



## Executive Summary


April 2019

Gooroo Ventures Limited (ASX:GOO)

Investor Hub: [www.goorooventures.com](http://www.goorooventures.com)

[gooroox.com](http://gooroox.com)





## WHY

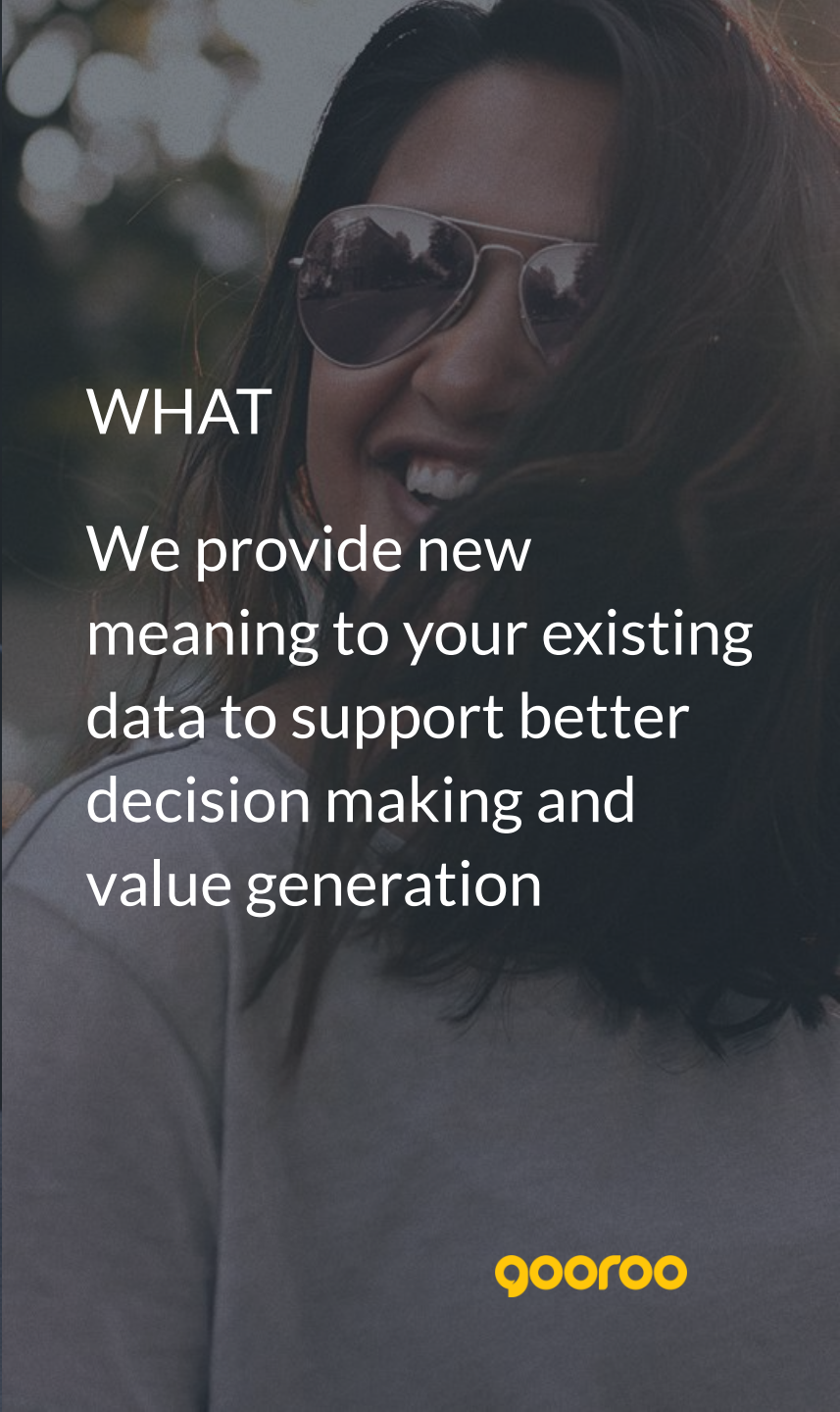
To empower everyone  
and every organisation  
to achieve their true  
potential

[gooroox.com](https://gooroox.com)



## HOW

We apply our unique  
technology and human  
thinking science



## WHAT

We provide new  
meaning to your existing  
data to support better  
decision making and  
value generation

**gooroo**



[SUBSCRIBE TO THE GOOROO YOUTUBE CHANNEL](#)

