



**SEARCH  
PARTY**

# Business Overview

A digital marketplace to grow a \$300bn industry

BIA announcement 19<sup>th</sup> January 2016

# Important notice

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# The world's first true employment marketplace

The search party is a global employment marketplace that includes recruiters in the employment process.

How it works is simple:

- **Recruiters** advertise using their (anonymous) candidate data. We already have **500 recruiters** and more than **15 million candidate CVs\*** in the UK, Canada, Australia.
- **Employers** search and shortlist for their next employee in minutes using our data science and smarts. For them it's free to join and they only pay a fee they've agreed on hire. We have more than 3,500 employers, growing consistently.
- **Recruiters screen and engage** candidates as they normally do.
- **Employers interview and hire** as they normally do . . . . but **600% faster and 60%+ cheaper!** We clip 20% of the recruiter's ticket.

We're growing 20% month on month across all key metrics and to date growth has been supported by a miniscule product and marketing budget

Our **strategy and execution plan is clear**. Our single largest barrier to explosive growth is capital to refine product and expand our customer base.

The ALA transaction provides access to capital and a structure to support the next leg of our growth.

\*~3 million currently being processed from recruitment partners

# Employment needs to evolve

- For **Employers**, hiring is often painful, slow and expensive.
- Many **Recruiters** are being challenged for scale, efficiency and profitability, particularly in our segment – low to mid-level white collar roles.
- **Job Seekers** are disempowered and uncomfortable when they are looking for jobs or being engaged for a new role.

The recruitment industry has been slow to adopt new technology

\*13 days on average with Search Party over 60 day industry average, 90 days in some geographies, based on Search Party research

\*\*8% of salary average fee on Search Party vs up to 20% using traditional methods, based on Search Party research

# The marketplace creates value for all participants

- For **Employers**, it means hiring **6X faster\***, at **60%+ less cost\*\*** than traditional methods **without sacrificing quality**.
- For **Recruiters**, it means that they get new customers at no cost using their database of candidates. Search Party roles get placed with minimal effort growing their business and profitability.

Better for Employers, better for Recruiters.

\*13 days on average with Search Party over 60 day industry average, 90 days in some geographies, based on Search Party research

\*\*8% of salary average fee on Search Party vs up to 20% using traditional methods, based on Search Party research

**Global recruitment is worth \$300bn\* already, and marketplaces grow industries.**

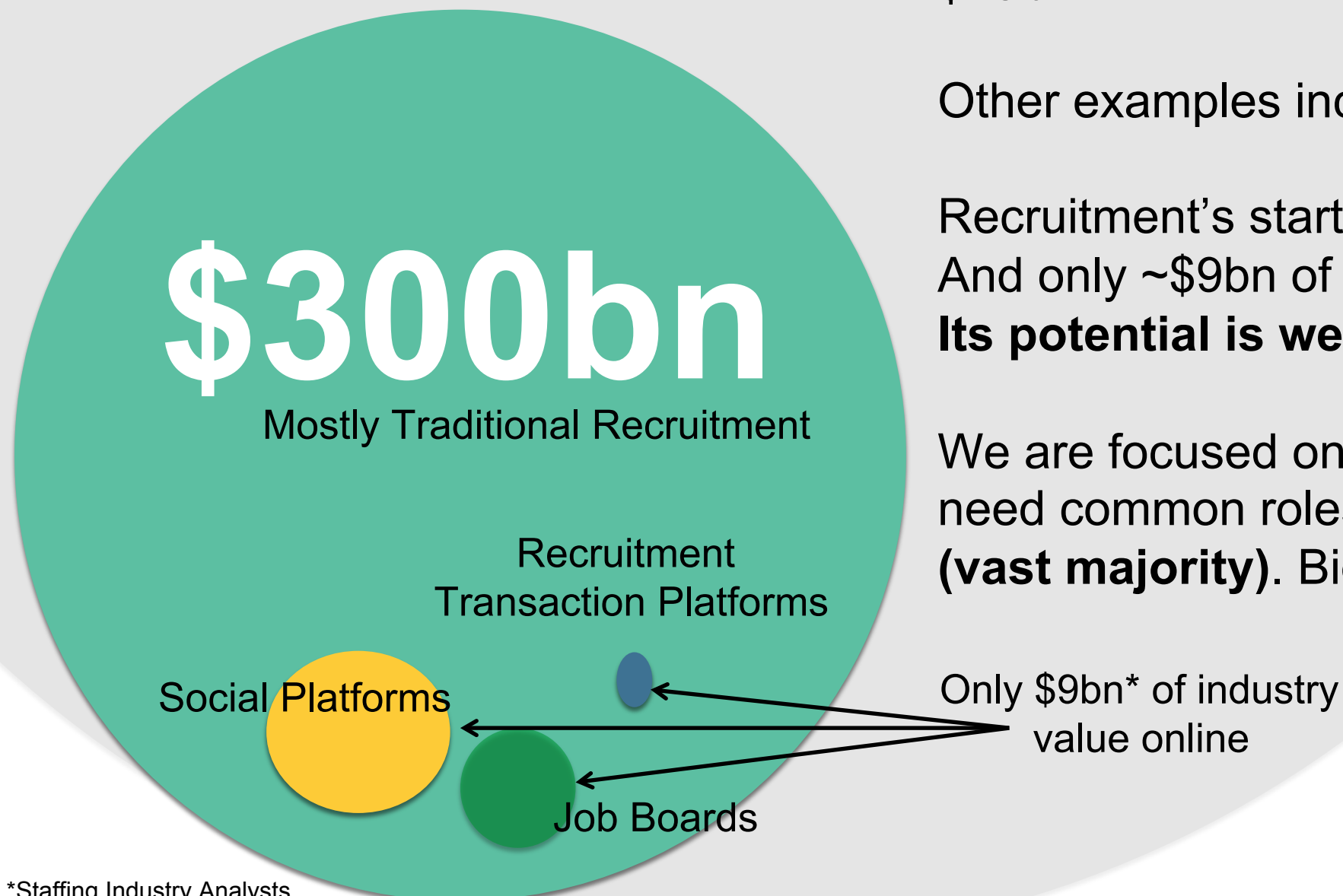
**\$1T+ potential**

Before eBay, global (non-real-estate) auction industry was probably worth only \$5bn. **Now? ~ \$75bn.**

Other examples include AirBNB & Uber.

