

# Gooroo – the power to unlock better decisions

Applying the science of human thinking to release individual & business potential



## INVESTOR PRESENTATION

MAY 2018

Gooroo Ventures Ltd (ASX:GOO)

Investors: [www.goorooventures.com](http://www.goorooventures.com)

Customers: [www.gooroo.io](http://www.gooroo.io)







**Gooroo has developed world-first  
capability that understands ‘how’ every  
person in the world thinks**

**gooroo**

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# Which offers borderless applications on a massive scale

Gooroo human thinking capability is poised to influence many industries:

- **Marketing** – targeting and communicating more effectively with customers
- **Business transformation** – informing the development of capability that is growth-oriented, aligned and makes better decisions
- **Careers** – delivering more personalised training and job pathways
- **Recruitment** – matching right person to right role
- **Education** – aligning to individual learning styles
- **Service delivery** – delivering more personalised experiences differentiate and add value



# We have established two core delivery capabilities



## ***Gooroo Strategic Decision Analytics***

- An analytical engine that can process large datasets to deliver an understanding of how people make decisions, at scale
- Applicable across industries and made available to third parties for their application
- **Commercialising through collaborative, global partnerships using a value sharing licencing model**

## ***Gooroo Workforce Analytics***

- A SaaS platform used by employers, consultancies & recruiters
- Reimagines how they approach organisational design, workforce planning, recruiting, team formation, cultural alignment, succession planning & talent development
- **Sold on subscription-based commercial model**

**Both are underpinned by Gooroo owned IP...**

Human Thinking Analytics (neuroscience) & Artificial Intelligence

# The business case for Gooroo

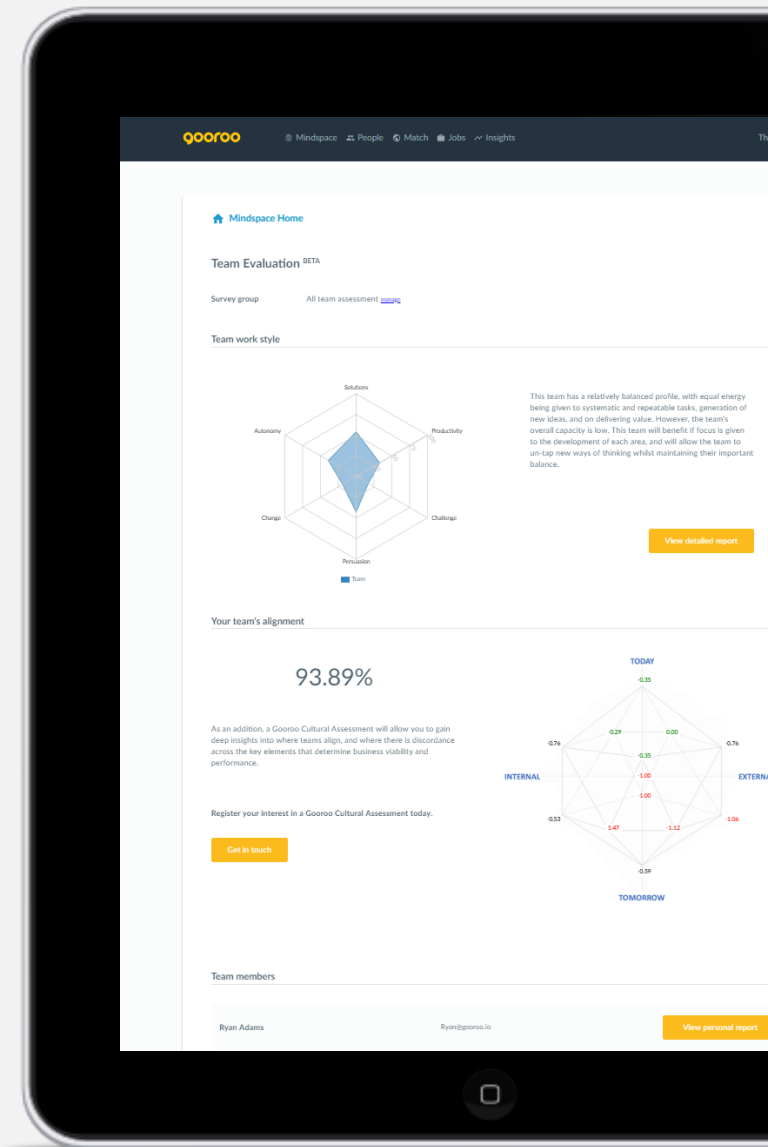
Gooroo establishes a platform for better decisions that delivers widespread savings, returns & untapped growth possibilities

- |   |  |   |
|---|--|---|
| ✓ | Better information in the hiring process reduces bias, improves stakeholder alignment and fit  | ↑ Individual ROI<br>Happier staff, ↓ churn & cost |
| ✓ | High performing teams do more, with less, more often and faster  | ↑ Productivity                                    |
| ✓ | A culturally aligned organisation asks better questions and makes better decisions, more often   | ↑ ROE<br>↓ Integration costs                      |
| ✓ | Understanding your market and customer better helps influence their decisions  | ↑ Sales<br>↑ ROI                                  |
| ✓ | An organisation that is more innovative, creative & entrepreneurial is more likely to capitalise on market opportunities and drive advantage | Future survival<br>↑↑ Growth potential            |



# Why Gooroo?

- One of a kind, disruptive technology and borderless business opportunity
- Delivery comparative advantage for users & partners – strong ROI
- Globally scalable analytics engine
- Multiple distribution channels
- Sticky, long-term, high levels of retention, recurring revenues
- Proven team
- IP is owned and we have one patent application submitted with two more to follow this year
- Investing in a range of working capital and growth initiatives that are expected to deliver accelerating quarter-on-quarter revenue growth



