



## Building a world-class Product team for the next German Green-Tech Unicorn!



4zero convinced us from the start that as a partner they matched our core values and beliefs. The focus on cultural fit and clever use of video during the recruiting process proved to be very efficient and saved us a lot of time. Working with 4zero, we were able to quickly fill several key positions to support our accelerating growth, ending up with more qualified candidates to choose from than we could ultimately hire.

Sebastian Berning, CEO Instagrid



### CHALLENGE

Instagrid is a multi-award winning start-up manufacturer of mobile battery systems. Their high-performance battery makes it possible to use electricity from renewable sources in any location.

Having raised over €40M to scale their business across Europe and the USA, with strategic partnerships in place with the likes of Hilti, there was a **demand to hire a team of 3 Senior Product Owners** to develop a suite of products that would enable customers to transform their electricity supply from diesel generators to renewable alternatives.



### SOLUTION

4zero conducted a comprehensive assessment of the requirements and **SEED was selected from the GROW™ Talent Suite**, which included a **bespoke talent microsite** - showcasing instagrid's Vision, Values and Mission, **4zero hub** containing video interview shortlists and our **ALIGN values matching assessment** - a scientific test of candidates cultural match to instagrid.

By committing to our **winning multi-hire package**, instagrid received a significant discount on the overall cost of their recruitment campaign. Their **hiring fees** were also spread across 12 months which **saved money, spread their risk**, allowed **cash flow management** and maximised **Recruitment ROI**.



### RESULTS

A sophisticated **multi-channel outreach campaign** helped us identify and engage Product Owners with the right skill set and cultural values. Enabling Instagrid to have **access to the top 1% of qualified candidates** and the ability to select candidates who matched the company's purpose-driven culture and role. We exceeded the initial brief and instead of 3 we placed **4 highly engaged and purpose-driven Product Owners**.

Our role now is to serve as instagrid's retained talent solutions provider and advisor, to help them scale their best-in-class Engineering Department.



### HIGHLIGHTS

**Industry:** Off-grid Batteries/Clean Energy

**Positions:** Senior Product Owners

**Locations:** Ludwigsburg, Germany (15km from Stuttgart)

#### Results:

Supplier Status: Exclusive Partnership

CV to interview ratio; 1.5 : 1

IV to placement ratio; 2 : 1

Time to fill (1st brief to offer): 6 weeks