Recruitment's starting at \$300bn. And only ~\$9bn of that is currently online. **Its potential is well over \$1T\*\*\*.**

We are focused on mid-market companies who need common roles filled quickly and cheaply (**vast majority**). Big companies use us too.



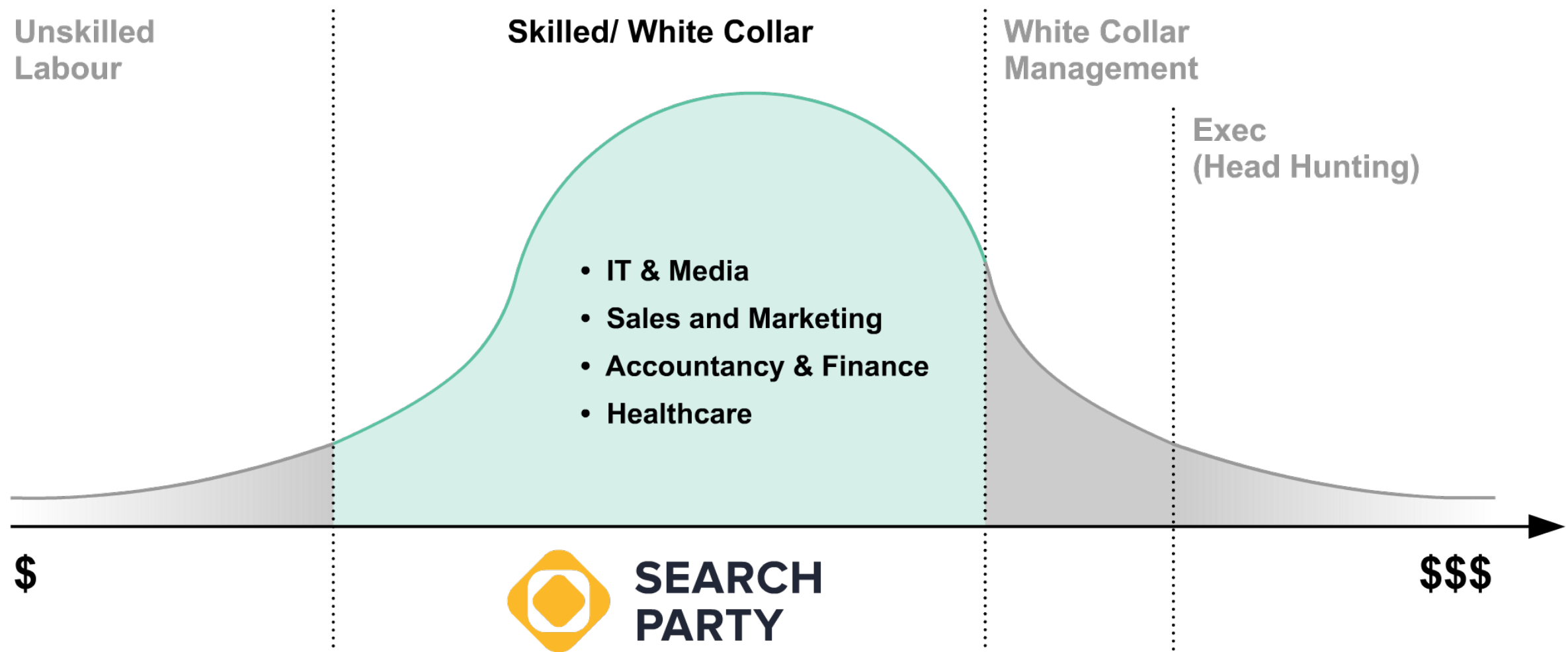
\*Staffing Industry Analysts

\*\* Forbes

\*\*\* McKinsey, The social economy: Unlocking value & productivity through social technologies (2015)

# We currently target SMEs that need people quickly and cheaply

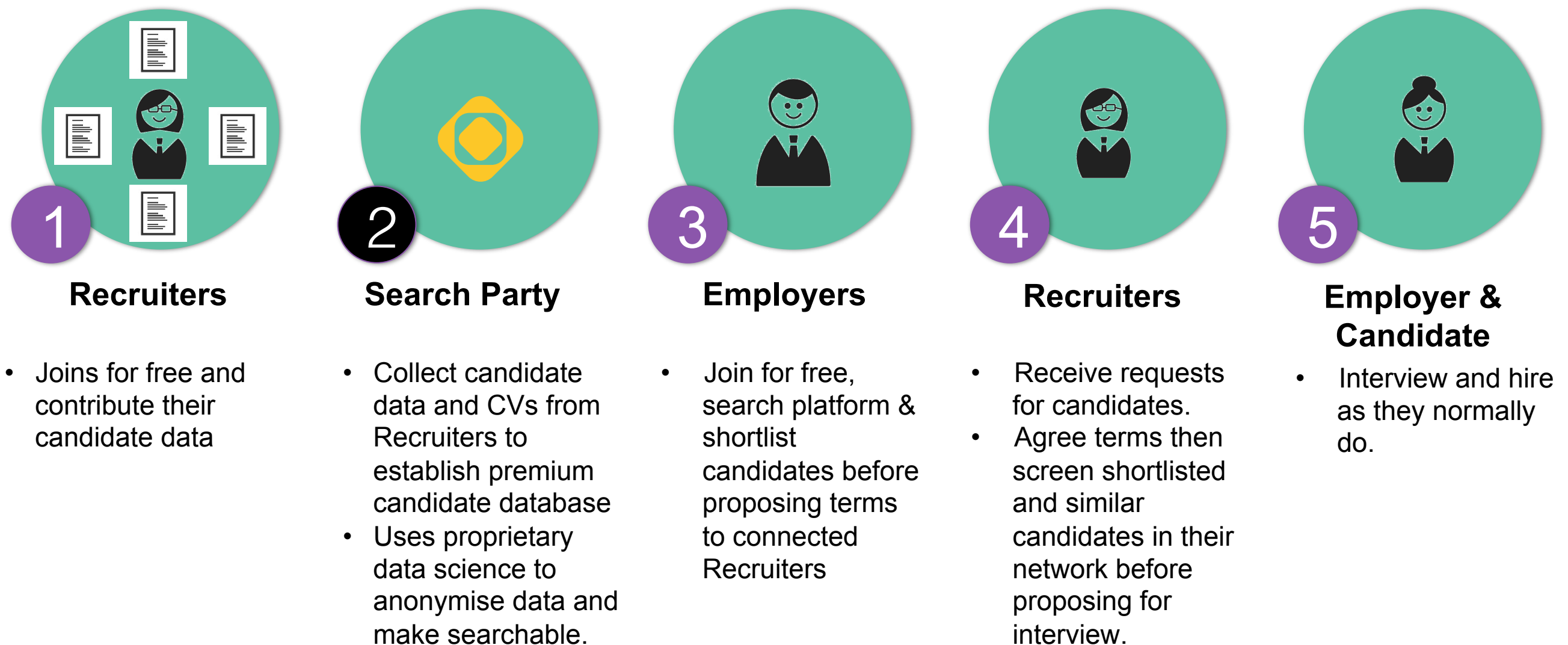
Most roles are currently placed via job boards. At a 20%+ fee, SMEs cannot justify the higher cost of recruitment led by a Recruiter. **At 8% of base salary we see real traction**



