peoplewave

Wavebase

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CEO Letter

You have an amazing opportunity

I started Peoplewave with a simple purpose - to make work fair. But it's become so much more than that in a short space of time.

Our business is real. We've been in business since October 2016, creating software that addresses real and significant workplace issues - onboarding new employees, lowering turnover, reinventing performance reviews, managing people better, and unlocking the power of employee (and company) analytics. In this short time, we have amassed over 150 businesses from 15 countries and offices in 4 countries, backed by senior leaders with deep industry experience and impressive business accomplishments.

Phil (Peoplewave's CTO) and I have been working with data for over 20 years each and we've been passionate about the power of unlocking employee data for fairer reviews, greater transparency, and better people management. Evolving our software to incorporate blockchain technology has been long planned and is the next logical step in Peoplewave's growth. It's incredibly powerful and exciting as we already solve problems in people management and employee performance but our new blockchain platform, Wavebase, allows us to break into other parts of HR by completely disrupting pre-employment screening, background checks and the big one - recruitment and talent acquisition. Peoplewave has a US$550 billion opportunity in an industry led by software dinosaurs - SAP, Oracle and Workday.

There are a lot of dubious ICOs out there. We're the real deal. A real company with real customers and a solid track record of building and deploying data-driven HR software effectively. We have an impressive management team and advisers who we know and who are working with us to grow the business.

I believe Wavebase is going to be the dominant player in HR tech and HR blockchain. I'm staking our reputation, company, and your faith on it. It's an amazing opportunity. We're all in - please join us to make work more data-driven, transparent, and above all, fair.

You can read more about Peoplewave at **www.peoplewave.co** or get more information on our ICO at **www.peoplewaveico.io**

Damien Cummings
Chief Executive Officer
Peoplewave

Introduction

The plan is simple. To change the world of work by putting people first. The Peoplewave team is motivated by making work fair. Outside of this, Peoplewave will be the biggest company in HR on the blockchain.

"Peoplewave is growing fast and changing the game for HR leaders and employers. We're looking to shake up how HR is managed and focus on putting people first. At the same time, we've got massive growth ambitions. We plan to be a billion-dollar business within three years and to absolutely disrupt how people use and benefit from employee performance information - revolutionising recruitment, background checks, onboarding, performance reviews, employee development, and people management."

- Damien Cummings, CEO

Peoplewave has established products for new employee onboarding (First 100 Days) and data-driven appraisals (Performance Wave). The third product, HR Command Centre, is an analytics suite that unlocks the power of company and employee data. All of these current tools will integrate into Peoplewave's new blockchain platform, Wavebase.

Wavebase tackles one of the greatest problems in HR - authenticating an employee, their performance, their history, and their information across multiple companies, roles, and managers. The full list of verified data is significant with huge implications for employers and the HR industry. For the first time ever, an employee will now has access to their data on the blockchain. So does their employer, as well as the government, recruitment agencies, and future employers.

Imagine the power of being able to search for a new recruit based on their monthly performance data, whether they were a people manager or not, the level of skill they have and their overall rating by their peers, colleagues, customers, and manager. That's the revolution Peoplewave is leading, for which ICO funding is needed.

### Our Purpose

Put people first in people management.

To bring fairness, transparency, data-driven decision making, & humanity to the workplace.

Company History

Peoplewave was started in Singapore in January 2017 by Damien Cummings, who was later joined by Phil Aldridge as Chief Technology Officer and co-founder.

Damien Cummings, Chief Executive Officer, tells the story of how the company was founded. "I was a corporate high flyer having spent over 20 years in marketing and digital transformation leadership roles with big brands. My last role was Global Head of Digital for an international bank, working in Singapore. But it all came crashing down. I can't forget how it happened – the previous month my boss suddenly retired, and a new department head was quickly and unexpectedly ushered in. I remember I was supposed to have to my first official one-on-one meeting with her. I walked in to the meeting room to see a HR person in the room too. I was told my job was made redundant and I was asked to leave. It was shocking and soul-destroying. But in that moment, something become very clear. Work isn't fair. HR was not transparent and I wanted to change this. To disrupt and reinvent how HR and people management is done, making it more transparent, data-driven, and fairer to both the company and employee. This was the catalyst that gave birth to Peoplewave."
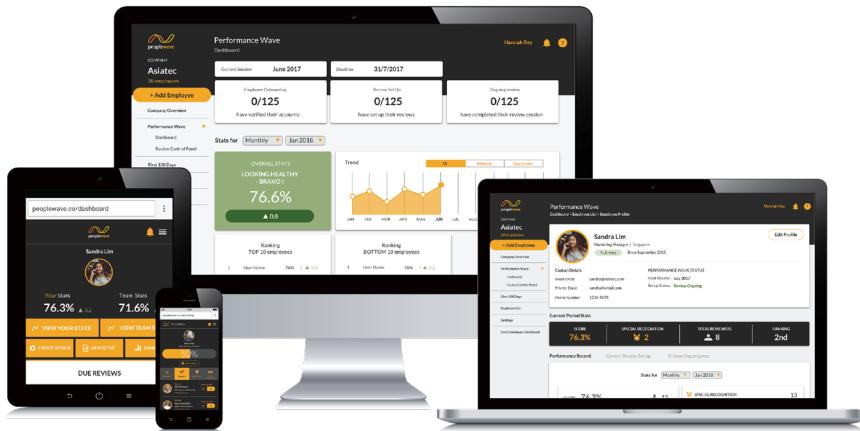
Peoplewave's management team used this catalyst to tackle one massive workplace issue - measuring and managing employee performance in a transparent and data-driven manner. This has led to the successful launch of two cloud-based software products: First 100 Days (new hire onboarding) and Performance Wave (data-driven continuous performance appraisals). But this was only the beginning. Once Peoplewave unlocked the power of company and employee analytics, the company quickly realised that, when integrated with blockchain technology, this data had the power to fundamentally transform the HR industry.

October 2016	**Peoplewave incorporated in Singapore (as a Pte. Ltd. entity)**
January 2017	**Began commercial operations**
February 2017	**Software products validated with over 40 C-level business owners and 40 HR leaders across Asia Pacific**
April 2017	**Phil Aldridge started as co-founder and CTO**
	Launched global HR survey to over 300 senior HR professionals worldwide
May 2017	**Hired Aurelia Jessica and Francis Claide Magallen to lead UX & Creative and front-end web development**

| September 2017 | **Launched "Performance Wave" software** |

| October 2017 | **Appointed Yeng Wai Leong as Vice President of Product Management** |

December 2017	**Raised US$500,000 in seed money**
	Peoplewave named "Top 50 Most Promising Enterprise Start-ups in Asia Pacific" by CIO Outlook Magazine
	Launched "First 100 Days" software

| January 2018 | **Opened Peoplewave Philippines, launching its Tech Lab in Davao** |
| | **Appointed Micky Lin as Vice President of Marketing** |

| February 2018 | **Peoplewave has grown to 19 people across 4 countries** |
| | **Acquired an average of 3 - 6 customers per day** |

March 2018	**Opened Peoplewave Australia & New Zealand**
	Acquired over 150 customers
	Appointed Eugene Lim as Chief Investment Officer, leading the ICO
	Peoplewave was named "Top 20 Hottest Singapore Start-ups" by Singapore Business Review

Current Peoplewave Solutions

Peoplewave advocates fairness and transparency in the workplace through our suite of data-driven solutions for employee onboarding (First 100 Days) and performance review (Performance Wave).

First 100 Days - Onboarding

The onboarding solution - First 100 Days - provides new employees with a structured onboarding experience that removes the ambiguity around expectations for a new hire while offering employers and managers an unprecedented ability to monitor how well the new employee is settling in.

With First 100 Days, new employees are guided by a checklist, connected with the colleagues most critical to their success, provided with role clarity around what is expected of them, and also receive feedback on their performance so that there will be no surprises around how they are doing during their probation period. Finally, pulse surveys are taken of new employees and this offers them a channel to voice their feedback too.

