



# CAREERCHAIN

VERIFIABLE CAREER HISTORIES



# INVESTOR PRESENTATION

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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.

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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.

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# OVERVIEW



**StartMonday Technology Corp.** Headquartered in the Netherlands



We help employers decide which candidates they should talk to first



**Now** preparing to launch CareerChain: World's first **blockchain-based system** to validate and certify job candidate career histories and decentralize sensitive personal data.

**This changes everything you ever thought you knew about online job searches...**

**We are proven innovators in the Human Resource sector**

- ▶ In 2015, launched from a prestigious European business accelerator program with immediate customer acquisitions
- ▶ Computable Awards “Startup of the year” 2016



- ▶ Loyal customers include citizenM hotels, RTL, Uber, Intercontinental Hotels Group (Holiday Inn, Holiday Inn, Indigo, Candlewood Suites, Crowne Plaza, EVEN Hotels, InterContinental, Kimpton, Staybridge Suites)



# FOUNDERS

## **RAY GIBSON**

**Chief Executive Officer**

Thought leader in HR with almost 20 years recruiting and HR leadership experience. A regular speaker at startup and HR events, Ray has seen every type of recruiting process from both sides of the desk as an employer and also as an agent. Such knowledge helped shape StartMonday's original concepts with a deep understanding of employer needs. In driving the company vision, business model and sales Ray maintains close contact with HR leaders across Europe and North America.

## **ANDREW EVANS**

**Chief Product Officer**

As a technical co-founder at Careerbuilder.com, Andrew helped take jobs from newspaper to the web as an emerging technology in 1995. He has dealt with many of the challenges the company faces in changing behaviour, integrating with existing databases, designing engaging customer journeys and building development teams. Andrew was also on the founding team of JobFox, the first semantic matching engine for jobs. Leading technical development for the company as Chief Product Officer, Andrew keeps the company focused on delivering solutions that add sustainable value.



# KEY TEAM MEMBERS



## DOUWE BART MULDER

Architect, CareerChain

Douwe is a crypto and blockchain enthusiast with experience building both hard- and software products. Graduating from the same business accelerator as StartMonday in 2015, Douwe and the StartMonday management team built mutual respect and trust quickly. Douwe has used Bitcoin since 2009, built the first European bitcoinATM in 2013 and consulted many businesses in the past 12 months on their blockchain strategy and runs an informal crypto investment group.



## ANDRE VAN DER HEIJDEN

Senior Blockchain Developer

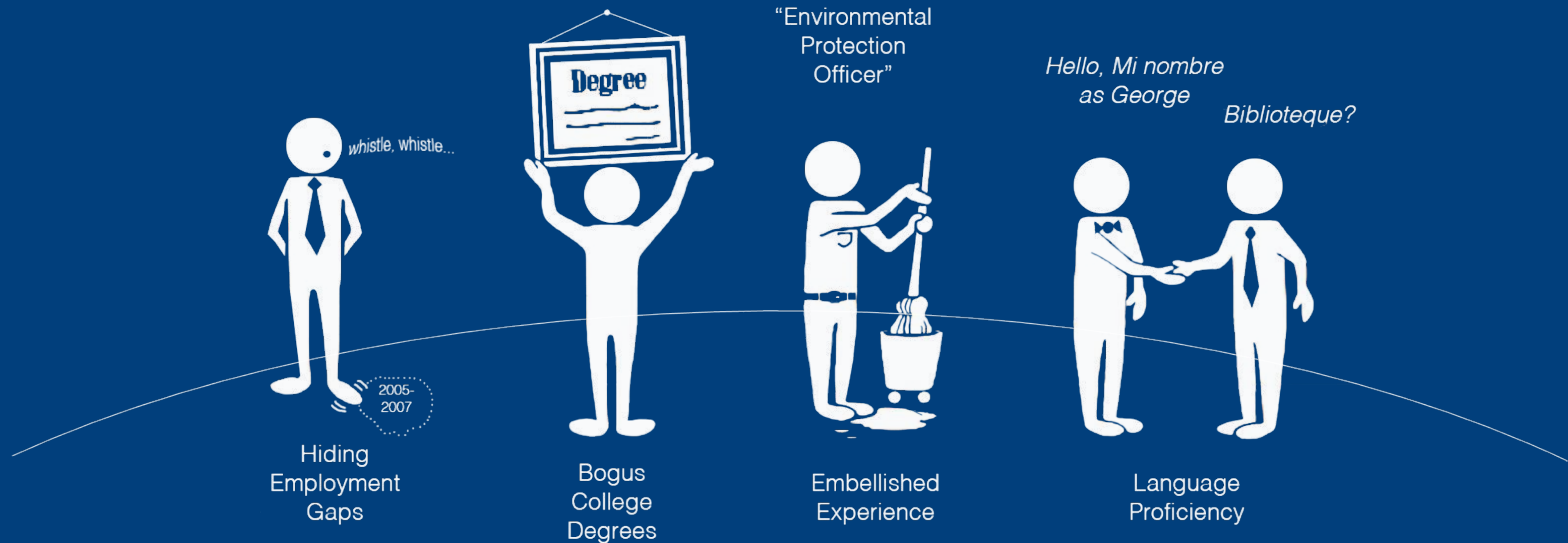
Data Scientist and Blockchain Developer with a strong focus on innovative applications of new technologies. Andre brings his experience working with a consortium of insurers on establishing the first blockchain standard for administering insurance contracts and building a social insurance platform using blockchain technology.

