

23 June 2014

AMP PRESENTATION

Highlights

- CEO of 1-Page, Joanna Weidenmiller speaks at AMP as part of the Amplify Talks

InterMet Resources Limited ("InterMet")(ASX: ITT) wishes to advise that the CEO of 1-Page, Joanna Weidenmiller is presenting to AMP today as part of the Amplify Talks on the "Gamification of Hiring"

Please find following a copy of the presentation.

Yours Sincerely,



SCOTT MISON
DIRECTOR

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CAPITAL STRUCTURE

Shares 392,625,500

Options 125,400,000

DIRECTORS

Mr. Andrew Richards
Non- Executive Director

Mr. Scott Mison
Executive Director /
Company Secretary

Mr. Barnaby Egerton-
Warburton
Non- Executive Director



1-Page

Ideas Simply Delivered

GAMIFICATION OF HIRING

Beyond video-games and mobile apps

WHAT IS GAMIFICATION AND WHAT IT IS NOT



The use of game design elements in non-game contexts to engage users in solving problems, adopt certain behaviors, win something



Play games, Give something away, Pointsification

GAMING: FACTS AND FIGURES

“We love to play” Facts & Figures

“Gaming is productive. It produces positive emotion, stronger social relationship, a sense of accomplishment, and for players who are a part of a game community, a chance to build a sense of purpose.”

Jane McGonigal, Institute of the Future (IFTF)
Director of Game Research & Development