Performance Wave - Performance Management

The Problem
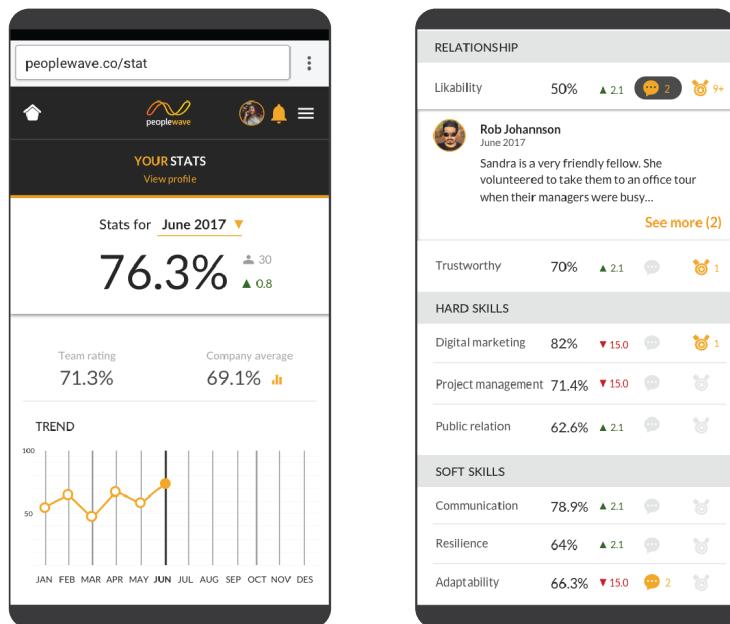
We set out to exponentially improve the performance management process in companies with our second product, Performance Wave. Traditional performance reviews typically occur once or twice a year with only the employee and the manager involved. The objections to this traditional approach have been well documented in both professional and academic literature. The performance of an employee is dependent on a single manager's subjective view and the outcome of the review is founded on a multitude of cognitive biases. In addition, because the reviews are conducted infrequently and at the end of the work year, the usefulness of the feedback is diminished as employees no longer have the opportunity to respond to them. All in, an extremely frustrating and demotivating experience for any employee who probably views the process as opaque and unfair.

The Solution

Performance Wave is designed to address these challenges. As a digital mobile-first solution, Performance Wave significantly improves the performance management process in terms of what is evaluated as well as how performance feedback is collected.

Beyond goals and KPIs

Performance Wave focuses on more than just the employee's Goals or Key Performance Indicators (KPIs). While the tool does assess an employee's deliverables, it is also designed to give the employee feedback in areas such as the employee's **relationships, skills, role purpose**, and **fit**, all of which are equally important measures though often overlooked or unmeasured in traditional reviews. Altogether, employees using Performance Wave can receive quantitative and qualitative feedback on 11 default data points. This broader range of feedback will provide a more complete picture of an employee's performance and engagement in the organisation.

But we recognise that this alone does not adequately fix the problems of a traditional performance review. How performance reviews are done needs to change and Performance Wave does just that. We offer companies the ability to collect frequent feedback from multiple reviewers on every employee. And this changes everything.

Frequent Feedback

One of Performance Wave's main features is the collection of frequent feedback, in this case on a monthly basis. An obvious departure from the traditional performance review, frequent feedback brings several benefits to the performance management process. First, the overall feedback will generally be more reflective of an individual's performance. The increased accuracy of longitudinal data as compare to a single datapoint cannot be overstated. More than that, it will be able to reflect the peaks and troughs in the employee's performance throughout the year.

Second, frequent feedback eliminates cognitive biases inherent in a single-point feedback. The most obvious would be the problem of the recency effect. When a performance review is held only once in a

year, the feedback will be swayed by the most salient memories of an employee's performance instead of examining the entire period of performance.

Third, frequent feedback allows for more developmental conversations to take place where the manager can surface the professional development and needs of the employee at a much earlier time than before. It also allows for managers to track the effectiveness of a learning plan and to make adjustments as necessary along the way. This is currently non-existent or poorly done in most companies who follow the traditional performance management process.

Feedback from more than one perspective

Feedback originating from a single source is fundamentally subjective. In Performance Wave, employees can receive feedback from multiple reviewers, and not just their manager. As shown in Figure 1, there are multiple reviewers. The thickness of the lines reflect the closeness of the working relationship while the numbers show the feedback given.

With more than one reviewer, the quality of the feedback improves significantly and any inherent managerial biases are removed. In addition, because feedback is collected multiple times during the year, Performance Wave is well-placed to support employee evaluation in an increasingly dynamic project-oriented nature of work today. Employees can select the reviewers they have worked closer with for that month instead of being stuck with a fixed group of reviewers who may not be able to provide relevant feedback.

Figure 1: Feedback from multiple reviewers

From Feedback to Insights

Imagine this. A company of 500 employees, with an average of 4 reviewers per employee giving monthly feedback, and from the 19 data points in Performance Wave would generate 456,000 data points in a year. And this does not even yet take into consideration qualitative feedback!

The data collected from Performance Wave is extremely useful and we are able to generate a wide range of insights from it for employers, managers, and employees themselves. At the individual level, we are able to identify and celebrate the strengths of high performing individuals or highlight possible areas of improvement for a team member. This will undoubtedly be interesting information for determining rewards and compensations but it also has the power to help managers decide where performance intervention and coaching is needed in a real-time fashion rather than wait till the end-of-year performance appraisal meeting. From the department or team context, we are able to evaluate the professional relationships between employees and detect if there is a strained working relationship or an excellent productive pairing .

For example, each box-and-whisker in the Figure 2 below contains all of the employee's feedback across all the reviews they have given. From this, it is possible to make observations around the average score given, the spread of scores given, the outliers (both positive and negative), all of which provide insights into how well the team is working together.
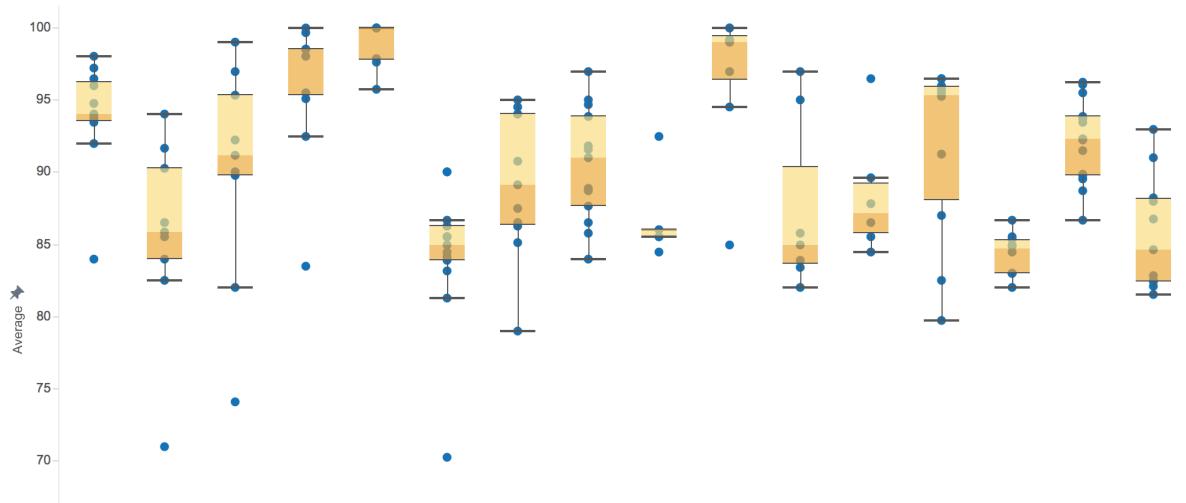

Figure 2: Quality and range of each individual's feedback on others

At the organisation's perspective, we are able to map out the interconnectivity of all the staff and facilitate an organisational network analysis from the data.