# How it works

Our employment marketplace enables employers and recruiters to interact in a way that's intuitive and familiar.

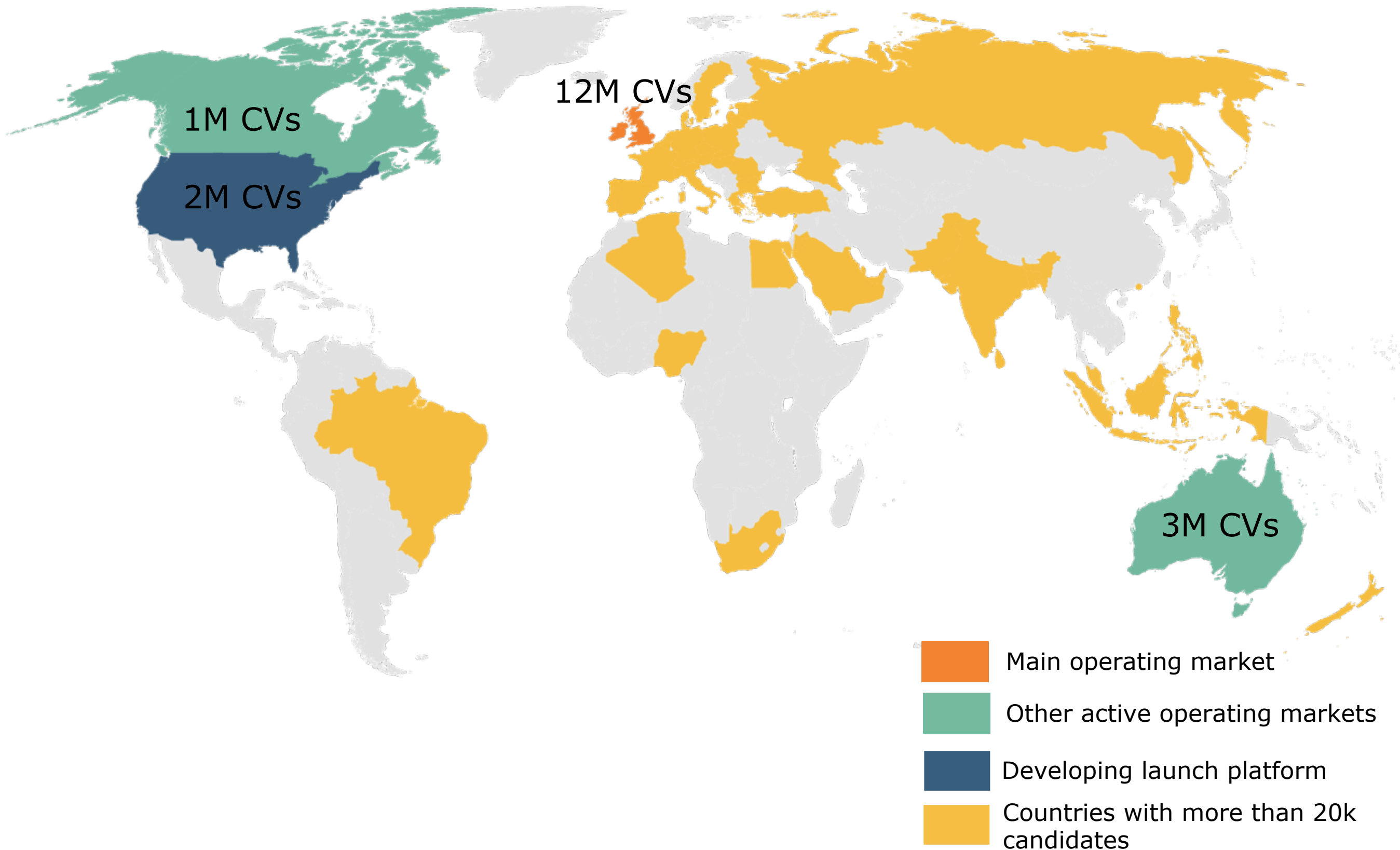
Adoption is easy, efficient, financially beneficial and in the best interests of candidates.



