

KOSSTM
INNOVATIONS



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Executive Summary

Matchmaking is an effective tool for personal relationships helping clients find their perfect mate. KISS Innovations has created a matchmaking application to help millennials find their perfect career match. Millennials are the dominant demographic in the workforce at 38% with turnover costing the US economy roughly \$30.5 billion a year.

Walfly is a career matchmaking network designed to provide better insight to business entities and career professionals to foster better employment decisions. Its matchmaking algorithm helps businesses reduce high turnover rates by matching jobseeker career interests with employer staffing needs.

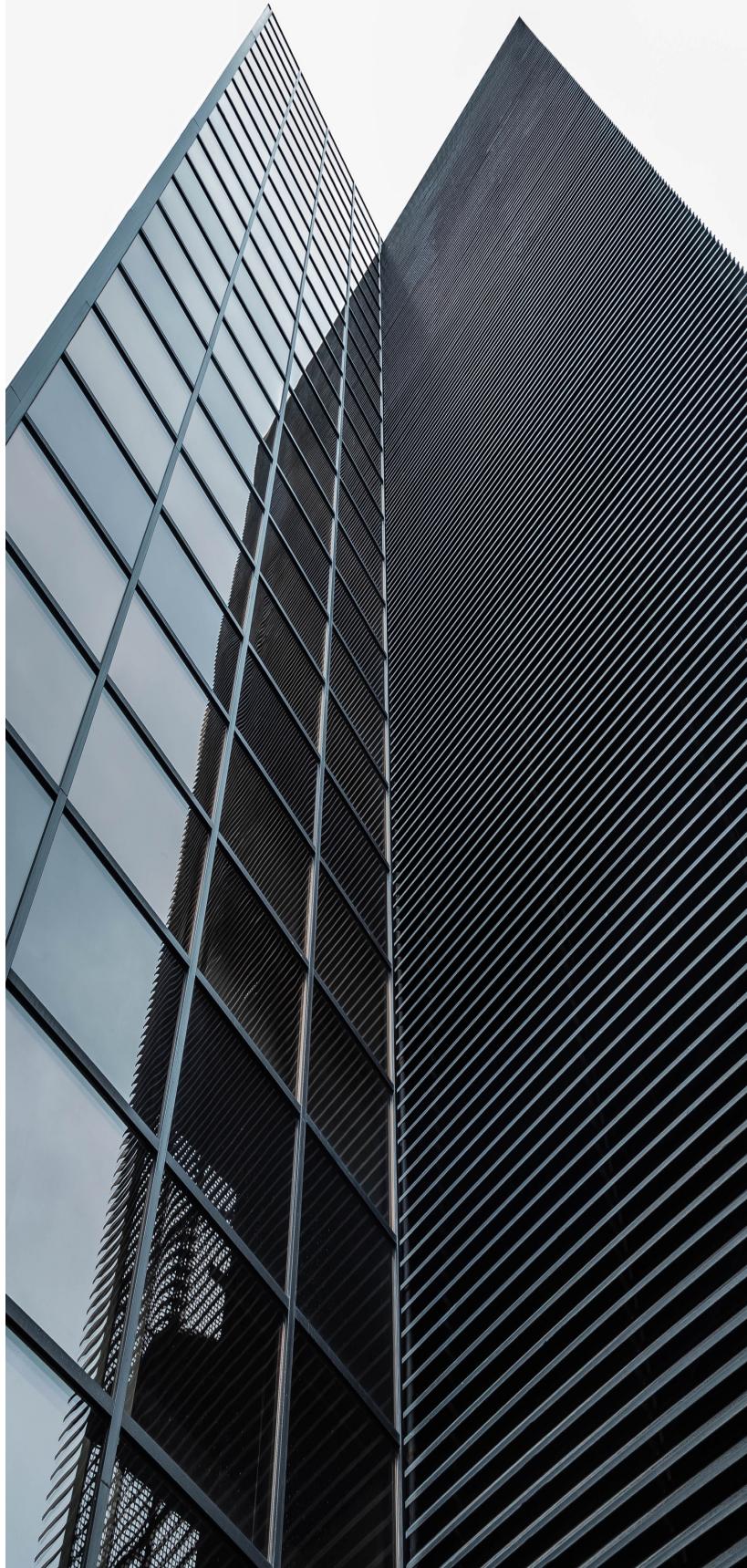
Walfly operates in two markets, the 135 billion annually Internet Publishing Industry and the 350 billion annually Staffing Services Industry. The staffing services industry is fragmented, with low barriers to entry. In the US, the 50 largest companies generate a little less than half of industry revenue.

