

1-PAGE LIMITED

BRANCHOUT ACQUISITION

Next Generation of Sourcing and Assessment

November 2014



IDEAS SIMPLY DELIVERED



1-PAGE ANNOUNCES

ACQUISITION OF BRANCHOUT

AIMING TO CREATE A LARGE GLOBAL REFERRAL PLATFORM

Solving the sourcing and assessment problem

**REFER – ASSESS - INNOVATE
WITH 1-PAGE**

THE ACQUISITION



<https://branchout.com/>

Founded in July 2010
by Rick Marini.

Raised \$49M in funding
lead by Accel Partners

BranchOut is a professional networking service built and developed on the Facebook platform with more than 820 million profiles.

Details of the transaction: 7.5 million 1PG shares to be issued in 12 months and \$2m cash funded from existing reserves. No additional monthly overhead to 1-Page cost base.

The service leverages users' social graphs and networks to help candidates find jobs.

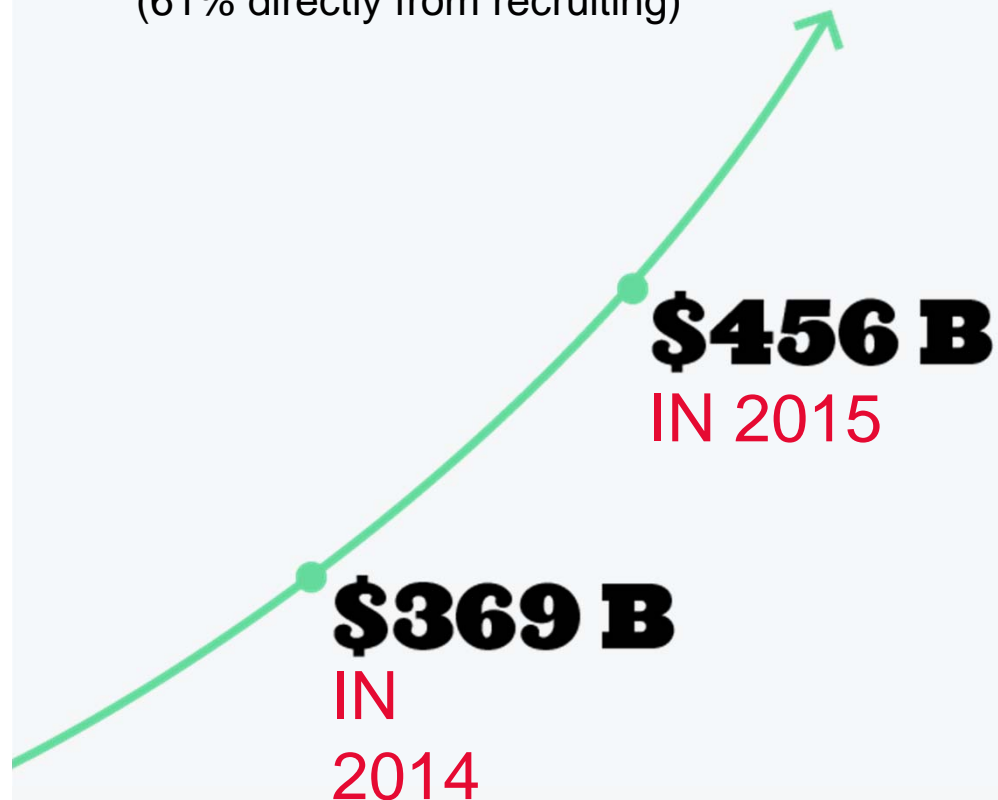
BranchOut focused on consumer growth vs monetization through enterprises. The change in Facebook commercial policies in "free" advertising had massive effect on organic consumer growth and BranchOut had failed to build a monetization strategy. They quickly pivoted and launched a new mobile chat technology, Talk.io. Talk.io is not related to hiring or sourcing nor does it use the database or social graph of BranchOut.

The Talk.io product and team were recently purchased by Hearst Media.

MASSIVE MARKET

The acquisition provides 1-Page speed to market and core product supremacy of identifying candidates by referral and sending challenges/receiving proposals at scale.

