

HR Monster

The Next Generation of HR Solution

The Problem

WHAT'S BROKEN IN
CURRENT HR SOLUTIONS

01

Clunky Legacy Architecture

02

High Total Cost of Ownership

03

Slow Local Compliance Updates

04

Slow Feature-to-Market Velocity

05

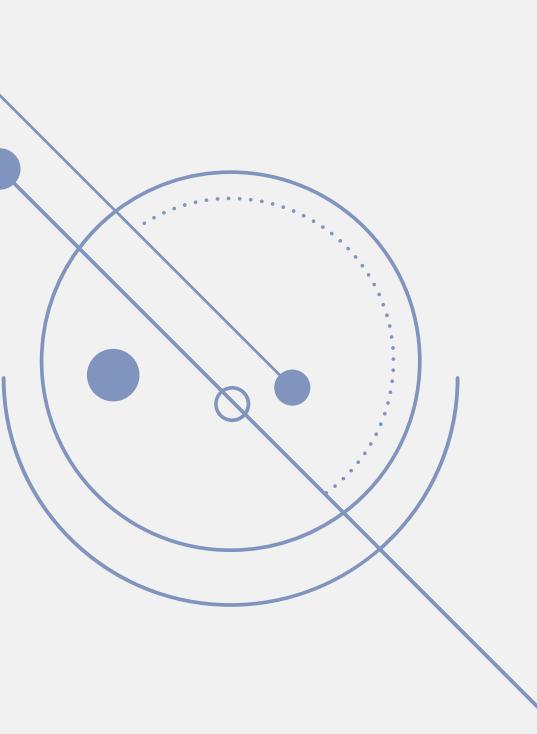
Low AI Readiness

06

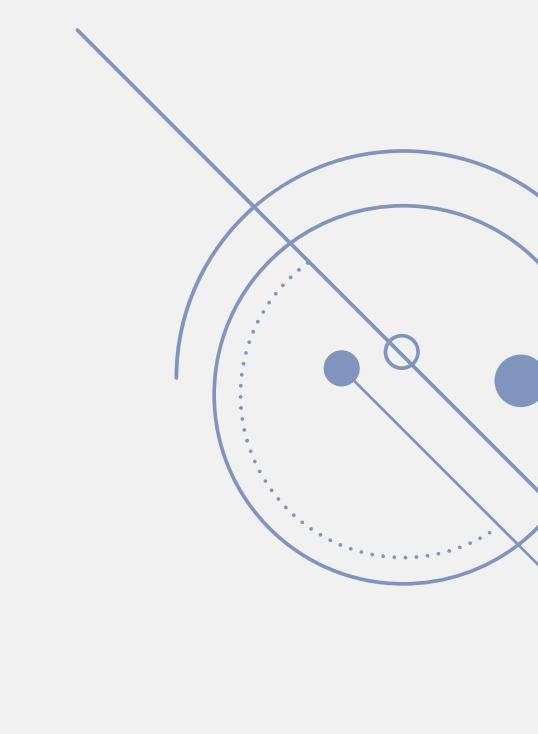
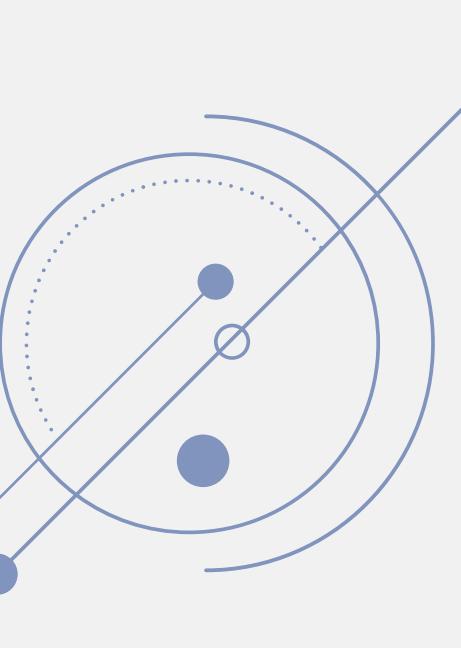
Fragmented User Experience



**It is expensive to build and run
traditional HR solutions**



**Legacy software lacks API layers and
clean modular architecture**



**Trying to layer in AI is like fitting a Tesla
engine in a steam locomotive**

The Solution **HR Monster**

Powered by AI from day one

AI-Native HRIS Platform

Designed for automation, built to scale – no legacy baggage.

