, however, the primary driver of enterprise failure in talent acquisition is not a lack of technical skill but a fundamental mismatch between a candidate's operational tempo and the team's execution velocity.

Why This Topic Matters

The economic impact of early-stage talent attrition is staggering. When a senior lead accustomed to a quiet, highly structured corporate tempo is dropped into a fast-pivoting, high-velocity creative engine, immediate friction and burnout follow. This operational mismatch forces companies into a toxic cycle of replacement, eroding team morale, delaying product launches, and rupturing commercial pipelines.

Furthermore, the regulatory landscape is shifting decisively against legacy surveillance-based hiring tools. The EU AI Act explicitly classifies AI systems used for recruitment and candidate evaluation as High-Risk AI Systems, imposing stringent compliance requirements. Legacy platforms that rely on biometric tracking, facial emotion recognition, and voice sentiment analysis face not only reputational damage but also mounting legal and procurement barriers across the European market.

Valentiq addresses both the economic and regulatory dimensions of this challenge by introducing a fundamentally new category of workforce intelligence: Operational Velocity Matching. By replacing subjective interviews and unpredictable resume screening with objective work-sample simulations, Valentiq provides an accurate indicator of long-term on-the-job performance while maintaining absolute compliance with emerging European regulatory frameworks.

03 PROBLEM STATEMENT

The Economic Impact of the 90-Day Churn Cliff

Early-stage talent attrition represents a massive capital drain on enterprise organizations. Industry benchmarks show that up to 30% of new hires quit or are terminated within their initial 90 days. This early churn is almost exclusively a consequence of baseline operational and pacing misalignments rather than technical incompetence.

When dropped into a fast-pivoting, high-velocity creative engine, a senior lead accustomed to a quiet, highly structured corporate tempo will face immediate friction and burnout. This operational mismatch forces the company into a toxic cycle of replacement, costing an estimated 100% to 150% of the position's annual salary in lost momentum and recruitment overhead.

The Cross-Functional Department Cost Chain

This data failure creates severe friction across different organizational divisions, impacting both technical and commercial execution tracks:

The Technical Silo (Engineering, DevOps, Product): Standard technical filters evaluate if a developer can write functional code or solve abstract puzzles. They offer zero insight into how that developer coordinates under pressure, handles technical debt, or balances speed against documentation thresholds. A velocity mismatch here can completely derail an enterprise product timeline.

The Commercial Silo (Sales, GTM, Customer Success): The average enterprise account executive requires over 4 months to achieve full ramp efficiency. If a commercial hire fails due to an operational mismatch within their first quarter, the enterprise loses the initial salary investment alongside the massive opportunity cost of an unvetted, disrupted sales pipeline.

The Failure of Legacy Infrastructures

To address this blind spot, the legacy HR technology market implemented automated screening platforms utilizing invasive candidate tracking, including webcam video analytics, facial emotion profiling, and telemetry monitoring. These black-box systems have triggered intense candidate backlash, generating a catastrophic 60%–80% abandonment rate among top-tier passive talent.

Moreover, these surveillance-based tools introduce profound legal and compliance liabilities. Under the EU AI Act, AI systems deployed for recruitment purposes are classified as High-Risk, requiring rigorous risk management, human oversight, and transparency. Legacy biometric profiling tools struggle to meet these standards, creating procurement friction that delays enterprise adoption by months or even years.

The fundamental problem is clear: enterprises lack a reliable, compliant, and candidate-friendly method to measure how a prospective hire will actually perform inside their unique operational environment before extending an offer. Valentiq was built to close this gap.

04 RESEARCH AND ANALYSIS

Market Trends

The European enterprise human capital and talent acquisition sector is experiencing a paradigm shift driven by three converging forces: regulatory pressure against invasive AI, economic pressure to reduce talent attrition costs, and competitive pressure to accelerate time-to-productivity for new hires.

Organizations are increasingly rejecting the concept of Culture Fit, which historically drove demographic cloning, systemic bias, and corporate groupthink. The emerging standard is Culture Add: the deliberate selection of candidates who introduce complementary working styles and diverse cognitive perspectives to balance a team's active blind spots. This shift requires evaluation tools capable of measuring not just what a candidate knows, but how they think, decide, and execute under operational pressure.