 Ver video

70% of senior level executives take breaks to play games everyday

72% of households play computer or video games

18% of gamers are under 18 years of age

53% of gamers are between 18 to 49 years old

The average age of a gamer is 37 years old



29% of gamers are over 50 years of age



58% of gamers are men



42% are women

GAMING: FACTS AND FIGURES



65%

of gamers play games socially

55%

of gamers play on mobile devices



33%

of gamers say that games is their favorite entertainment activity

19%

of gamers pay to play online



47%

play Puzzle, Trivial, Board Games and Card Games

21%

play Action, Strategy, Sports and Role Playing



13%

play Downloadable Games



11%

play Persistent Multi-Player Universe



8%

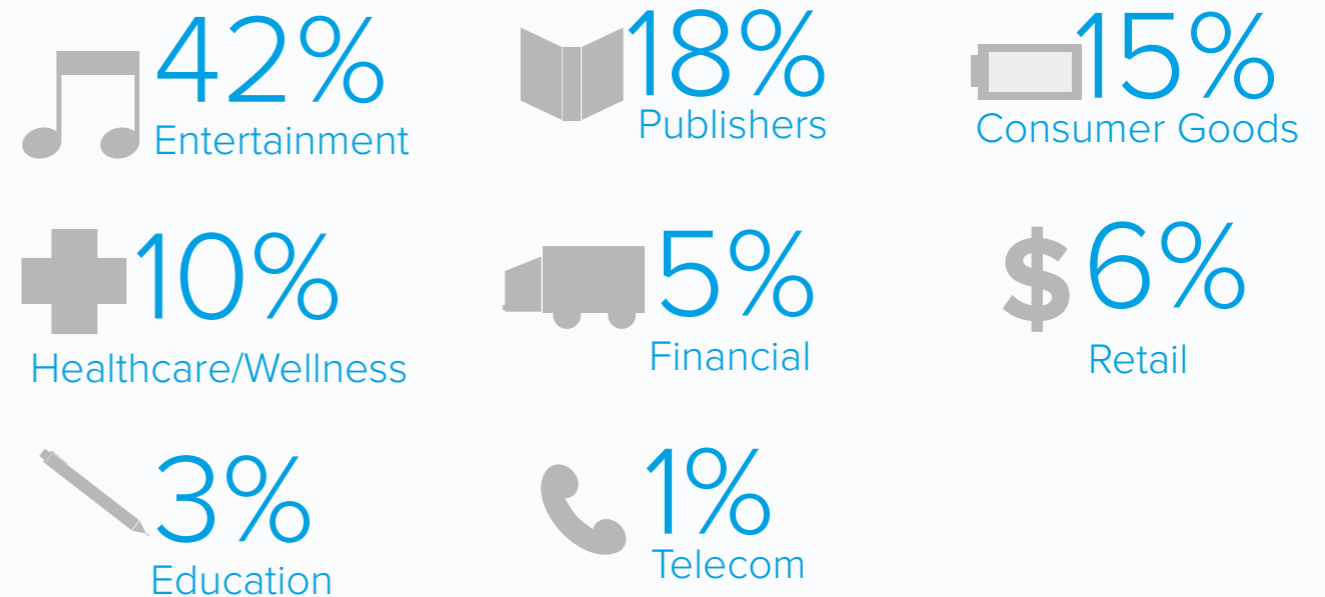
Other types

SIZE OF THE MARKET

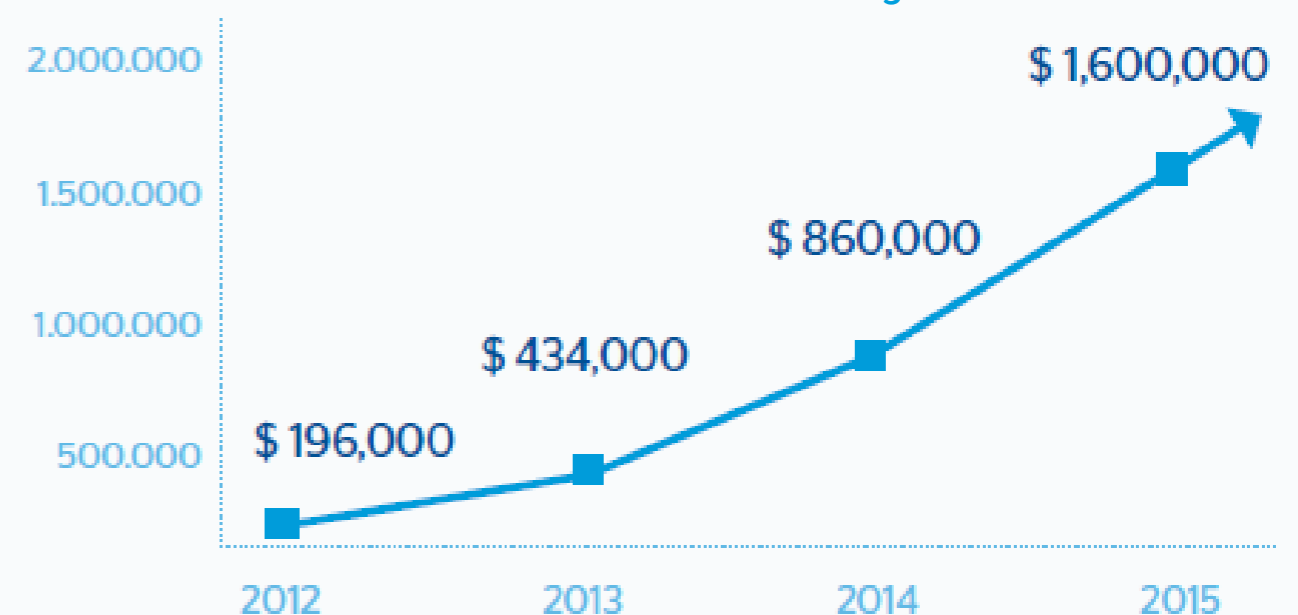
The early adopters of gamification come mostly from entertainment and publishing industries, representing 60% of all companies. Financial companies represented 6% of early adopters.

The spending on gamification is projected to grow to 1.6 billion USD in 2015

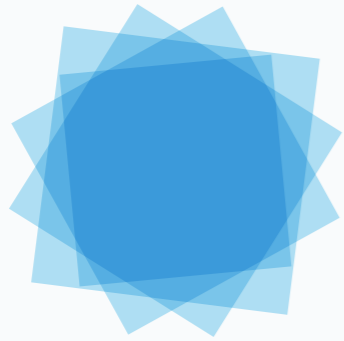
Industry Breakdown



Market Growth Projections

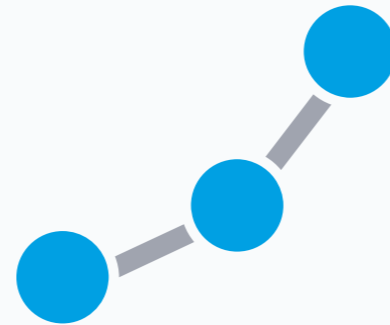


BUSINESS OPPORTUNITIES



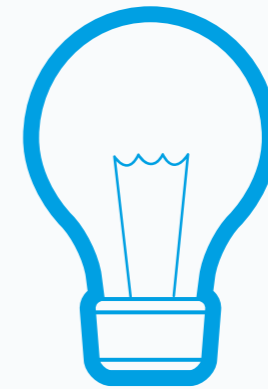
Changing Behaviors

By turning the desired behavior change into a game, people become engaged and encouraged to adopt new habits.



Developing Skills

Gamification is increasingly being used in both formal education and in corporate training programs to engage students in a more immersive learning experience



Enabling Innovation


Innovation challenges provide the goals, rules, tools and play space for the players to explore, experiment, collaborate and solve problems


GAMIFIED EXAMPLES YOU HAVE PLAYED




GAMIFIED EXAMPLES YOU HAVE PLAYED

LinkedIn

 **95% profile completeness**

Complete your profile quickly
 **Import your résumé to build a complete profile in minutes.**

Profile Completion Tips [\(Why do this?\)](#)
 **Add your summary (+5%)**

WHO'S VIEWED YOUR PROFILE?

