



Enjoyable Governance

# Problem

- Board management is **painful, complex and time consuming**
- Poor governance is a **massive risk and increases costs**
- Current software is **too expensive** for SMEs
- **Demand** for visibility, public expectations and good governance is on the increase to **avoid embarrassment**



## Gives Directors **Confidence**

Automated paperwork  
Reduced administration  
**Visibility**

The image displays three overlapping screenshots of the ProcessPA web application interface, showcasing its key features:

- Members Screenshot (Left):** Shows a list of members with columns for Name, Email, and Role. Members listed include Anthony Hupp (Member), Kasandra Tate (Vice President), Katherine Abeyta (Member), and Lisa William (President).
- Meeting & Agenda Screenshot (Center):** Displays the "Meeting" section for a "General Meeting" scheduled for 7:00 PM on 04 May 2016 in the Library Meeting Room. It includes a "Manage" sidebar with buttons for "PREVIEW AGENDA", "DISTRIBUTIONS", "START MEETING", and "ADD GENERAL ITEM". The "Agenda" section lists items such as "Meeting Open", "Attendance & Apologies", "Confirmation of the minutes of the previous general meeting", "Business arising from the minutes of the previous general meeting", "Correspondence - inward and outward", "Business arising from the correspondence", "Table Executive Committee's decisions (if any)", and "Treasurer's report and financial statement".
- Documents Screenshot (Right):** Shows the "Documents" section with a table of meeting minutes. The table has columns for Title, Date, and Location.

Minutes	Title	Date	Location
Attachments	General Meeting	07:00 8 Jun 16	
Uniform Shop (Stockists, Price Lists, Order Forms, Procedures)	General Meeting	07:00 11 May 16	
	General Meeting	07:00 13 Apr 16	
Tuckshon (Menus, Recipes)	General Meeting	07:00 16 Mar 16	



# Enjoyable Governance: Automation

Meeting management

Papers distribution and tracking

Action, motions and risk registers maintained

ProcessPA

MeetingScheduleMembersDocuments

matthew.demo@thisisnotmyrealemail.comLog off

Schedule

NEW

☒ Show Completed Meetings

Date	Title	Location	Meeting Type	Open	Schedule
19 Apr 2017 9:00 AM	General Meeting	Board Room	General	<a href="#">Minutes</a>	
4 May 2017 10:00 AM	General Meeting		General	<a href="#">Minutes</a>	
1 Jun 2017 10:00 AM	General Meeting		General	<a href="#">Minutes</a>	
27 Jun 2017 10:00 AM	General Meeting		General	<a href="#">Minutes</a>	
29 Aug 2017 10:00 AM	General Meeting		General	<a href="#">Agenda</a>	<a href="#">Edit</a>

Action Items

NEW

☒ Show Resolved Action Items

Title	Due	Assigned To	Created	Completed	Associated Meeting
Run AdWords campaign targeting Club Software queries	17 May 2017	Joseph Post	3 May 2017 10:26 PM	4 May 2017 10:11 AM	<a href="#">General Meeting (4 May 2017)</a>
Create a One Page Strategic Plan	31 May 2017	Matthew Demo	3 May 2017 10:25 PM		<a href="#">General Meeting (29 Aug 2017)</a>



# Enjoyable Governance: Compliance

Structured smart record keeping

Compliance calendar

Regulatory changes up to date

The screenshot displays the ProcessPA web application. The top navigation bar is blue with the ProcessPA logo and links for Meeting, Schedule, Members, and Documents. A user profile dropdown shows 'matthew.demo@thisisnotmyrealemail.com' and a 'Log off' option. The main content area is titled 'Documents' and features a '+ ADD FOLDER' button. On the left, a sidebar lists document categories: Minutes, Motions (highlighted in blue), Attachments, and a numbered list from 1 to 9 including Corporate, Financial, Intellectual Property, Material Contracts, Employees, Consultants, Assets, Real Property, and Litigation. Each category has edit and delete icons. The main area has a search bar and a table of documents. The table has columns for Title, Meeting, Status, and View. The first nine documents are marked as 'Carried' and the last one as 'Unresolved'.

