

# 1-PAGE LIMITED, ASX: 1PG

A Next Generation Human Resource Solution

Investor Presentation, October 2014



*IDEAS SIMPLY DELIVERED*

# DISCLAIMER

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# 1-PAGE BACKGROUND

Founded in Silicon Valley in 2011, first ASX-listing of a Silicon Valley tech start-up after raising \$8.5m via a reverse takeover.

Proprietary technology platform (5 patents pending) developed to provide a real solution to a lengthy and expensive hiring life-cycle for corporations.

Enables companies to rank and select candidates for employment based upon their ability to solve real-time business challenges and achieve strategic objectives in the role they are applying.

Concept developed from the New York Times all-time best business seller “The One-Page Proposal” written by 1-Page Chairman, Patrick G. Riley.

Highly credentialed and proven board and management team.

Over \$3m invested to date by major US venture capital firms to develop and complete the technology and software.

US beta product launched in January 2013 and commercially rolled out in 2014. Global clients currently including First Republic Bank, BevMo!, Orange, Alex Lee, Splunk, UST Global, Coupons.com, and Pandora.

Listed on ASX to take advantage of attracting additional clients (including Asia) and to use funds for marketing to achieve scale

# CORPORATE

## Board of Directors

**JOANNA WEIDENMILLER** as Managing Director

**SCOTT MISON** as Non-Executive Director and  
Company Secretary

**RUSTY RUEFF** as Non-Executive Chairman (BOD  
Glassdoor, BOD HireVue,  
former EVP HR Electronic Arts)

**MAUREEN PLAVSIC** as Non-Executive Director  
(former CEO of Seven Network, Melbourne)

## Capital Structure

**SHARES ON ISSUE:** 119.5m

**RIGHTS:** 6m

**OPTIONS:** 13.31m

**CASH BALANCE:** A\$7.55m

**MARKET CAP –**

Fully diluted at \$0.325/share: \$45M

### **SUBSTANTIAL HOLDERS:**

Joanna Riley Weidenmiller - 11.40%

Patrick Riley - 10.01%

**TOP 20 SHAREHOLDERS – 56%**

# NEW APPOINTMENTS TO THE LEADERSHIP TEAM



## JUSTIN BAIRD

CTO and Head of APAC  
Innovationist at Google  
Director, Product Management at Dolby  
Research and Design Engineer at Meyer Sound



## JEREMY MALANDER

Head of Customer Success  
Director of Customer Success at Bluejeans  
Manager of Global Customer Engagement Operations at Yammer  
Customer Success Manager at Salesforce



## SUSAN KIM

Investor Relations, US  
Executive Director at Nomura  
Executive Director at UBS Investment Bank  
Senior Consultant at Arthur Andersen



## DAVID SANGHERA

Demand Generation  
Head of Marketing at TrackR  
Senior Product Manager at Oracle  
Product Manager at DreamWorks

# GLOBAL RECRUITMENT MARKET



**112M**

U.S. WORKFORCE  
Worth \$190B in 2013  
IBISWorld

**3B**

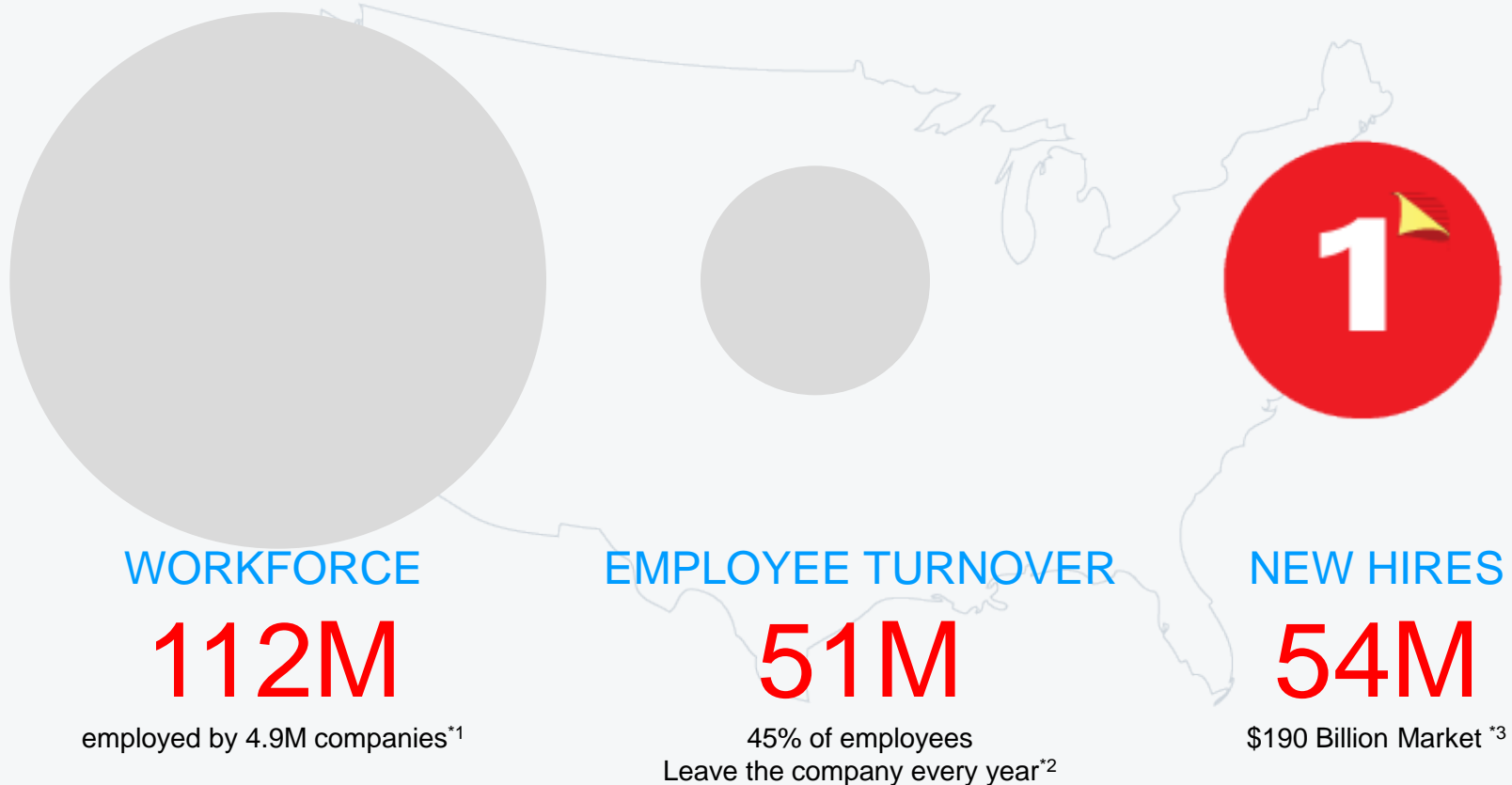
GLOBAL  
WORKFORCE  
Worth \$589B in 2013  
IBISWorld

