



startmonday

A new dawn for hospitality & retail recruiting

CSE:JOB XETRA:JOB STMDF:US



Investor Presentation

This Confidential Presentation (the “**Document**”) regarding StartMonday Technology Corp. (the “**Company**”) has been compiled by management of the Company solely for information purposes. The Document has been prepared and dated as of 31st July 2017 and the information contained herein is current as of such date only. The Document is for the confidential use by the recipient in order to assist such recipient in deciding whether to proceed with an in-depth investigation of the Company. The Document is not, and under no circumstances is to be construed to be, an offering of securities. Neither this Document, nor its delivery to the recipient shall constitute an offer to sell, or the solicitation of an offer to buy the assets described herein. It is provided solely for use by prospective investors in considering their interest.

The information contained herein has been prepared to assist interested parties in making their own evaluation of the Company and its business and does not purport to contain all the information that prospective investors may require. Prospective investors should conduct their own investigation and analysis of the Company and its business and the information contained in this Document as well as any additional information provided by the Company.

This Document includes forward-looking statements within the meaning of certain securities laws, including the Securities Act (British Columbia). These forward-looking statements include, among others, statements with respect to our objectives, goals and strategies to achieve those objectives and goals, as well as statements with respect to our beliefs, plans, objectives, expectations, anticipations, estimates and intentions. The words “may”, “will”, “could”, “should”, “would”, “suspect”, “outlook”, “believe”, “plan”, “anticipate”, “estimate”, “expect”, “intend”, “forecast”, “objective” and “continue” (or the negative thereof), and words and expressions of similar import, are intended to identify forward- looking statements.

By their very nature, forward-looking statements involve inherent risks and uncertainties, both general and specific, which give rise to the possibility that predictions, forecasts, projections and other forward-looking statements will not be achieved. Certain material factors or assumptions are applied in making forward-looking statements and actual results may differ materially from those expressed or implied in such statements. The Company strongly cautions readers not to place undue reliance on these statements, as a number of important factors, many of which are beyond our control, could cause the Company’s actual results to differ materially from the beliefs, plans, objectives, expectations, anticipations, estimates and intentions expressed in such forward-looking statements. These factors include, but are not limited to: general economic conditions; pending and proposed legislative or regulatory developments in Canada including the impact of changes in laws, regulations and the enforcement thereof; reliance on funding models in Canada; operational and infrastructure risks including possible equipment failure and performance of information technology systems; intensifying competition resulting from established competitors and new entrants in the businesses in which the Company operates; insurance coverage of sufficient scope to satisfy any liability claims; technological change and obsolescence; loss of services of key senior management personnel; privacy laws; fluctuations in cash timing and amount of capital expenditures; tax-related risks; and future sales of the Company’s securities.

The foregoing list of important factors that may affect future results is not exhaustive. When reviewing the Company’s forward-looking statements, investors and others should carefully consider the foregoing factors and other uncertainties and potential events. Except as required by Canadian securities law, the Company does not undertake to update any forward-looking statements, whether written or oral, that may be made from time to time by the Company or on the Company’s behalf. Such statements speak only as of the date made.

The forward-looking statements contained in this Document should not be relied upon as representing the view of the Company or its management as of any date subsequent to the date of this Document. Neither the Company nor its management is under any obligation, and neither undertakes, to update any of this information at any particular time. Neither the Company nor its management assumes any obligation to update or revise forward-looking statements should circumstances or estimates or opinions changes.

None of the Company or its affiliated or related partnerships and corporations or their respective directors, officers, partners, employees, agents or representatives makes any representation or warranty as to the accuracy or completeness of the Document or any statements, estimates or projections, and none will assume any liability for any representations (express or implied) contained in, or for any omissions from, the Document, or for any other written or oral communications transmitted to prospective investors in the course of their evaluation of the Company and its business. An investor will only be entitled to rely on those representations and warranties contained in the definitive agreement or agreements which constitute the financing. Use of this Document is restricted to parties to whom the Company delivers the Document and the recipient and its representatives shall keep confidential all information contained herein or otherwise provided in connection with the proposed financing which is not already public or which is not subsequently made public, and will use the Document only for the purpose set forth above. In addition, each recipient will not copy, reproduce or distribute the Document in whole or in part to others, at any time, without the prior express written consent of the Company.

Problems in hospitality & retail recruiting

Personality and service-driven businesses are **missing personality-led** hiring practices

Hotels and retail chains are **disconnected** from their candidate base who use **mobile and social media** for everything

HR systems (if they are in place) are **outdated** and do not offer an efficient process for high-volume hiring

There are currently **no tools** that support the special branding and job distribution needs of **franchise groups**

Employers **struggle** to stand out in a candidate-driven labour market and need to work harder on **employer branding**



StartMonday

Total Turn-key Recruitment Management

Candidates apply with **15-second videos** to show their **personality**, language and **customer skills**

We provide **mobile generation** job seekers **familiar and comfortable apps** to apply for jobs - employers can easily promote their jobs across social media

Candidates seamlessly flow into our easy-to-use **SaaS applicant-tracking system** where employers can view videos, documents and chat directly with candidates

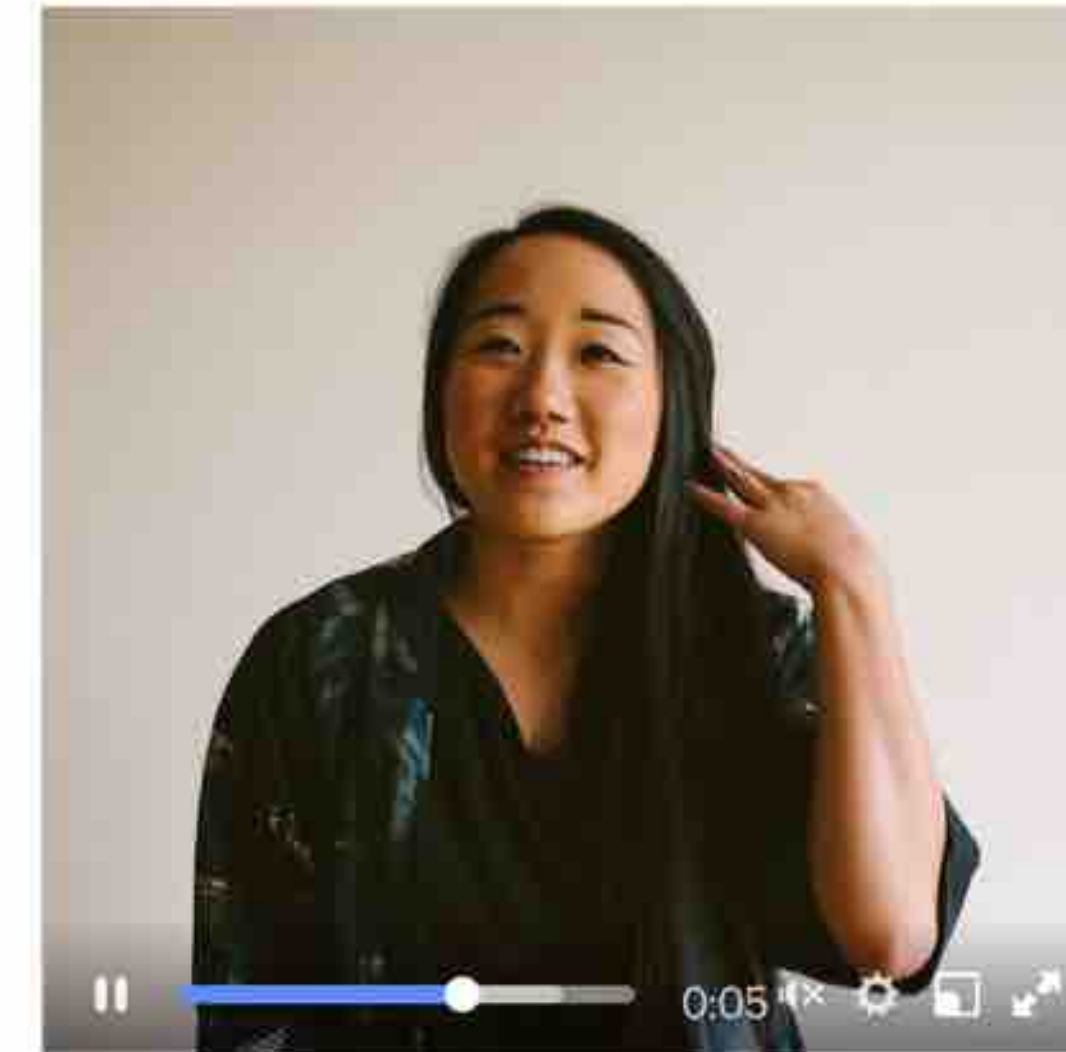
Franchise groups use our **branding controls** to standardise their job presentations and carefully control job distribution

Apply with video, careers page plugins and **mobile apps** enhance **employer branding**



Pam Hunter

applied 2d ago for Assista



General Info

Phone

Fluent languages

Attachments



CoverLetter.pdf

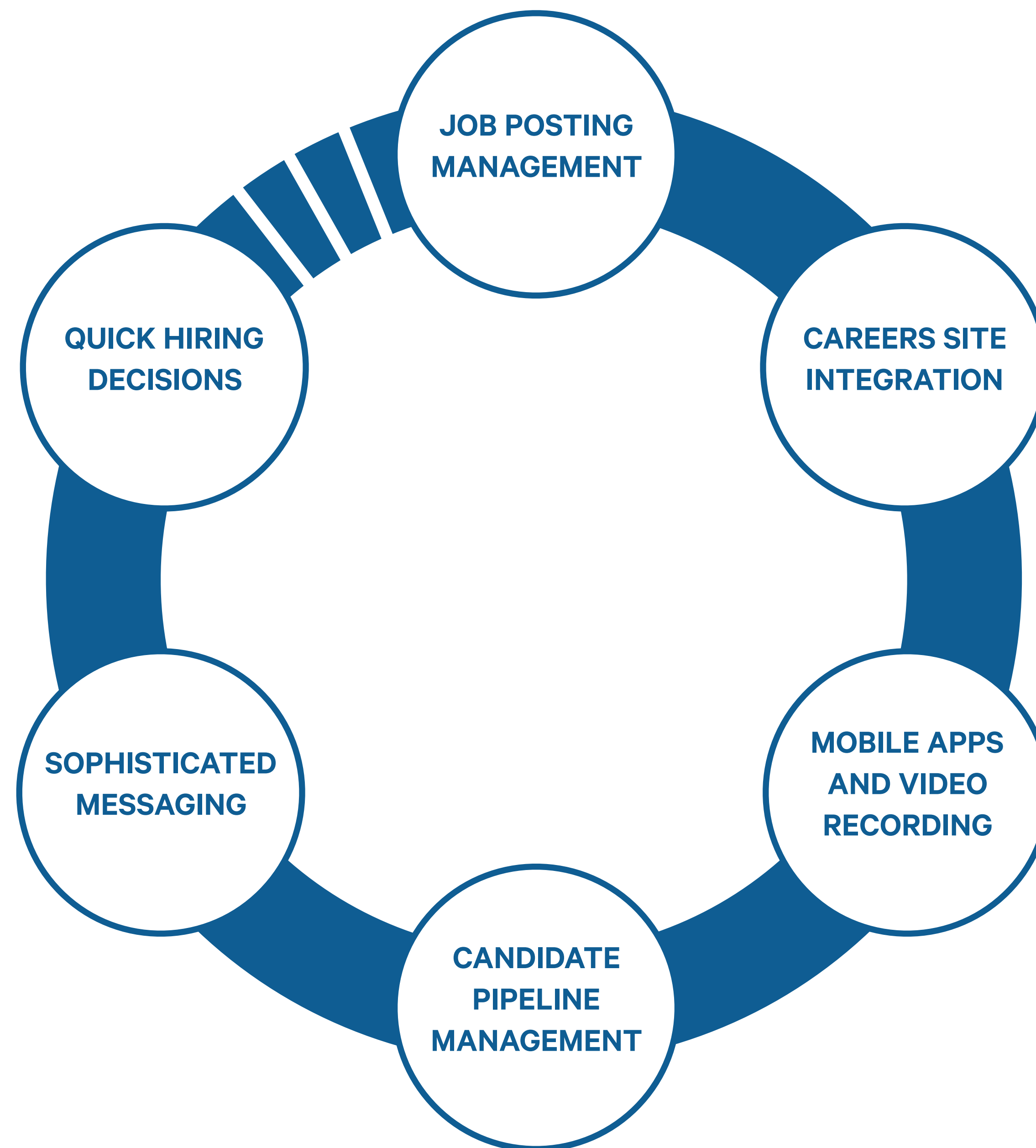


Resume.doc

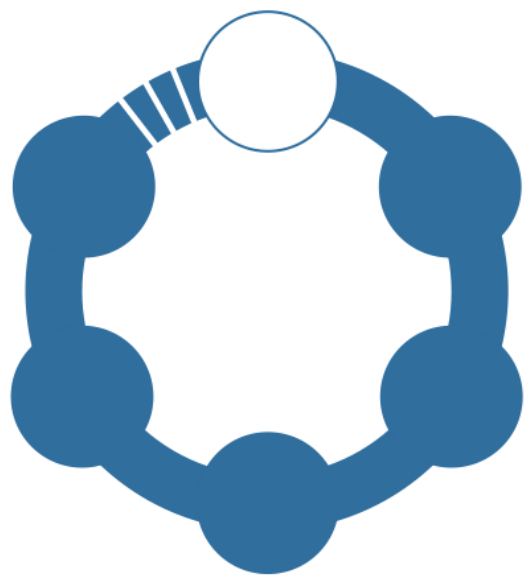


Key features

The StartMonday platforms adds value through the entire lifecycle of a recruiting campaign



