



StartMonday Launches Version 2.0 Mobile App

- 15-second video format uses science to leverage subconscious decisions

AMSTERDAM, NL – November 30, 2016 – Smart job recruitment tech firm [StartMonday Technology Corp.](#) (CSE: JOB) (XFRA: S56) (the “**Company**” or “**StartMonday**”) today announces the launch of version 2.0 of its mobile app with a significant user experience evolution to its revolutionary solution designed to rapidly and effectively assess job-seekers for employment opportunities based on first impressions.

The Company’s version 2.0 mobile app offers all-new features such as; “audience mode,” allowing users to talk to a friendly interviewer, look out to an empty theatre, or even a playful cat while making their video. Another update permits fast-cut animation allowing users to stop/start the video to compile a sequence of scenes, and the new version also includes a script-reading tool that performs as an editable teleprompter.

StartMonday’s technology sounds simple at first. Package a job candidate’s “pitch” in a 15-second video and make that video available to the recruiter for that job. After first launching the 15-second video concept as a condensed video format that sits well with digital natives and social media, the Company discovered it had leveraged an area of study that has proven to astound researchers. In a study at the University of Toledo, in Ohio, an untrained team of volunteers responded to watching just 15-seconds of a 20-minute live interview of a 6-page questionnaire conducted by a team of trained interviewers. The result; 90% of the subjects were graded the same by both teams. At Harvard University, untrained graders watched a 10-second clip of teachers and provided virtually the same evaluation conclusions as provided by students at the end of the semester.

An article in the online magazine, Science, presented a conclusion that “interviews are often decisive within the first few seconds.” Frank Bernieri at the University of Toledo noted that after watching a 15-second video of an applicant, “on 9 out of the 11 traits that the applicants were being judged on, the observers significantly predicted the outcome of the interview,” Bernieri continued. “In fact, the strength of the correlation was extraordinary.”

StartMonday’s platform allows candidates to tell their own story in their own words, offering better insights into important qualities such as; personality, confidence, interpersonal and communication skills, language and presentation skills, professionalism, sales and service orientation. To-date the Company has enabled thousands of candidates to create 15-second videos and many have elected to make their video stand out using props, designs, out-of-the-box thinking, and to even apply for a job while traveling in a plane.

Company co-founder and CEO Ray Gibson comments, “Two years of consolidated research and user data have led us to this optimized experience on mobile. We’ve become the masters of collecting short video job applications from mobile phones and the concept has scaled up into a complete enterprise solution with mobile and web application and an intuitive back-end. I invite anyone who may be interested, to download the apps from the Apple or Google play stores and you’ll quickly learn how it feels to make a video. To-date, we have had great responses from candidates and recruiters alike. In fact, we increasingly believe we have an opportunity to revolutionize an entire segment of the Human Resource Industry and we are busy ramping up for a significant increase in deployment.”

About StartMonday (CSE: JOB) (XFRA: S56)

StartMonday helps employers select better candidates, faster, with the power of 15-second video introductions. StartMonday's video-led mobile and web applications deliver a better impression of personality and customer skills, ultimately helping employers decide which candidates they should talk to first – making the process much more efficient. StartMonday is focused on becoming recognized as an innovative and trusted brand for job recruitment. The Company is dedicated to building powerful tools for the Mobile Generation. The mission is to make recruiting, and work itself, an amazing experience for everyone. For more information please visit www.startmonday.com.

ON BEHALF OF THE BOARD

"Ray Gibson"
CEO & Director

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