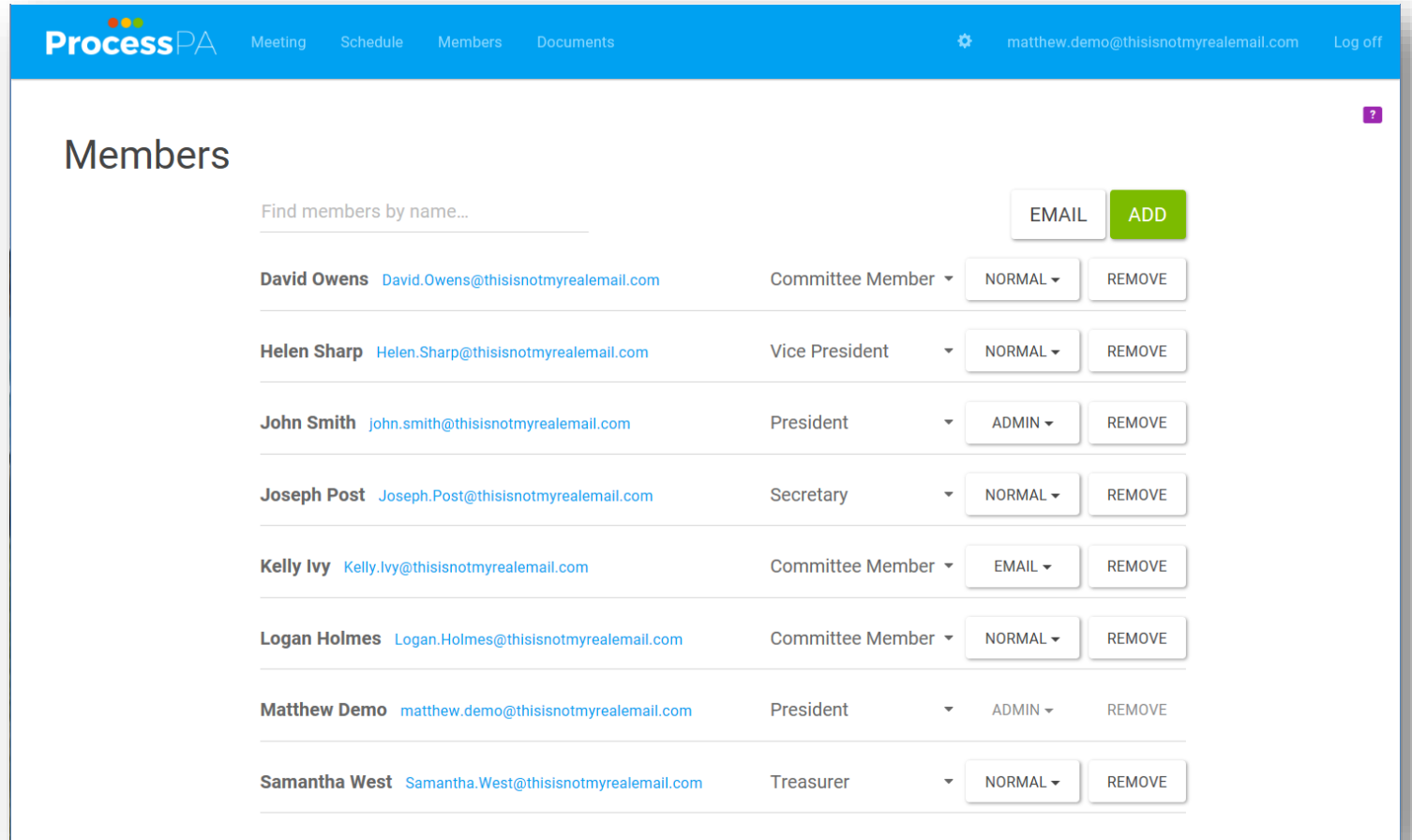
Title	Meeting	Status	View
Confirm the meetings of the previous general meeting are true & correct	General Meeting (19 Apr 2017)	Carried	View
Spend \$1000 on AdWords in May	General Meeting (19 Apr 2017)	Carried	View
Endorse accounts as at April 2017 as shown in attached statement	General Meeting (19 Apr 2017)	Carried	View
Confirmation of minutes 'General Meeting'	General Meeting (4 May 2017)	Carried	View
Confirmation of minutes 'General Meeting'	General Meeting (1 Jun 2017)	Carried	View
The minutes of the meeting held on 26 May 2017 were a true and accurate record.	General Meeting (27 Jun 2017)	Carried	View
Hire Sales Manager	General Meeting (27 Jun 2017)	Carried	View
Open funding round	General Meeting (29 Aug 2017)	Unresolved	View