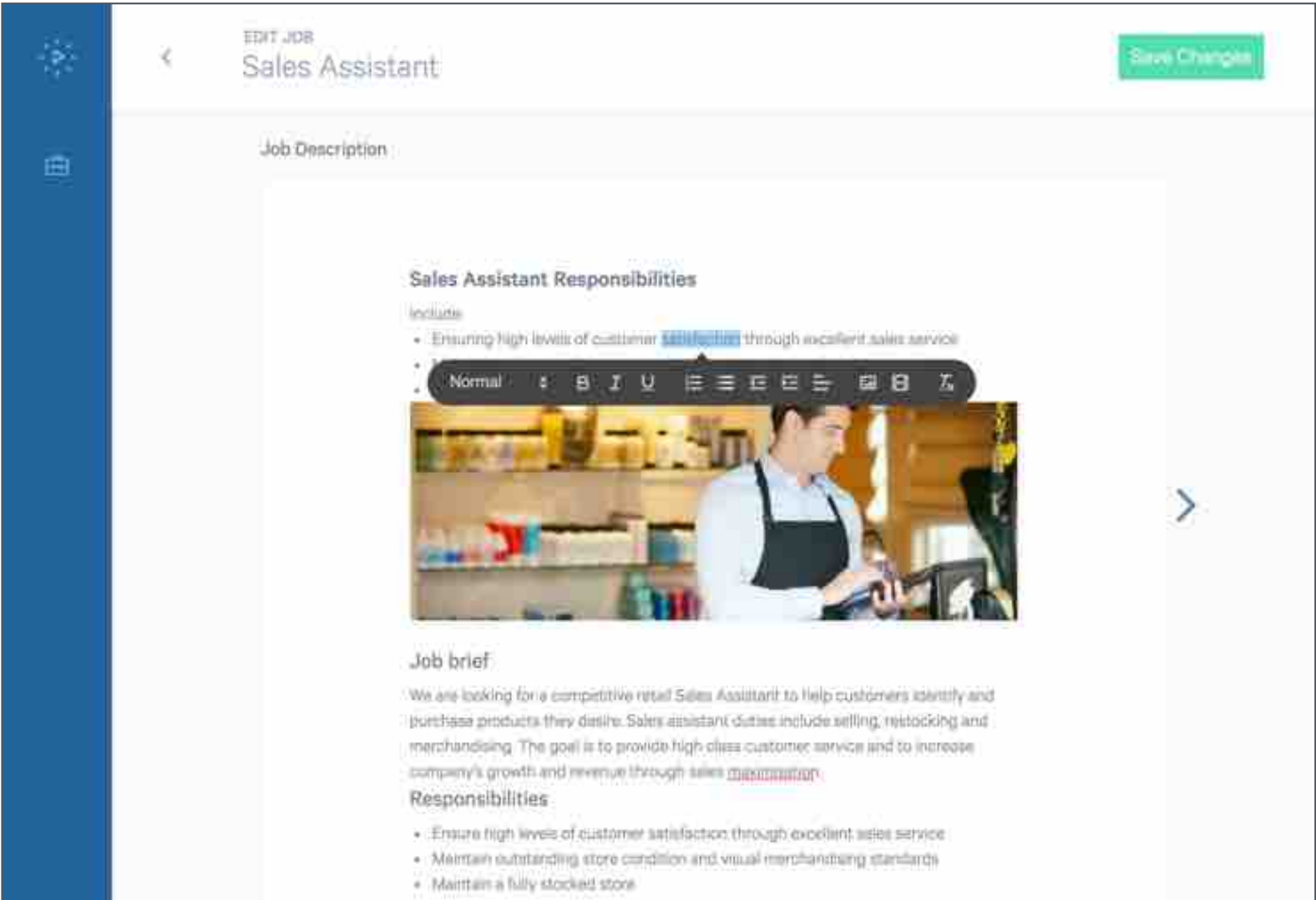
Job posting management via StartMonday for Employers Applicant Tracking System (ATS)



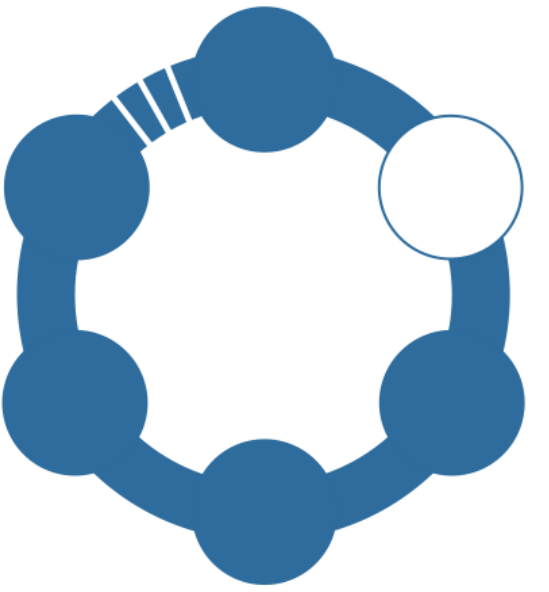
Job posting promotion via job board integrations with Indeed, YCG and Caterer/Totaljobs (modular posting architecture makes it easy to add others, including job posting aggregators like BroadBean)



...



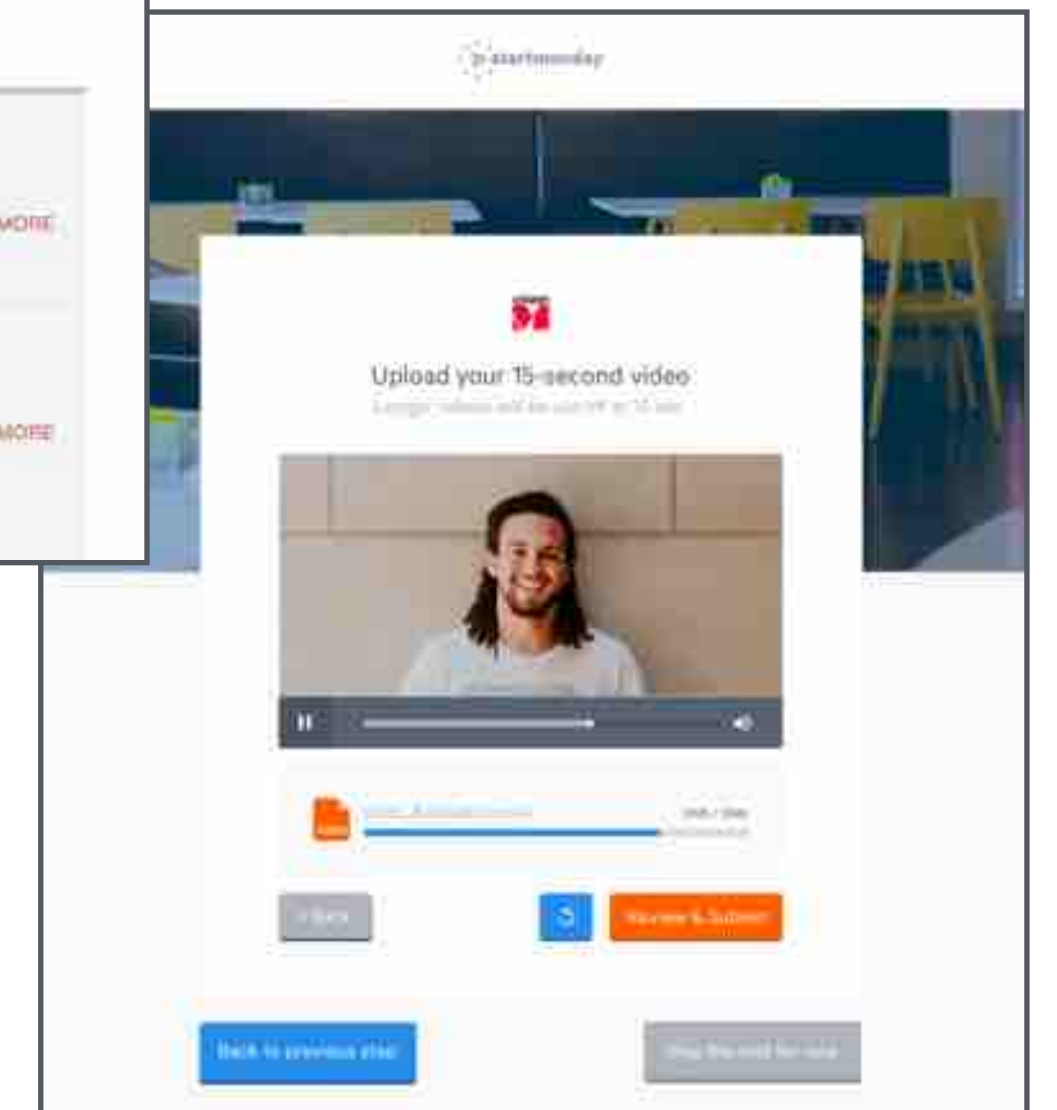
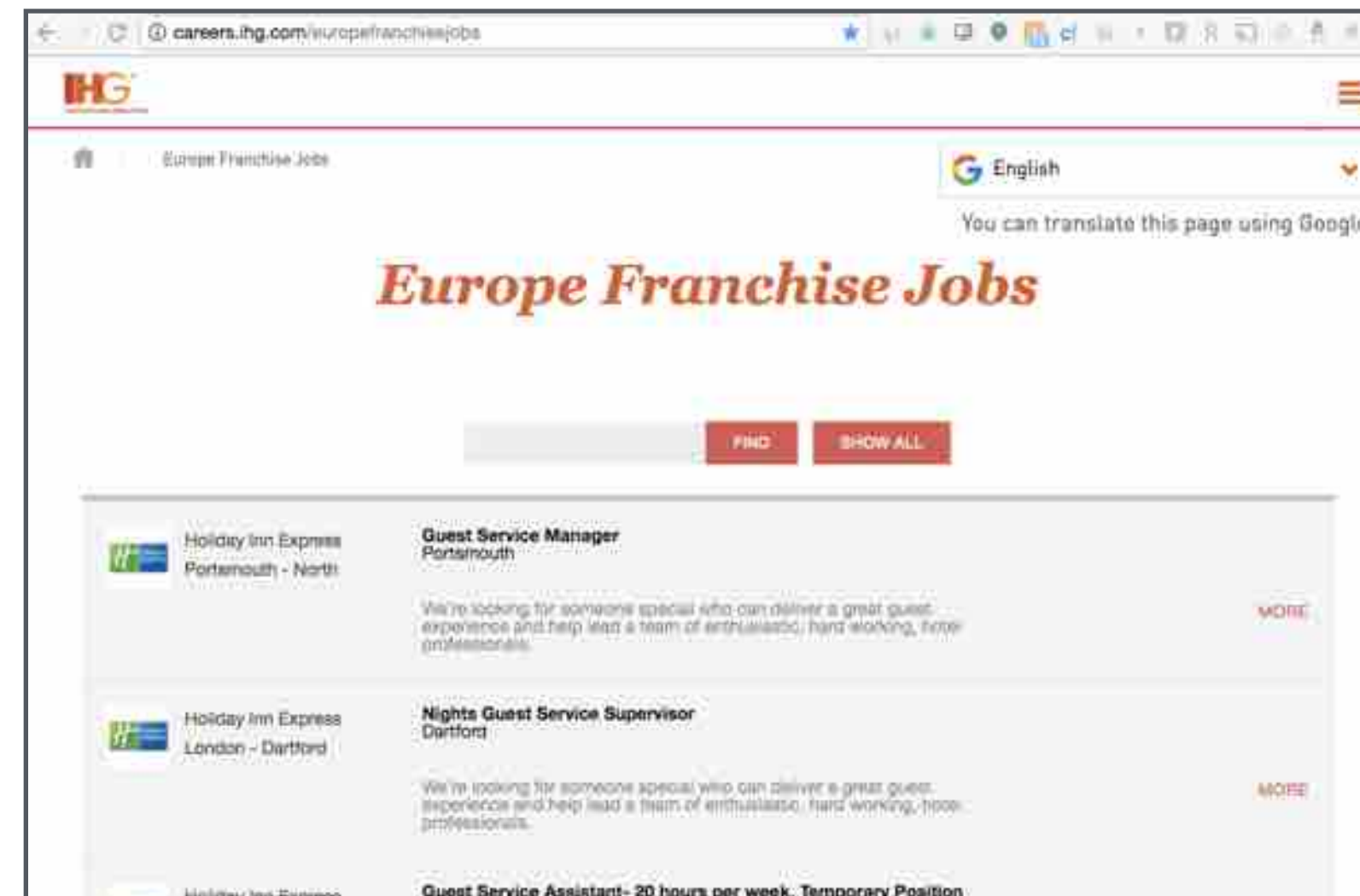
Highly flexible **careers site** integration



Embeddable job browsing - browse list, search, and view job details

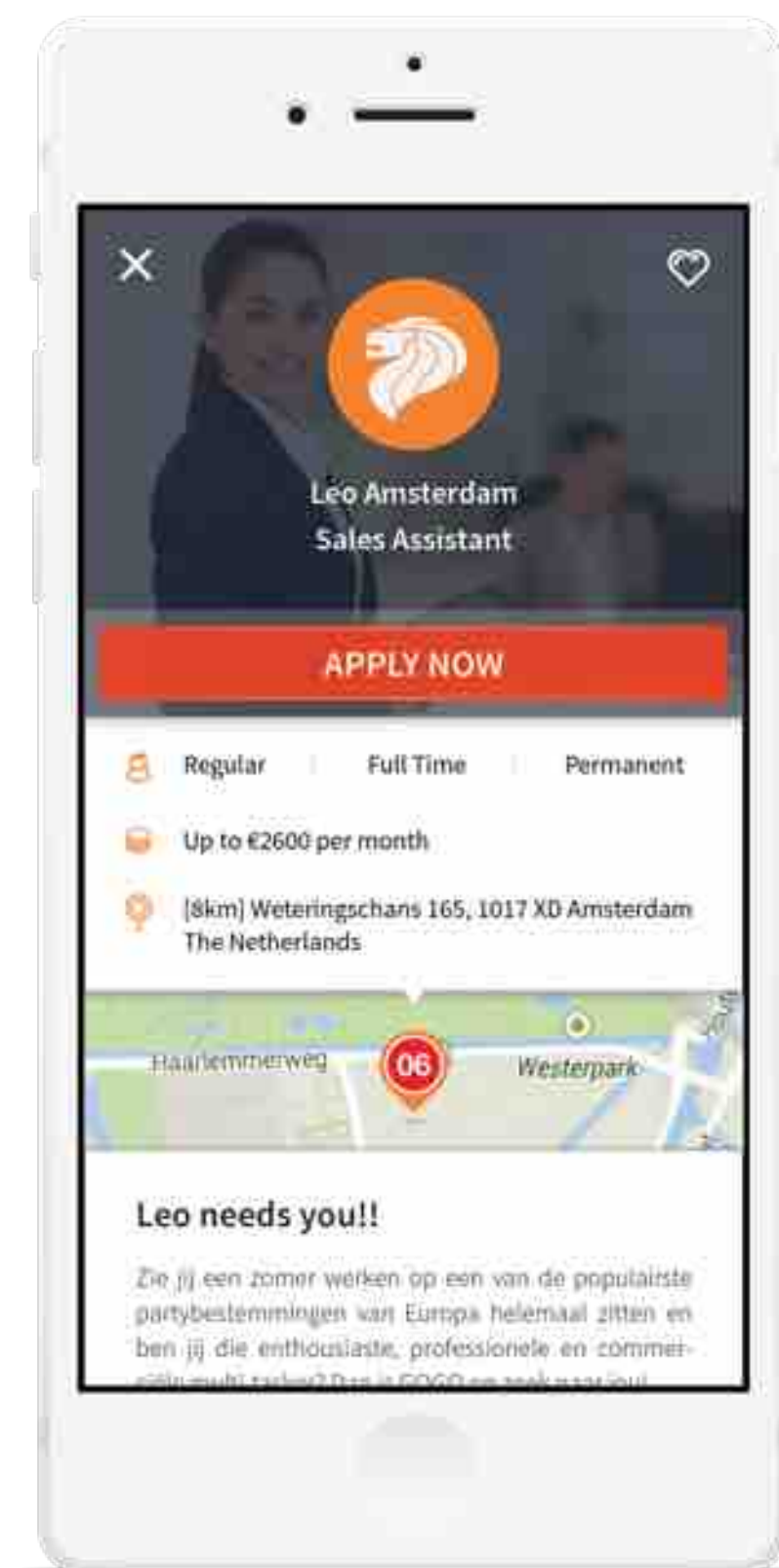
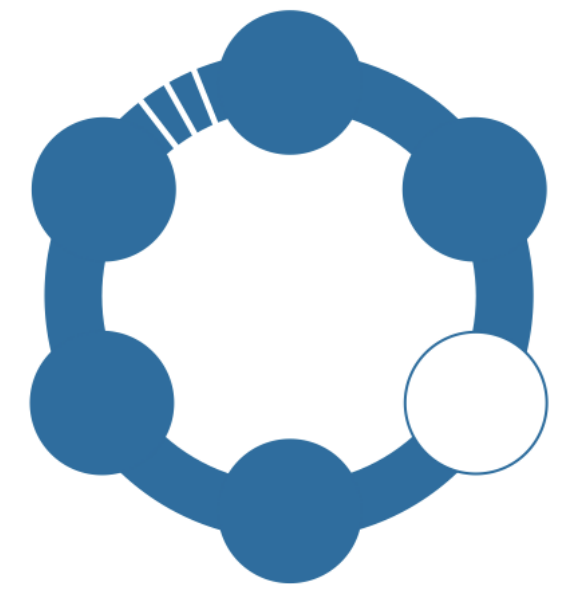
Manages the apply process, including StartMonday **15-second videos** - seekers land directly in the StartMonday for Employers ATS