LinkedIn's reported revenue of \$568 million in Q3 2014
(61% directly from recruiting)



GLOBAL
RECRUITMENT
MARKET TO GROW
BY **\$87 BILLION**
NEXT YEAR

REFERRAL HIRES ARE BIGGER, BETTER, FASTER & STRONGER



#1

Volume

#1 source for successful hires but only account for 6.9% of applicants



#1

Quality

#1 source for new hire quality.



#1

Speed

Fastest time from application to employment



#1

Retention after 2 years (average)

#1 at 45% retention (over 200% higher than job boards)

* Source — Staffing.org 2011 ** Source — Jobvite index 2012 *** Source — CareerXroads 2011 – 2012

ENTERPRISES WANT TO HIRE PASSIVE CANDIDATES

UNTOUCHABLE

Unwilling to change jobs

25%

of high demand candidates

PASSIVE

Gainfully employed
but willing to move for the right job

70%

of high demand candidates

ACTIVE

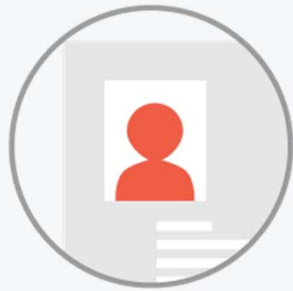
Looking on job-boards
and platforms like
SEEK.com

