TV Host--Welcome back SWAT bumble the popular dating app is redefining how we think about connectivity company recently launched bumble biz its new offering but lets users professionally network and

find mentors joining us right now to talk about it Whitney Woolf hurt she's the founder and CEO of bumble

Explain what is bumble bids we've talked about the dating app portion of this where women go first

Whitney Woolf -- That's right, so bumble biz is an extension of our pre-existing platform bumble. So, we originally launched bumble as a female for a stating platform right and it's been

just shy of three years we know hearts for those who don't know it's that women make the first movement.

And this really changes the dynamics it reduces harassment it creates a more a kinder exchange between two people and now we have launched a business vertical within for opportunity

swiping for opportunities swiping to network we did this because our users were already using the platform to network women were taking control of the platform to go out and find business

opportunities and to expand their network because they were in control of the experience and so we built a vertical for them to be able to do this seamlessly

TV Host-- what is a business swipe? You go just one over?

Whitney Woolf -- you swipe right for yes or left for no, so if you're garbage...

TV Host--10 billion swipes there's a lot of losers men on this thing right?

Whitney Woolf -- those are swipe left this could be be swipe right

TV Host-- oh

Whitney Woolf -- yes, so it's actually very interesting

TV Host-- we are so doing it is unbelievable

Whitney Woolf -- a lot of swipes

TV Host--it's a lot of swipes

Whitney Woolf -- so we're very excited about that and we've grown very rapidly and we have seen actually the highest engagement per all three of our verticals in bumble biz

and it's only been live for kotas

TV Host-- so, we were talking gentle break a little bit actually Harvey Weinstein and harassment online, and harassment in the workplace. What I was trying to

understand is on bumble biz people are trying to you thought the people before you did bumble biz people were trying to find people on LinkedIn or there trying to pick up people on LinkedIn so

or both

Whitney Woolf -- what has happened women have experienced on other platforms when they're using it for professional reasons they are being solicited for romantic purposes they are

being told you know professionally speaking you look very beautiful that's not professional and it's inappropriate and so, with Bumble women cannot be solicited, women cannot be picked up

TV Host--but here's the main control, I mean if I was somebody who was looking to get into the business Harvey Weinstein might be somebody thatI would solicit and say okay you're in a

guy in a position of power let me try and come to you and then that makes him look like I've made the advance on him

Whitney Woolf -- well nom because it changes the dynamic, so bumble has set the stage to create a kind of social network and what we're seeing is when you set the tone with how

your product is built and you lay down the ground rules this is a place where we treat each other with kindness, we are respectful to one another here you actually weed out a lot of that behavior

TV Host-- do you think you will upend LinkedIn I mean one of the other things, Facebook recently seems to be getting into the business I was going to say to the

business side that you know you can now put your resume on Facebook there with that as well. Where does LinkedIn stand with all of this?

Whitney Woolf -- so, I think Facebook and LinkedIn are incredible but they are there to connect you with people you already know

TV Host--right

Whitney Woolf -- we're not platforms built necessarily to extend your network, they were really built to stay in touch with your network and we want to be the inverse of that, we want

to be the modern approach to that where we aren't saying this is where you only connect with people you've already met. Right ?

Whitney Woolf --this is not opposed to just amass your rolodex that you already know and just keep it digita; this is a place actually connect with new people

and so, it really becomes more of an inverse of something like Facebook or LinkedIn