

PRESS PACK



tapewo.com

You have the skills, they have the job!

SUMMARY

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The French employment market

The number of vacant posts¹ in France in the 1st semester of 2014 was 0.6%², far lower than the European average. A much-contested indicator in terms of calculation method, this figure fails to offer a reliable snapshot of the current situation in real terms.

Figures relating to unfilled posts³, bordering on 4% according to French employment body Pole Emploi, paint a more accurate picture of the difficulties faced by all involved.

The search both for candidates and jobs by businesses and jobseekers alike comes at a price: advertising vacancies, holding interviews, responding to published roles all carry a cost in terms of time and money. *“The intricacies of the recruitment process are linked to difficulties of localisation for jobs and for workers, as well as to other problems in terms of orientation and transferable skills, combined with a less than ideal sharing of information⁴.”* according to the French employment advisory body Conseil d’Orientation pour l’Emploi.

This cost increases further still when efforts to recruit are unsuccessful and employers need to start over again.

e-recruitment in France

As a result of the endless possibilities made reality by the Internet, behaviour in terms of both recruitment and job seeking continues to evolve year on year.

The claim

French recruitment institutions such as Pôle Emploi and APEC perceive their position to be under threat by professional social networks such as LinkedIn and Viadeo, as well as general social networks including Facebook and Le Bon Coin.

If we take into account the 15% of recruitment that takes place via these networks, it can be concluded that the majority of jobseekers and recruiters prioritise the use of job boards (39 and 45% respectively)⁵.

Recruitment sites are in good health

Accessible via a computer, they offer all types of business the opportunity to view candidate profiles.

Uniquely dedicated to putting employers and candidates in touch, any profiles that are submitted originate only from those people who are actively seeking a position.

¹ « Newly created, unforeseen or shortly to become vacant and that the employer wished to fill immediately or within a determined timescale. »

² Source: Eurostat

³ « Advertised roles that have been withdrawn without having led to recruitment. »

⁴ Report published by the Employment Orientation Board (Conseil d’Orientation pour l’Emploi) 30 September 2013

⁵ Novamétrie Barometer - ANDRH – Digital Jobs April 2011s

The new generation e-recruitment platform

SIMPLY « Simplicity sells »



« We want to make job hunting or employing new recruits much simpler, favouring communication, helping to connect people, basically making everyone's life easier »

Ease of access

Consultable on computer, tablet or mobile, at home or whilst out and about, you can connect via Facebook, Twitter, LinkedIn or Google.

Simple to view

The [tapewo](#) welcome page gives a status overview for current postings and applications (published, received, in process).

Simple to connect

You can connect directly via FaceTime or Skype simply by pressing a button.

RELEVANT « The perfect match »

[tapewo](#)'s specially developed algorithm calculates the degree of relevance between the advertised role and candidate profile.

It measures each criteria: ability, experience, languages, each scored from 1-100, showing the percentage match between a profile in relation to what is required.

Equally **needs** and **aspirations** of each user are taken into account: in effect research criteria can be listed in order of importance in order to deliver results that are even closer to requirements.

For example: A business is seeking to employ someone with no particular qualifications required but who has specific character traits. He or she will be able to detail these character traits at the top of the list to aid the research.



100

COMPETITIVE

Tapewo is built on the basis of Software as a Service (SaaS): **free for job seekers** and with a fee for recruiters.

The pricing policy for recruiters is lower than that of other job boards currently on the market.

			
Tapewo	Tapewo	Tapewo	Tapewo
START	BASIC	PRO	ENTERPRISE
€79	€199	€499	€999 / month
€16	€69	€336	€674 / month
Publish 1 job	Publish 3 jobs	Publish 10 jobs	Publish unlimited jobs
Get in touch with 10 candidates	Get in touch with 30 candidates	Get in touch with 100 candidates	Get in touch with unlimited candidates

USER FRIENDLY



HR Directors within larger businesses can appoint multiple staff in the recruitment process.

An account with **tapewo** enables colleagues to share information on candidates, to create job listings, modify and manage applications.

ETHICAL

tapewo has followed the following recommendations

Anti discrimination

A CV that is created on **tapewo** remains anonymous until the point where a contact request is submitted. This ensures that applications are selected purely on objective criteria such as competency, experience and aptitude for the proposed role.

Diversity

tapewo offers the possibility to list any disabilities within a profile

Respect for personal information

tapewo protects personal data provided by its users. Data is securely stored, on servers in data centres located in France, that fall under the high protection of French legislation.

tapewo facilitates total data deletion⁶ through non-preservation of user data once an account has been closed. The process is carried out in two clicks: the first to make the request, and secondly to confirm.

COLLABORATIVE

Thousands of skills and abilities, languages, hobbies etc. have been input to **tapewo**.

And given that the careers of tomorrow do not yet exist numerous skills and abilities remain to be created also.

Users will play a role both in creation and evolution of this data by proposing new jobs.

Validation takes place both automatically and by a real person.



TECHNOLOGICAL

Built from the same technology as Instagram and Pinterest, **tapewo** is visually familiar to web users.