Simultaneously, the EU AI Act and GDPR are creating a compliance moat around responsible AI vendors. Organizations that can demonstrate zero biometric surveillance, deterministic audit trails, and human-in-the-loop decision architectures will capture disproportionate market share as procurement teams prioritize legal safety over feature breadth.

Statistics and Evidence

Metric	Legacy Methodology	Valentiq Impact
Predictive Performance Validity	Low ($r = 0.16-0.38$) via resumes and unstructured interviews	High ($r = 0.54$) via deterministic work-samples
Candidate Abandonment Rate	60–80% due to repetitive clinical testing formats	Reduced by over 40% via interactive value-loop sandboxes
Time-to-Ramp Efficiency	4+ months average for commercial onboarding pipelines	Accelerated by 30% through proactive velocity matching
Legal & Procurement Friction	High risk from invasive biometric and personality profiling	Near-zero liability via strict choice-based data minimization

05 PROPOSED SOLUTION

The Valentiq Approach

Valentiq builds AI-powered work simulations that help companies hire for team alignment and culture add. Rather than analyzing historical resume text or running abstract psychometric personality tests, Valentiq creates interactive, role-specific micro-environments where candidates actively solve realistic workplace crises. The platform operates as a deterministic, discrete state-machine that evaluates active execution, communication choices, and strategic trade-offs under compressed timelines.

The XYZ Framework

X	Ultimate Business Outcome	Eliminate the multi-million euro 90-day churn cliff and protect Go-To-Market and product delivery pipelines.
Y	Strategic Capability Unlocked	Quantify organizational compatibility and match a candidate's tactical execution speed to a specific team's unique operational pacing.
Z	Core Product Mechanism	Deploy 10-minute, zero-surveillance, choice-based interactive role sandboxes across both technical and commercial departments.

Methodology and Framework

Valentiq's operational loop consists of three integrated steps:

Step 1 — Automated Team Calibration.

Hiring executives spend under 30 seconds inside the Valentiq Calibrator Engine tagging their team's current velocity needs and cognitive blind spots to map a baseline operational profile.

Step 2 — The 10-Minute Operational Sandbox.

Candidates complete a brief, high-fidelity scenario replicating daily challenges, tracking active logic paths over credentials.

Step 3 — Reciprocal Value Exchange.

To counter the 60% funnel drop-off common in corporate assessments, Valentiq provides candidates with an immediate professional diagnostic insights report upon completion. This eliminates candidate ghosting and drops application abandonment by over 40%.

Tailored Dual-Track Simulations

Valentiq bridges cross-departmental silos by standardizing evaluation metrics across two distinct workforce tracks:

Track A — Technical Operations & Product Governance.

Evaluates system architecture judgment, code-risk mitigation, and deployment velocity under timeline pressure. The core scenario places candidates in a pre-launch migration failure: a production database stalls four hours before a commercial product release. The state machine tracks whether the candidate applies an unreviewed hot fix to protect short-term commercial timelines (Velocity Optimization) or halts the deployment pipeline to preserve long-term schema integrity (Risk Mitigation).

Track B — Commercial Operations & GTM Execution.

Evaluates commercial strategic trade-offs, contract compliance discipline, and pipeline negotiation velocity under compressed close windows. The core scenario presents a late-stage procurement impasse: a multi-million dollar contract hits a legal obstacle 48 hours before quarter-end. The platform registers whether the candidate bypasses internal legal protocols to protect client relationships (Relationship Management) or enforces corporate parameters to safeguard enterprise margins (Process Governance).

Benefits and Advantages

Valentiq delivers six proprietary technological layers that transform workforce analytics:

- **AI-Native Scenario Generation:** Dynamically tailoring simulations to distinct industries, team rhythms, and shifting operational weights.
- **Interactive Simulation Infrastructure:** Immersive, asynchronous text-and-action environments simulating real day-in-the-role workflows.
- **Cognitive Decision Intelligence:** Logging prioritization logic, structured problem-solving vectors, and strategic trade-offs under changing team conditions.
- **Operational Collaboration Analysis:** Tracking communication, reasoning, and hand-off styles within the digital scenario.
- **Organizational Contribution Intelligence:** Mapping internal promotion tracks and leadership readiness pathways over time.
- **Culture Add Evaluation Systems:** Programmatically identifying candidates who introduce complementary perspectives to balance a team's active blind spots.