- + REPEATING: 100% TURNOVER EVERY 2.4 YEARS  
(U.S. Bureau of Labor Statistics)
- + GROWING: 600M New HIRES every 15 years  
(U.S. Bureau of Labor Statistics)
- + 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.



# RESUME-BASED RECRUITING IS DEAD



## Too Many Resumes

6.8B resumes (75% unqualified) sent for 5M US companies in 2013\*

\*LinkedIn & Berstein



## The Wrong Content is Transmitted

Resumes are backward looking & lack solutions & ideas about the future



## Companies Lack the Technology to Make the Right Hiring Decision

45% of companies declare that they can't find qualified candidates\*

\*CareerBuilder Report 2013

# 1-PAGE IS THE SOLUTION



## Fast.

Reduces time to hire from 13 weeks to 4 weeks



## Effective.

Improves retention by up to 70%



## Economical.

Decreases cost-per-hire by 75%

Note: Statistics based upon data from 1-Page pilot program with existing clients.

# THE 1-PAGE PLATFORM

1

2

3

4



Challenge  
Created &  
Delivered

Candidates  
Respond to  
Challenge

Candidate's  
Proposal  
Scored &  
Analyzed

Top  
Talent  
Identified

# 1-PAGE REVENUE MODEL

SMALL BUSINESS (< 100 Employees)	MEDIUM BUSINESS (100–1,000 Employees)	LARGE BUSINESS (1,000–10,000 Employees)	ENTERPRISE (>10,000+ Employees)
Estimated Monthly Invoice: \$100 - \$2,000 PER month	Estimated Monthly Invoice: \$2,000 - \$5,000 PER month	Estimated Monthly Invoice: \$5,000 - \$10,000 PER month	Estimated Monthly Invoice: \$10,000 - \$20,000+ PER month
Forecast: 12 clients by end of CY14	Forecast: 10 clients by end of CY14	Forecast: 8 clients by end of CY14	Forecast: 7 clients by end of CY14

Revenue model consists of a monthly service fee and a fee per proposal.

Fee depends upon size of business:

Ranges from \$100/month to \$20k/month

Ranges from \$1/proposal to \$5/proposal

# CURRENT CLIENTS



(NYSE: FRC)

\$6B 2,174



5,000



(NASDAQ:  
ORAN)

\$36B 168,000



10,000



14,000

*"To meet the high standard of our talent need, we found 1-Page's model for recruitment both effective and disruptive. We enjoy working with companies who share our vision to challenge the status quo and deliver results."*

*Saurabh Ranjan  
Managing Director of Global Operations  
UST Global*

## NEW CLIENTS



(NASDAQ: SPLK)

Most innovative company  
in Big Data

>1000 employees  
Market Cap: \$6.93B  
Over \$250M in revenue



(NASE: P)

World leading Internet  
Radio with 250M users

>1300 employees  
Market Cap: \$5.18B  
Over \$270M in revenue



(NASE: COUP)

Leader in digital coupons

>500 employees  
Market Cap: \$960M  
Over \$150M in revenue

# RECENT PRESS

## ARTICLE

### FINANCIAL REVIEW

“Silicon Valley start-up 1-Page surges on ASX debut”

### BUSINESS INSIDER

“This Former Model, Athlete, And FBI Recruit Is About To List Her Tech Company On The ASX”










1-Page provides the Next Generation Assessment Platform that gamifies hiring, giving recruiters access to predictive data for enhanced decision-making on talent while engaging candidates like never before.