5%

of high demand candidates

**1-PAGE WILL CONNECT
ENTERPRISES TO PASSIVE
CANDIDATES**

REFERRAL ENGINE OVERVIEW



820M+
PROFILES



ENTERPRISE SOCIAL
GRAPH



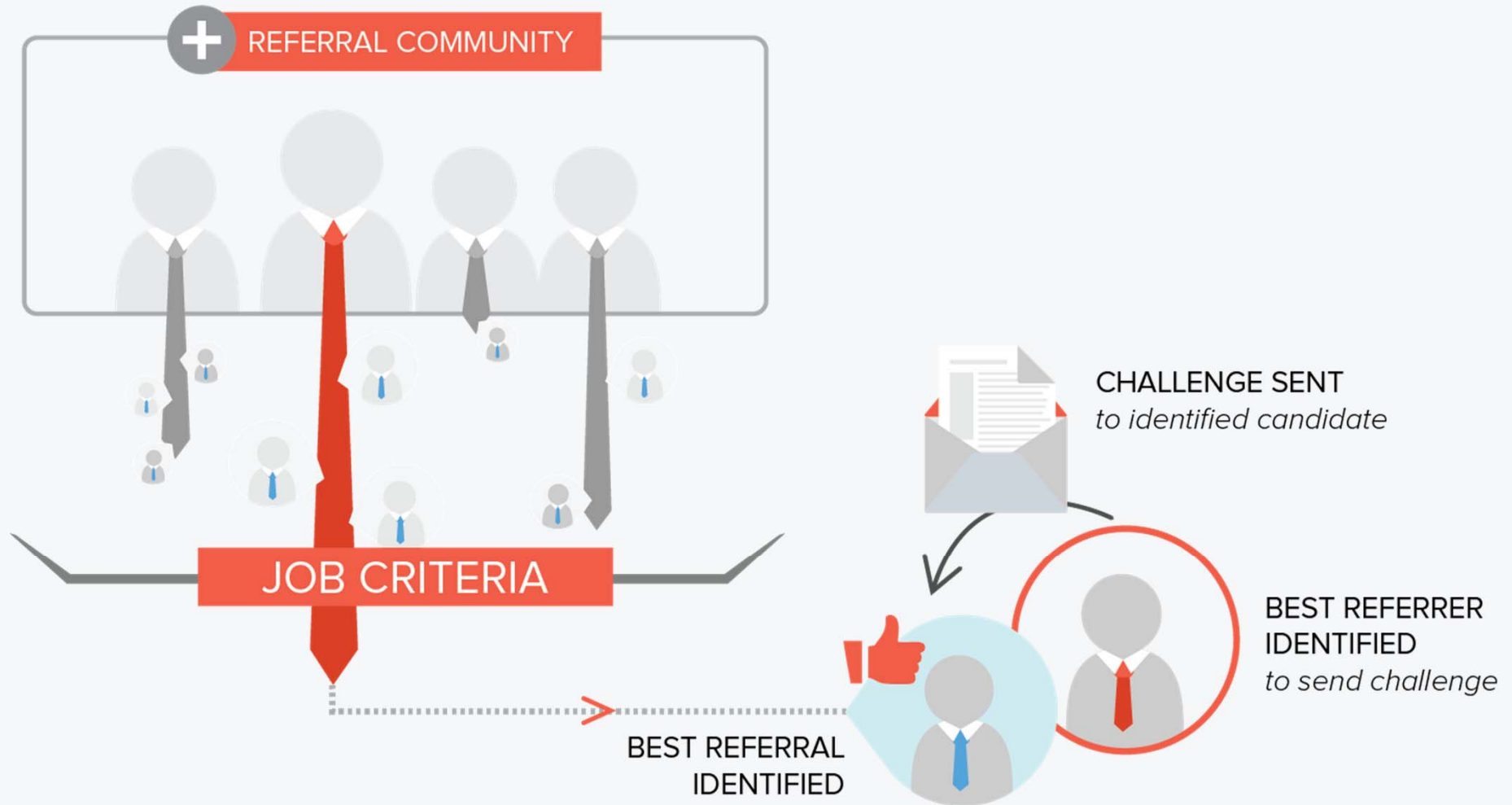
TARGET
CRITERIA



IDENTIFY REFERRAL CANDIDATES

and make **every employee** a recruiter

REFERRAL ENGINE FLOW CHART



1-PAGE: REFER, ASSESS & INNOVATE



1

BuzzFeed

WHERE DO YOU WANT TO GO?

REFERRALS

REFERRAL SEARCH ENGINE

Source Passive Talent
Identify & Connect

HIRE

TALENT SOLUTIONS ENGINE

Challenge Job Seekers
Identify Solutions

IDEAS



INTERNAL INNOVATIONS ENGINE

Actionable Ideas
From Your Real Experts



1-PAGE REFERRAL ENGINE

















**BuzzFeed**

WHO ARE YOU LOOKING FOR?

Discover Inside Connections at BuzzFeed

UX Designer JOB TITLE SEARCH

953 Results for UX Designer

| Prospect | Employee Connections | Most Connected Employee | |
|---|----------------------|--|---|
|  Sarah Pulver UX Design, Apple Inc | 18 | 84  Thom Yorke • Music Editor + 17 More | <input checked="" type="checkbox"/>  |
|  Jake McCoy UX Design, Google | 12 | 79  Jonny Greenwood • Design Editor + Show More Connections | <input checked="" type="checkbox"/>  |
|  Jake McCoy UX Designer, Google San Francisco, CA | 9 | 68  Phil Selway • Sales + Show More Connections | <input checked="" type="checkbox"/>  |
| 8 Years of Experience Current Google, Inc. Previous Dropbox, FitBit Education California College of the Arts | 9 | 17  Roelof Botha • Marketing + Show More Connections | <input type="checkbox"/>  |
|  | 9 | 24  Chad Hurley • Accounts + Show More Connections | <input type="checkbox"/>  |

SOURCE REFERRAL



E-MAIL TO EMPLOYEE

Hi Thom,

We are interested in persuing this person for a position at Buzzfeed and noticed that you know her:

Sarah Pulver
UX Design, Apple Inc
[View Profile](#)

Will you refer Sarah for UX Designer at Buzzfeed?

YES NO I DON'T KNOW HER

Great! Just send this message through e-mail or facebook. Feel free to personalize the note.

sarahpulver@gmail.com

UX Design Position at Buzzfeed

Hi Sarah,

My HR department at Buzzfeed has identified you as someone possessing the type of skills they are looking for as a UX Designer. Do you have any Interest In learning more about the positon?

Let us know,
Thom

Powered By 1-Page

Hi Thom,

We are interested in persuing this person for a position at Buzzfeed and noticed that you know her:

Sarah Pulver
UX Design, Apple Inc
[View Profile](#)

Will you refer Sarah for UX Designer at Buzzfeed?