# → Enjoyable Governance: Continuity

Directors handover and induction

Process consistency

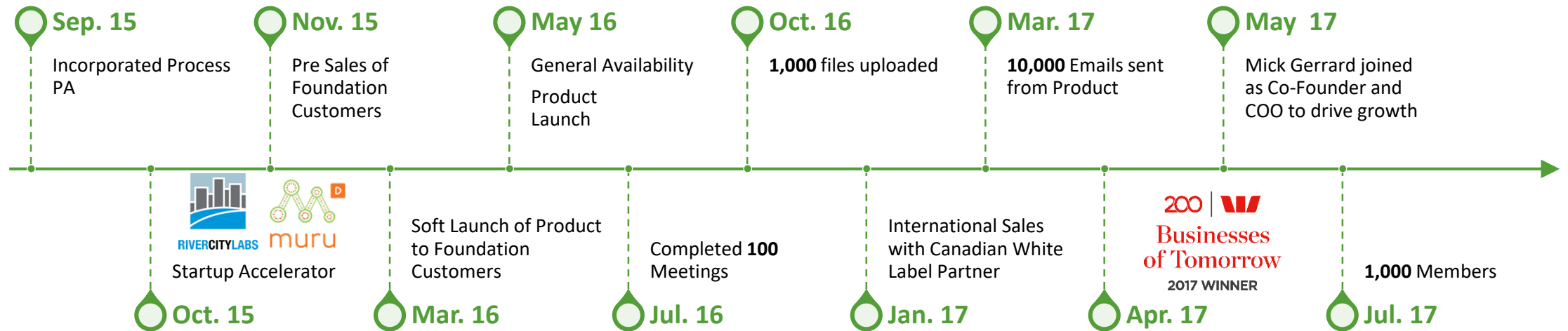
Everyone on the same page



The screenshot shows the 'Members' page of the ProcessPA application. The page has a blue header with the 'ProcessPA' logo and navigation links for Meeting, Schedule, Members, and Documents. The user 'matthew.demo@thisisnotmyrealemail.com' is logged in, with a 'Log off' link. The main content area is titled 'Members' and includes a search bar 'Find members by name...' and two buttons: 'EMAIL' and 'ADD'. Below this is a table listing eight members with their names, email addresses, roles, and action buttons.