Supports **extreme customization through CSS code** - job browsing experience can share exact style of host career site

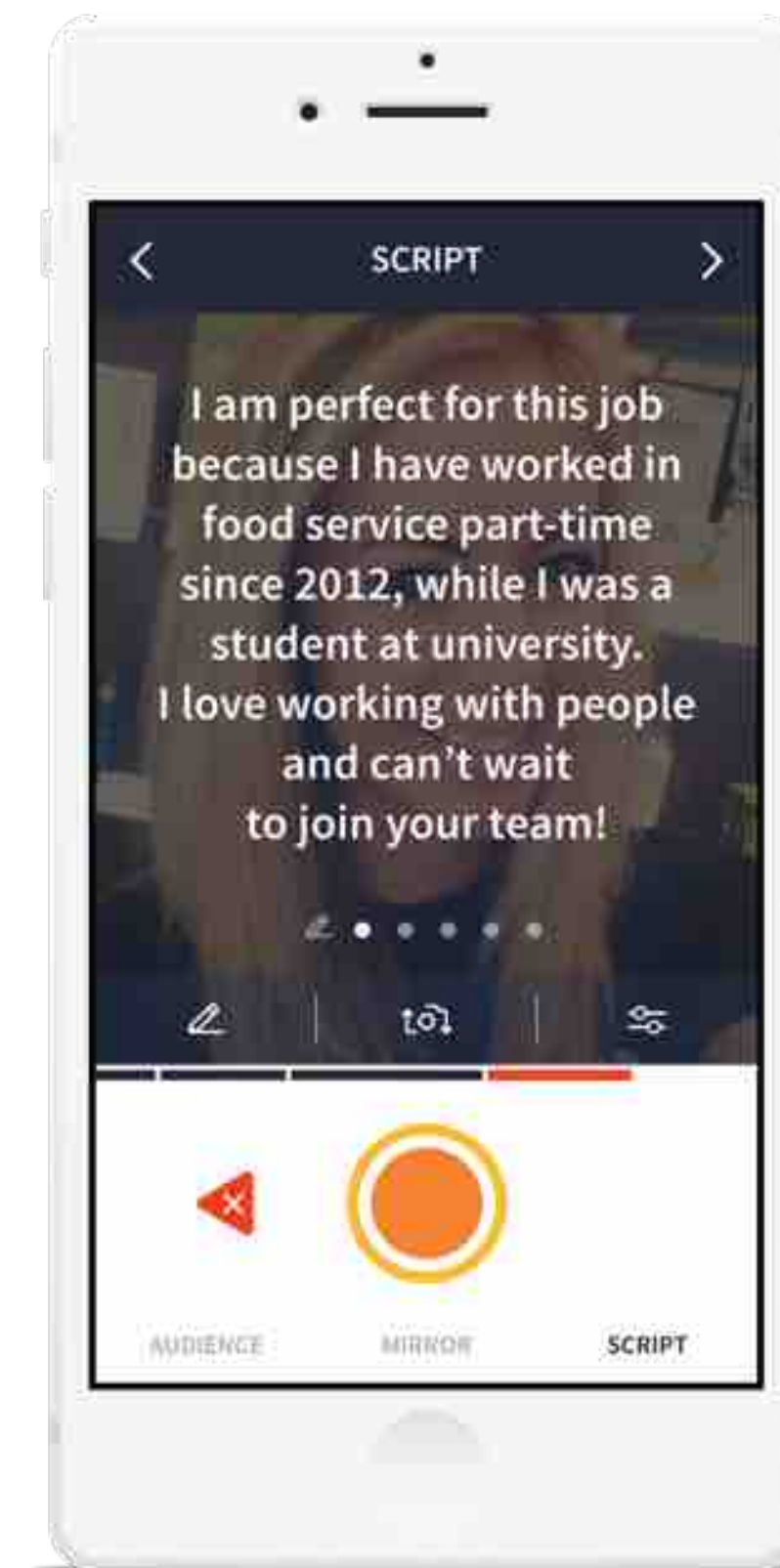


StartMonday **mobile apps** with sophisticated video recording studio purpose built for HR video.

Create amazing candidate experience with **15-second video** job applications



candidates can browse jobs from their phones

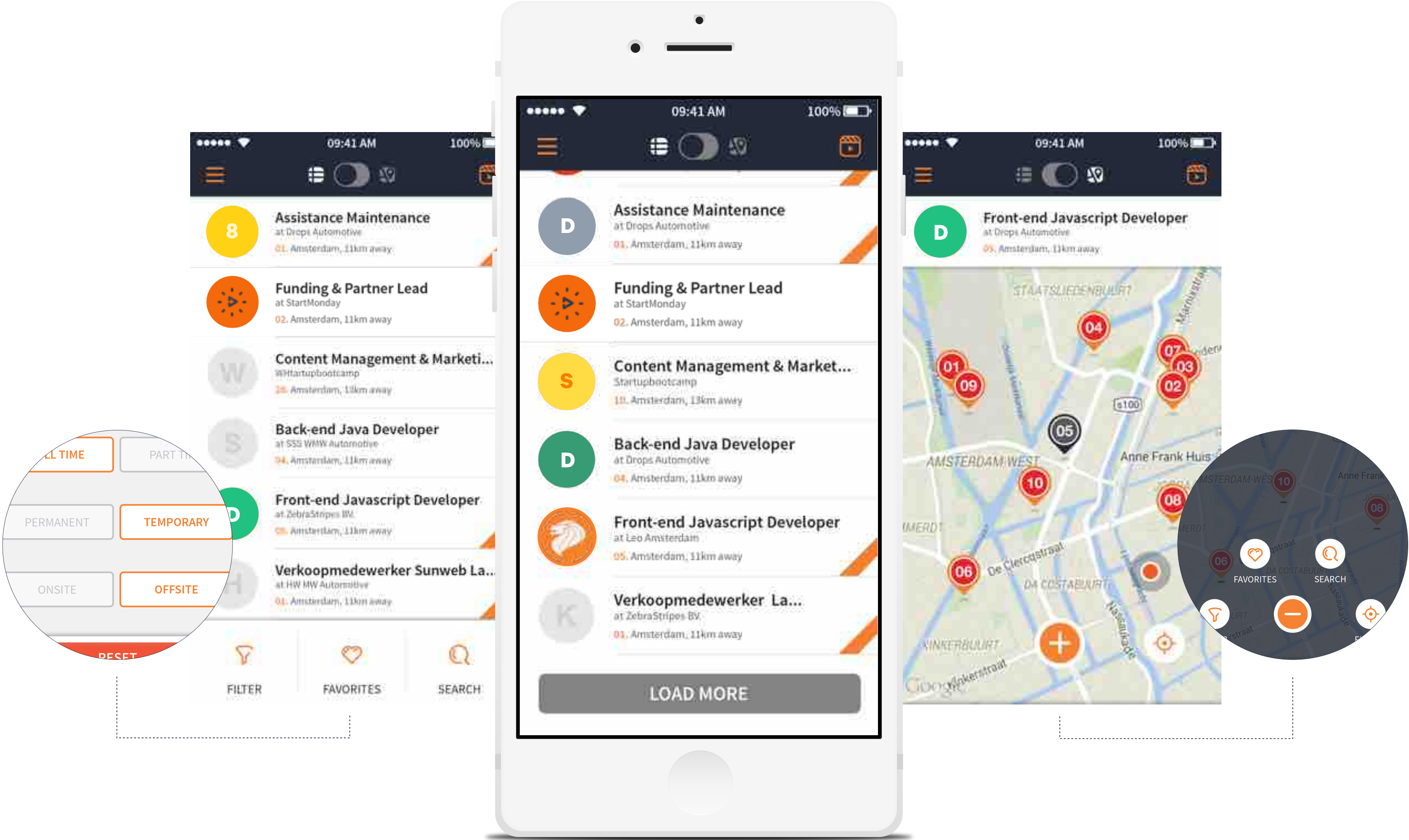
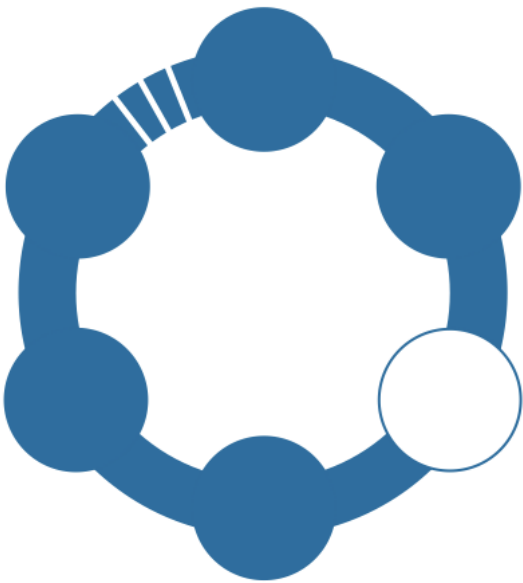


“teleprompter” for scripting videos during recording



fun audiences to help control nerves for shy seekers

Mobile Job Search - Search jobs in map or list mode



The Power Of The 15-second video

Improved employer brand - innovative web, mobile and back-end tools

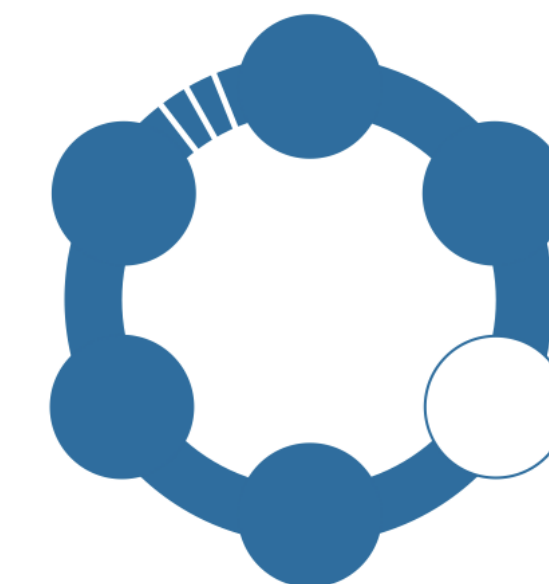
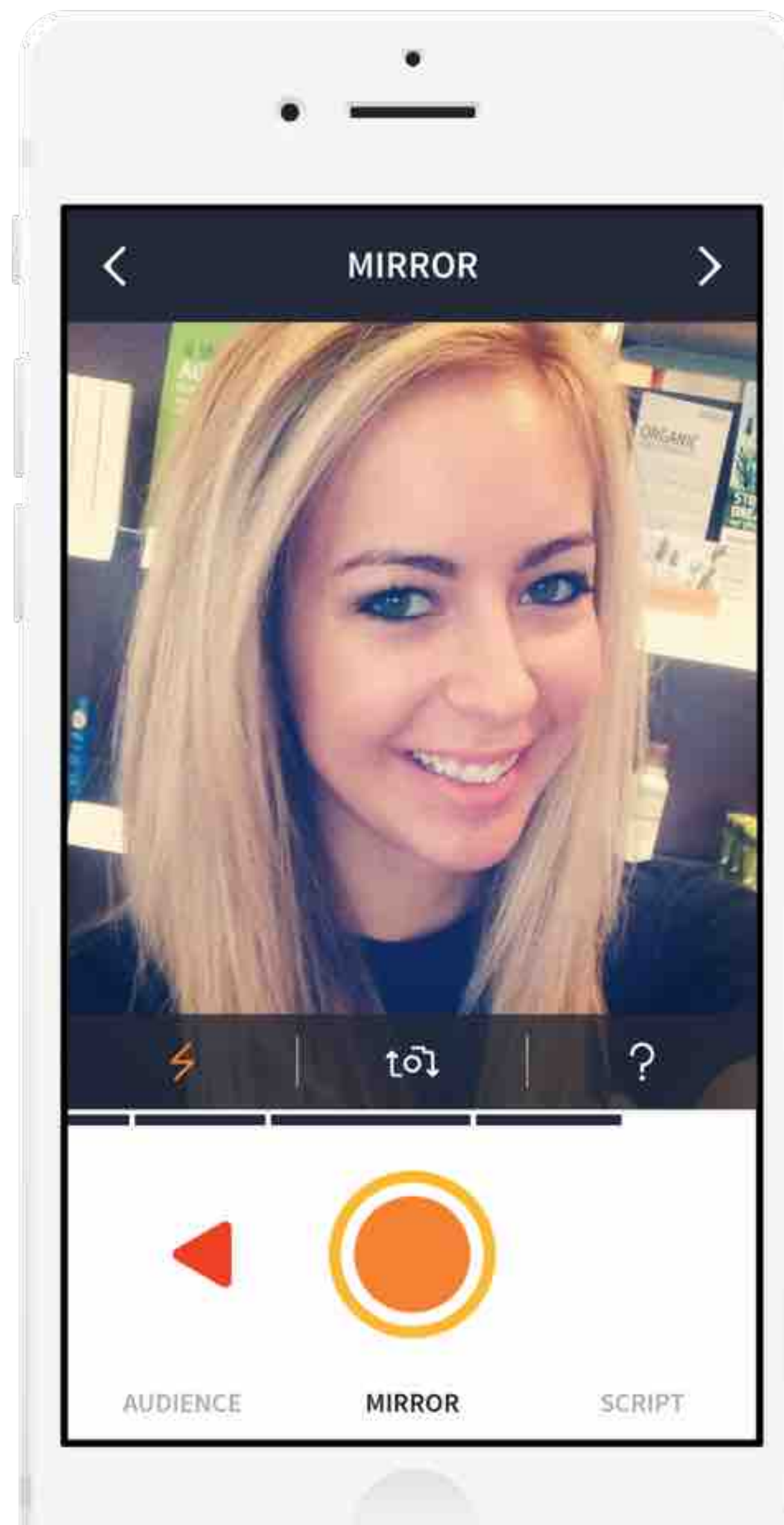
Selection is fast - reduced time to hire