Figure 3 below visualises the connections between individual employee pairs. The thickness of the lines represents the strength of the working relationships between individual pairs of employees. From this, business leaders and owners have an overview of who the well-connected employees are and, of greater concern, who the more isolated connections are as well.
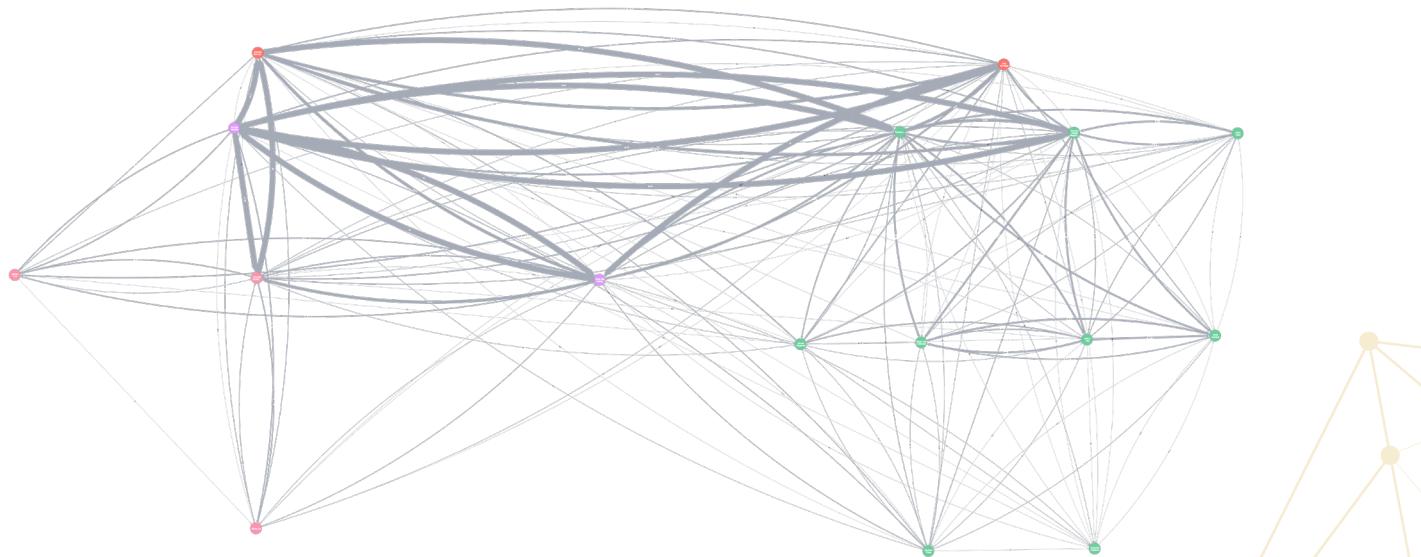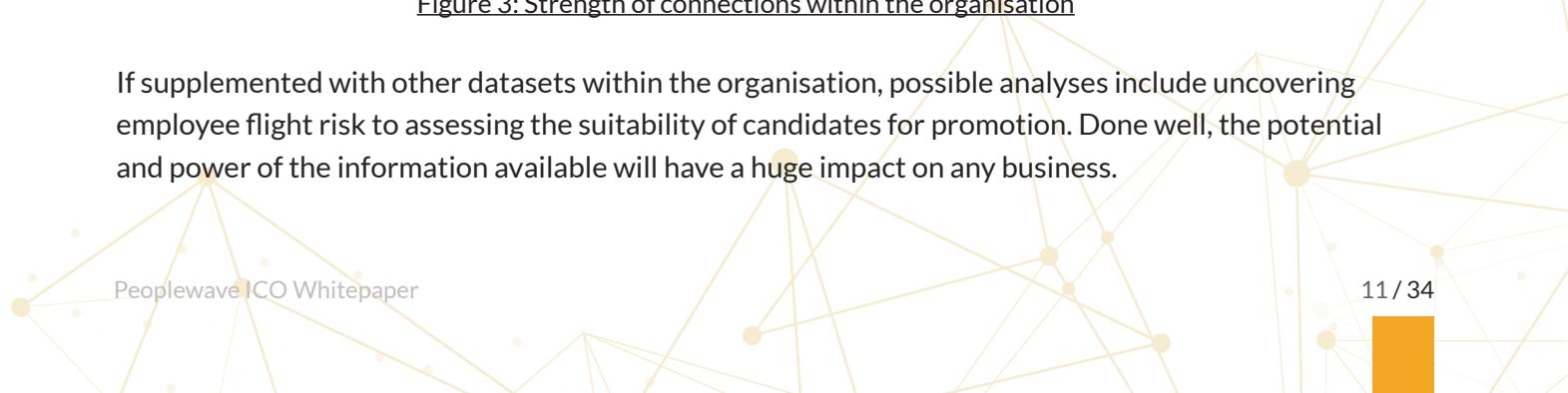

Figure 3: Strength of connections within the organisation

If supplemented with other datasets within the organisation, possible analyses include uncovering employee flight risk to assessing the suitability of candidates for promotion. Done well, the potential and power of the information available will have a huge impact on any business.

Problems that we solve

Together, our two solutions generate one of the most powerful and valuable assets - data. Looking into the future, we hope to unleash the full potential of data by integrating it with blockchain technology. Our goal is simple - to help address some of the frustrations faced by the workforce of today.

1   Data ownership

Who should own your performance data - the company or you? Traditionally, organisations track the performance of employees as part of their review process and store the data in their database. When an employee leaves the company, they take with them their payslips, letters of employment, reference letters etc., but not their performance records! Similar to graduating students keeping their school transcripts for future job applications, employees should also own, or at least have access to, their personal work performance data.

2   Fragmented performance data

An average employee holds ten different jobs before age forty and this number is projected to grow in the future. What this means is that there are potentially ten sets of performance data for each employee being held separately by different organisations. Unfortunately, there is no easy way for employers or employees to access all of these data at the moment.

3   Inefficient background checks

Businesses, small and large, use background checks as a precautionary measure when hiring employees. However, the findings from these checks may not always be accurate or complete, especially if the candidate had worked in more than one state or country. Furthermore, conducting background checks is tedious and time-consuming, resulting in a longer hiring lead time.

4   The lack of impartial data

A CV or resume is essentially a pitch document where candidates sell themselves by sharing their impressive work experiences, marketable skills, and characteristics (e.g. good team player, reliable, hardworking, etc.). Since CVs and resumes are written by the candidates themselves and not by a neutral third party, the value and experience presented in the documents may be exaggerated.

The problems above highlight gaps in how performance data is currently managed and used. In a nutshell, employers are making costly hiring decisions based on one-sided data that could potentially be fraudulent or tampered with.

Peoplewave's blockchain solution: Wavebase

Managing people is guesswork. So is hiring them. It is often left up to biased and untested opinions and never really gets into what matters - how strong were the employees' relationships with their managers, peers or customers? Do they have the right skills? Did they deliver in their job?

Peoplewave is building a blockchain solution, Wavebase, for employers to access accurate and verified data to make faster and better hiring decisions. For employees, Peoplewave provides an easy way for them to safekeep their data, which can be shared securely with others using a personal key. The adoption of blockchain technology ensures that sensitive performance and employment information uploaded on Wavebase remains immutable and secure.

We all know that, traditionally, employers rely on documents such as CVs and resumes to determine the fit of a candidate during the hiring process. With Wavebase, CVs become irrelevant. So does background checks, job boards, and other traditional performance reviews platforms.
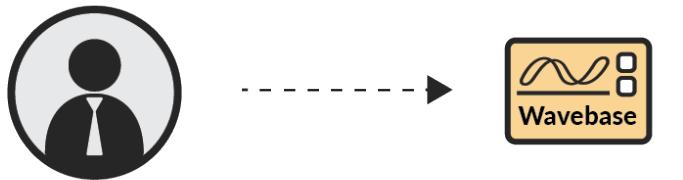
How it works

The diagrams below illustrate some examples of how employees and companies interact with Wavebase. The process starts with individuals creating their personal Wavebase account, and their employers uploading their performance data onto the Wavebase blockchain.

Account Creation and Data Upload
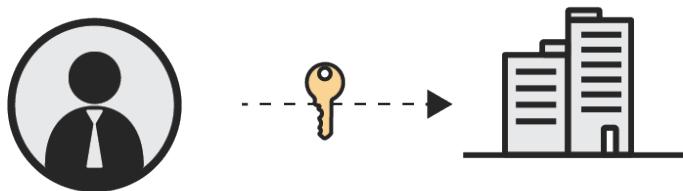
Step 1 :

Employee creates a free Wavebase account

Step 2 :

Employee shares their key with his/her employer for performance data upload

Step 3 :

Employers upload performance data on Wavebase.
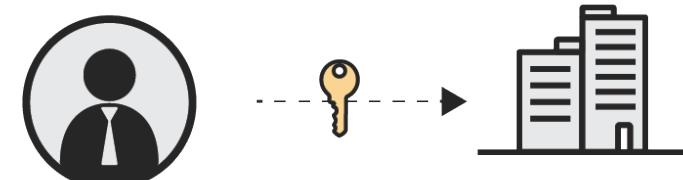
Every time a set of performance data is uploaded, it gets added to the blockchain and tagged to an individual. With their personal key, an individual can access all their performance data stored in the blockchain, and share it with a potential employer at the next job interview.