28 Your profile has been viewed by 28 people in the past 3 days.

35 You have shown up in search results 35 times in the past 3 days.

WHO'S VIEWED YOUR UPDATES < 1/4 >

189

views

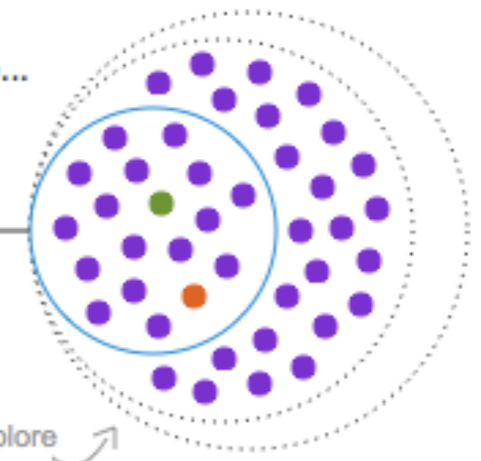
1

likes

1

comments

“ Case study: 3 heavyweights give...
4d ago



Explore ↗

Share something new ▶

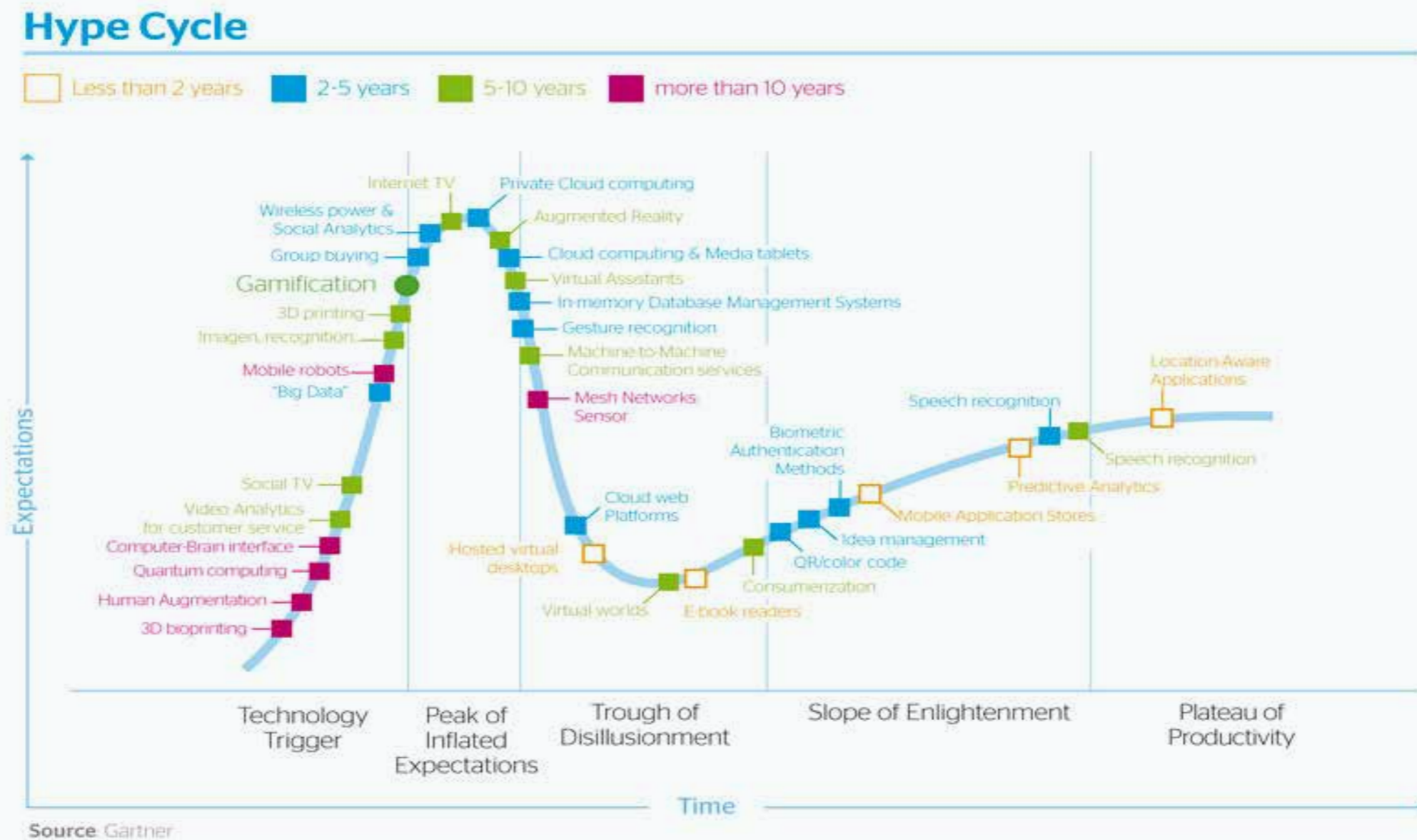
YOUR LINKEDIN NETWORK

1,260 Connections link you to 14,380,884+ professionals

20,364 New people in your Network since September 21

GAMIFICATION HYPE CYCLE

Gamification has now leapt into Gartner's Hype Cycle for Emerging Technologies directly into the Peak of Inflated Expectations. At the same time, 80% of gamified applications are expected to fail. What is the secret to get it right?



