

Higher me

## 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*.



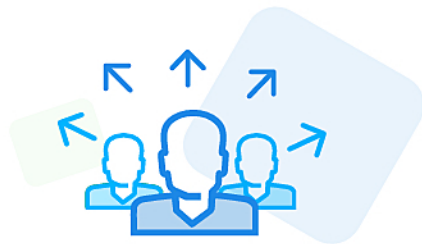
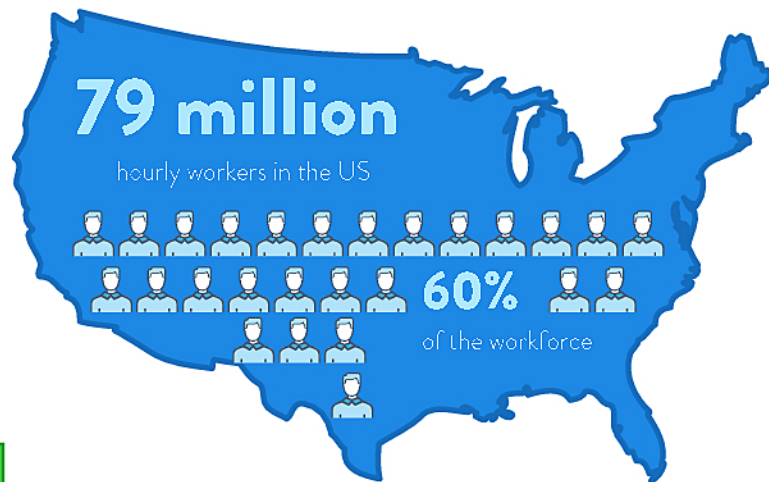
# Hourly workers are **1/2 OF THE ECONOMY**



own a  
smartphone



**42%** of them  
make less than  
\$15/hr



**50%** higher turnover than the  
general workforce.

Food & beverage turnover cost =  
\$6,000/hire (Cornell Study)



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



Resumes often hit a “black hole” and  
never get looked at again!



