

Unlocking human potential for future growth using artificial intelligence & neuroscience



gooroo

INVESTOR OVERVIEW

NOVEMBER 2017
Gooroo Ventures Ltd (ASX:GOO)
www.gooroo.io

Disclaimer

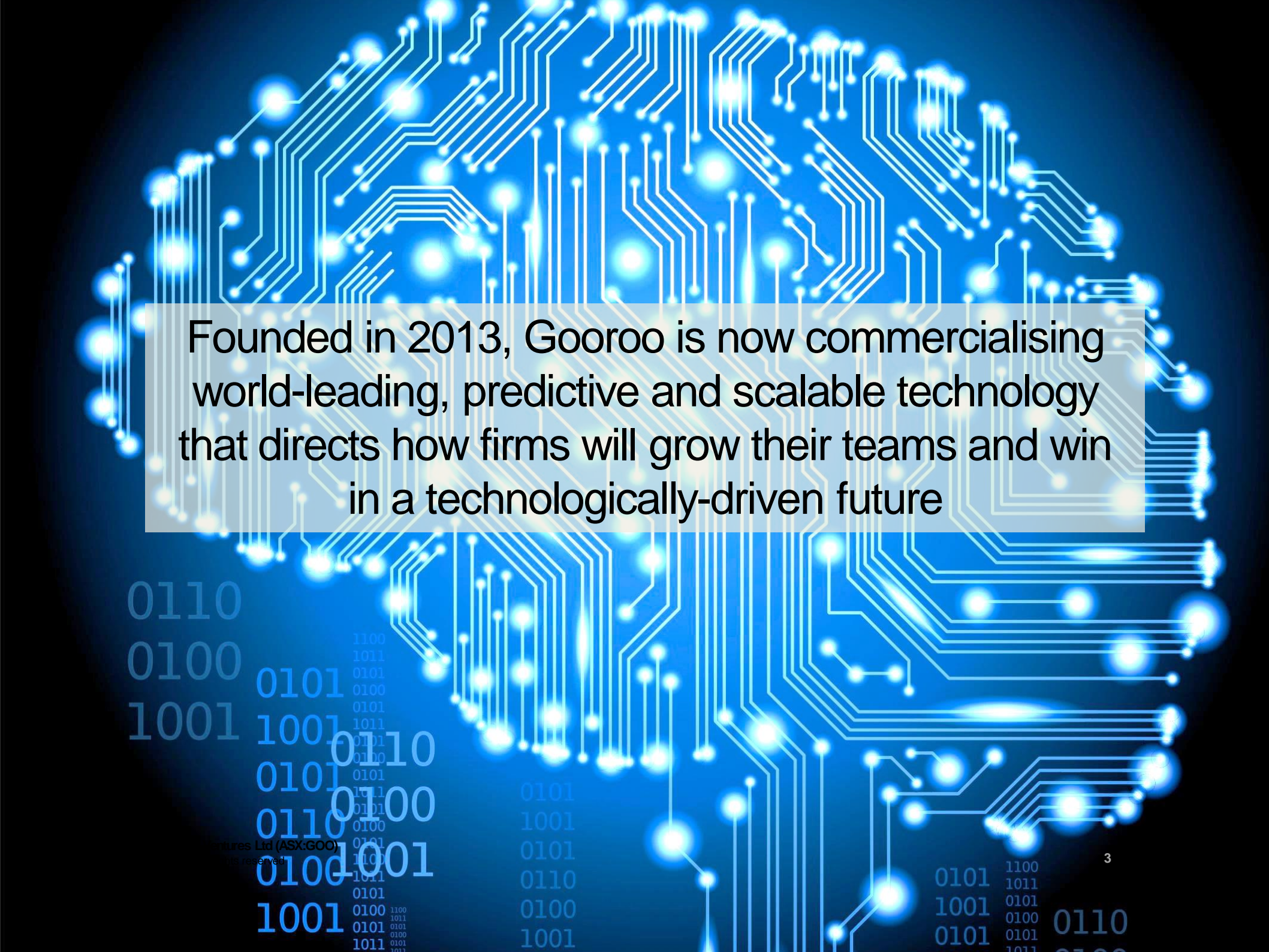
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Founded in 2013, Gooroo is now commercialising world-leading, predictive and scalable technology that directs how firms will grow their teams and win in a technologically-driven future

Research tells us that the **top 25%** of the workforce **deliver 80%** of the results