Gooroo clients  
and partners

*kinetic* **IT**

lexer

**KPMG**

 **catalyst** global

**Davidson**

 **randstad**

 **Performics**

 **Microsoft**

**PeoplePlus**  
People Skills Jobs

**TAG**<sup>®</sup>  
FINANCIAL SERVICES

 **Amrop Carmichael Fisher**  
Leaders For What's Next



# GOOROO'S KEY AREAS OF FOCUS

Gooroo improves an organisation's understanding of their customers, prospects and employees. Gooroo technology is used to build more trusted experiences, better engagement and stronger collaboration between people

## HUMAN CAPITAL

Used by enterprises & consulting partners to diagnose, design and construct pathways to growth by ensuring the right people and teams are in place to take advantage of the future.

## MARKETING

Used by marketers and communication agencies to deliver new meaning into existing and new customer data to tailor messaging for more effective targeting, performance and growth.

## CAREERS

Used by individuals, educators and career coaches to unlock potential through the alignment of an individual's Mindspace and passions to new careers, training and jobs.

## ADVISORY & TRAINING

Expert advisory services and training programs that support the sale, application and implementation of Gooroo technology.

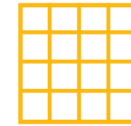
# THESE ARE UNDERPINNED BY THE ONLY TECHNOLOGY IN THE WORLD CAPABLE OF MAPPING HUMAN THINKING



Based on strategic thinking research constructed from over 40 years by Dr Colin Benjamin OAM



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



Gooroo acquired IP in June 2016 and has since integrated in to a scalable platform



Established a Human Thinking Research Unit to extend IP and deliver thought leadership and training



Submitted patent application in October 2017



Released book *How We Make Up Our Minds*, based upon our ColourGrid™ IP, in July 2018

# GOOROO TECHNOLOGY DELIVERS LEADERS INSIGHTS THAT PRODUCE A CLEAR PATHWAY TO BETTER RESULTS AND A MORE ASSURED FUTURE



Measure and develop a more aligned culture



Build more engaged & collaborative teams



Understand how customers make decisions



Apply insight to paid and owned messages



Deliver career guidance to inform decision making



Match roles & jobs to an individual



Define the steps to transformation & to take advantage of disruption



Develop the thinking capacity of staff and identify future leaders



Inform media placement decisions



Personalise messaging to each customer



Identify individual barriers to thinking & growth



Personalise learning to the individual





## AFTER IMPLEMENTING GOOROO, OUR CUSTOMERS:

- Increase staff engagement and team performance
- Improve the speed and quality of decisions (at all levels of an organisation)
- Reduce the number and cost of bad hires
- Improve the return on advertising spend
- Are more confident and better prepared to take advantage of disruption, volatility and uncertainty in their business and industry