YES NO I DON'T KNOW HER

No, she would not be right for the postion
 No, she would not be right for the company
 other

Powered By 1-Page
For help please write to support@1-page.com

E-MAIL TO CANDIDATE

Hi Sarah,

My HR department at Buzzfeed has identified you as someone possessing the type of skills they are looking for as a UX Designer. Do you have any Interest In learning more about the positon?

Let us know,
Thom

YES NO

Great! We'll be in touch. In the mean time, tell us a bit more about yourself (optional)

E-mail:



Phone:

LinkedIn:

Powered By 1-Page
For help please write to support@1-page.com

1-PAGE REFERRAL ENGINE




























WHO ARE YOU LOOKING FOR?

Discover Inside Connections at BuzzFeed

UX Designer San Francisco JOB TITLE SEARCH

953 Results for "UX Designer" < >

| Prospect | Interest | Connections to Company | Most Connected Employee |
|--|---|------------------------|--|
|   Sarah Pulver UX Design, Apple Inc |  | 18 | 84  Thom Yorke • Music Editor  Sent October 30 + 17 More |
|   Jake McCoy UX Design, Google |  | 12 | 79  Jonny Greenwood • Design Editor  Sent October 30 + Show More Connections |
|   Lars Olson UI/UX Design, Spacecraft |  | 9 | 68  Phil Selway • Sales  Sent October 30 + Show More Connections |
|   Lind UX Design, Apple Inc |  | 7 | 17  Roelof Botha • Marketing + Show More Connections |
|   Liam Adleman |  | 5 |  Chad Hurley • Accounts |

"I just joined my current company, but feel free to reach out sometime next quarter."

PILOT RESULTS



A Google recruiter sourcing

Travel Sales & Account Executives

Search Parameters:

Account Executive and Sales + Kayak, Expedia, Priceline, Orbitz, TripAdvisor, Travelocity

Results:

1,574+

Candidates Identified

403+

1st Degree Connections to Google Employees

Google would have over **19.2M** first connections in their company cloud with 1-Page

A Yahoo! recruiter sourcing

Software Engineers & Data Scientists

Search Parameters:

Software Engineer and Data Scientist + Google, Twitter, Facebook, LinkedIn, Oracle

Results:

20,850+

Candidates Identified

19,907

1st Degree Connections To Yahoo! Employees

Yahoo! would have over **4.2M** first connections in their company cloud with 1-Page



US MARKET BREAKDOWN

46% TURNOVER

54M PEOPLE HIRED ANNUALLY

4,962,192

COMPANIES
less than 500 people

16,418

COMPANIES
500 to 5,000 people

1,155

COMPANIES
5,000 to 9,999 people

1,126

COMPANIES
10,000+ people

1-PAGE PROPOSED REFERRAL REVENUE MODEL

1-Page proposes to go to market by charging a fixed monthly subscription fee based on the number of employees used to refer candidates

For a company
that has
1,000 employees

\$24,000 A YEAR
\$2,000 A MONTH
AT \$2 PER EMPLOYEE

less than 3 recruiter
licenses/seats on LinkedIn
(ranging from \$7K-12K per recruiter seat)

For a company
that has
233,000 employees

\$5,520,000 A YEAR
\$460K A MONTH
AT \$2 PER EMPLOYEE

less than paying a staffing agent
for 18 hires a month
(based on avg. salary being \$85K
and 30% commission to agent)
companies of this size hire 10,000
people a month

COMPETITIVE ADVANTAGES



Competition of referral networks is tiny with little access to individuals

- First market mover advantage
- Largest and defensible social graph
- Multiple data sources
- Current solutions don't identify and target; they post and share
- Facebook has strong social connections, but weak employee data
 - Example: "I share my kids pictures with these people"
- LinkedIn has strong employee data, but weak social connections
 - Example: "I think I met him at a conference"
- **1-PAGE HAS STRONG SOCIAL CONNECTIONS AND STRONG EMPLOYEE DATA**

November Press Regarding LinkedIn

"Strategy reporter Drake Baer looked for people (via LinkedIn) who worked with me at my most recent employer... There's only one person on this list I would be able to pick out of a lineup" (out of 19) – Business Insider

APPENDIX

RESUME-BASED RECRUITING IS DEAD

1



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 LIMITED

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 (five 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, commercially rolled out in 2014. Global clients currently include First Republic Bank, BevMo!, Orange, Alex Lee, Splunk, UST Global, Coupons.com and Pandora.

