



Transforming organisations by unleashing potential

Gooroo is a strategic workplace planning & predictive people analytics platform leveraging artificial intelligence & neuroscience to prepare workforces for the future of work

INVESTOR PRESENTATION

FEBRUARY 2018
Gooroo Ventures Ltd (ASX:GOO)
Investor Hub: www.goorooventures.com



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A close-up portrait of Tom Brown, an older man with light skin and blue eyes, smiling. He is wearing a light blue shirt and a dark blue jacket. The background is dark and out of focus.

“ The impact of emerging technologies on our organisations will be significant. Automation will take over many functions and we'll need to re-skill our people. Talent pools will offer efficient access to capability and workplaces must capitalise on their ability to think; innovatively, creatively and entrepreneurially.

Leaders have an increasingly difficult task to prepare their teams for a very turbulent future. Culture, capability, collaboration and engagement must be critical areas of focus for all CEOs.

Tom Brown, Chairman, Gooroo

A man with short dark hair and a beard, wearing a grey button-down shirt over a dark blue V-neck t-shirt and black trousers, is sitting on a black metal stool. He is looking down at a white tablet computer he is holding with both hands. The background is a blurred office space with large windows, industrial-style pendant lights, and other people working in the distance.

75% of CEOs want to be the disruptor

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

80% of staff turnover is due to poor decision-making

The Human Capital Management (HCM) market is expected to grow from USD 14.50 billion in 2017 to USD 22.51 billion by 2022, at CAGR of 9.2%

KPMG International, HR Transformation: Survey Findings (2017)
Brandon Hall Group, The True Cost of a Bad Hire (2015)
Harvard Business Review, What Science Says About Identifying High-Potential Employees (2017)
RnR Market Research, Human Capital Management Market by Software (2017)

gooroo

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Gooroo is at the leading edge of artificial intelligence & neuroscience in the HR Tech industry

Workforce
Planning

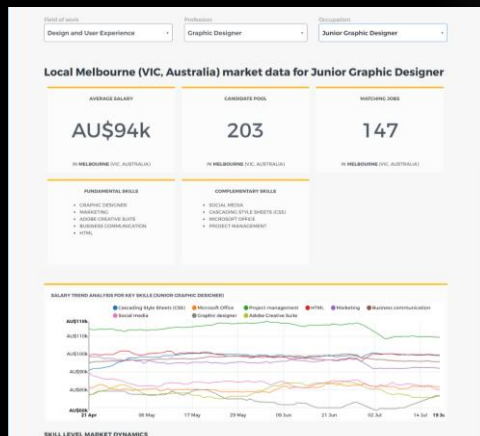
Recruitment &
Talent Banks

Talent
Development
& Re-skilling

Team
Evaluation
& Design

Talent
Identification
& Succession
Planning

Cultural
Evaluation &
Alignment



To what extent does each of the following describe your approach to work?

Choose one level of importance based on a scale from low (1) to high (5)

QUESTION	HOW IMPORTANT IS THAT?
Find opportunities for solving problems, creating new ideas, making changes	1 2 3 4 5
Look for new solutions that produce truly innovative results	1 2 3 4 5
Create wealth for myself and add value for society	1 2 3 4 5
Set myself clear goals and objectives against tough timelines	1 2 3 4 5
Strive working alone and redefining my own opportunities	1 2 3 4 5
Strive "impossible assignments" and getting them done well	1 2 3 4 5
Introduce new solutions that challenge the old patterns	1 2 3 4 5
Strive complex tasks with high ambiguity and uncertainty	1 2 3 4 5
Do something different with high risks of failure	1 2 3 4 5
Working long and hard to earn rewards and recognition	1 2 3 4 5
Identify new sources of funding for innovative solutions	1 2 3 4 5
Accept responsibility and leadership to overcome barriers	1 2 3 4 5
Facilitate creative talent and strategic thinking sessions	1 2 3 4 5
Take on high risk "out of the box" assignments	1 2 3 4 5

Personal Profile

Please report will add to explain how you are different. The skills you all have the same capacity to think, act, and make decisions. Our ability to understand our past experiences shapes our future decisions for the future. These experiences will act as that choice and change are in your hands, and that your ability to make your mind is the great power of being able to change it.

