



CHARITIES TO BENEFIT FROM REVOLUTIONARY RECRUITMENT PLATFORM



A revolutionary new recruitment tool has launched which provides charities with a unique additional resource. Zubka (www.zubka.com) is a brand new online platform that will, through a structured reward scheme, enable charities to receive income when their members successfully recommend candidates to new job positions.

If charities and not for profit organisations introduce the Zubka platform to their database, then every time one of their supporters successfully matches a candidate with a vacancy as a result of their recommendation, the charity will make a percentage of the reward available. For example, if a charity introduces 400 people to Zubka, and each of these people successfully refer someone to a £50K job, then the charity would receive an income of £90,000! This income is paid by the new employers, in much the same way that a recruitment agency would be paid, the difference being that the Zubka fee is less than half of established agencies.

Zubka is the first service to capitalise upon this vast, but as yet unrecognised, resource and to reward individuals and charities for their successful referrals. It will serve all parties involved in the employment and recruitment chain, acting as a valuable tool to individuals, recruitment agencies and businesses alike. Zubka recognises that the recommendation aspect of the recruitment business is vital, and that those who are recommending should be remunerated for their knowledge.

The Zubka concept was initially conceived by David Shieldhouse, a recruitment specialist with over twenty years' experience. He believes that matching people and opportunities should be a rewarding experience for everyone involved and has set out to build a service that enables people to benefit from the sharing of intellectual property. The concept was further developed by



business partner Armando Ruffini. Zubka was officially incorporated in March 2006 and the service goes live in August 2006.

Shieldhouse comments: "Our philosophy is very simple: Zubka works through the sharing of information. As such, we felt that it would be entirely in keeping with the spirit of the business to develop a structure allowing charities to share in the rewards when their supporters successfully place candidates to jobs."

Zubka is giving the charities sector the opportunity of being the first to benefit from the referral revolution.

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