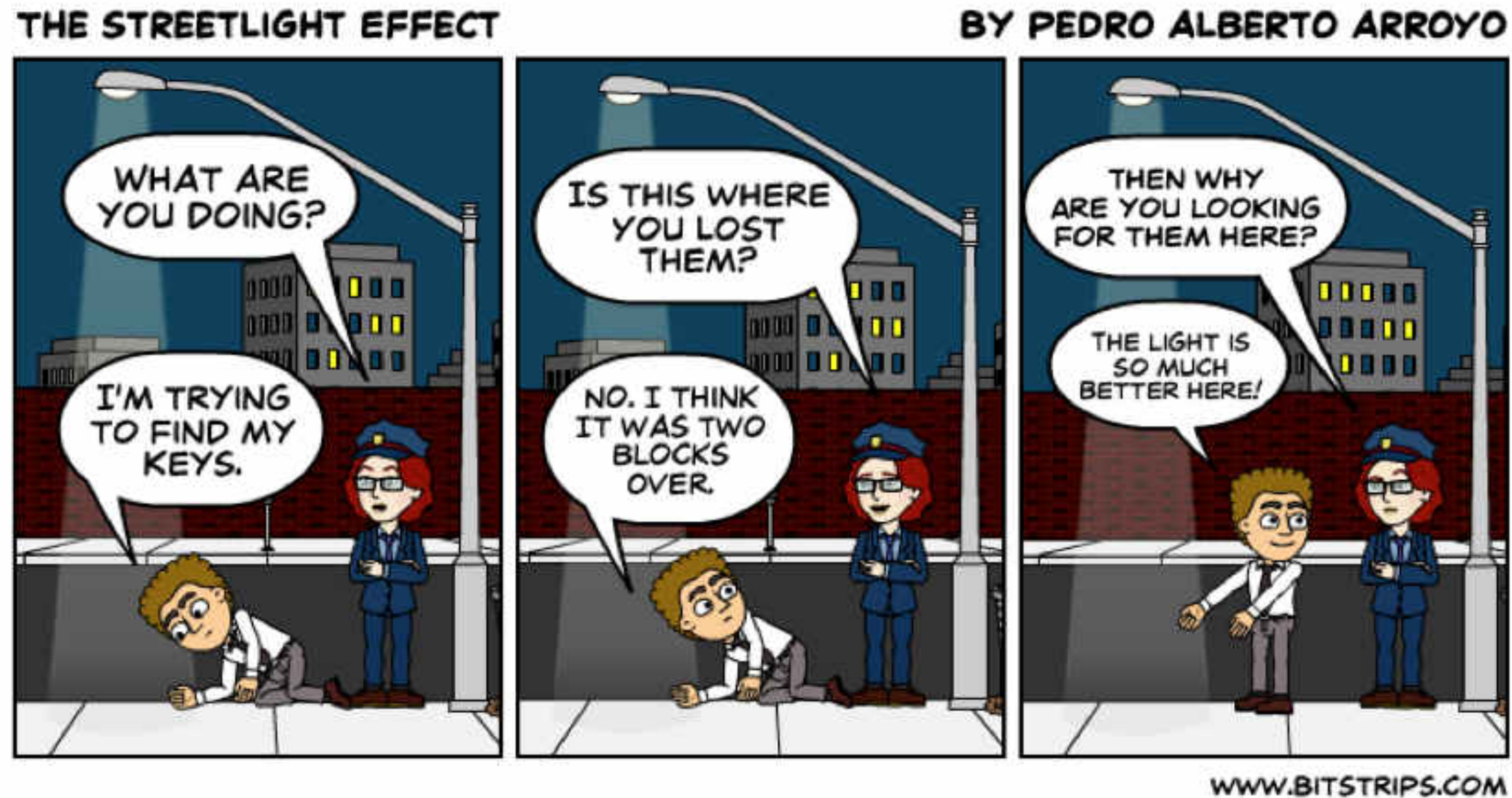# THE BIG PROBLEM

The world doesn't really understand job seeking behaviors.

"Talent-related decisions are rationalized by using anecdotal evidence or intuition. Most of the time people are either wrong or lucky."

Michael Beygelman, probably adapted from something he heard.

Managing people has been hard for thousands of years, but technology has largely been looking for solutions in the wrong places.

1

Recruiting

Recruiters spend more than 70% of their time contacting candidates that are neither interested nor available. Skills matching is no longer the main problem.