See personality, communication skills and self confidence

Lower cost per hire - 60% saving on selection and interview costs

Greater hiring-manager satisfaction

Check language skills



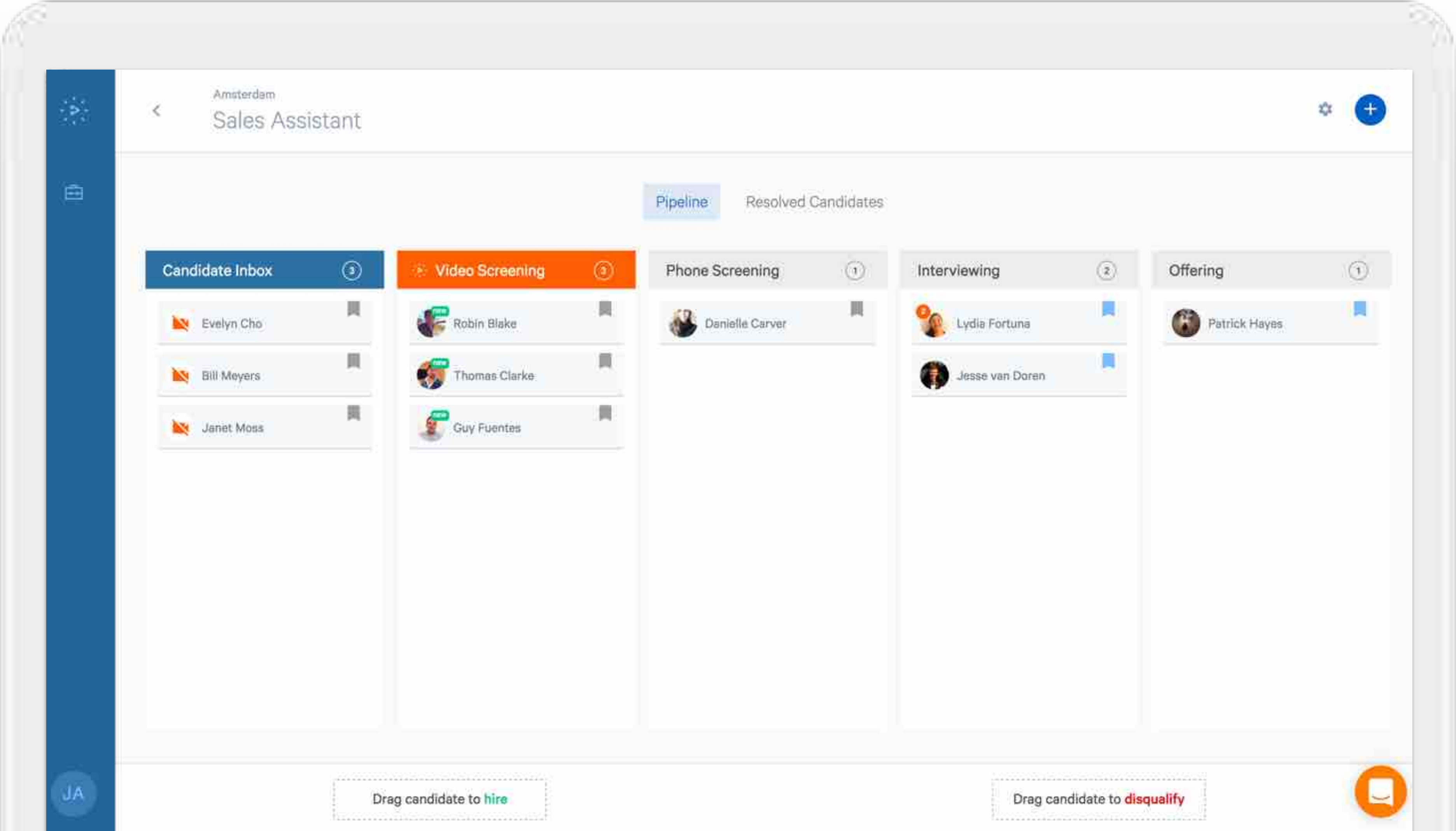
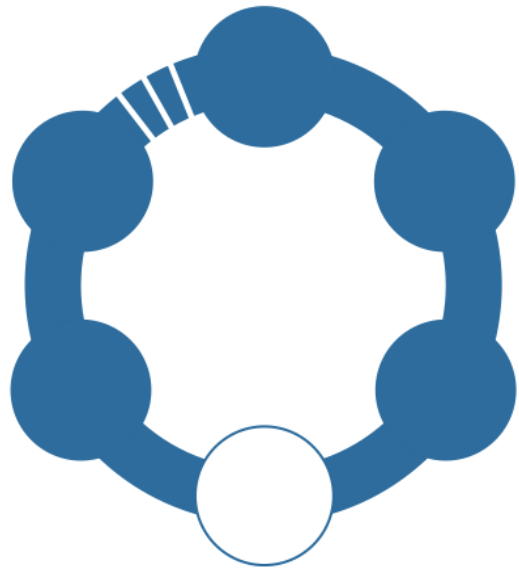
How It Works

Candidates get 15 seconds to film themselves and say why they're perfect for a job

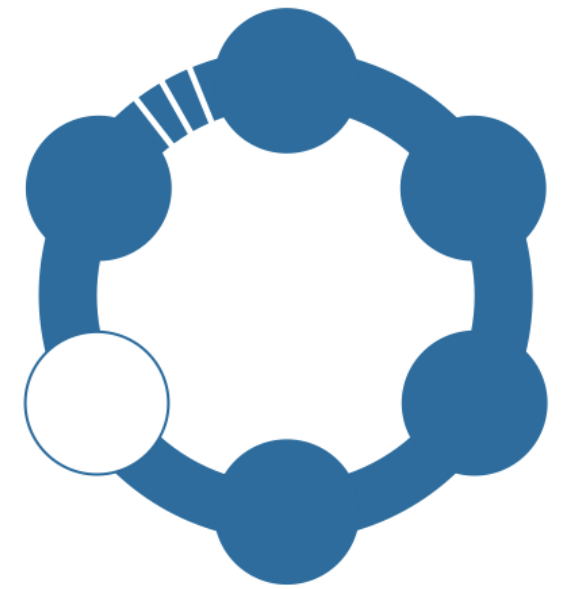
They can film on mobile native apps, or from desktop

They can re-record as many times as they like, and use fast-cut animation to make a creative video

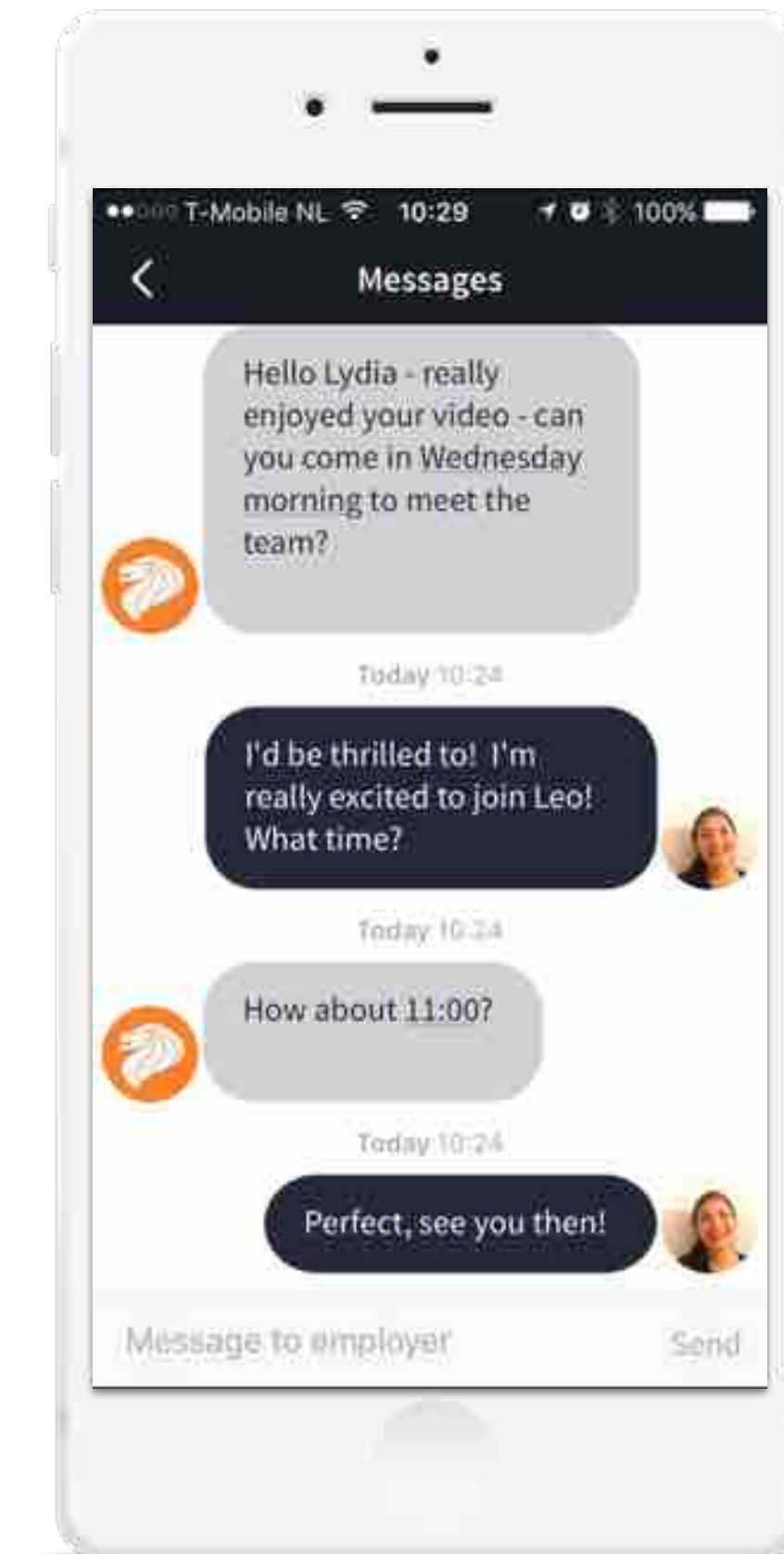
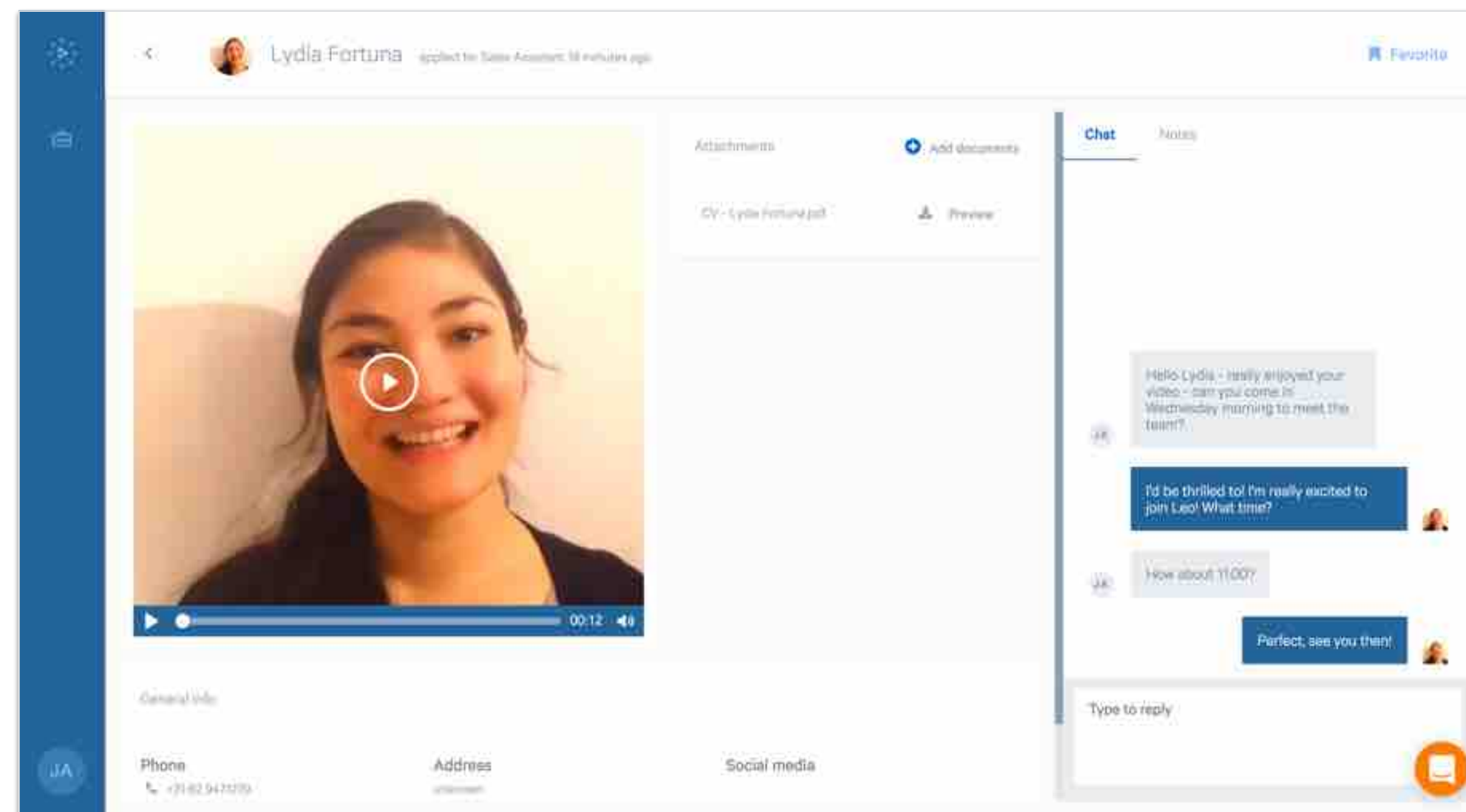
Easy-to-use **applicant pipeline management** - track applicants through the process, view videos and documents online