Accessing Potential Employee Data

Step 1 :

Employee provides key to potential employer.

Step 2 :

Potential employer requests for information from Wavebase.
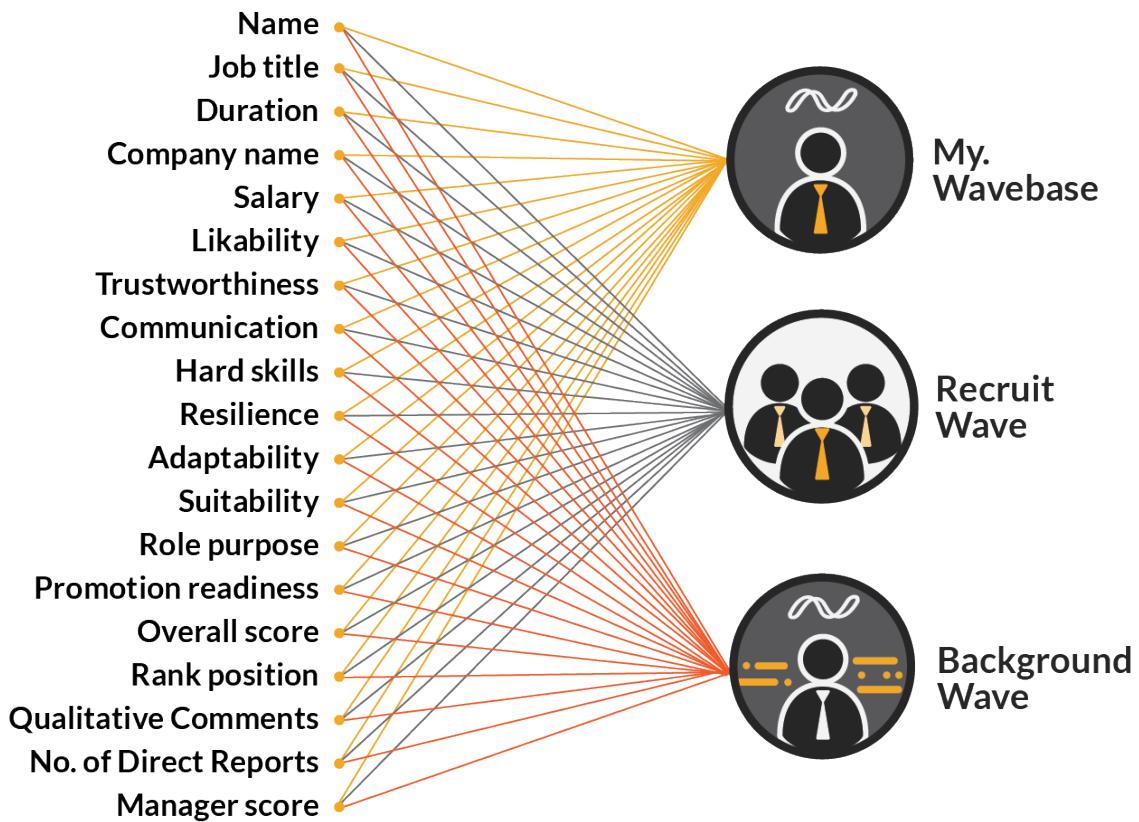
The diagrams above illustrate just one of many uses of the Wavebase blockchain technology. The next section details the development roadmap for Wavebase and introduces other use cases in the future.

Development Phases

Phase 1 (target completion: May 2019)

At the core of it, Wavebase is designed to disrupt the current recruitment and hiring process by providing companies with transparent and verifiable performance data of individuals. The first version of Wavebase will store 19 data points currently captured in our Performance Wave solution.

To support the access of the data, we will be building three platforms for the different use cases:

My.Wavebase
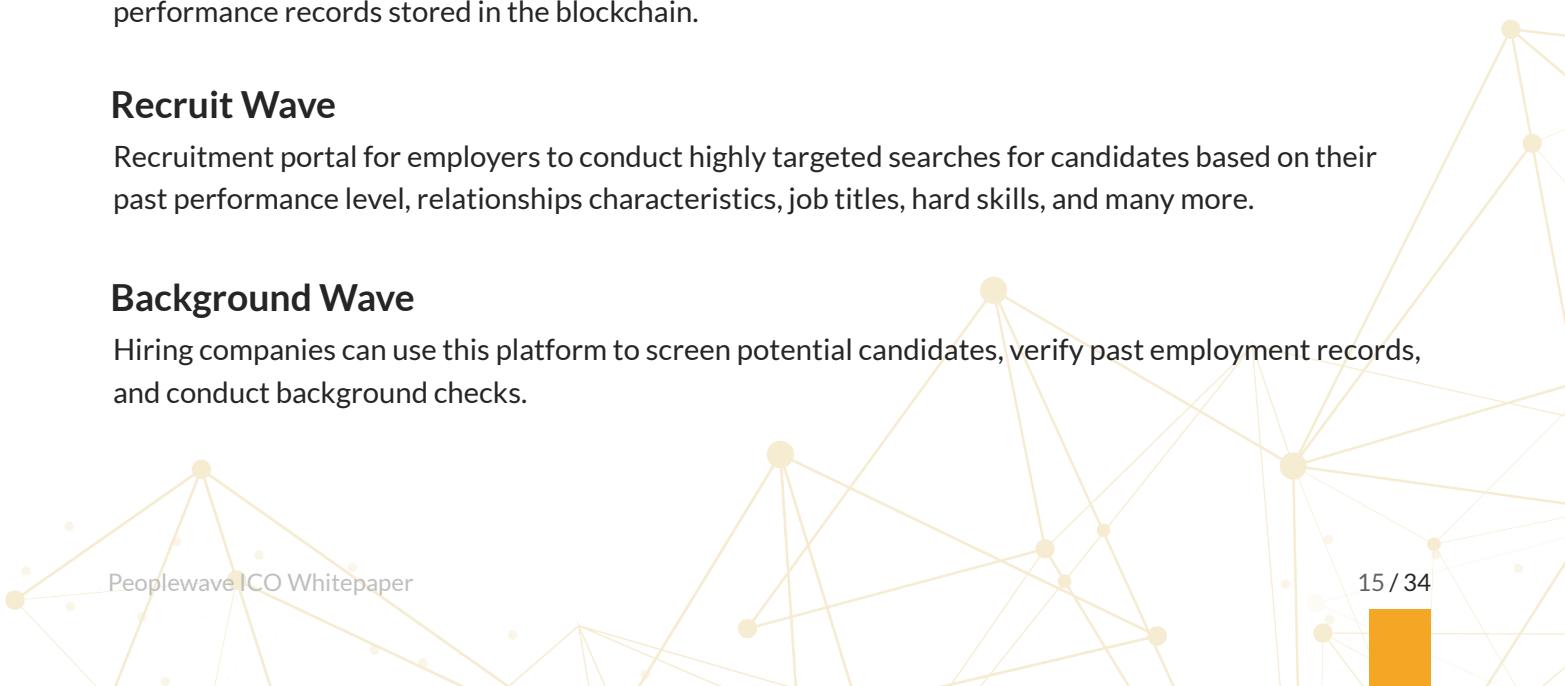
Allows individuals to create their Wavebase account, update personal information, and view performance records stored in the blockchain.

Recruit Wave

Recruitment portal for employers to conduct highly targeted searches for candidates based on their past performance level, relationships characteristics, job titles, hard skills, and many more.

Background Wave

Hiring companies can use this platform to screen potential candidates, verify past employment records, and conduct background checks.