2

Investing

Investors who research company key executives know the pitfalls of relying on intuition, or spending a great deal of time looking at only a handful of organizations.

3

Succession Planning

Top and middle-tier managers need to have open conversations with their employees, but have limited insights about specific people at risk of leaving.
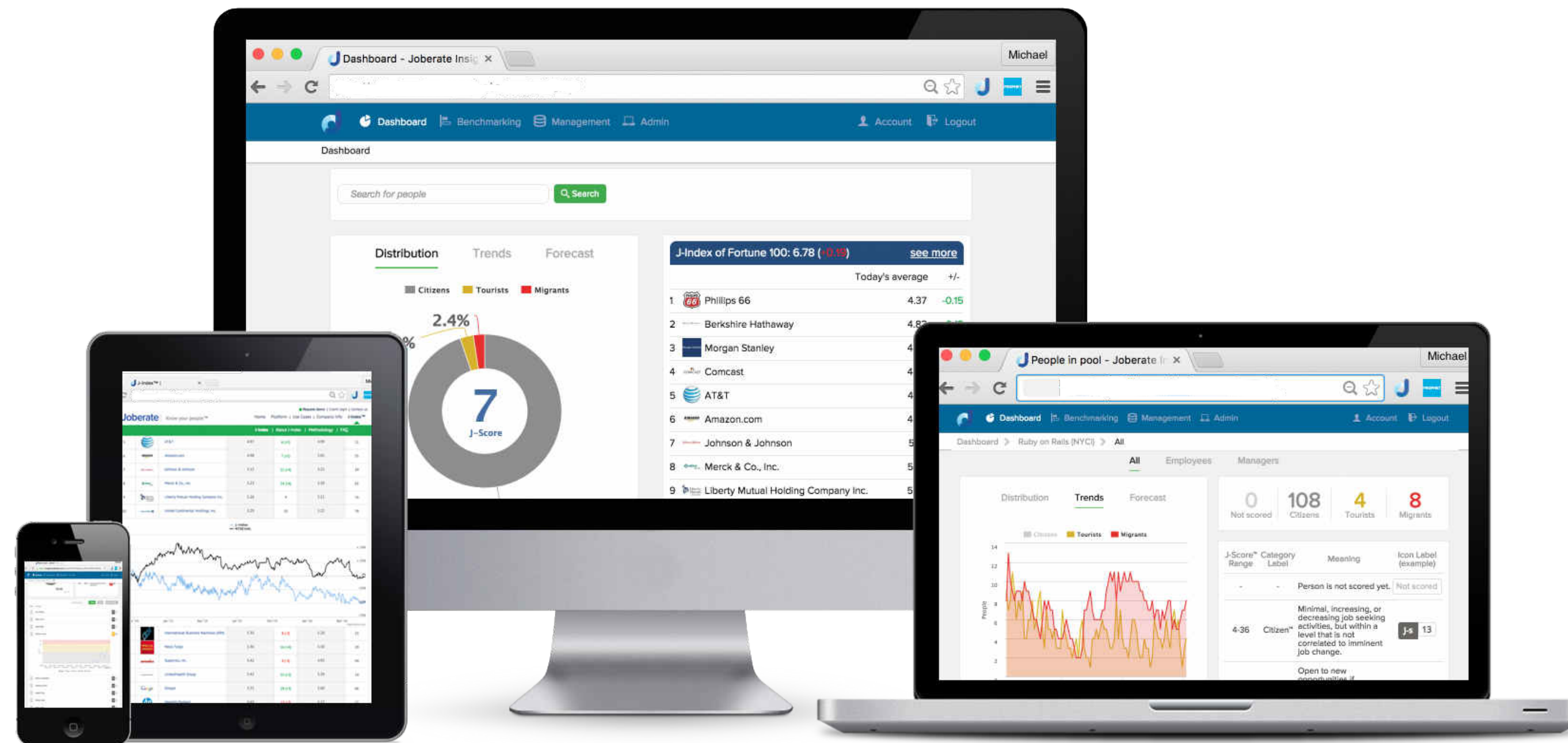
4

Employee Engagement

Companies rely on Glassdoor and employee engagement surveys to assess the health of their workforce, but the data is either anecdotal or takes too long to analyze.