Sophisticated **messaging** with candidates



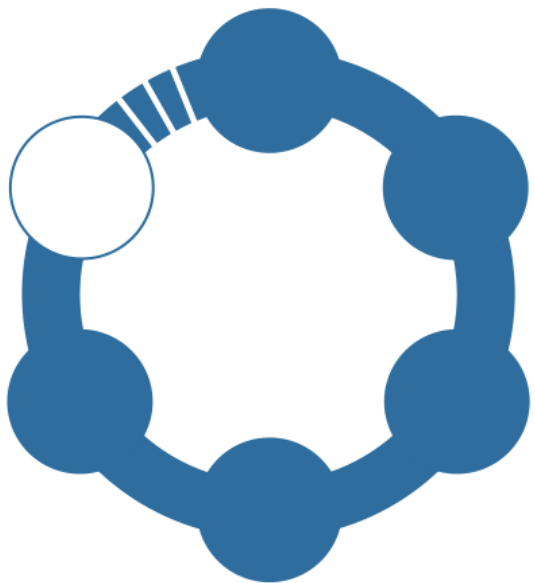
candidates and recruiters can
communicate directly within
the StartMonday platform



seekers can reply in real-time
from within the StartMonday
app using a familiar interface

Candidates without the mobile app get reply-able emails instead. Message replies automatically fall back to email

Make fast decisions and **hire the best people, quickly**
Drag, drop and **message**.



StartMonday
Hiring Assistant

Pipeline Resolved Candidates

Inbox (3) **Video Screening** (3) Phone Screening (1) Interviewing (2) Offering (1)

Cho
yers
Moss

Robin Blake
Thomas Clarke
Guy Fuentes

Danielle Carver

Lydia Fortuna
Jesse van Doren

Patrick Hayes

Drag candidate to **hire**

Drag candidate to **disqualify**

Cancel Hire & Send

Template messages are created for hiring and rejecting candidates or any part of the process.

Hire Patrick Hayes

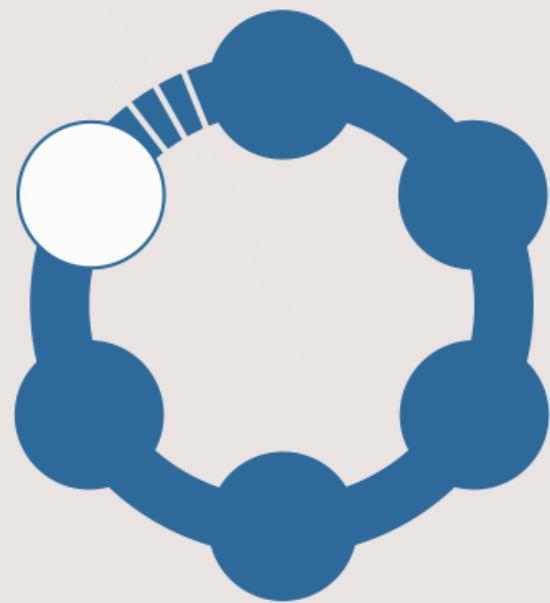
☐ Don't send any notification
☒ Send a message

Hi Patrick,
John and I were both very happy with our last interview and we would like to offer you the job.
Can you start on Monday?
Regards,
Ray

Cancel Hire & Send

Hiring for the **Mobile Generation**

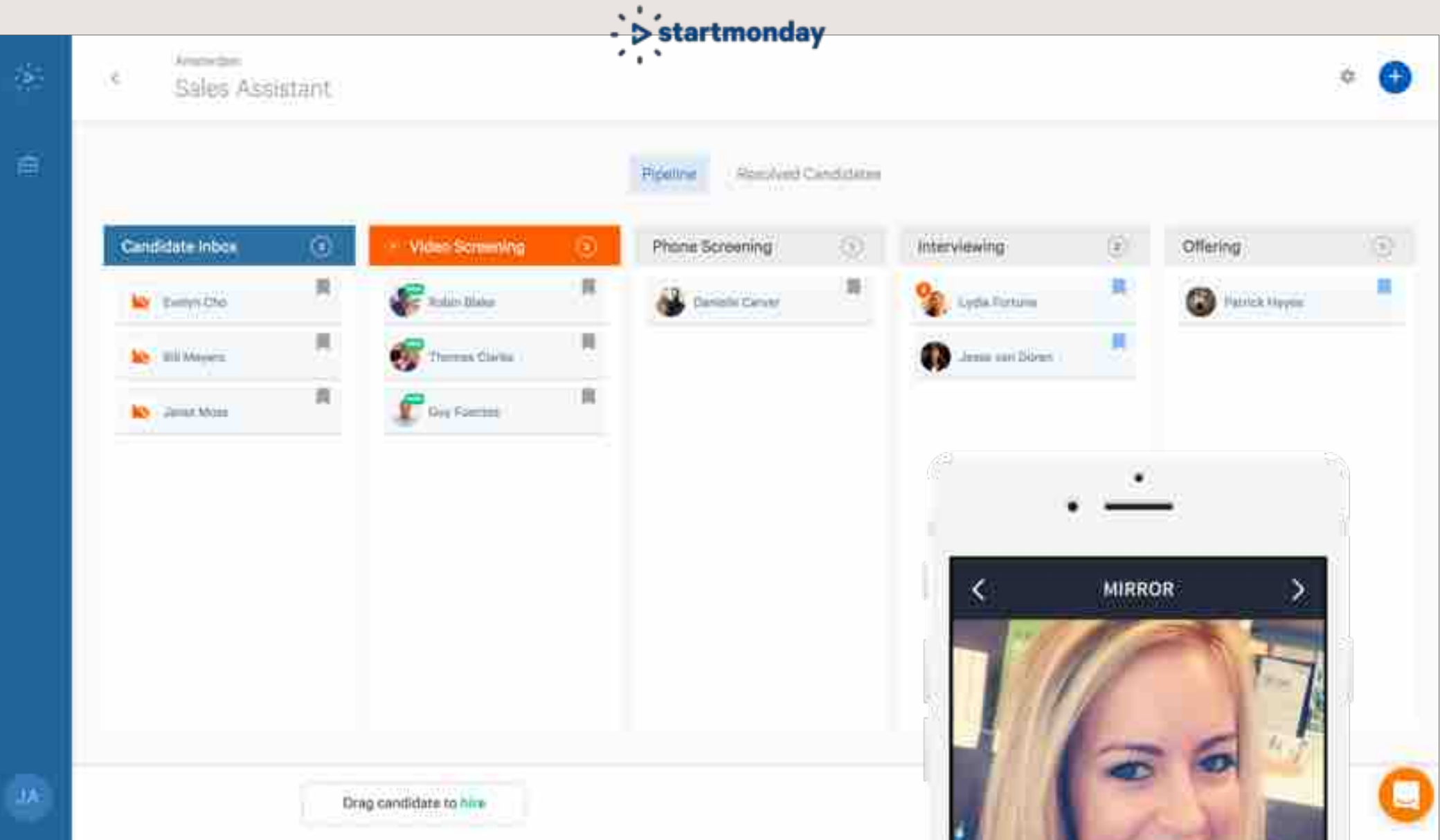
No more inboxes. Great looking jobs and 15-second videos



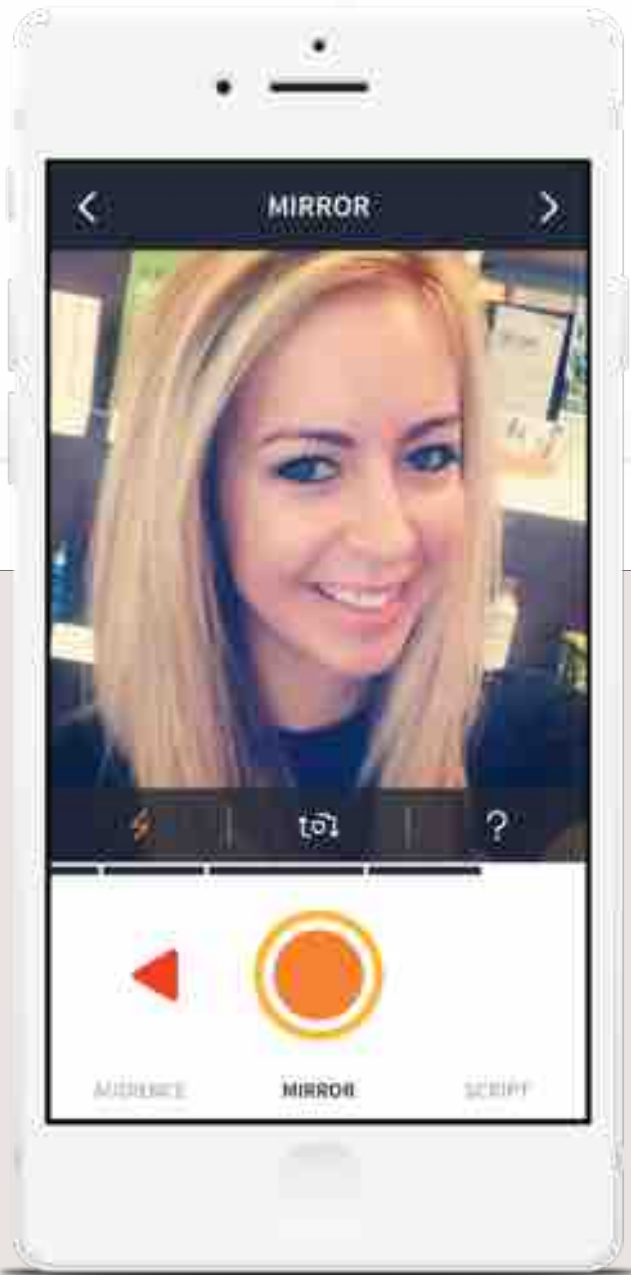
Katie Jordan	Re: Guest Services Assistant:
John Adamis	Guest Services Assistant:
John Jeffries	Guest Services Assistant:
Tracy Chapman	Guest Services Assistant:
John Osbourne	Re: Guest Services Assistant:
Ondrej Adamson	Re: Guest Services Assistant:
Seth Graham	Guest Services Assistant:
Rick Tomlins	Re: Guest Services Assistant:
Sharon Green	Re: Guest Services Assistant:
Richard Wilson-Braithwaite	Guest Services Assistant:
John Tracey	Re: Guest Services Assistant:
Jiri Stone	Re: Guest Services Assistant:
Jakub Streda	Guest Services Assistant:
William De Ath	Guest Services Assistant:
Frank Paul	Guest Services Assistant:
Joe Williams	Re: Guest Services Assistant:
Frank Graff	Guest Services Assistant:
Mark Greenberg	Guest Services Assistant:
Fred Trafalgar	Guest Services Assistant:
Oscar Peru	Guest Services Assistant:
John Small	Guest Services Assistant:
Bob Hazel	Re: Guest Services Assistant:
Mick Reginald White	Guest Services Assistant:
James Earl Grey	Guest Services Assistant:

Hotel Receptionist CV Example	
	Name: Suzanne
	Address:
	Mobile No./Email:
PERSONAL PROFILE	
I am an efficient and organised person who is able to multi task and deal with many different tasks at once. I have a strong background in customer service and reception and I enjoy helping people and giving them support.	
My communication skills are very good and I have always had dealings with all levels of people which does not phase me. I work well under pressure and to tight deadlines. I have a cheerful and optimistic outlook to my work and enjoy working as part of a team as well as on my own initiative.	
I have a strong work ethic and desire to succeed. I like to keep learning new skills which will benefit my company and enable me to do more in my job. I am happy to try any new tasks and be of help in whichever way I can.	
EMPLOYMENT HISTORY	
Date in Date to Date – Hotel Receptionist – Where?	
In my role as a Hotel Receptionist, I provide support to the hotel guests, take bookings, and give directions and help. My responsibilities include:	
<ul style="list-style-type: none">Take bookings and maintain the reservations calendarPrepare other requirements for new guests arrivalsCheck out and invoices, payments and billsCar parking arrangementsTaking calls coming into the hotelWorking with colleagues to ensure that the guest areas are clean and tidy and as we want following our hotel standardsOrdering of newspapers, stationery etc.Working with the kitchen staff for catering requirements and room service.	
QUALIFICATIONS	
University, College, School – For all include dates/subjects and qualifications.	
SKILLS AND ABILITIES	
Computer skills – MS Office, Excel??? Anything relevant, industry specific packages? Any specific hotel industry packages – reservations, booking systems etc.	
HOBBIES & INTERESTS	
What do you like to do outside of work? – This gives the employer a feel for you as a person although this is not essential.	
REFERENCES	
Available as request	

unorganised emails
and CV applications



intuitive pipeline
and video applications



Return on investment for employers

1. Employer branding:

We help employers create an **amazing candidate experience** that excites the Mobile Generation and accommodates other candidates through careers pages at the same time. The appeal of applying for positions using mobile technology attracts Millennials and other mobile savvy job-seekers. Mobile enable job enabled job applications receive **45% more applicants**.

2. Cost savings:

Using StartMonday has consistently produced **60% lower cost per hire**. Working with hotels and retailers over the past 2 years, we have seen recruiters inviting 2 or 3 candidates to interviews instead of 8 or 9. Similarly, recruiters running assessment centres have found that judging people with our 15-second videos up front has helped their **assessment centre pass rates grow to 70-80%**

3. Save money on job ads:

We help **measure the effectiveness of advertising channels**. More control, more visibility and better reporting. We already partner with caterer.com, Your Career Group, indeed.com and hotelcareers.com and more job boards are planned this year. Placing ads from StartMonday to our partners allows us to **measure the number of candidates** coming from each channel and who gets hired. Such insights help optimise spending on job ads and reduce wasted budgets.