06 CASE STUDIES AND REAL-WORLD APPLICATIONS

Valentiq has secured early validation testing with 8 major enterprise organizations, demonstrating the platform's applicability across diverse industry verticals and operational contexts.

Enterprise Pilot Validation

During the initial six months of research, development, and bootstrapping under a disciplined EUR 10,000 allocation, Valentiq achieved substantial market validation:

- Enterprise Pilots:** Secured early validation testing with 8 major enterprise organizations, including Microsoft, Nike, Booking.com, RaboBank, Krafton, Cognizant, Payhawk, and Applied Medical. These pilots span technology, financial services, consumer goods, gaming, and medical devices, confirming cross-industry applicability.
- User Testing:** Validated platform stability by processing an initial cohort of 1,000+ candidates across diverse role tracks with zero latency incidents, demonstrating production-grade reliability even under bootstrap constraints.
- Candidate Completion Rate:** Achieved approximately 92% candidate completion rate, a dramatic improvement over the 20%–40% completion rates typical of legacy assessment platforms, validating the platform's value-loop design.

Platform Modules and Business Benefits

Module	Core Functionality	Executive Value
Valentiq Calibrator Engine	Simple interface for setting team velocity and operational baselines	Eliminates reliance on generic, outdated job descriptions
Valentiq Simulation Interface	Secure, zero-tracking, responsive test environment for applicants	Drives talent pipeline retention; cuts application drop-off by 40%
Strategic Alignment Analytics	Maps candidate choices against actual departmental gaps	Prevents cultural cloning and prioritizes cognitive diversity

Module	Core Functionality	Executive Value
Compliance Ledger Generator	Automatically generates immutable JSON audit trails of candidate choice paths	Delivers absolute transparency for corporate risk and compliance audits

Enterprise Integration and Security

- **Seamless ATS Integration:** Pre-built, webhook-driven compatibility with leading Applicant Tracking Systems, including Workday, Greenhouse, Lever, and Ashby.
- **Privacy-First Data Minimization:** Valentiq collects no video, audio, or biometric data. It tracks choices alone. All data is encrypted at rest and in transit using AES 256-bit protocols.
- **Procurement Ready:** Developed in strict alignment with SOC 2 Type II compliance frameworks to drastically accelerate corporate legal and vendor onboarding lifecycles.

07

GLOBAL MARKET SIZING ARCHITECTURE

To validate the long-term commercial potential of Valentiq for institutional investors and regulatory bodies, the market opportunity is quantified using the standard TAM, SAM, and SOM frameworks. The analysis spans both global and regional dimensions.

Global Total Addressable Market (TAM)

Valentiq's global TAM spans approximately EUR 2.66 billion, derived from 370,000 growth-stage technology firms, SaaS companies, and high-velocity operational enterprises worldwide. This calculation is based on a blended annual contract value of EUR 7,200 per account, aligning with broader 2026 pre-employment testing market estimates of roughly EUR 4.9 billion globally.

Regional Serviceable Addressable Market (SAM)

The serviceable addressable market narrows to approximately EUR 720 million globally, focusing on 100,000 mid-market tech and digital services organizations concentrated in hyper-dense corridors across North America, DACH, and Benelux.

Based on regional chamber of commerce datasets — including the Dutch KvK and German corporate registries — there are roughly 25,000 companies falling precisely into our core target industry profiles (Technology, SaaS, AI-native development, B2B services, and digital support operations) across Germany, Austria, Switzerland, and the Netherlands.

SAM Valuation: 25,000 targeted regional companies × EUR 7,200 ARR = **EUR 180,000,000** in regional serviceable addressable market value.

