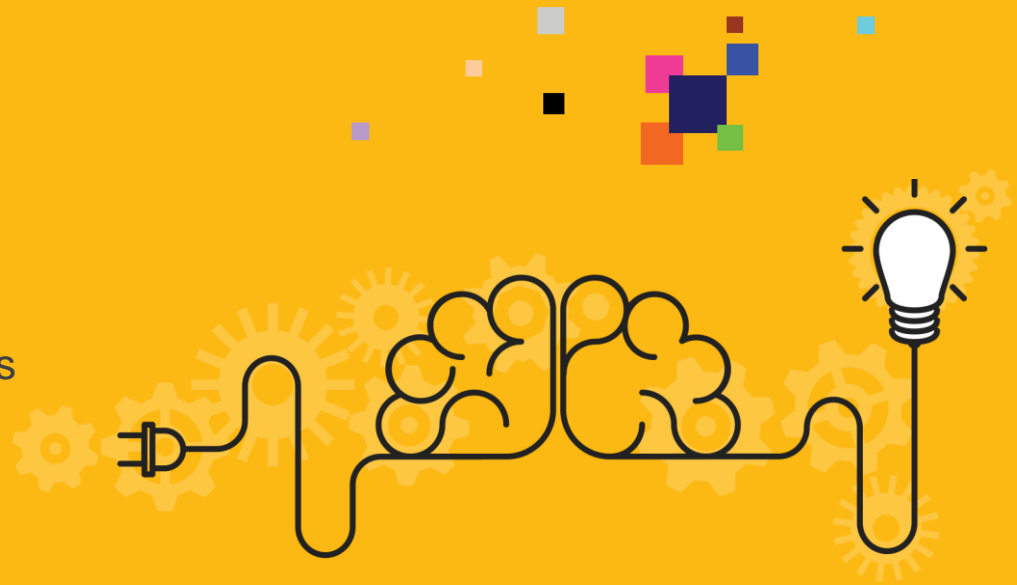


# People. Intelligence. Technology.

Gooroo is the global leader in the science of human thinking. Our technology delivers meaning about how human beings make decisions. When applied, Gooroo builds higher performing teams, directs more effective & personalised communications and transforms organisations and careers in readiness for the future.



## BUSINESS PRESENTATION

AUGUST 2018  
Gooroo Ventures Ltd (ASX:GOO)  
[www.gooroo.io](http://www.gooroo.io)  
Investors: [www.goorooventures.com](http://www.goorooventures.com)

**gooroo**

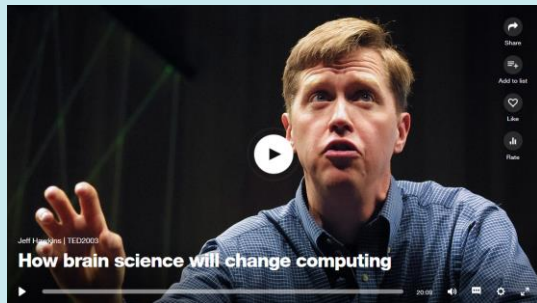
# Summary

- Gooroo technology understands how humans think
- Gooroo moves beyond artificial intelligence and provides a proven, scientific framework for how we make decisions
- After 40 years of research, and 5 years in technical R&D, this unique capability is currently being applied to address global and multi-billion dollar challenges in the human capital, marketing, career advisory and strategic management sectors
- Applications of Gooroo's technology are being commercialised; with major integration and global distribution partnerships now being established
- Reported a 240% revenue growth in H2 FY'18
- International expansion planned in FY'19



# Thinking analytics is the new currency

- As decision makers, we need to make better use of human thinking
- New innovation means that things are changing at a faster rate than ever before; creating new opportunities but also delivering significant challenges
- Future winners will be those who can capture the opportunities in a shorter time span and ahead of their competitor. Their advantage will be leveraging an understanding of how human's think
- Artificial intelligence needs to become the essence of winning: strategic intelligence
- At Gooroo we help make better and faster decisions possible – making time not marking time