**We earn 20% of the Recruiter fee when a candidate gets hired**



# Candidate pool growing with more than 18m CVs

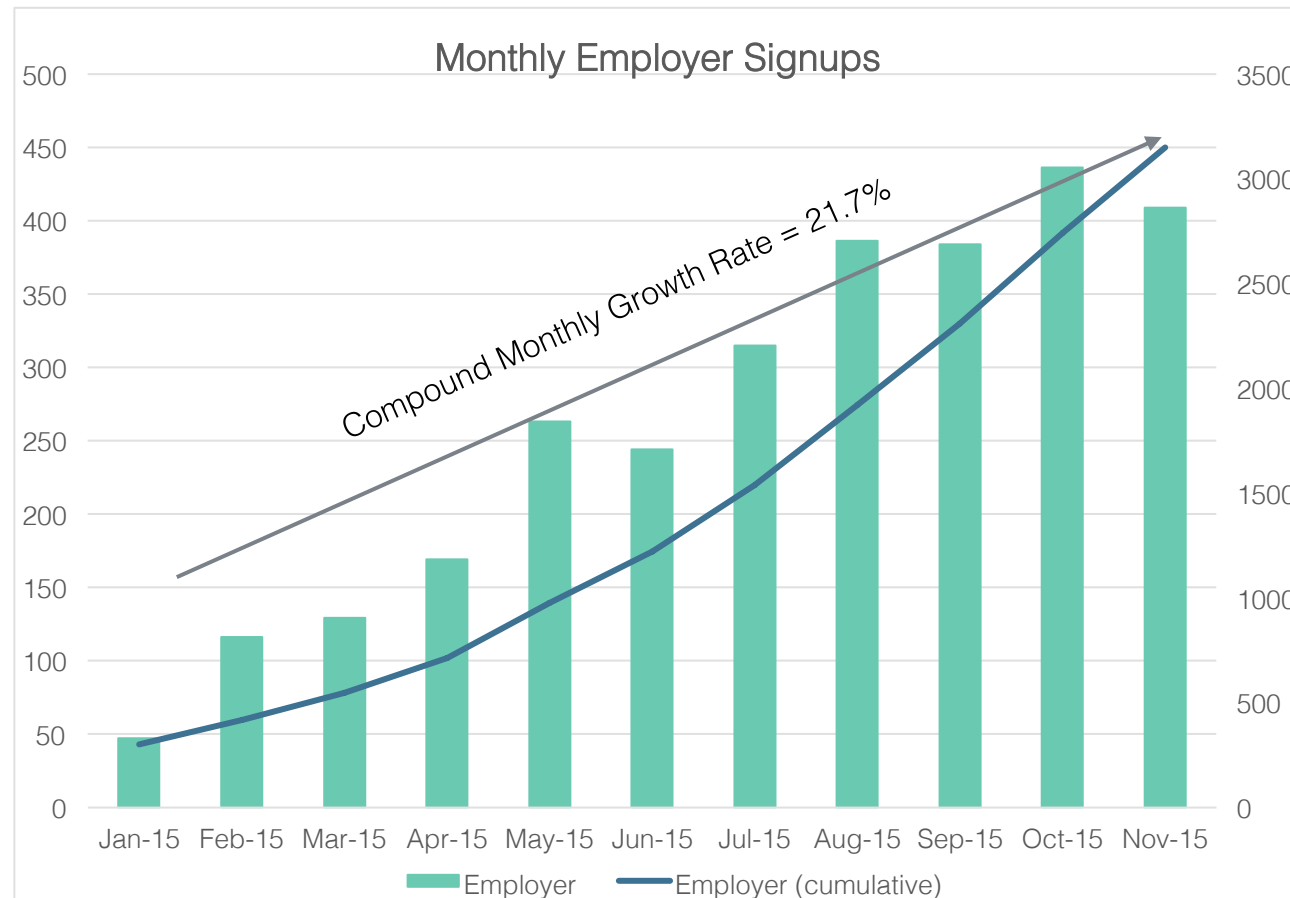


# Expanding global marketplace

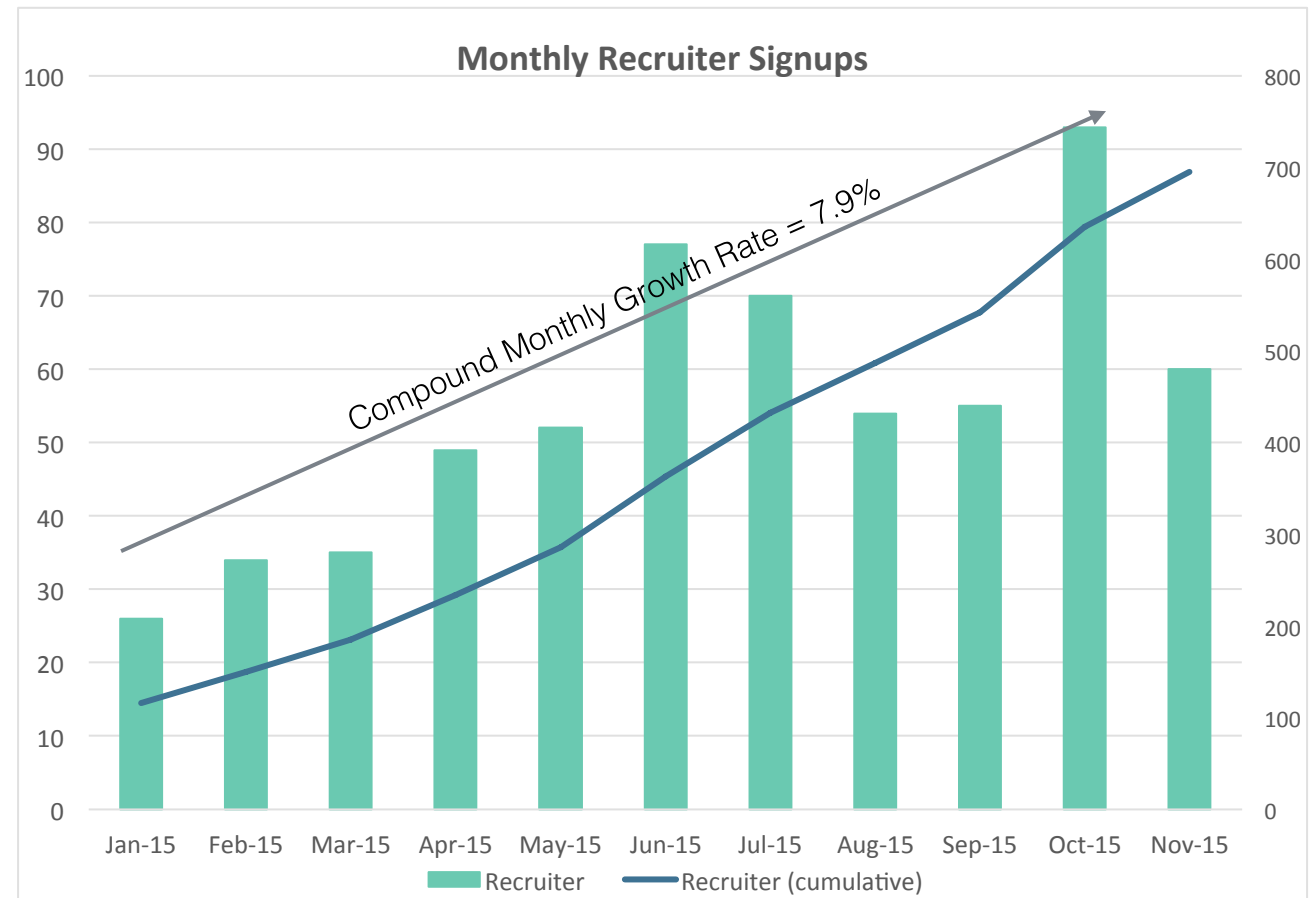
	UK	Australia	Canada	USA
Launch date	2014	2014	2015	2016
No. Employer Companies as at end November 2015	1087	935	187	1 year target - 1000
Monthly growth in employers from January to November 2015	~39%	~29%	~100% * From July 2015	1 year target – 50%
No. Recruitment agencies as at end November 2015	194	345	56	1 year target - 50

Launching a new country involves securing recruitment partners and then marketing to employers. We have a proven formula for both.