# COMMERCIAL MODEL



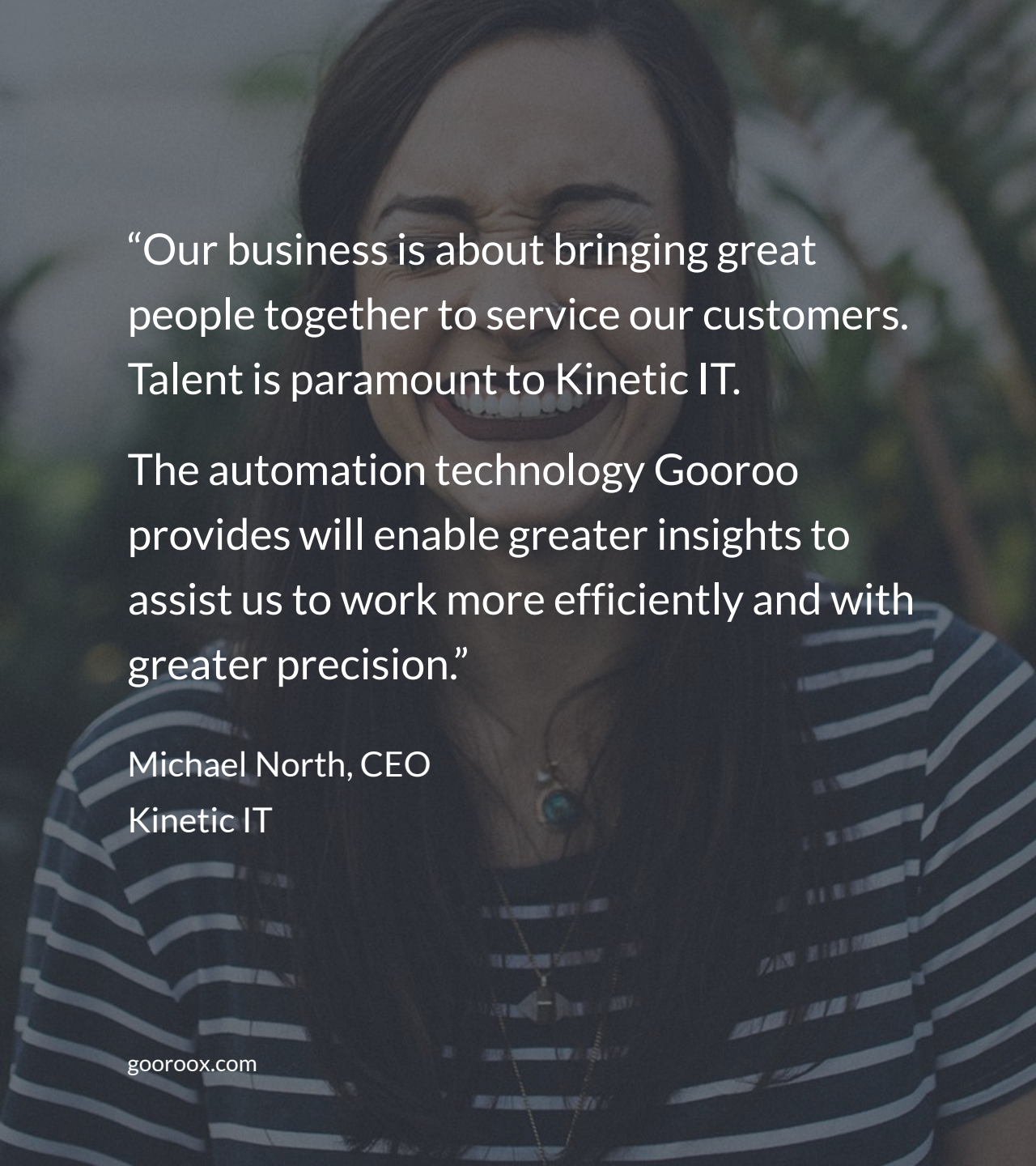
Gooroo is typically distributed through partners who sell and implement Gooroo software, or via those who design and market solutions that have Gooroo technology embedded with theirs



Users (organisations) are charged a license fee to access Gooroo technology. This annuity-based licence fee is tied to staff numbers or the volume of customer records



Additional revenue is earned from the delivery of training courses, certification programs, platform usage fees and partner royalties




“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, CEO  
Kinetic IT

gooroox.com



“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.

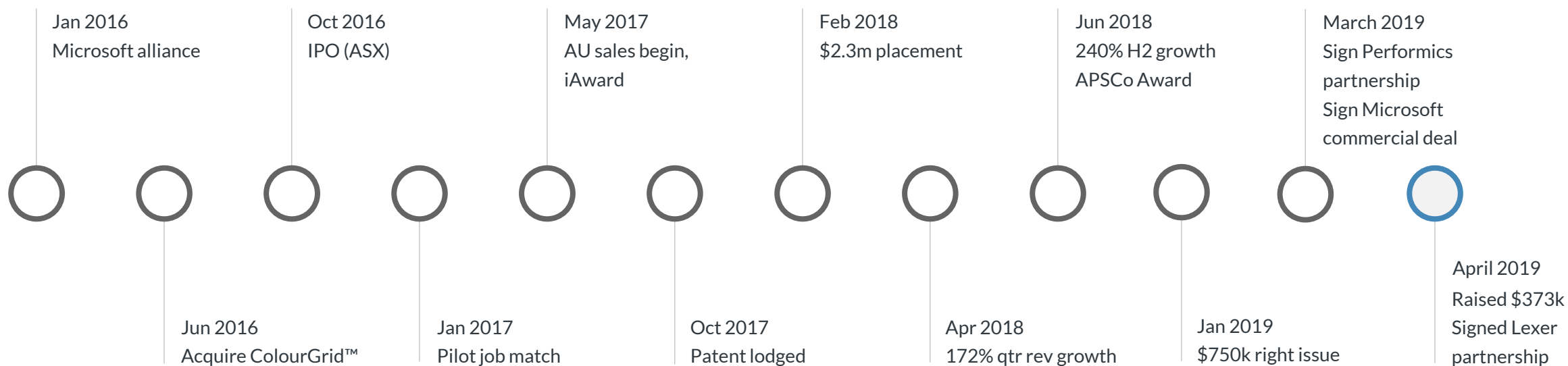
We believe that our relationship with Gooroo will deliver significant commercial returns for the firm.”