Click on image to view each video



## What Gooroo does

- Gooroo's patent-pending technology maps people's thinking patterns
- Gooroo provides 'meaning' to any dataset related to people, and offers guidance in how to apply that meaning
- Delivers more accurate and actionable insights for faster and more confident decision-making
- Gooroo has made this capability commercially available via its own proprietary software and via integrations with other vendor platforms and service delivery models



# Offering borderless applications at massive scale

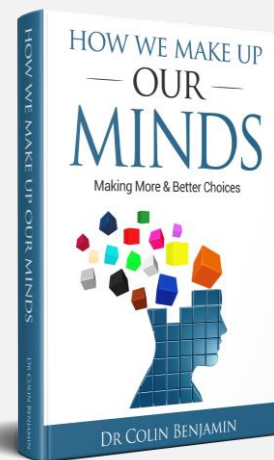
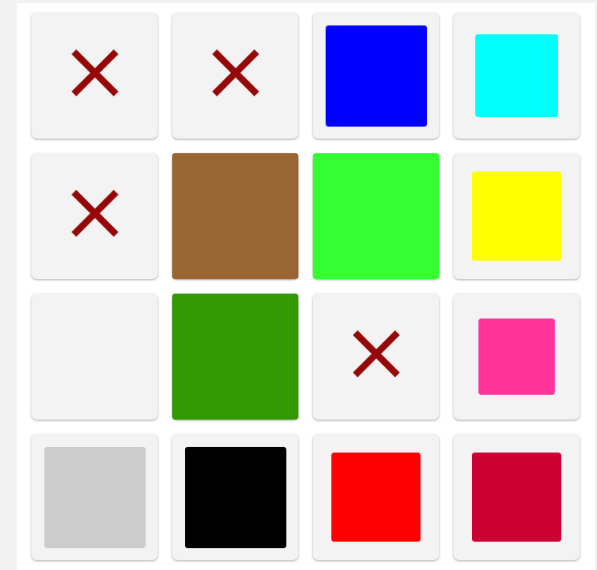
Gooroo technology can be applied to many global business and community challenges:

- **Business transformation** – informing the development of more collaborative teams that work faster and are growth focused
- **Marketing** – unlocking client data to target and communicate more effectively with customers
- **Careers** – helping students and transitioning workers make better decisions about optimal training and job pathways
- **Recruitment** – matching the right person to right role and company
- **Service design** – informing the design of personalised customer experiences that connect more deeply
- **Security** – detecting thinking patterns that have an increased likelihood of risky behaviour



# Our research is proven & patent-pending

- 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
- Now established a Human Thinking Research Unit to extend IP and deliver thought leadership and training
- **Submitted first patent application in October 2017 with two more to follow over next 12 months**



Our book, "How we make up our minds" based on our ColourGrid IP was released in July 2018.

Available at  
**amazon**

# Our solutions

## Gooroo Human Capital Solutions

- SaaS-based platform and talent eco-system
- Makes people and teams more productive, improves hiring accuracy and fit, builds organisational capacity and readiness for innovation and growth
- Used by employers, consultancies & recruiters

**Sold on subscription-based licence**

## Gooroo Marketing Solutions

- An analytical engine that processes large consumer datasets and delivers meaning about how people make decisions, at scale
- Used by marketers to inform strategy, media & creative execution and personalisation
- Available direct to brand or via agencies

**Sold on licence or on-demand**

## Gooroo Advisory & Training Solutions

- Expert services to understand team dynamics and to build techniques for better decision-making at all levels of an organisation
- Professional training and certification courses
- Training delivered to clients / consulting partners to drive adoption and on-sell