# Traction: User signups growing despite small flat spend

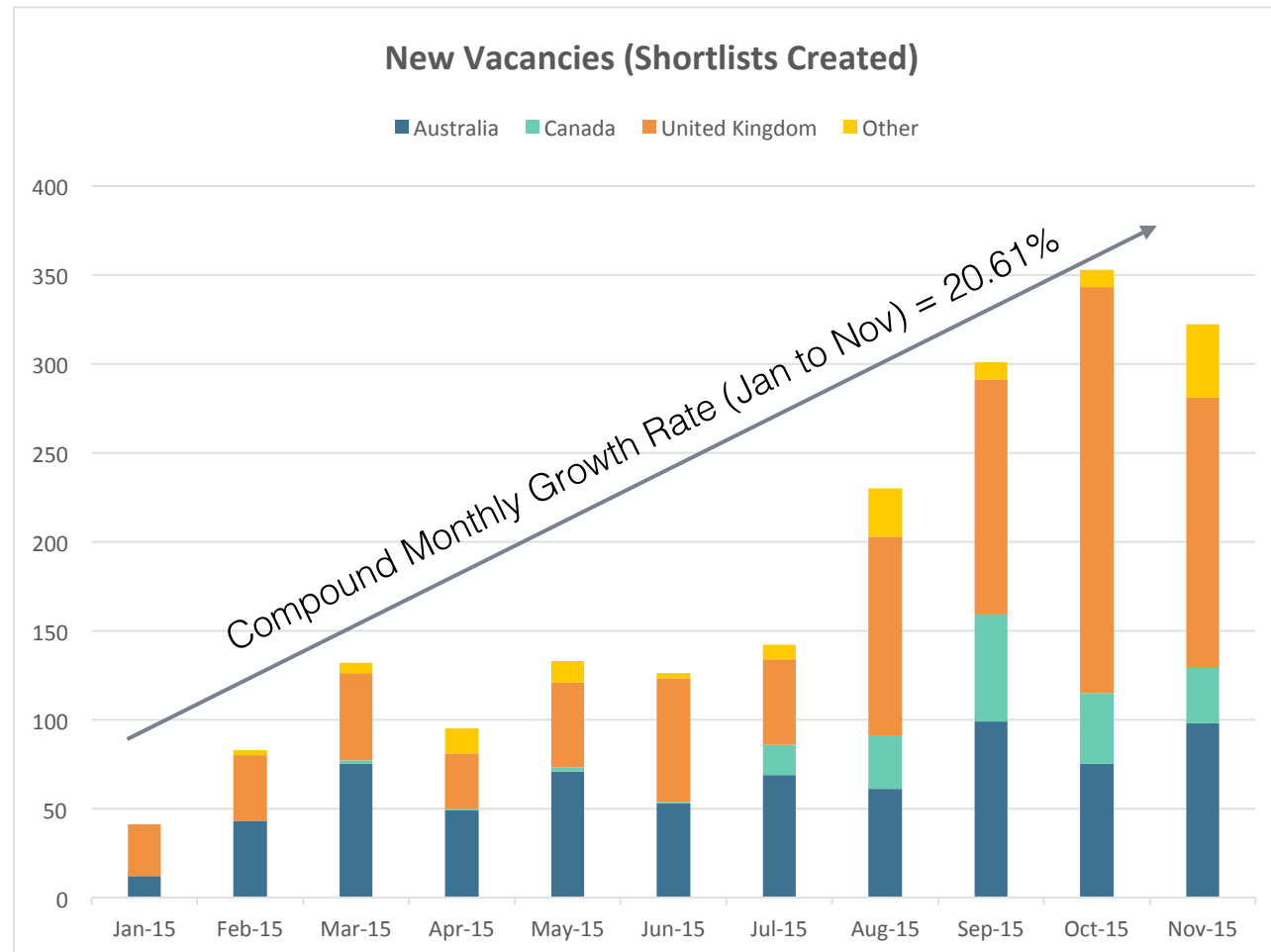


- Employer signups continue to grow month on month despite not spending more money on marketing
- Growth showing strong indication that Employer focused Marketing and Sales activities are working well and scalable
- Seasonality impacts are beginning to be seen in November

