

Statement of Support

We enthusiastically support GoToInterview for InnovateHER 2016. I remember clearly first meeting founder Crystal McDonald. She exuded sincerity, polish and grit—three qualities one rarely finds together. Over time, I have become more familiar with GoToInterview. It is one of those startups you identify as a game changer and future industry leader. Beyond its disruptive idea, it is impeccably managed and executed. I come across a lot of startups—GoToInterview is making waves.

Measurable impact on the lives of women and families

For many American women in the hourly-waged employment segment, finding a job is a matter of immediate survival. 22% of children live in poverty; with more realistic metrics indicating that at least 40% live in families with dangerously-low incomes. The data show that economic hardship is the single biggest risk factor for our children.

For many an American woman job seeker, her current economic situation is not her only hardship. The very process of obtaining a job, for even for the most willing candidate, entails obstacles that are all but insurmountable. Imagine wanting to work or perhaps apply for a better job, but not being in a position to participate in the process because it presumes a candidate with a tremendous amount of resources—namely, tons of free time and readily-available child care? It is this vicious cycle GoToInterview seeks to stop by redefining job seeking and hiring. The process of finding a job in the hourly-waged space is archaic and onerous, and, vexingly, this affects our most in need and vulnerable.

Potential for Commercialization & Marketplace Need

Even more encouragingly, GoToInterview is already a going concern, although it is a company still in its early stages. As an entrepreneur and investor, I look at GoToInterview and see nothing but opportunity. The distribution channels are endless, as industries such as airlines, hospitality, spa & wellness, restaurant, big box retail and entertainment all spend millions hiring hourly-waged workers in a process that is largely untouched by positive disruption. These industries are looking to cut cost per hire, and they are looking for solutions like GoToInterview. Here is what is crucial about GoToInterview as a disruptor: current technology solutions in hiring do not address the hourly-waged space, which represents the vast majority of jobs.

With GoToInterview we see the use of technology as an elegant solution connecting seekers and providers. What makes this company special is that it supports our society's most vulnerable: the single moms, the women who need two jobs to make ends meet, the undereducated. As an intrepid woman entrepreneur of color, Crystal McDonald is innovating for women.

A black and white image of a handwritten signature. The signature is written in a cursive, flowing style and appears to read "Janelle Alexander". The background of the signature is a light, textured gray.

Janelle Alexander
Entrepreneur-in-Residence
PowerMoves.NOLA