"We asked the employees for more feedback, but after reprimanding those who spoke up, none was forthcoming."
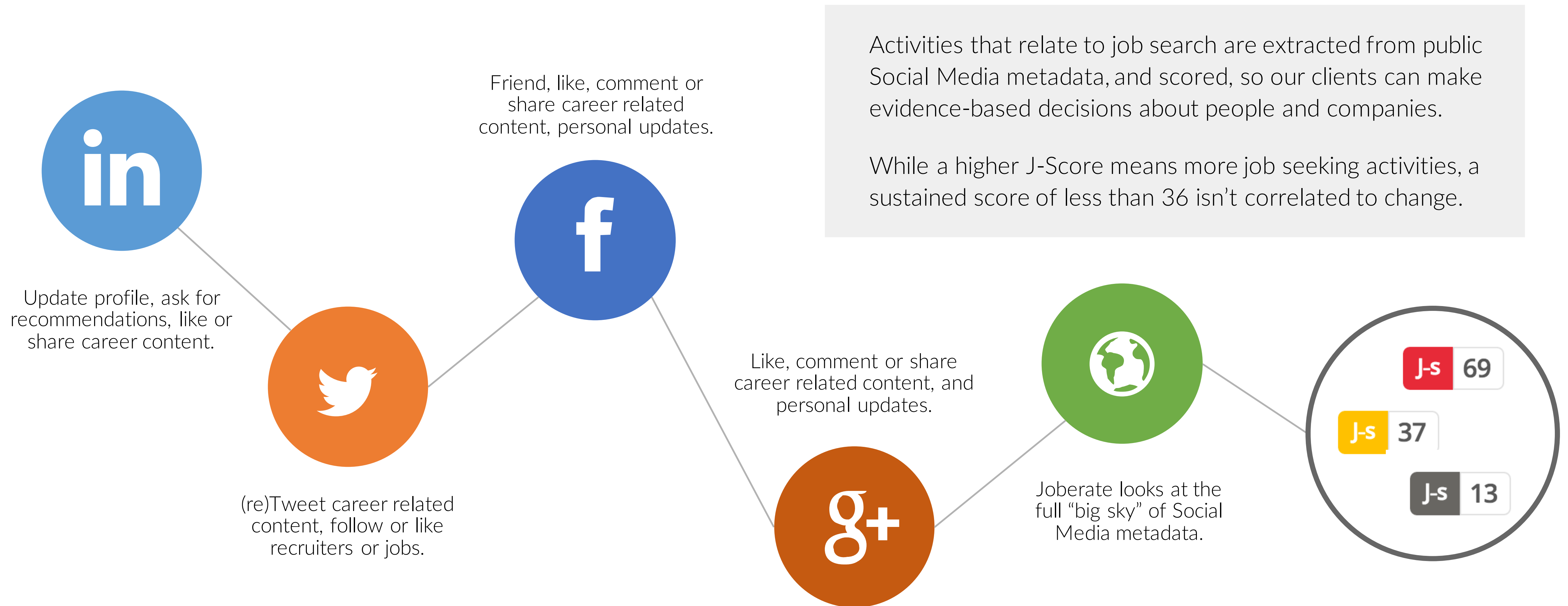
© 2003 Ted Goff www.tedgoff.com

