

# EVOLUTION OF FINDING GREAT CANDIDATES

Fully Qualified/Quantified  
Science-Based Recruiting

Unverified Hunch-Based  
Recruiting

## 19th Century

Classified Job Ads and Hard Resumes

**Newspapers** became dominant communication tools during the 19th century. They began publishing job ads, along with other types of **classified ads**. This one-way communication was a distinct improvement over previous methods. Employers could reach many more potential candidates over a much wider geographic region.

Learning During This Time Was 100% **"Physical"**, Where Students and Professionals Learned Mainly Core Academic Knowledge in the **Classroom** or On-the-Job in a Work Environment.



## Mid 1990's

Job Boards and Soft Resumes

Fueled by the **Internet**, Monster and other job boards launched in the mid 1990's and a new, much quicker way to reach candidates appeared. The 1990's and the **Internet** saw the job ads move online, and several things changed. Applicants could easily and quickly send **digital or "soft" resumes**, the audience size and number of resumes increased greatly, the cost of a job ad dropped, and the response time from publishing the job ad to receiving applications to the hiring event shrank tremendously.



## 2005 - 2011

One-Click Apply Now, Skills and Expertise Endorsements

**LinkedIn** launched in 2005 and changed the way professionals network and promoted their professional brands. **Professional profiles** allowed users to post a subjective online resume for the world to see.

Learning During This Time Became **"Multi-Modal"** for the first time, Where Students and Professionals Learned in a Classroom, **On-the-Job** or **Online** Via the Internet.



## 2011 - 2014

Social Recruiting and Applicant Tracking

As modern **Job Post** technology became mainstream, recruiters started dealing with a new industry term, "resume-overload". To address this new challenge, **Social Recruiting** and **Applicant Tracking** platforms and new players like Zip Recruiter, iCims, Social-Recruiter, Indeed and others came into the space to help bring employers and applicants together in a more **efficient** and **seamless** manner.



## 2015

Data-Driven Recruiting, Skills-based Learning and Validation

FYnderFY is the most eloquent **crowd-sourced digital knowledge verification** platform that **connects candidates, recruiters** and **educators**.

FYnderFY is the world's first company to connect all three user groups on a real time platform, letting users build their professional credibility **Anywhere, Anytime, on Any Device**.



100% Subjective Candidate Data

100% Objective Candidate Data

CLASSIFIEDS  
HARD RESUME



PHYSICAL  
LEARNING

MONSTER.COM  
SOFT RESUME

ACADEMIA

LINKEDIN  
PROFESSIONAL PROFILE



DISTANCE  
LEARNING

CLOUD-BASED  
SOCIAL RECRUITING

GROUP-SOURCED

FYNDERFY  
PROFESSIONAL  
CREDIBILITY SCORING



SKILLS AND EXPERTISE  
FOCUSED LEARNING