

# Ohos

Comparative crowd-sourced performance feedback  
SaaS platform



Kill the dreaded periodic performance review  
Promote and recognize the right people, and  
Accelerate performance improvement

# Problem 1

Companies promote the wrong people resulting in a poor leadership pipeline, poor performance, detrimental cultures, and higher employee turnover

**Cause 1:** Companies do not have an effective way to differentiate subject experts from actual leaders

**Cause 2:** A top down talent review model only shows good followers and doers, not good leaders or managers

68%

of managers don't like being a manager

- Barrett-Koehler, 2011

60%

of managers fail in the first year

- Ashkenas, 2015

87%

of companies rate retention as an important imperative

- Deloitte Global Human Resource Trends, 2015

no.1

reason good people leave is a bad manager

# Problem 2

Individuals do not get the regular feedback they need to accelerate their career or improve the performance of the company

**Cause 1:** Companies adopt a periodic review processes instead of tools for ongoing feedback

**Cause 2:** Employees lack normative comparison to know where they are lagging or leading their peers

**Cause 3:** Feedback is often provided infrequently, inconsistently, and without a connection to resources to improve

**60%** of employees want more points of feedback

**56%** of employees lack regular feedback all together

**51%** of managers say they do not have time to do it well

# The Solution

REAL-TIME crowdsourcing to provide multi-rater validated feedback and performance trends to create predictive analytics that will:

- Improve retention
- Monitor individual engagement
- Eliminate lengthy and contentious leveling or rating calibration processes
- Promote the right people
- Recognize subject matter experts and spread expertise
- Distinguish between high performers and actual leaders
- Simplify succession planning
- Match development resources to those who need it most
- See individual performance compared to peers

**The Difference of Ohos:** Most HR tech just automates older models. We're evolving.

# A few highlights

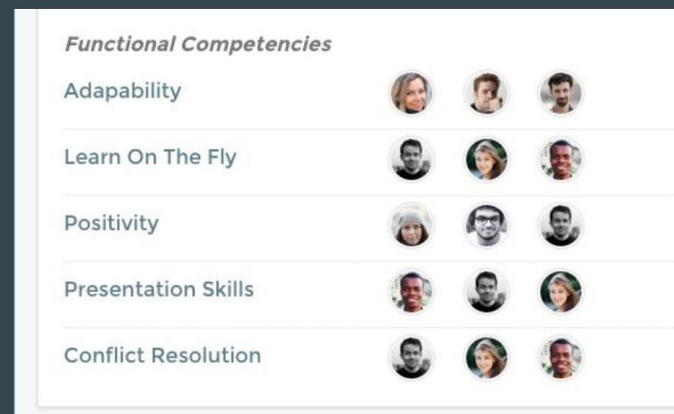
See real-time performance trends by rater group



Recognize real leaders  
(the people others want to follow)



Find your go-to experts by competency/skill  
And simplify succession planning



Watch the demo video at  
[www.myohos.com/overview](http://www.myohos.com/overview)

*\*actual screenshots from our conceptual site*

# Market Opportunity

10% of Fortune 500 companies have ditched traditional performance reviews since 2014 including: Adobe, IBM, GE, Microsoft, Dell, Accenture, Gap, Medtronic, Deloitte, and others.

Another 70% are looking for a better way

10% (abandoned traditional reviews)  
+ 70% (considering a new way)  
**80%** of companies want a better solution

# Initial Target Market

**Tech Development** - easy adoption and integration to Agile methodology

**Healthcare** - huge Medicare focus on patient satisfaction and challenging matrix environment

# Target Market Potential

	Tech Dev firms over 25 ee (US only)	Healthcare (US only)
Total User Base	4,500,000	12,500,000
Annual Base Pricing	\$60/user (market av=\$84)	\$60/user
Total Annual Revenue	<b>\$270,000,000</b>	<b>\$750,000,000</b>



# Initial traction

## PAYING beta clients

- 5 clients testing our beta version
- \$2500 in revenue pre-launch for beta test
- All paying for it monthly with over 250 initial users (potential roll out to more)

## Over 20 early adopter clients

- Verbal commitments from 15 and interest from others to test

## Initial logos (beta or early adopter interest)



# Initial traction

**11 early adopter clients** with over  
2000 initial users (potential roll out to 50,000+)

**Client 1** (33,000 employees)

“This solves so many problems with our  
current performance review process.”

