



CRIATIVO

Empowering Education Through Innovation
Built by Educators. Designed for the Future.

Criativo builds digital infrastructure for schools and colleges – replacing manual processes with structured, accountable, AI-powered workflows.
Built on 40+ years of educational expertise and trusted by 60,000+ students across 60+ institutions globally.



Digital exam evaluation – faster results, fewer disputes, full accountability



Unified learning & career readiness – JEE/NEET prep to placement CRT



Education ERP – admissions, fees, attendance, governance in one system



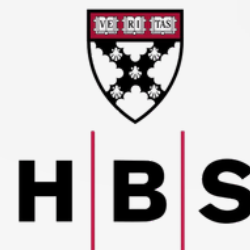
AI placement intelligence – mock interviews, instant feedback & roadmaps




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He knew the answer... he just couldn't say it."

A student may know the right answer – but without confidence and communication skills, opportunities are lost in the interview room.

Shortlist prepares students to communicate clearly, think confidently, and perform effectively in real interviews.

shortlist by Criativo

AI Placement Intelligence Platform

Placements are earned through effective Communication, Not just technical Knowledge.

*Survey data from campus placement drives across India

68%

of interview failures are due to poor communication, not subject knowledge

74%

of students report high anxiety during oral interviews

3 in 4

students have never received personalized interview feedback

Most interview failures happen because students struggle to communicate their knowledge with clarity and confidence under pressure.

Institutions invest heavily in technical training – but communication readiness remains the missing layer.

High Potential Students Still Miss Opportunities.

Meet Aarav- 8 CGPA, 3 Realtime Projects

He knew every concept. He'd coded real projects. But the moment the interviewer said 'Tell me about yourself' – his mind went blank.

What Aarav Knew

System design patterns

Data structures & algorithms

3 real-world projects

Strong CGPA & academics

What the Interviewer Heard

Broken sentences under pressure

Forgotten answers mid-response

Excessive filler words (um, uh)

No structured communication

Zero Offers



From Interview Anxiety to Interview Readiness.


Shortlist helps students replace fear and hesitation with confidence, clarity, and structured communication through repeated AI-guided practice.

No more sweating or feeling unprepared!



Advanced Interview Integrity System

Our proprietary AI engine ensures trusted, secure evaluations-detecting presence, attention drift, and device activity in real time for bias-free, standardized assessment.

-  Face presence detection
-  Multiple person detection
-  A Device & tab switch tracking
-  Gaze & attention analysis
-  Integrity score report



No User Detected

Face Missing monitoring.

flagged



Multiple Persons

additional persons detected.

clear



Looking Away

Stable eye contact maintained.

clear



Gadgets Detection

suspicious device activity monitoring.

clear

YO UR

Rankings Reputation. Placement Numbers.

Placement Outcomes Shape Institutional Reputation

Every unplaced student is a missed opportunity to improve rankings, increase recruiter trust, and build a self-sustaining placement culture.



Placement Rate Drops

Communication failures drag overall placement %. Directly impacts NAAC scores, NBA accreditations, and rankings.



Recruiters Stop Visiting

Companies stop coming to campuses where students can't communicate. The cycle becomes self-defeating.



Zero Data, Zero Action

Placement teams have no visibility on WHY students fail. They can't intervene early or target coaching.



Role-Based Interview Intelligence Powered by Real Questions

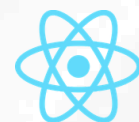
Access thousands of company-specific and role-based interview questions across technologies, domains, and communication scenarios.

Question Bank

Previous Interview Questions....

Technologies /
Domain...

18



Job Roles...

16

Web Development

Frontend Developer

Full Stack Developer

Python Developer

Companies...