Changes in thinking are of great use when we work to change our circumstances or opportunities. Choosing your mind is a choice you can make for yourself, to better serve what is in the future you want to live and the future of your life.

Personal preferences profile

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Legend: ■ Creative Thinking ■ Analytical ■ Problem Solving ■ Communication ■ Teamwork ■ Design ■ Graphic Design ■ Project Management ■ Client Relationships ■ Marketing

Timeline: 27 Apr, 01 May, 17 May, 29 May, 05 Jun, 21 Jun, 02 Jul, 14 Jul, 19 Jul

SaaS-based platform with four core products



1. Mindspace

Evaluates individuals, teams & companies to ensure fit and alignment to objectives



2. Job Match

Intelligently identifies & matches the best fitting person to a role & team



3. People

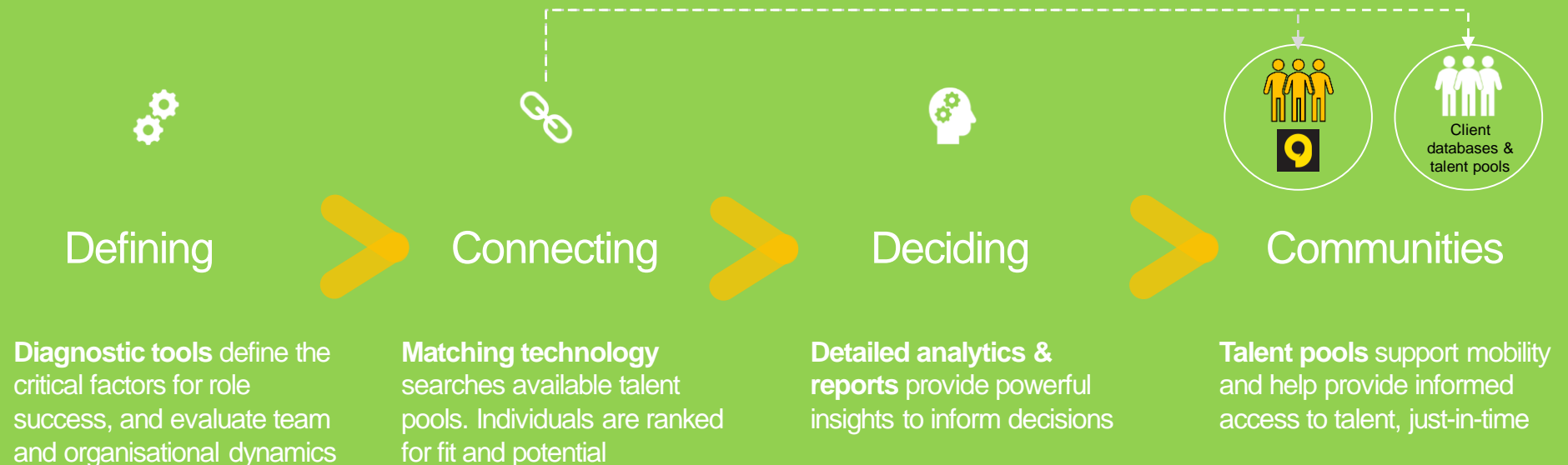
Constructs talent banks to more accurately & efficiently engage with matched staff & external talent



4. Insights

Delivers ICT/Digital supply & demand data to inform hiring strategies in this critical sector

Gooroo gives organisations the tools to build an intelligent ecosystem offering new levels of access, insight & confidence over decision-making



