HigherMe

MY STORY

I'm Rob, and I used to own 7 ice cream stores.

It amazed me how ***haphazard and antiquated the*** hiring processes were in the retail & hospitality industries.

Some stores got lots of resumes – but ***wasted tons of money and time*** on high turnover and bad employees.

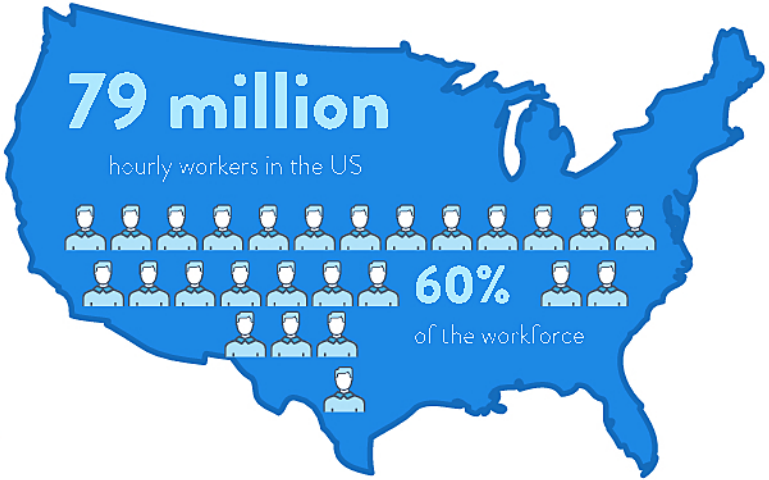
Other stores ***struggled to get anyone to apply***, and were always hurting for candidates.

It all made me realize that ***there had to be a better way.***

Hourly workers are

1/2 OF THE ECONOMY

own a smartphone



50% higher turnover than the general workforce.
Food & beverage turnover cost = $6,000/hire (Cornell Study)

42% of them make less than $15/hr

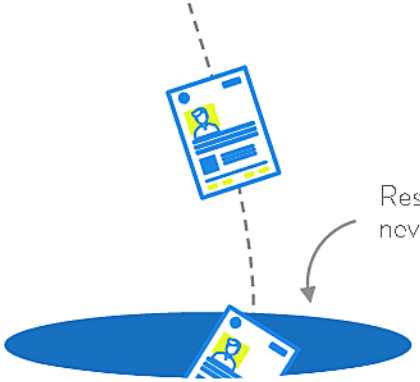
Fully-loaded economic cost of service-sector turnover is $200 Billion+
(50 million workers x 73% turnover x $6,000+ / hire = $219 Billion)

PROBLEM

FOR APPLICANTS

IT SUCKS!

Applying to 100+ jobs, filling out paper application forms, doing 45-minute applications, never hearing back



EMPLOYERS

RESUMES

Tell you nothing about whether a candidate will be a good fit!

SMALL OPERATORS

All hiring tasks are done manually, so lots of time gets wasted

HIGH TURNOVER

Constant problem, massive expense. Labor / headcount is the biggest line item in hospitality.

NO TRAINING OR DATA

Hiring is usually done at the store level, by a manager with no HR training – baking pizzas and interviewing candidates! Minimal or no data-driven decision making

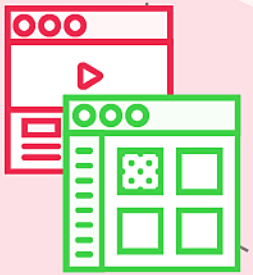
LARGER OPERATORS

Piecing together 10+ different clunky not-mobile-friendly solutions for recruitment, screening, assessments, hiring, onboarding, paperwork, etc.

HIGHERME SOLVES THIS

HIRING SOFTWARE

- Candidate dashboard
- Predictive Analytics (Retention & Performance)
- Video cover letter
- Customizable assessments
- Branded careers page
- Text-to-apply & Interview scheduling modules
- Paperless onboarding
- Tax Credit Screening