## Priorities over the next 12 months

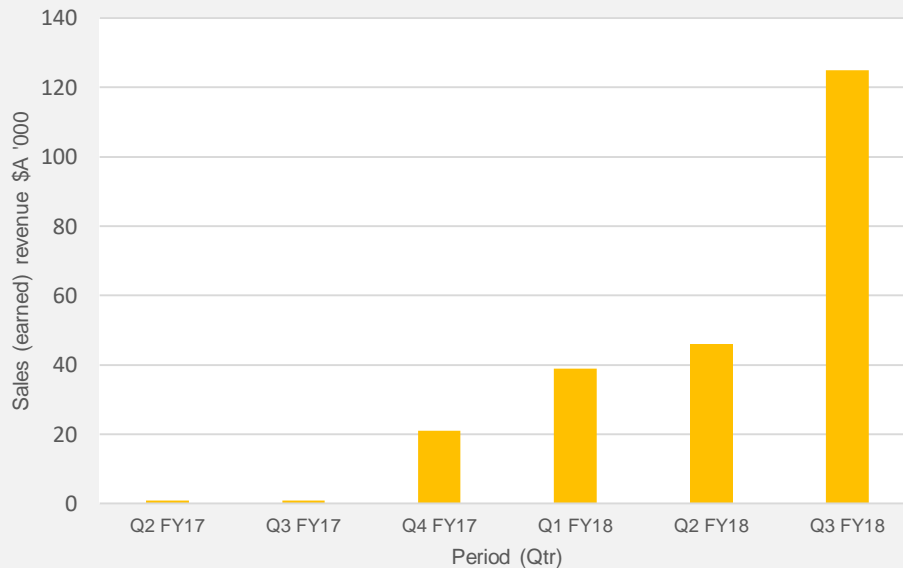
1. Build a blue-chip portfolio of domestic and global clients, directly and via distribution partners
2. Add to global partnerships
3. Broaden awareness of the Gooroo value proposition
4. International expansion
5. Maintain a prudent financial management regime that maximises ROI
6. Protect IP (via additional patents)

### Primary objectives

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

# Our financial performance is showing strength

Historical sales revenue (ASX:GOO)



- Revenue grew by 172% in Q3 FY'18
- Company anticipates continued growth in customer cash receipts over coming quarters

## Key Information

Price (cps)	7.0
Market cap (\$m)	6.07
52 week H-L	18.5-6.0
Cash at 31 Mar (\$m)	\$2.25