Top performers in more complex jobs outperform the average by **85-100%**

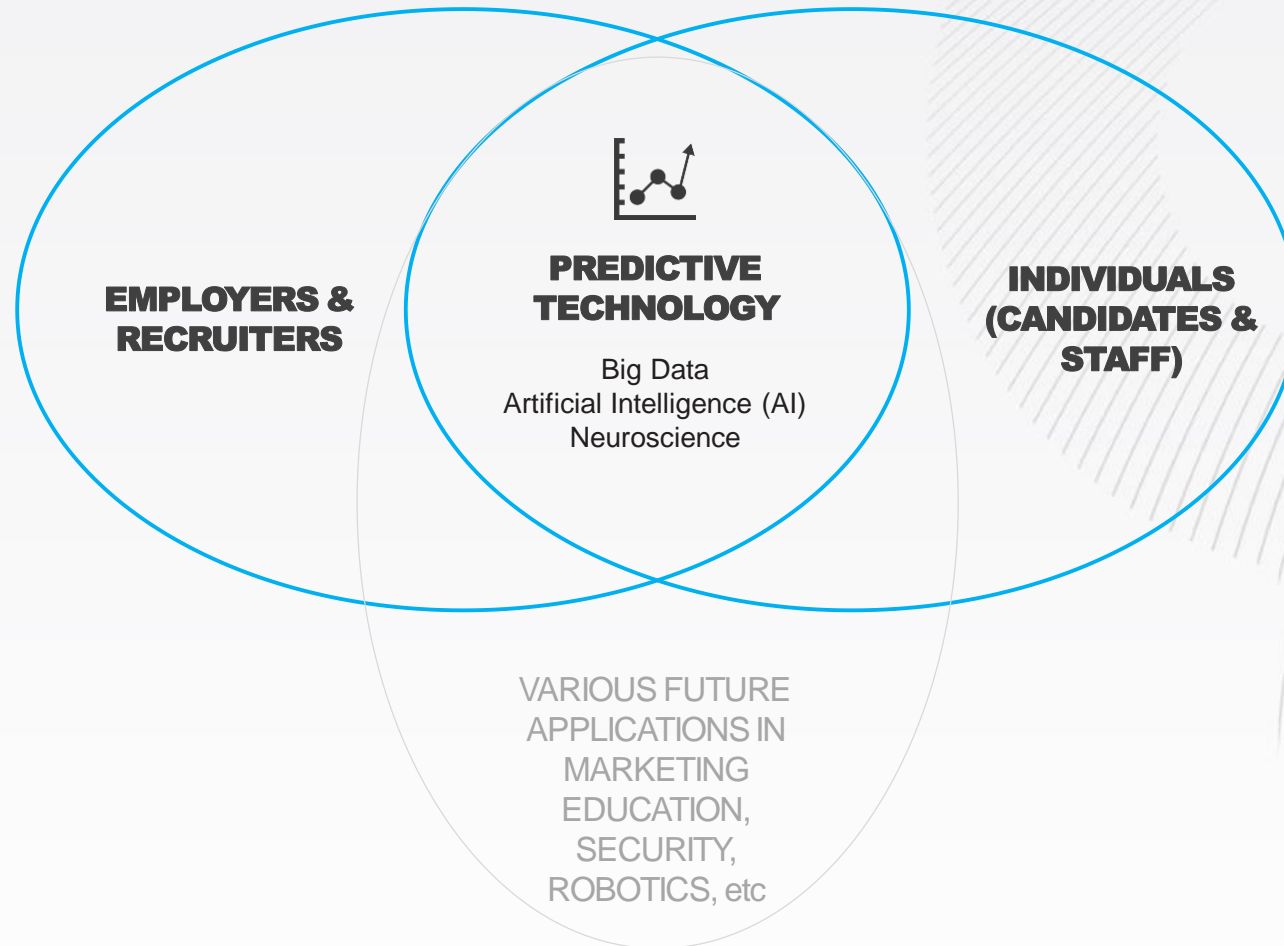
45% of bad hires are attributed to the screening & assessment phase prior to interview

80% of employee turnover is due to **bad hiring decisions**; costing companies billions & hurting careers

Accenture Strategy Survey (2016)
Brandon Hall Group, The True Cost of a Bad Hire (2015)
Harvard Business Review, What Science Says About Identifying High-Potential Employees (2017)

Gooroo Ventures Ltd (ASX:GOO)
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Leveraging artificial intelligence and neuroscience to inform an individual's **potential and fit to a role and team**



For the first time, Gooroo can provide employers with an ability to make decisions based on an individual's **predicted contribution to the role & their fit**



Jerry

Front End Developer
5 Years Experience
HTML, CSS, JavaScript

SAME SKILLS

Predicted potential : **85**



Tom

Front End Developer
5 Years Experience
HTML, CSS, JavaScript

SAME SKILLS

Predicted potential: **65**

Organisations using Gooroo technology are up to 10x faster in screening and selection

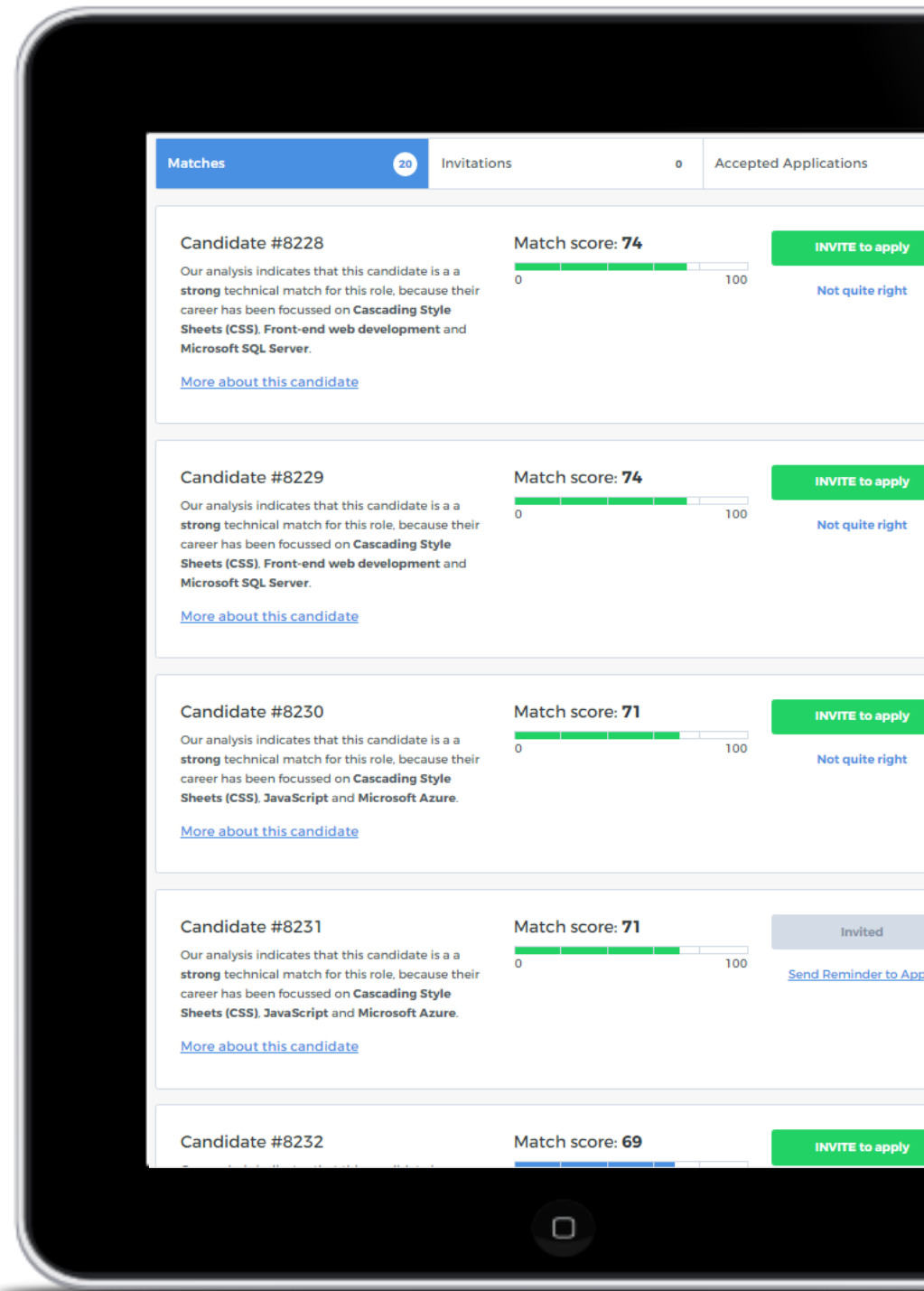
Removes the need to review 100s of CVs, extracting 90% of the time and cost

