How Wefunder Supercharges Its Hiring Funnel

10x
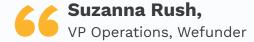more candidates in the pipeline

+50%
engineering team size growth in 6 months

CASE STUDY

"With Lever, we're able to funnel several hundred candidates through the pipeline every week. It's been a volume game-changer for us."

Suzanna Rush,
VP Operations, Wefunder

Wefunder

Wefunder is an equity crowdfunding service that connects start-ups with investors online. For as little as $100, everyone can invest in the start-ups they love.

Highlights

Challenges
- Filling the hiring pipeline at a rate that scales with growth
- Streamlining the process for hiring managers and recruiters
- Finding a user-friendly ATS

Solution
- LeverTRM is intuitive for hiring teams and recruiters
- User-friendly UI streamlines candidate sourcing and hiring
- At-a-glance insights enable fast action on hundreds of candidates simultaneously
- Everyone who touches the hiring funnel has a single source of truth

Results
- 10x more candidates in the hiring pipeline
- Engineering team size grew by 50% in 6 months
- Full-time staff increased by 150% in 1.5 years

Challenges
Filling the pipeline with new candidates

Wefunder is pioneering Regulation Crowdfunding campaign investments. The space is in a period of whirlwind growth, and Wefunder is no exception.

In just 2 years, Wefunder's list of clients doubled. Suzanna Rush, VP Operations at Wefunder, knew it was time to ramp up their hiring efforts to scale with their rapid growth.

> She says, "We looked around the company and decided that our biggest problem was that we weren't hiring engineers fast enough—specifically mid- to senior-level engineers."

But before Lever, hiring new talent was a long process. Without an Applicant Tracking System (ATS), Wefunder tracked every new candidate and hired manually in Notion. They soon realized that system wasn't sustainable, and some candidates in the funnel were falling through the cracks.

> "It becomes impossible when you're talking about thousands of candidates, because you literally can't load a page on Notion that has that many people on it," Suzanna says.

LEVER

Suzanna wanted to streamline the start-to-finish process of recruiting, nurturing, and hiring new talent. She needed a solution to help hiring teams keep track of candidates.

Suzanna wasn't sure which ATS provided the best value for a startup like Wefunder, but she knew that user-friendliness was a top priority. She had tried one unintuitive ATS in the past, and she wanted to avoid another steep learning curve.

> "Greenhouse and Lever were the two main players in the space for start-ups. But I had used Greenhouse in the past and I didn't find it very user-friendly," she says.

Then a co-worker recommended the Lever Talent Relationship Management (TRM) platform.

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LEVER

Solution

Start-to-finish recruiting insights in a single pane of glass

LeverTRM turns hiring from a transactional process into a dialog. It combines ATS and CRM (candidate relationship management) in one powerful solution to unify recruiters and hiring teams with a single source of truth.

Lever is easy to set up and start using. In fact—even though Lever assigns a dedicated Implementation Specialist to help with set up, integration, and training—Suzanna didn't wait.

> "I got off the onboarding call with Lever and I set it up and started using it the same morning. It was easy to figure out," she says.

With Lever's intuitive UI, Suzanna and her team could start leveraging the solution ASAP.

> She says, "Where you click makes sense. Where you look for things makes sense. It's easy to look at, which makes a difference when you're looking at a screen all day."

With Lever set up, Wefunder has more control and visibility over their hiring funnel. At-a-glance insights tell Suzanna and her team the number of candidates in the pipeline, their stage in the funnel, and who is responsible for the next step.

> "Having a full-funnel view in Lever gives us a sense of the healthiness of our pipeline at a glance," Suzanna says.

LEVER

A traditional hiring funnel often hits roadblocks when the next step requires a busy executive to take action. Lever helps Wefunder eliminate those barriers.

> ❝ "All of the feedback is collected and stored in Lever, so the final step is much faster. Hiring managers have everything they need to sort through our top candidates and make a hire. It's way better than manually forwarding emails to our CTO," she says.

There's no risk that candidates might accidentally slip through the cracks. Tasks can be assigned directly in Lever, so everyone in the hiring process knows who owns what step. This helps Wefunder keep in touch with each candidate they move through the funnel and ultimately fill roles faster.

> ❝ "Being able to regularly follow up with people and set reminders directly in Lever is very useful. It helps us stay organized, even with a thousand people in the pipeline," she says.

❝

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LEVER

Results

Reviewing hundreds of candidates every week

Before Lever, Wefunder had 1 person on their team sourcing candidates. That person spent at least a quarter of their week reviewing people for engineering positions. In any given week, they might funnel 10 candidates into the pipeline.

After Lever, candidate volume increased more than 10X.

> Suzanna says, "With Lever, we're able to funnel several hundred candidates through the pipeline every week. It's been a volume game-changer for us."

Lever empowers Wefunder to move a higher volume of applicants through the pipeline with fewer touchpoints. Now they're filling their pipeline with qualified engineering candidates at a rate that matches their rapid growth.

> "We hired a number of mid- to senior-level engineers. We basically grew our engineering team by 50% in 6 months. I don't think we could have done it at the pace we did without Lever," Suzanna says.

Wefunder is still hiring 2–4 new employees each month, and once their immediate need for engineers has decreased, Suzanna says they'll begin hiring for other roles as well.

LEVER

" " "We now have 45 full-time staff at Wefunder. That's up from the 18 we had 1.5 years ago. So we've more than doubled the size of our team since then," she says.

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LEVER

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Hire the best people at the right time with LeverTRM.

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