Its matchmaking algorithm is the first of its kind and creates an competitive edge unlike any of its predecessors.

KISS Innovations is a Florida Company led by Don Jones and David McCullar. Their intimate knowledge of the hiring process led to creation of walfly.

The Company has aggressive financial goals influenced by industry, market, and unique product offering. The company expects revenue to grow from 1.65 million in year to 914 million in year 5.

The Company is seeking a \$1 million dollar investment for 5 million shares of company stock.



Our Company



KISS Innovations, Inc is a Florida Company founded by Donald Jones on March 23, 2017. The company creates SAAS applications that disrupt current practices in a effort to optimize the efficiency of common functions. It's core business is to develop creative solutions that simplify specific life processes. KISS is derived from the sales acronym "Keep It Simple Silly" and is at the heart of each product the company develops.

OUR VISION

Become a leading provider of SAAS solutions in targeted sectors.

OUR MISSION

Create intelligent software to optimize specified life processes.

Our Philosophy

Ideas bring innovation. Innovation drives results.

"The best ideas have to win." - Steve Jobs

Meet Don and Dave



Donald Jones is the founder and CEO of KISS Innovations, Inc and the creator of its flagship SAAS application walfly. Mr. Jones is a driven operations professional with a track record of producing exceptional results across multiple industries spanning ten years. He has a proven ability to successfully analyze critical business needs, identify deficiencies, potential opportunities, and develop cost effective solutions to compete in a global market. Don is an Innovator committed to providing customer centered solutions that stimulate brand loyalty. He has an unparalleled dedication to developing models that sustain long-term business growth for owners and stakeholders.



David McCullar is the COO of KISS Innovations, and brings over 11 years of entrepreneurial experience. His acute knowledge business of development and problem solving skills are operational assets. He has practical expertise with financing, budgeting, and is well versed with bootstrapping. Dave is proficient at building scalable business models that have resulted in external financing and expansion. His resilience and ability to adapt has been the prime contributor to him leading a startup through economic recession. His strong technical background will play a vital role in the creation and development of current and future company products.

The Problem



Employee Turnover



Time



Money

Staffing



Productivity

The recruitment and retention of quality candidates is a constant challenge in the professional ecosystem. The time allotted to staffing is prolonged by the current hiring practices. It is estimated that the average cost per hire for companies is \$4,425 and the average time to hire was 36 days in 2016.^a The added costs of onboarding and high price of turnover, creates an environment where making the correct personnel decisions vital. Millennials account for 38% of the American workforce and is projected to grow to 75% by 2025. Despite this they have the highest rate of unemployment and underemployment.^b This demographic utilizes methods unlike any other to search, apply, and accept positions in today's job market. Likewise they leave positions for differing reasons such as engagement, insurance, tuition reimbursement, and paid paternity leave. Millennial turnover costs the US economy approximately \$30.5 billion a year.^c Statistics such as these create a need to evaluate current hiring practices and provide time saving solutions that focus not only on employment but retention.

^aSHRM Talent Acquisition Benchmarking Report 2017

^bGallup 2016

^cGallup 2016

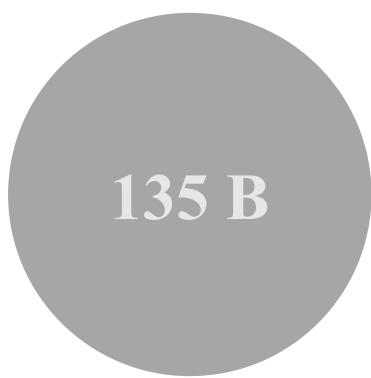
Service Description



Walfly is the world's first career matchmaking network, designed to provide better insight to business entities and career professionals to foster better employment decisions. This SAAS application helps businesses reduce high turnover rates by matching jobseeker career interests with employer staffing needs. Walfly combines professional networking, staffing services, and applicant tracking system in one turnkey solution. Our matchmaking algorithm creates matches based upon job seeker must haves, specific job requirements, and company profile.