Phase 2 (target completion: Oct 2019)

The company rating website, Glassdoor, has taken a step toward embracing transparency at the workplace by providing candidates with access to previously inaccessible data such as salaries and employee reviews. Instead of relying on reviews, Wavebase will help employees gain deeper insights into companies by using verifiable data on the blockchain.
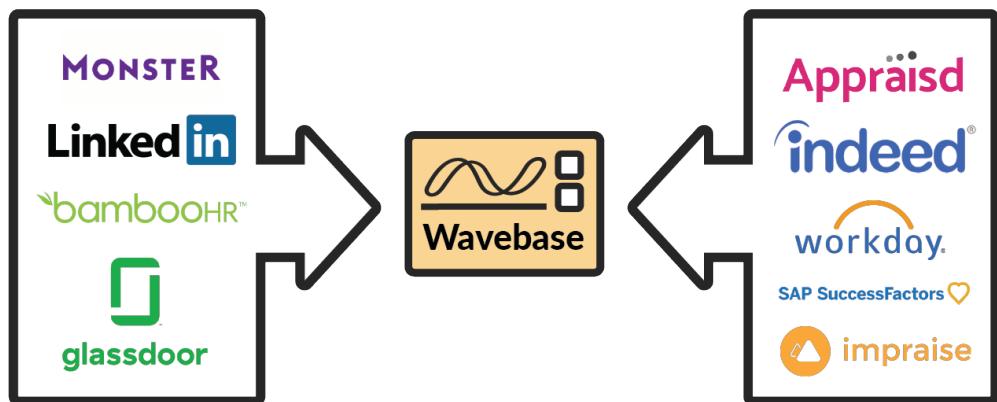
The metrics collected in this phase will be focused mainly around the company, rather than the individuals. Here are some examples of data that we will include in the blockchain for Phase 2:

- **Company Attrition Rate**
- **Company Diversity**
- **Company Culture**
- **Company Location**
- **Leadership Score**
- **Employment Type (e.g. remote, freelance, work from home)**
- **Company Growth Rate**
- **Revenue**
- **Revenue Per Employee**

Phase 3 (target completion: Dec 2020)

We believe that an open API can create new and innovative use cases for the data on our blockchain. For the final phase of development, we will open up the Wavebase API to external partners, including other performance management platforms and job portals. By leveraging the know-how of other developers and combining data from other platforms, the potential of our blockchain is endless.

Note: An open API to Wavebase means that ANY company can add data to the blockchain. The illustration below is descriptive and does not represent any current partnership or agreement.

Other Use Cases

Beyond the use cases listed in the section above, the data captured on Wavebase can be expanded for other use cases below:

Facilitating Workplace Research

The availability of validated longitudinal data around employment provides researchers with data sets to identify trends in the evolution of the workplace, study workplace culture, and research other related HR topics.

Government Workforce Planning

Employment data can also be used to support the government in workforce planning and policy development. Potential use cases include validation of work visas and assessing the contribution of migrant workers.

Calculate Reputation Score

A proprietary algorithm will be used to compute the reputation score for each individual based on the data uploaded to the blockchain. Algorithms convert all data into aggregated analytics so information can never be misused or breached. The reputation score can be used for anything from bank interest rate adjustments to insurance and credit risk reporting.
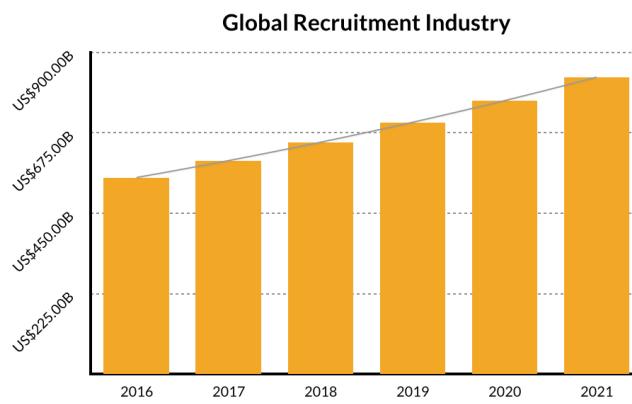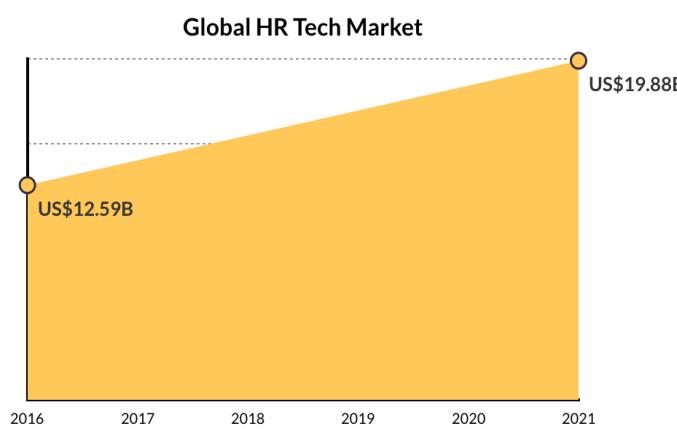
Global Standardisation and Job Migration

We set the standards of performance which will help facilitate individuals when they apply for overseas jobs and assist HR leaders to find candidates from a global talent pool.

Market Size

Blockchain companies are disrupting every economic vertical. The HR space has not received attention compared to fintech where nearly 130+ companies compete in the banking space according to leading ICO rating sites (e.g. ICObench).

Peoplewave is currently competing in the global HR tech market, which was US$12.59 billion in 2016 and has been growing at 9.6% CAGR[1]. The HR technology market will be US$19.88 billion by 2021. The wider market for disruption is massively bigger. The global cost of disengaged workers and company turnover is US$550 billion[2]. In addition, the global recruitment industry was US$504 billion in 2016, with a projected growth rate of 8.6% annually[3].

Global HR Tech Market

US$19.88B

US$12.59B

2016   2017   2018   2019   2020   2021

Global Recruitment Industry

US$900.00B
US$675.00B
US$450.00B
US$225.00B

2016   2017   2018   2019   2020   2021
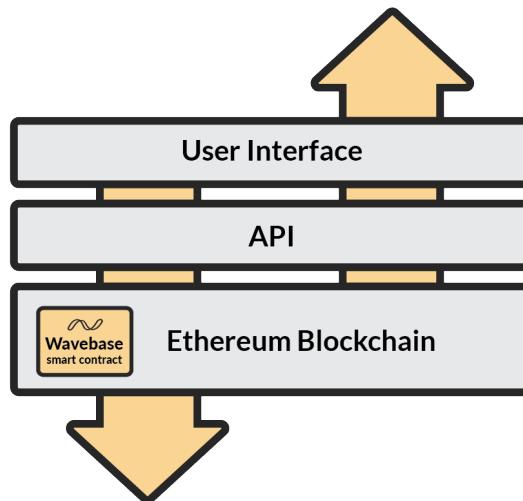
All these industries - HR tech, recruitment, and employee management can be significantly disrupted by Peoplewave's software suite and its integrated Wavebase blockchain offering.

1. http://www.prnewswire.com/news-releases/human-capital-management-market-hcm---96-cagr-to-2021-led-by-core-hr-segment-585879161.html
2. https://www.entrepreneur.com/article/246036
3. https://www.recruitment-international.co.uk/blog/2016/03/global-employment-and-recruitment-industry-records-8-dot-6-percent-annual-growth

Solution Architecture

The Wavebase solution will be built on several technology layers, which together create the platform discussed in this whitepaper. A summary of the technology layers that make up Wavebase is illustrated below.
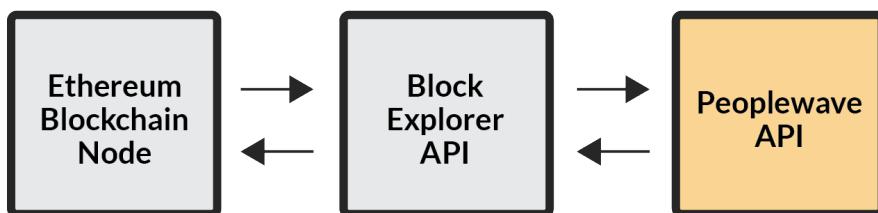
User Interface

Individuals, employers, and organisations interact with a user-friendly interface to upload or request data from Wavebase. Some examples of user interfaces in the pipeline include My.Wavebase, Recruit Wave and Background Wave.

API

We will be developing connectors from the current Peoplewave servers by API to Ethereum. Our API connectors will send regular data updates to the Ethereum blockchain by using HTTPS GET/POST operations.

Ethereum blockchain information will be read through 3rd party block explorer APIs such as Etherscan or Ethplorer.