The principals, directors and advisors of **StartMonday** have individually and collectively held numerous executive leadership positions in human resources, software development and related industries both as entrepreneurs and on behalf of multi-national corporations. Our team includes the founders, an HR expert, a proven software developer, blockchain experts, financial advisors and business people who have successfully started, built and grown multiple public and private companies



# THE PROBLEM WITH ONLINE CAREER TECHNOLOGIES

Career summaries are unreliable for employers



Career histories filled with **unverified info** and falsehoods. Hiring unsuitable candidates costs billions.  
46% of people know about someone **lying** on their CV\*, with fabricated employment histories, exaggerated skills and fake qualifications

\* <https://www.levo.com/posts/this-is-how-many-people-are-lying-on-their-resume>

Image source: <http://www.businessinsider.com/here-are-the-most-common-lies-people-tell-on-their-resumes-2013-3?international=true&r=US&IR=T>



# THE PROBLEM WITH ONLINE CAREER TECHNOLOGIES

Job seekers are unhappy and disengaged

Job seekers **skip applying** for jobs where they have to re-enter information, and this is a growing problem for employers.

All major career search platforms centralize personal data and are at risk of **data loss**. Consumers are increasingly wary and industry growth has plateaued.

Honest seekers have **no way to stand out** or a standard way to prove their great credentials.

**CareerChain** solves all of these issues and more...



# CAREERCHAIN

An open blockchain of verifiable career histories

## Employers

**Trust your hiring information**

- › Verified CV's instantly surpass every other job search platform
- › Legitimate candidates get the chance they deserve and the employer gets the candidate they need

## Candidates

**Never re-enter your career records again**

- › Update and deploy across multiple platforms
- › Share with who you want, when you want
- › Enter once, apply everywhere



# THE OPPORTUNITY

## CareerChain Delivers Returns

**StartMonday** is already one of the most innovative HR platforms available. Integrated job search with 15-second video in an easy-to-use and simple-to-deploy service. Proven and trusted by paying customers.

**CareerChain** introduces multiple growth and revenue opportunities:



If Candidate “A” has a regular CV and Candidate “B” has a **“Verified” profile**, who is getting the job? Candidates can also look for a job (while still employed) with the assured knowledge their current employer will NEVER see their profile. As a candidate, why would you use anything else?



Your personal data is **crypto-secure**. Blockchain verified. Available to deploy on multiple platforms. Impossible to hack. It’s YOUR data. You decide who sees it.



Employers, tired of wasting time and money interviewing unverified candidates, will **subscribe to see verified applicant records** and even **search for job seekers** who have opted for their record to be made public.



Third-party services (e.g. applicant tracking systems and job boards) will allow job seekers to **“Apply with CareerChain”** and will integrate CareerChain into their user interfaces for both employers and job seekers.





# STARTMONDAY VERIFY

The first CareerChain app for employers.



