



Introducing AI led Graduate Assessment

As part of the evaluation of all students who participate in the Creative Challenge, candidates are evaluated using our AI assessment tool to predict their fit with a specific graduate role.

Our assessment is based on a two way process that benefits both employers and candidates. Firstly it accurately predicts job fit and ranks each candidate on the same scale, so employers can understand who excels when compared to others. Secondly, regardless of the outcome, it provides a detailed career assessment report for each student that can be used to better align their unique skill set towards graduate opportunities where there is a strong fit.

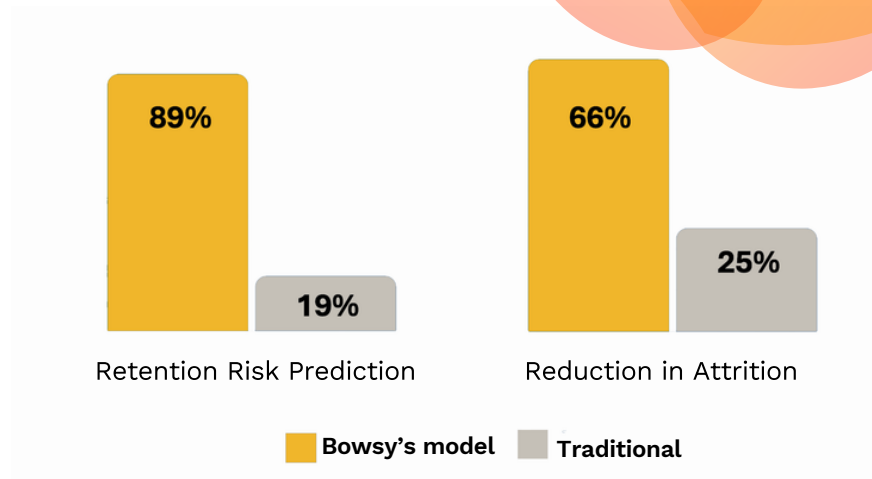
Our unique AI model combines a library of integrated theories from different fields of research from the last 60 years with a proprietary large learning model of over 6.2 million data points that can predict candidate fit and potential with a proven 95% accuracy level.

**Employers have intuition. Graduates have their own opinions.
But what does the science say?**



The benefits are clear:

- Better candidate fit (95%)
- Improved retention (89%)
- Lower costs
- Removes unconscious bias
- Mobile based & multilingual



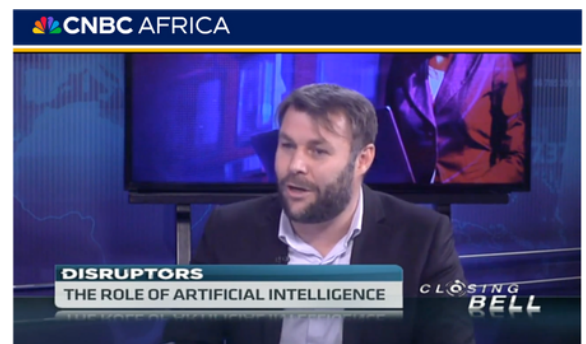
How does the process work?

Our AI assessment tool is designed to support your existing graduate recruitment process and can be tailored to predict candidate fit against multiple different graduate or entry level roles in your organisation.

The assessment is conducted online and can also be linked to your graduate recruitment page so that the application process is seamless for candidates. The assessment itself can be done on a mobile phone and takes around 60 minutes for each student to complete but the process also aims to add value to each candidate and support them in their job seeking process by giving them a copy of their assessment results for their own use.

100,000 assessments to date!

While many companies have recently begun to look at the opportunities of AI to improve their HR processes, our AI assessment model has been evolving for over 16 years and has a proven track record that is informed by over 6.2 mn data points. Our AI model represents a significant opportunity for forward looking companies to reshape the future of graduate recruitment.



Dr. Juan Swartz introducing the role of AI driven assessments to CNBC early in 2017.

Some users of our AI Assessment tool:



AI Assessment for apprentices

In 2026 Bowsy is rolling out a free AI career assessment to secondary students (age 17 to 18).

Our model links each students potential career path to 75 different apprenticeship opportunities in Ireland and all 86 different apprentice career paths in the UK. Each student will receive a free personalised career report and in return Bowsy shares that data with employers who are looking for 'pre-qualified' future apprentice talent to join their apprenticeship programmes.

For employers, our programme offers our partners the opportunity to accurately predict a students fit (with 95% accuracy) to different apprenticeship opportunities, while significantly reducing recruitment costs and minimising future 'drop out' of candidates during training.



Early access to apprenticeship talent



'Pre-qualified' fit against different apprenticeships



High predicted retention levels (89%)



Individual student assessment reports



Significantly lower recruitment costs



Demographic, mobility & contact data