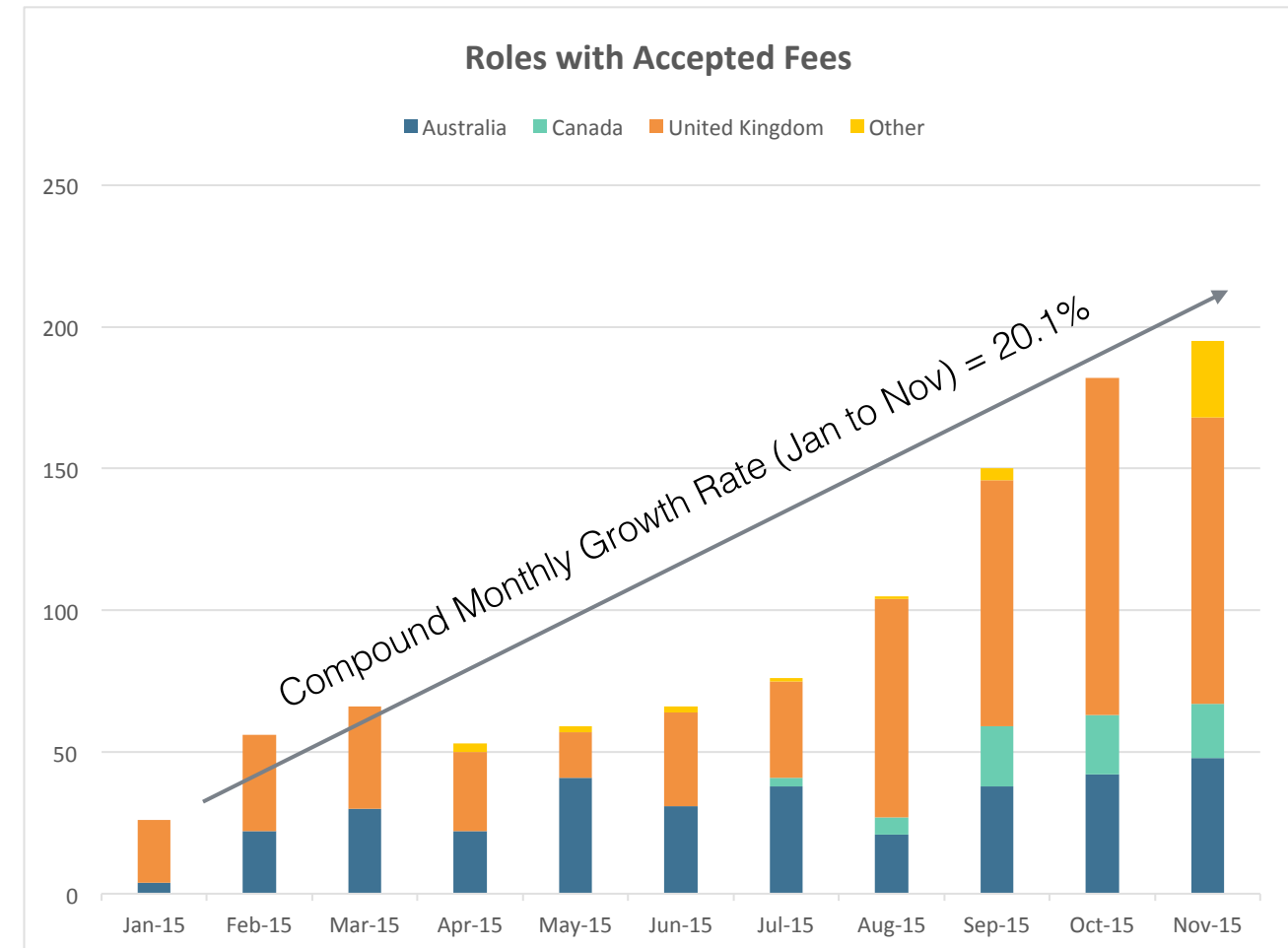


- No marketing focus on Recruiters currently (these are organic)
- Agencies signing themselves up and loading candidate data