WHY GAMIFICATION IN HIRING



Disengagement

70% of the workforce is not engaged, causing high employee turnover



New Untapped Opportunity

When everything else has failed, companies need to look at industries that succeed in engaging users



Tedius Process

Current job application process are based on past data (resumes) and do not engage users (applicants are required to fill in pages of redundant info)



Negative Impact on Brand Reputation

Bad candidate experience is costing business (42% of those candidates won't seek employment at that company again, while 22% will tell others not to work here)



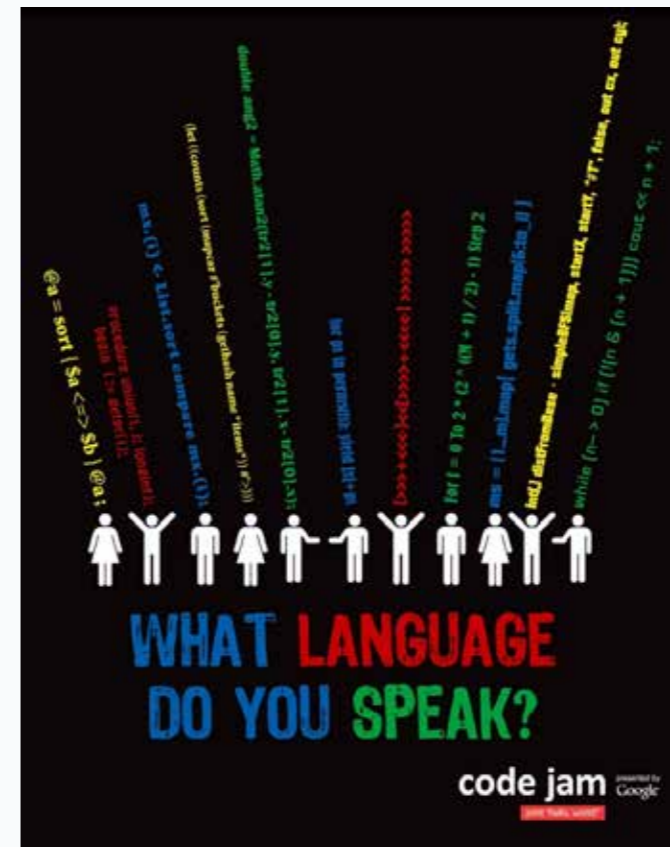


GOOD VS. BAD GAMIFIED APPLICATIONS FOR HR



WHAT WAS WRONG:

Video games simulate real challenges but users know it not reality



WHAT WAS RIGHT:

Real-time challenge, real prize, clear path, engaging process

IMPLEMENTING GAMIFICATION IN THE WORKPLACE

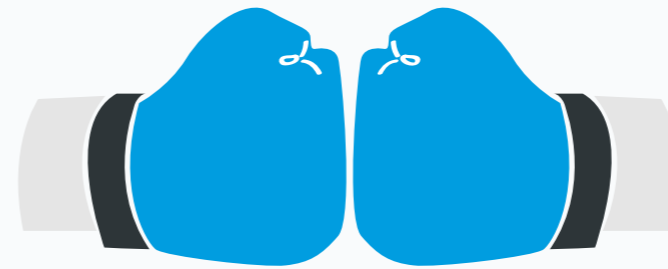
4 key success factors



Engage



Meaning



Mastery



Autonomy

THE 1-PAGE WAY TO GAMIFICATION: REAL-TIME BUSINESS CHALLENGES VS VIDEO GAMES



Engagement: attractive invitations to participate in the process (invite open rate 95%+, best approach with passive candidates too)



Meaning: clear directions and transparency on the final goal --> interview or job



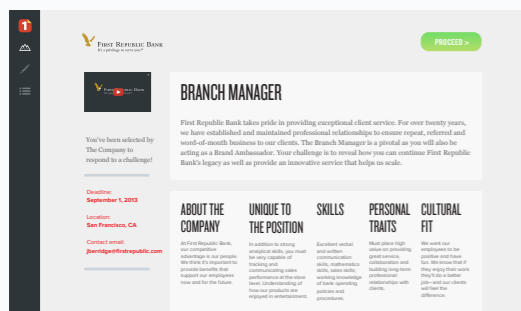
Mastery: giving a chance to showcase value beyond resume keywords / school / year of experience



Autonomy: providing social intelligence and research tools as a playfield to organize ideas, do the homework and wow the employer