The walfly business model is to supply all the necessary tools to research, apply, and secure available employment opportunities from one turnkey solution. The secure platform allows end users to create profiles that highlight capabilities and provide all documentation needed to make employment decisions. Professional networking is tool users can utilize to gain insight into a company of interest and is made easy by allowing users to connect with current employees hassle free. Job posting is free, instead companies are charged to view resumes, send personal invites and messaging. Job seekers and professional networkers can create profiles, upload documents, post to feed, and apply to jobs at no cost. Internet publishing is an additional revenue stream the company will exploit to generate income from things such as sponsored stories and ad placement.

Market Size



Internet Publishing



Staffing Services

Industry Opportunities

Mobile is responsible for almost all of the growth in internet advertising, thanks to the proliferation of smartphones and tablets. Mobile advertising grew 95% in 2015, and 46% growth is forecast for 2016, followed by 29% growth in both 2017 and 2018. Many companies are exploring new ways to generate income beyond traditional advertising. Native advertising — creatively designed ads that resemble a publication's regular editorial content — is a rapidly growing revenue stream for digital publishers. Native display ad revenue in the US will grow from \$16.8 billion in 2016 to exceed \$36 billion in 2021, according to Business Insider.^a

Industry Opportunities

The trends of outsourcing entire departments and dependence on temporary and leased workers will expand opportunities for personnel agencies. New online technology is improving staffing efficiency. Mobility is an important feature of many staffing agency technology solutions. Some services find that agencies are their biggest customers, earning the sites a large percentage of their revenue. Growing demand for temporary industrial workers is creating growth for staffing services firms that specialize in the recruitment and training of such workers.^b

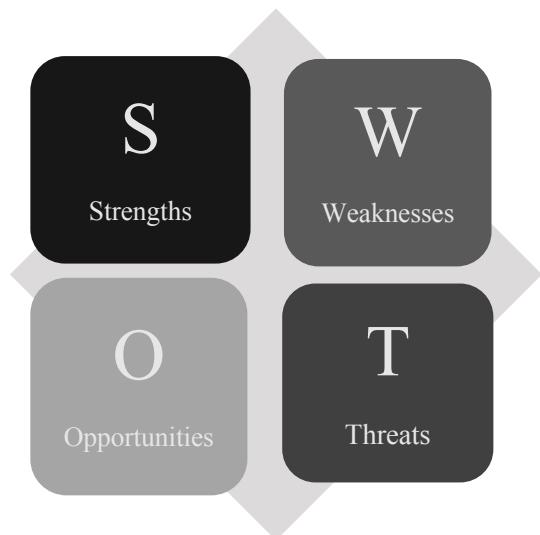
Competitive Analysis

The image is a collage of screenshots from several staffing platforms. At the top is the walfly homepage, featuring a search bar and a 'Top Industries' section. Below it is a user profile for an 'iOS Developer with unique skills'. To the right is a detailed job listing for a 'Web Designer / Developer'. Further down are sections for 'Jobs Near Me', 'How it works', and 'Cover Letter'. On the far right, there's a sidebar with filtering options like 'Matching Score' (80%), 'Experience Level' (4 to 5 years), and 'Salary' (\$10,000). Other platforms shown include 'Indeed', 'ZipRecruiter', 'NetFax', and 'Jobvite', each displaying their respective user interfaces and job search results.

The staffing services industry is fragmented, with low barriers to entry. In the US, the 50 largest companies generate a little less than half of industry revenue.^a Many of these corporations have similar platforms with very little differentiation apart from pricing models. Companies like Indeed and ZipRecruiter have online staffing portals that some would say are indistinguishable from industry pioneers Monster or CareerBuilder without the aid of company branding. This fact has no bearing on the success of either company and despite the comparability both benefit tremendously from the accomplishment of being new. This presents a major opportunity for new entrants with unique offerings.

