

# Almost 6000 people interested in disrupting the hiring process through crowdfunding campaign

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AnyGood?, the crowdsourced talent platform, has received a huge amount of interest in the opening phase of its equity crowdfunding campaign. The company, which aims to create a fair, equitable model of hiring that can challenge the recruitment industry, reports that 5,718 people have engaged with its investment campaign, a result which the company says is testament to the strong desire for a change to hiring processes across the board.

This demand is reflected in earlier research commissioned by AnyGood? for its Trust in Recruitment campaign which found that that 52% of people that have used recruitment agencies in the last year didn't feel they were dealt with honestly. A further 90% of respondents cited that they did not trust agencies with "making sure the job is right" for them.

Guy Shone, Co-Founder of Explain the Market who carried out the research, noted this desire for change, stating:

"It's very clear that there is a real need from candidates for something different. Less than 10% of people we spoke to believe that recruitment agencies weren't finding the right people for the right roles. AnyGood? is based on the experiences of real people who've worked with other people, and there isn't anything else in the market that speaks to that."

Commenting on the initial surge of interest, AnyGood? Co-founder, Juliet Eccleston, said:

"I'm absolutely delighted that our initial campaign has had such a large buy-in – particularly at the private live stage – and even happier that so many people want to see a change in the way businesses hire. The ability to create a model that is not only different, but also truly fairer and more effective than mainstream recruitment processes, is something we will work tirelessly to deliver. For members, the chance to monetise their network and potentially earn £2,000 for recommending someone makes supporting the platform's development with an investment of as little as £10 a no-brainer."

"This response has made it clear we are on the right path and has encouraged myself and the team that crowdfunding will not only help us continue our growth but also send out a message to the recruitment industry that the power of the crowd should not be underestimated."

Jeanette Rooms, Non-Executive Director at AnyGood?, added:

"CFO's and HRD's will always take colleagues from their network to work with them. What AnyGood? does is actually replicates that process, and it does it in a really cost-effective way. People who know people will make the best recommendations because they know they will fit."

For more information on AnyGood?'s fundraise, please visit:

<https://anygood.com/crowdfunding-countdown/>

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### About AnyGood?

AnyGood? is making a bold stand in this new economy. We are leveraging the power of human relationships and networks to ensure that employers are getting access to the best candidates, faster and at a lower cost. We believe in levelling the playing field by making a stand for fairness and integrity. AnyGood? referrals ensure that prospects come from a credible source. Fixed fees, member rewards and direct introductions ensure transparency.

We're driven by a tribe of members who share collective values and appreciation that the system needs fixing. This movement transcends local markets, and addresses a global problem, demonstrating the scale of opportunity that the AnyGood? system represents.

### Contact

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