Cheaper to Build, Cheaper to Run

Serverless infrastructure + AI operations = up to 80% lower costs.

Real-Time Local Compliance Engine

Always up to date. No delays, no extra cost.

Modular, API-First Architecture

Seamless integrations across all features

Fast Feature Rollouts with AI Enablement

What takes months on other platforms takes days for us

Data Analytics

Smart AI driven HR data analytics.

The New AI Operating System for HR:

Development Automation:

AI agents alongside devs write, test, and maintain code, cutting costs and reducing development time.

Real-Time Localisation:

Automatically adapt to country-specific regulations, tax laws, and languages, reducing manual effort by 80%.

24/7 Support:

AI-driven chatbots handle customer inquiries and issues, replacing costly customer support teams.

Compliance Monitoring:

AI scans for regulatory updates, ensures adherence to laws, and flags risks instantly.

Spend Management Insights:

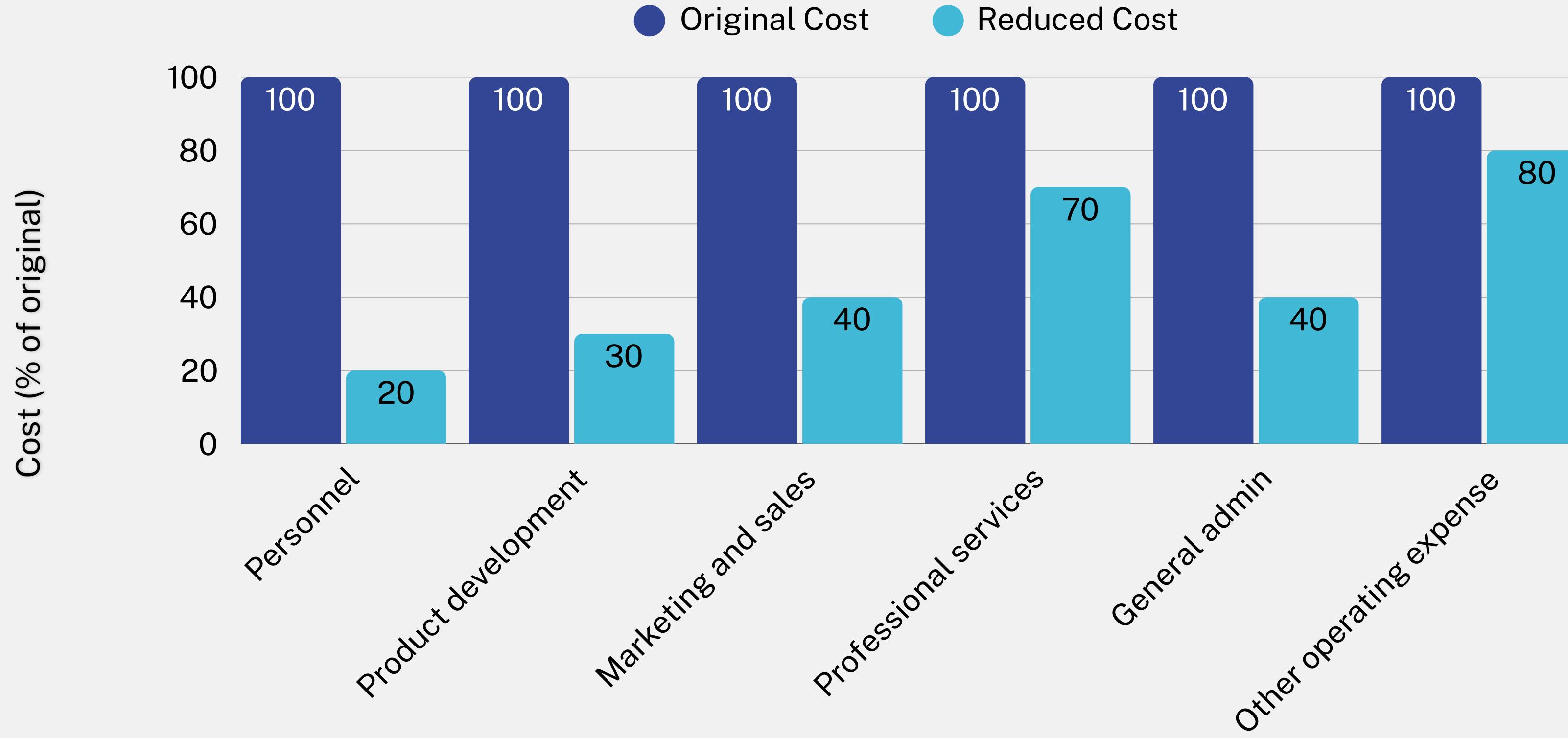
Predictive analytics offer actionable insights into expenses and financial planning.

