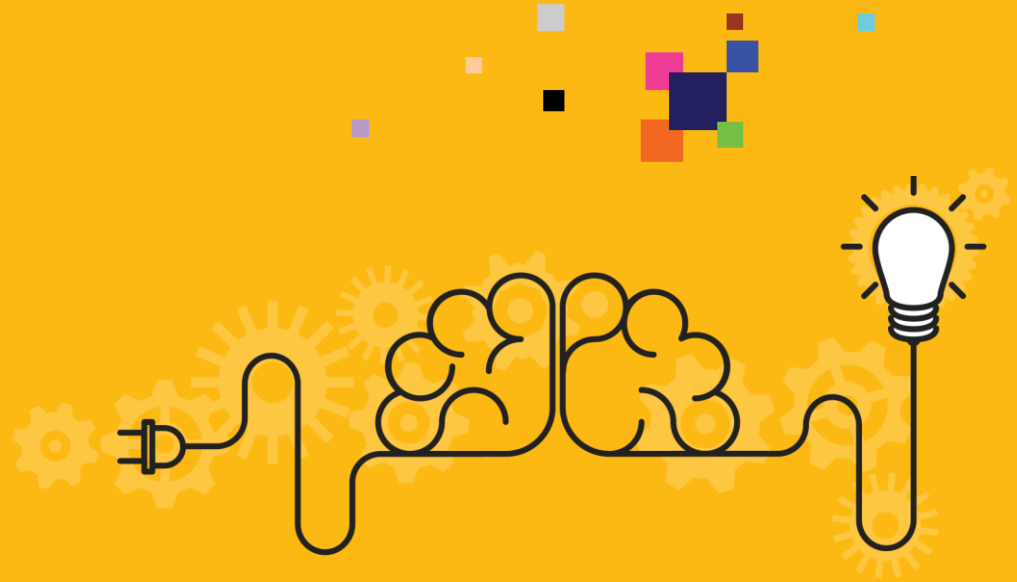


# The technology platform that powers business transformation

Gooroo is creating a world that understands how people think, through neuroscience, big data & technology.

Gooroo builds more engaged, collaborative & innovative workforces, informs more targeted communications & delivers growth pathways for every individual.



## EXECUTIVE SUMMARY (INVESTORS)

NOVEMBER 2018  
Gooroo Ventures Ltd (ASX:GOO)  
[www.gooroox.com](http://www.gooroox.com)  
Investors: [www.goorooventures.com](http://www.goorooventures.com)

**gooroo**

# Welcome to Gooroo



Click to watch video - <https://youtu.be/iX7ea43OWDs>

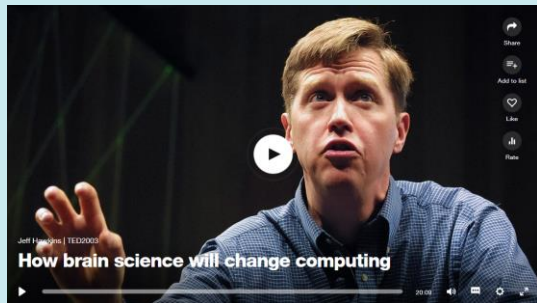
# Summary

- Gooroo's enterprise technology platform understands how humans think
- Gooroo moves beyond artificial intelligence
- 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 opportunities in the areas of Human Capital, Marketing and Careers
- Now 17 months in to commercialisation. Clients include KPMG, Microsoft, Amrop, Mitsubishi, Kinetic IT, Catalyst Global, Davidson, Telstra (Belong) and Randstad
- Major integration and global distribution partnerships established to expand reach, sales efforts and to support implementation
- Quarter on quarter revenue growth now being experienced
- 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
- This is Gooroo's unique advantage



Click on image to view each video



# What Gooroo does

- Gooroo applies its technology in the areas of Human Capital, Marketing and Careers
- Customers use Gooroo technology to:
  - Design more collaborative and higher performing teams
  - Measure and understand the barriers to cultural alignment; identifying the priorities and steps to better balance and performance
  - Identify future managers and leaders, and understand how to develop them
  - Understand the capability and potential of existing staff, where to deploy them, develop or retire
  - Achieve better fit in hiring by understanding what represents high performance and by matching people to roles and teams
  - Build more efficient and targeted access to skilled and screened talent
  - Influence individuals through tailored, personalised messaging
- Gooroo is sold directly to enterprises or via distribution partners
- Customers pay a licence fee (\$33,000-\$250,000) per year, plus consumption/usage fees. Services revenue provided through implementation and training programs.