Joberate crawls publicly available Social Media metadata looking for people's job seeking activities, which the platform then converts into a simple analytic called J-Score™.
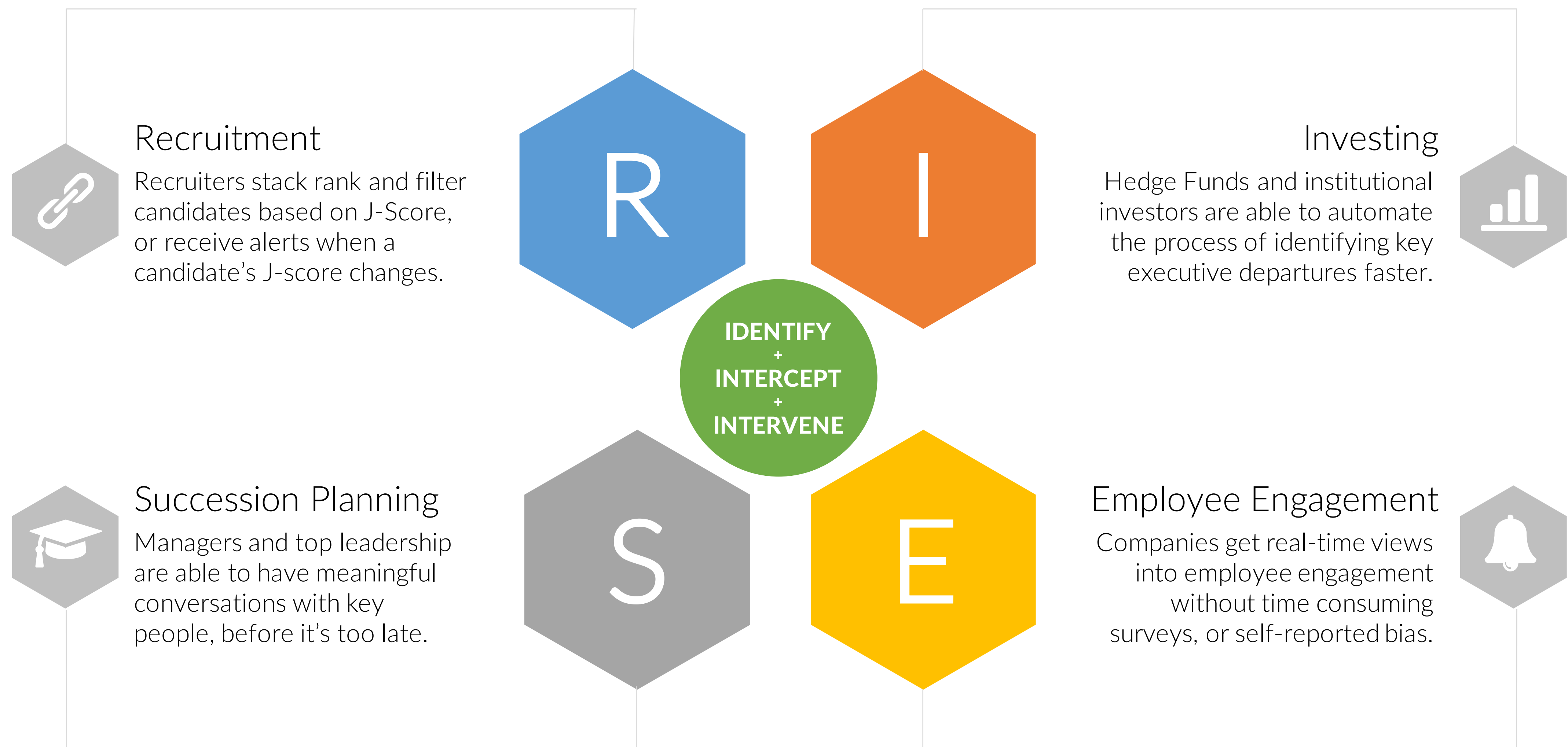
Clients rely on J-Score, and other Joberate data, to make evidence-based talent decisions.

Friend, like, comment or share career related content, personal updates.

Activities that relate to job search are extracted from public Social Media metadata, and scored, so our clients can make evidence-based decisions about people and companies.

While a higher J-Score means more job seeking activities, a sustained score of less than 36 isn't correlated to change.

Update profile, ask for recommendations, like or share career content.

Like, comment or share career related content, and personal updates.

(re)Tweet career related content, follow or like recruiters or jobs.

Joberate looks at the full "big sky" of Social Media metadata.

J-s 69

J-s 37

J-s 13

Application of J-Score Solves Persisting Challenges

Recruitment
Recruiters stack rank and filter candidates based on J-Score, or receive alerts when a candidate's J-score changes.

Investing
Hedge Funds and institutional investors are able to automate the process of identifying key executive departures faster.

R **I**

IDENTIFY
+
INTERCEPT
+
INTERVENE

S **E**

Succession Planning
Managers and top leadership are able to have meaningful conversations with key people, before it's too late.

Employee Engagement
Companies get real-time views into employee engagement without time consuming surveys, or self-reported bias.

Career Sites

Job boards and other career sites have amassed a significant amount of information they can mine.

Enterprise HRIS

Enterprise HRIS platforms have ongoing access to internal company HR data about its employees.

Big Data

Big Data companies have significant infrastructure to develop, market, and commoditize analytics.

Startups

Startups have limited constraints to experiment with product ideas, and access to capital to execute.