Predicts an individual's potential before interview

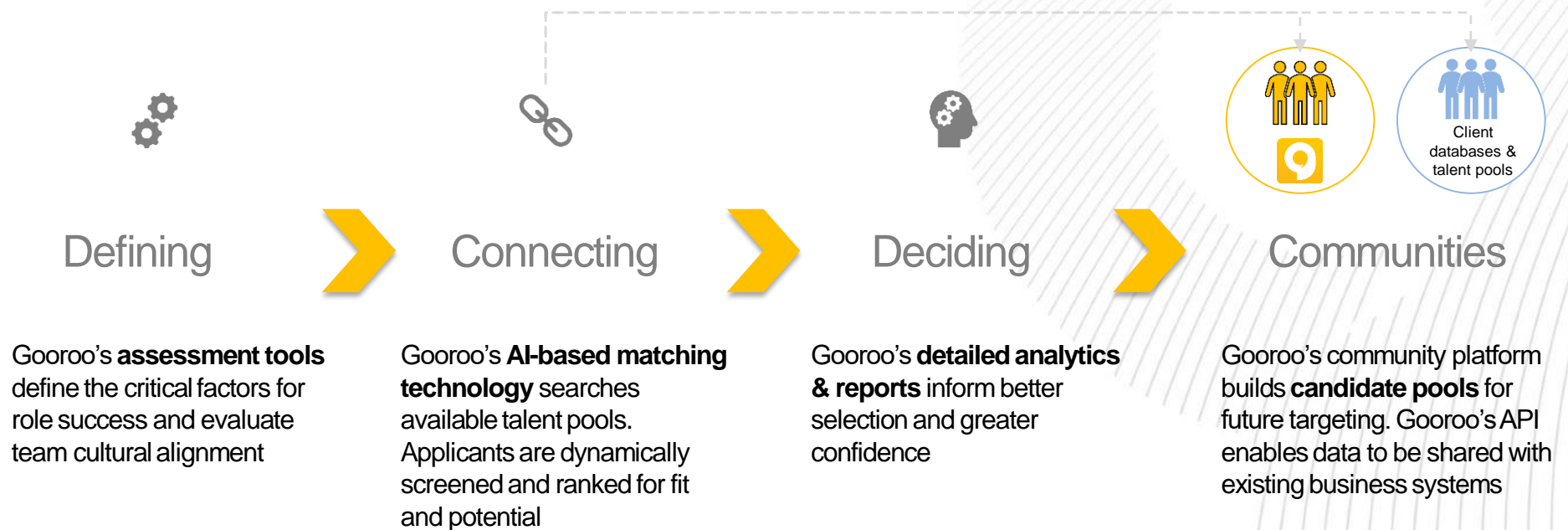
Promotes diversity and the reduction of unconscious bias

Improves selection accuracy by over 70%

Speed, accuracy & confidence
More productivity
↑ EBIT



Gooroo has built an **intelligent people eco-system** that completely **disrupts** traditional thinking and tools



Over-time, the entire eco-system becomes more valuable

Gooroo's four core **products**, available on a SaaS subscription model



1. Job Match

Intelligently identifies and matches the best fitting candidate



2. Mindspace

Assesses the potential of an individual and cultural alignment



3. Communities

Builds behaviourally profiled talent communities to accurately target talent



4. Insights

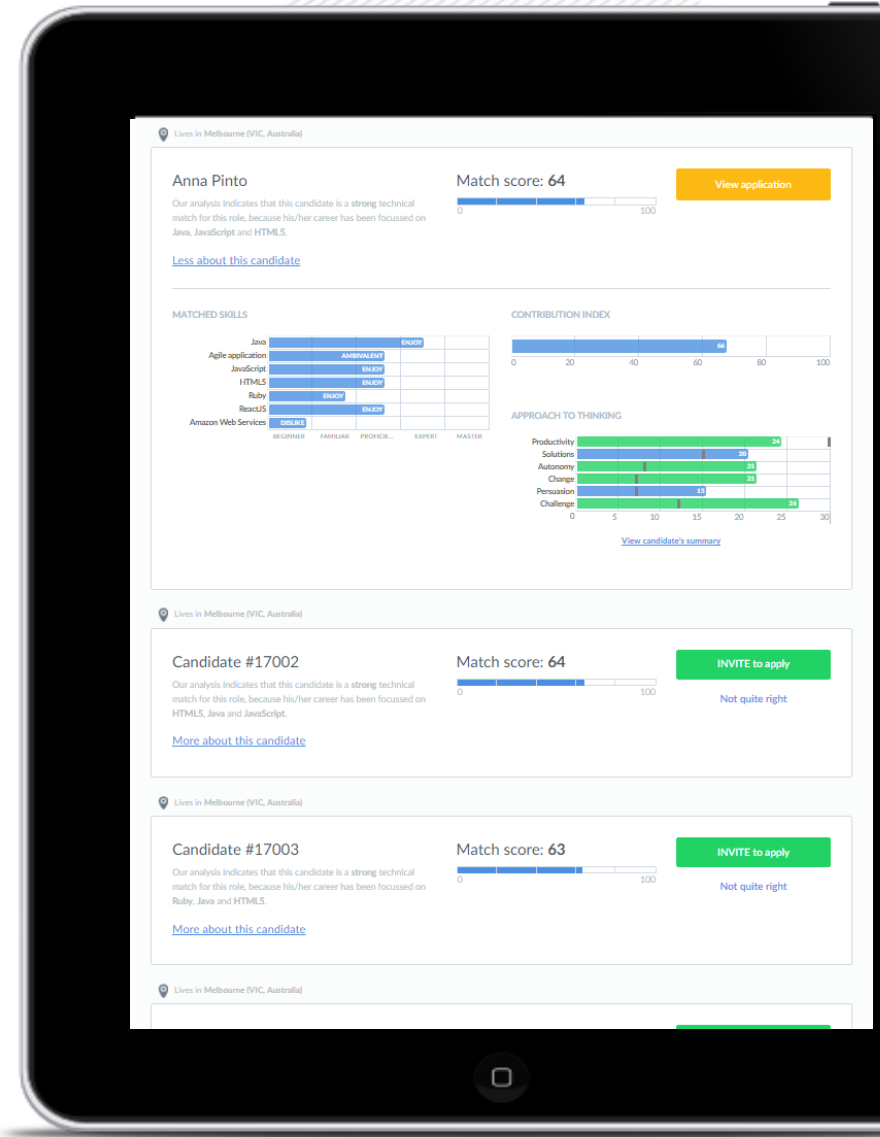
Delivers job market and candidate supply data to inform hiring strategies