THE 1-PAGE PLATFORM

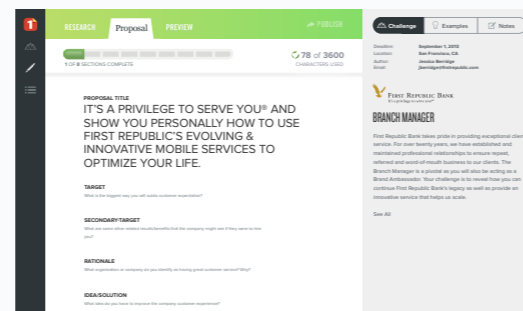
1



Challenge Created & Delivered

Customized for each enterprise and specific to the role

2



Candidates Respond to Challenge

Each job applicant submits a customized 1-Page Proposal

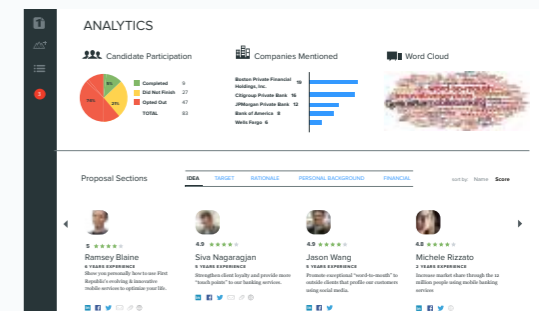
3



Candidate's Proposal Scored & Analyzed

Collaborative scoring is available as well as Automated Natural Language processing

4



Top Talent Identified

Top candidates are ranked based on completed challenge

1 CHALLENGE CREATED & DELIVERED

1

YOUR LOGO
IMAGINE YOUR LOGO HERE

PROCEED >

**REGIONAL SALES MANAGER, MAJOR ACCOUNTS,
NORTHERN CALIFORNIA**

Your Company transforms machine data into real-time operational intelligence. It enables organizations to monitor, search, analyze, visualize and act on the massive streams of data. **YOUR CHALLENGE** is to put forward a strong idea, which you can execute, that would increase sales in Northern California and give us a strategic advantage.

You've been selected by
The Company to
respond to a challenge!

Deadline:
January 20, 2020

Location:
San Francisco, CA

Contact email:
contact@yourlogo.com

ABOUT THE COMPANY	UNIQUE TO THE POSITION	SKILLS	PERSONAL TRAITS	CULTURAL FIT
Your Company loves diving for data. It was founded to pursue a disruptive new vision: Make machine data accessible, usable and valuable to everyone. More than half of the Fortune 100 and thousands of enterprises, universities, government	Expertise relating to machine data and building, managing, and delivering high-performing sales results.	Ability to leverage sales engineering. Exceptional management and interpersonal skills.	Strong, Humble. Very personable. And smart.	Thrive in a fast-paced, high-growth, rapidly changing environment.

**Turn Job Descriptions into Real-Time
Challenges based on business needs and strategic objectives of the role.**

2

CANDIDATES COMPLETE JOB PROPOSALS

1

RESEARCH **Proposal** PREVIEW [PUBLISH](#)

1 OF 8 SECTIONS COMPLETE ✓ 78 of 3600 CHARACTERS USED

PROPOSAL TITLE
SELLING YOUR COMPANY'S UBERMOBILE
INTERNET OF THINGS PLATFORMS

TARGET
What is the biggest way you will outdo customer expectations?

SECONDARY-TARGET
What are some other related results/benefits that the company might see if they were to hire you?

RATIONALE
What organization or company do you identify as having great customer service? Why?

IDEA/SOLUTION
What idea do you have to improve our customer experience?

PERSONAL BACKGROUND
What examples from your own real world experiences, related to this opportunity demonstrate that you have the skill set to do this job?

Challenge [Examples](#) [Notes](#)

Deadline: **January 20, 2020**
Location: **San Francisco, CA**
Author: **Penelope Smith**
Email: **contact@yourlogo.com**

YOUR LOGO
IMAGINE YOUR LOGO HERE

**REGIONAL SALES MANAGER, MAJOR ACCOUNTS,
NORTHERN CALIFORNIA**

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[See All](#)

**Gamify hiring, engaging candidates to solve your business challenge
with a winning 1-Page Job Proposal**

2

CANDIDATES COMPLETE JOB PROPOSALS

1 Research Write 5 DAYS REMAIN Submit



download print

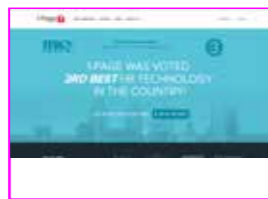
The Challenge

Your Company transforms machine data into real-time operational intelligence. It enables organizations to monitor, search, analyze, visualize and act on the massive streams of data. YOUR CHALLENGE is to put forward a strong idea, which you can execute, that would increase sales in Northern California and give us a strategic advantage.

Social Feed



Contact



Website
http://www.thecompany.com/

External links
Discussion Group
Google Finance

Address
The Company, Inc.
4440 El Camino Real
Los Altos, CA 94022 USA

News Items

Top execs from The Company, Firebase, and Adobe join CloudBeat lineup
VentureBeat - 8 hours ago

The Company makes bigger push in education, with new cloud apps and services
Gigoam - Aug 8, 2013

New The Company Partnerships Bring Classrooms to the Cloud
PCMag - Aug 8, 2013
[See All](#)

Wikipedia

The Company Inc. is an online file sharing and Cloud content management service for enterprise companies. The company has adopted a freemium business model, and provides 5 GB of free storage for personal accounts.