Serviceable Obtainable Market (SOM)

The serviceable obtainable market represents the realistic slice that Valentiq's lean outbound founding sales team can secure within a 3-year execution window using targeted Account-Based Marketing (ABM) playbooks and the self-perpetuating candidate viral loop.

SOM Valuation: 225 active corporate accounts × EUR 7,200 ARR = **EUR 1,620,000** in Year 3 annual recurring revenue (0.9% penetration of SAM).

Market	Boundary Definition	Volume	Annual Potential
TAM (Global)	Global tech, digital service, and high-velocity operations-heavy companies with 50–5,000 employees	370,000 companies	EUR 2.66B
SAM (Regional)	Core target sectors within the Benelux and DACH corridors	25,000 companies	EUR 180M
SOM (Year 3)	Realizable market share secured by Year 3 using hybrid PLG/ABM model	225 accounts	EUR 1.62M

08 COMPETITIVE LANDSCAPE

The European enterprise talent acquisition space contains four primary legacy competitor groups, each with distinct limitations that Valentiq addresses through its innovative architecture.

Legacy Competitor Categories

High-Volume Automation Systems (e.g., Harver)

These platforms optimize high-volume, transactional recruitment workflows through administrative automation. However, their framework relies on standardized testing blocks that fail to measure high-level operational judgment, execution velocity, or strategic alignment.

Surveillance and Video AI Tools (e.g., HireVue)

These platforms utilize asynchronous video screening and algorithmic facial analysis. This introduces profound candidate friction, resulting in a 60%–80% funnel abandonment rate among elite, passive talent. Tracking presentation delivery metrics has a near-zero statistical correlation to a candidate's actual capacity to manage a live operational crisis.

Psychometric Assessment Providers (e.g., SHL, Criteria Corp)

These platforms represent the legacy academic paradigm of pre-employment testing. They isolate generic cognitive benchmarks and personality labels rather than functional, real-world work outputs. Because they use static web text interfaces, they are highly vulnerable to being reverse-engineered and bypassed by generative AI tools.

Basic Skill Testing Applications (e.g., Vervoe, Equalture)

While these tools provide an interactive experience, they remain siloed as single-department screening utilities. They do not possess a cross-functional architecture capable of standardizing workforce intelligence across technical and commercial tracks simultaneously.

Structural Differentiation Matrix

Evaluation Vector	Traditional Assessment Systems	The Valentiq Approach
Delivery Mechanism	Static, predictable multiple-choice questionnaires	Dynamic, branching discrete state-machine simulations
Evaluation Focus	Generic aptitude testing and abstract personality analysis	Contextual operational decision intelligence
Workflow Scope	Standardized, one-size-fits-all testing sequences	Team-specific velocity and alignment profiling
Platform Utility	Isolated, hiring-only administrative filters	Scalable organizational workforce coordination infrastructure
Candidate UX	Passive evaluation workflows driving high abandonment	Interactive, high-fidelity micro-environments

Unique Selling Propositions

- **Action Over Declaration:** Valentiq drops candidates into a dynamic digital workspace where every choice immediately updates the simulation state. Candidates cannot fake system architecture judgment or enterprise pipeline navigation inside a live decision tree.
- **True Zero-Surveillance:** Valentiq achieves peak predictive performance validity ($r = 0.54$) while collecting zero biometrics. This clean approach collapses software procurement lifecycles from months to days.
- **Culture Add Engineering vs. Cultural Cloning:** Hiring managers programmatically configure their team's active operational baseline and isolate current execution blind spots. Valentiq surfaces the precise candidate who acts as the missing piece of the organizational puzzle, unlocking the higher innovation revenues correlated with cognitive diversity.

09

REGULATORY COMPLIANCE: EU AI ACT & GDPR

Valentiq was engineered from inception to satisfy the most stringent regulatory frameworks governing AI in employment contexts. This proactive compliance architecture transforms legal adherence from a cost center into a competitive procurement advantage.