# Offering borderless applications at massive scale

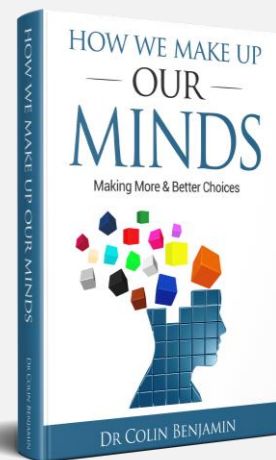
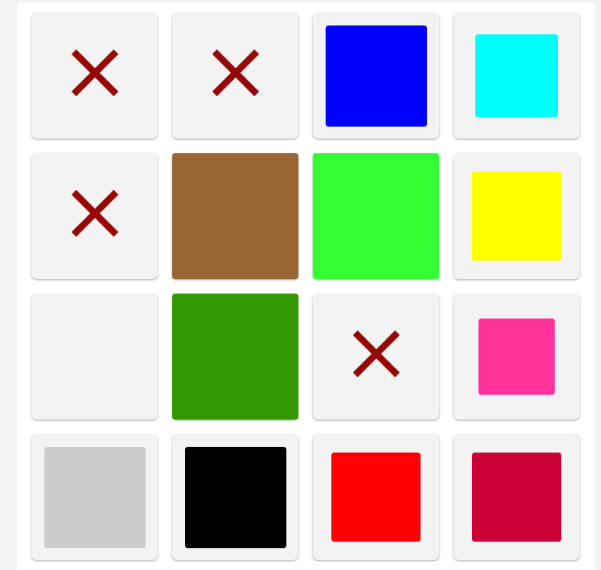
Gooroo technology can be applied to many global business and community challenges:

- **Business transformation** – informing the development of more collaborative teams that work faster and are growth focused
- **Marketing** – unlocking customer datasets to provide real human insight, delivering personalised communications and getting better outcomes
- **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



# Proven, patent-pending intellectual property

- 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
- Verification documents in place
- **Submitted first patent application in October 2017, with additional patents to be lodged**



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

Available at  
**amazon**

# Gooroo's solution areas

## Human Capital

- SaaS-based technology platform and talent eco-system
- Builds staff and team productivity & collaboration, improves hiring accuracy and fit and informs organisational capacity and readiness for innovation and growth
- Used by employers, consultancies & recruiters

**Sold on subscription-based licence**

## Marketing

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

**Sold on licence or on-demand**

## Careers

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

**Sold on subscription-based licence**

Supported by

## Advisory & Training

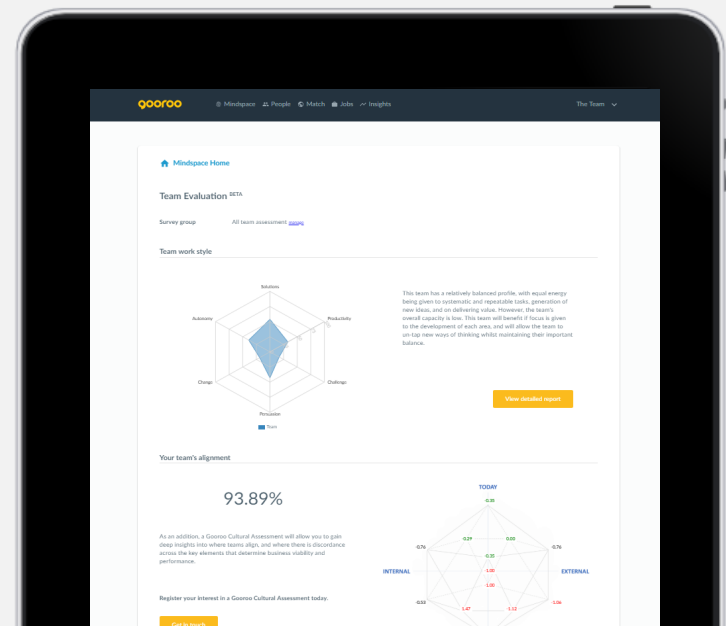
- Expert advisory services and training programs support technology implementation and adoption

**Sold on-demand or with licence or implementation budget**

Visit [www.gooroox.com](http://www.gooroox.com) for more details



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## 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, Kinetic IT

**gooroo**

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**KPMG**

**randstad**

**Deloitte.**



**Amrop**

**catalyst**  
global  
team building network

**Microsoft**



*kinetic* IT

**VICTORIA**  
State  
Government

**Davidson**

**elabor8**

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



*Stade Group*  
When recruiting works.