-General Counsel/CHRO,  
Noodles & Company

**Client 2** (2500 employees)

“I would kill for this data”

-CEO,  
Larkburger

**Client 3** (50,000 employees)

“This is genius! You just solved succession  
planning for the world.”

-HR Director,  
Cummins Rocky Mountain

**Client 4** (2700 employees)

“Holy shit! Do you have any idea how this is  
going to change things?!”

-HR Director,  
VI Living

**Client 5** (200 employees)

“This is a game changer. Can we have this  
today?”

-HR Director,  
Cloud Elements

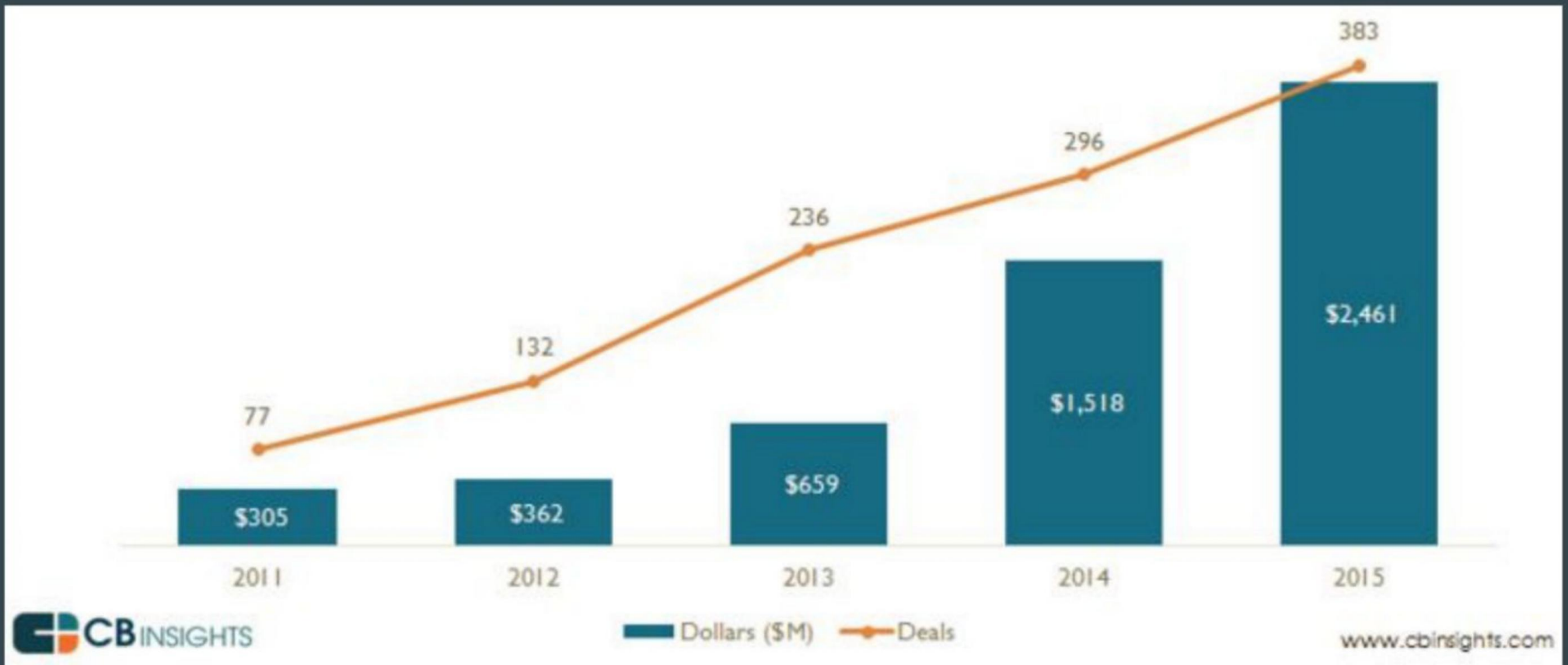


# Unique Advantage

		# of clients*	# of users*	Traditional			More progressive				Innovative			
				Single rater	Static snapshot	Select multirater	Open multirater	Real-time reporting	Development Matching	Continuous Visibility	Peer Comparison	B2C Portable Option	Searchable Database	Industry comparisons
Top Established players (20+ years)	IBM - Kenexa	9,000	30,000,000	●	●			●		●				
	Oracle - Taleo	5,000	25,000,000	●	●					●				
	SuccessFactors	4,200	28,000,000	●	●			●		●				
	Saba Performance@Work	2,200	31,000,000	●	●	●			●	●				
	UltiPro	3,000	12,000,000	●	●									
Newer (average 10 years)	Other Top 15 (Lumesse, Talentia, Cornerstone, Skillsoft, Echospa, Halogen, Talentsoft, Silkroad, reviewsnap, Workday, Technomedia, HR Performance Solutions, TribeHR, Trakstar, Saigun)	23,660	39,650,000	●	●	●			●	●				
Startups (less than 5 years)	Impraise	100	Unknown			●	●	●		●				
	<b>Ohos</b>					●	●	●	●	●	●	●	●	●

