



Upstream aims to help users build the connections and relationships that are important to their careers | Photo source [Upstream](#)

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SOCIAL PLATFORM FOR PROFESSIONALS GOES BEYOND JOB HUNTING

 WORK & LIFESTYLE

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Spotted: Upstream is a professional social network developed by social analytics startup, SocialRank.

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Upstream's first product allows professional groups and communities to post "Professional Asks" when looking to hire someone for a certain position, or when an introduction is needed at another company. Upstream Events is another of their products in which Upstream hosts a guest speaker and matches up attendees for five-minute, one-on-one video chats with the other people at the event.

Upstream says it's already hosted more than 100 events, with 72 per cent of people who attended one event going on to attend another.

Recent updates include a new spin on "Events" called Office Hours, allowing users to set aside structured time for virtual one-on-one sessions with anyone who's interested in speaking to them. These sessions can be either listed publicly, or they can be unlisted so that you only share them via email or within a certain community.

“We imagine a future when professionals come to Upstream for an event or Ask, and stay for the compelling opportunities that make Upstream an energising and beneficial experience for them,” said Upstream CEO Alex Taub.

Taub’s post lists more than 30 different people who are already offering office hours on Upstream, including New York Times reporter [Taylor Lorenz](#), Foursquare co-founder/Expa partner [Naveen Selvadurai](#) and Amazon Photos Head of Product [Nate Westheimer](#).

Upstream is also announcing that it has raised an undisclosed amount of pre-seed funding and is focused on launching a web version of Upstream (which is currently available via mobile app).

Written By: Katrina Lane

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Takeaway:

At a time when large-scale meetups and conferences still aren’t really possible, there is a demand for the development of professional social networks such as Upstream. Looking forward, it looks like a percentage of remote work will carry over even after the pandemic. An international analysis carried out by McKinsey Global Institute concluded that over 20 per cent of the workforce could work remotely three to five days a week and that this would be as effective as working from an office.