## 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

## Excellence Award in Creativity & Innovation



- 2018 APSCo Australia Excellence awards program
- Winner of the Creativity & Innovation Category

## 2017 Innovation of the Year



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

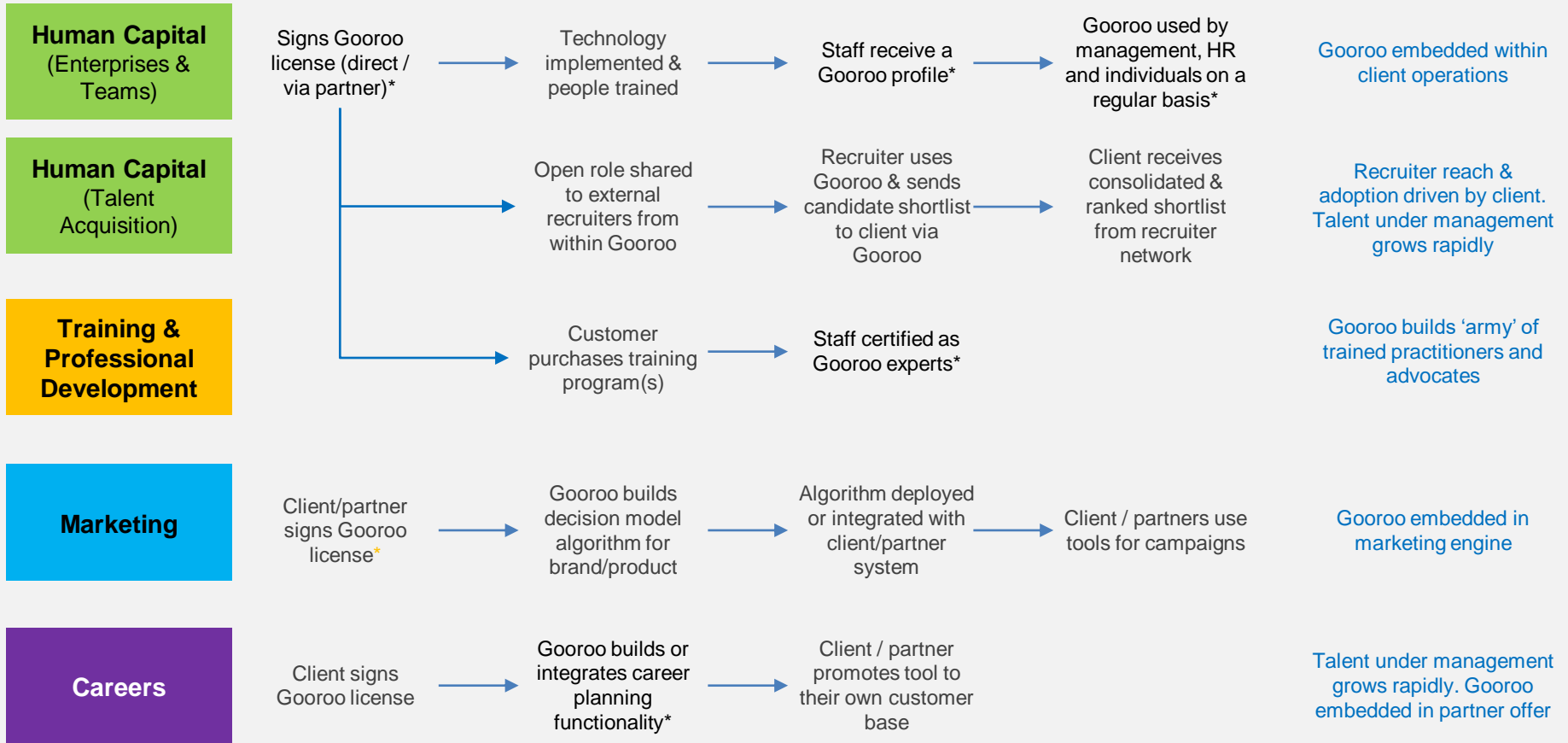


## A billion dollar opportunity

- 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



# How Gooroo is building scale & long-term revenue streams



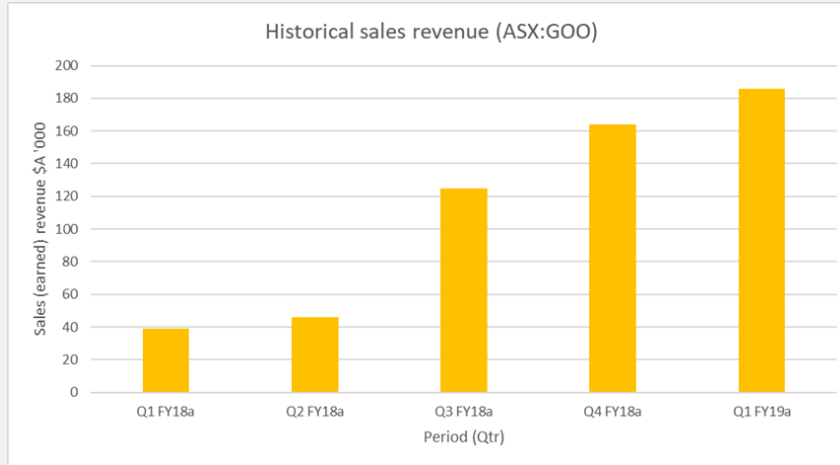