**Sold on-demand or with licence**

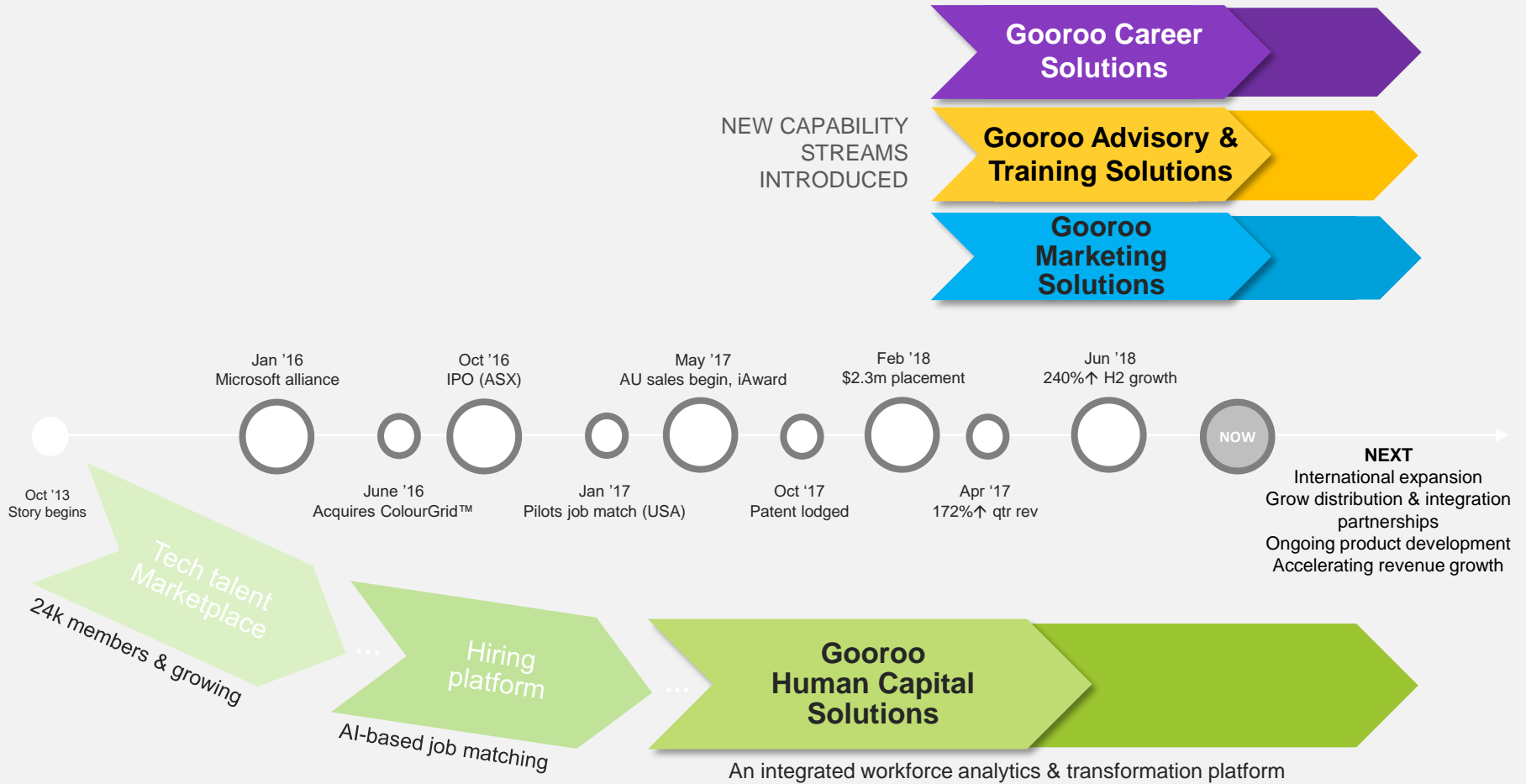
## Gooroo Career Solutions

- SaaS-based platform for students, workers, learning institutions, career advisors and government
- Evaluates individuals to build personalised career paths; matched to training courses & jobs
- Supports all job categories and regions

