

Welfound

MISSION & PURPOSE

OUR MISSION

To create real change within the Recruitment industry developing a fair process where people are valued over profits.

OUR VISION

Our vision is to produce the most accurate job & candidate matching process that becomes the new recruitment norm.

Value Prop

Wefound is a community-driven job matching platform that leverages the power of professional referrals

THE WELFOUND BRAND

Brand Key

FUNCTIONAL BENEFIT

Accuracy and accountability of matches and long-term fit as made by people in the know.

Efficiency in cost and time through the direct connection of companies and candidates

KEY BRAND DISCRIMINATOR

Creating change in the recruitment industry is central to our proposition.

We put both the community of professionals and companies front and centre, providing a transparent platform on which to connect; ultimately improving the accuracy of matches and their long-term fit.

EMOTIONAL BENEFIT

Empowered – ownership over the process, therefore confidence

Enlightened - that they have the full picture and all the right information to make the right choice

Valued- bonuses and experience

Tone of Voice

NATURAL (ANTIPODEAN)

We are professional but more conversational, letting our Australian and Kiwi roots shine through in our optimism and approach to life. We also have a hint of cheek and wit in there as well.

GENUINE

We are transparent with our intentions and authentic in how we communicate. Our actions and behaviours are genuine in nature. We address the reality of recruitment and business situations in an easily understandable and friendly manner.

PROGRESSIVE

Recruitment has been one of the last industries to utilise technological advancements to improve the experience for both companies and candidates. We are looking to educate people on this and improve on it.

HELPFUL

We are rooted in action. We believe in always going that extra mile for our community and companies, not ourselves. Empowering both our community and companies to connect with each other. We help, we teach, we motivate.

Our Personality

We have experienced what our community has been through. We have weight and perspective on the UK move - yet we are not overly serious or know-it-alls.

We lead by example by being honest, open, relatable, smart and cheeky - without crossing the line into being dry and cynical, or silly and slapstick.

We act with integrity and reason. Always with an open ear and helping hand.

WHAT WE ARE

- ★ Sharp, clever and cheeky
- ★ Authentic, relatable, sociable and playful
- ★ Brave, bold and independent minded
- ★ Innovative, creative and outside the box thinkers
- ★ Unbiased and agendaless
- ★ We go the extra mile

WHAT WE ARE NOT

- ★ Academic and lecturing
- ★ Smart-arse, spiteful and smug
- ★ Aggressive, proud, antagonistic
- ★ Unscrupulous and immoral
- ★ Arrogant and disrespectful of others

Brand Values

People Over Profits

Simple - we value people more than we value the commercial aspects of a business transaction.

NO SMOKE & MIRRORS

Building trust is an integral part of our relationships, both internally and externally. We look to cultivate a high trust environment focusing on transparency and accountability. We are real - flaws and all!

GENUINELY HELPFUL

We have experiences within the industry to share. We help everyone as if they were a family or friends!

Functional Communication

We don't overcomplicate things and are respectful in how we share and receive ideas. We troubleshoot through communication and candid feedback

WILLINGNESS TO ADAPT

We embrace different perspectives to induce change and create a difference.

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TARGET & MESSAGES

OUR TARGET

The Australian and New Zealand Accounting and Finance community



Skilled accounting or finance professionals with a circle of comparable peers within the UK or Australia and New Zealand.

Specifically targeting Australian's and New Zealander's within the Accountancy and Finance industry, who are moving/moved to the UK and are actively seeking roles.

Audience Segments

CANDIDATES

- Generic Antipodeans Job searcher
- Antipodeans moving to the UK looking for first job
- Antipodeans moved to the UK looking for their first job
- Antipodeans living in the UK looking for a new job (have previous experience here)
- Graduates looking for future job opportunities
- Aware of GCL

REFERRERS

- Antipodean in the UK in accounting and Finance
- Antipodean having been through the same job search challenges
- Know an antipodean moving to the UK looking for work
- Antipodeans that have moved back home from the UK
- HR people in Accounting and Finance in companies that know of staff moving to the UK
- University departments looking to assist graduates moving to the UK

COMPANIES

- An antipodean looking to fill a role in accounting and finance
- A HR manager at an Accounting and Finance
- Any company looking for an accounting or finance person

Message Hierarchy

Earn money connecting people you know to their next career move. Hire top candidates who come highly recommended by their network.

Community Driven Recruitment

**Sign-up &
be referred**

**Sign-up &
start referring**

**Sign-up &
get hiring**

Find yourself a job

Earn your next bonus

**Source the perfect
candidate**