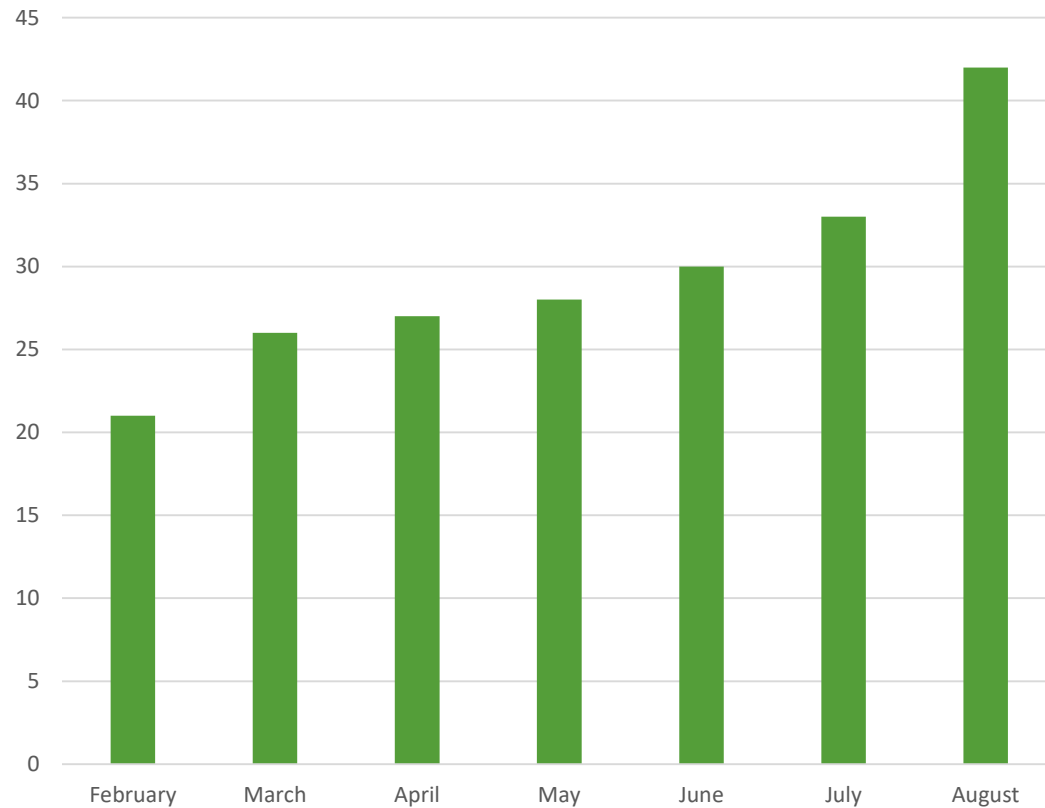
Find members by name...		EMAIL	ADD
David Owens	<a href="mailto:David.Owens@thisisnotmyrealemail.com">David.Owens@thisisnotmyrealemail.com</a>	Committee Member	NORMAL REMOVE
Helen Sharp	<a href="mailto:Helen.Sharp@thisisnotmyrealemail.com">Helen.Sharp@thisisnotmyrealemail.com</a>	Vice President	NORMAL REMOVE
John Smith	<a href="mailto:john.smith@thisisnotmyrealemail.com">john.smith@thisisnotmyrealemail.com</a>	President	ADMIN REMOVE
Joseph Post	<a href="mailto:Joseph.Post@thisisnotmyrealemail.com">Joseph.Post@thisisnotmyrealemail.com</a>	Secretary	NORMAL REMOVE
Kelly Ivy	<a href="mailto:Kelly.Ivy@thisisnotmyrealemail.com">Kelly.Ivy@thisisnotmyrealemail.com</a>	Committee Member	EMAIL REMOVE
Logan Holmes	<a href="mailto:Logan.Holmes@thisisnotmyrealemail.com">Logan.Holmes@thisisnotmyrealemail.com</a>	Committee Member	NORMAL REMOVE
Matthew Demo	<a href="mailto:matthew.demo@thisisnotmyrealemail.com">matthew.demo@thisisnotmyrealemail.com</a>	President	ADMIN REMOVE
Samantha West	<a href="mailto:Samantha.West@thisisnotmyrealemail.com">Samantha.West@thisisnotmyrealemail.com</a>	Treasurer	NORMAL REMOVE

# 2 years foundation built on \$94K investment



# Strong growth with minimal resources

Running Total Sales



12%

Month on Month  
Growth



# Customers

35+ active paying organizations. 1000+ members.  
100% foundation customers renewed after one year.  
15% new customers through unincentivized referrals from existing customer base.