# Month on month growth in key metrics 20%+



- Strong demand and increasing engagement from Employers

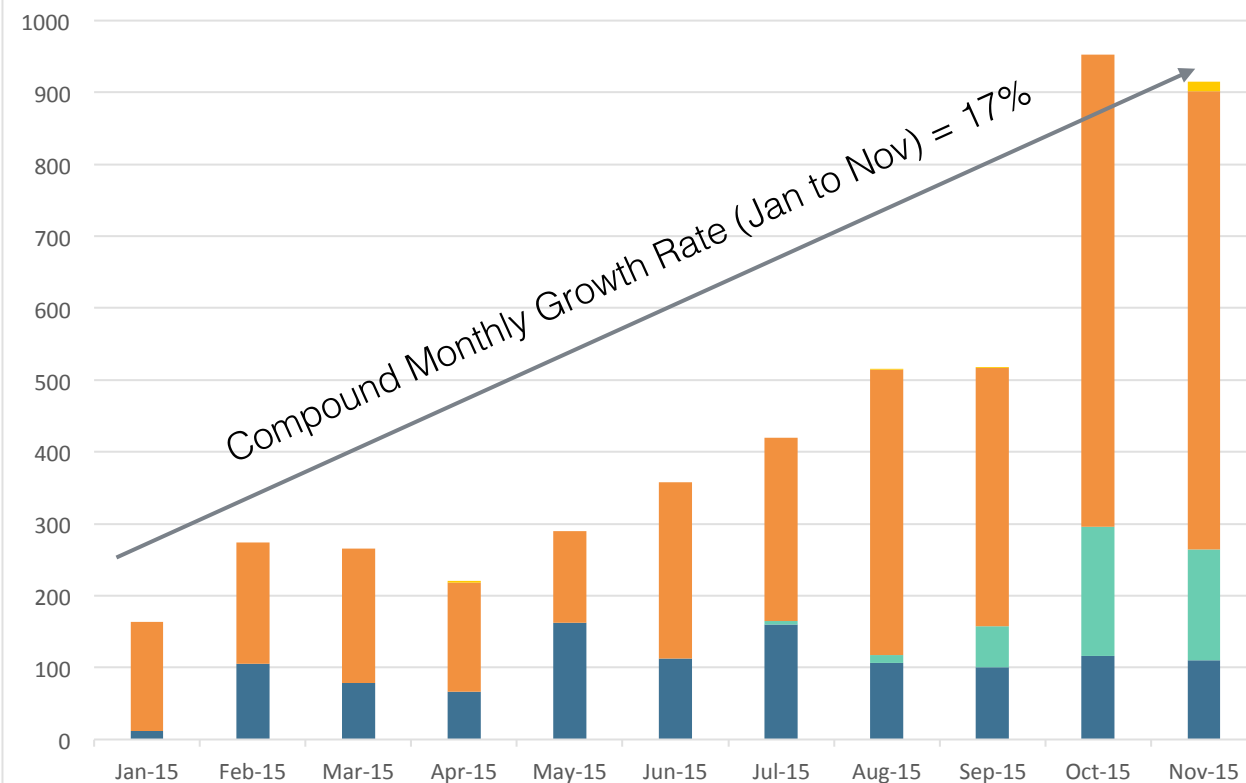


- Strong growth in the UK demonstrating engagement from the recruiter community

# Supporting metrics also growing

## Candidates Screened and Ready to Interview

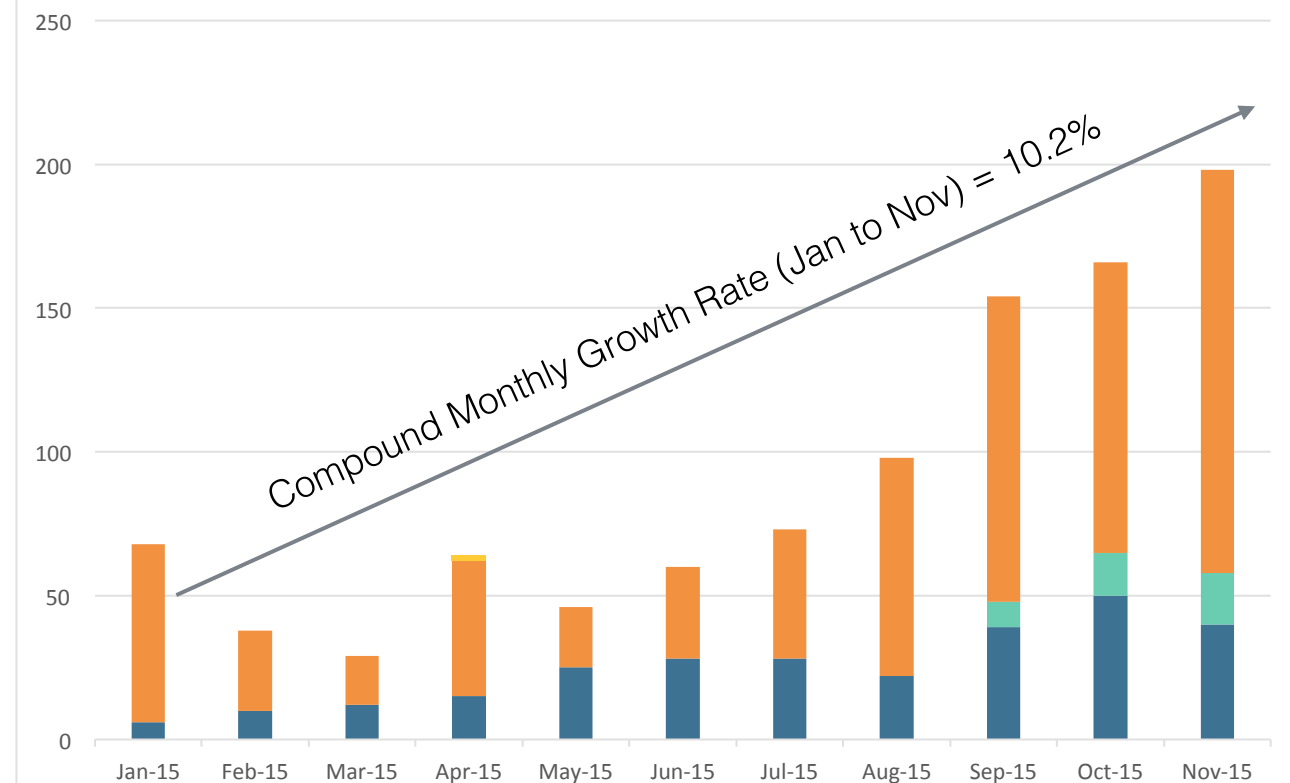
■ Australia ■ Canada ■ United Kingdom ■ Other



- More than 900 candidates screened and engaged “ready for interview” in October.
- Demonstrates engagement and increasing activity from Recruiters.