EU AI Act High-Risk Designation

Under the statutory parameters of the EU AI Act, any AI system utilized within employment infrastructure for recruitment, applicant filtering, or candidate evaluation is explicitly classified as a High-Risk AI System. Valentiq fulfills all mandatory corporate safeguards through a rigorous data governance program:

- **Quality and Risk Management System:** Continuous algorithmic testing routines actively track and suppress evaluation anomalies across different job profiles.
- **Exhaustive Model Traceability:** Maintaining clean, up-to-date system model cards, automated transaction event logging, and clear technical validation records.
- **Human-in-the-Loop Architecture:** Programmatically locking final employment choices to human operators. The platform acts strictly as an advisory decision-support tool, eliminating the risk of automated rejections.

Explicit Prohibitions and Radical Data Minimization

- **Zero Biometric Surveillance:** The platform completely outlaws the collection or inference of emotional states. It uses no webcam analysis, no voice sentiment tracking, no facial micro-expression mapping, and no keystroke telemetry. Candidate evaluation is restricted strictly to choice paths.
- **Universal Design and EAA Accessibility:** In compliance with the European Accessibility Act, Valentiq ensures simulations never penalize neurodivergent applicants or candidates with disabilities. The interface contains full compatibility with screen readers, keyboard-only navigation, and alternative, untimed text pathways.

GDPR Compliance Infrastructure

- **Legitimate Interest Lawful Basis:** European data authorities view applicant consent as legally fragile due to the natural power imbalance between employers and candidates. Valentiq avoids this vulnerability by operating on a consent-independent lawful basis (Legitimate Interest / Contractual Preparation), providing cross-border legal insulation.
- **Isolation of Special Category Data:** The codebase contains strict validation rules preventing the collection or inference of protected personal characteristics (e.g., ethnic data, health status, or cultural background). Evaluation logs are restricted to objective operational vectors.

Compliance Configuration Matrix

Requirement	Legacy Practice (High Liability)	Valentiq Architecture (Compliant)	Framework
Operational Framing	Culture Fit scoring that replicates existing demographic profiles	Structured evaluation of Culture Add and behavioral alignment	EU AI Act Annex III / Anti-Discrimination
Telemetry Capture	Webcam emotion recognition and voice sentiment analysis	Zero-Biometric pipeline restricted to text and choice paths	EU AI Act (Prohibited Uses) / GDPR Art. 9
Decision Authority	Autonomous automated rejections based on black-box AI scoring	Purely Advisory Insights with mandatory human validation	GDPR Art. 22 / EU AI Act
Processing Authority	Fragile reliance on applicant consent check-boxes	Documented, Consent-Independent Legitimate Interest bases	GDPR (Lawful Bases)
Interaction Design	Rigid, timed, unadaptable gamified tests	Universal Design featuring untimed options and text alternatives	European Accessibility Act (EAA)

10 IMPLEMENTATION RECOMMENDATIONS

Organizations seeking to adopt Valentiq's Operational Velocity Matching framework should follow a structured implementation pathway that maximizes value realization while minimizing operational disruption.

Steps for Adoption

Phase 1 — Targeted Pilots and Mid-Market Outbound.

Direct outbound Account-Based Marketing campaigns within the Benelux and DACH regions. Sales motions focus on securing paid pilots by positioning Valentiq as the solution to the 90-day churn cliff and interview fatigue.

Phase 2 — Activating the Candidate PLG Engine.

Scale the inbound referral loop by incentivizing candidate credential sharing across global professional networks. Sales motions shift from outbound prospecting to high-velocity conversion of the inbound peer-manager traffic generated.

Phase 3 — ATS Marketplace and Ecosystem Integration.

Launch native integration software applications within primary enterprise Applicant Tracking System marketplaces.

Best Practices

- Align evaluation criteria with operational reality: Ensure that the team velocity and cognitive blind spot baselines configured in the Calibrator Engine reflect actual day-to-day operational conditions rather than aspirational standards.
- Maintain human oversight: While Valentiq provides deterministic, data-rich insights, final employment decisions should remain with human operators to satisfy EU AI Act requirements and preserve organizational accountability.

- Leverage the reciprocal value exchange: Promote the professional diagnostic insights report as a candidate benefit to maximize completion rates and generate organic viral distribution through peer professional networks.
- Integrate early with existing ATS infrastructure: Pre-built webhook compatibility with Workday, Greenhouse, Lever, and Ashby ensures seamless data flow and minimizes IT friction during rollout.
- Monitor compliance posture continuously: Regular audits of choice-path logs, model cards, and data processing records ensure ongoing alignment with GDPR and EU AI Act requirements as regulatory frameworks evolve.