⁶ « Eliminating the risk that a person be lastingly affected by the use of data concerning him or her, without his or her knowledge, whether this data appears on the internet through such person's own initiative or through that of a third party. »

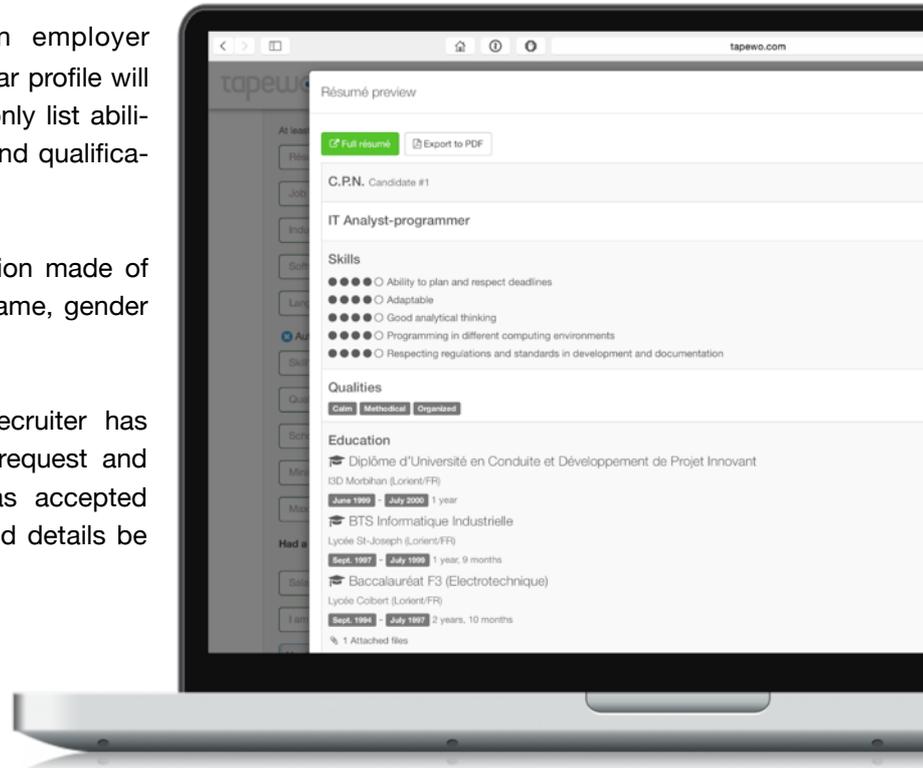
Differentiating factors

True CV anonymity

On [tapewo](#), an employer seeking a particular profile will review CVs that only list abilities, experience and qualifications.

There is no mention made of the candidate's name, gender or location.

Only once the recruiter has made a contact request and the candidate has accepted will the full CV and details be visible.



Know-how and knowledge

[tapewo](#) references over **5000 roles** and abilities, on which searches can be based.

Due to their growing importance, life-skills are also included, **555 character traits** are referenced, to define them.

Employers and candidates are able to select (if desired), required character traits needed for the proposed role, as well as the possibility to showcase one's strengths, abilities and preferences.

This also enables search results to deliver a greater degree of relevance.

International Mobility

Because generations Y and Z are mobile, globally, they need a job board offering visibility across the globe.

[tapewo](#) is unique, and accessible in all countries.

Launched in English and French, [tapewo](#) will also integrate multiple languages.

Tapewo offers the possibility to detect data across different languages, automatically making the translation and delivering results.

A British candidate who has created her [tapewo](#) profile in English may be connected with a French recruiter who has received her profile in French.

tapewo's creators



Christophe PIERSON

Associate Founder
IT systems designer
and developer

His experience developing complex IT systems within large groups has given Christophe the knowledge and precision required to produce a reliable and effective system.

Constantly seeking knowledge, he is always up on the latest technology and programming languages. Christophe is the ideal developer to ensure **tapewo** benefits from the latest technological innovations and functionalities as and when they arrive.

Rémi de SAIGNES

Associate Founder
Company Head

IT Systems engineer and graduate of the Florida Institute of Technology, Rémi has developed and managed projects for large group, and acted as a major force in adopting best new technologies.

He has managed a web design company since 2009.

His aptitude for great design and attention to detail play a large role in the success of the **tapewo** project.

Even prior to the official launch, large banking, advisory and IT groups have already shown their interest in using [tapewo](#) for their recruitment needs.

Recruitment and business professionals are working with [tapewo](#) on a daily basis:

Maître Maïa B. - Lawyer to the Paris and New York Bars (Intellectual Property and Digital Law)

Maître Virginie D. - Lawyer to the Paris (employment law)

Alain S. - Ex investment and heritage / BA comparable to “Crowdfunders Equity”

Guillaume M. - Head Hunters

Anne-Marie H. - Associate North-America, large advisory group

Elisabeth G. - MD Europe large IT group

Cyrille M. - Ex sales director for large recruitment group

Jean-Ghislain D. - Ex MD international recruitment group

Clairanne S. - HR Director PME