## Investment Fundamentals

	<b>FY17a</b>	<b>1H18a</b>
Revenue ('000s)	24.1	85.1
Net loss ('000s)	2,675	1,809

## Historical share price (past 12 months)

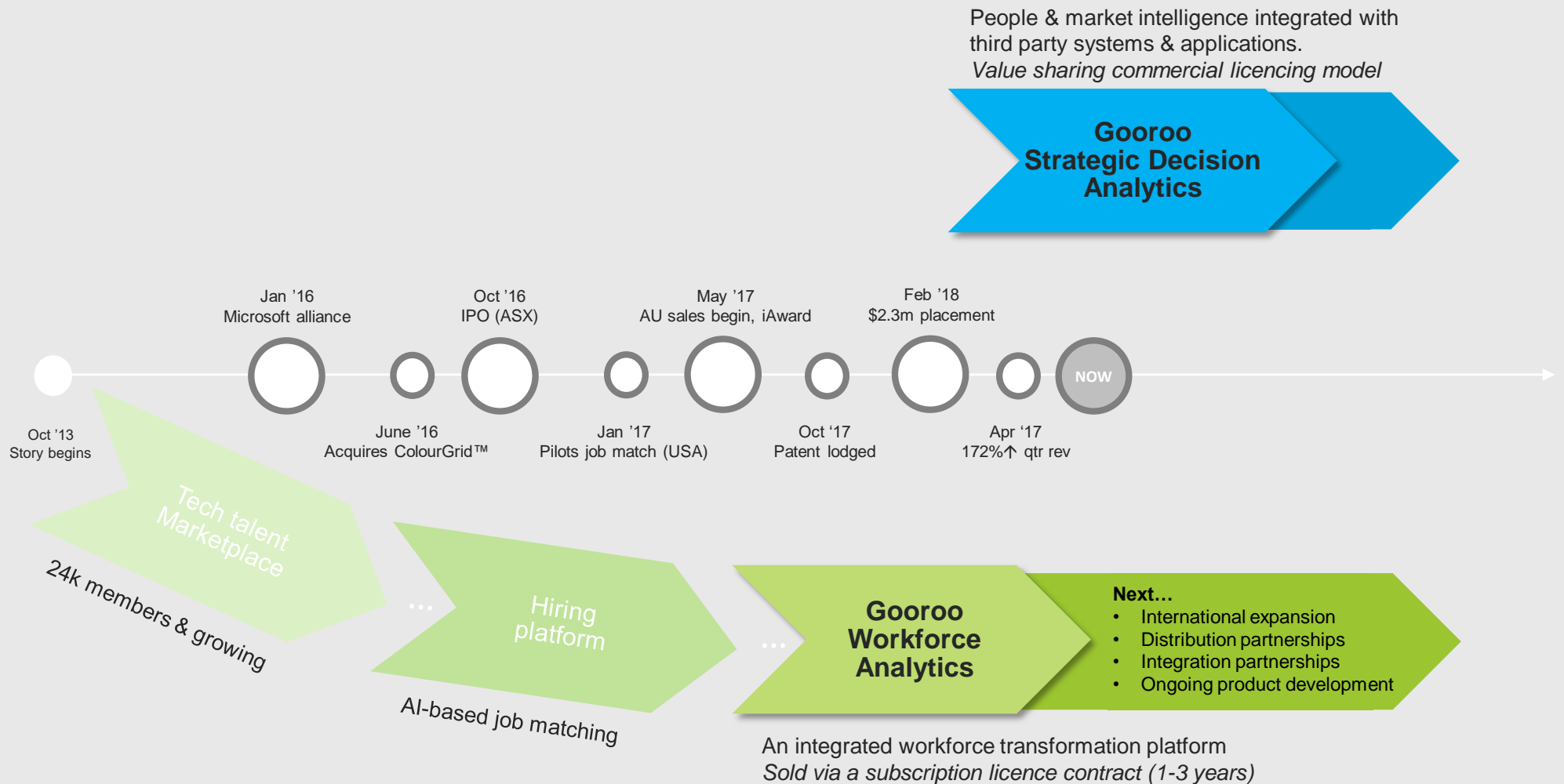


## Major shareholders

Greg Muller	20.72%
Emmanuel Foundas	5.65%
Bring on Retirement Ltd	2.42%



# Investment to date has positioned Gooroo out in front

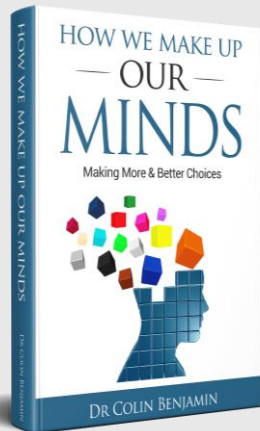


# Our approach is founded on rigorous scientific research

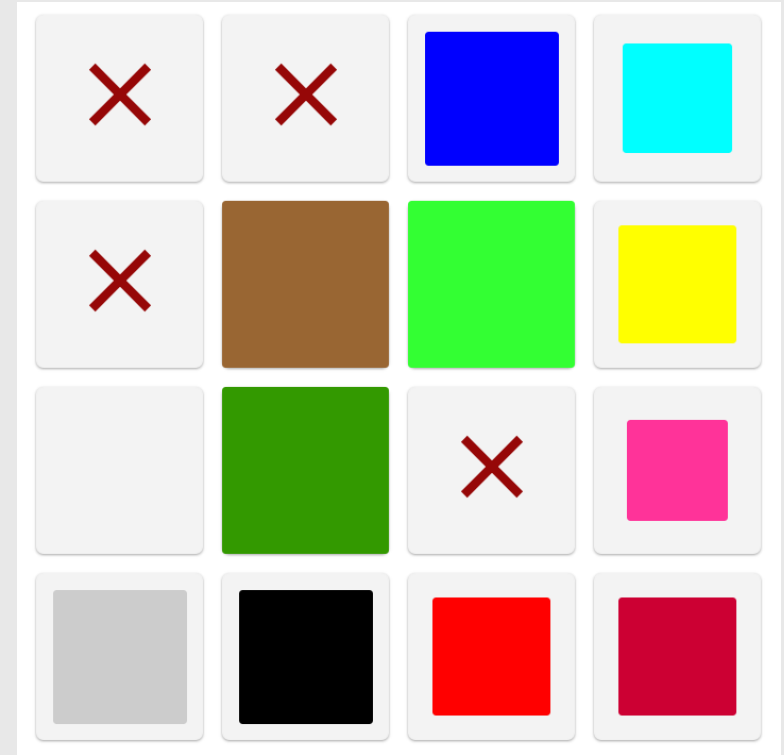
Based on strategic thinking research conducted over 40 years by Dr Colin Benjamin whose IP we acquired in June '16

Integrated with theory from over 100 leading experts such as De Bono, Hofstede, Inglehart, Jung, Mathis and Trompenaars

We now established a Human Thinking Research Unit



Our book, "How we make up our minds" based on our ColourGrid IP, will be released shortly

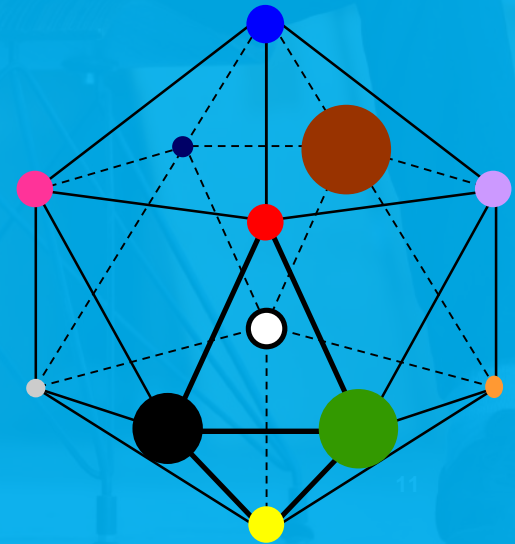




Introducing

## **Gooroo Strategic Decision Analytics**

A scalable, analytical engine delivering insights on how a market thinks to unlock better decisions and results



