



**For Release**  
3 February 2017

## **Gooroo adds 546 new customers in USA since launch of Hirer**

As announced on 25 January, Gooroo initiated an outbound sales program targeted toward the USA market of employers and recruiters of tech talent. The first day netted 74 customers.

Since then the Company exceeded its first week target of new customer sign-ups by over 150%. 546 companies have now joined Gooroo Hirer in the USA over the past 8 business days (to 2 February 2017). This brings the total to 693 customers when including Australia.

As advised last month, these companies convert to a paid monthly subscription after 30 days.

Payments also take place when hirers want to have a conversation with candidates they have been matched to. In this same 8 day period 103 new jobs were published on the Gooroo platform with hirers already starting to invite candidates. Gooroo earns a fee of between AUD\$200-\$1,000 (based on role seniority) when each candidate accepts the hirer's invitation to connect. For each job posted, Gooroo is expecting an average of 2-3 accepted invitations.

"A good first test for a new product is to measure how quickly a prospective customer 'gets' the value proposition and wants to move ahead. This is happening in a first call. It's safe to say we're hitting a real nerve out there. Our team is focused on ensuring every one of the companies get a taste of the Gooroo experience so we maximise the conversion rate to paying customers." says Greg Muller, CEO Gooroo Ventures.

### **Investor & media enquiries**

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### **About Gooroo**

Gooroo is reinventing how the world's companies recruit, and how talent find work.

For companies, Gooroo finds qualified candidates quicker, more accurately and at a fraction of current costs. Talent no longer need to search for roles.

Gooroo has established an international talent pool across 110 countries. Hiring organisations pay to access this candidate pool and to match their role to candidates, using artificial intelligence.

Gooroo is initially targeting the US\$100 billion global information technology recruitment sector which promotes over 25 million roles each year. Gooroo's objective is to remove up to 90% of the time wasted in screening and shortlisting talent in what is a \$14 billion global problem.

### **More information**

Gooroo Investor Hub: [www.goorooventures.com](http://www.goorooventures.com)  
Investor updates & videos: [www.goorooventures.com/blog](http://www.goorooventures.com/blog)  
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