Data can be shared with third party systems via secure APIs

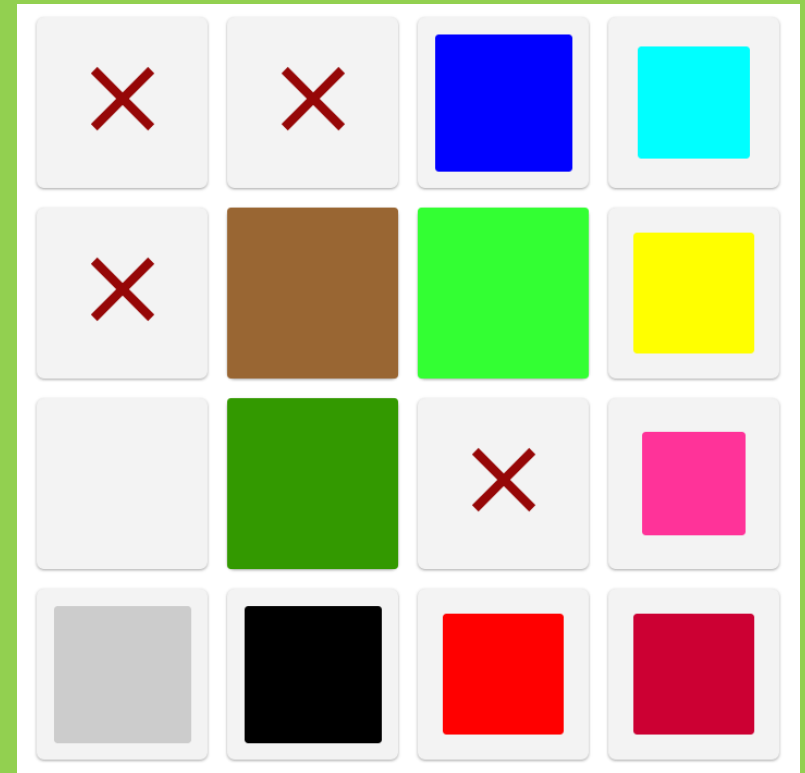
Owned intellectual property provides the scope to support global businesses & marketplaces