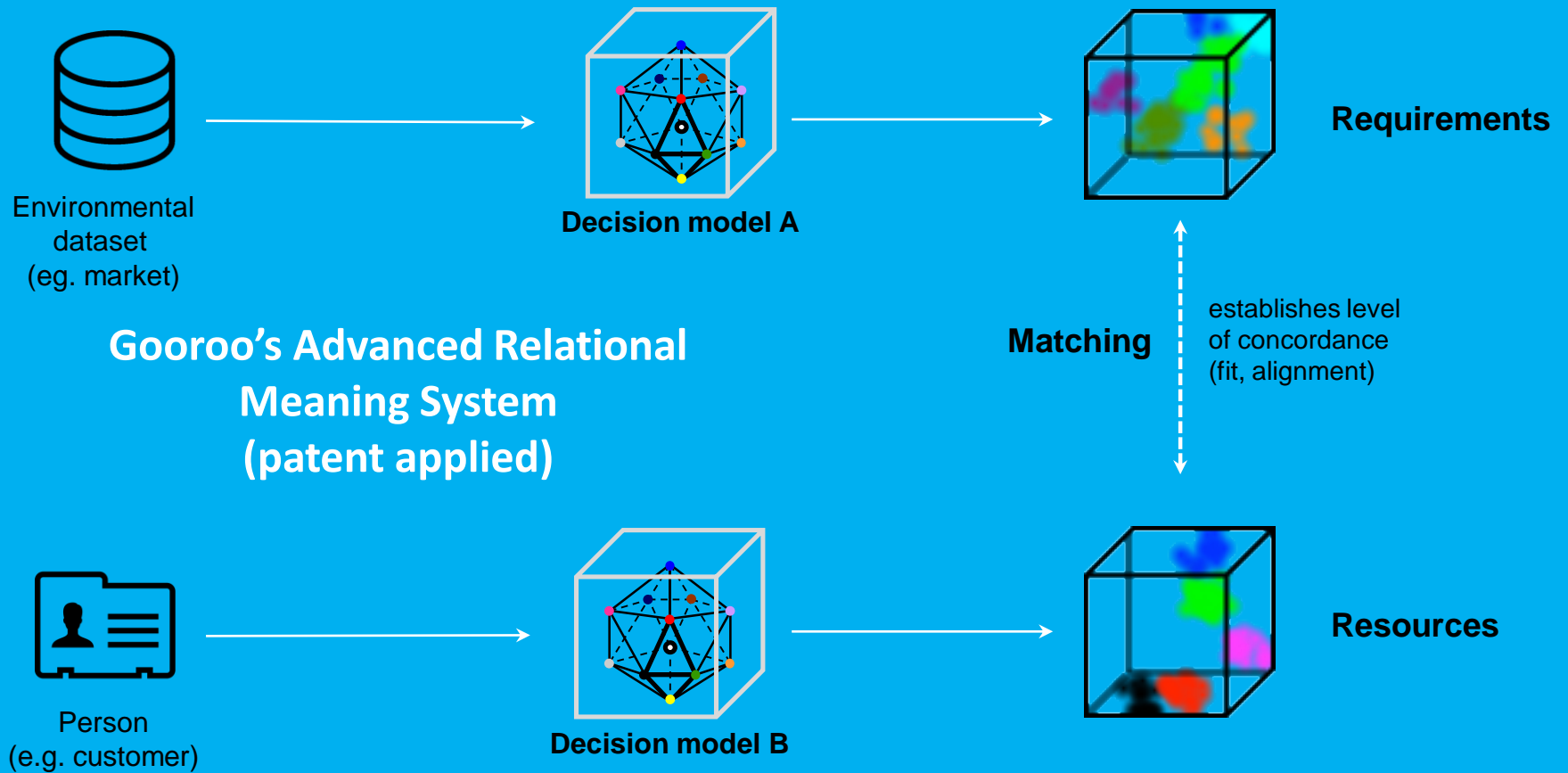
## Go-to-market via strategic partners

- We are now establishing strategic, transnational partnerships with select parties via global distribution agreements
- Commercialising & monetising using a licencing and value share model
- Core technology algorithm to be retained by Gooroo (i.e. it will not be shared with any third party)
- Offers market intelligence for any people-related enquiries, such as in:
  - Brand development, marketing, communications & personalisation
  - Market research & consumer insights
  - Consumer marketplaces
  - Human resources