Products
The core of the service is based around sharing, collaborating, and working with files that are uploaded to The Company. The Company offers 3 account types: Enterprise, Business and Personal.[5] Depending on the type of account, The Company has features such as unlimited storage, custom branding and administrative controls. There are 3rd party integrations with

Challenge Examples

Deadline: **January 20, 2020**
Location: **San Francisco, CA**
Author: **Penelope Smith**
Email: **contact@yourlogo.com**



REGIONAL SALES MANAGER, MAJOR ACCOUNTS, NORTHERN CALIFORNIA

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[See All](#)



3

COLLABORATIVE AND AUTOMATED SCORING

The screenshot shows a proposal review interface. On the left is a dark sidebar with navigation icons and a red circle containing the number '3'. The main content area has a title 'SELLING YOUR COMPANY'S UBERMOBILE INTERNET OF THINGS PLATFORMS' and a globe icon. The proposal text describes a solution for increasing revenues and market share through mobile marketing programs. It includes sections for 'RATIONALE' and 'IDEA/SOLUTION'. On the right, a candidate profile for Ramsey Blaine is shown, including a note from the candidate and a 5-star rating. Below the profile, a '3 REVIEWS' section shows a review from Serena Kim with a 5-star rating and a thumbs-up icon. The review text says 'Let's be sure to discuss more with Ramsey, his ideas & experience are solid.' and includes a table of scores for 'CANDIDATE'S...' and 'FIT FOR...'. A 'SEE LESS' button and 'edit review' link are also visible.

< Return [Previous](#) [Next](#)

SELLING YOUR COMPANY'S UBERMOBILE INTERNET OF THINGS PLATFORMS

To increase revenues and market share by accelerating sales through Mobile Marketing Programs for Your Company's Programs & Sales Generation team.

- To increase the selling firepower of the sales division.
- To increase global mobility, first-to-market with next generation products.

RATIONALE

Your Company HD Connect is a game changer for businesses worldwide. It leverages on value engineering and CTO IT road-mapping to enhance the following: app management, IT operations management, security, compliance, big data, business analytics, and digital intelligence. Furthermore, Your Company performs well for real-time collection, indexing, analysis, and visualizations and then reliably forward events to HD for long-term archiving and additional batch analytics. Enterprise applications and IT investments are increasingly shifting to mobile, making it an important source of data for operation intelligence. To exploit its 'Internet of Things' technology platforms and to exploit its bi-directional data integration, Your Company has to enlarge its position in mobile.

IDEA/SOLUTION

With bi-directional data integration, Your Company HD Connect lets you move data between Your Company Enterprise and HD easily and reliably. My idea is to incorporate what I have learned about selling into markets for SAP's mobility and apply them at Your Company. To dominate this space, Your Company needs to integrate its operational intelligence into partner, sales, and market lead demand

WRITING RECEIVING **SCORING** DISCUSSING CLOSED

RAMSEY BLAINE

in f t e g

NOTE FROM CANDIDATE:

"I love answering challenges this way, and I want to think hard about more challenges in the future. Thanks for the fantastic opportunity."

5 ★★★★★ Avg. of 3 Reviews

2 Robin M. & Aditi S. recommend this candidate

3 REVIEWS Hide ▲

Serena Kim ★★★★★

Let's be sure to discuss more with Ramsey, his ideas & experience are solid.

CANDIDATE'S...

Strength of Idea	★★★★★
Ability to Execute	★★★★★
Drive to Execute	★★★☆☆

FIT FOR...

This Position	★★★☆☆
Our Company	★★★★★

[▲ SEE LESS](#)

August 8 at 1:13 p.m. [edit review](#)

Collaboratively score and rank proposals. Also, leverage 1-Page's patented algorithms and Natural Language Processing to automatically identify top proposals.