21st century neurological research,
developed over 40 years

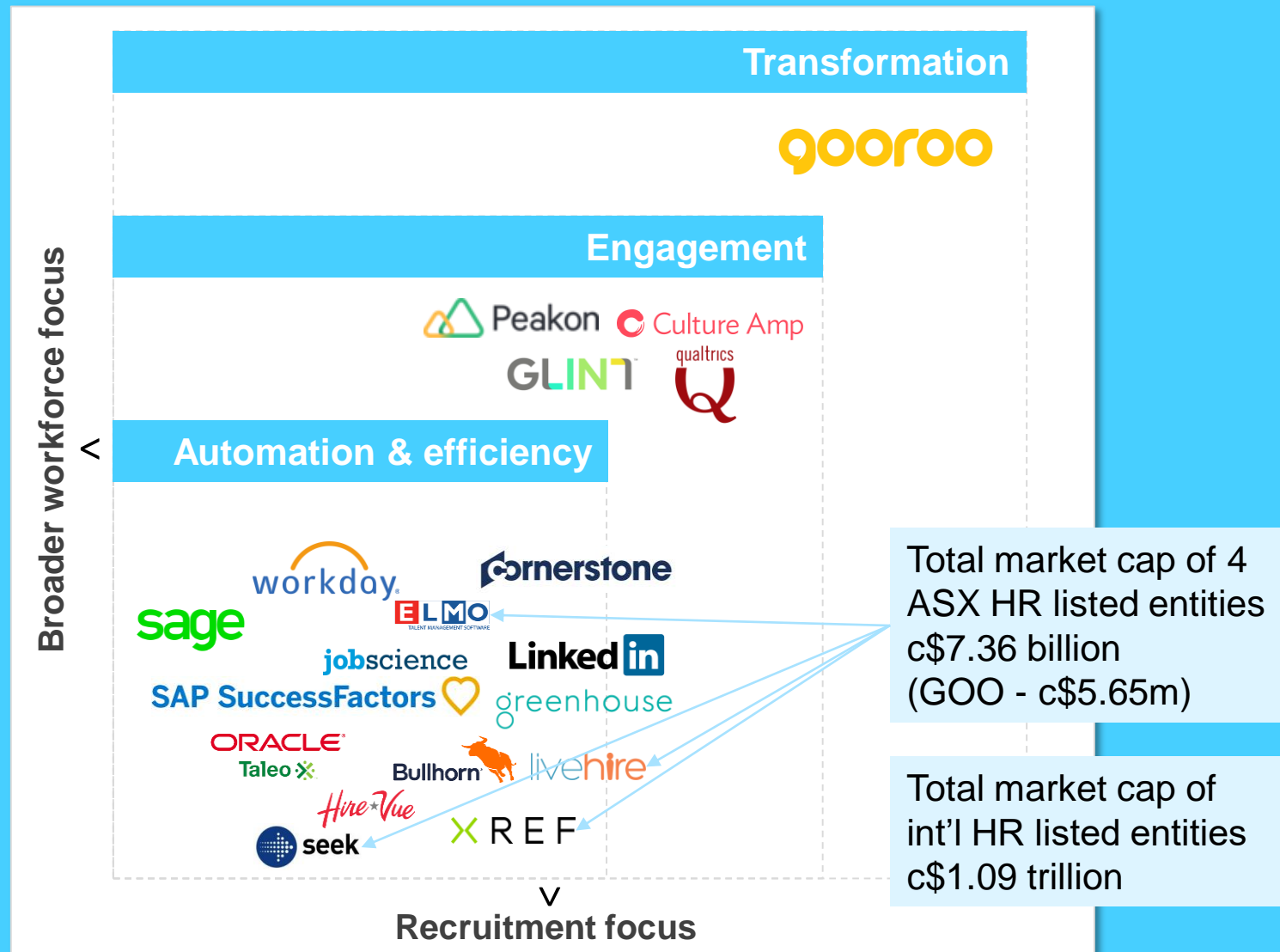
Extensive applications across
multinational corporations, government
and community programs