Janet is building her resume on CareerChain  
...adds a career claim  
"Worked at AcmeCo as a Financial Analyst  
from 5/2013 to 7/2017"



The unverified career claim is added to her  
CareerChain resume and is immediately part of  
her visible profile



...asks for her work experience to be verified by  
AcmeCo and provides a reference contact there



A request goes to StartMonday Verify to broker the  
signing of the claim



...verifies authenticity and then sends an email  
with the claim and a "Verify" button to Janet's  
reference



Janet's former boss at AcmeCo, Bill, receives the  
request at his official AcmeCo email address



...recognizes and agrees with Janet's claim of  
employment, so he clicks "Verify" to acknowledge.  
As simple as a credit card fraud alert email.  
**One click, no company liability, and he's back  
to his day**



StartMonday Verify receives Bill's  
acknowledgement



...digitally signs the verification and records it on  
the CareerChain



Now recruiters will see that Janet's experience  
was verified by her former employer - reducing  
reference check labor



# WHO BENEFITS?



## JOB SEEKERS

Career histories, stored on an open, **decentralised** public blockchain give job seekers **efficient control of their data** and lead to massive global adoption.



## RECRUITERS

Trustworthy information about candidates **saves time and money** identifying qualified people.



## APPLICANT TRACKING SYSTEMS

Earn **additional revenues** as resellers of StartMonday Verify service - massively increasing the adoption of CareerChain at the same time



## JOB BOARDS

“Apply with CareerChain” buttons added to job postings allow job seekers to apply more efficiently - **increasing the completion rate** of job applications and improving their metrics for their customers



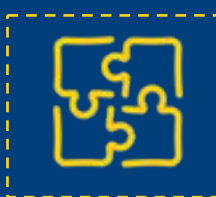
# GO TO MARKET

CareerChain is appropriate for large segments of the US\$500 billion jobs market



## TARGET SEGMENT

- Job seekers and professionals
- Recruiters and hiring managers
- Applicant Tracking Systems  
e.g. Taleo, iCIMS, Kenexa
- Other third-party platforms e.g.  
LinkedIn, Monster, Indeed



## APPROACH

- Ads to LinkedIn users first
- Growth hacking / online marketing
- Direct sales as integrated candidate  
search and verify feature
- Direct sales as a plugin / “Apply  
with CareerChain” button



## PRICING

- Free for job seekers
- Monthly subscriptions
- License fee
- License fees per country

### CAREERCHAIN IS VIRAL BY DESIGN

Candidates ask previous employers and organisations to verify their career history which introduces CareerChain to multiple new contacts per user.



# COMPETITOR GROUPS (AND HOW WE ARE BETTER)

## PROFESSIONAL NETWORKS



- LinkedIn is a centralised service with all associated risks and a LinkedIn profile is a very unreliable record of someone's career.

- CareerChain is a permanent, immutable record they can use to better promote themselves to employers.

With massive early adoption, it will become a disadvantage to candidates who fail to jump on the blockchain quickly.

**Founded 2002**

**Acquired by Microsoft 2016 for \$26 billion**

## JOB BOARDS & JOB PORTALS



- The world's largest jobs aggregator uses Indeed Apply and Indeed candidate profiles to speed up the job application process. They share the same accuracy flaws as a standard CV written by a candidate.

- "Apply with CareerChain" and "Candidate Search" for employers will be services built on top of the blockchain.

Candidates will grant access to their accurate and verified records.

Some candidates may choose to have all or part of their records public to be discovered by interested employers.

**Founded 2004**

**Acquired by Recruit in 2012 for \$1 billion**

## BACKGROUND CHECKING FIRMS



- Background checks from firms like GoodHire cost from \$29-100 per candidate checked. This is an expensive and reactive method of verifying candidate records. This makes employers reserve real background checks only for certain types of hires.

- StartMonday's CareerChain-based Verify service will be priced at a fraction of this cost. This creates a new market for career history and credential verification that sits in between legal background checks and no verification at all (which is the case with most hires today).

Many of the existing background check providers will also adjust their services to providing value on top of the blockchain as third party apps, which will generate more mining activity and data farm use and therefore revenue for StartMonday.



