



## Company portrait Talentcube - the mobile video recruiting tool

Our lives have become increasingly mobile in recent years: Whether it's booking a trip, managing your finances, buying shoes or reading the news, it's all easy to do on the smartphone. It's no wonder that digitization is now also finding its way into companies' application processes and into applicants' job searches. True to the motto "mobile first", most talents are already searching for new positions via smartphone. "So why not also apply via smartphone," thought the friends Hendrik Seiler, Sebastian Niewöhner and Sebastian Hust. "And why not take the application process from the classic application standards and create it visually and vividly?" The result was the start-up Talentcube:

**Talentcube** is Europe's leading solution for mobile video applications and an expert for the modern approach to address applicants via smartphone. The founders have developed an app with which companies can offer a quick and uncomplicated application via video. The idea: Applicants download the Talentcube app and apply for the position they have previously found on current job portals or at the company's career portal. They can then enter their CV and upload a video presentation of themselves in the Talentcube app, depending on what is required by the company. The trick is that the questions they have to answer in the video are not known to them beforehand because they are asked individually by the company. Thus the application becomes more authentic than every cover letter: Recruiters get the opportunity to see applicants in advance, hear them speak and see how well they are answering their questions. Applicants, on the other hand, have the advantage of convincing with their personality and knowledge, even if their profile (studies, grades, previous professional positions) would not normally have met the recruiter's requirements.

**Talentcube** was founded in 2015 by Hendrik Seiler, Sebastian Niewöhner and Sebastian Hust. The founders know each other from their studies of business informatics at the Duale Hochschule Stuttgart. While Sebastian was writing his master's thesis on "Mobile Recruiting", the three found out how much potential there was in the digitalization of the human resources industry. This is how the founding idea matured into Talentcube, which the young entrepreneurs launched with the help of an EXIST scholarship. In 2016, the trio moved to Munich to continue their project at the Entrepreneurship Center thanks to the support of the LMU Munich. Today, Talentcube has 16 employees and more than 100 companies among its customers, including Allianz, AOK, Hewlett Packard, Kneipp, medium-sized companies and start-ups. In September 2017, Talentcube won the *HR Innovation Award* of Zukunft Personal.

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