4 TOP TALENT IDENTIFIED

PROGRESS

23 Candidates

7 Not Yet Logged In

4 Reading Challenge

5 Writing

12 Submitted

Change Deadline | Remind | Re-Invite

CANDIDATES	PROGRESS
<input type="checkbox"/> Chad Hamilton	<div style="width: 100%; height: 10px; background-color: green;"></div>
<input type="checkbox"/> Timothy Wholtman	<div style="width: 100%; height: 10px; background-color: green;"></div>
<input type="checkbox"/> Kirti Miguti	<div style="width: 100%; height: 10px; background-color: green;"></div>
<input type="checkbox"/> Sarah Pulver	<div style="width: 100%; height: 10px; background-color: green;"></div>
<input type="checkbox"/> Lindsey Ashlock	<div style="width: 100%; height: 10px; background-color: green;"></div>
<input type="checkbox"/> Scott Kolbo	<div style="width: 100%; height: 10px; background-color: green;"></div>
<input type="checkbox"/> Dan Keberle	<div style="width: 100%; height: 10px; background-color: green;"></div>
<input type="checkbox"/> Norman Dea	<div style="width: 100%; height: 10px; background-color: yellow;"></div>
<input type="checkbox"/> Tim Walsh	<div style="width: 100%; height: 10px; background-color: yellow;"></div>
<input type="checkbox"/> Jen Vanden Bosch	<div style="width: 100%; height: 10px; background-color: yellow;"></div>
<input type="checkbox"/> R.J. Louis	<div style="width: 100%; height: 10px; background-color: yellow;"></div>
<input type="checkbox"/> Danielle Barton	<div style="width: 100%; height: 10px; background-color: yellow;"></div>
<input type="checkbox"/> Scott Newell	<div style="width: 100%; height: 10px; background-color: orange;"></div>
<input type="checkbox"/> Kate Aurell	<div style="width: 100%; height: 10px; background-color: orange;"></div>
<input type="checkbox"/> Jane Wittman	<div style="width: 100%; height: 10px; background-color: orange;"></div>

In Progress (23)
Submitted (12)

5

Writing

12

Submitted

Candidate Participation

Completed	9
Did Not Finish	27
Opted Out	47
TOTAL	83

Companies Mentioned

Company A	19
Company B	16
Company C	12
Company D	8
Company E	6

Word Cloud

Proposal Sections

IDEA | TARGET | RATIONALE | PERSONAL BACKGROUND | FINANCIAL

sort by: Name | Score

Candidate	Rating	Experience	Proposal Summary
Ramsey Blaine	5 ★★★★★	6 YEARS EXPERIENCE	Selling Your Company's UberMobile Internet of Things Platforms
Siva Nagaragjan	4.9 ★★★★★	5 YEARS EXPERIENCE	Generate more revenues and market share by accelerating sales through Mobile Marketing Programs
Jason Wang	4.9 ★★★★★	5 YEARS EXPERIENCE	Increase global mobility, first-to-market with next generation products
Michele Rizzato	4.8 ★★★★★	2 YEARS EXPERIENCE	Increase the selling firepower of the sales division

Track candidate progress, access real-time prescriptive data, and build a more effective candidate pipeline

1-PAGE MEDIA AND AWARDS



"The idea of a company engaging with a candidate through evidence of what he or she could do, rather than for what they have done in the past, is a very bright light in recruiting."

Bill Kutik, *founder of HR Tech*
describing the 1-Page platform

Human Resource
Executive Online

Entrepreneur

"Engaging candidates to solve companies' challenges enables businesses to crowd-source ideas and innovation and accessing prescriptive data for enhanced strategic decision making."

Forbes

"1-Page technology helps both sides of the job market: It gives candidates a tool to pitch their value to the company, and it helps managers engaging and screening candidates beyond the resume."

Mashable

"This Resume Alternative Could Land You Your Dream Job... instead of sorting through hundreds of resumes figuring out how best to fill a role based on previous experience or work. Candidates place themselves with a proposal – and solve a problem for the company as a whole."

LinkedIn

"The 1-Page allows you to develop your own proposal as a vehicle to let organizations know exactly what you bring to the table. The platform has the capability to help you communicate your skill set and your creative solutions to specific problems."



One of the 150 World's Most Disruptive Tech Start-ups

[Websummit 2013](#)

Winner: VC Award for "Next Billion Dollar Company"

[SYNC2013 by Pingwest](#)

Winner: Number-One Woman-Led Start-up

[CROWDFUNDx 2013](#)

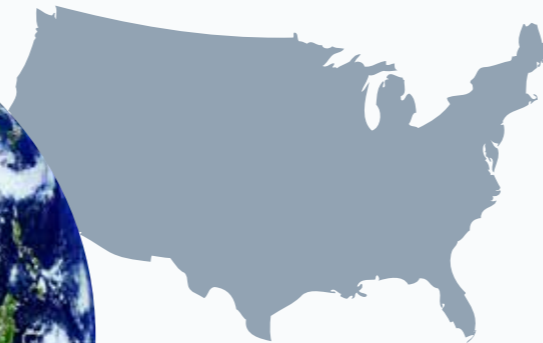
Winner: Selected Member of Orange Fab2014

[OrangeFab2014](#)

Finalist: iTalent Competition at the HRO Today Forum

[HRO Today Forum 2014](#)

GLOBAL MARKET



112M

U.S. WORKFORCE

Worth \$190B in 2013

IBISWorld

3B

GLOBAL WORKFORCE

Worth \$589B in 2013

IBISWorld

+ **REPEATING:** 100% TURNOVER EVERY 2.4 YEARS

(U.S. Bureau of Labor Statistics)

+ **GROWING:** 600M NEW HIRES EVERY 15 YEARS

(World Development Report 2013)