Rod Bryan, Lead Partner  
Solution 49x, KPMG

**gooroo**



# COMMERCIALISATION TIMELINE – MEANINGFUL, SOLID PROGRESS



Building data models  
Core platform development

Expand platform capabilities  
Begin market testing

Introduce enterprise platform  
in Australia  
Start building brand awareness  
and pipeline

Begin signing clients and build  
feedback program  
Expand platform capabilities  
Introduce marketing platform

**NEXT**  
Continue to deliver proof points  
Continue to build partner network  
Prepare capabilities to support scale  
Plan international expansion

# OUR KEY PRIORITIES OVER THE NEXT 12 MONTHS

\$

Deliver accelerating revenue growth

Continue research program to deliver proof points that validate Gooroo technology and impact

Build a blue-chip portfolio of domestic and global clients

Broaden awareness of the Gooroo value proposition

\$

Expand strategic partnerships

Initiate international expansion

Expand platform capabilities

Begin to embed Gooroo technology within third party platforms

Maintain a prudent financial management regime

\$

Push towards cash flow positivity



# THREE GOOROO HIGHLIGHTS TO DATE

Gooroo provided evidence  
to Senate Select Committee



Parliament of Australia accepted a  
submission from Gooroo on the Future of  
Work and Workers

Gooroo CEO, Greg Muller, and executives  
were invited to provide evidence to the  
Senate Select Committee

Microsoft agreement with  
Career Solutions technology



In March 2019, Microsoft Corporation  
signed a commercial agreement to test and  
refine how Gooroo's Career Solutions  
technology could be rolled-out universities,  
colleges and schools around the world

Award winning technology



Winner of the Creativity and Innovation  
Category, 2018 APSCo Australia Excellence  
awards program

Winner of the Innovation of the Year in the  
Big Data/Machine Learning category, 2017  
iAwards in Victoria

# MOMENTUM GROWING AS COMMERCIAL PROGRAM EXPANDS

## Key Information

Price at 27 April '19 (cps)	8.0
Market cap at 27 April '19 (\$m)	8.8
52 week H-L	12.0-3.5
Cash at 31 March '19 (\$m)	0.6*

## Major shareholders (as at 27 April 2019)

Greg Muller	17.0%
Emmanuel Foundas	5.01%
Bring on Retirement Ltd	2.73%
Mirams Investments Pty Ltd	2.27%

## Investment Fundamentals

	<b>FY'17a</b>	<b>FY'18a</b>	<b>HY'19a</b>	
Customer revenue ('000s)	24.1	410.5	421.7	↑331%
Net loss ('000s)	2,675	3,235	934	↓48%



YTD (March '19) revenue reaches \$583k

Q3 FY2019 revenue up 39% and customer receipts up 292% compared to Q3 FY2018

Expecting acceleration of revenues over next 12-24 months as commercial partnerships begin to deliver

\*\$373k raised via placement to institution investors in April 2019



# 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 and CEO

Highly regarded founder of Gooroo with over 20 years' experience in building and 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 CEO at Performics (Division of Publicis Media), a world-leading performance marketing agency.

# BOARD OF DIRECTORS



Donald Stephens  
NED and 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.



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.



# GOOROO SCIENTIFIC ADVISOR & INVENTOR OF COLOURGRID™



Dr Colin Benjamin OAM, FAICD, MAASW  
Inventor ColourGrid™, Futurist, Polymath

Dr Colin Benjamin is the author of Gooroo ColourGrid™, and joined the company in June 2016 as Scientific Advisor to integrate ColourGrid™ within the Gooroo technology platform.