# Partners

1 International White-Label Partner  
4 Referral Partners  
In discussion with 8 potential partners



**200** | **W** **Businesses of Tomorrow 2017 WINNER**

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**ProcessPA**

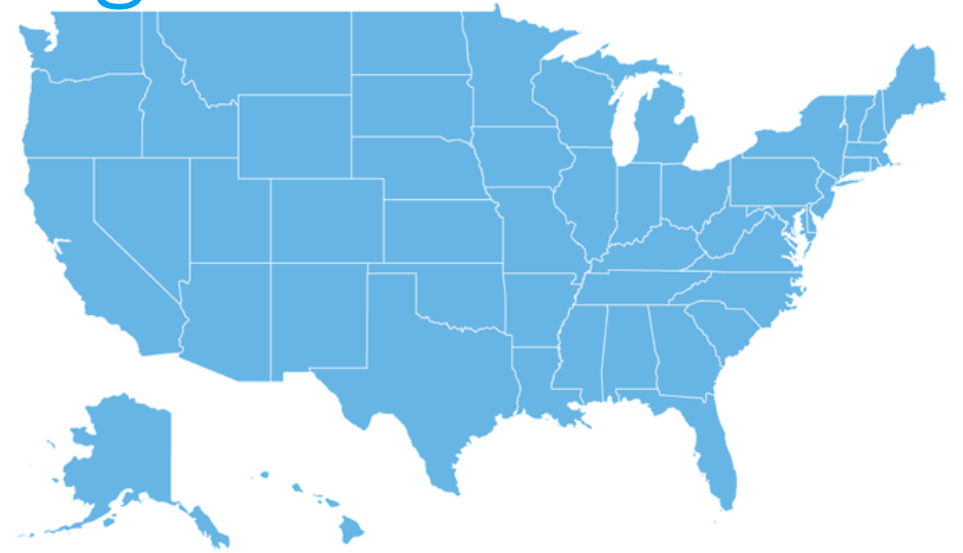
# Computer literacy is growing on the millions of boards worldwide increasing demand



54,000 registered charities  
600,000 associations  
800,000 companies



183,000 registered charities  
1.4 million limited companies



50 million organised committees  
1.5 million non-profit organisations  
30,000 new non-profits started every year