Most competition today is adjacent or indirect, but as the HR Analytics space continues to heat up, and solutions mature, it is likely that direct competitors will emerge.
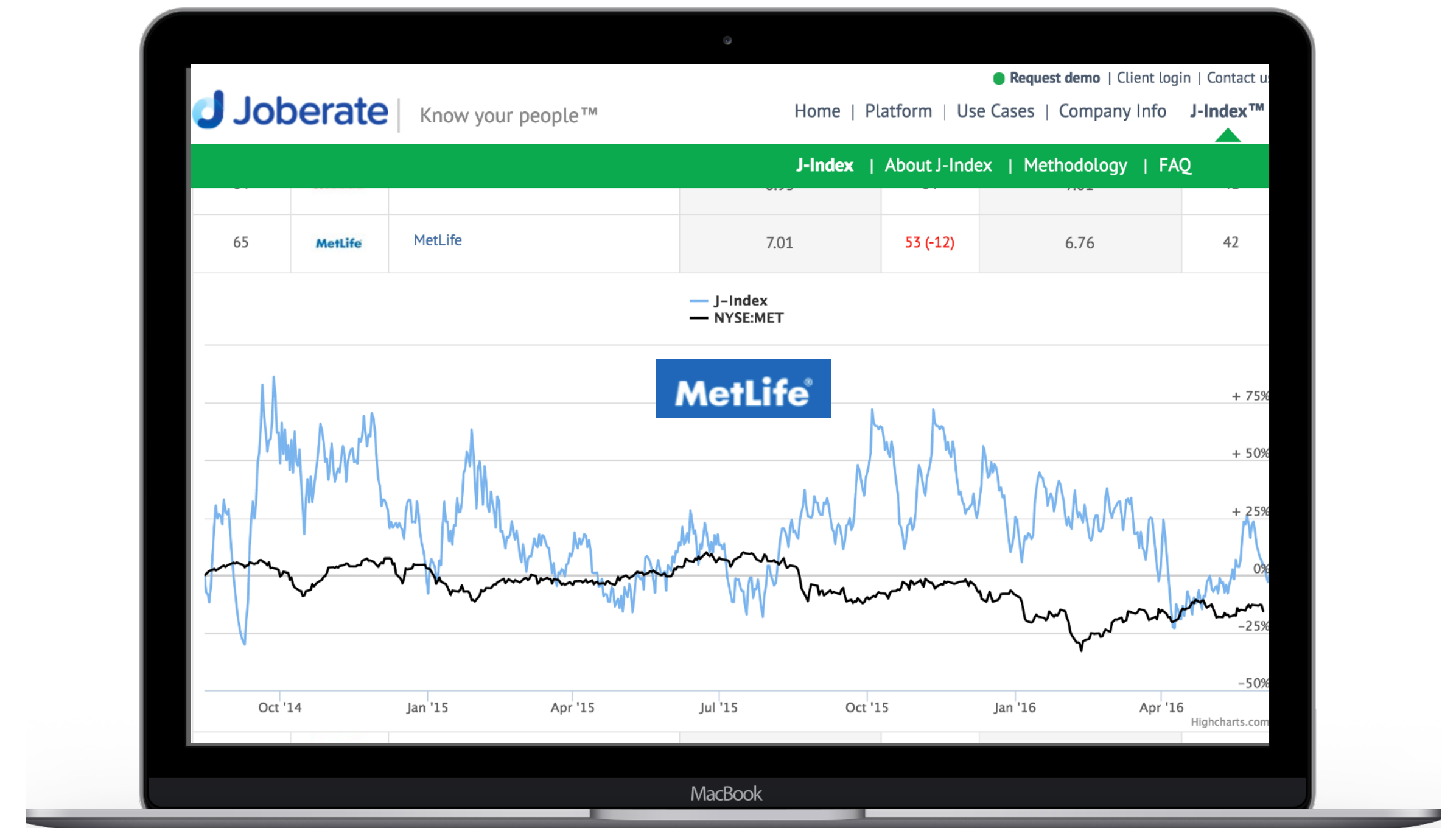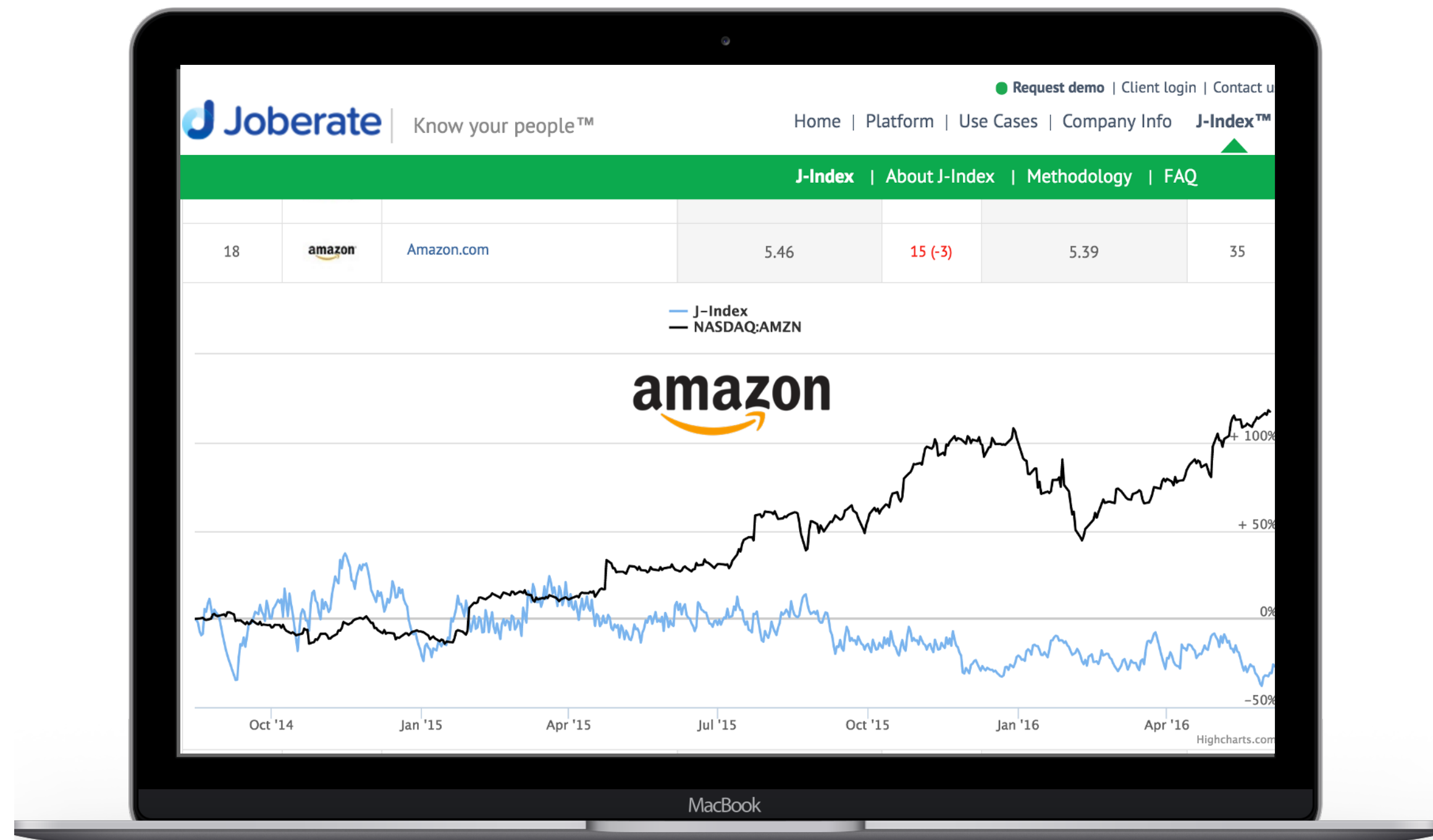
J-Index™ illustrates the relationship between a company's J-Score and its stock price.

