

# **“Say Hello to Employment with Cview.” Chavi Agarwal – Founder And CEO Of CVIEW**

Ms. Chavi Agarwal, Founder & CEO of Cview and an M&A Strategist at Deloitte, London an entrepreneur with a demonstrated experience in Career Technology and ATS software development. She did her Bachelor's in Finance from Warwick Business School, UK. The fire to be an entrepreneur and the urge to create something tangible for people around her led her to pursue a Master's degree in Innovation Entrepreneurship and Financial Technology from Imperial College, London. It was at the Imperial College that she finally honed the idea of doing something for the students and recruits seeing the issues students face while applying for jobs globally.

She has worked in eminent startups and one of the Big4s in the field of Mergers and Acquisitions. She has mentored more than 1000 students and has given 100+ webinars all across the globe to actively contribute to the student and youth community. Ms. Chavi Agarwal is the recipient of the Young Entrepreneur of the Year, 2020 by the Indian Achievers Award. She is also the recipient of the prestigious Karmaveer Chakra Award by the UN and the International Confederation of NGOs. She strives to make a difference by helping people and giving back to society.

## **WHAT DOES CVIEW DO?**

CView is a Career Technology Company with a novel idea combining human expertise and AI. It is an organization aimed at alleviating the issues students face while looking for jobs by combining Artificial intelligence and Human expertise through our in-built and self-developed Application Tracking System (ATS). We put the 'work' in 'workforce' and aim to

create employability all across the globe and create better work opportunities by providing profile building hacks and CV curation services along with all possible updates.

We understand how difficult it is to cope up with this competition especially during the pandemic of 2020, which has eventually led to more dearth of opportunities for the youth. Views in-house Application Tracking System (ATS) has similar capabilities to any robust MNC based ATS system. Its design and results are unmatched and their CVs increase the customer's chances of getting an interview call from MNCs, MSMEs, and Startups by 60%. Our ATS Software is the first-ever tool for students, job-seekers, and recruits and has a database of more than 50 lakh Cvs, and is as robust as the ATS of an MNC.

We at CView have a demonstrated history of CV curations, ATS compliance, Effective webinars, and 100% student satisfaction. We have helped more than 10,000+ people get their dream jobs, internships, and universities. 98% of our clients have seen a huge rise in their interview calls after choosing us. More than 500 customers are joining us every week to transform their profiles and Cvs and become employable.

## **How Did The Idea For Cview Come Up? (Light Bulb)?**

Ms. Agarwal saw a huge gap in the market between the recruits and the employers. She noticed that students did not know the importance of an effective CV and did not even know that their CV went to certain software called the Applicant Tracking System and not to a human anymore. She observed that maximum applications globally are rejected because of a poor CV. Upon research in the market, she also realized that existing services are generic and create CVs out of prototype templates. This is when she combined her knowledge from personal experiences with her learning in artificial

intelligence and machine learning and started CView, a software development company that combines AI and Human Expertise to guide students with their first impression into a firm- their CV.

She combined her human expertise with artificial software and built an in-house Applicant Tracking System to easily churn out CVs so the students would be able to get better opportunities. She was able to notice the issues recruits and students all around the world face during their application process Ms. Agarwal is determined to alleviate the problem of lack of right Job-Person fit and awareness of ATS compliance. She was able to see scope in this field which is still manual, in a technologically heavy environment. It had to be internet-based since she did not want to territorially restrict her organization to simply one country.

## **What Is Cview's Main Objective?**

"Our endeavor is to train our software with machine learning so that it can replicate a recruiter's acumen to perfection. We also wish to remove any human interface in the CV building and checking process." – Miss Chavi Agarwal, Founder, and CEO

## **Why Cview?**

CView has three main unique selling points:

Its first USP is an in-house Application Tracking system developed by Ms. Agarwal with a database of more than 1,00,000 CVs which is as Robust as any MNC's ATS tool. All CVs curated by CView are end-to-end ATS compliant and have a minimum ATS score of 90.

CView is an extremely customer-oriented organization and thus, the second USP is CView's personalized discussion and improvement calls with all users to understand their experiences and journey in depth.

The third and final USP is a comprehensive Profile assessment sheet, which is used to build CVs from scratch. We are compassionate towards each customer's individual employee journey and thus, aim to capture the essence of each through our Profile assessment sheet.

## **About ATS**

Nowadays, Your CV does not go to a human directly. Instead, it goes through a software called the Application Tracking System first. This software automatically screens CV's and filters applications without the requirement of any human contact. Thereby facilitating the application shortlisting process of companies through Artificial Intelligence and Machine Learning. Microsoft gets over 5,00,000 resumes per week while Google gets 75,000+. Can a human recruiter go through all of them in a short span of time? This is where the Application Tracking System comes on board. Even Medium and Small firms are investing in this software now. The Application Tracking System rejects 70% of CVs that are not ATS compliant and do not match the job description.

Our in-house Application Tracking System has similar capabilities to any MNC based ATS software. All our CVs get a score of more than 90% because our ATS is made using a database of more than 50,00,000 CV's. With unmatched designs and results, our ATS Compliant CV's increase your chances of getting an interview by 60%.

## **What Is Cview Doing For Society?**

CView also believes that there is nothing more rewarding than making a difference in the lives of people. We are a propagator of Women Empowerment and hence 30% of the proceeds generated from each order are used to fund an ATS Compliant CV for an underprivileged college student and women. We have helped more than 5 lakh women all across the globe to gain self-sufficiency. We have also been chosen as the official

mentoring body for 10,000 underprivileged college students by the government of India. Along with this CView has also hosted pro-bono webinars on the subject of women entrepreneurship for multiple different organizations as well as universities along with 'back to school' webinars for students of class 12th as well as for over 500+ students studying in different Government colleges all across India, Tanzania, Nigeria, Nepal, and Bangladesh to educate them about the importance of an ATS compliant effective CV. We are also the recipient of the prestigious Karmaveer Chakra Award by the UN and the International Confederation of NGOs.

## **Advice For Budding Entrepreneurs**

"As a budding female entrepreneur, I cannot stress enough the fact that you do not need high investments or a million-dollar plan. You can leverage your skills, existing platforms, and tools available to create value and establish something you enjoy doing. We had a 0 INR investment and have a 92% profit ratio at the moment through our bootstrapping efforts. You just need the will and the urge to create value for people and address existing problems in the market. We are constantly told to innovate something unique, be disruptors and create new markets to be called an entrepreneur. That is not true, you can be innovative in the way you tackle a problem by creating a new value proposition for the market."