

# Proposed acquisition of Data Laboratories Limited by Estrella Resources Limited

## DATA LABS

High Definition People Analytics  
Software for the Mass Market

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# TRANSACTION OVERVIEW

- Data Laboratories Limited (Data Labs) is seeking to list on the ASX via a reverse takeover by Estrella Resources Limited (ASX: ESR)
- Data Labs is an information communication company & owner of people analytics software Talent Lab
- Talent Lab Software is next generation people analytics software that enables the transformation of human capital data into actionable insights
- Contemporaneously with the acquisition by Estrella Resources (to be renamed Data Laboratories Limited) will undertake an equity issue of up to 100m shares at an issue price of at least \$0.03 per share
- Following approval by shareholders of Estrella Resources to proceed with the acquisition (expected 27 January 2016), Data Labs is expected to list on the ASX in late February 2016 with an indicative market cap of ~\$15.9m
- The board of directors upon listing is proposed to be comprised of Data Labs founder, CEO & MD Sam Jones, Australia-based directors Tim Andrew & Howard Digby, plus a fourth director to be announced

# INDICATIVE CAPITAL STRUCTURE

ASX Ticker	ESR
Share Price (A\$)	0.03
Existing Shares on Issue (m)	155
Acquisition of Talent Labs (m)	275
Equity issue shares (m) <sup>1</sup>	100
Market Capitalisation at \$0.03/share (\$m)	15.9
Estimated cash at relisting (\$m)	3.5
Options on issue at listing (m) <sup>2</sup>	76.25
Performance Rights on issue at listing (m) <sup>3</sup>	150

<sup>1</sup> Assumes A\$3m capital raise

<sup>2</sup> Options including:

Unlisted options (\$0.024, 31 March 2020) – 31,250,000

Unlisted options (\$0.044, 31 May 2018) – 5,000,000

Unlisted advisor options (\$0.03, 30 June 2020) – 40,000,000

<sup>3</sup> Performance Rights:

Tranche: 37,500,000 Performance Rights upon achieving at least \$5,000,000 of gross revenue from the Data Labs intellectual property for the period from completion of the Transaction (Completion) to 30 June 2017

Tranche B: 37,500,000 Performance Rights upon achieving either:  
(i) at least \$10,000,000 of gross revenue from the Data Labs intellectual property for the period from 1 July 2017 to 30 June 2018;  
or (ii) at least \$15,000,000 of gross revenue from the Data Labs intellectual property for the period from Completion to 30 June 2018

Tranche C: 37,500,000 Performance Rights upon achieving either:  
(i) at least \$20,000,000 of gross revenue from the Data Labs intellectual property for the period from 1 July 2018 to 30 June 2019;  
or (ii) at least \$35,000,000 of gross revenue from the Data Labs intellectual property for the period from Completion to 30 June 2019

Tranche D: 37,500,000 Performance Rights upon achieving either:  
(i) at least \$30,000,000 of gross revenue from the Data Labs intellectual property for the period from 1 July 2019 to 30 June 2020;  
or (ii) at least \$65,000,000 of gross revenue from the Data Labs intellectual property for the period from Completion to 30 June 2020

# EXECUTIVE SUMMARY

Company	Data Labs designs and builds proprietary software to help organisations better understand their data. The company is currently taking its first product to market, Talent Lab Software
HCM Landscape	Human Capital Management (HCM) software lacks innovation. Products are poorly designed. It is widely acknowledged that HCM professionals are under serviced via software
Talent Lab	Next generation people analytics software that enables the transformation of human capital data into actionable insights – more than \$7m invested since 2012
Unique Approach	Using industry leaders from data journalism & visualisation Data Labs has created a technology platform enabling organisations of any size to discover and share the stories behind their people information
Opportunity	A highly scalable, disruptive commercial opportunity across all sectors and geographies, supported by a partner program with leading HRIS technology players and consulting groups
Established	Existing team across London, New York & Singapore – patent protection pending (expiry February 2035)
Status	After 2 years of development and extensive beta testing, Talent Lab is now ready to sell. A strong pipeline of clients is engaged and reseller agreements with tier 1 partners are being finalised
Next Steps	Data Labs to expand marketing and implementation team, build global partner program including integration into HCM marketplaces (ADP, SAP, Oracle)