## RESUMES

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



## 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

## SMALL OPERATORS

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



# EMPLOYERS



## HIGH TURNOVER

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



## LARGER OPERATORS

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

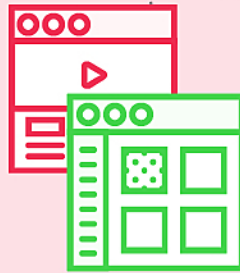


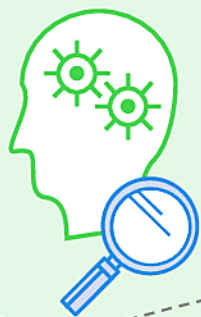


**HIGHERME SOLVES THIS**

# 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**



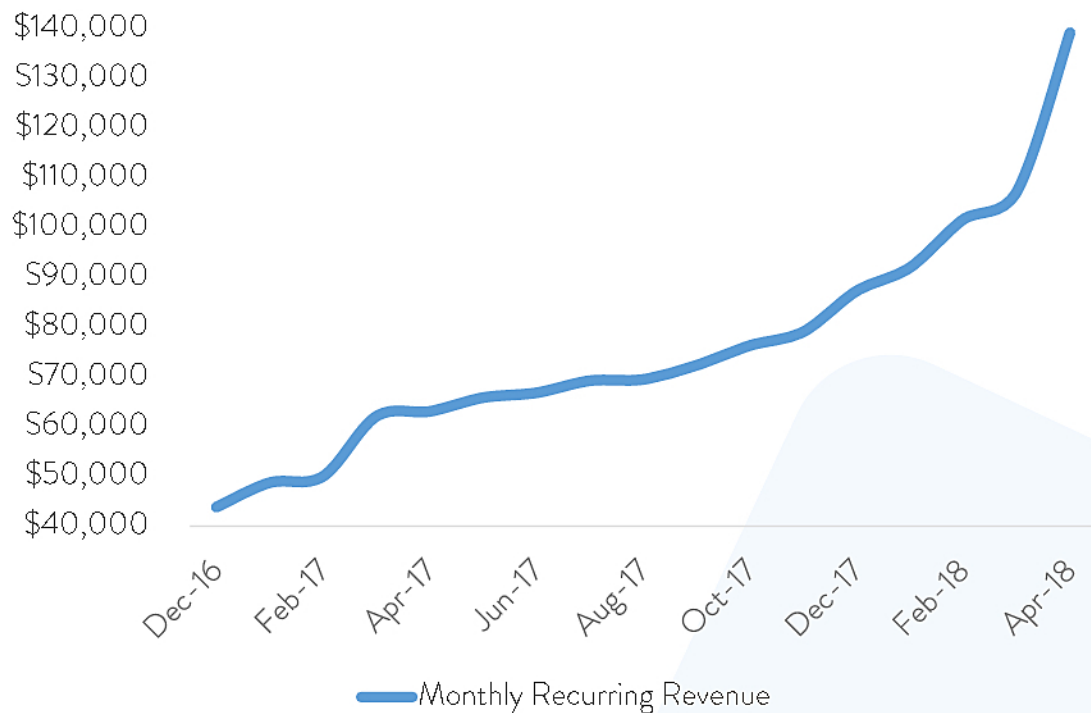
**THE BEST APPLICANTS**



**INCREASED RETENTION**



# MRR HAS GROWN 3.5X IN 16 MONTHS

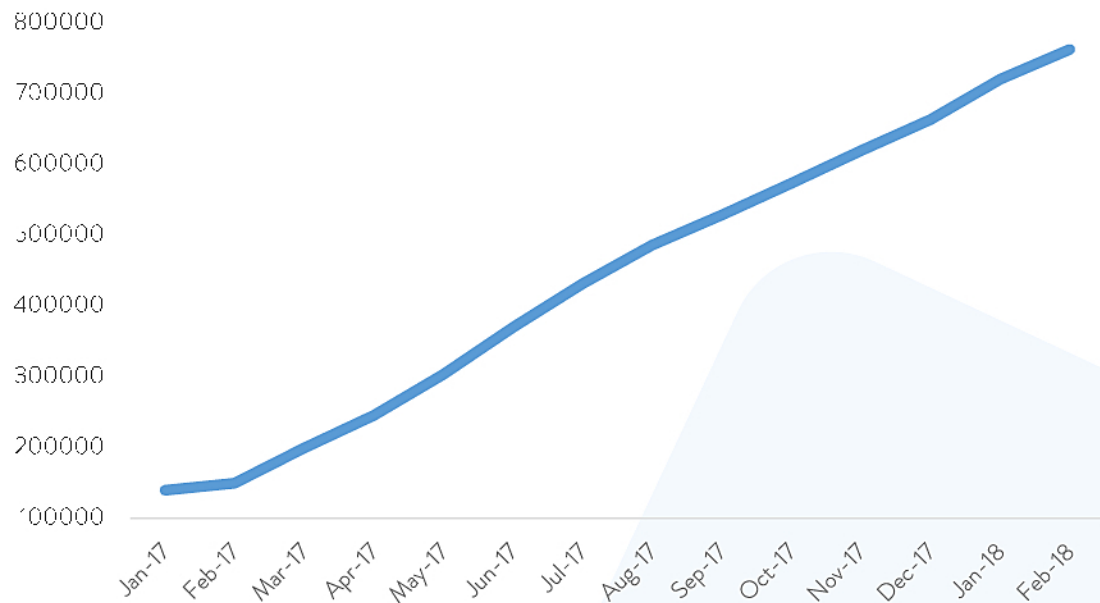


## GREAT PARTNERS



# CANDIDATE FLOW HAS GROWN 8X IN THE LAST YEAR

Trailing 365-Day Candidate Volume



**Monetizing this  
candidate growth  
is a key focus for  
2018**



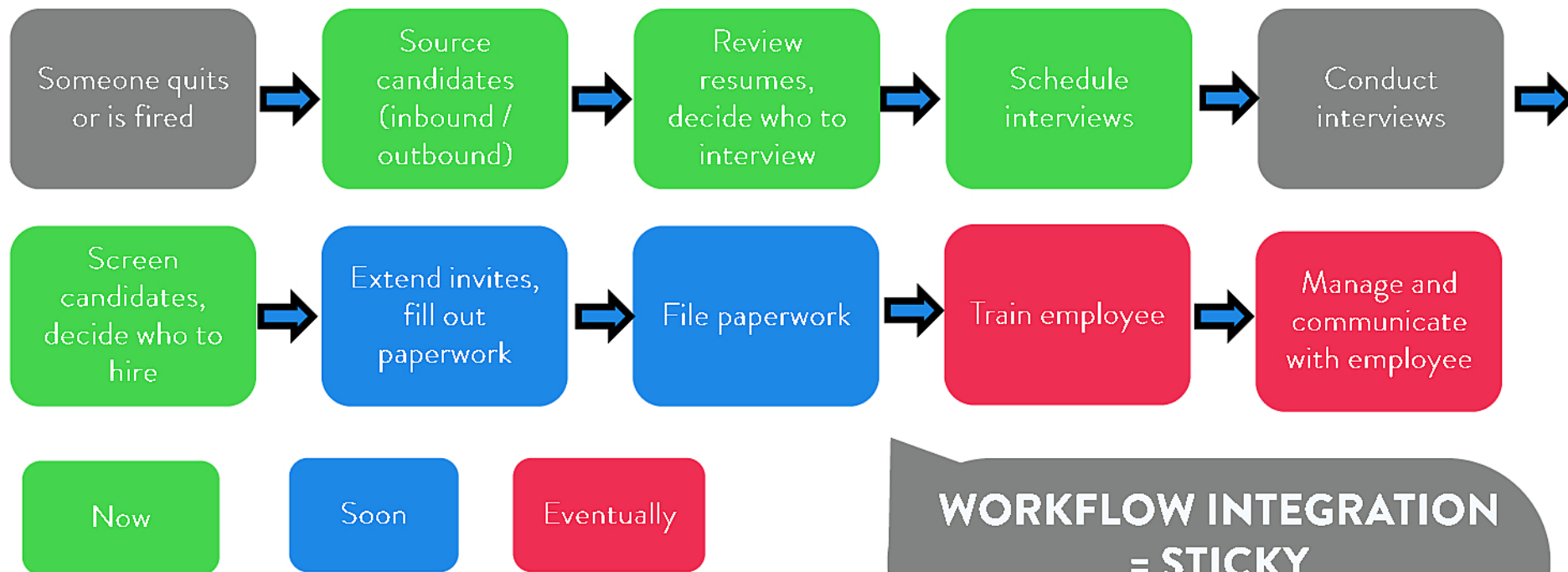
## WHY NOW?

“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



**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.



# 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.