Data-Driven Decision Making:

AI analyses HR and finance data to improve recruitment, employee retention, and resource allocation.

Comparison to build & run

Compared against real data



Why Now

HR SaaS Market Is Booming

Global HRIS & Payroll SaaS market is projected to exceed USD 60B by 2032, growing at 9.3% CAGR.

AI is Reshaping Enterprise Software

HR is one of the top functions adopting AI – from automation to decision-making. Legacy tools can't keep up.

SMEs Are Underserved

Most solutions are either too basic or too expensive.

AI Readiness = Competitive Advantage

Businesses are looking for tools that help them do more with less. AI-native platforms will become the default.

Cost Pressure on Businesses

Companies want to reduce software spend without compromising capability.

Faster Business Cycles Need Faster Tools

HR teams can't wait months for a new feature or compliance update – they need agile, scalable systems.

Global HR Payroll Software Market Size

\$29.6B

HR Payroll Software Market
Revenue, 2024P (US\$)

9.3%
CAGR

\$60.3B

HR Payroll Software Market
Revenue, 2032P (US\$)

Experienced Founder

Decade-long domain expertise in HR technology, compliance frameworks, strategic partnerships and go-to-market

20 Years in the HR industry

Built 3 HR-Payroll Solutions:

- HR Easily
- Business HR Asia (with CIMB Bank)
- Smart HR (for HSBC)