# KEY MILESTONES

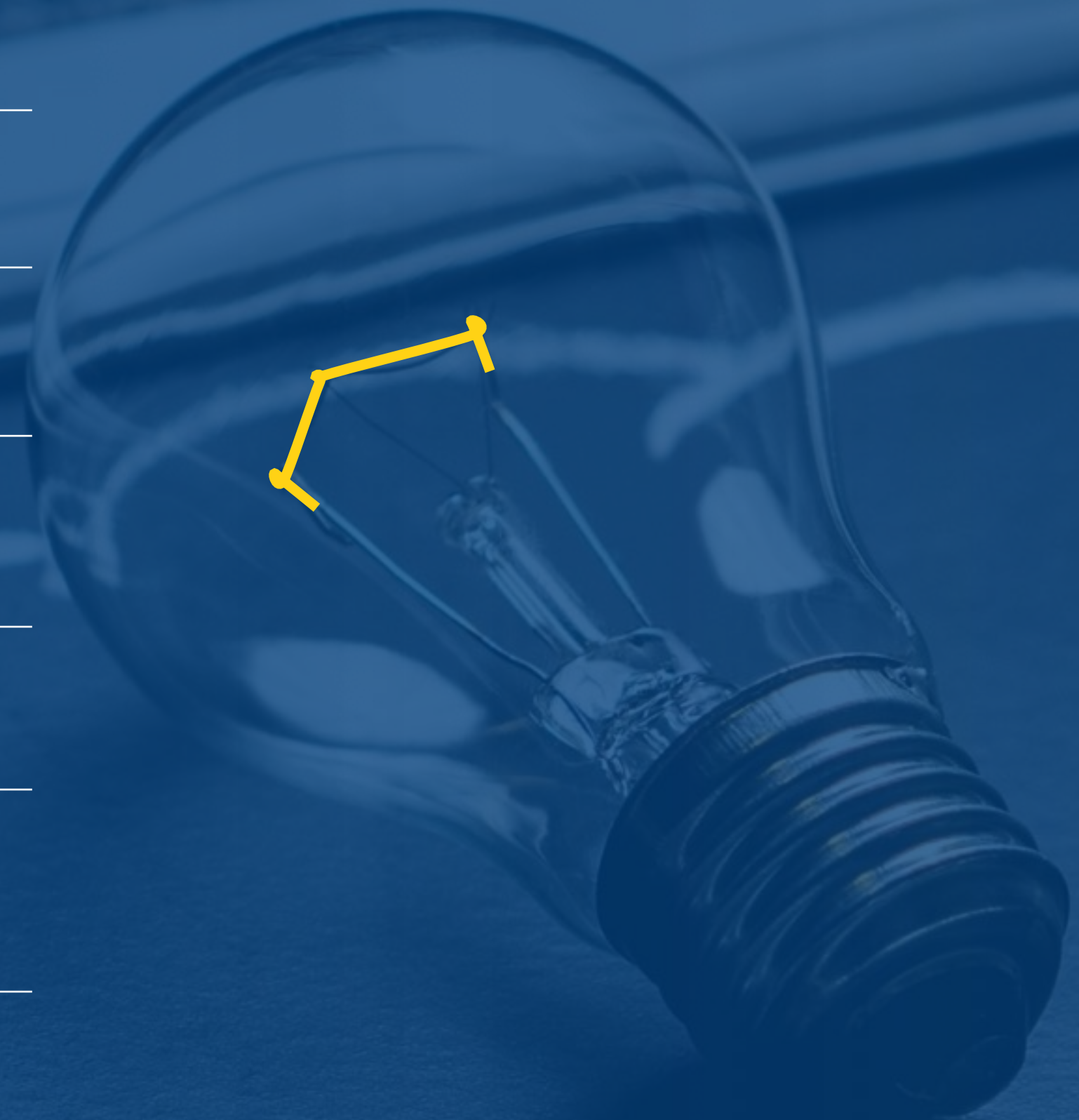


The milestone above are considered "forward-looking statements" and include beliefs, plans, expectations or intentions regarding the future. Although we believe that any beliefs, plans, expectations and intentions will prove to be accurate, actual results could differ from those projected in any forward-looking statements due to numerous factors including, among others, the inherent uncertainties associated with developing new products and operating as a development stage company, the ability to raise additional funding to pursue our business and product development plans, competition in the industry in which we operate and market conditions. The reader should consult all information set forth herein and further refer to the risk factor disclosure outlined in our regulatory filings. These forward-looking statements are made as of the date appended, and we assume no obligation to update the forward-looking statements, or to update the reasons why actual results could differ from those projected in the forward-looking statements, except as required by applicable law.



# HIGHLIGHTS

- › StartMonday aims to build upon its current efforts to ensure the capture of a significant market share in the massively-undervalued online human resource sector.
- › Current technology is ageing, inherently flawed and cumbersome to use
- › Data breaches driving the need for secure decentralization
- › **Blockchain** provides near-immediate solutions to spur a renaissance in online job hiring practices
- › New technology can be used by anybody
- › Major corporations, governments can **source every level of hiring need** – right up to top-secret credentials
- › Creates **all-new revenue sources**
- › Includes built-in **viral distribution** characteristics with ability to leapfrog traditional marketing at no cost







# THANK YOU

**RAY GIBSON, CEO**  
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