1. Gooroo Job Match



Predictive hiring

- Delivers intelligent AI-based matching – skills and behaviour to a role
- Accepts candidate applications
- Searches for the best matched candidates within the Gooroo community and across a company's private talent pools
- Dynamically screens and ranks all candidates against the role using Gooroo's unique predictive matching engine

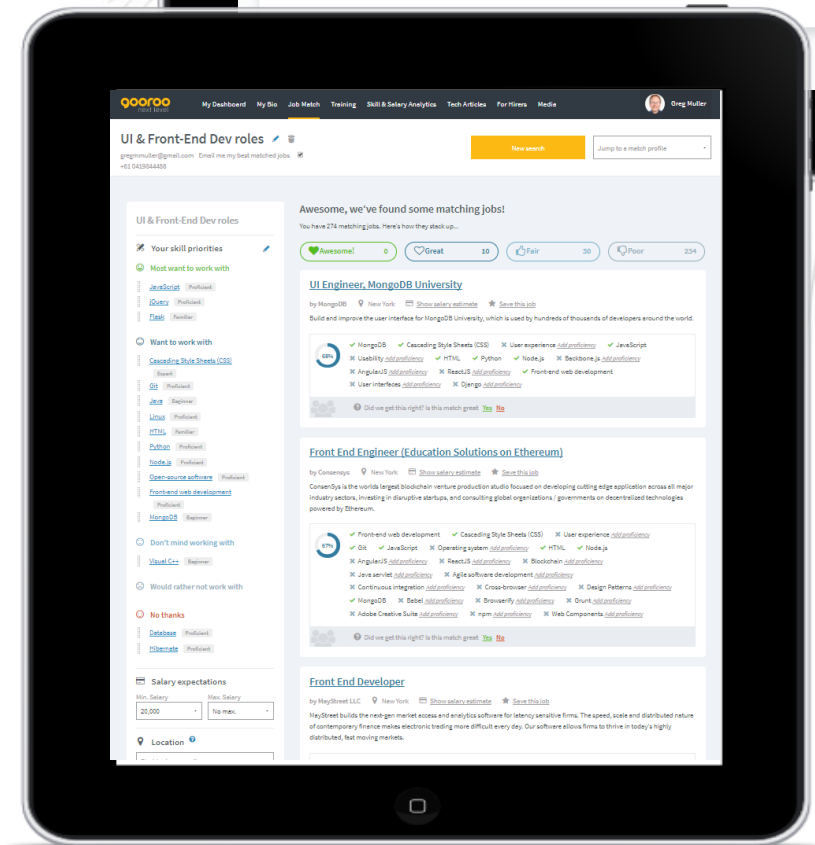
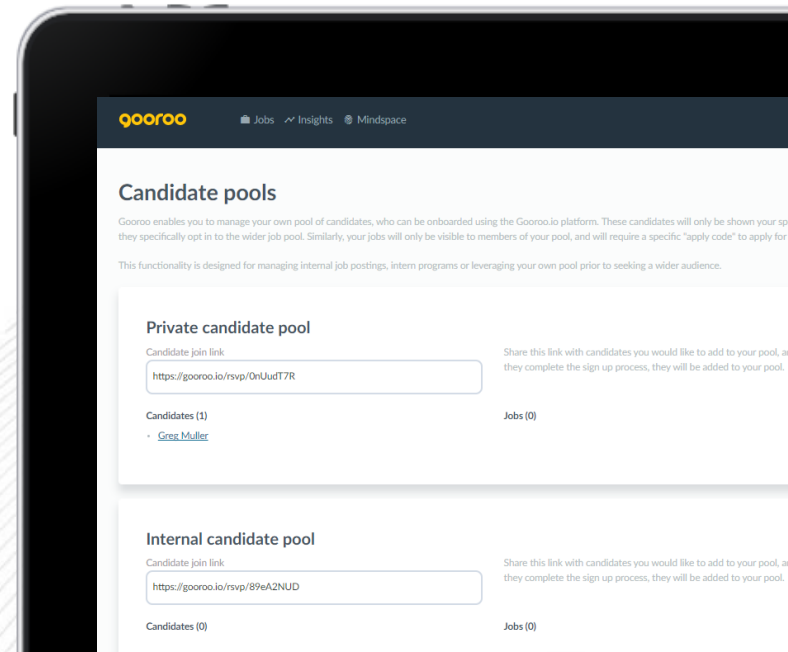


3. Gooroo Communities



Building rich talent pools & communities

- Enables organisations to build personalised private talent pools (for external candidates & staff)
- Gooroo enriches existing talent databases with behavioural insights to deliver more effectiveness talent identification and matching capability
- Individuals can elect to join a talent community to receive highly relevant job matches
- Organisations have the option to leverage Gooroo's specialised tech community which now exceeds 22,000 members around the world