Board portal market growth CAGR **44.8%** 2016-2021

# Customer Acquisition



Direct sales to associations, NFPs, SMEs

## Channels

- Direct email marketing
- Content marketing
- Customer referrals

16% Trial to Paying Customer

Subscription \$99/board/month

LTV over 5 years \$5,940



Reseller, Referral & White-Label partners

## Professional services partners

- Accountants
- Lawyers
- Auditors
- Governance and business consultants

Allows for bundled sales, deeper client engagement and revenue for partners

# Competition

## Established Companies

Product costs \$15K – 60K/year

Enterprise market segment

Requires training and staff expertise to run



Taken private for **US\$624M** in Feb 16



## New Companies

Targeting NFPs and SMEs from \$500K - \$20M

More players entering as market growing



Sydney consultancy adding software to their services



Raise NZ\$1M recently



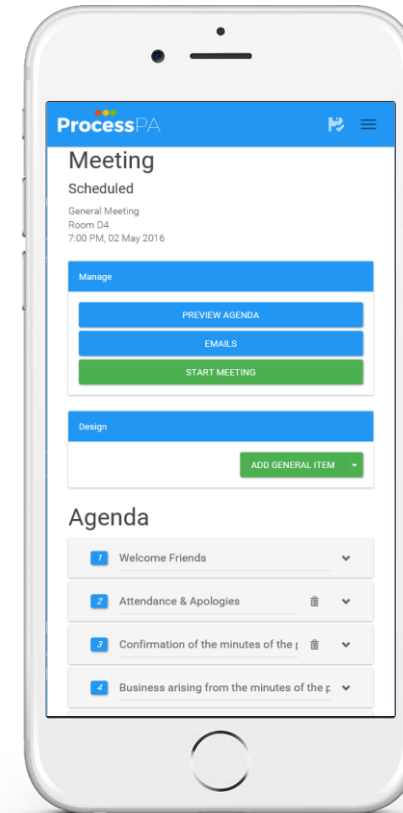
Offshored development Adelaide based



Raised and launch in 2012 for iPad - US Based



Canadian based focused on Co-ops



In-house engineering led for best-of-breed product, process and support

Next Generation software for any device

Focus on simplicity & compliance for secretary and **not just** board paper consumption by directors

Securely provides transparency and visibility

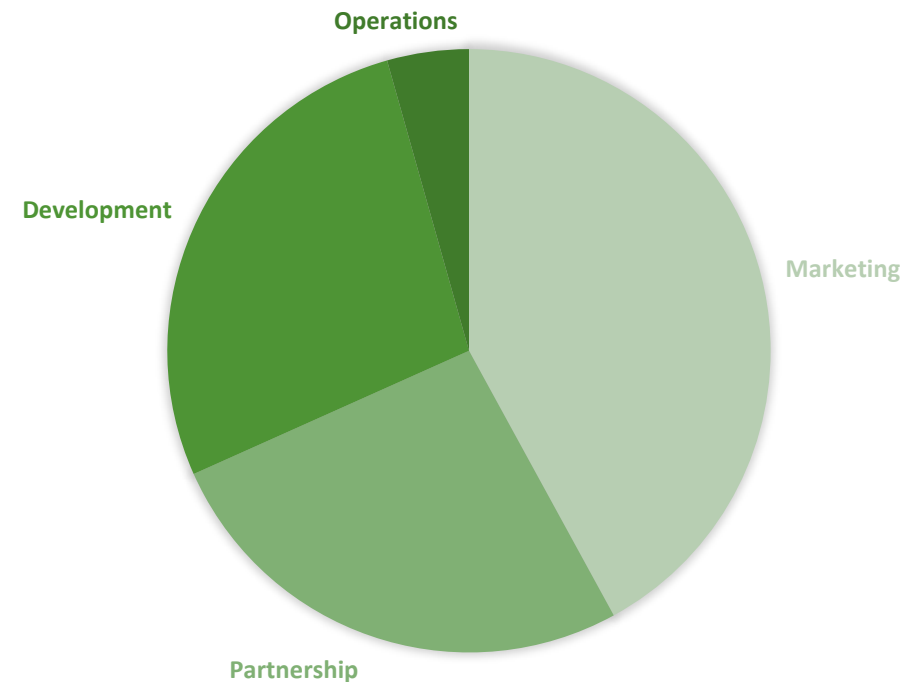
# Speed growth and secure market share

Raising **\$500K** ESIC Compliant

## Goals

- \$1M ARR in 2 years with 1000 customers
- 50 active partners in 1 year
- Build Team in Digital Marketing, Business Development and Software Engineering
- Automated marketing pipeline to decrease CAC from \$700 to \$200
- Further product innovation and defensibility

## Funds Breakdown



# Team



**Matthew Rowan**  
Founder & CEO

14 years software engineer

5 years product management

Experienced the problem first-hand  
and built the solution for it



**Mick Gerrard**  
Co-Founder & COO

14 years senior management

Portfolio management with revenue  
over \$8M

Built 79% repeat business across  
franchise network

# Advisory Board



**Chris Wright**  
Co-Founder Oniqua  
Grew a global SaaS  
business and was  
acquired.



**Aysegul Kayahan**  
Brisbane Angels  
Deep investment  
experience and global  
connector.



**Peta Ellis**  
CEO River City Labs  
Helps Startups every day  
go from 0 to 1.



# ProcessPA

Enjoyable Governance

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