

Exciting London Tech Startup YouJoin Reveals Pioneering Professional Profiles With Personality Concept

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LONDON, GREATER LONDON, UK, May 19, 2014 /EINPresswire.com/ -- A former City Banker and business graduate described by the UK Graduate Entrepreneur programme as having developed world-class innovative ideas and entrepreneurial skills has launched a world-first tech startup that promises to breathe fresh new life into dull professional profiles.

Slick, fresh and innovative from the first click, [YouJoin](#) is a custom-designed platform where users can create a multi-media rich online profile to showcase their career and work life related experiences. Created with the first ever semi-public profile setting to allow users to protect their privacy better, YouJoin sets the precedent for a social media generation increasingly aware that an online profile is the equivalent of that individual's personal brand.

A hipper version of LinkedIn meets a more work appropriate version of Facebook, YouJoin is a revelation for graduates and job seekers alike. Samuel Hu, co-founder said, "The 'Social Media Generation' is unhappy with the static CV-like profiles found on leading professional social network sites, which they find it quite boring, inhuman and impersonal.

"For young people especially, we see that most graduate recruitment sites are essentially job advert boards that do not add value to a candidate's employability. We set out to create a product which gives young people the power to express and present themselves in a more interesting, modern and open way. We wanted to provide the tools for individuals to stand out from the crowd."

More presentable, much more visually appealing and measurably more representative of the individual than a conventional CV, YouJoin allows employers, recruiters and mentors to get to know the real person in their career and work life setting. For a young generation of job seekers, YouJoin offers a hugely valuable opportunity – the chance to differentiate their own skills from the thousands of other graduates holding exactly the same qualifications.

"There are thousands of others who may share the same skills and experiences as you, but your personality makes you unique in the world," says Hu. "With YouJoin, the mottos, goals, photos and videos which you share on your profile set you apart from class mates and fellow graduates. They give an insight into you as person, but within a professional and life setting, so others can establish emotional connections and identify the distinguishing features that set you apart from dozens of other candidates."

To safeguard against over sharing, YouJoin boasts the only semi-public profile feature in the world. This proprietary functionality, devised in house by the London team, means candidates don't have to share everything with everyone while recruiters are freed from registering and connecting with each individual solely to see their profile. With a four digit PIN code and customized URLs, the YouJoin semi-public profile bridges the gap between the two, allowing recruiters easy access to pertinent information and individual's peace of mind that they aren't putting their whole life out for the world to see. Candidates can also use the function to be proactive about networking and send selected groups such as interviewers or recruiters an invitation to access their profile with the PIN code.

Based in the heart of the Capital's thriving tech start-up scene, YouJoin has already found favour with investors. Co-founders Samuel Hu and Marius Matei have secured £15,000 in funding from three seed investors under the SEIS scheme to kick start the product development. It is now in talks with several angel investors and venture capital funds about a second round of funding to finance a series of new site developments. To find out more visit www.youjoin.com

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