4. Shorter time-to-hire:

Our mobile and web apps and also our Applicant Tracking System are responsive and get hiring done quickly. **Real-time text chat** with candidates means that candidates open interview invites within seconds. This beats the competition which is sending emails that are opened within several days and helps bring the best talent to your teams. Overall, StartMonday's platform **reduces the time-to-hire by approx 7-10 days**, getting offers to candidates faster and helping teams stay productive.

Competition

OTHER SOLUTIONS ARE NOT SOLVING THE SAME PROBLEM

THOUGH THE HR SPACE IS HEATING UP!

ATS providers

E.g. Oracle's Taleo

Many of these platforms are outdated and do not account for modern trends in social media and fast-paced hiring practices. Newer tools like SmartRecruiters and Greenhouse are heavily focused on winning large tech businesses which are driven by documents and technical tests.

Video interview software

E.g. Hirevue (\$93 million in funding rounds)

Current competitors focus on a different target market and add value only in the middle of the hiring process. StartMonday helps franchisees pre-select their candidates with 15-second videos before they invest more time in interviews.

Professional networks

E.g. LinkedIn (\$23 billion)

Focused mainly on higher income earners above \$50k a year missing our high volume, lower salary jobs. Candidates are also growing tired of unsolicited offers from these networks and welcome our more private approach.

Job boards

indeed.com (founded in 2004 sold to Recruit for \$1 billion)

Traditional job boards are expensive, low ROI and rarely provide a good mobile experience. The most successful employers today encourage their teams to collaborate in the hiring process and share their vacancies across their social media networks.

Social media networks

Extremely popular; some people are networking to find interviews through introductions; social media channels do not convert well to a recruiting platform to track progress or provide good data. We are supporting social media login and sharing from our platform.

Company Name

Market Cap ¹

LinkedIn

\$23 billion

Indeed.com

\$1 billion²

USG People NV

\$2 billion

Recruit Holding

\$19,9 billion

Company Name

Market Cap

Hays

\$3,6 billion

Korn Ferry

\$1,7 billion

Adecco

\$10,5 billion

Manpower Group

\$5,7 billion

Randstad Holdings

\$8,8 billion

Company Name

Market Cap

Temp Holdings

\$3,9 billion

Pasona Group

\$299 million

Careerbuilder

\$1,3 billion³

SEEK

\$5,4 billion

Michael Page

\$2,4 billion

1. All valuations in USD

2. Based on acquisition price in 2004 paid by Recruit

3. Based on sale of 10% to Gannett in 2008

Competitive Advantage and Prizes



Becoming the most advanced HR Tech company on the planet

StartMonday was the first-to-market with short videos as a powerful pre-selection tool. We are maintaining and extending our advantage with cognitive intelligence empowering mobile recruiting. StartMonday won the official launching partner prize with IBM Watson and is continuing to research and develop Artificial Intelligence solutions to enhance its product and feature set.



Computable Awards “Startup of the year”, November 2016

From hundreds of nominations, StartMonday’s innovation and growth was recognised by a combined vote of jury and the voting public in The Netherlands.

<https://startmonday.com/newsandpress/post.php?s=startmonday-wins-prestigious-dutch-start-up-of-the-year-award>

Addressable Markets

THE JOBS MARKET IS LARGE AND GROWING

The recruitment industry has grown from **\$422 billion** in 2013 to approx \$456 billion in 2015.* Job advertising and talent acquisition tools make up approx 20% of this spend at \$91 billion worldwide in 2015. and growing

Company revenue markers:

"Recruit continued to focus on the U.S. to draw strength for **Indeed**, despite the fact that the job search engine bellwether currently operates in 60 countries around the world. A drive to enhance the brand awareness of Indeed drove its revenue up a whopping 46.3 percent to ¥85.9 billion (\$750 million U.S.) in the first nine months of FY2016."

Source <https://www.aimgroup.com/2017/02/14/recruit-holdings-no-1-in-the-world-on-revenue/>

"**Craigslist** Making Over \$1M Per Day In Job Ad Revenue"

The site that everyone has predicted the death of for over a decade is expected to bank nearly \$400m in paid job ad revenue across 11,709,490 job postings in 2016.

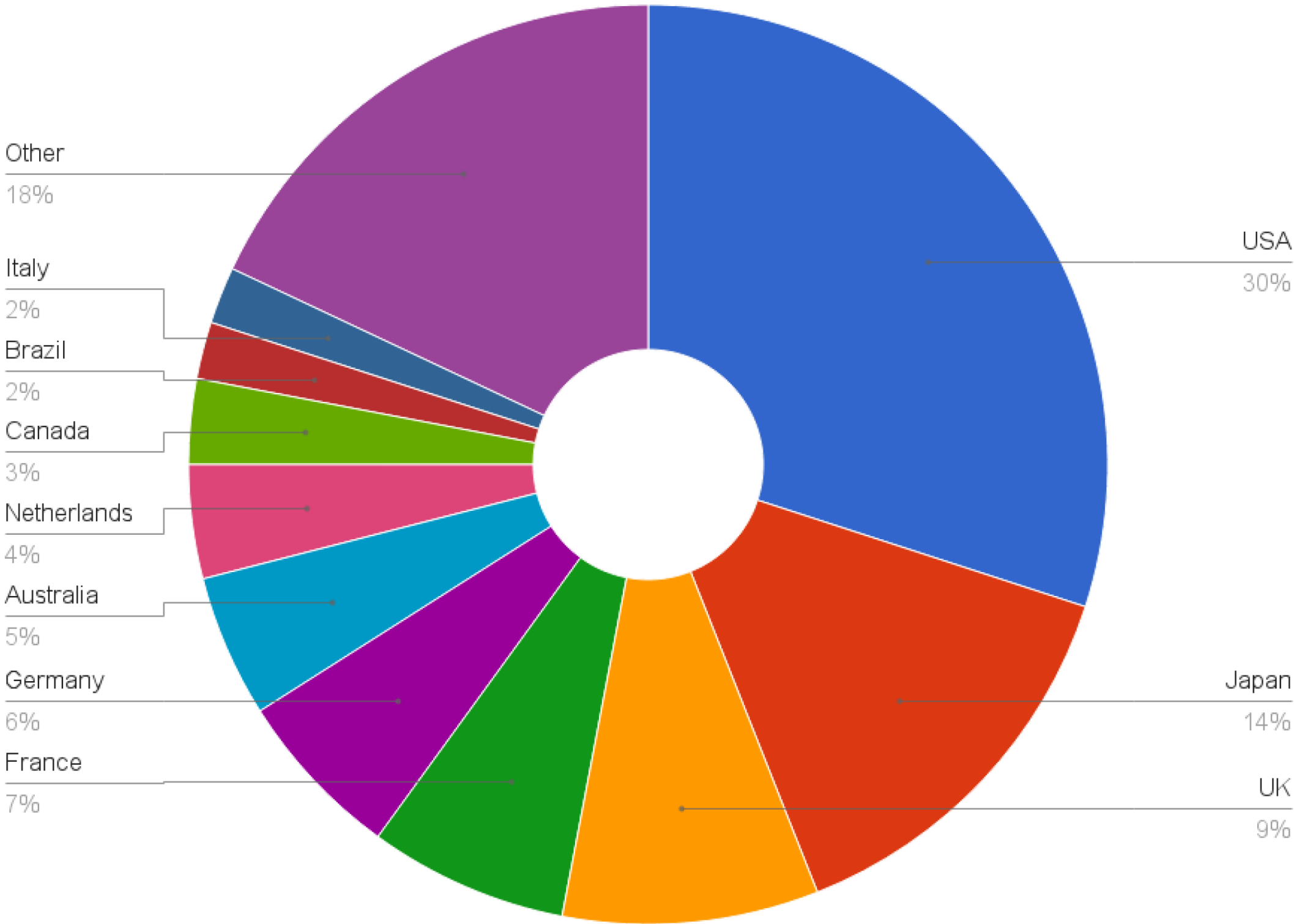
Source: <https://medium.com/@datafloor/craigslist-estimated-to-hit-400m-from-12m-paid-job-postings-in-2016-9b9e4d408d4d>

Total addressable market

StartMonday target employers with lots of customer-facing jobs in high-churn industries such as hospitality and retail, which make up approx 30% of the market. The **total addressable market** for StartMonday is then 30% of the global advertising and talent acquisition tools (\$91 billion) = approx **\$27 billion**.

* Konzept Analytics

2013*
Staffing Markets by Annual Sales
Total Market = \$422 billion



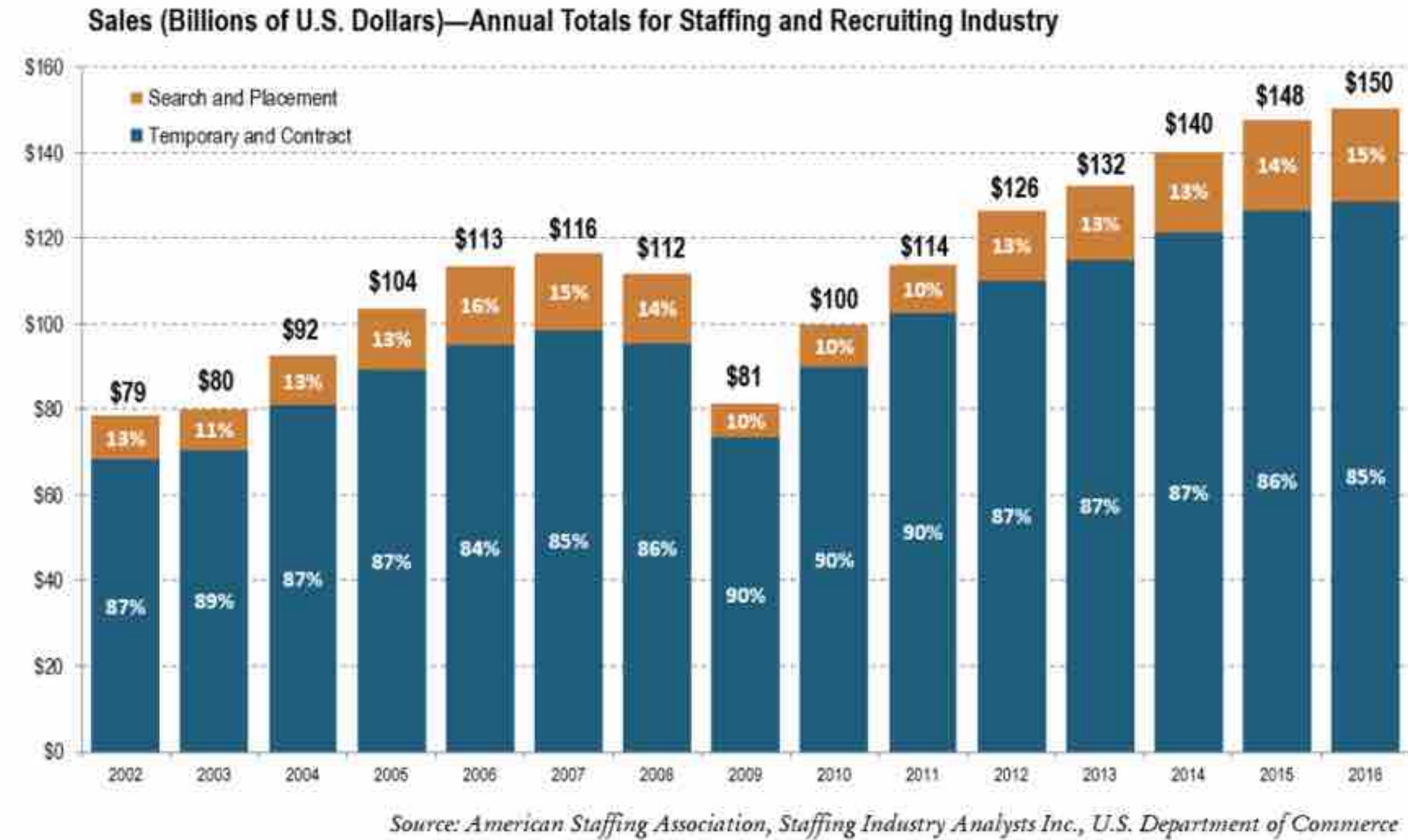
Source: Barry Asin, President of Staffing Industry Analysts

Addressable Markets

STAFFING & RECRUITING IS GROWING IN THE US

Temporary and contract staffing sales in the US have been growing continuously since 2009. This graph shows employers continuing to spend more and more money chasing talent for both permanent and temporary roles. This does not include the money they spend on tools and support - like HR tools or solutions like StartMonday.

Source: https://d2m21dzi54s7kp.cloudfront.net/wp-content/uploads/2017/06/asa-fact-sheet_staffing-recruiting-sales-june_2017.pdf



OUR TARGET INDUSTRIES ARE GROWING

“An average of 181,000 (hospitality) jobs were added per month in 2016”