Forbes

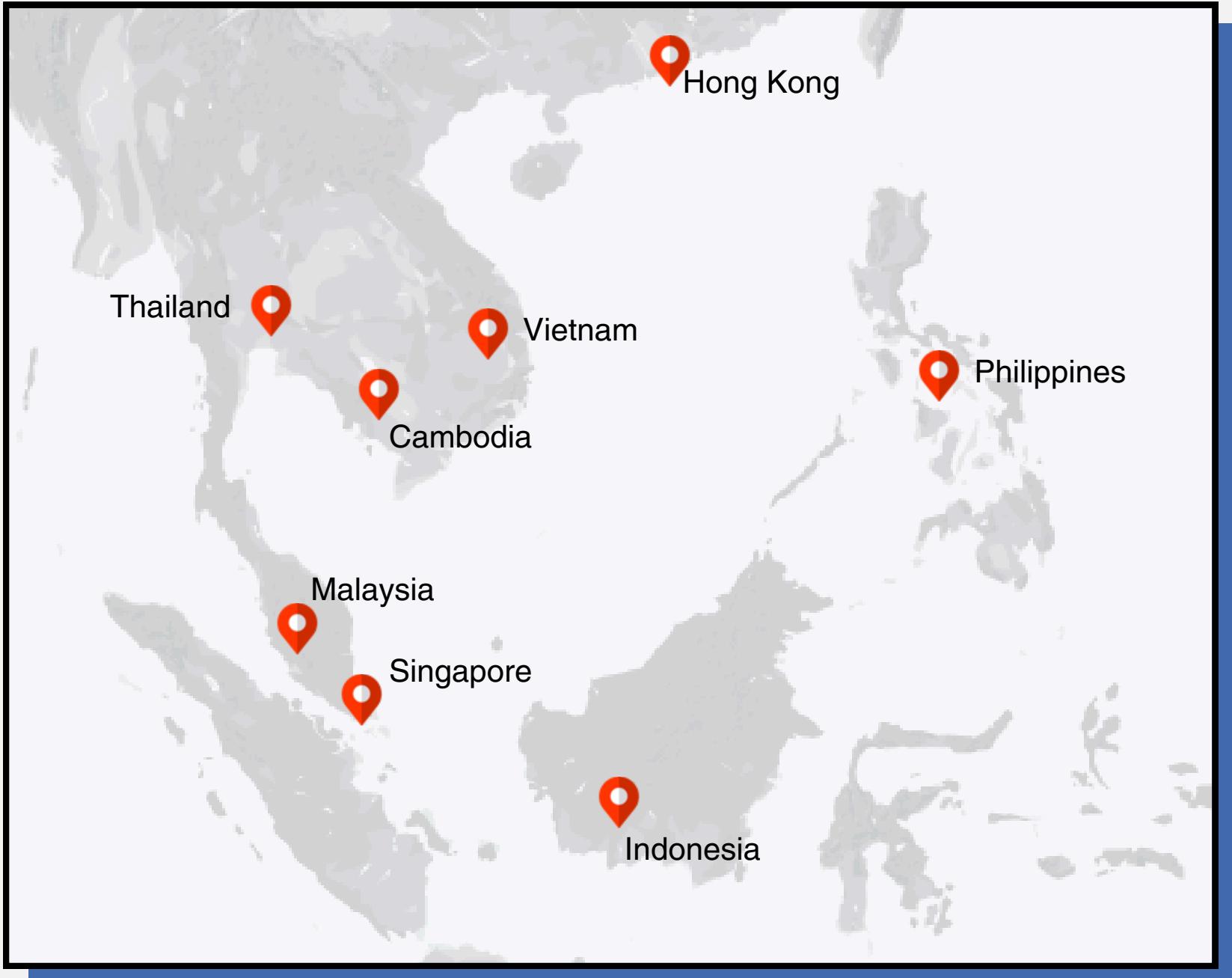
Jay Kim, Oct 8, 2019, 11:40pm

SINGAPORE STARTUP: THIS HR TECH FIRM WORTH \$100 MILLION IS READY TO CONQUER ASIA



Pascal Henry, CEO and cofounder of HReasily.

Traction



Sign-ups

68k+

Companies

Partnerships

25

Major partnerships

Payroll Processed

3 billion

A year in Payroll
Processed

Partnerships

Built strategic partnerships across the region

PRUDENTIAL

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News releases

04 May 2020

Prudential and HReasily sign strategic partnership to bring convenient HR services to SMEs in Asia

Pulse by Prudential will provide Prudential SMEs customers in Asia access to simple, efficient and integrated HR and benefits management services



CIMB Launches New All-in-One HR Solution for SMEs

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MAZARS ENHANCES DIGITAL SERVICES VIA PARTNERSHIP WITH HREASILY

Apr 03. 2018



SINGAPORE BUSINESS: UOB launches systemised payroll solution for small firms

Singapore Business Review
1 December 2015

To help them deal with Employment Act amendments.



Doing It Better This Time With AI, and With Experience

Our Solution

Employee Database Management

Centralised storage for employee records, job history, and benefits.