As the privacy of HR information is of utmost importance to users, all data between Peoplewave APIs and the Ethereum blockchain will be secured and encrypted with SHA-3 cryptographic standard with the following security measures in place:

- Secure REST services must only provide HTTPS endpoints. This protects authentication credentials in transit, for example, passwords, API keys, or JSON Web Tokens. It also allows clients to authenticate the service and guarantees integrity of the transmitted data.
- Access control at each API endpoint.
- Restricted HTTP Methods.
- Reject all requests not matching the whitelist.

Ethereum Blockchain

Ethereum blockchain is one of the leading blockchain platform for ICOs, due largely to the existence of a Turing complete smart contract logic. It is built specifically for creating smart contracts; it has the ability to repeat or jump instructions when certain conditions are met and store information as variables.

Through the utilisation of Ethereum smart contracts, users can be reassured that their information remains private and inaccessible by third party service providers. The parties involved can transact without the need to meet, have a central authority, external enforcement mechanism, or legal systems. It also eliminates the possibility for any administrator or operator of the network to share the information of users without authorisation.

Wavebase Smart Contract
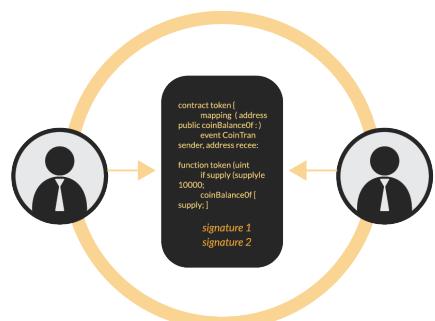
Before we dive into Wavebase, let us take a moment to understand the concept of smart contract.

According to Coindesk[4], while a standard contract outlines the terms of a relationship, a smart contract enforces a relationship with cryptographic code. When a predefined condition is met, the system automatically enforce those obligations. Codes are stored and replicated on the system and supervised by the network of computers that run the blockchain.

Smart contracts can be encoded on any blockchain, but Ethereum is most commonly used because it offers unlimited processing capability.

The Wavebase smart contract operates in a similar manner, but is used mainly to support the upload and retrieval of data once a predefined condition is met. Here is a summary of the Wavebase features:

- Function as 'multi-signature' accounts so a piece of data is uploaded only when a required percentage of people accepts it.
- Manage agreements between users such as between companies and potential candidate.
- Provide utility to other contracts.
- Store information about an application. For Phase 1, Wavebase will be programmed to store 19 personal and performance data including adaptability, resilience, communication, and overall score.

4. https://www.coindesk.com/information/ethereum-smart-contracts-work/

Security & Compliance

We believe that our user privacy and data is key to our platform's success and adoption. As part of our commitment to privacy and compliance, we will adopt global best practices and use blockchain features to build a compliant and transparent framework.

Individuals have custody of their key to access their records and only those whom they share it with can locate the data on our blockchain.

Security is a big concern when information is stored in a centralised location. If the system is breached, the data is at risk. Given its decentralised nature, the Wavebase platform significantly reduces the risk of vulnerabilities and hacking attacks.

Peoplewave Token
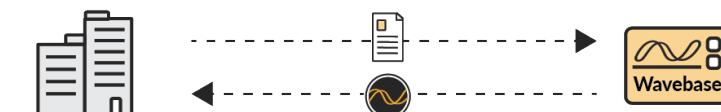
To obtain the resources to make Wavebase a reality, Peoplewave will be launching an ERC20 token for sale through an Initial Coin Offering (ICO) on the Ethereum blockchain. The Peoplewave (PWV) Token will fuel the Wavebase ecosystem and form the backbone of the utility program. Embarking on an ICO allows us to onboard global communities who believe in our purpose and the potential of Wavebase to revolutionise the industry.

> **Ticker Symbol : PWV**
> **Supply : 1,200,000,000 tokens**
> **Hard Cap : US$20M**
> **Soft Cap : US$2M**

PWV Tokens can also be liquidated and traded on various exchanges after the ICO. During the presale stage, 100,000,000 PWV Tokens will be issued.

Use Cases

To better understand the role of PWV Tokens in Wavebase, we have provided an illustration of the different use cases below:

Organisations may be rewarded with PWV Token when they upload employees data into Wavebase.

To access data from Wavebase, companies could provide the keys granted by the individual, and then pay with PWV Token.

Individuals can choose to share their data for research and benchmarking purposes. In return, they could be rewarded with PWV Token.
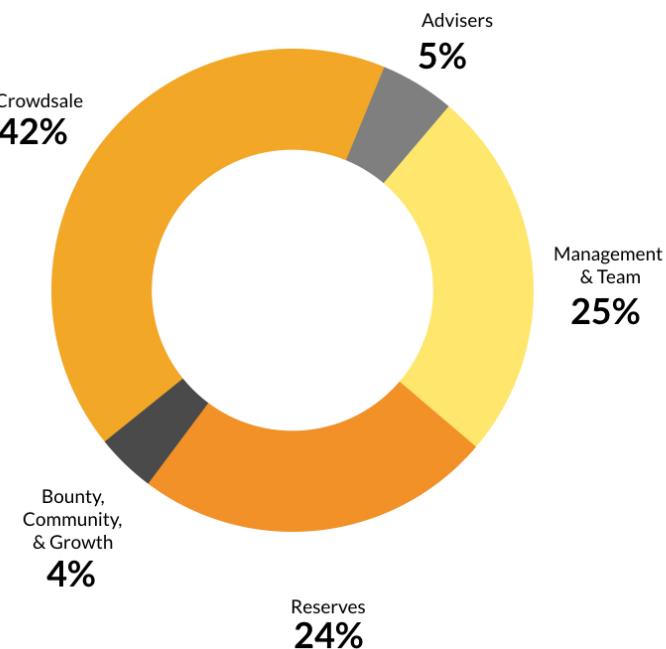
Organisations and government agencies can potentially access aggregated data from users who have granted access on Wavebase by paying with PWV Token.

In addition, token holders will be able to use PWV Tokens to pay for Peoplewave's current suite of solutions at a discounted rate.

Distribution

The PWV Tokens will be allocated among participants of the presale, ICO, as well as the Peoplewave team and advisers.

42% of tokens will be available for sale at the ICO rounds, starting at US$0.05 equivalent per token at the presale round. Any unsold tokens will be added to the company's reserve pool, burnt, or sold at a SCO (Secondary Coin Offering) in the future, but never below the ICO listing price.

24% of PWV will be allocated to the company reserve. This will be a general reserve used for partnership opportunities and for remunerating new employees.

4% will be used for the bountry program and promotion of the ICO during the presale and ICO periods.
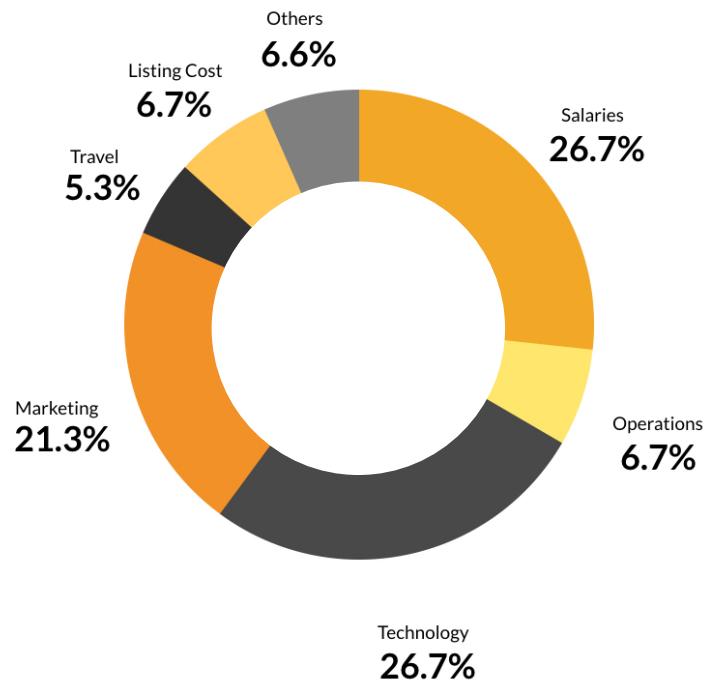
25% of tokens will be allocated to the founding Peoplewave team and current employees, as well as existing company shareholders. Founders and team members will have a 3-year vesting schedule with 10% being available immediately and a 30% cliff at 12, 24, and 36 months. Advisers will receive 5% of all tokens for their insights and contacts. Tokens for advisers will have a vesting schedule over 18 months with 10% available immediately and a 30% cliff at 6, 12, and 18 months.