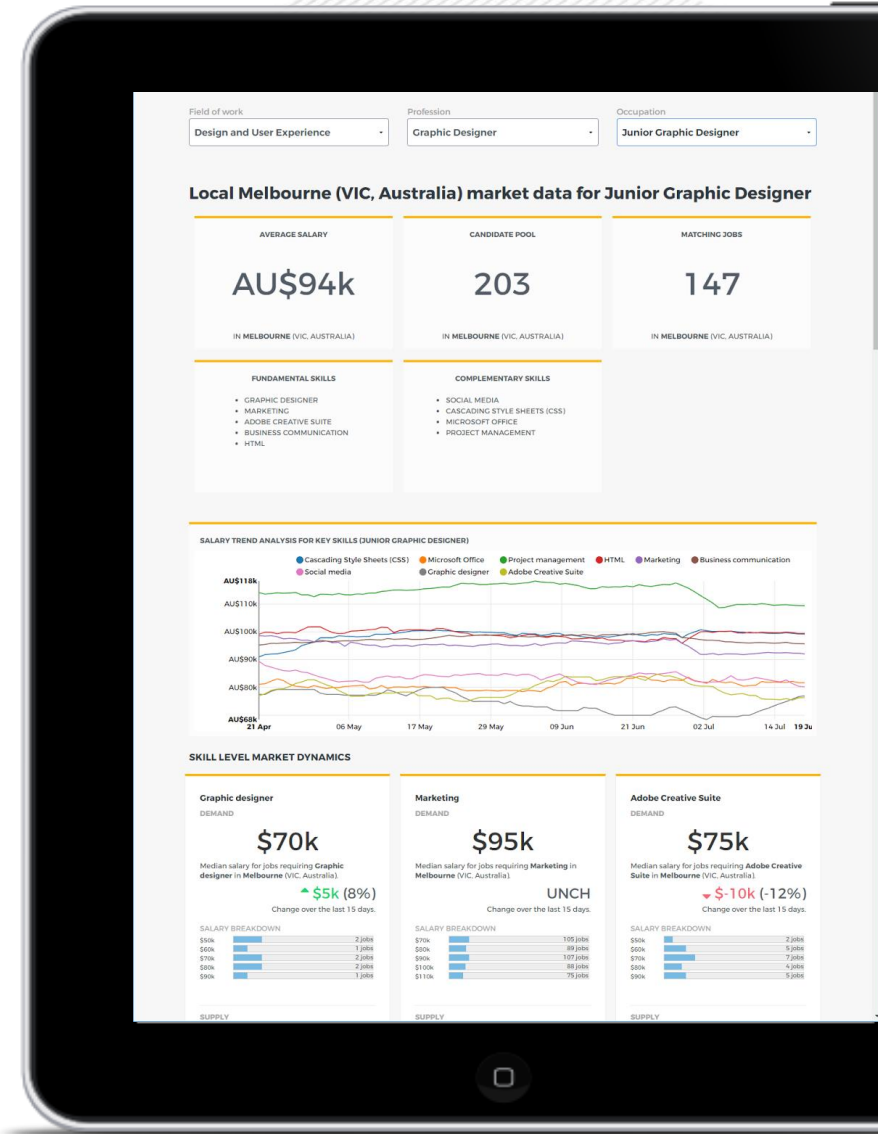


4. Gooroo Insights

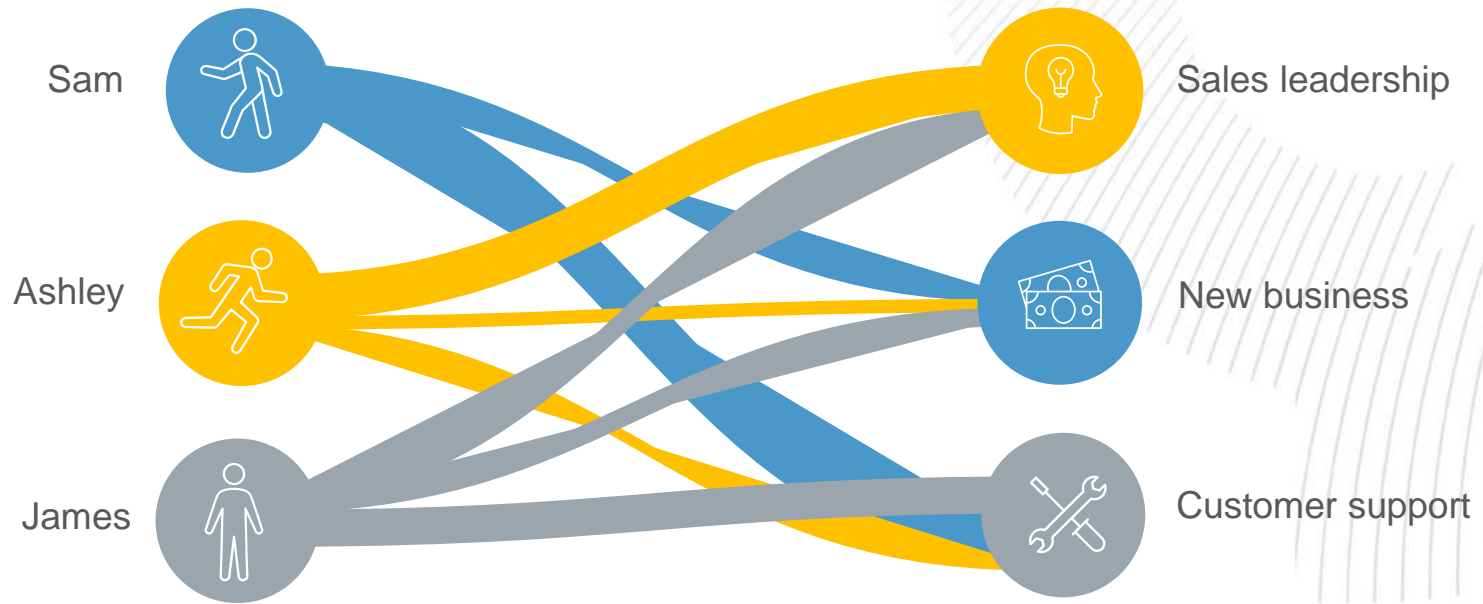


Strategic market insights

- Directly informs hiring strategies
- Understands who is available in market for a given position
- Provides salary, skill & demand trends to assist with budgeting
- Reports on gender distribution across roles
- Available via API (data feed) for subscription and integration with other platforms