SPECIALIZED CANDIDATE NETWORK

=

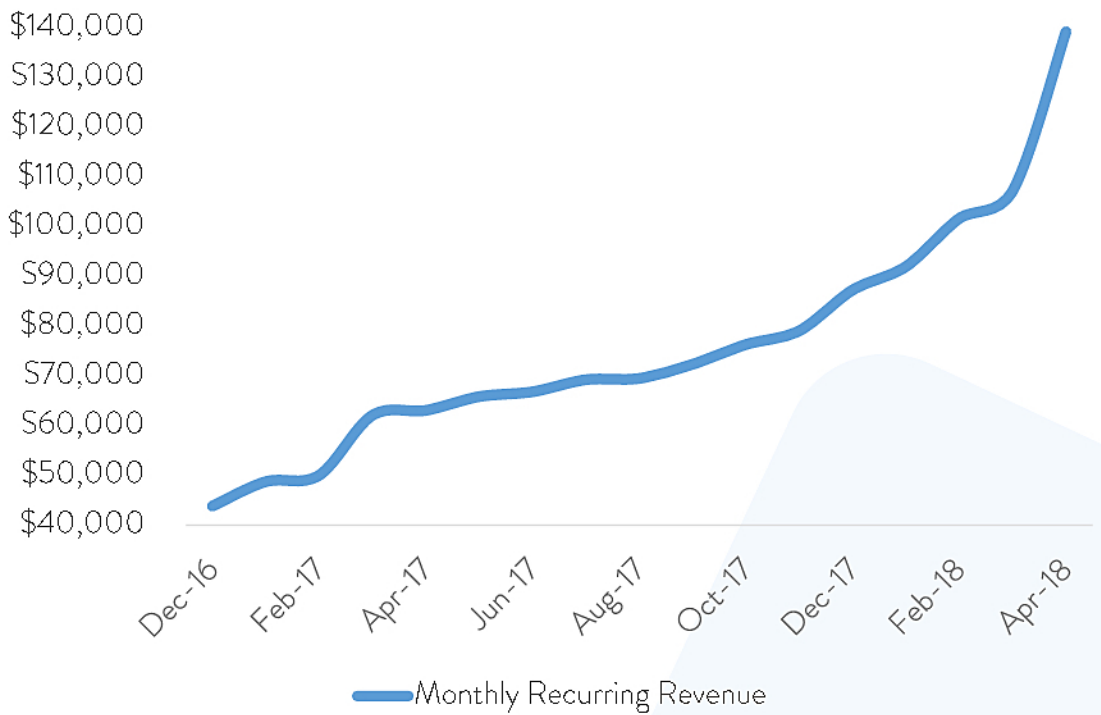
Talent Pool, a curated "AngelList Jobs for retail & hospitality" with industry-specific matching that lets employers reach out directly to candidates