Companies now have evidence that J-Score is a leading indicator of their financial performance.

People behind the Stories

We are absolutely thrilled to have some of the world's largest companies as our clients, and we're equally indebted to the brave leaders within those companies who staked their reputation by going with Joberate.

Hudson

Microsoft

MetLife

LOWE'S NEVER STOP IMPROVING

alexander mann solutions

" As is sometimes the case with disruptive technology, many "pioneering" clients aren't comfortable sharing their affiliation with a startup until some time has passed, but many are, and to them we're grateful!

CLINICAL MAGNET WE KNOW HEALTHCARE

Growing in these four Areas

Our revenue growth is the result of selling current products to more clients, new products to new clients in the HR and Recruitment space, and new products to new clients in new verticals.

Particular transformation will take place in our revenue mix, as we move from primarily licensing a self-service SaaS product, to a more robust platform licensing scheme that offers access to our entire data platform via an API.

Revenue
Our ARR is at $1M+ by the end of 2016, and 5x-6x in 2017.

Number of Clients
Our number of clients is projected to grow to 62 by 2017.

People Directory
Our global people directory will exceed 400m by 2017.
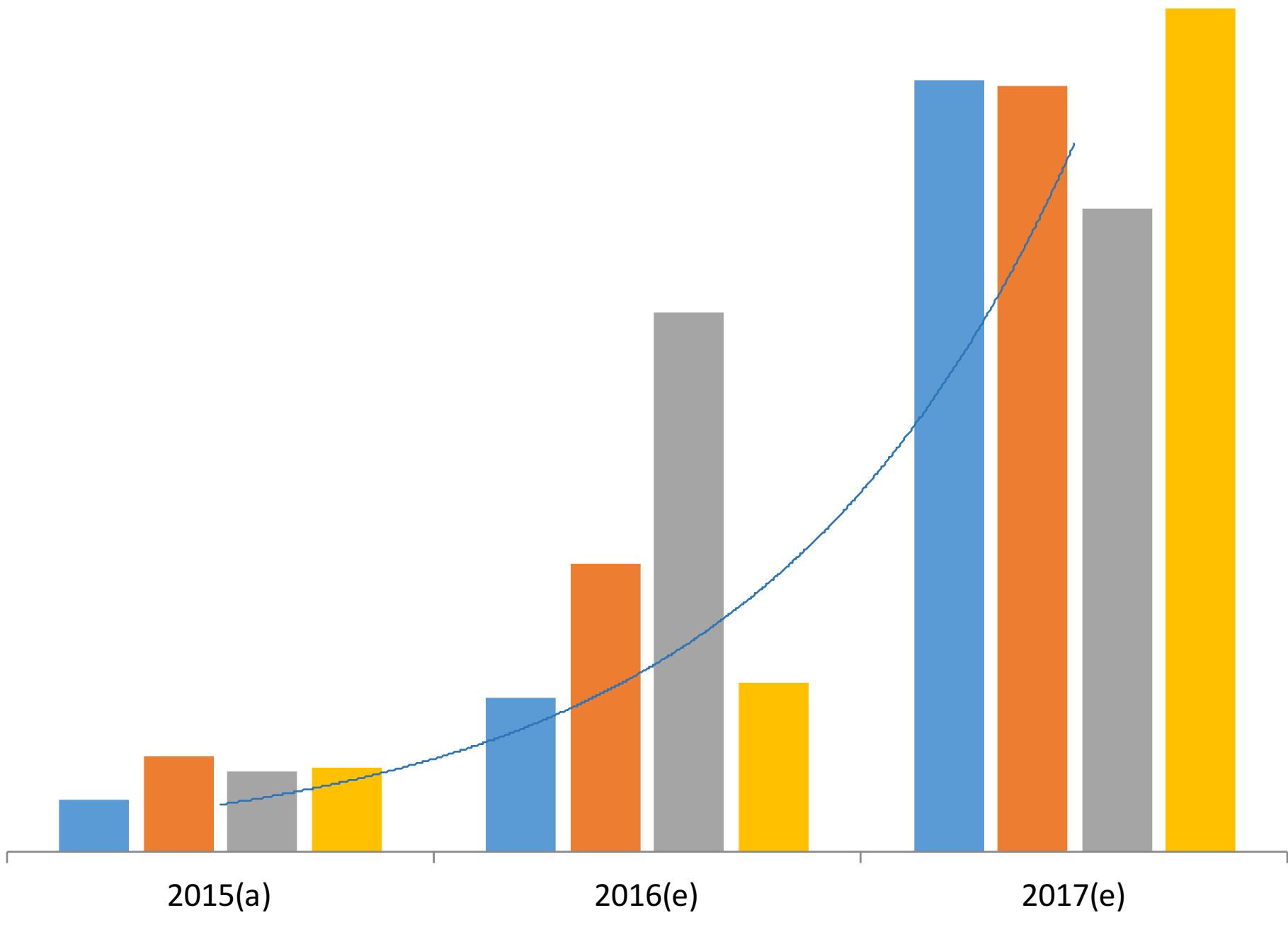
Average Daily Scores
Average 4m unique J-Score calls daily through our API by 2017.
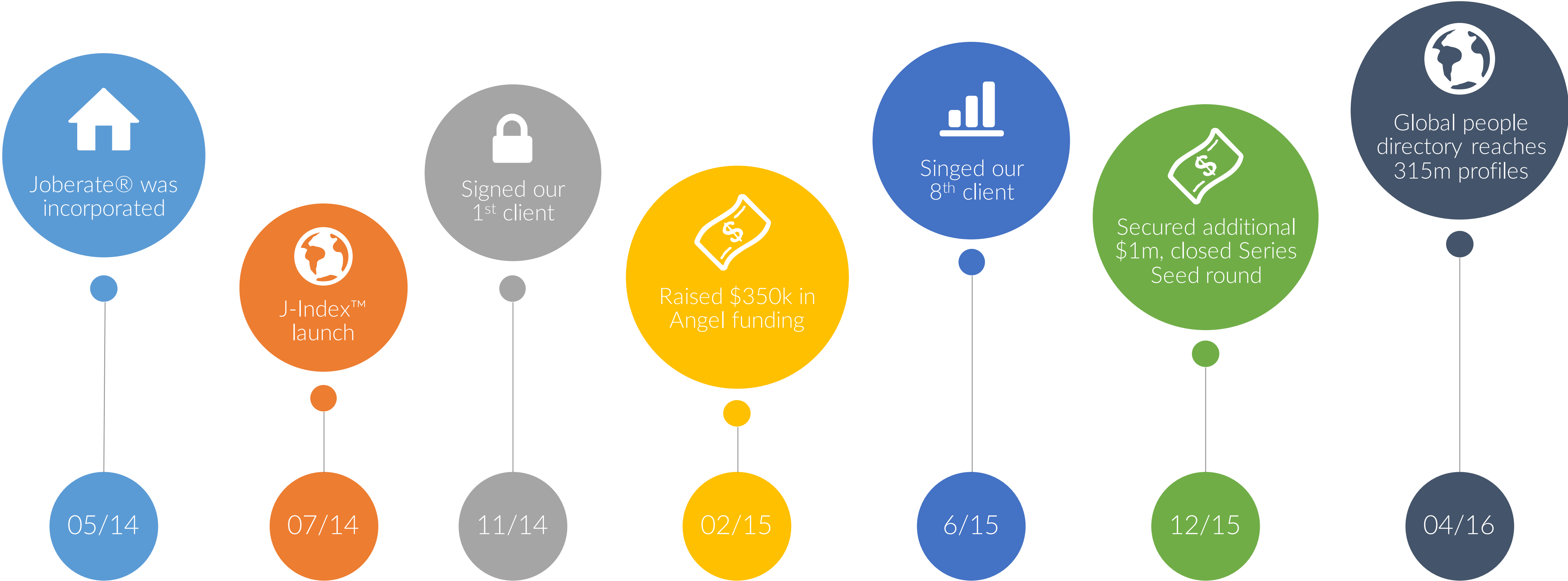
Our Analysis