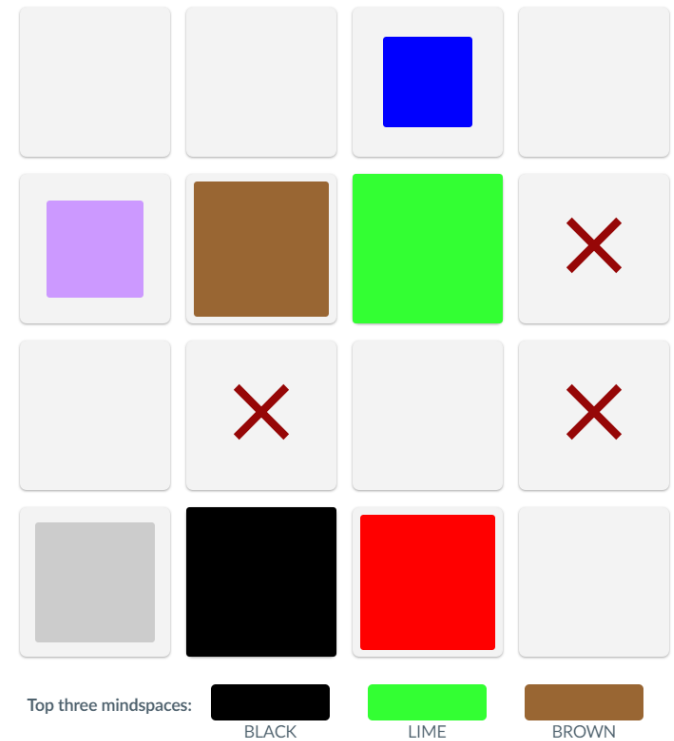


Organisations are now under pressure to rethink their workforces and re-skill for a more automated, technologically-driven future. **Gooroo directly supports the internal ‘mobility’ of staff through identifying individual potential and fit for future roles**



Gooroo is underpinned by **unique IP** that is **globally unique**

- 21st century neurological research, developed from 40 years of research and commercial application
- Determines the predisposed patterns of thinking at an individual, requirements of positioning and the ability to assess team performance and cultural alignment
- Integrates theory from leading experts, some of these include as Edward deBono, Geert Hofstede, Prof Ronald Inglehart, Carl Jung, Prof Bob Mathis and Dr Colin Benjamin OAM
- Defines an individual's potential, a predictive metric of future performance
- **Patent application submitted in October 2017**



Global Microsoft alliance



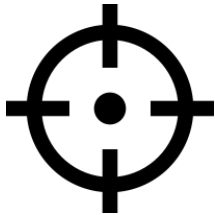
- 3 year global alliance
- Gooroo is a preferred career platform to Microsoft's global community of 3 million certified professionals

2017 Innovation of the Year



- Big Data/Machine Learning Category in Victoria
- Most recognised and prestigious technology innovation award in Australia

Business model – **global** and **scalable**



B2B direct sales team

Partner and VAR re-seller channel (consultancies, recruitment agencies)



Tiered subscription access

From \$2,950 / month (volume-based)

Annual contracts

Paid added services

Excess usage fees

Transforming leading businesses



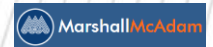
Michelle Ridsdale
People Director, Readify (part of Telstra)

“We see Gooroo helping us deliver the edge in a fiercely competitive market. We have recognised Gooroo’s matching and assessment technology as world-leading. Gooroo is of enormous value in our ability to build scale into our operations, reduce risk and the cost of a bad hire.”



Lincoln Benbow
Director & Owner, Halcyon Knights

“We need to ensure we’re breaking new ground and doing things differently. If you do what everyone else is doing and just hope to do it better, eventually someone will do something new and leave you behind. Gooroo allows us to leverage the science behind the recruitment process.”



A globally experienced senior team ready to support scale



Greg Muller: Founder, CEO



Jose Herrera Perea: COO



Carl Joseph: Product



Dr Colin Benjamin
OAM: Inventor
ColourGrid™ & ARMS
Advisor (neuroscience)



Terence Sigankis: Technology



Darcy Cameron:
Marketing



Scott McLaughlin: Strategy



Michael Walmsley: Sales

Media interest in Gooroo is **building**

- [Are traditional hiring assessments worth the investment?](#)
- [Gooroo wants to know how your brain works to find the best job](#)
- [Gooroo is seeking a patent for technology that 'mimics human thinking'](#)
- [Video interview with Greg Muller at TechInvest, Sydney](#)
- [Kinetic IT adopts recruitment technology](#)
- [How to hire smarter for your business](#)
- [Gooroo drives diversity in IT with blind recruitment platform](#)
- [Gooroo Ventures to integrate with global hiring platform](#)
- [Gooroo Ventures strikes a deal with Readify to enhance hiring practices](#)
- [Gooroo Ventures software meant to take pain out of hiring staff](#)