# THE GOAL

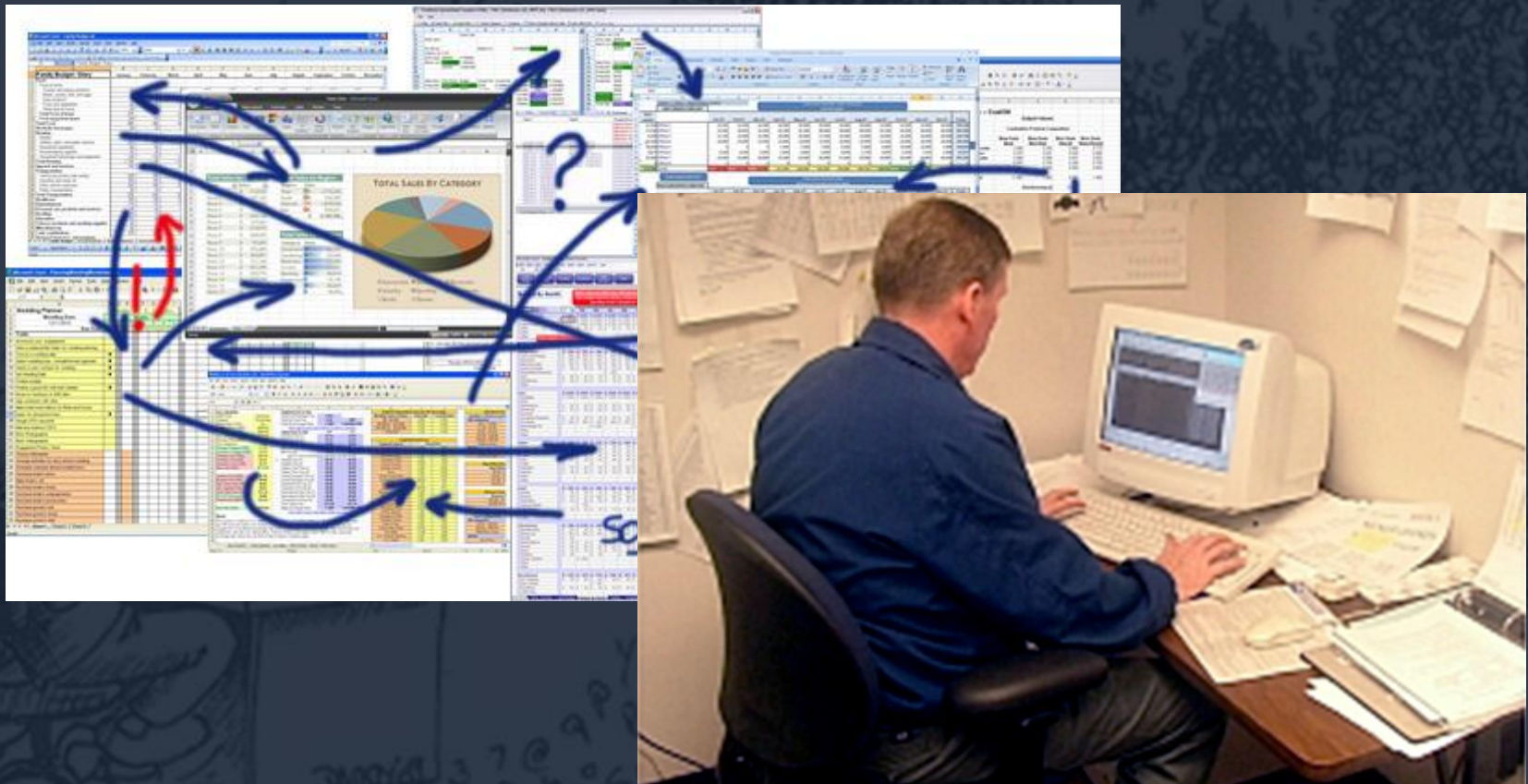
Companies that are leaders in workforce analytics experience an increase in revenue & profits. According to Bersin by Deloitte, these organisations see 12% improvement in talent outcomes, 30% higher stock returns than the S&P 500, and are three times more likely to realise cost reductions and efficiency gains"