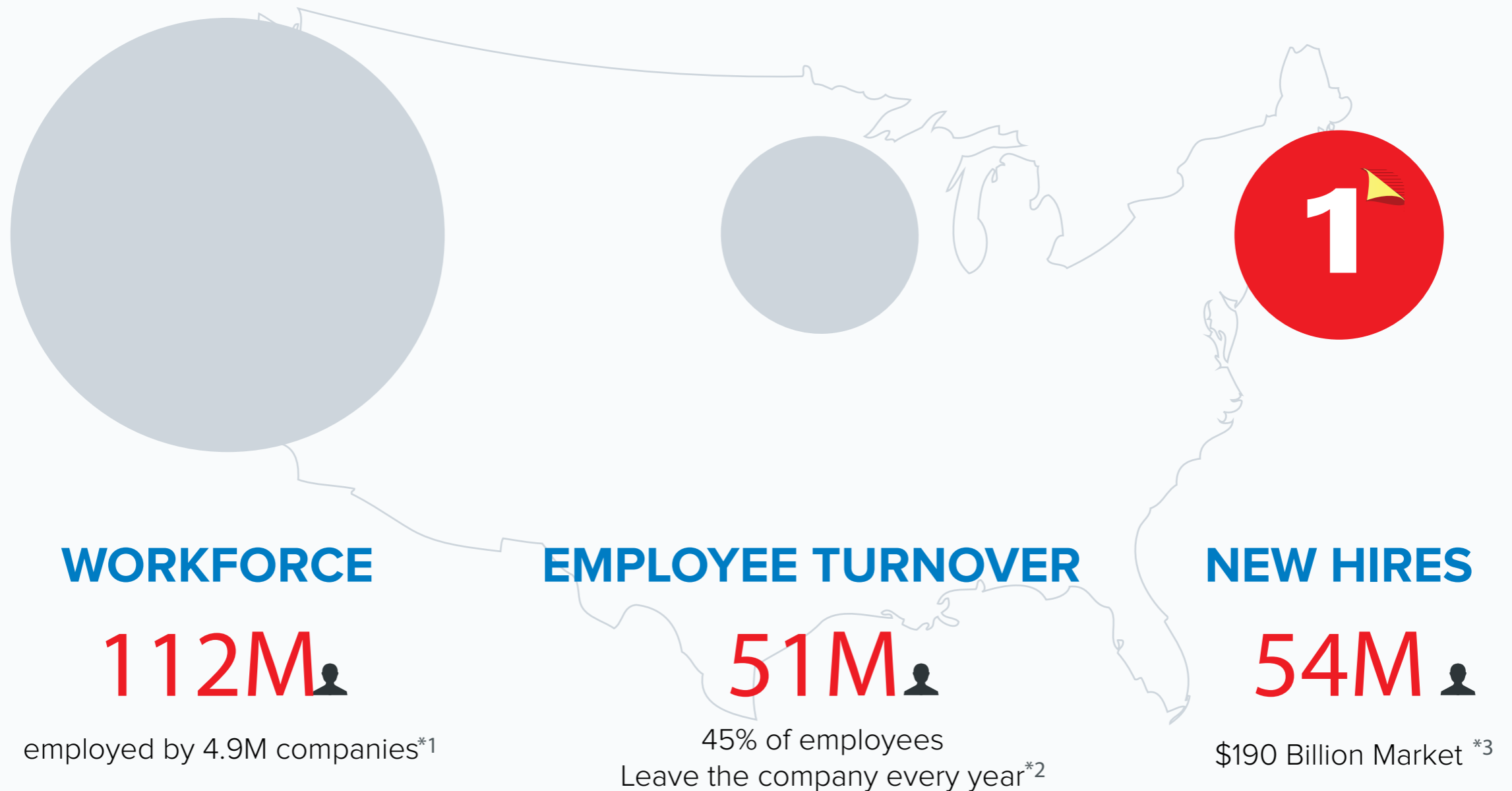
+ **CHANGING:** BABY BOOMERS RETIRING **10K/DAY**
2030: MILLENNIALS **75%** OF WORKFORCE

(PBS, U.S. Bureau of Labor Statistics)

U.S. RECRUITMENT MARKET



Worth \$190B in 2013



1. Business Dynamics Statistics, United States Census Bureau (<http://www.census.gov/>)

2. Job Openings And Labor Turnover – January 2014, Bureau of Labor Statistics, U.S. DEPARTMENT OF LABOR (<http://www.bls.gov>)

3. Karen O’Leonard, The Talent Acquisition Factbook®2011, the Bersin & Associates Research Library.

Joanna Weidenmiller, CEO

joanna@1-page.com

“Great jobs, world-class jobs, jobs people kill for...
Those jobs don't get filled
by people emailing in resumes. Ever.”

-Seth Godin, American Author, Entrepreneur, Marketer, and Public Speaker



Ideas Simply Delivered