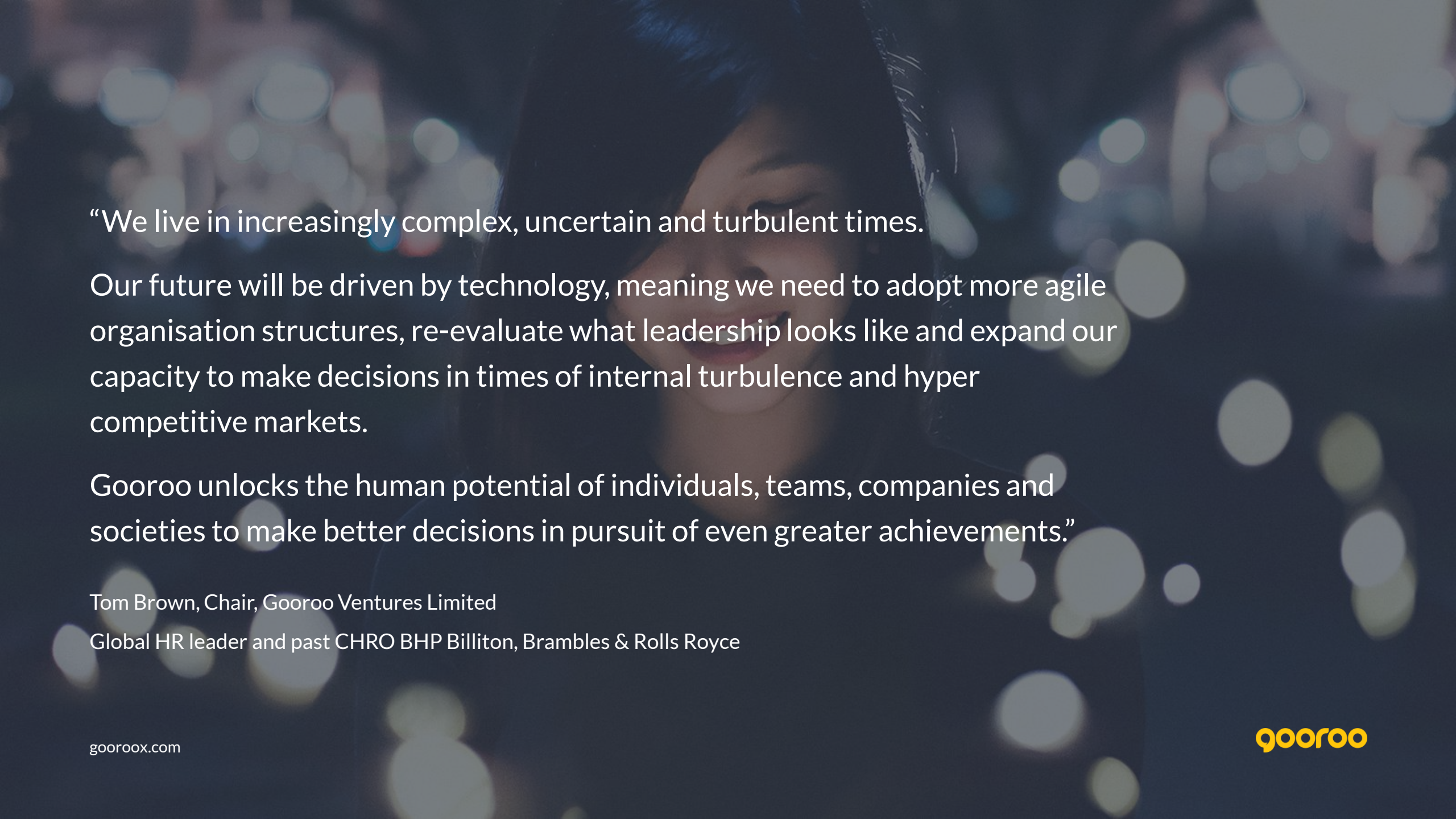


ColourGrid™ is based on advanced neuroscience research informing us about how we make up our minds. This insight can be used to construct meaning between our decision-making patterns, personal motivations, preferred career pathways, our habits of mind, levels of innovation, creativity and entrepreneurship, team dynamics and organisational culture; to create 'MORE' and 'BETTER' in our personal lives and for our companies.

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

Dr Benjamin has spent his life's work researching how we make decisions and choices in our life and at work. His vision is that this technology is applied to help eradicate the world of preventable chronic disease.

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



“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 Limited

Global HR leader and past CHRO BHP Billiton, Brambles & Rolls Royce



Investor enquiries  
Mr Peter Nesveda  
Intuitive Pty Ltd  
+61 (0) 412 357 375  
peter@intuitiveaustralia.com.au  
www.goorooventures.com

gooroo

gooroox.com

Gooroo Ventures Limited (ASX:GOO)

© 2013-2019 Gooroo Ventures Ltd. All rights reserved

Gooroo™, GoorooX™, GoorooMatch™, GoorooJobs™ and ColourGrid™ are  
registered trademarks of Gooroo Ventures Limited

NOW YOU'RE THINKING