The logo for Bersin by Deloitte is centered within a white circle. It features the word 'Bersin' in a blue sans-serif font, with 'by Deloitte.' in a smaller blue sans-serif font below it. The 'by' is in a lighter blue, and 'Deloitte.' includes a small green dot at the end.

Bersin  
by Deloitte.

# THE PROBLEM

Antiquated HR systems are poorly designed and rely heavily on manual processes. HR professionals drown in too much data and struggle to be commercially relevant



# THE LANDSCAPE

The world of people analytics is ripe for disruption...

82%

of business leaders  
don't trust existing  
talent data

83%

of business leaders  
don't believe talent  
analytics are focused  
on the right issues

95%

of HR leaders plan to  
increase investment  
in HR data and  
analytics in the  
next 2 years



# WHAT THE EXPERTS SAY



We imagine a future in which faster-moving, loosely collaborative cloud-based HR applications tied together in an integrated network may replace existing systems altogether. Unencumbered by legacy code, mindsets or business models, newer cloud-based players may also be able to more nimbly capture market share”



We expect human capital management products to reach U.S.\$10 billion by 2015. Talent Management alone is expected to reach U.S.\$4.5 billion – with 75% of available solutions expected to be cloud-based”



There is a new business function called ‘People Analytics’, and over time I believe it doesn’t even belong in HR. While it may reside in HR to begin with, over time this team takes responsible for analysis of sales productivity, turnover, retention, accidents, fraud and even the people-issues that drive customer retention and customer satisfaction”



# TALENT LAB SOFTWARE

People analytics software for organisations of any size or industry

Proprietary software written  
in JavaScript, backend .Net

Talent Lab unifies data  
from any source and  
converts into interactive  
visual insight



Accessible across  
the entire organisation  
including the C-suite

Available as hosted or  
on-premise solution

11 visualisation  
modules,  
and growing



# PUBLIC DATA CASE STUDIES

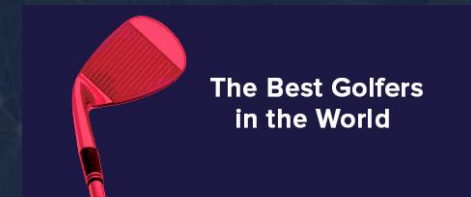
[WWW.TALENT-LAB.COM](http://WWW.TALENT-LAB.COM)



Slice data by constituency, political party, gender, age, university, ethnicity, 2013/14 expenses and the party majority.



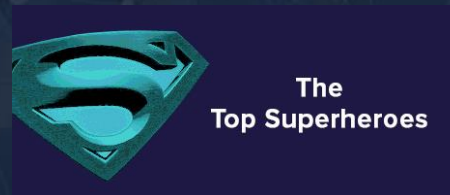
Explore the definitive guide to Britain's wealthiest people, worth a staggering 547 billion pounds.



Performance statistics from the PGA Tour on the top 50 golfers in the world, as of May 2015.



The performance stats on the world's leading players ahead of the rugby World Cup.



Talent Lab helps uncover the ultimate super hero, as well as hidden biases in the comic industry.



Every US President by political party, religion, ethnic origin, popularity, university and more.