The walfly platform positions the company to thrive in this industry due to its unparalleled design and functionality. Its matchmaking algorithm is the first of its kind and creates an competitive edge unlike any of its predecessors. The ability for end users to create searchable profiles and store data means that all necessary data to make employment decisions can be retrieved at a touch of a button. The built in applicant tracking system means the user can apply to any posted position without the need to create multiple profiles or re-enter application data previously entered on other opportunities. Our shared information verification system helps reduce the time needed for background checks by providing confirmation of any data that has been vetted by trustworthy sources. The company will use advancements such as resume reviews, interview preparation, and industry specific assessments to strengthen its position in the field.

SWOT



STRENGTHS

S

Service is in a high demand industry. The walfly business model creates a competitive advantage over existing platforms.

W

Low startup capital restricts the ability to build traction needed to effectively launch go to market strategy

O

The Staffing Services industry has a low barrier to entry. In the US the top 50 companies generate less than half the industry revenue.^a

T

The end of Net Neutrality will no doubt have an effect on the companies bottom line and may require the adjustment of pricing model.

Revenue Model

CPC	Resume Views	Job Invites
\$.10	\$1.00	\$1.00
BUY NOW	BUY NOW	BUY NOW

The walfly pricing model for job posters gives clients a transparent view of the cost associated the use of our services. Rates for clicks, resume views, and job invites are fixed which helps posters budget costs upfront. Postings are deactivated once the position has been filled to avoid unnecessary billing. Inactive jobs are held in an archive and can easily be reactivated should a need to hire additional personnel in the same job function arises. Additional revenue is generated from job seekers through services such as job specific assessments and resume building services. Walfly will capitalize on the increasing web and mobile traffic by selling advertising space in the form video, sponsored stories, and feed postings.

Future Products

oddjobber



Oddjobber is an application that helps homeowners solicit contractors to complete tasks around the house, from odd jobs such as car washing or raking leaves to work needing to be done by a licensed professional such as plumbing or electrical.

No Search

 Clients post jobs on oddjobber instead of scouring the internet, then contractors bid to win contract.

No Cost Bidding

 Contractors enjoy free bidding on all jobs and only pay a fee on winning bids which is a small portion of the total contract.

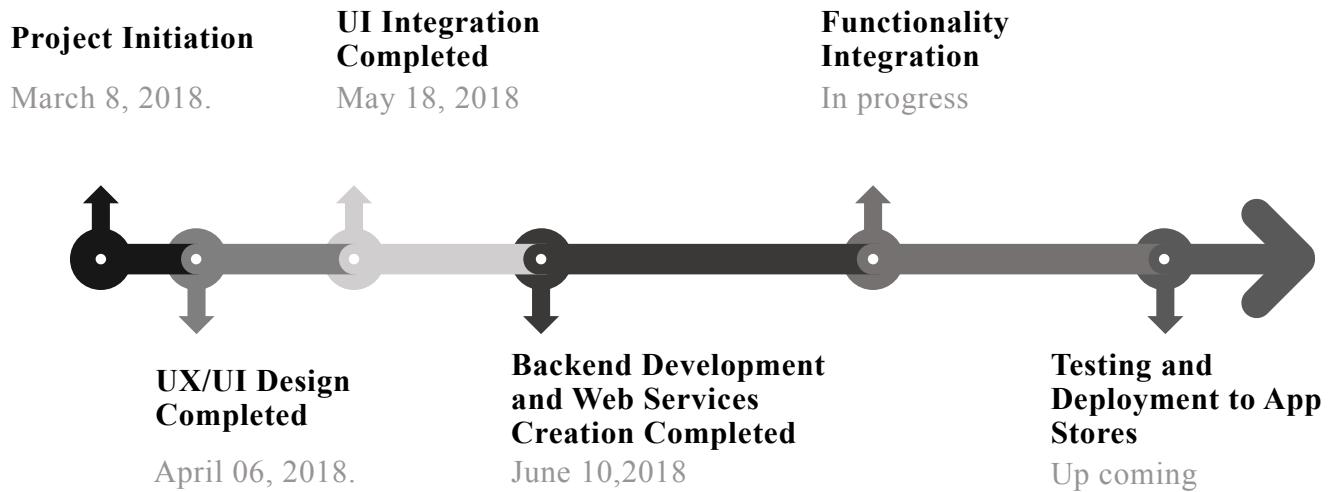
Real Reviews

 Contractor reviews and ratings provided only by customers who purchased through oddjobber.