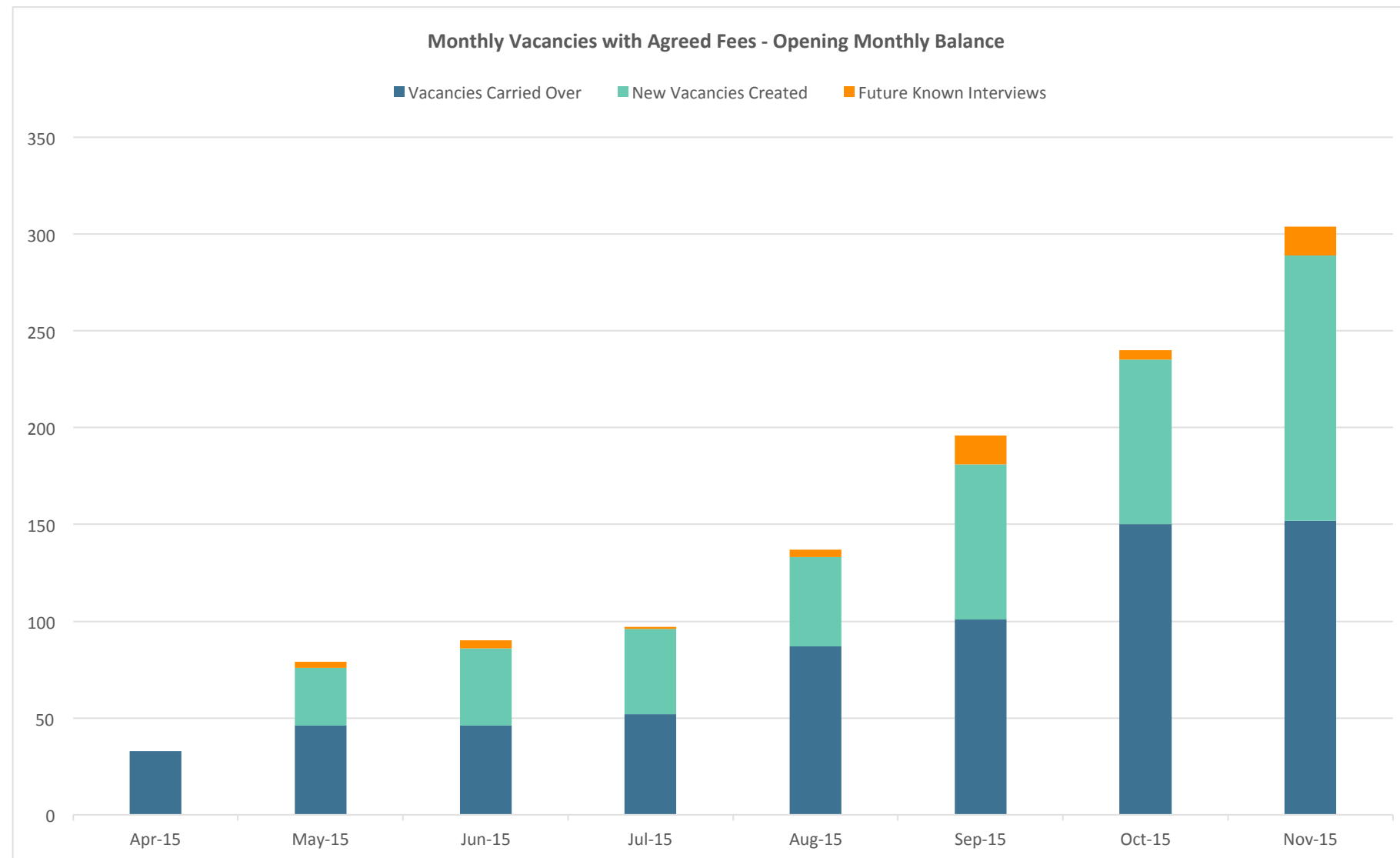
## Interviews Confirmed

■ Australia ■ Canada ■ United Kingdom ■ Other







































- Increasing interviews confirmed
- Opportunity to focus recruiters on quality

# Pipeline of active roles building month on month



- Each month active roles and interviews carried into subsequent month
- Pipeline building solidly and dependably without increasing marketing spend

# Search Party versus a selection of competing models

Hiring method (& registered users)	Description	Fast	Cheap	Active & Passive	Data Quality	Culture fit	SME market
<b>Search Party (3,500 Employers)</b>	<ul style="list-style-type: none"> <li>Employer searches online pool, identifies great candidates, engages agencies at low fee to do all the screening and selling to the candidates on their behalf</li> </ul>						
<b>Traditional Agency</b>	<ul style="list-style-type: none"> <li>Employer engages a recruiter (or panel) to identify, sell to and screen candidates for a role</li> </ul>						
<b>Job boards (e.g. Seek, Monster)</b>	<ul style="list-style-type: none"> <li>Employer posts role to job board and active jobseekers apply.</li> <li>Employer does all the work screening and selling to candidates and is reliant on brand to attract good candidates</li> </ul>						
<b>LinkedIn (circa 31k Recruit clients 2014)</b>	<ul style="list-style-type: none"> <li>Employer searches, identifies and approaches candidate based on their public data.</li> <li>Employer does all the work themselves to identify and validate candidates, attract then screen them.</li> </ul>						
<b>Reffind (circa 100 employers)</b>	<ul style="list-style-type: none"> <li>Internal referrals from employees</li> </ul>						
<b>1Page (~\$650M EV)</b>	<ul style="list-style-type: none"> <li>HR search on 1Page's social media powered search engine and refer jobseekers.</li> </ul>						

To us, Recruiters are a crucial and valuable part of the employment process. Embracing them and providing a model for them to grow ensures our success.

# Growth Plans

## 1 Marketing

- Increase online marketing scale and efficiency (focused on PPC)
- Increase recruiters and employers to grow from 15m to 50m+ candidate CVs
- Content marketing for repeatable lead generation and SEO
- Referral program for both employers and recruiters
- Leveraging data science to build brand awareness and trust

## 2 Sales

- Grow sales teams in each jurisdiction
- Distribution partnerships in specialized verticals
- Enterprise sales in key sectors

## 3 Platform Enhancements

- Payments automation
- Improvements to conversion in funnel are top priority
- Increase platform utility (and SEO value) for employers
- Start to activate our candidate database with candidate features
- Growth hacks & apps

## 4 JobAdvisor

- Roll out JobAdvisor Culture matching and employer branding site in Search Party markets + get ready for new markets
- Integrate into Search Party brand and marketing automation



# Search Party and JobAdvisor

- JobAdvisor is a platform that helps employers tell their story in an open, transparent and honest way. It allows job seekers to compare them side by side.
- The JobAdvisor acquisition is only recent and is a major strategic step in supporting the growth and effectiveness of the ecosystem. It will be extended in the next phase

## Benefits to employers:

- ✓ Collecting feedback from employees creates ‘**social proof**’ which employers leverage to improve their ability to hire through all recruitment channels.
- ✓ Setting expectations right up front results in stronger employee engagement and retention.
- ✓ Helps former colleagues connect, creating stickiness and potential referral value in the future and provides a Job Board framework.

# Search Party leadership team



**Ben Hutt**

CEO & Managing Director

- Execution Focused International management consultant with 15 years' global experience
- 5 years consulting at Macquarie Group
- Strategic advisor for small businesses and charities including Opportunity International
- Marathon swimmer



**Stuart Gatenby**

Co-Founder , CTO & Director

- Over 15 years web and start up experience
- Clients included, P&G, Telstra and Intel
- Successful business builder in highly complex technical environments



**Jason Shepherd**

Chief Financial Officer

- Finance practitioner with 22 years experience in small cap tech, M&A, corporate/project finance, structured finance and capital markets
- Worked within commercial and investment banking, corporate and consulting.
- Facilitated the creation of the tech reverse takeover of Big Un Limited for Republic Gold



**Magda Walczak**

Chief Marketing Officer

- ROI-focused tech marketer with 14 years global experience in both B2B and B2C including Google, PayPal and Atlassian
- Implemented demand generation programs at Atlassian, Base CRM and startups of various stages
- Experienced in content marketing, SEO, PR and conversion optimisation

# Search Party non-executive directors & advisory group

## Non Executive Directors



**Trevor Loewensohn**, Chairman

- Managing Director Alceon
- Previously Global Head of Capital Markets & Advisory, Babcock & Brown
- Previously Vice Chairman UBS Investment Bank
- Previously Head of Investment Banking & Joint CEO JP Morgan



**Josh Rogers**, Director

- Marketplace specialist creating or advising 7 marketplaces including successful exit from Freelancer.com
- Previously MD of resource manager and corporate advisor Mitchell Morgan Group
- Two decades of significant technology startup experience including Comindico, Oriel Communications and Posse



**Paul Bird**, Director

- Founder & CEO EP2 Payments
- Founder & Director Homestar Finance
- 10 years strategic development roles PBL Media

## Current Advisors



**James Synge**

- Principal, Carthona Capital a leading Australian venture investor
- Current investments include Sparesbox, Ingogo, NeoClinical, oneAffiniti, PARts, Paratus Clinical, infirst Healthcare, Life 360, ABRA, Credible, HoneyBook, Peerspace and Airdog
- Previously Joint Global Head Structured Products Group UBS



**Paul Lyons**

- Previously CEO and, Co-Founder Ambition Group
- Previously Asia Pacific Managing Director Michael Page