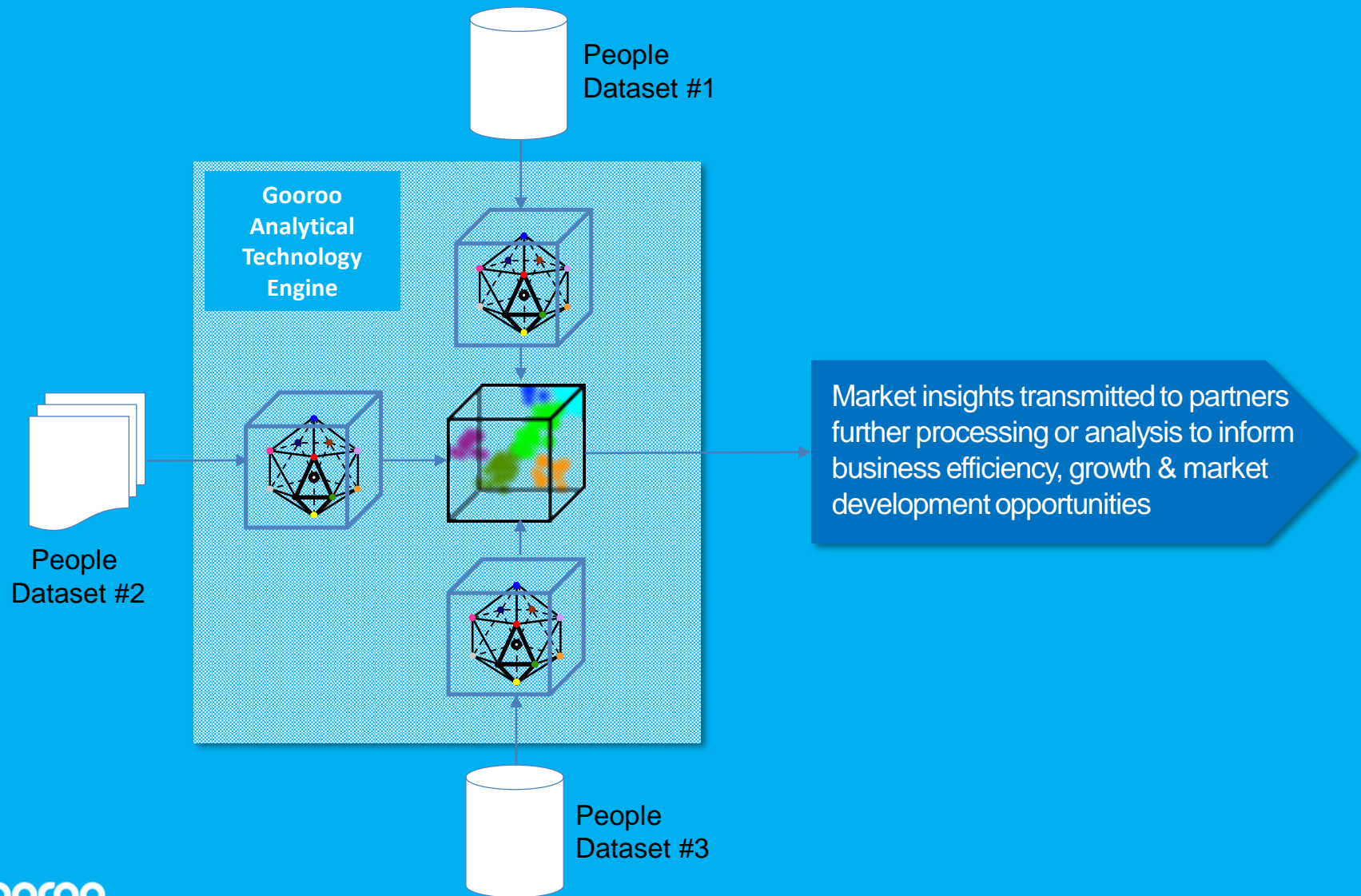




# An intelligent system that can identify the fit based on decision-making patterns



# Gooroo can integrate multiple datasets to provide a unique insight for a specific market



## Building valuable, long-term partnerships



“ We have been working hard on building new service lines and solutions that integrate the Gooroo technology and intellectual property. Gooroo represents an important cog in our strategy and we are excited about the significant opportunities that are now in front of us both.

We believe that our relationship with Gooroo will deliver significant commercial returns for the firm.”