+400% Revenue growth is accelerating, as is deal size, which combine to fuel strong growth.

Joberate will experience significant revenue, client, and system utilization growth across all our key benchmarks by 2017.

2015(a)   2016(e)   2017(e)

Michael Beygelman
Co-founder, CEO

- President of Global RPO at the Adecco Group (ADEN)
- COO at Careerbay.com
- Chairman at Acies (ACIE)
- Public, Private, Startup

Aki Kakko
Co-founder, Ecosystem Growth

- Serial entrepreneur
- Founded Kiitos, Candarine, and Global HRU
- Named top 10 Social Media influencer in HR

Audrey Bilsborrow
Vice President, Sales

- Sales Director at Wanted Analytics (acquired by CEB)
- Business Development and Sales at TIBCO, Spongecell, and Scout Media

Josh Blumenthal
Chief Technology Officer

- Managing Director at Metropolitan Media
- CTO at Careerbay.com
- Vice President, Technology at Thinkdirectmarketing

Our Current Investors

Dan Frawley
Head of CEB Ventures

Maciek Noga
CIO, Grupa Pracuj

Elliot Clark
CEO, SharedXpertise

Kevin Quinn
Retired Co-Head of Technology Banking

We closed a total of $1.35m in our Series Seed round.

We are now starting the process of syndicating our Series A round.

Core HR, Recruitment

HR Technology market is $8.6b, and it's growing more than 4% per year. Workforce analytics is the fastest growing segment.

Consumer Marketing

Joberate's unique ability to identify trends could propel the company to participate in a $6.5b space, with a CAGR of 25.2%.

Financial Services

Fintech has garnered $23.5b in investments in 2015, and is poised for continued growth, fueling a $4.7t industry.

Econometrics

An emerging area of focus for IT and Analytics; government agencies and economists are looking for timely data about the workforce.

Joberate's platform is proving to have elasticity in application. Clients continue to invent new ways of using the data.

Our aspirations are big. We are aiming to have more than 1b unique profiles in our platform, with a J-Score, by 2025.

Keep in touch with us

Our mission is to help society better understand the job seeking behaviors of the global workforce.

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