# Priorities over the next 12 months

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



- 13% quarterly revenue growth & up 370% from Q1FY18
- 15% growth in customer receipts to \$228,000
- Expecting continued Q-on-Q growth

## Key Information

Price (cps)	5.5
Market cap (\$m)	4.8
52 week H-L	12.0-4.8
Cash at 30 October (\$m)	\$1.05

## Investment Fundamentals

	FY17a	FY18a
Customer revenue ('000s)	24.1	410.5
Net loss ('000s)	2,675	3,235

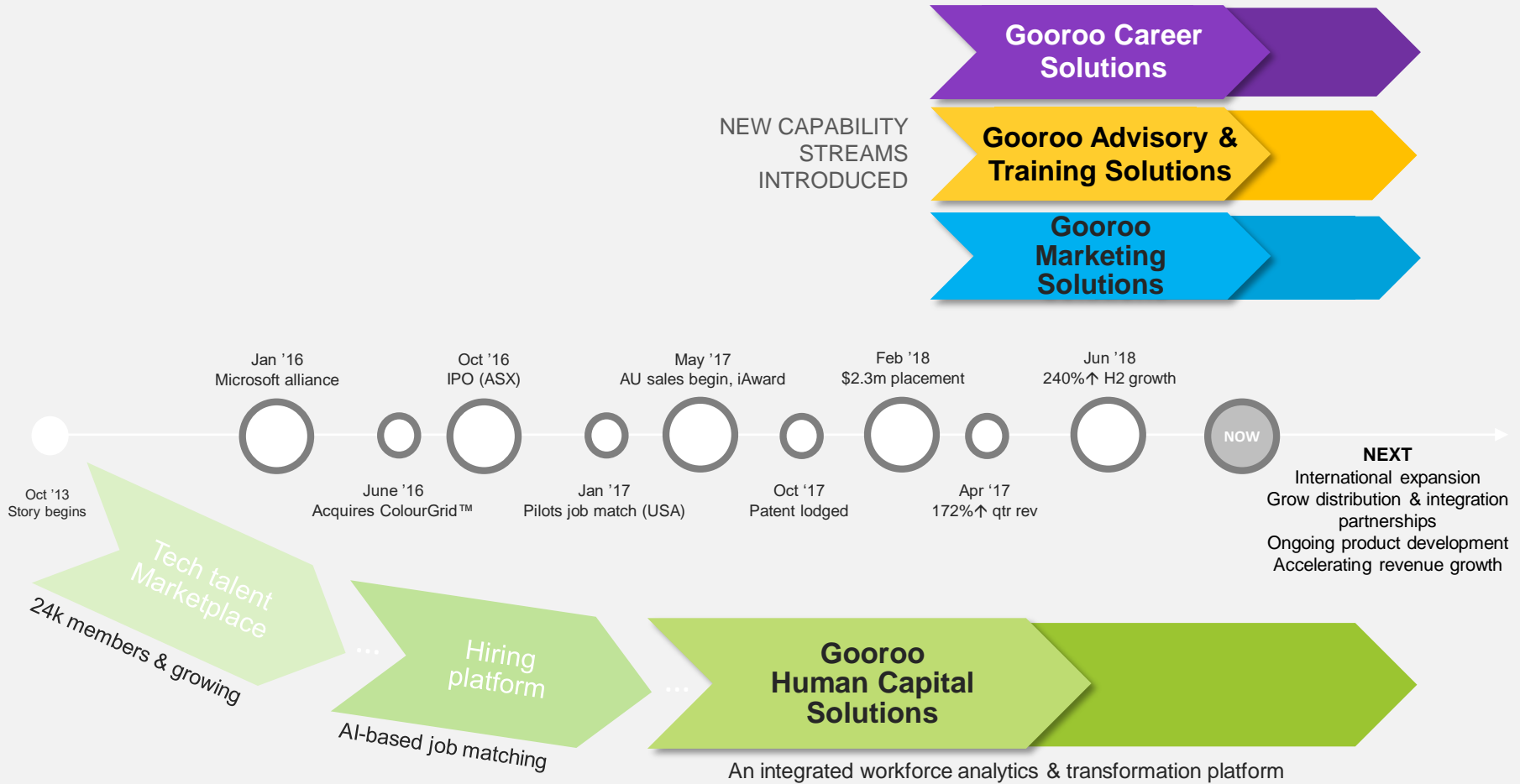
## Historical share price (past 12 months)