Vesting Schedule

	10%	30%	30%	30%
Founders & Team	Immediate	12 months	24 months	36 months
Advisers	Immediate	6 months	12 months	18 months

Use Of Proceeds

To achieve our ambitious milestones, we will require increased marketing and a larger team to scale towards our targets. Hence we propose to use the proceeds broadly in the following manner:

Others
6.6%

Listing Cost
6.7%

Travel
5.3%

Marketing
21.3%

Salaries
26.7%

Operations
6.7%

Technology
26.7%

Roadmap & Key Milestones

April 2018	**Launch presale**
May 2018	**Conclude presale**
June 2018	**Launch ICO**
July 2018	**ICO closes and funding received** **Apply for listing at exchanges**
November 2018	**Peoplewave launches in Indonesia**
January 2019	**Release first generation "My.Wavebase"**
February 2019	**Peoplewave launches in USA**
May 2019	**Release first generation "Recruit Wave" talent acquisition platform** **Release first generation "Background Wave" pre-employment screening platform** **Aim to achieve 100,000 users**
June 2019	**Partnerships with key blockchains and strategic technology players**

October 2019

Release Wavebase solution Phase 2

Aims to achieve 500,000 users

February 2020

Peoplewave launches in China

June 2020

Release second generation "My.Wavebase"

Release second generation "Recruit Wave" talent acquisition platform

Release second generation "Background Wave" pre-employment screening platform

Aim to achieve 1,000,000 users

November 2020

Aim to achieve 5,000,000 users

December 2020

Release Wavebase solution Phase 3

Team & Advisers

Peoplewave has a world-class team who are committed to transforming the workplace and unlocking the power of employee data. Today, Peoplewave has 19 team members in 4 countries with experience in technology, development, marketing, product management, user experience, and more.

Executive Team

Damien Cummings
Founder & CEO
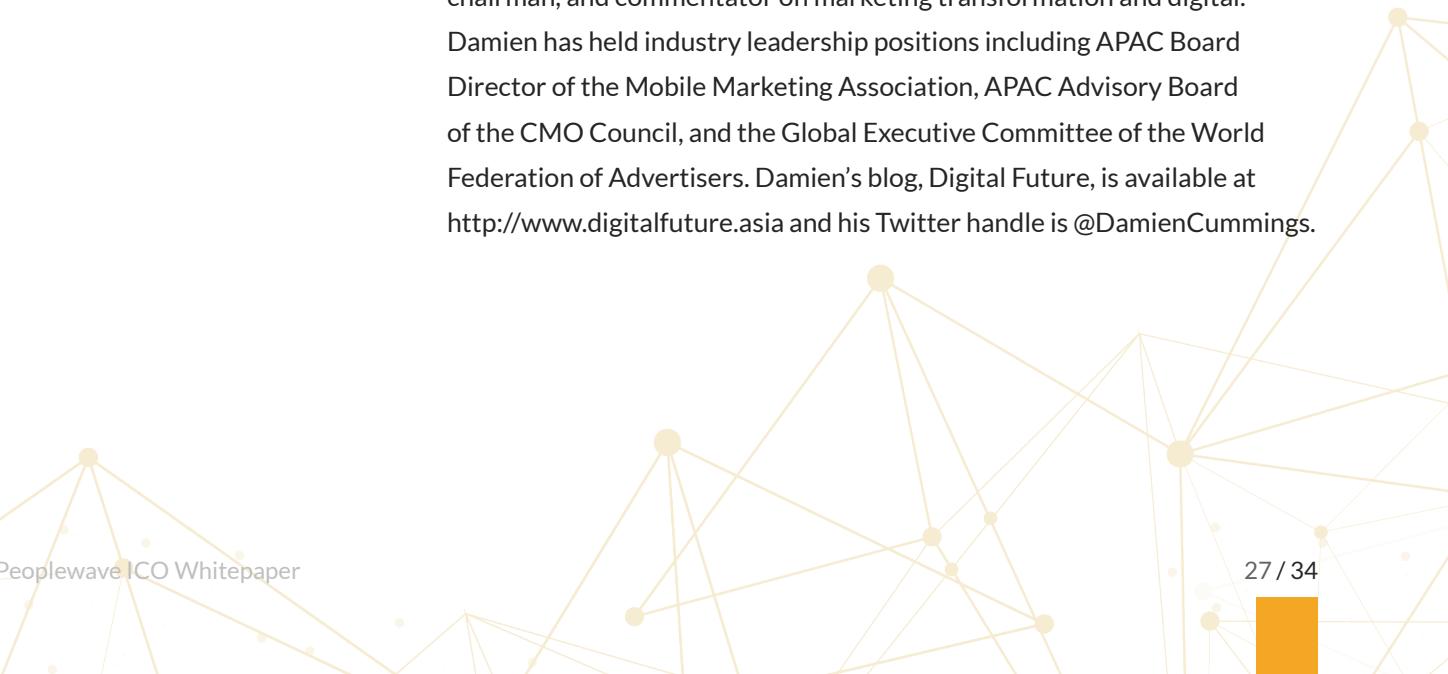
in /damiencummings

Damien is a digital disruptor and change agent with over 20 years' experience in marketing and digital transformation. He is highly awarded, being honoured with a Doctor of Philosophy in Management (honoris causa) from KEISIE University, Korea in October 2017. He's also been awarded "Global Top 50 Digital Marketing Leaders 2016", "Financial Services Marketer of the Year 2016", "Digital Marketer of the Year 2016", "Most Influential CMO 2015", "Marketing Professional of The Year 2012" and the "Brand Leadership Award 2011".

Damien is currently CEO of Peoplewave. He is also the Entrepreneur-in-Residence, Blogger, and Principal Consultant at Econsultancy. Before entrepreneurship, he was Global Head of Digital Marketing at Standard Chartered Bank and Chief Marketing Officer at Philips APAC. Damien has also worked at major global brands such as Samsung, Dell, Ogilvy & Mather, Citibank, Coca-Cola, NRMA and McKinsey & Company.

He has been a judge for many awards and a top-ranked keynote speaker, chairman, and commentator on marketing transformation and digital. Damien has held industry leadership positions including APAC Board Director of the Mobile Marketing Association, APAC Advisory Board of the CMO Council, and the Global Executive Committee of the World Federation of Advertisers. Damien's blog, Digital Future, is available at http://www.digitalfuture.asia and his Twitter handle is @DamienCummings.

Phil Aldridge
Co-Founder & Chief Techonology Officer
in **/philaldridge**

Phil is a tech and data evangelist with over 25 years' experience in managing complex tech environments and providing business solutions focused on prescriptive analytics. Starting out in architecture, Phil has a very creative mind which, when applied to the constraints of computer systems, has allowed him to push the boundaries of where business meets technology. Phil graduated from The Open University of Hong Kong with a Bachelor of Science in Applied Computing and recently completed the MIT Fintech : Future Commerce Certificate Course.

Phil is currently the CTO of Peoplewave and is also a major shareholder of his other business FunctionEight. Prior to this he was Group and Regional Technology Manager for multiple commercial businesses. Phil is heavily involved in the Entrepreneur and StartUp Scene in Hong Kong and Singapore, advising and mentoring numerous startups. He is also involved in an active Angel Investment Programme and chairs the SME and Startup Committee of The British Chamber of Commerce in Hong Kong. A speaker and panelist on topics from "Cyber Securities Real Impact to Business" to "Data-Driven Decision Making", Phil is regularly requested to meet with Government Officials and Regulators in Hong Kong to give his insights.

Phil recently completed his first Marathon in Japan and has climbed Kilimanjaro and trekked the foothills of the Himalayas in Dharamshala all for charity.

Eugene Lim
Chief Investment Officer
in **/eugenelim1**

Eugene Lim has 20 years of digital, e-commerce, and start-up experience across a wide range of industries. He has an MBA from the University of Leicester and is an Economics graduate from Murdoch University. He currently leads a fund that invested in some of the well-known cryptocurrency brands - Ethereum, Etherisc, Ripple, Binance, Stellar, NEO - during their early stages of development as well as his own ICOs. He has an uncanny eye for good returns by spotting undervalued ICOs, leveraging on his skills to assess future value with average returns of 1000 - 6000%. Eugene also runs a blockchain lab that provides innovative solutions to leading Fortune 500 companies and has won several awards such as the AIA Blockchain 2016, developing blockchain solutions in healthcare, insuretech, fintech, and manufacturing devices.