Integrates theory from leading experts,
such as Edward de Bono, Geert Hofstede,
Prof Ronald Inglehart, Carl Jung, Prof Bob
Mathis and Dr Colin Benjamin OAM

**Patent lodged October 2017 by Gooroo
on 'How we make up our minds'**



Gooroo technology directly informs organisational transformation, delivering new capability in market





Our business is about bringing great people together to service our customers. Talent is paramount to Kinetic IT. The automation technology Gooroo provides will enable greater insights to assist us to work more efficiently and with greater precision.

Michael North, Chief Executive Officer, Kinetic IT



We have utilised psychometric tools in the past but found the results too shallow and generic to be of any value. We needed more sophisticated technology to extract information that would facilitate our decision-making, instead of being just a “cosmetic” supplement. Gooroo stood out to us as the most insightful tool that was truly fit for our purpose.

Georgina Parker, Country Manager Singapore, Xpand



We see Gooroo helping us deliver the edge in a fiercely competitive market. We have recognised Gooroo’s 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.

Michelle Ridsdale, People Director, Readify (Telstra), since left



Global Microsoft alliance



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

2017 Innovation of the Year



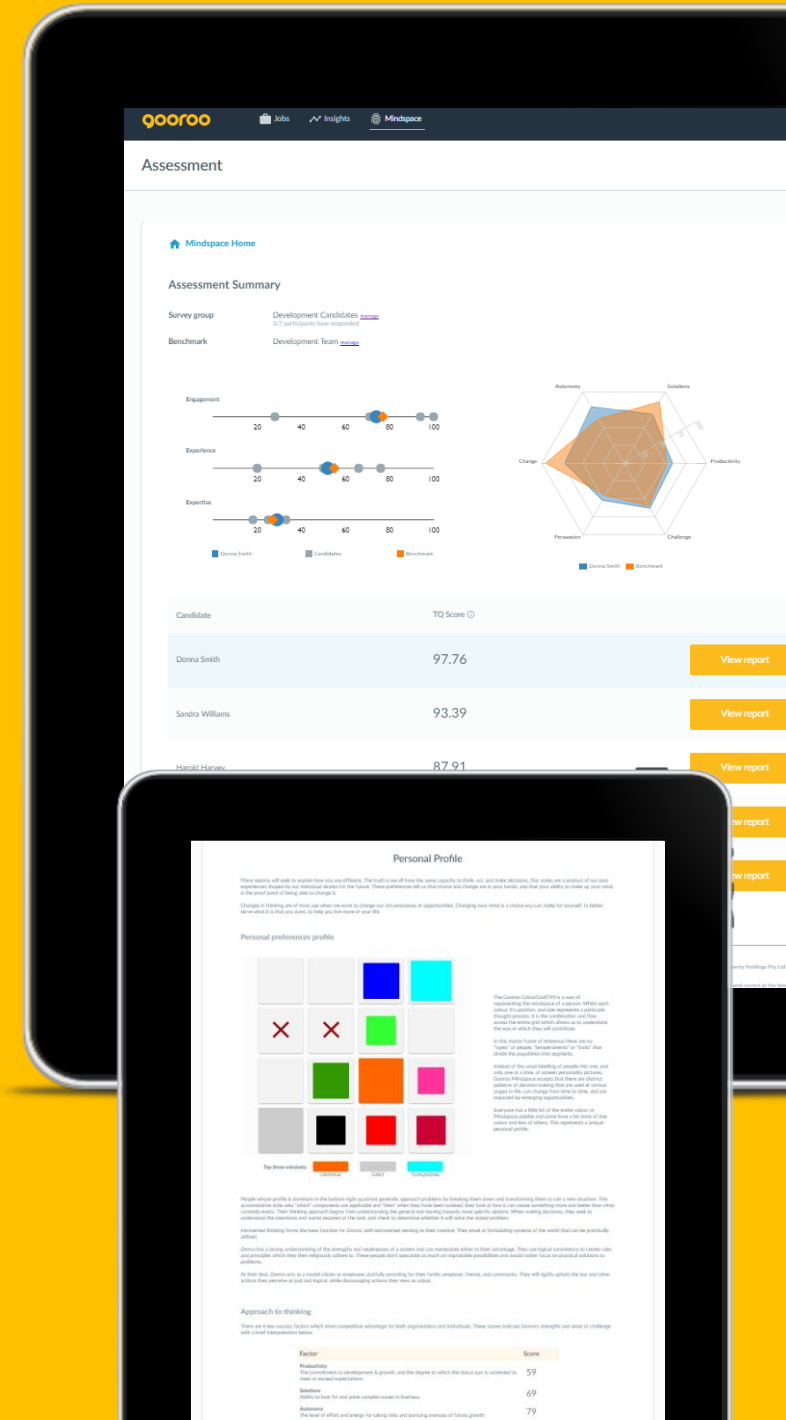
- Big Data/Machine Learning Category in Victoria
- Most recognised & prestigious technology innovation award in Australia

Why Gooroo?

- Unique, disruptive technology & valuable IP that can truly transform businesses and individual careers
- Sales program now has momentum and delivering fast growing revenues
- Sticky, long-term, recurring revenues
- Delivers differentiation potential & new revenue streams for partners
- Established and proven team
- Global alliance with Microsoft incorporating an international IT/Digital community of 23k+ professionals offering future revenue streams
- Investing in a range of working capital and growth initiatives that are expected to deliver accelerating quarter-on-quarter revenue growth



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Commercialisation



Targeted at mid-large employers, consultancies & recruiters



Sales efforts currently focused in Australia. Direct sales team & resellers



Annual subscription license + a cost per person evaluated by Gooroo platform



Scale achieved through growing client consumption volumes & continual market expansion

- Four new contracts already signed in 2018
- A number of new customer deals entering final stages of negotiation
- New partner and reseller discussions underway

