

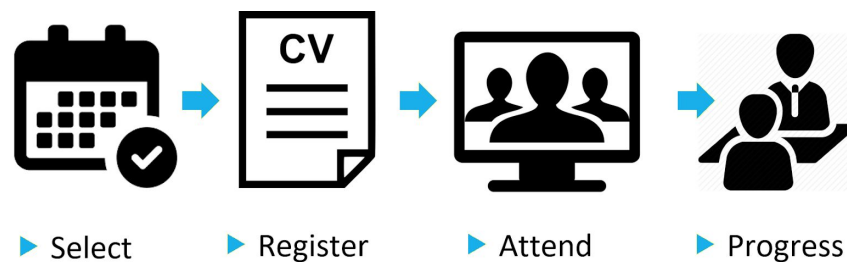
## FAQs

### What is VidCareer?

VidCareer is an online recruitment platform which connects candidates and employers through virtual career events, using the power of video.

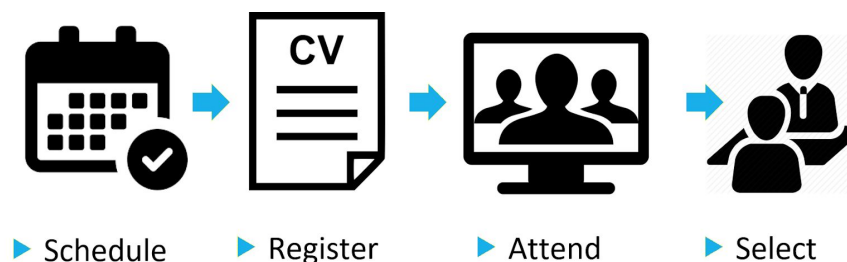
### How does it work?

#### Candidates



1. Select an event hosted by an employer of your choice.
2. Register for your chosen event by providing your CV.
3. Engage with the potential employer in real time; attend a presentation and participate in a Q&A session.
4. Be selected by the employer to progress to the next stage of the recruitment process.

#### Employers



1. Schedule a meeting or webinar at a day and time which is convenient for you.
2. Interested candidates register for the event by providing their CV.
3. Engage with your potential candidates in real time; deliver your company presentation and participate in a Q&A session.
4. Select suitable candidates to progress to the next stage of the recruitment process.

## What are the benefits of using VidCareer?

- **Cost effective:** candidates are not charged for using the service. Employers avoid the high costs of merchandise, stall hire and travel associated with traditional career fairs.
- **Time-saving:** no time spent on travel to and from the venue.
- **Convenient:** network from any laptop, desktop or mobile device.
- **COVID-19-safe:** all events take place online so there is no need to worry about logistics around arranging meetings to comply with social distancing measures.

## Can I see the platform?

A prototype website has been developed, available at [www.vidcareer.com](http://www.vidcareer.com).

## Who is VidCareer looking for?

I am looking for employers and candidates based in London, the East of England and the South East to take part in vital market research.

## What is the purpose of this research?

Feedback gained from the research is essential for the development of the platform to ensure that it meets the needs of its customers. The research will help me to discover:

- Employers' and candidates' attitudes to recruitment, and the challenges they face.
- How frequently the platform would be used.
- How much the platform should cost.
- How the platform can solve some of the challenges posed by the COVID-19 pandemic.
- How the platform can be improved.

## What does the research involve?

The research will take the form of short 5-10 minute online surveys, and more in-depth 1-2-1 feedback sessions or focus groups delivered via Zoom. During a focus group or feedback session, there will be an introduction to VidCareer, followed by some questions about yourself. I will not be asking for any personal details; the purpose of this is simply to understand attitudes to recruitment of different demographics. There will then be a short demonstration of the platform online. The final part of the session will be a Q&A where you will have the chance to ask any questions or make further comments about VidCareer.

## When is the research taking place?

This is an ongoing project until March 2021.



## How can I take part in this research?

To book a feedback session, please email [info@vidcareer.com](mailto:info@vidcareer.com).

## Who is funding this research?

EIRA (Enabling Innovation: Research to Application) has granted seed funding to support testing of this business idea.

Funded by Research England's Connecting Capability Fund (CCF), EIRA is a consortium of seven universities and colleges supporting innovation in the East of England. This ground-breaking project provides businesses with funded knowledge exchange across three key areas: artificial intelligence, biotechnology and digital creative.

More information can be found here: <https://www.eira.ac.uk/>

A promotional poster for EIRA funding. The top left features the EIRA logo in a blue and purple triangle. Below it, the application deadline is stated: 'APPLICATION DEADLINE: MONDAY 27TH JANUARY 2020 (12 NOON)'. The main headline reads 'FUNDING FOR INNOVATIVE PROJECTS' in large, bold, black letters. Below this, it asks 'GOT A GREAT BUSINESS IDEA?'. The text continues: 'EIRA are providing up to £3000 seed funding for students and graduates from the past 3 years to support innovative early-stage ventures and allow business ideas to be tested.' At the bottom left is the University of Kent logo. To its right, contact information is provided: 'FOR MORE INFORMATION ON APPLYING PLEASE CONTACT: E: EIRAKENT@KENT.AC.UK T: 01227816870'. The background of the poster features a black and white photo of a young man writing on a whiteboard, overlaid with large, stylized purple and blue geometric shapes.

## Who else is supporting this project?

ASPIRE at the University of Kent.

CNT Associates, a business support consultancy based in Bexley.

## Who is the Founder?

Sybil Mayard recently graduated from the University of Kent with an MSc in Computer Science. Whilst at university, she developed a passion for business. She was the lucky winner of the [Big Ideas Competition](#) in 2018 and as a result, travelled to Virginia Tech in the USA to take part in the [Global Entrepreneur Challenge](#). There, she competed against 12 other teams from around the world, pitching the idea of "Codable" - a platform helping tech companies to hire the right web developers. After several months of further development, she revised the idea and rebranded it as "VidCareer".

Sybil has also been involved in other businesses and start-up ideas:

- [TagNav](#), an app designed to reduce the feelings of isolation and depression common amongst university students - Business Start-Up Journey at the University of Kent (March 2018)
- [PlastiX](#), an app to tackle the issue of plastic pollution in the oceans - Athena Hack (April 2019)
- [Sybiltech](#), providing affordable web development services to SMEs and start-ups, which began in February 2020.

## How can I find out more?

For more information, please email [info@vidcareer.com](mailto:info@vidcareer.com).

You can also follow VidCareer on Twitter: <https://twitter.com/vidcareer>.

## Legal Notes

VidCareer Ltd is incorporated under the Companies Act 2006 as a private company limited by shares, and the situation of its registered office is in England and Wales.

Registration number: 12554380.