## BOOK

Gamification in Human Resources - THE BOOK

Featured in “Gamification in Human Resources” by Gamification guru Mario Herger as top HR Technology that successfully gamifies hiring.

## AWARDS

- 
 HR Tech Europe: most disruptive HR Technology NEW
- 
 Top 50 Movers and Shakers in HR NEW
- 
 CEO named among the top 50: 1 of the 150 world's most disruptive tech startups
- 
 Venture Capitalist Award for "Next Billion Dollar Company"
- 
 #1 Woman-Led Startup
- 
 Top 3 HR Tech Companies in America awarded by largest global HR organization, May 2014
- 
 CEO appointed mentor to the Founder Institute, the world's largest entrepreneur training and startup launch program

# Joanna Riley Weidenmiller, Managing Director

[joanna@1-page.com](mailto: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

# APPENDIX



# CHALLENGE CREATED & DELIVERED



**PROCEED >**

**TECHNICAL SALES DIRECTOR –  
INFRASTRUCTURE OUTSOURCING – WEST  
COAST AND MIDWEST (TEXAS INCLUSIVE)**

You've been selected  
by *YourCompany*  
Respond to a  
challenge!

**Deadline:** July 28,  
2014

**Location:** San Jose,  
CA

**Contact email:**  
sjoerd.gehring@

**ABOUT THE  
COMPANY**    **UNIQUE TO  
THE POSITION**    **SKILLS**    **PERSONAL  
TRAITS**    **CULTURAL  
FIT**

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

# 2

# CANDIDATES COMPLETE JOB PROPOSALS



**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 expectation?

**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 the company customer experience?

**Challenge** | **Examples** | **Notes**

**Deadline:** July 28, 2014  
**Location:** San Jose, CA  
**Author:** Sjoerd Gehring  
**Email:** sjoerd.gehring@accenture.com

TECHNICAL SALES DIRECTOR – INFRASTRUCTURE OUTSOURCING – WEST COAST AND MIDWEST (TEXAS INCLUSIVE)

YourCompany 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.

See All

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

# 2

# CANDIDATES COMPLETE JOB PROPOSALS



**Research** Write 5 DAYS REMAIN Submit

download print

### The Challenge

YourCompany 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

facebook twitter youtube instagram pinterest rss google+

Contact News Items Wikipedia

Deadline: July 28, 2014  
Location: San Jose, CA  
Author: Sjoerd Gehring  
Email: sjoerd.gehring@accenture.com

**YOUR LOGO**  
IMAGINE YOUR LOGO HERE

**TECHNICAL SALES DIRECTOR – INFRASTRUCTURE OUTSOURCING – WEST COAST AND MIDWEST (TEXAS INCLUSIVE)**

YourCompany 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.

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WRITING RECEIVING SCORING DISCUSSING CLOSED

## SELLING YOUR COMPANY'S UBERMOBILE INTERNET OFFERING PLATFORM




**To increase revenues and sales of Accenture's core offerings by deeper penetration of new-media.**

- To increase the firepower of the Sales division and the company.
- To rapidly deploy and increase Accenture's mobility to strengthen the brand.
- To bring in new clients and maintain existing clients to generate repeat business.

**RATIONALE**

The general idea of an information economy includes both a notion of industries primarily producing, processing, and distributing information as well as the idea that every industry is using available information and information technology to reorganize and make themselves more productive. This is especially true in the information sector and most especially true for: multimedia, motion picture, television broadcasting, and telecommunications. The ability of companies to integrate emerging technologies is key and the demand is growing.



**RAMSEY BLAINE**

in f t e

**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.

CANDIDATES...

Strength of Idea	★★★★★
Ability to Execute	★★★★★

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



# HR TECH SECTOR

## Recent IPOs

Workday	2012	\$3.8B USD
Veeva Systems	2013	\$2.4B USD
Halogen	2013	\$295M USD

## Recent Acquisitions

ADP acquires RightThing, Asparity, & Advanced MD	2011	\$9.9B USD
	2012	\$4.3B USD
SAP acquires Ariba	2012	\$3.4B USD
SAP acquires Successfactors	2011	\$2B USD
Enterprise Resource Planning acquires Lawson	2012	\$1.9B USD
Oracle acquires Taleo	2012	\$1.3B USD
IBM acquires Kenexa	2011 / 2012	\$134M USD
LinkedIn acquires Rapportive, & Slideshare	2014	\$120M USD
LinkedIn acquires Bright	2013	\$90M USD
LinkedIn acquires Pulse	2012	\$63M USD
SAP acquires Datango	2014	---
Workday acquires Identified (raised \$22.5M to date)	2014	---
Yahoo! acquires Distill (raised \$1.3M to date)		

\* dates & numbers from forbes.com, crunchbase.com, techcrunch.com