REDUCED EMPLOYER COST

THE BEST APPLICANTS

INCREASED RETENTION

MRR HAS GROWN 3.5X IN 16 MONTHS



GREAT PARTNERS

Dunkin' Donuts

California Pizza Kitchen

Panera Bread

McDonald's

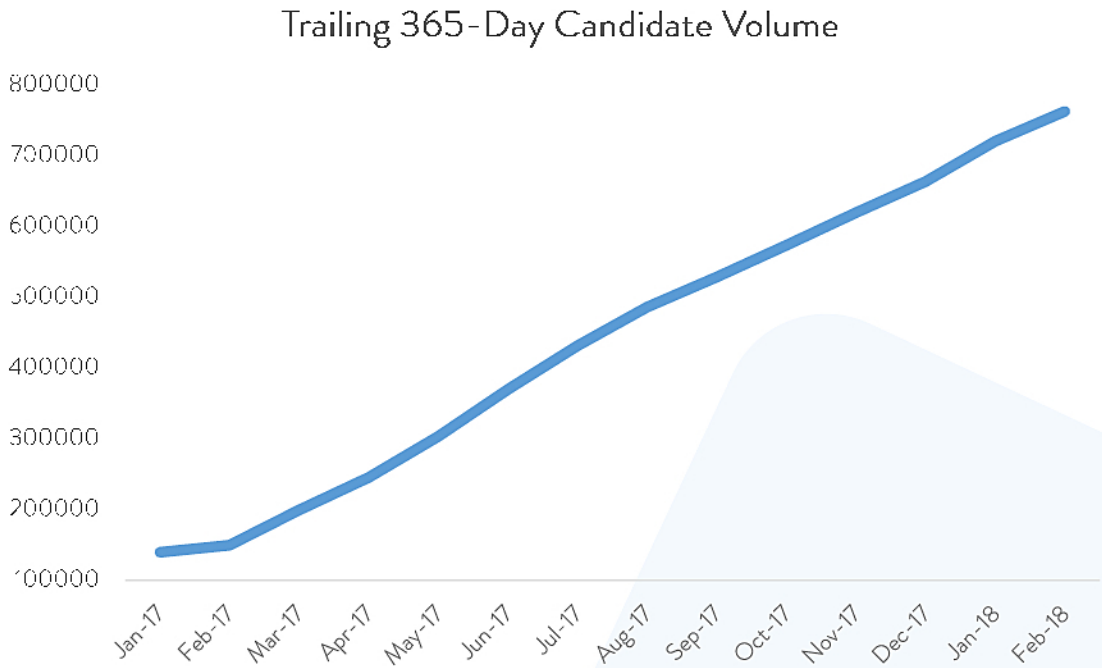
White Castle

Firehouse Subs

Arby's

Domino's Pizza

CANDIDATE FLOW HAS GROWN 8X IN THE LAST YEAR



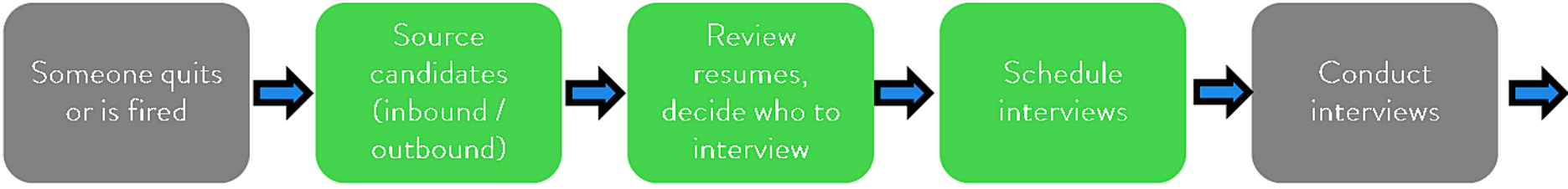
Monetizing this candidate growth is a key focus for 2018

WHY NOW?

"Perfect storm" of labor market challenges and impacts:

- **INDUSTRY GROWTH:** Sales up 36.1% since 2010 and employment up 26.4%
- **LABOR CONSTRAINTS HIGH:** Increasing wages, low unemployment, decreasing immigration
- **JOB SEEKER INTEREST LOW:** Down from 75% of employer demand in 2013 to 50% in 2017
- **INCREASING TURNOVER:** up from 56% in 2010 to 73% in 2016 (compared to 5% increase economy-wide)
- **SHIFT TO DIGITAL:** online recruitment increasing by 6% annually through 2020 (higher in food/beverage)
- **SHIFT TO MOBILE:** 80% of people 16-34 used a mobile device for their job search in 2014

HIRING WORKFLOW – HIGHERME



Now

Soon

Eventually

WORKFLOW INTEGRATION
= STICKY
= UNIQUE INSIGHTS

WE HAVE FIGURED OUT CUSTOMER ACQUISITION

Drip Email Campaigns	Outbound Cold Calling	Referral & Network Expansion	Trade Shows & Conferences	Paid Media & Advertising
Cost-effective, highly scalable	A focus for medium-larger prospective clients	Franchises = Powerful networks	Still a huge channel in this sector	Facebook, LinkedIn, Direct Mail
Proprietary sourcing of prospect emails	The source of many early large customers	Viral Growth: Firehouse Subs & Dunkin' Donuts	Industry is very relationship driven	Promising early results
Currently our #1 method for selling	Fits this industry – not everyone is tech-savvy	Not limited geographically	Great ROI from early initiatives	Our email lists = easy retargeting

LTV: $19,917 per customer

CAC: $3,154 per customer

LTV / CAC: 6.3 X

HOURLY RECRUITMENT: RECURRING SAAS REVENUE

Platform Access

$50-$200

/month
per location

Average Customer Size

$520

/month

TEAM

ROB HUNTER

CEO, Co Founder

Owned 7 Marble Slab ice cream stores.
Previously Data Scientist @ Mobee.
Babson MBA, Ivey HBA

JEF CHEDEVILLE

Head of Engineering, Co Founder

Previously Co-Founder @ Mobee, acquired in 2017 by Wiser.
Epitech Software Engineering (Valedictorian), UC Berkeley Masters

STEPH MORGAN

Chief Revenue Officer

VP of Sales & Co-Founder @ TalentEgg, Canada's top millennial recruitment solution by market share.
Acquired in 2015.

Y Combinator

THE NEXT 18 MONTHS

- **PRODUCT DEVELOPMENT:** We'll continue to build our product team, particularly focusing on adding additional machine learning & artificial intelligence functionality
- **SALES TEAM EXPANSION:** We have a proprietary way of acquiring warm leads, and have enough coming in to continue to grow the sales team quickly and efficiently
- **TRADE SHOWS & MARKETING:** Doubling down on channels that have been initially successful – particularly trade shows – will be critical for our growth.
- **PARTNERSHIPS & ENTERPRISE:** Strategic alliances represent a huge opportunity in this industry. Greater enterprise sales focus will lead to more White Castle's.