## Major shareholders

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

# Commercialisation timeline & progress





# Target markets & sectors

## Human Capital Solutions

1. Management & HR Consultancies
2. Direct to Employer (CEO, COO, CHRO, Chief Transformation Officer)
3. Recruiters
4. Investment banks/Law Firms (i.e. M&A)
5. HR Software Platforms

### Primary industries:

- Banking & finance
- Construction, Infrastructure, Engineering, Resources
- Consultancies Transnational (Big 4, top-tier)
- FMCG
- Government

## Marketing Solutions

1. Media Agencies
2. Marketing Technology
3. Market Research
4. Information providers (e.g. Equifax)
5. Direct to Advertisers
6. Management Consultancies

## Career Solutions

1. Industry Associations
2. Universities/Higher-ed Institutions
3. Direct to Market (gooroo.io community)

- Healthcare & wellness
- Higher Education
- Insurance
- IT & Telco
- Recruitment, Executive Search & HR Consulting
- Utilities

## Training & Professional Development

1. Active Customers
2. Active Partners
3. Business Schools
4. General Public (direct promotion)

# 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, 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.**

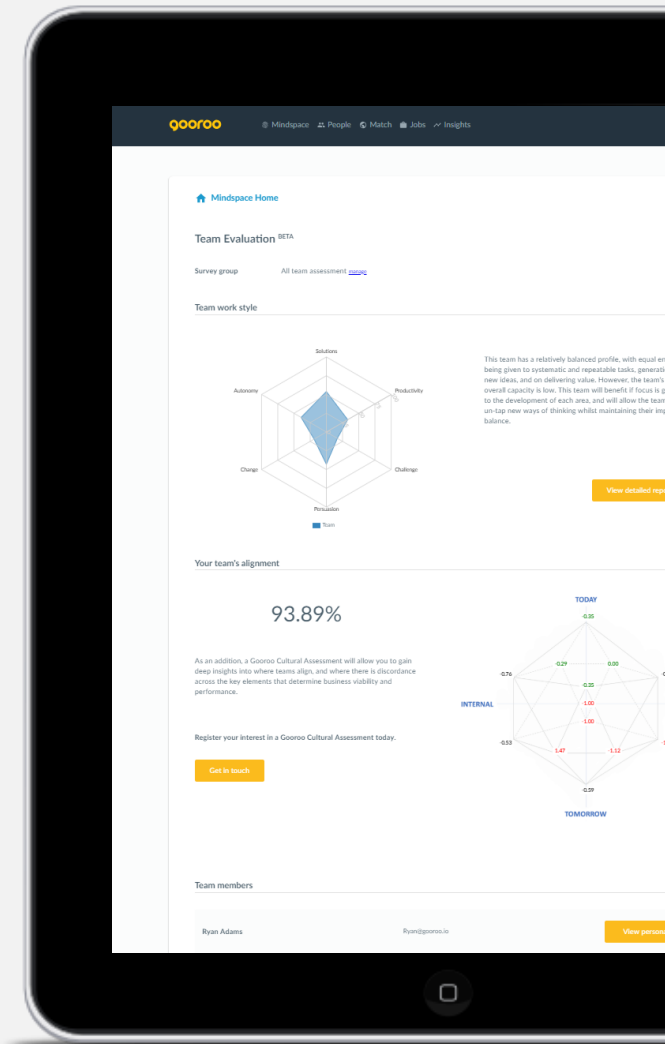



# Why Gooroo?

- 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

gooroo

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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**

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