

Contact: Keith Bough
Strive
Phone 303-919-9749
PO Box 100221
Denver, CO 80210
keith@striveconnect.com
www.striveconnect.com



For Immediate Release

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Denver startup Strive helps students get jobs and pays \$2 when users sign up friends

Strive, a groundbreaking Denver-based startup, is kicking off the new school year by helping college and high school students find jobs. Job seekers use their smartphone to view job openings near their dorm or home. Jobs are displayed on an interactive map and job seekers simply click in the app to apply online or to call or email employers directly.

A unique feature of the Strive app is that job seekers are not required to enter any personal information into Strive to search and apply for jobs. By setting up a free account, however, job seekers can be sought out and contacted by employers about jobs that are a good match for their skills. Users can also earn \$2 for each friend who downloads the app and sets up an account.

Since its launch last spring, Strive has continued to attract forward-thinking companies interested in using mobile technology to post job openings, including FedEx Ground, Sears, Jimmy Johns, and Potbelly Sandwiches. Strive also works with high school guidance counselors, college employment offices and other non-profit and community organizations involved in workforce development and youth services. Strive is currently working with Goodwill, Project VOYCE and Mi Casa, among others, to get the word out to job seekers.

Job seekers love that Strive is so easy to use and can be accessed via mobile phones. “Students are adopting it quickly because it meets their ‘need for speed’ both in terms of searching for a job and communicating with a prospective employer. Strive allows you to apply for jobs in literally a couple clicks,” says Strive President Keith Bough.

“Hourly workers represent a historically underserved market that faces numerous roadblocks and challenges,” Bough explains. “Strive was created to serve the needs of the hourly worker. All of our design and product decisions were made with the goal of making the job search process easier for the hourly job seeker. Some decisions, like not requiring Strive users to create accounts, seem counterintuitive but are aligned with our strategy of delivering what job seekers want.”

Job seekers can download the free app from either the Google play store or the Apple app store or visit www.striveconnect.com.

more

Links do download the app



Links to video



Fliers:



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