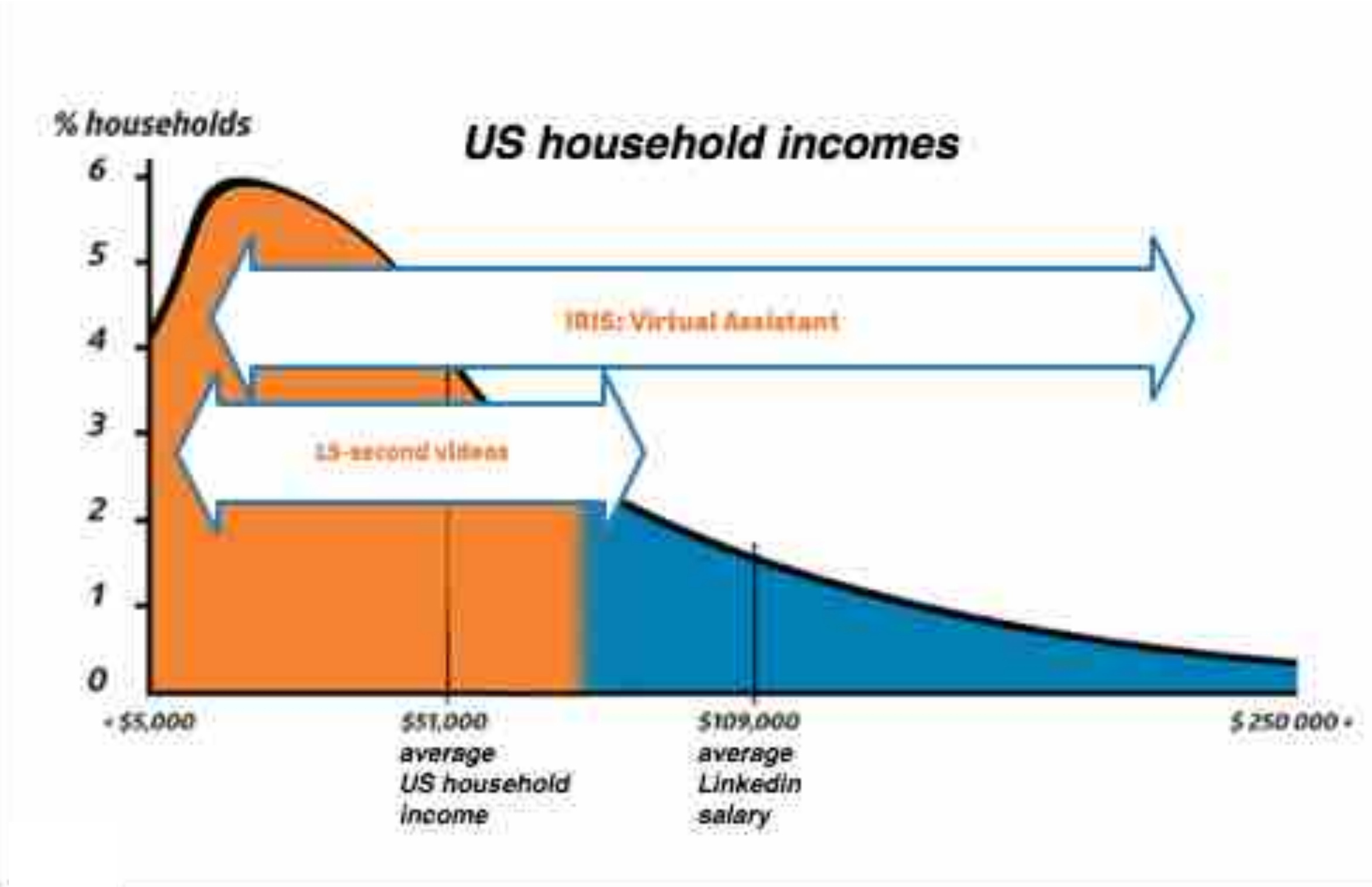
“Strong economic indicators help fuel travel demand in 2017. Economic fundamentals for consumer spending are solid going into 2017. The labor market continues to strengthen. An average of 181,000 jobs were added per month in 2016. As the labor market tightens further, income growth is likely to edge up in the short to medium term. Disposable personal income was up 3.4 percent towards year end, and average hourly earnings are accelerating. For consumers, income growth is corresponding with rising asset prices. House prices crossed their pre-2008 peaks and key equity indices hit all-time highs in November. This boosted household wealth and aided consumer spending. Overall, consumer confidence remains elevated, even after the exhausting election cycle of 2016. Projecting the influence of that election cycle on consumer spending and the broader economy, however, remains difficult. Notwithstanding, travel companies have good reason to remain optimistic. Improvements in the job market have helped boost family income for the first time since 2007, and should help the US travel industry sustain a growth rate significantly faster than GDP. **The US leisure travel market notched its fourth straight year of five percent growth in 2015, reaching \$341 billion. Stronger growth (closer to six percent) is projected for 2017, pushing the market closer to \$381 billion by the end of 2017.**

Source: <https://www2.deloitte.com/content/dam/Deloitte/us/Documents/consumer-business/us-cb-2017-travel-hospitality-industry-outlook.pdf>

Go to Market



HIRING FOR THE MOBILE GENERATION



StartMonday has **mass market appeal** with solutions covering a broad range of jobs and salary ranges.

Efficient tools in the jobs market are very scarce for the majority of the working population which earns up to \$50k per year e.g. millennials, graduates, those in customer facing jobs, hospitality, sales reps, marketing, entry-level consulting. These are **candidates who expect to do everything on their phones** and are comfortable with modern tools.

Go to Market

CORE PRODUCTS AND TARGET MARKET

<p>TODAY:</p> <p>StartMonday gathers 15-second videos from candidates, powered as a full enterprise solution or plugged into an existing ATS</p>	<p>Products:</p> <ul style="list-style-type: none">• Enterprise solution: careers page plugins, mobile and web apps to collect 15-second videos, full Applicant Tracking system• Priced at €49 user per month (a user is anyone entering jobs or reviewing candidates)	<p>Target customers:</p> <ul style="list-style-type: none">• Hospitality and retail - employers with high volumes or frequent hiring and a need for modern tools• Growing and mid-sized business who require more efficient processes and modern hiring tools• Brands that want to innovate and improve their employer image
<p>NEXT:</p> <p>IRIS (our virtual hiring assistant powered by A.I.) ranks your candidate applications so you know who to talk to next</p>	<ul style="list-style-type: none">• Analyse client user per location, per user, volume of candidates etc before testing revenue options	<ul style="list-style-type: none">• Employers and agencies with busy inboxes• English speaking countries first• Initial focus in hotels, tourism, fast food, student jobs

Go to Market

SHORTENING SALES CYCLES

HR technology sales typically take 6-18 months to complete according to Talent Tech Labs, a talent acquisition research firm based in New York. Due to the pressure recruiters face on a daily basis to source candidates leaving no time to reflect and optimise their processes; the number of parties required to sign off large supplier contracts (HR lead, marketing, finance, legal, IT security...) and a general resistance to change, HR and talent acquisition leaders are slow to develop their recruiting processes and implement new tools.



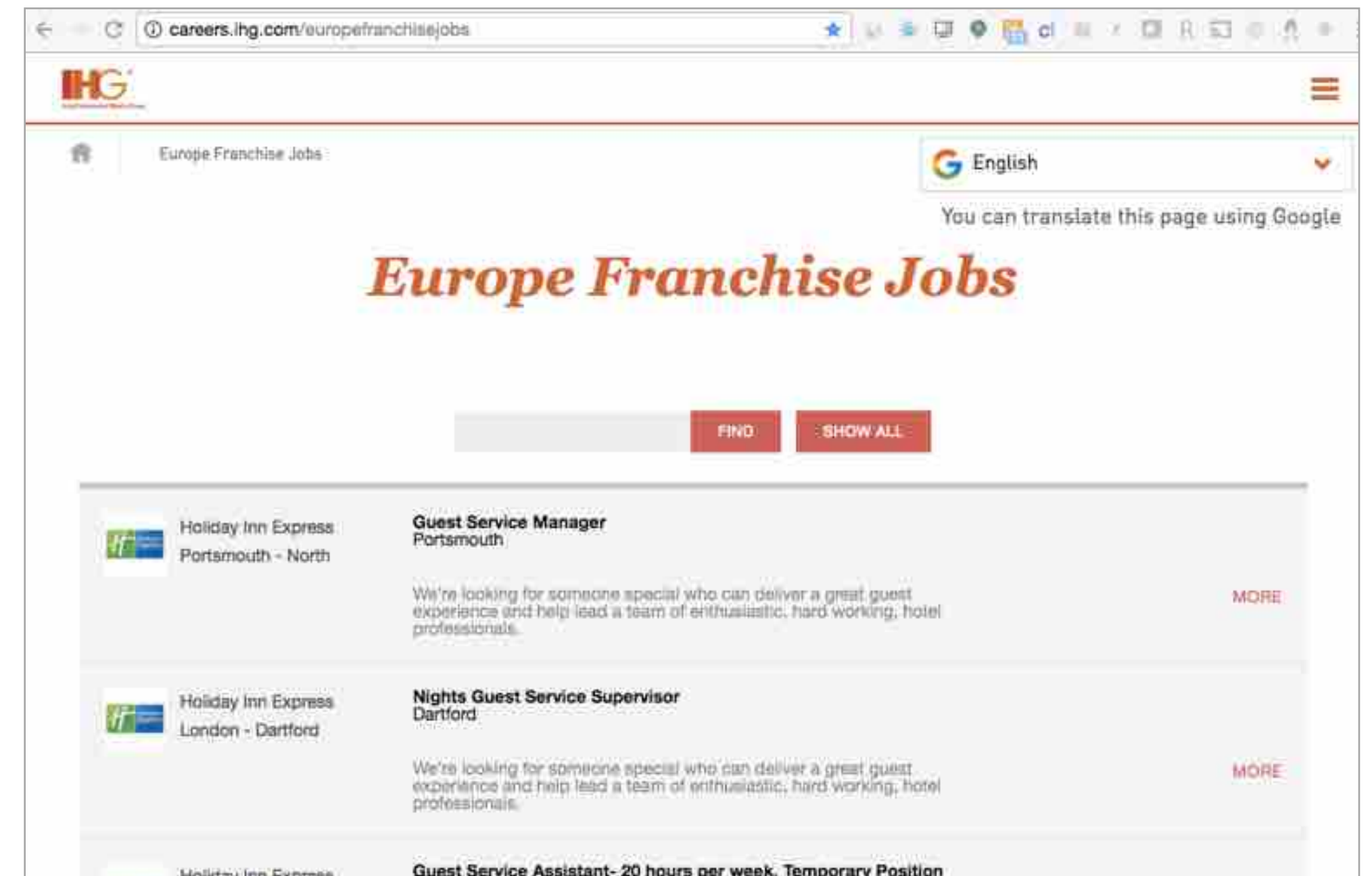
StartMonday is beating long cycles by:

- signing customers on **simple, flexible pricing** deals e.g. €49 per user per month, which go under the corporate radar and allow recruiters to try our platform and even scale up without getting into RFPs and many rounds of meetings
- setting up **credit card payments** for impulse purchasing by pioneers in an organisation. This strategy has worked well for Dropbox, Slack and many other SaaS solutions.
- **same-day onboarding** - we're able to capture initial excitement by setting up a customer's account and connecting their favourite job-boards with StartMonday in a single day

Example: a UK entertainment business with multiple locations were deliberating over an annual contract proposal from StartMonday with their US parent company. A formal compliance procedure was started and a 3-month trial was requested for 2 locations in the UK. The 3-month trial would then have taken another 3-6 months to review in the US making an estimated 9-month sales cycle. We converted the lead into a customer on a scalable contract at 49 GBP per user per month, which the UK company opted to roll out across all their UK sites and plug StartMonday directly into their UK careers page. This deal was signed with the UK Finance Director just 10 days after proposal and the customer is now part of our monthly recurring revenue. Such full adoption will increase the chance of success and also serves as a proof of concept to the US parent company for a potential global deal soon.

Client case study - IHG (the world's largest hotel chain)

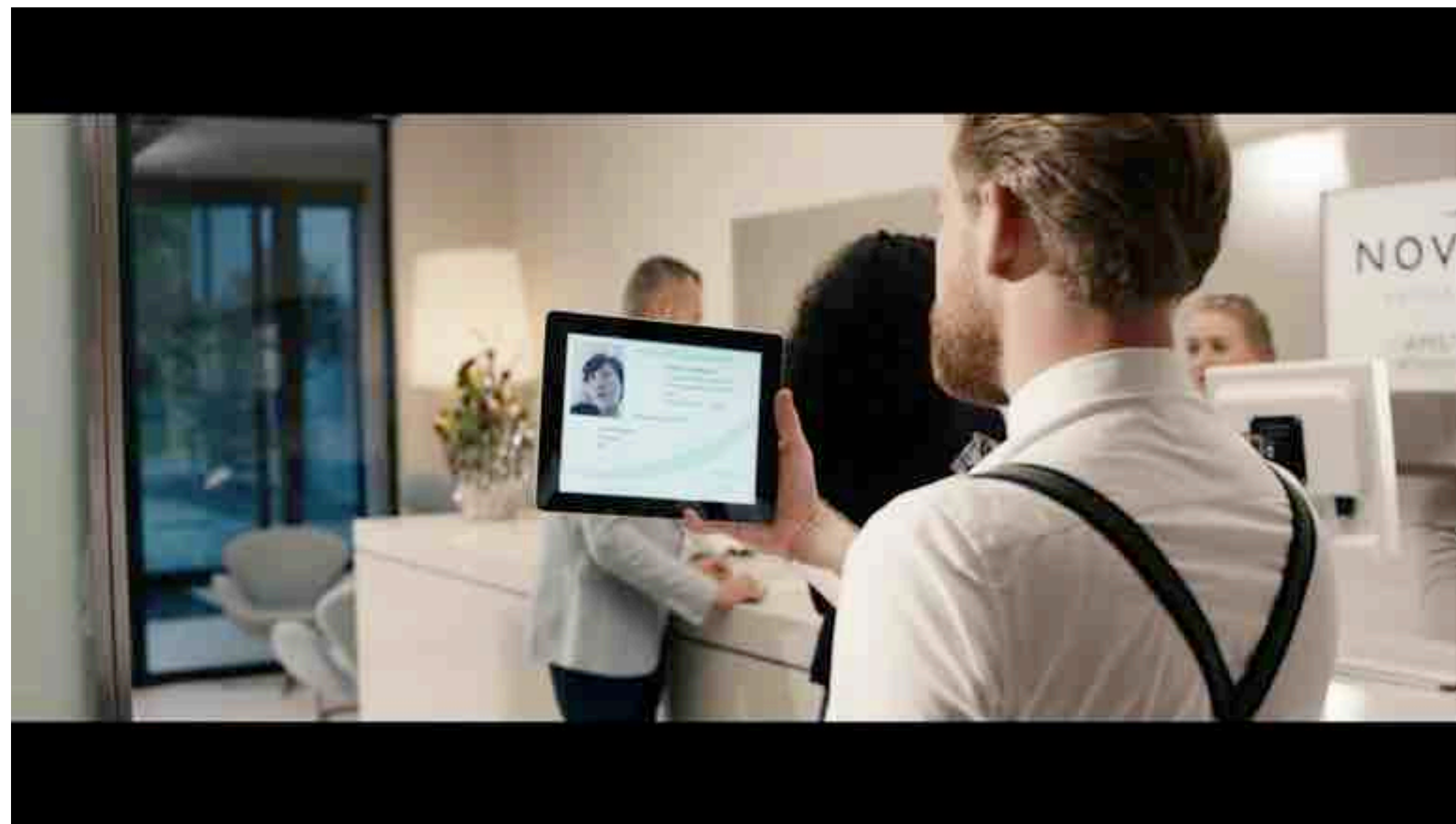
- StartMonday signed a **Europe-wide license agreement** to provide a platform to Intercontinental Hotel Group's franchise groups and individual hotels, who were missing modern hiring tools.
- A **co-branded mobile app** was released, in addition to a new Europe Franchise Jobs career page powered by StartMonday.
- StartMonday's **ATS** was expanded to become a perfect fit for hospitality hiring
- Integrations were started with Indeed, hotelcareer.de and caterer.com to facilitate job posting by general managers from StartMonday's platform.
- Since January 2017, the first franchise group, Atlas Hotels, signed up for all of their 47 UK, more franchise owners and managers in Germany, UK and the rest of Europe are following their lead and signing up. Such progress has already led to a discussion to expand the solution globally.