\*Global clients and user figures  
Source: Capterra as of Jan 2016

# HR Tech Investment Trends



# Notable Recent HR Tech Exits

Company	Path	Exit Amount	Multiple/Cap
SuccessFactors	Acquired by SAP	\$3.4B	10x
Taleo	Acquired by Oracle	\$1.9B	6x
Kenexa	Acquired by IBM	\$1.3B	4x
Rypple	Acquired by Salesforce	\$60M	20x
Cornerstone OnDemand	IPO March 2011 - (raised \$44.7m prior to IPO)	\$464M valuation	10x
Workday	IPO Oct 2012 - (raised \$832m prior to IPO)	\$4.49B valuation	Angel round \$300M cap

# Current Investment Round

Seed/Angel Round

Crowdfunded target = \$99,999

Provides capital for MVP completion, core team hire, MVP hosting transfer, and ver. 1 start

Funding gets to v.1 revenue and ability for sales and increased development.

# Team



## **Dave Needham - Co-Founder**

*12+ years org and leadership development consulting  
Speaker at DisruptHR and SHRM  
Contributor to LinkedIn's HR People+Strategy  
Previous clients: Boeing, Cummins, Crocs, Vail Resorts, and Nike  
M. Ed. - Colorado State University, Org Performance & Change*



## **Alicia Yanik - Co-Founder**

*15+ years in software engineering  
VP of Software Engineering at Levels Beyond  
Previously VP of Software Development at Roomlinx  
University of Colorado - Boulder*



## **Anne-Marie Coughlin - People Ops advisor**

*7+ years in People Ops with a focus on recruiting and employee lifecycle  
Leads People Ops at RAS & Associates consulting firm  
Previously lead HR efforts at Winter Park Resort and Intellisource  
University of Missouri*



## **Steven Easter - Sr Developer**

*8+ years in Full Stack Developer  
Lead Developer at Levels Beyond/Reach Engine  
Previously of ClickFox, Regis Learning Solutions  
University of Texas - Austin, Metro State University  
Computer Science & Mathematics*



## **Luke Wyckoff - Marketing advisor**

*15+ years in social media marketing and selling into the Talent Development space  
CEO/Founder of Social Media Energy, Wyckoff Consulting  
Previously EVP at JobPlex and Sr. Acct Exec at DDI  
Executive MBA - Denver University, Marketing - Ferris State*



# Mission

Create better performing organizations with enhancing cultures, better leadership, and better talent through ongoing, real-time, validated feedback.

*“Companies need to offer regular feedback, instead of annual performance reviews.”*

- *Saba Global Workforce Leadership Survey, 2015*

# Ohos - because everything else is just hindsight

## Right Team

Industry experience  
Tech development  
Data Analytics  
Marketing/Sales  
People/Culture

## Right Time

80% of companies  
looking to change  
performance  
management process

## Right Advantage

Real-time  
Crowd-sourced  
Comparative  
Portable & Searchable

## Right Terms

\$400,000 ask  
80% discount  
\$4,000,000 cap

## Right Investors

*Get your slice!*

## Right Exit

9x average multiple  
200 HR SaaS exits in  
past 4 years

# Extra - Competitive Market

Company	Focus	Founded	Funding to date	Lacks
Impraise	Peer-to-peer recognition	2012	\$120k (accelerator)	Full 360, leadership confidence score, comparative database, management visibility
TapMyback	Peer-to-peer recognition	2013	\$62.2k (seed)	Full 360, leadership confidence score, comparative database
Zugata	Peer-to-peer recognition	2013	\$3.2M (seed)	Full 360, leadership confidence score, comparative database
7Geese	KPI, OKR goal tracking	2012	undisclosed	Peer feedback, leadership confidence, comparative database, developmental resources
BetterWorks	Goal setting with continuous tracking	2010	\$15M (series A)	Feedback from others, comparative database, developmental resources