

New in the Market



VIPE, Inc.

An Interview with Adam Peterson, CEO

1. How did Vipe come about?

I noticed two trends within the marketplace that I thought represented a strong opportunity to create a business that could sell a valuable product to a large marketplace. First, video is becoming more and more prevalent within organizations. Second, the current video in hiring solutions – video résumés and video interviews – didn't seem to be catching on; no major organization was adopting them.

So Vipe (www.vipepower.com) was born and developed an on-demand video management system for organizations of any size to add video as a standard part of their hiring and recruitment process. Our product was designed to not only add a significant amount of efficiency to the hiring process, but also to work within the statutory regulations of this space. Our customers are using video for recruitment and screening of candidates, communication with hiring managers, and even for onboarding.

Since our product launch at the beginning of 2008, we have been working with several staffing and recruitment companies, HR at organizations large and small, and we were also selected by Oracle to integrate into their next-generation human capital management system.

2. How does using your system or video platform work?

The complexity for us as a business is to make online video in hiring as simple to use as possible. That simplicity comes in many forms. First, our product is on-demand so users don't have to install any software or involve their IT departments; to use Vipe all you have to do is login online. Second, we have taken great pains to make our “clip on” product seamlessly fit into the existing process companies already have in place. Third, and to save the best for last, we make it as easy as possible to get videos into our system. Our system accepts video not only from a webcam but also from a digital camera or even a mobile phone. Webcams are really not that prevalent among consumers in the United States, but almost everyone has access to one of the devices we allow.

I believe the reliance of most video résumé and video interview companies on a webcam is one of several reasons why they haven't become mainstream. For

example, we recently did a pilot with a *Fortune* 500 company that asked senior-level people all across the country to answer a couple of questions in a short video as a pre-cursor to the first round interview. One hundred percent of the videos were created using the “movie mode” on a standard digital camera!

3. What are the benefits to organizations, candidates, managers and recruiters?

The benefits of Vipe to all parties involved revolve around seamlessly adding efficiency and value to the hiring process in a way that maintains compliance. Managers and organizations benefit because they can reduce the number of candidates to interview in person. Imagine if you are supposed to interview 10 candidates and can view a short 30-second video of each candidate before scheduling the interview. You would be able to prioritize the top three candidates and potentially save 70 percent of the time you would spend interviewing. Consequently, this benefit trickles down to the candidate as Vipe allows them to make the most of their time by only interviewing when they have a high probability of being hired.

Recruiters, by e-mailing a hiring manager a link to a short video in addition to the résumé, gain significant benefits. When presenting a more well-rounded view of a candidate, a recruiter will get a more qualified response – the candidate is a match for the position and will move directly to an interview or the candidate is not a match so neither party will spend time scheduling an interview. Either way, the recruiter saves a significant amount of time.

4. How would video technology increase the competitive edge of an organization?

Vipe's video management system allows companies to re-emphasize their corporate brand by adding video to the hiring and recruitment process. At the recruiting stage, if a company sends a personalized video to a candidate telling them how excited they are to meet them, the company is increasing its potential for the candidate to choose them as a prospective employer. Furthermore, a company can also send a video to a candidate between making an offer and the start date for the candidate. At this onboarding stage, a candidate is likely

considering multiple offers and the ability to re-emphasize the branding of your company can be very powerful.

Additionally, recruiters are differentiating themselves by submitting both a résumé and a link to a short video, providing a more well-rounded view of their candidate. As a result, staffing and recruitment companies using us are seeing not only a reduced time to hire but an increase in the ability for their candidates to make it to the next stage with a client.

5. Explain the legality of using video in the hiring process.

The hiring process is regulated by governing bodies to ensure companies provide every candidate with equal opportunities for employment. As a result, companies have very defined processes that not only track adherence to certain statutes, but also mitigate any risk of discrimination claims. Therefore, if video is going to successfully enter the hiring process, there must be a very clear understanding of how exactly it fits into a company's process in a way that mitigates any risk for a claim.

I believe that for this reason, video résumés have not, and most likely will not anytime soon, become mainstream. Video résumés submitted during the sourcing part of the hiring process tax the process rather than add efficiency to the

process. They introduce a potentially facially discriminate view of a candidate before any objective decision can occur.

We have very carefully defined when and how Vipe fits into the hiring process. We are an *invite only* system – ensuring that companies make an objective decision about a candidate's résumé before inviting them to create a video. This inserts the video into the hiring process just before the in-person interview, mitigating any additional risk of exposure. In addition, by putting the control of video creation in the hands of the company, the company can offer the opportunity to every candidate who makes its short list, further adhering to regulatory statutes.

Adam Peterson is the CEO and co-founder of Vipe, Inc., (www.vipepower.com). Vipe is a provider of on-demand video management software currently delivering a solution to the hiring and recruitment industry. Previous to Vipe, Peterson was a consultant teaching college graduates how to apply to and get the jobs they wanted. Before becoming an entrepreneur by trade, he was a corporate finance investment banker in the Technology Group at Credit Suisse Securities, LLC. He holds a Bachelor of Science in Product Design Engineering from Stanford University.