Rod Bryan  
Lead Partner, Solution 49x, KPMG





Introducing

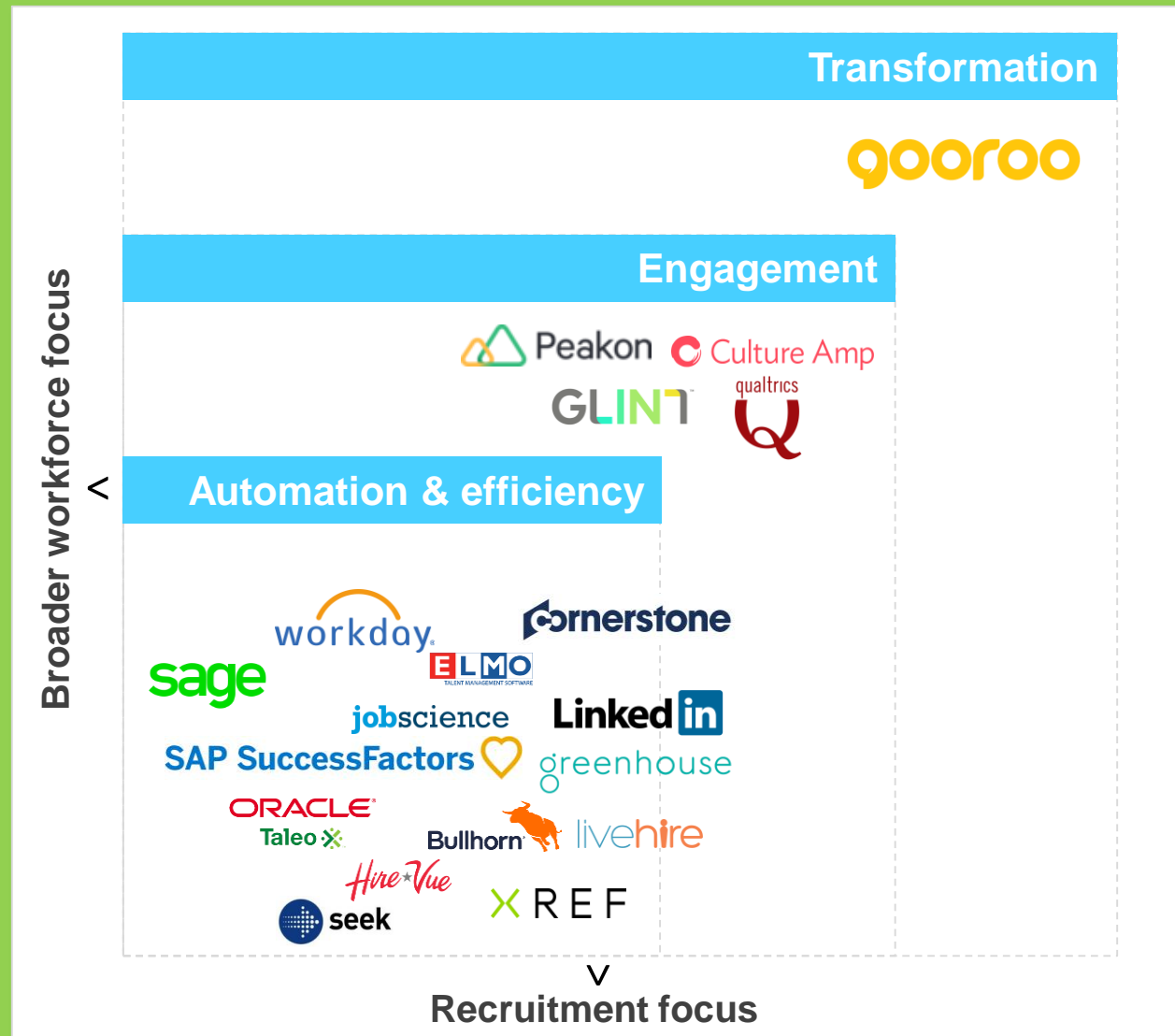
# Gooroo Workforce Analytics

Transforming how leaders  
make people decisions

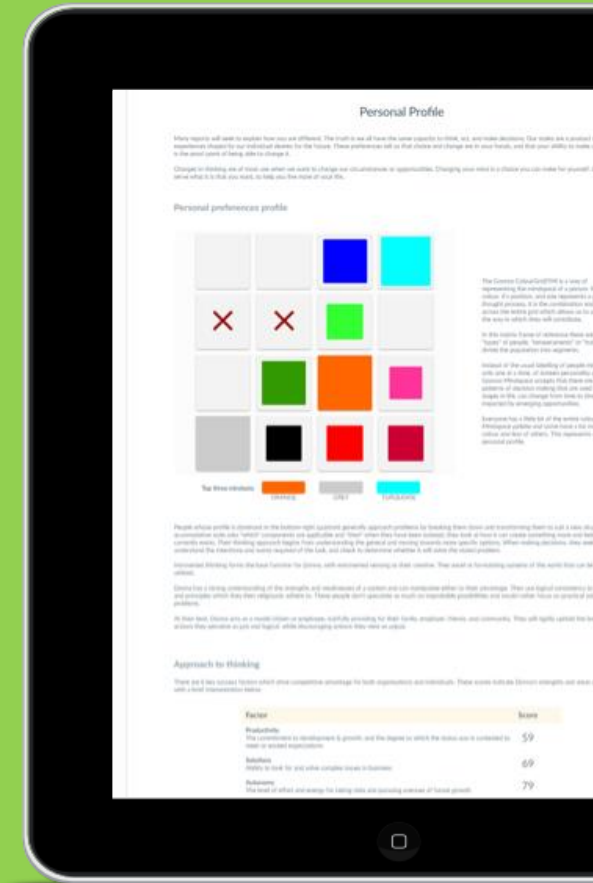
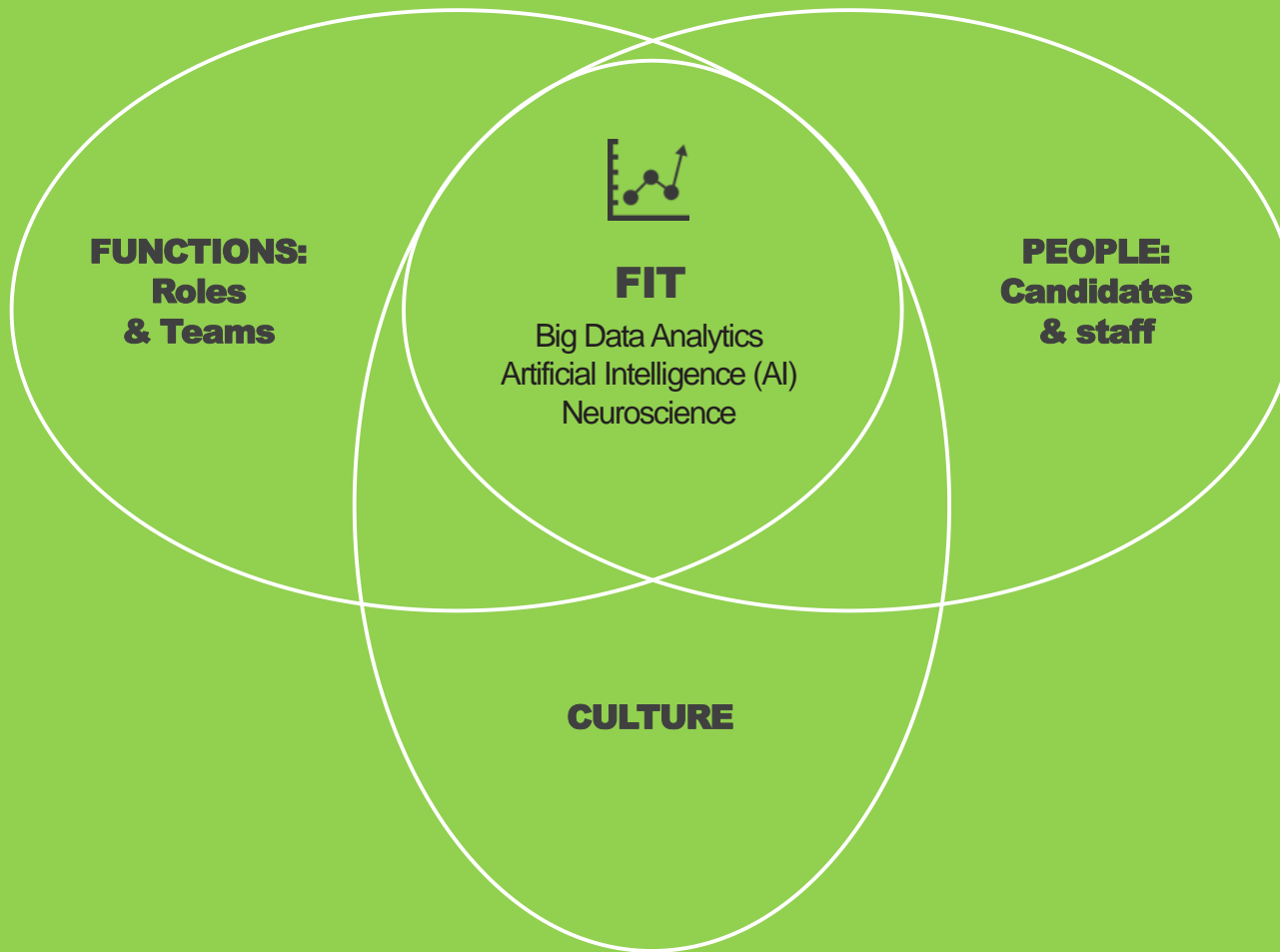




# A value generation platform with transformation potential



# Which leverages Gooroo's decision analytics engine to deliver advanced matching capability to deliver fit & helps unlock access to individual & team potential