**Sold on subscription-based licence**



# Commercialisation timeline & progress





## 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

© 2018 Gooroo Ventures Ltd. All rights reserved



## 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

## Gooroo provided 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 & executives provided evidence to the Senate Select Committee in Melbourne on Friday, 18 May 2018

## Global Microsoft alliance



- Multi-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 billion dollar opportunity

- The Human Resource Management market size is projected to attain USD30 billion by 2025 (Grand View Research)
- Global advertising spend is estimated to reach USD\$558 billion by end 2018 (Zenith)
- The US industry for business intelligence and market research is expected to reach USD\$21 billion by 2024 (Plunkett Analytics)
- In a recent McKinsey Quarterly survey of 2,207 executives, only 28% said that the quality of strategic decisions in their companies was generally good, 60% thought that bad decisions were about as frequent as good ones



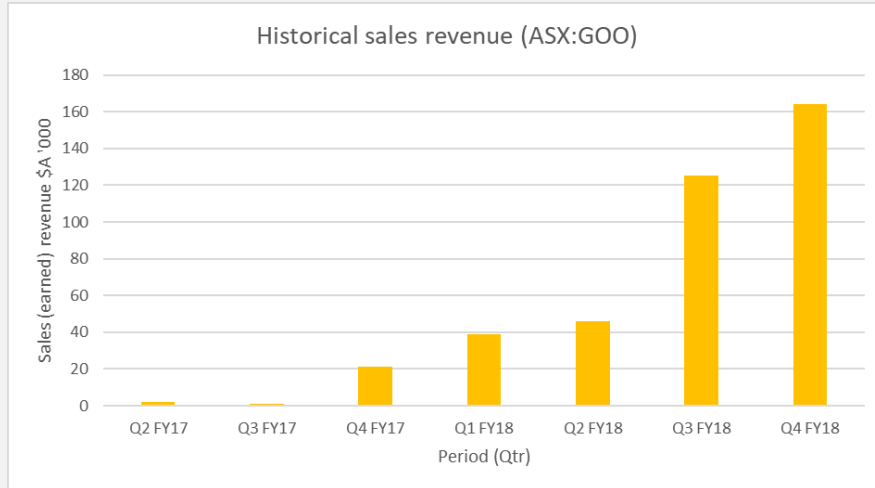
# Priorities over the next 12 months

1. Build a blue-chip portfolio of domestic and global clients, directly and via distribution partners
2. Add to global delivery and integration partnerships
3. Broaden awareness of the Gooroo value proposition
4. Build out platform capabilities
5. International expansion
6. Maintain a prudent financial management regime that maximises ROI
7. Protect IP (via additional patents)
8. Create data partners and marketing activation provider network

## Primary objectives

Accelerating revenue growth  
Building the partner (sales) channel  
Pushing towards cash flow positivity

# Momentum grows as commercial program expands



- Q4'18 customer revenue growth up 30% to \$164k
- Cash receipts for quarter up 253% to \$198k
- 240% growth in half year revenues (compared to H1 FY'18), and c1,500% growth year on year
- Expecting continued growth over coming quarters



## Key Information

Price (cps)	8.5
Market cap (\$m)	7.37
52 week H-L	15.0-5.5
Cash at 30 June (\$m)	\$1.55

## Investment Fundamentals

	FY17a	FY18e*
Customer revenue ('000s)	24.1	364.5*
Net loss ('000s)	2,675	3,202

\*Figure excludes non-customer income of \$225.5k

## Historical share price (past 12 months)



## Major shareholders

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

# 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



## Dr Wesley McClendon - ED

Extensive global background in Human Capital Management, Transformation, Strategy & Leadership Development. As thought leader (25 published articles and two books) and academic, has also held senior executive roles at the Edinburgh Institute (Scotland & Hong Kong), Grocon, Ernst & Young and Mercer (UK). Holds a PhD and MSc in HR Management and Industrial Labor Relations. Dr McClendon is on the leadership team member as Chief Strategy & Transformation Executive



## 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, Petratherm 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.