85

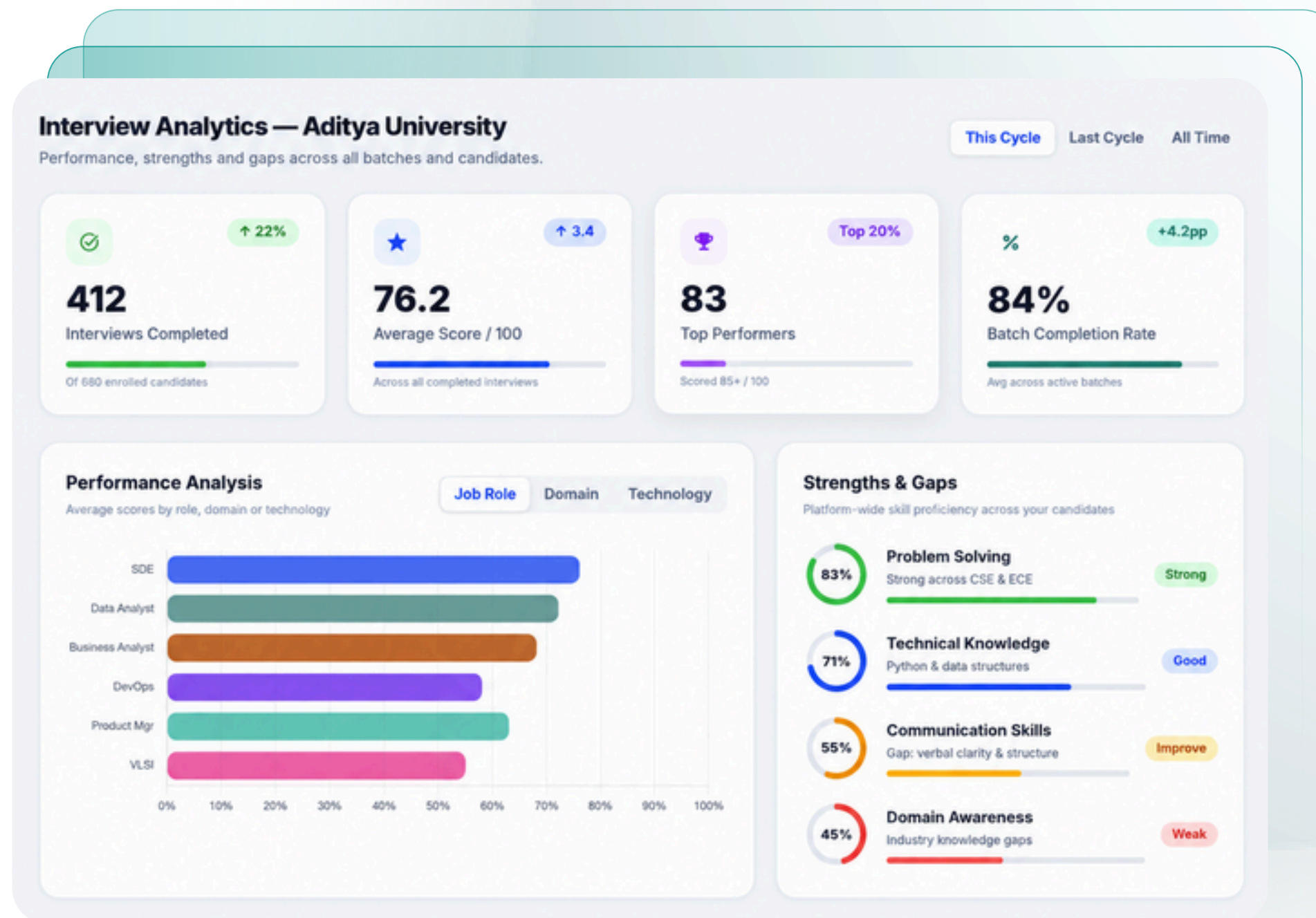


INSTITUTIONAL INTELLIGENCE

Track Placement Readiness Across the Entire Campus

Give placement teams and faculty actionable insights into communication skills, confidence levels, mock interview performance, and department-wise readiness – all from one centralized dashboard.

- Confidence Score
- Communication Score
- Interview Attempts
- Readiness Trends
- Placement Risk Indicators



GET STARTED TODAY

Ready to Build a Placement-Ready Campus?

Book a 20-minute campus demo. See how Shortlist transforms your students from silent achievers to confident communicators.

Thank You

shortlist.criativo.ai | info@criativo.ai | Trusted by Universities across India

SHORTLIST | by Criativo Global | AI Placement Intelligence Platform | criativo.ai