Priorities over the next 12 months

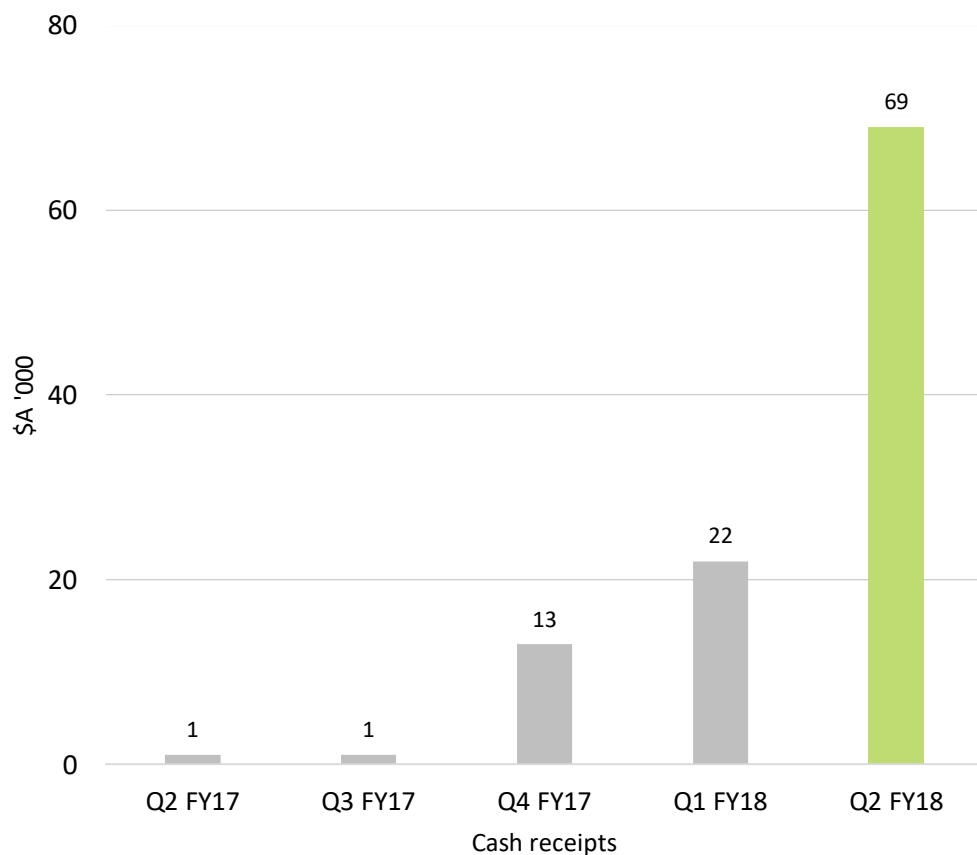
- Building a blue-chip portfolio of domestic and global clients, directly and via distribution partners
- Establishing distribution (reseller) agreements to expand reach
- Broadening awareness of the Gooroo proposition
- Focused product development - no projected increase over current spend
- Implementing a certification program to accredit individuals on Gooroo tools
- Integrating with third party software vendors to ensure efficient access and engagement with Gooroo
- Preparing for international expansion, supported by our global partners
- Maintaining a prudent financial management regime that maximises ROI

Primary objectives

Accelerating revenue growth
Building out partner (sales) channel
Pushing toward cash flow positivity

Momentum building

Historical cash receipts from customers



- Positive Q2 FY1'8 operating cash flow of \$25,000
- Cash and cash equivalents increased by \$867,000 in Q2 HY'18 to \$1,895,000
- Earned revenue increased by 100% and customer cash receipts by 214% in Q2 FY'18 as commercial sales program builds momentum
- Company anticipates continued growth in customer cash receipts in Q3 FY18 and in the same period will receive proceeds from the completion of the second tranche of the share placement announced in November 2017



Greg
Muller
CEO



Jose Herrera
Perea
COO



Michael
Walmsley
Sales



Darcy
Cameron
Marketing



Glenn
Hill
Technology



Carl
Joseph
Product

Board of Directors



Tom Brown - NE Chairman

One of Australia's most experienced leaders in the domain of People and Culture. Held various board and executive appointments at Exxon Mobil, BHP, Rolls-Royce, Brambles, Allied Domecq PLC and Energy Australia



Greg Muller – MD & CEO

Highly regarded founder of Gooroo with over 20 years' experience in building & leading technology, marketing and management consulting companies and start-ups. Mr Muller has been the recipient of numerous industry and business awards



Jason Tonelli - NED

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



Emmanuel Foundas - NED

Over 25 years' experience in investment banking with Salomon Smith Barney, Natwest Markets, Macquarie Bank, Dresdner Bank and Michell NBD. Currently Finance and Technology Lead for the Australian Education City Consortium



Donald Stephens – NED & Company Secretary

Chartered Accountant and corporate advisor. 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





Take a look around your business.
Is this the team for the future?

Greg Muller, Founder & CEO
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Enterprises: www.gooroo.io

Gooroo Ventures Ltd (ASX:GOO)

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