



## PRESS RELEASE

# SHELA LAUNCHES ON KICKSTARTER

## WELCOME THE PERSONAL VIDEO RESUME (PVR)

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Self Help Employment link App - SHELA launched it's Kickstarter Campaign on 28 May 2019 and in under a week has already hit 30% of their goals on Kickstarter. Shela is hosting a pre launch sale which provides huge discounts to early bird supporters of their project to help raise money for their launch in the UK. Shela is a recruitment software tool which combines a Web Platform with an App, working cohesively to solve the issues faced with time-bond, quality hiring. Shela offers prospective jobseekers the ability to upload a 90 second personal video resume coined PVR. Potential employers and recruiting agencies are able to search the Shela database [www.shelarecruitment.co.uk](http://www.shelarecruitment.co.uk) and gain additional insight into a candidate's personality, before booking face to face interviews.

A small startup based in York, run by a serving soldier, Shela limited has a mantra which goes "YOUR PERSONALITY MATTERS". The informal british phrase, "all signing, all dancing" has taking new meaning with the startup. From fresh Facebook and social media post, dancing CVs, to a following of young spirited individuals backing the tech company to do well, Shela boast being able to bring new dimensions to recruiting. Shela which stands for Self Help Employment Link App is about to launch a new recruitment app which allows individuals to get notified at every stage of their application, create a video profile and send Video CV's to potential employers of their choice.

Any company can register on Shela's website and post Job opportunities for free. Simply ask interested job seekers to APPLY WITH SHELA. All candidates need to do is download the app and send their Shela applications directly to your company's profile page. Shela will be free to use during the beta testing period but will thereafter incur a cost to its corporate users, whereas remaining free for jobseekers. Corporate users can get discounted packages by supporting the

pre sale on kickstarter, get to use the platform for up to two years for free. Shela is set to have only one in app purchase which is a boost package that allows candidates to send their Video Applications directly to as many recruiters (willing to accept) as possible in 24 hours. The campaign also gives Shela end users a chance to get big discounts on boost packages via Kick-starter.

A total investment of £140,000.00 has gone into the development of Shela. Shela was seed funded in 2017 by Raj Dhonata. Since then, a small team which includes its founder Ged Alexander and Operations Manger, Lee Hardy has worked hard to understand the needs of job-seekers and what issues currently exist for the jobseeker. One of the biggest issues presented was the “black hole” when someone applies for a job but never knows if their application have been received or not. Shela also encourages what it calls “conscientious recruitment” which encourages companies to audit their recruitment processes. With the PVR Shela will allow re-recruiters to sift through the potential candidates based on more than just their CV. The sifting process takes place at the beginning instead of at the interview stage. *Personality Matters*.

Shela will initially be launched for IOS however as the campaign is on its way to hit the target Shela’s ambition is to launch an android version of the app “so no one feels left out”. Shela is extending the invitation for companies in the UK first, to try the platform and give feedback. Companies who recruit staff, recruitment firms as well as individuals who may be looking for employment in the future can get discounts of up to 70% by supporting their kick-start campaign. According to the founder, “Have a look at our campaign and if you like what we are doing then leave us a pound, we will give you a free boost when you sign up”.

Shela is excited to be a part of kickstarter which has helped thousands of companies fulfil their dreams and encourages everyone to have a look at their campaign. <https://www.kickstarter.-com/projects/shela/shela/build>

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