# Supporting individuals & companies



## Individuals

Better decisions, more often in less time



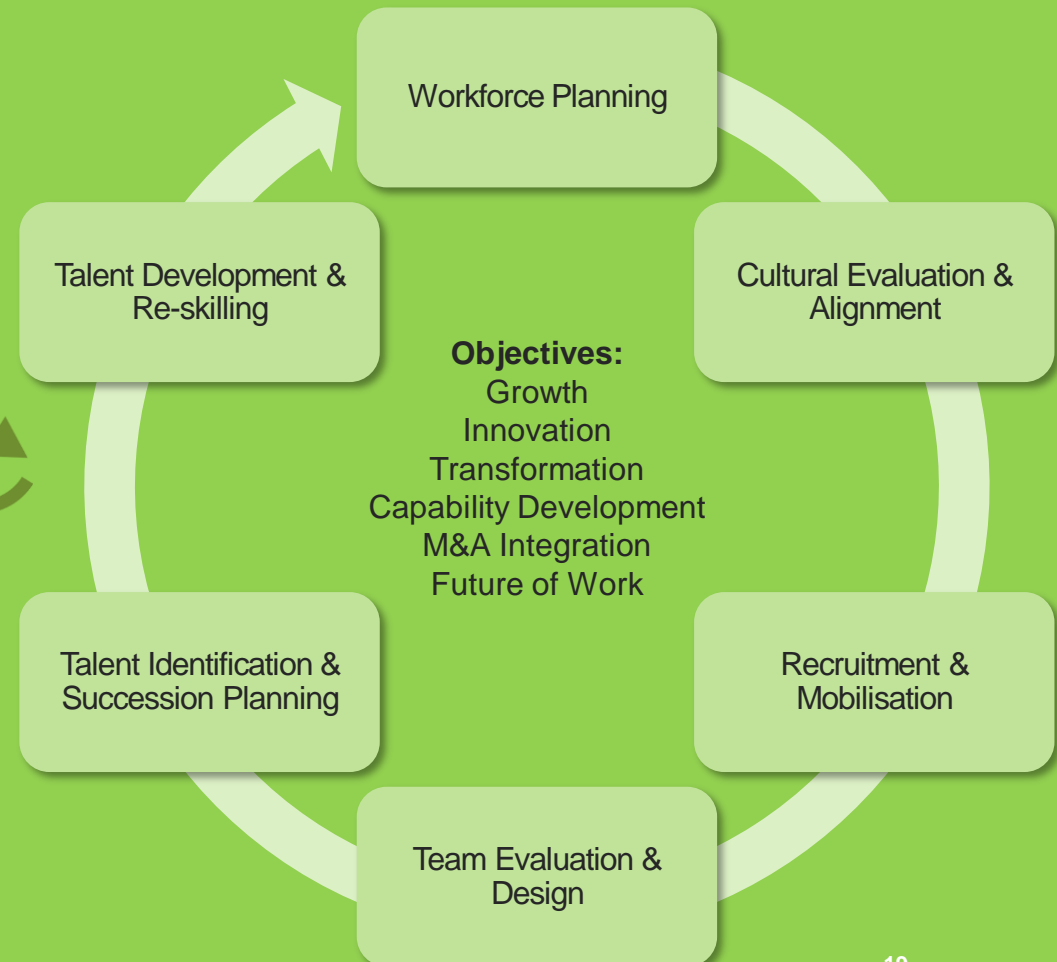
### Goals:

Achieve personal best  
Aspiration for more  
Self-esteem & happiness



## Companies

Better decisions, more often,  
with higher unit productivity



# Delivering these platform capabilities



## 1. Mindspace

Evaluates how individuals, teams & the organisation approach decisions, if they align culturally, and how they are positioned for uncertainty & growth



## 2. Match

Intelligently matches talent to a role & team, aligning organisational requirements to an individual's contribution to innovation, creativity & entrepreneurship



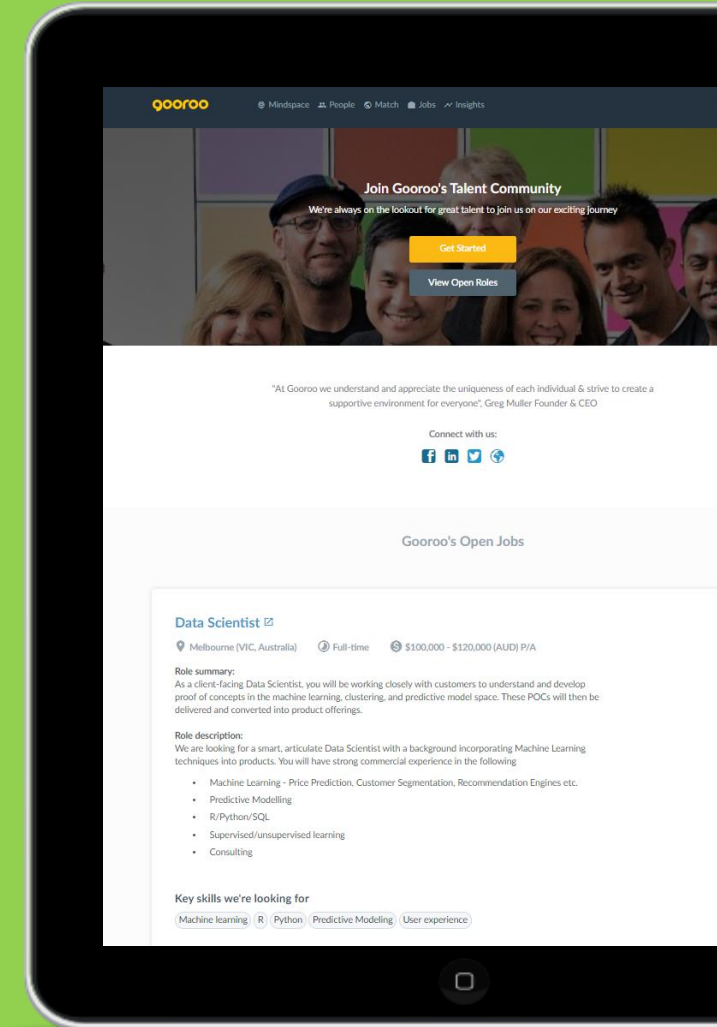
## 3. Communities

Constructs databases of permanent & contingent workers that are profiled using Gooroo's technology. Talent get access to analytics to inform personal growth