(Click to explore)

# GO TO MARKET STRATEGY

Distribution accelerated through aggressive global partner program

## SELL DIRECT

- Talent Lab featured at 6 conferences in 2015
- Scheduled campaigns via global HR magazines
- Social media team joining in Q4, 2015
- 18 companies tested Talent Lab in beta

## CONSULTING RESELLER

- In commercial discussions with various highly regarded multinationals
- Agreed partnership with Framework LLC in the US
- Distribution partners in place in Japan and Scandinavia

## TECHNOLOGY RESELLER

- Joining ADP Marketplace in Q1 2016 (ADP have 600,000 payroll customers)
- Talent Lab to join vendor program for SAP, Oracle & Salesforce in 2016
- Talent Lab API in development



# PRICING

Enterprise resource planning software costs millions.

Talent Lab pricing starts at US\$5,000 / mth

FREEMIUM	GOLD	PLATINUM
Enjoy basic functionality of Talent Lab for one user for free	Complete Talent Lab functionality for up to 10 users, under 10,000 population	Complete Talent Lab functionality for unlimited users, over 10,000 population
FREE for 60 days	USD\$5,000 / month*	USD\$9,000 / month*

\*excludes hosting charges

# PRODUCT EVOLUTION IN 2016

- MULTILINGUAL INTERFACE
- REAL TIME GEO TRACKING OF EMPLOYEES
- GOVERNMENT READY INTERFACE
- PREDICTIVE ANALYTICS CAPABILITY
- EMPLOYEE SURVEY FUNCTIONALITY
- WEBGL / VIRTUAL REALITY MODULE
- IOS AND ANDROID APP

# DATA LABS GROWTH TIMELINE

## 2013

- Designed and engineered SaaS platform. Completed Aug 2014

## 2014

- Early 2014 – Data Labs start building Talent Lab visualisation interface

## 2015

- May – Team complete Talent Lab version 1.0
- June – Commencement of beta testing for Talent Lab software
- Tested with major companies across various sectors
- August – Designers start working on 3 new modules
- November – SaaS platform and Talent Lab integrated. Ready to start selling
- November – Sign multiple reseller agreements
- December – Hire implementation, sales and social media resources
- December – Sign first software license agreement

## 2016

- Hire sales team in USA, UK, Australia
- Sign global reseller agreements with tier 1 consulting firms
- Join marketplaces of ADP & SFDC
- Join vendor programs for SAP, Oracle, Workday
- Build bespoke product for Sports league in USA
- Sign first Government contract
- Develop bespoke products across education, healthcare and transportation
- Broaden platform functionality to include employee geo tracking, employee survey, predictive analytics
- Release Talent Lab in iOS and Android

# COMPANY BOARD

**Sam Jones**  
CEO, MD  
(Singapore)



Founder of Talent Lab Software. Over 15 years experience in HR Technology, Executive Search and IT Consulting. Successful founder of multiple analytics technology companies and winner of The HR Tech 'Awesome Startup' in 2014.

**Tim Andrew**  
Non-  
Executive  
Director  
(Perth /  
Hong Kong)



Former Managing Director at Deutsche Bank and Standard Chartered with Global Head roles in M&A, ECM, Equities and Research. Last 20 years based in Asia and North America.

**Howard Digby**  
Non-  
Executive  
Director  
(Perth)



Former senior roles at IBM, Adobe, Gartner and the Economist Group in Asia. Director of Sun Biomedical (ASX.SBN) and Fitzroy Resources (ASX:FRY).

# CORPORATE ACTIVITY

**ZENEFITS** Mid market HCM software – raised US\$500m at US\$4.5b valuation in 2015. Co-winner of Awesome Startup Award with Sam Jones in 2014.

**DOMO** Data visualisation platform – raised US\$200m at US\$2b valuation in May 2015

**TABLEAU** Data visualisation platform – US\$6b market cap

**WORKDAY** Breakaway team from Oracle, human resources and financial management software – US\$15b market cap

*Data Labs is combining HCM and data visualisation*



# INVESTMENT SUMMARY

**MARKET OPPORTUNITY** Enormous addressable market – global / cross industry / private & public sector

**READY FOR MARKET** Beta testing complete, platform is ready to sell

**GO-TO-MARKET** Aggressive partner program fuelling global expansion underway

**EXPANSION** Company well positioned to transfer technology outside of HCM vertical

# CONTACT



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