The world has gone mobile—with banking, communication and countless other conveniences at our fingertips. It was only a matter of time before the job market was included. Enter REACH, a mobile app that is designed to take the stress out of job hunting and forge connections in the modern workplace.

Reach is a mobile job marketplace that connect employers to an untapped pool of talents through crowdsourcing. Reach gives users real-time updates on job applications and encourages a totally transparent hiring process. The app is available for both Apple and Android users.

Unlike many other existing job search platforms, REACH was designed to be used on mobile devices exclusively from its earliest stages, and remains fully customized to the mobile experience. Reach is designed to allow users to apply to jobs anytime anywhere, in a fraction of the time: using pre-entered data, a job application that may have taken an hour to complete can be finished in 30 seconds with a fingertip.

Originally from China, founder Jerry Gou graduated from the Business Marketing program at George Brown and has worked in and around the marketing industry for over 5 years. He and his partners were inspired to create REACH to make the hiring process easier—on both sides.

"With REACH, people get rewarded for helping other people land a job. Everyone becomes a recruiter," Gou says. "It’s a key element of our overall business model. We offer a referral bonus on each successful job referral."

Gou had the idea. But he needed direction to guide this modest start-up into the next phase of its business. Enter startGBC.

"It’s really tough for entrepreneurs to success without the right guidance from an experienced mentor, especially as a full-time student," Gou says. "What startGBC is doing is empowering, encouraging and supporting students to help their ideas come true."

After connecting with startGBC manager Amy Matchen, the REACH team gained access to training workshops, industry connections and exhibition opportunities, culminating in being chosen as a semi-finalist in the It’s A Start pitch competition. They also had a chance to exhibit at OCE Discovery this year. To date, REACH boasts 600+ effective app users, 29 corporate partners (including 2 headhunter companies), and an average of 200+ jobs posting every month.

The ultimate goal of REACH, Gou says, is to provide a seamless and transparent recruiting experience to both employers and candidates. "We believe everyone deserves a job, and more importantly, everyone deserves a better job."

Learn more at georgebrown.ca/startgbc