## 4. Insights

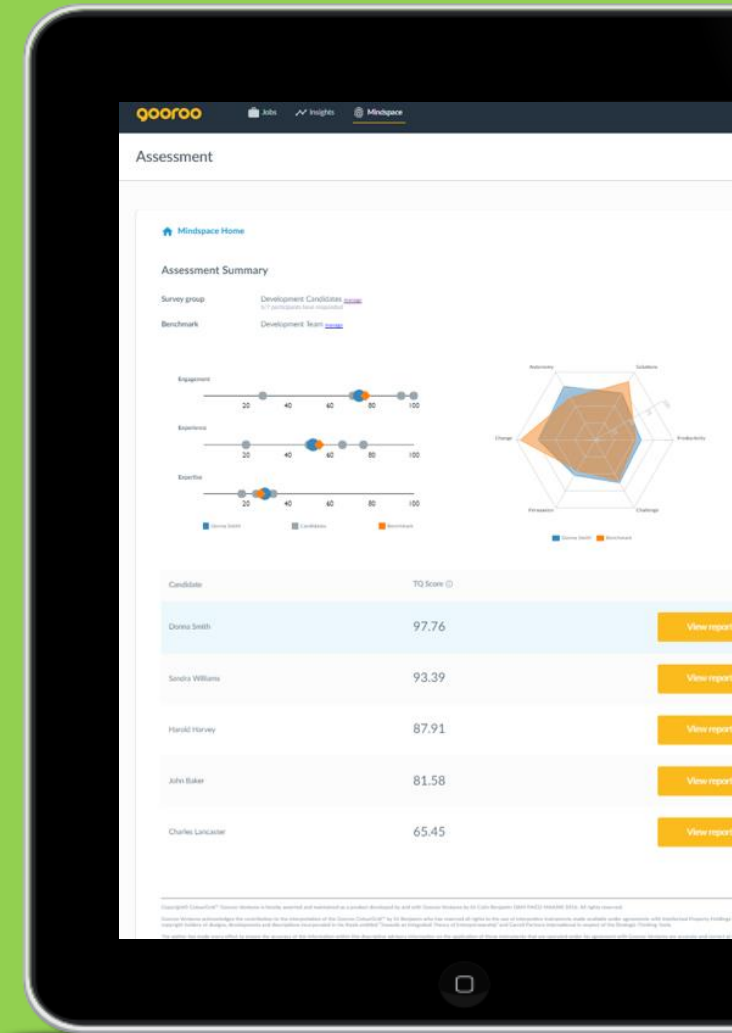
Delivers supply & demand analytics to inform hiring strategies, specifically focused on ICT/ Digital sector





# In an accessible & scalable way

- Subscription-based, cloud SaaS platform
- Integrates easily with other software, apps and platforms
- Provides privacy and data protection
- Supported by professional development programs to transfer capability that deliver the autonomy to drive change and transformation programs



# Building delighted customers



*kinetic* **IT**

“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

**gooroo**

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**KPMG**

**randstad**

**Deloitte.**

**elabor8**

**THE UNIVERSITY OF  
MELBOURNE**

*kinetic* **IT**

**VICTORIA**  
State  
Government

**New Horizons**  
Computer Learning Centres

**TIN ALLEY**  
*Co. Ltd*

**xpand**  
A Rubicor Co.

ACCOUNTANTS • AUDITORS • ADVISERS  
**TAG**  
FINANCIAL SERVICES

**MITSUBISHI  
MOTORS**

## A proven leadership team



Greg Muller  
**CEO**



Jose Herrera Perea  
**COO**



Carl Joseph  
**Product**



Glenn Hill  
**Technology**



Darcy Cameron  
**Partnerships**



Michael Walmsley  
**Sales**

# 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, marketing and technology specialist with more than 14 years' experience. Currently Chief Executive Officer at Performics (Division of Publicis Media), a world leading performance marketing 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





## Gooroo Scientific Advisor

Dr Colin Benjamin OAM, FAICD, MAASW

Inventor ColourGrid™, Futurist, Polymath

**Dr Colin Benjamin OAM, FAICD, MAASW is internationally recognised as a leading Australian polymath and futurist, a global leader in research and future trends, and the creator of strategic thinking tools and validated customer, consumer and community preference scales.**

He is the author of Gooroo ColourGrid™, and joined Gooroo in June 2016 as its Scientific Advisor to integrate ColourGrid™ within the Gooroo platform. ColourGrid™ based on advanced neuroscience research informing us about how we make up our minds. This insight can be used to construct meaning between our decision-making patterns, personal motivations, preferred career pathways, our habits of mind, levels of innovation, creativity and entrepreneurship, team dynamics and organizational culture; to create 'MORE' and 'BETTER' in our personal lives and for our companies.

Dr Benjamin developed Gooroo ColourGrid™ over four decades in collaboration with academics in Australia and the US, as well as co-developed the Roy Morgan Values Segments with Roy Morgan CEO, Michele Levine. Dr Benjamin also headed up the Futures Division of Ogilvy & Mather Worldwide.

In October 2017, Dr Benjamin and Gooroo lodged a patent application which describes the method of understanding the process of human thinking.

Dr Benjamin has applied the ColourGrid™ to inform the strategic direction of many major Australian and international enterprises.

**Dr Benjamin is Director General of “Life. Be in it.”, a registered charity and an organisation that Gooroo is proud to support.**



## Gooroo invited to give evidence to Senate Select Committee



- Parliament of Australia has accepted a written submission from Gooroo on the Future of Work and Workers
- Gooroo CEO, Greg Muller to give evidence to the Select Committee in Melbourne on Friday, 18 May 2018

## 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 and prestigious technology innovation award in Australia





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

“ We live increasingly complex, uncertain and turbulent times.

Our future will be driven by technology, meaning we need to adopt more agile organisation structures, re-evaluate what leadership looks like and expand our capacity to make decisions in times of internal turbulence and hyper competitive markets.

Gooroo unlocks the human potential of individuals, teams, companies and societies to make better decisions in pursuit of even greater achievements.”

Tom Brown, Chairman, Gooroo  
Global HR leader & past CHRO BHP Billiton, Brambles & Rolls Royce





Investors are welcome to  
complete a confidential personal  
profile report at [www.gooroox.com](http://www.gooroox.com)

Is your team making better decisions  
to unlock your future?



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