THE AUSTRALIAN



THE AUSTRALIAN BUSINESS REVIEW

smartcompany

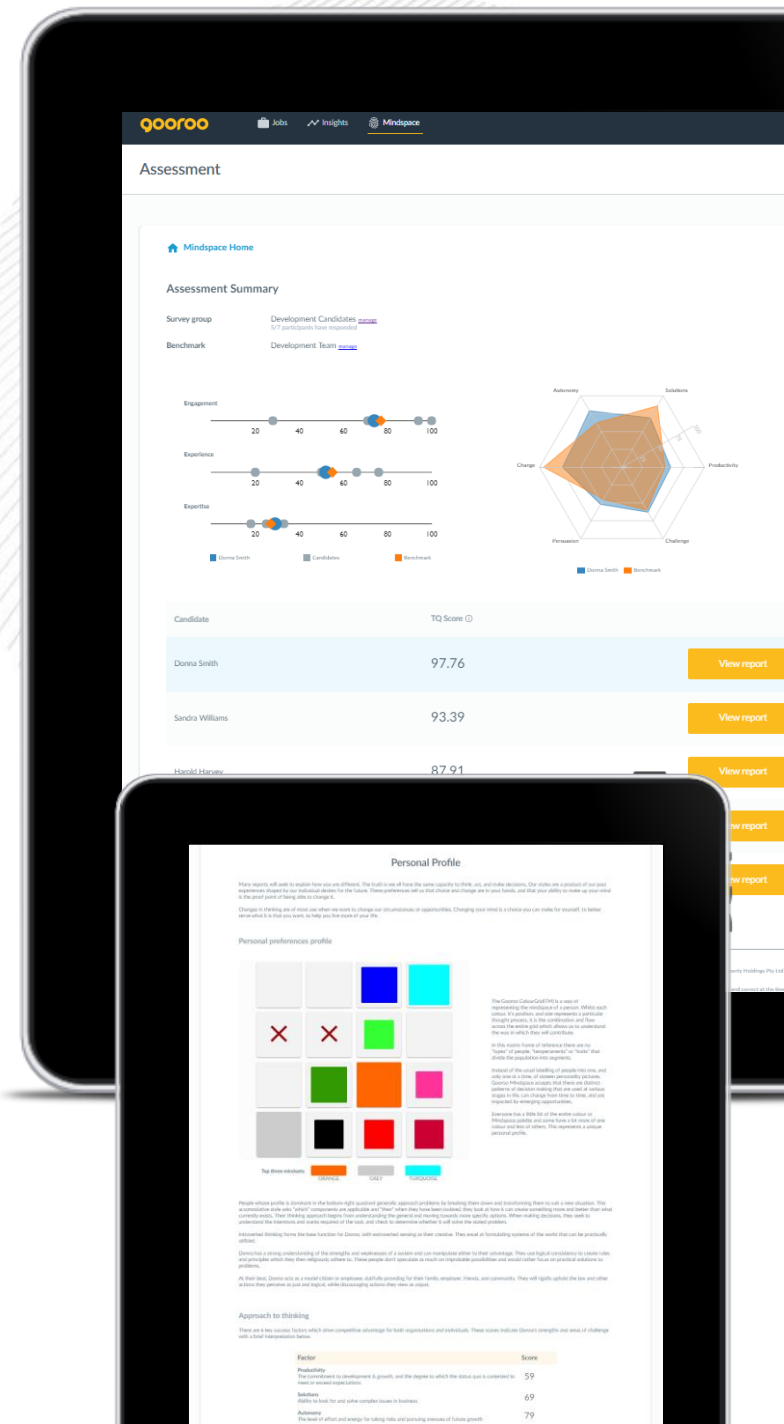


Our focus areas this coming year to **drive success**

- Building a blue-chip portfolio of domestic and global clients, directly and via distribution partners
- Continuing product development to expand platform capabilities, revenue lines and protect our leadership position
- Establishing a number of large distribution (reseller) agreements that will complement the efforts of our sales team
- Building awareness of the disruptive and transformative nature of the Gooroo proposition at an industry, government and senior executive level
- Maintaining a prudent financial management regime that maximises the return on the investments made in our team, product and marketing
- Implementing a customer success team to maximise engagement, retention and to support upselling. This capability will be critical as we scale the operation globally and to ensure customers are obtaining full value from the platform
- Implementing a certification program that accredits individuals who wish to be able to interpret and advise. This helps with maintaining quality, credibility while directly supporting the platform's scalability
- Integrations with third party vendors and technology partners that make accessing the Gooroo tools more efficient for our customers
- Preparing for international expansion, supported by our global partners

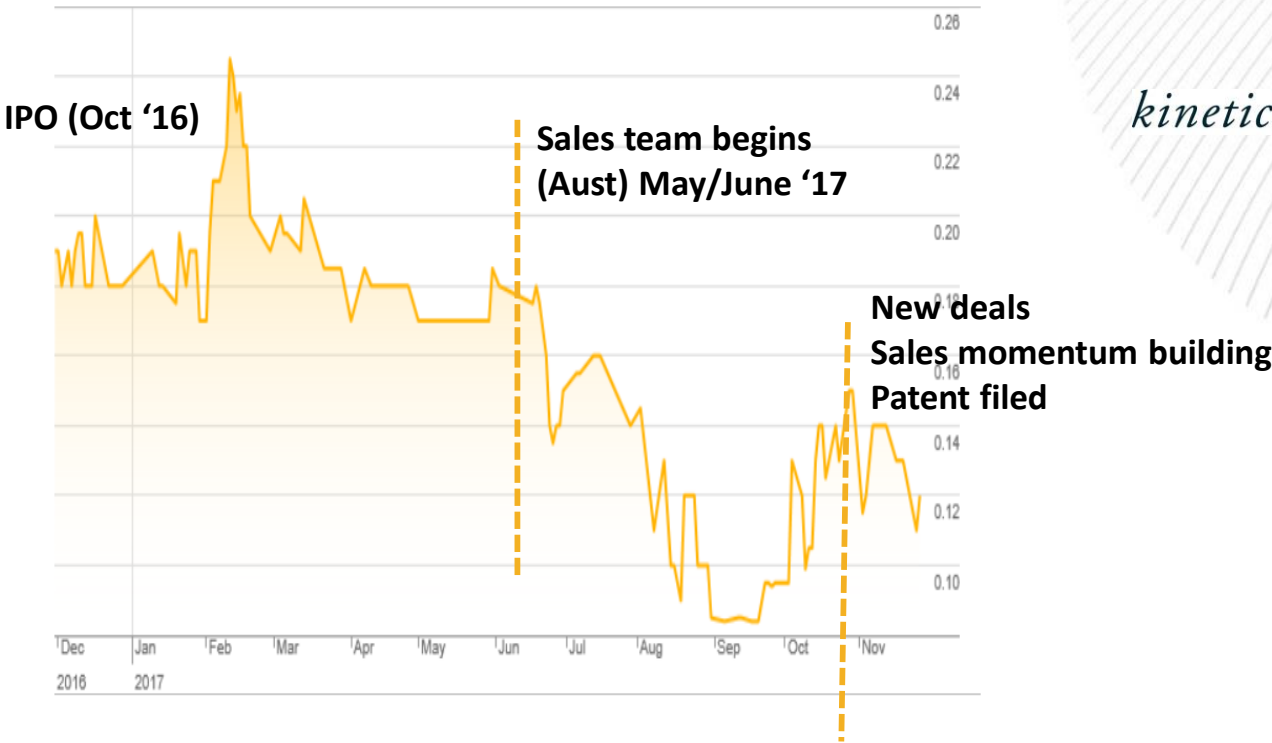
Why Gooroo?