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\$7.55m¹

MARKET CAP: Fully diluted at
\$0.42/share: \$58M

SUBSTANTIAL HOLDERS:

Joanna Riley Weidenmiller: 11.40%

Patrick Riley: 10.01%

TOP 20 SHAREHOLDERS: 56%

¹ AT TIME OF LISTING – 15 OCTOBER 2014

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

1-PAGE IS THE SOLUTION



Fast

Reduces time to hire from 13 weeks to 4 weeks



Effective

Improves retention by up to 70%



Economical

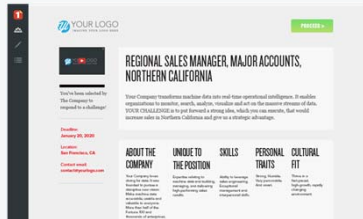
Decreases cost-per-hire by 75%

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

THE 1-PAGE PLATFORM

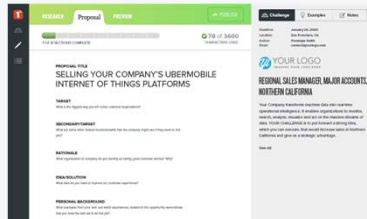


1



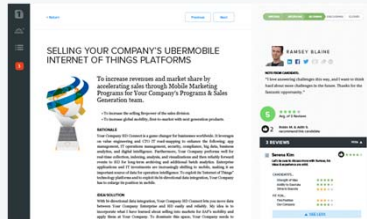
Challenge Created & Delivered

2



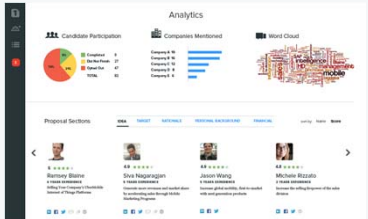
Candidates Respond to Challenge

3



Candidate's Proposal Scored & Analyzed

4



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

1

CHALLENGE CREATED & DELIVERED



1

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
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YOUR LOGO
IMAGINE YOUR LOGO HERE

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

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See All

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

3

COLLABORATIVE AND AUTOMATED SCORING



The screenshot shows a challenge page on 1-Page.com. The challenge title is "SELLING YOUR COMPANY'S UBERMOBILE INTERNET OF THINGS PLATFORM". The goal is to increase revenues and sales of Accenture's core offerings by deeper penetration of new-media. The rationale explains the importance of integrating emerging technologies in the information economy. On the right, a candidate named Ramsey Blaine is shown with a 5-star rating and a note from the candidate. Below the candidate, there are 3 reviews, with one from Serena Kim. The interface includes navigation buttons like "Return", "Previous", and "Next", and a progress bar at the top right showing "WRITING", "EVALUATING", "SCORING", "DISCUSSING", and "CLOSED".

SELLING YOUR COMPANY'S UBERMOBILE INTERNET OF THINGS 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

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 | ★★★★★ |

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



The dashboard displays recruitment metrics and analytics for 'YOUR LOGO'. It includes a 'Team Favorites' section with candidate profiles and scores, a 'Scoreboard' for submitted candidates, and an 'Analytics' section with three main charts: 'Candidate Participation', 'Companies Mentioned', and a 'Word Cloud'. A modal window is open over the word cloud, showing a detailed view of the data.

Team Favorites
Team Avg. Scores of 5 or 4.9

- Sarah Fulver (5)
- Jakob Venzler (5)
- Norman Dea (5)
- Jon 'Ostr' (4.9)

Scoreboard
39 Submitted Candidates

Analytics

- CANDIDATE PARTICIPATION**
619 Completed (51%)
5 Did Not Finish (39%)
410 Opted Out
1,034 Total
- COMPANIES MENTIONED (42)**
35 Company
30 Company
16 Company
12 Company
9 Company
- WORD CLOUD**
Groupon, consumerelectronics, mobility, trends, brand, vertical, purchasing, potential, offerings, rapidly, penetrating, audience, strategy, access, firepower, clients, newmarkets, current, substitutable, particularly, Business, Silicon Valley, potential, mobile, offerings

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

Joanna Riley 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