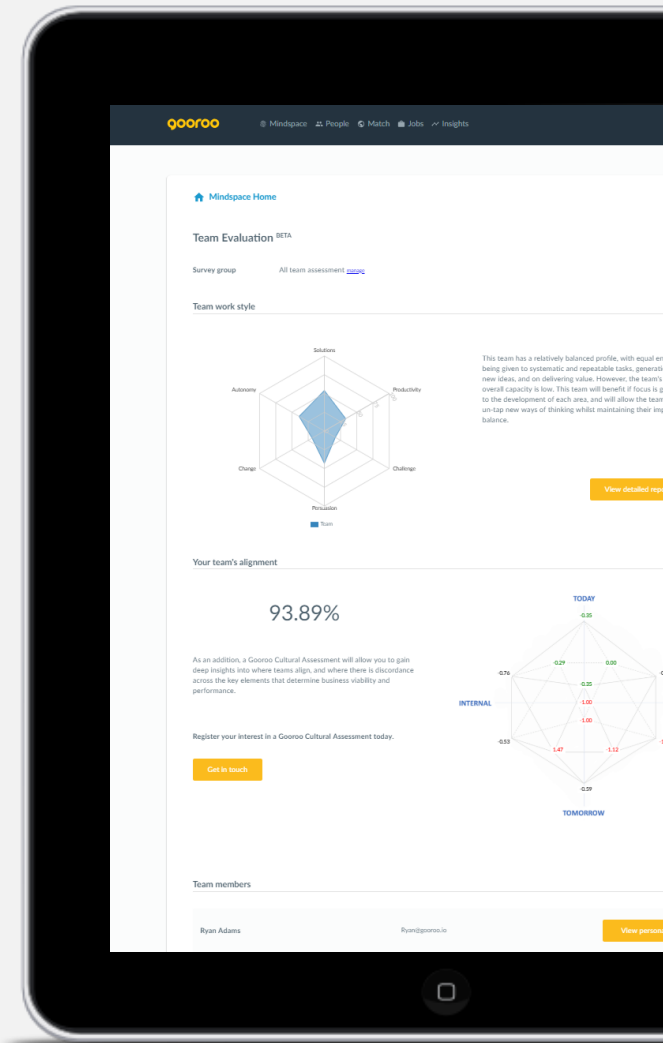
**Dr Benjamin is Director General of “Life. Be in it.”, a registered charity and an organisation that Gooroo is proud to support.**






# Why Gooroo?

- Global leader in the science of human thinking
- One of a kind, disruptive technology and borderless business opportunity, delivering strong ROI
- Scalable technology
- Multiple, scalable revenue streams
- Targeting enterprises and partners with global footprint and distribution capability
- Senior and experienced team
- Proven, patent-pending IP



A close-up portrait of Tom Brown, a middle-aged man with short, light-colored hair, smiling slightly. He is wearing a light blue button-down shirt and a dark blue blazer. The background is dark and out of focus.

“ We live in 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, Chair, Gooroo Ventures Ltd  
Global HR leader & past CHRO BHP Billiton, Brambles & Rolls Royce

## Now you're thinking...



### Investor Enquiries

Mr Peter Nesveda

Corporate Affairs & International Investor Relations

Intuitive Pty Ltd

Tel: +61 3 9504 8420, Mob: +61 (0) 412 357 375

Email: [peter@intuitiveaustralia.com.au](mailto:peter@intuitiveaustralia.com.au)

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

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



Gooroo Ventures Ltd (ASX:GOO)

Gooroo™, GoorooMatch™ and GoorooJobs™ are registered trademarks of MSGooroo Pty Ltd, a wholly owned subsidiary of Gooroo Ventures Limited