Micky Lin
Vice President, Marketing

in **/mickylinqy**

Micky believes that every brand has a story to tell - stories that will not only engage, inform, and impact their audience, but will also deliver on measurable business results. As a marketer, Micky works with stakeholders to develop and execute their marketing plans to achieve these goals. She is a hands-on leader who has worked with a broad spectrum of consumer and corporate businesses ranging from professional services and luxury retail to sporting events. Micky has a Masters of Arts in Digital Management from Hyper Island / Teesside University and is a business graduate from Singapore Management University.

Micky was one of the founding team members of Marina Bay Sands, Singapore's iconic integrated resort. She was responsible for driving footfall for luxury retailers at The Shoppes at Marina Bay Sands through integrated marketing campaigns, events, and partnerships. In her most recent role at Deloitte, Micky headed the employer branding efforts and led the digital and social media teams to grow the firm's online presence.

Yeng Wai Leong
Vice President, Product Management

in **/leongyengwai**

Yeng Wai lives at the intersection of digital, data, and the behavioural sciences. A digital thinker and lifelong learner with wide-ranging interests, he embraces the power (and limitations) of data in making sense of the world around him, both offline and online. An educator and trainer with the Singapore Ministry of Education for over 10 years, Yeng Wai is currently Vice President, Product Management at Peoplewave and leads product vision, strategy, research, and development across all of Peoplewave's products.

Yeng Wai's educational background includes a Masters of Arts (Distinction) in Digital Management from Hyper Island / Teesside University and a B.Soc. Sci (Honours) in Psychology and Geography from the National University of Singapore, where he was awarded the Ooi Jin Bee scholarship. He also holds a Postgraduate Diploma (Distinction) in Education from Nanyang Technological University.

Stephen Walker
Vice President, Peoplewave Australia & New Zealand
🔗 **/stephenwalkeraustralia**

Stephen Walker is a successful senior executive and entrepreneur who has been operating in the IT industry for the last 25 years. With a background that saw him as one of the featured entrepreneurs in "Creating Entrepreneurs" by Denise Fleming and published by Allen and Unwin, Steve has become a leading innovative sales strategist. Having an Honours Degree in Finance, Steve is a Director on multiple boards and acts as an adviser to IT start-ups.

He has been an occasional guest speaker at Western Sydney University, Graduate School of Marketing, in areas such as International Business Development and Entrepreneurship. Steve was also a consulting editor on Tony J. Hughes best-selling book "The Joshua Principle: Leadership Secrets of Selling".

Aurelia Jessica
UX & Creative Lead
🔗 **/aureliajessica**

Aurelia enjoys understanding complex situations and sorting stuff in and outside the box. Previously a creative specialist for Brand Strategy at Twitter working on global brands such as Samsung, Unilever, and internal CSR effort, she now leads Peoplewave's design team.

A former ASEAN and NTU President Research Scholar, Aurelia represented her alma mater in exhibitions and conferences such as the International Conference for Undergraduate Research during her time in Nanyang Technological University.

Sales & Marketing

Jason Zhuo
Sales Director
🔗 **/jasonzhuobc**

Ariunaa Enkhamgalan
Digital Marketing Executive
🔗 **/ariunaaenkhamgalan**

Shaun Joseph Yim
Digital Marketing Executive
🔗 **/shaunjosephyim**

Product & Development

Emerald F. Bagares
General Manager, Philippines

in /emeraldfayebagares

Rosemale John II V.
Development Lead

in /rosemalejohn

Norbert Feria
Project Manager

in /norbertferia

Francis C. Magallen
Developer

in /fcmagallen

Alvin Caralos
Developer

in /jadcaralos

Arthur Yap
Developer

in /arthuryap

Gemrald Calibara
Quality Assurance Analyst

in /gemrald-calibara

Kszyr Ver Cobrador
Developer

in /cobradorkszyrver

CJ Ronxel Cabug-os
Developer

in /cj-ronxel

Advisers

Simon Cocking
Renowned ICO Adviser
in /simon-cocking-20540135

Simon is one of the world's leading experts in the ever-changing world of technology and has worked with over 110 successful ICOs to date. He is also the Senior Editor at Irish Tech News, Editor in Chief at CryptoCoinNews, and freelances for other publications. He is a top ranked ICObench advisor and currently ranked number 1 out of 23,000 members on "People of Blockchain".

Mallika Gadepalli
Human Resources
in /mallika-gadepalli-787423

Mallika was previously Executive Vice President of People at Lazada and former HR Director at the Boston Consulting Group. She's an experienced senior executive in Strategy and People Operations with a demonstrated history of working in fast paced industries - strategy consulting, E-commerce retail. Skilled in Business Strategy, Digital business models, Talent Management, Strategic Planning, Communications, Change Management. She holds a Computer Engineering degree, plus an MBA focused in Strategy from INSEAD.

Philippa (Pip) Penfold
Human Resources
in /philippapenfold

Philippa Penfold is the former Head of HR at Infosys and HR & Talent Director APAC for GroupM (WPP Group). She has wide-ranging experience in HR and has led projects across geographies and cultures. Philippa holds prestigious HR certifications (GPHR, SHRM-SCP, CAHRI, MCIPD) and was invited to the Beta Gamma Sigma after completing a MS in Human Resource Management. She holds a Certificate in Change Management and is currently reading for a Postgraduate Diploma at Oxford University's Säid Business School.

Sanjeeb Chaudhuri
Financial, Sales & Marketing

in **/sanjeebchaudhuri**

Mr. Sanjeeb Chaudhuri has been the Chief Marketing Officer and Group Head of Brand at Standard Chartered Bank . Prior to this, he was at Citigroup rising to become Chief Executive Officer at Citicorp (EMEA). A strong business leader, he has held leadership roles across various sectors at Proctor and Gamble, Colgate-Palmolive, Unilever, and Diners Club. He has served as a Director, Board Member, Committee Chairman, and Committee Member across an extensive list of groups that include Aditya Birla Fashion and Retail Limited, Citibank Europe plc, Bank Handlowy W Warszawie SA, the Internet Operating Committee for EMEA, and the Global Cross Marketing Operating Committee. A visiting faculty member at Wharton Business School and Imperial College, Sanjeeb is a Science Honours graduate and holds an MBA with a specialisation in Marketing. He holds an Advanced Management Program (AMP) diploma.

Rachel Huang
Sales & Marketing

in **/huangrachel**

Rachel is an accomplished brand & marketing professional who was awarded "Asia's Top 50 Brand Leaders" in 2017, "Marketing Professional Of The Year" in 2016, and the "Young Achiever Of The Year" in 2012. Previously the Director of Marketing at Yotel, she is also the co-founder and CMO of Stylwatch and has served in roles at AIG, HSBC, and American Express, after having started her marketing career at Ogilvy & Mather.

Jay Pring
Sales & Marketing

in **/jaypring**

Jay Pring is a respected digital and social strategist with more than 20 years experience in digital media working for leading brands including News Corporation, Microsoft and others. He is currently Country Manager, Philippines at Salesforce and former founder and Managing Director of innovative social media enablement firm OBVIAM.

Cameron Crawford

Legal

in /cameron-crawford-51bba72

Cameron is experienced in providing legal services to the venture capital and media sectors, specialising in funding, production, distribution and licensing. Currently the Director of Legal Services at Upstart Alliance, he was Senior Legal Counsel at twofour54 and also founded Indigo, a media law firm. His work includes projects with Universal Studios, Disney/Lucasfilm, Charisma Productions, Endemol, CNN, Fox Movies, and the Abu Dhabi Film Commission.

Jefrey Gomez

Strategy

in /jefreygomez

Jefrey has over 20 years of regional management, multi-functional and industry experience, and a strong track record of success in start-ups, leading transformations, and achieving business goals. He is currently the Asia Pacific Managing Director of Econsultancy and Centaur Media. He has an MBA from the University of Adelaide and a Bachelor of Business from RMIT University.

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