- Globally unique, disruptive and scalable technology
- Establishing a new best-practice
- Long-term, recurring revenue base
- Sticky, long-term client relationships
- Unique, world-leading, patent-pending IP
- Very experienced and proven team
- Global partnerships with Microsoft and distribution agreement with KPMG
- Investing in a range of working capital and growth initiatives that are expected to deliver accelerating quarter-on-quarter revenue growth



Capital structure (ASX:GOO)

Share category	Shares
Tradeable securities	48,179,211
Escrow (Oct '18)	22,457,383
Total shares on issue	70,636,594



- Market cap c\$9m
- Enterprise sales now underway
- Next milestone: \$1m ARR
- Within c12 months: \$4m ARR
- Recent major deals



Board of Directors – strength & experience



Tom Brown - Chairman

- One of Australia's most experienced leaders in the domain of People and Culture
- Held various board and executive appointments over the past 20 years in Oil and Gas, Mining, FMCG, Industrial Services, Utilities, Aeronautical and Marine, and Professional Services.
- Executive roles Exxon Mobil, BHP, Rolls-Royce, Brambles, Allied Domecq PLC and Energy Australia.
- Non executive director of Slater and Gordon, & Chair of the Remuneration Committee



Jason Tonelli - Non-Executive Director

- A digital media and technology specialist with more than 14 years' experience. Currently Chief Digital and Technology Officer for Publicis Media (A/NZ), a world leading communications agency. Oversees expenditure of over \$150m
- Majored in Psychology with a Minor in Marketing
- Industry Advisory Board for the School of Marketing and Advertising at RMIT University in Victoria.



Emmanuel Foundas - Non-Executive Director

- Over 25 years' experience in investment banking with Salomon Smith Barney, Natwest Markets, Macquarie Bank, Dresdner Bank and Michell NBD
- Ex Assistant Treasurer of Mobil Oil Australia.
- Currently Chief Representative SE Asia for Conduvis Technologies & the Finance and Technology Lead for the Australian Education City Consortium
- Bachelor of Commerce degree & a Post Graduate Diploma from the Securities Institute of Australia



Donald Stephens - Company Secretary

- Chartered Accountant and corporate advisor, specialising in small cap ASX listed entities
- Over 25 years' experience in the accounting, mining and services industries, including 14 years as a partner of HLB Mann Judd (SA)
- Director of Mithril Resources Limited, Petrathern Limited and Lawson Gold Limited. Company Secretary of Highfield Resources Limited, Duxton Water Limited

Business risks

Operating Experience and Reliance on Key Personnel Risk

Company Director Mr Greg Muller and the Gooroo management team have significant experience in the human resource and technology industries. If growth objectives are to be met, this will depend on the ability of the Directors and management to implement the current development strategies and to adapt, where necessary, to accommodate and manage any unforeseen difficulties. The Company relies heavily on the experience of its existing management team, Directors and Advisory Board. There is no guarantee the Company will be successful in retaining or securing suitable additional executive management. The successful operation of Gooroo's business relies on its ability to attract and retain experienced personnel and for those personnel to continue to successfully innovate and develop Gooroo's products. A failure in this regard may adversely affect Gooroo's ability to develop its product or implement its business strategies.

Funding Risk

The Company's operating results may vary significantly from period to period, and it may not be able to consistently reach or sustain operating profitability. If the Company incurs unexpected costs or is unable to generate sufficient operating income, further funding may be required. The Company may also require additional funding to fund working capital or capital expenditure. Any additional financing through share issues will dilute existing shareholdings. Debt financing may not be available to support the scope and extent of the Company's financing needs or, if available, the financier may impose onerous restrictions.

While the proposed Capital Raising will enable Gooroo to accelerate commercialisation of its technology, there is no certainty that the Company will be able to raise sufficient funding in future. While Gooroo believes it will have sufficient funds to meet all of its growth and capital requirements for the near term, the Company may seek to exploit opportunities of a kind that will require it to raise additional capital from equity or debt sources. There can be no assurance that the Company will be able to raise such capital on favourable terms or at all. If the Company is unable to obtain such additional capital, it may be required to reduce the scope of its anticipated activities, which could adversely affect its business, financial condition and operating results.

Increase in Competition Risk

The industry in which Gooroo operates is highly competitive. Gooroo's performance could be adversely affected if existing or new competitors reduce Gooroo's market share and existing or new competitors may have substantially greater resources and access to more markets than Gooroo. Similar (competitive) organisations to Gooroo include Anthology, Hired, JobAndTalent, LinkedIn, Toptal, StackOverflow Careers, Gild and Glassdoor. Gooroo will also naturally compete against job boards such as Indeed, Seek, Craigslist and Dice considering these are websites organisations use to promote their job and have good market share based on their longevity.

Further Product Development Risk

Gooroo is developing its job matching technology and associated products, and continues to invest in further systems and product development. Gooroo gives no guarantee that further development of its matching technology and products will be successful, that development milestones will be achieved, that the programming code will be bug free, or that Gooroo's intellectual property will be developed into further products that are commercially exploitable. There are many risks inherent in the development of technologies and related products, particularly where the products are in the early stages of development. Projects can be delayed or fail to demonstrate any benefit, or may cease to be viable for a range of reasons, including scientific and commercial reasons.

Major customer risk

If there was a substantial reduction in demand for Gooroo products or if Gooroo loses a major customer, this would materially adversely affect Gooroo's profit and financial performance.

Dependence on the Internet risk

Expanding sales of the Gooroo platform and other future developed products depends on the continued acceptance of the internet as a communications and commerce platform for individuals and enterprises. The internet could become less viable as a business tool due to delays in the development or adoption of new standards and protocols to handle increased demands of internet activity, security, reliability, cost, ease-of-use, accessibility and quality-of-service. If for any reason the internet does not remain a widespread communications medium and reliable commercial platform, the demand for the Company's products would be significantly reduced, which would harm its business.

Financial Performance Risk

Given that Gooroo is still in an early phase of corporate development there is uncertainty surrounding the future financial performance and prospects of the business. Since incorporating, Gooroo has been primarily involved in product development and like many early stage technology companies has incurred losses since its inception and it is difficult to make an evaluation of Gooroo's business or prospects.

Expected future events may not occur

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- meets the investment activity criteria specified in clause 38 of Schedule 1 of the FMC Act;
- is large within the meaning of clause 39 of Schedule 1 of the FMC Act; or
- is a government agency within the meaning of clause 40 of Schedule 1 of the FMC Act.

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Unlocking human potential to drive
growth and transform the future of
work, globally

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Greg Muller, Founder & CEO

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