11 CONCLUSION

Valentiq directly addresses a critical, unquantified financial drain in the global enterprise market: the 90-day talent churn cliff. By applying discrete state-machine engineering and interactive game mechanics to human resources, the platform gives organizations clear visibility into an applicant's actual decision-making velocity under pressure.

Summary of Key Findings

- Legacy hiring methodologies demonstrate low predictive validity ($r = 0.16\text{--}0.38$) and fail to forecast on-the-job performance, while Valentiq's choice-based simulations achieve high predictive validity ($r = 0.54$).
- Invasive surveillance tools trigger 60%–80% candidate abandonment and introduce significant legal liability, whereas Valentiq's zero-surveillance architecture reduces abandonment by over 40% while maintaining near-zero compliance risk.
- The global pre-employment testing market represents a multi-billion euro opportunity, with Valentiq targeting a EUR 180 million regional SAM in Benelux and DACH, and a realistic EUR 1.62 million SOM by Year 3.
- Valentiq's proactive compliance with the EU AI Act and GDPR transforms regulatory adherence from a cost center into a procurement accelerant, collapsing vendor onboarding lifecycles from months to days.
- Early validation across 8 enterprise pilots and 1,000+ candidate simulations demonstrates product-market fit and production-grade reliability on a bootstrap budget of EUR 10,000.

Final Recommendation: Enterprise organizations should transition from passive, credential-based evaluation frameworks to active, choice-based work-sample simulations. By adopting Valentiq's Operational Velocity Matching platform, organizations can protect their Go-To-Market and product delivery pipelines, reduce talent attrition costs, and ensure full regulatory compliance in an increasingly complex European legal landscape.

12 ABOUT VALENTIQ

Company Background

Valentiq is an AI-native human resources technology company incorporated in the Netherlands, building a next-generation hiring and workforce intelligence platform. The company operates as a Private Limited Company structured to support international scaling while guaranteeing shareholder and intellectual property protection.

Valentiq was founded on the principle that traditional hiring infrastructure is fundamentally broken. The founder, Kushagra Baid, experienced the 90-day churn cliff firsthand while hiring for his own agency, repeatedly onboarding brilliant candidates who burned out within 90 days due to operational-velocity mismatch. This direct experience shaped the dual-track design, bridging both technical and commercial workforce evaluation.

The company's mission is to replace administrative corporate gatekeeping and invasive employee surveillance with high-fidelity, interactive work environments built on mutual respect and objective choice-based data architecture. The long-term vision is to evolve from a category-defining talent acquisition interface into the definitive, AI-native organizational intelligence infrastructure.

Leadership Team

Kushagra Baid — Founder & CEO

A triple-domain founder combining education in game-design and computer science engineering with business-economics training. Having lived the 90-day churn cliff as a hiring employer, Kushagra architects Valentiq's product vision and technical roadmap.

Abhinav Pal — COO

Brings systems-thinking engineering, multi-startup operations practice, marketing and narrative capability, and behavioral-design literacy. Owns daily execution velocity, HR pipeline, candidate-led PLG, sales-ops infrastructure, SOC 2 / GDPR / EU AI Act operational readiness, and monthly burn discipline.

Fabian Zwaan — CRO

Deeply embedded in the Dutch startup and corporate networks, providing friction-free access to early adopters, regional hubs, and pilot partners across the Randstad. Applies rigorous research methodology to surface validated enterprise pain points.

Advisory Board

Valentiq maintains a validation and advisory network with prominent academic figures inside the Dutch research ecosystem. The advisory team includes experts in work and organizational psychology, behavioral science, and enterprise data privacy from institutions including Erasmus University Rotterdam and Utrecht University.

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This white paper is provided for informational purposes only. Market sizing data represents Valentiq's internal estimates based on publicly available industry sources and proprietary analysis. All financial projections are forward-looking statements subject to market conditions and execution risk.

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