Worry Free Contracting

 Oddjobber works to ensure all jobs are completed to agreed terms as well as mediate and resolve any disputes.

Project Milestones

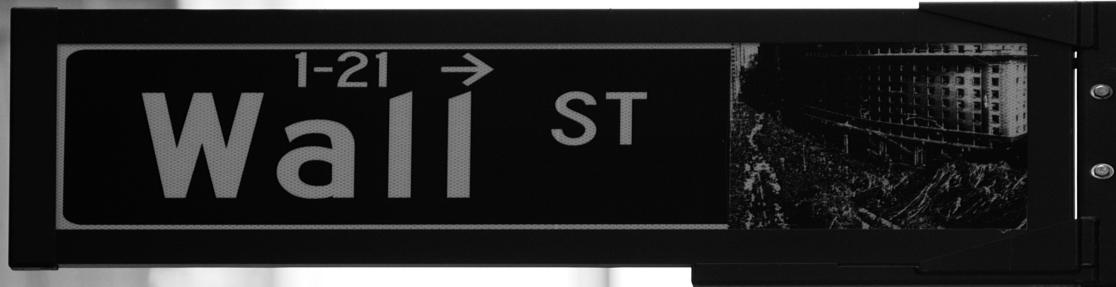


Development of the walfly application has already begun and we are anticipating to launch within the next 90 days. The first phase of the launch campaign will focus on signups and profile development. Marketing campaigns will be designed to entice users in anticipation of the platform being fully deployed. This strategy will help walfly build the user base necessary to attract employers to the platform. The second phase will focus on getting employers to create profiles and post jobs on walfly. The development of the oddjobber application will begin after the initial launch of walfly.

Keys to Success

- Developing a strong customer base and empowering them to become brand ambassadors.
- Maintaining a reputation for developing reliable customer centered solutions.
- Remaining attuned market conditions and developing solutions that meet emerging needs.
- Managing resources and developing relationships with business partners that are synergistic fits.

Financial Projections



Financial Projections

(US dollars)

	Year 1	Year 2	Year 3	Year 4	Year 5
Profiles Created	1,000,000	10,000,000	30,000,000	60,000,000	100,000,000
Number of Jobs Posted	29,042	507,177	2,215,870	5,225,716	9,447,187
Revenue					
Job Posting Revenue	1,452,086	25,358,828	110,793,506	261,285,793	472,359,350
Online Advertising Revenue	207,648	7,911,954	69,135,148	203,802,918	442,128,351
Total revenue	1,659,734	33,270,782	179,928,654	465,088,711	914,487,701
Operating expenses					
Salaries Total	373,307	1,247,890	1,245,916	1,245,916	1,245,916
Contract Labor	678,000	534,000	450,000	450,000	450,000
Insurance	24,000	31,000	31,000	31,000	31,000
Transportation	36,000	60,000	60,000	60,000	60,000
Office rent / mortgage	45,000	90,000	90,000	90,000	90,000
Office operations	87,400	86,200	86,200	86,200	86,200
Total Operating Expenses	1,243,707	2,049,090	1,963,116	1,963,116	1,963,116
Earnings before interest and tax (EBIT)	416,027	31,221,693	177,965,538	463,125,595	912,524,585
Less interest expense	2,707	1,274	-	-	-
Net Income	413,320	31,220,419	177,965,538	463,125,595	912,524,585



A close-up photograph of a person's hands holding a lit incandescent lightbulb. The bulb is held by two fingers, and its glowing filament is visible against a dark background. The hands are positioned centrally, with the bulb being the focal point.

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... simple solutions to life's complications