"We are always keen to attract star talent to experience a rewarding career within our hotels and we believe the app that StartMonday have developed will make the recruitment process both seamless and efficient, but most importantly give us real insight into the talent we recruit, building even further on our credentials as a great place to work." Hazel Hogben,

Head of HR, Hotel Operations, Europe, IHG

Client case study - embedding StartMonday in social media campaigns



<https://youtu.be/FQ7w86fZ1Xw>

Accor Hotel's StartMonday experience:

Accor Hotel launched a **social media marketing** campaign which was managed by StartMonday. Campaign features a co-branded HR marketing video.

All 60 hires processed using StartMonday 15-second videos.

Results: 60 new hires for Novotel Schiphol via StartMonday.

Client case studies - time-saving in fast-growing businesses:



We began working together in April 2015 on an exclusive contract for citizenM hotels in London (3), Paris, Glasgow, Amsterdam (2), Rotterdam. General managers see presentation and customer skills more easily in 15-second videos than in their old application forms. They have **cut their hiring time by approx 60%** with a reduced number of interviews and Assessment Centres.

“citizenM always looks for the right personalities to join the team. StartMonday integrates perfectly with our online career page. The 15-second video gives us a great opportunity to look for personalities and individuals in different cultures and countries. The platform works great, and on top of that, StartMonday is always very positive and open minded for improvements towards our needs.” **Lobke Zaalberg, HR for citizenM Hotels**



Recruiting for “Marketing Manager - Paris”, we saved 4 days of reviewing time for a single job. An “all-rider” email was sent out to 1 million of Uber’s customers inviting them to apply for jobs at the office in Paris. We automatically invited all CV and LinkedIn job applications to make a 15-second video for this job. 546 videos received; 546 videos watched; 113 marked for further review; 1 great candidate hired; **Strong correlation between “good video” and “good CV”**; Some great videos and candidates would not have been identified by CV; **Uber said some poor videos, low in creativity, WOULD have made it to interview and wasted their time.**

“It has been a crazy week but we've all enjoyed watching the videos (well, some of them) and the buzz in the Paris office was incredible. What a great product.” **Nick Buteau, EMEA Recruitment Manager**



Management team

Deep industry knowledge and experience



Ray Gibson

Chief Executive Officer, Board

Ray Gibson has been working in HR and Recruitment for 16 years. Managing teams both as a recruitment agent and as an employer, he managed 450 people as HR leader for Interoute in Europe. He has seen every type of recruitment process in a wide range of industries and locations. This experience helped shape the original concept of StartMonday and continues to inspire new features.



Andrew Evans

Chief Product Officer, Board

As a technical co-founder at Careerbuilder.com, he helped take jobs from newspaper to the web as an emerging technology in 1995. He has dealt with many of the challenges facing us in changing behaviour, integrating with existing databases, designing engaging customer journeys and building development teams. Mr. Evans was also on the founding team of JobFox, the first semantic matching engine for jobs. His master's degree work was in big data analytics and machine learning for the biotech field.



Mike Thome

Chief Financial Officer

Mr. Thome is a principal with The CFO Centre, acting as the CFO for organizations on a part-time basis. He has acted as CFO for a number of clients, in various industries, including distribution, manufacturing, mining, advertising and retail. Mike has assisted with the start-up of several new ventures and has also been the CFO of PhosCan Chemical Corp., a public company which traded on the Toronto Stock Exchange. Prior work experiences include VP Finance at Deluxe Entertainment Services and VP Finance at Canada Brick. Mr. Thome obtained a Bachelor of Science degree and an MBA degree from the University of Toronto and holds the CPA (CA) designation.



Morgan Tincher

Board

Morgan Tincher has +20 years of corporate finance experience and +12 years of finance advisory expertise in the technology, entertainment and natural resources industries with focuses on public and private financings, corporate governance, and structure of mergers, acquisitions and IPOs. Since 2004, Mr. Tincher has been the Principal and Founder of Smorgasbord Holdings Ltd., which manages a variety of public and private equity investments, directorship roles, and provides management consulting services to a diverse range of businesses.



Total shares outstanding:	56,624,756
40 cent warrants outstanding:	2,755,200
Stock options outstanding:	
deal options	2,100,000
investor warrants	500,000
2017 employee/contractor	14,000
	2,614,000

The company has enthusiastic and loyal customers who have helped define a perfect product fit for their business. New capital raised through public financing will be assigned to completing essential features and expanding sales and marketing reach.

Limited Operating History

StartMonday (“SM”) has no history of earnings or cashflow from operations. Although SM expects to generate material revenue in the next 12 months, there can be no guarantee that SM will achieve self-sustaining operations for several years. SM is therefore subject to many of the risks common to early-stage enterprises, including under-capitalization, cash shortages, limitations with respect to personnel, financial, and other resources and lack of revenues. SM works with the investor group to ensure adequate financing is available.

Reliance on Management

The success of SM is dependent upon the ability, expertise, judgment, discretion and good faith of its senior management. While employment agreements are customarily used as a primary method of retaining the services of key employees, these agreements cannot assure the continued services of such employees. Any loss of the services of such individuals could have a material adverse effect on SM’s business, operating results or financial condition. SM has outside directors with business experience. Key management have stock options and shares to entice them to remain with the company

Additional financing needs

SM will require equity and/or debt financing to support on-going operations, to undertake capital expenditures or to undertake acquisitions or other business combination transactions. There can be no assurance that additional financing will be available to SM when needed or on terms which are acceptable. SM is working closely with the investment group to ensure adequate funds are available through the exercise of warrants or additional equity issues.

Difficulty to Forecast

SM must rely largely on its own market research to forecast sales as detailed forecasts are not generally obtainable from other sources at this early stage of the industry. A failure in the demand for its products to materialize as a result of competition, technological change or other factors could have a material adverse effect on the business, results of operations and financial condition of SM.

Variable Revenues / Earnings

The revenues and earnings of SM may fluctuate from quarter to quarter, which could affect the market price of SM’s Common Shares. Revenues and earnings may vary quarter to quarter as a result of a number of factors, including the timing of releases of new products or services, the timing of substantial sales orders or deliveries, activities of SM’s competitors, cyclical fluctuations related to the evolution of technologies, concentration in SM’s customer base, and possible delays or shortages in component supplies.

Technology

SM operates in a highly competitive environment where its products and services are subject to rapid technological change and evolving industry standards. SM’s future success depends on its ability to design and produce new products and services, deliver enhancements to its existing products and services, accurately predict and anticipate evolving technology and respond to technological advances in its industry and its customers’ increasingly sophisticated needs. SM continues to develop and enhance its technology to minimize this risk.

Market Demand for the Product and Services

SM’s success is dependent on its ability to market its products and services. If SM is unable to effectively develop and expand the market for its products and services, its growth may be adversely affected.. SM is constantly in touch with existing and potential customers to determine market demands with the aim to keep SM in a market leading position

Intellectual Property Rights

SM could be adversely affected if it does not adequately protect its intellectual property rights. “StartMonday” is a registered trademark in the US. SM regards its marks, rights, and trade secrets and other intellectual property rights as critical to its success. SM is looking to extend its patents in other jurisdictions. SM will rely on trade secrets to protect technology where it does not believe patent protection is appropriate or obtainable.

Low Barriers to Entry and Competition

There is potential that SM will face competition from other companies, some of which can be expected to have longer operating histories and more financial resources and manufacturing and marketing experience than SM. By maintaining and enhancing its technology SM expects to have a superior product to its competition and thereby have a competitive advantage.

Risks Associated with Privacy and Data

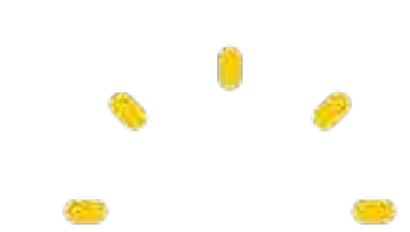
SM has a comprehensive Privacy Policy and full set of use terms on its website which all users accept when logging in as a candidate or an employer. Data is stored on secure Amazon servers in Dublin with the same level of

Rapid Technological Change

The business of SM is subject to rapid technological changes. Failure to keep up with such changes may adversely affect the business of SM. SM is subject to the risks of companies operating in the medical and healthcare business. SM is in touch with existing and potential customers to determine market trends and allow. SM’s development team to incorporate technological needs and changes. The financial statements do not give effect to any adjustments relating to the carrying values and classification of assets and liabilities that would be necessary should SM be unable to continue as a going concern.

Financial Risk Exposures

SM may have financial risk exposure to varying degrees relating to the currency of each of the countries where it operates and has financial risk exposure towards digital currencies. The level of the financial risk exposure related to a currency and exchange rate fluctuations will depend on SM’s ability to hedge such risk or use another protection mechanism.



Let's make a difference together

CSE:JOB XETRA:JOB STMDF:US



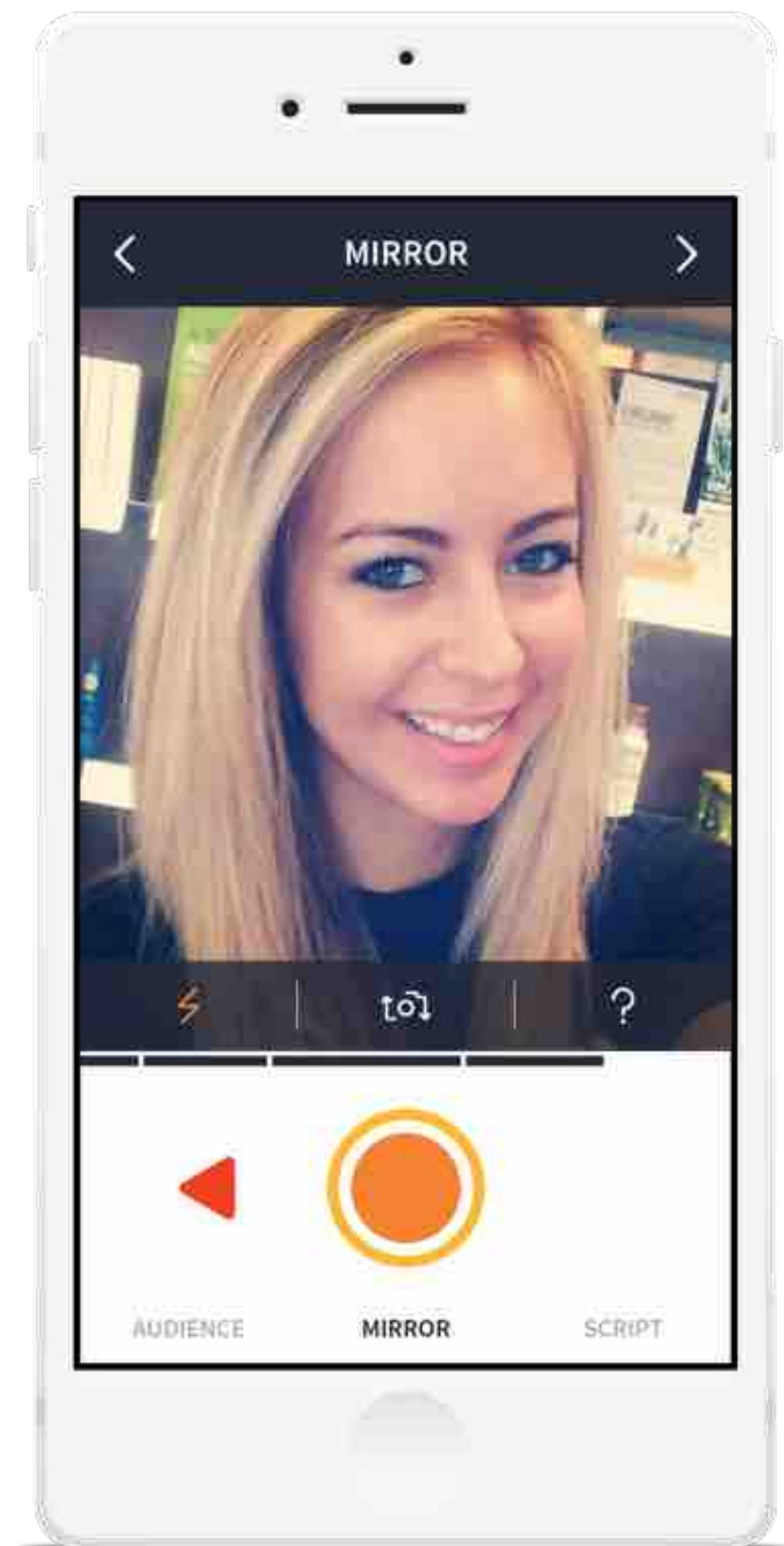
StartMonday Technology Corp (Canada)

Lean Innovations BV (Netherlands), StartMonday Innovations Limited (UK), StartMonday Inc (US)

Appendix



Why 15-seconds?



First impressions count:

- Accurate first impressions are formed in first 5-20 seconds - video intros accelerate first impressions
- Parallels initial engagement interaction candidate will have with your customers

Scientific studies:

- Toledo study - untrained graders seeing only first 15 seconds of interview video correlated 90% with original 20-minute live interview by trained interviewers, using same 6-page questionnaire
- Harvard study - untrained graders watching 10-second video clips of teachers significantly correlated with course evaluations by students at the semester

Seeing is believing:

- learn more in this short video: <https://www.youtube.com/watch?v=KKEb19bQWH0>

The traditional CV is dead - People are not PDFs

85% of job-seekers

Believe their personality is as important as their qualifications and experiences when it comes to being successful at their jobs.

70% of college students

Surveyed said they would lie on their CV to get a job they want.

83% of job-seekers

Feel the CV is outdated and fails to portray important qualities such as personality and confidence, as well as interpersonal and communication skills.



SOURCES:

hellomynameis.co "video job applications set to be the hottest recruitment trend for 2014"

<http://www.hiresuccessstaffing.com/blog/are-your-applicants-lying-on-their-resume/>

Employers are often unprepared for the impact of mobile and social media

Mobile and always connected

- **14.4M** Job seekers used **mobile devices** at least once a day to search and apply for jobs (LinkedIn)
- Mobile-enabled job applications receive **45% more candidates**. (Glassdoor)

Instant Gratification

- **80% of applicants** will publicly share their experience in Social Media (Meta HR Consultancy)
- 94% Job seekers report that they want to receive **immediate feedback** on their interview (LinkedIn)



SOURCE: <http://www.socialmediatoday.com/marketing/how-much-time-do-people-spend-social-media-infographic>

Time spent on social media is constantly increasing

- Up to nine hours a day are now spent on social platforms
- 30% of all time spent online is now allocated to social media interaction
- 60% of social media time spent is facilitated by a mobile device