Payroll Automation

Seamless payroll processing with tax compliance, statutory contributions, and integration with accounting tools

Onboarding & Offboarding

Digital processes for smooth transitions, including e-signature functionality.

Time & Attendance Tracking

Track employee hours, manage shifts, and monitor attendance with options for hardware and facial recognition.

Leave & Claims Management

Customisable leave policies, proration, and claim submissions with automated workflows.

Our Solution

Performance Management

360-degree feedback, performance reviews, and tools for employee development.

Employee Self-Service Portal

Employees can access personal details, apply for leave, submit claims, and view payslips via desktop or mobile.

Compliance Monitoring

Real-time tracking of regulatory changes to ensure local compliance across regions.

Customisable Reporting & Analytics

Generate tailored reports on payroll, attendance, and HR metrics with user audit logs.

Document Management

Secure storage and sharing of employee-related documents.

Benefits Administration

Manage health insurance, life insurance, and other perks through an intuitive platform.

Spend Management

Integrated tools for managing expenses and financial planning.

Business Module

Subscription Plans

- Premium:** Charge per month per user for SMEs
- Enterprise:** Charge per month per user for teams with customisation.

Platform-as-a-Service (PaaS)

- Modular White Label**
Revenue Sharing

API

- Enables embedded in-product access to build or enhance their own offerings.**
Charge per API call



Channel Partnership Distribution

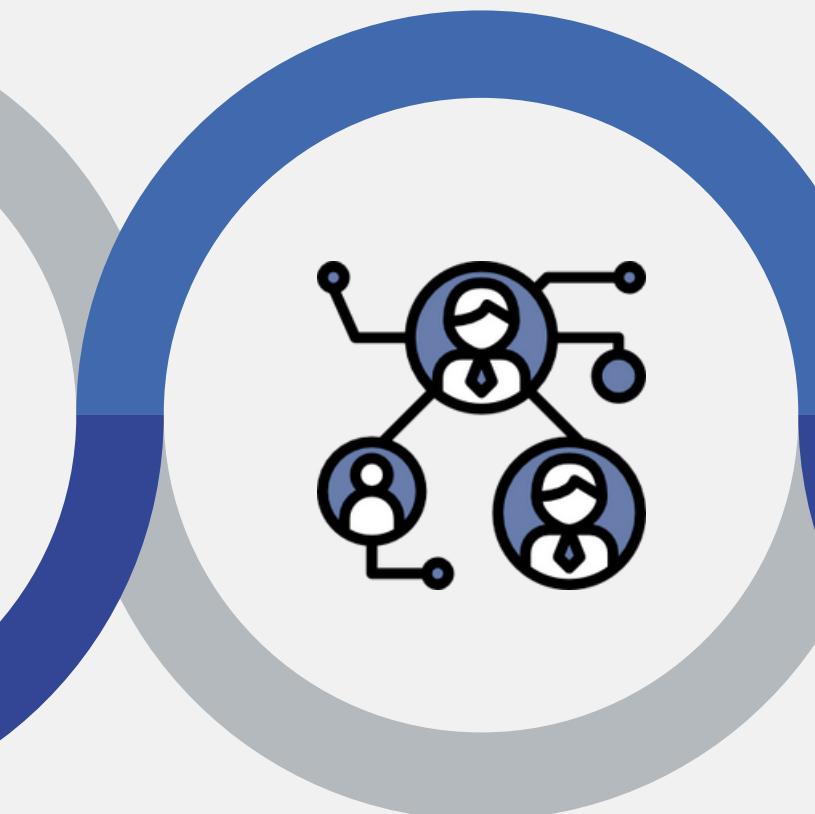
Expanding through the right partners



Accounting
firms



Saas
Partners



Resellers



Financial
Institutions

Timeline



June 2025

Beta Version Released

Aug 2025

Localisation for Payroll
• 1st Country

Nov 2025

Full Version 1 release
• 2nd Country localisaiton

Jan 2026

Next 2 countries

Financial Projections

Year 1 Revenue:

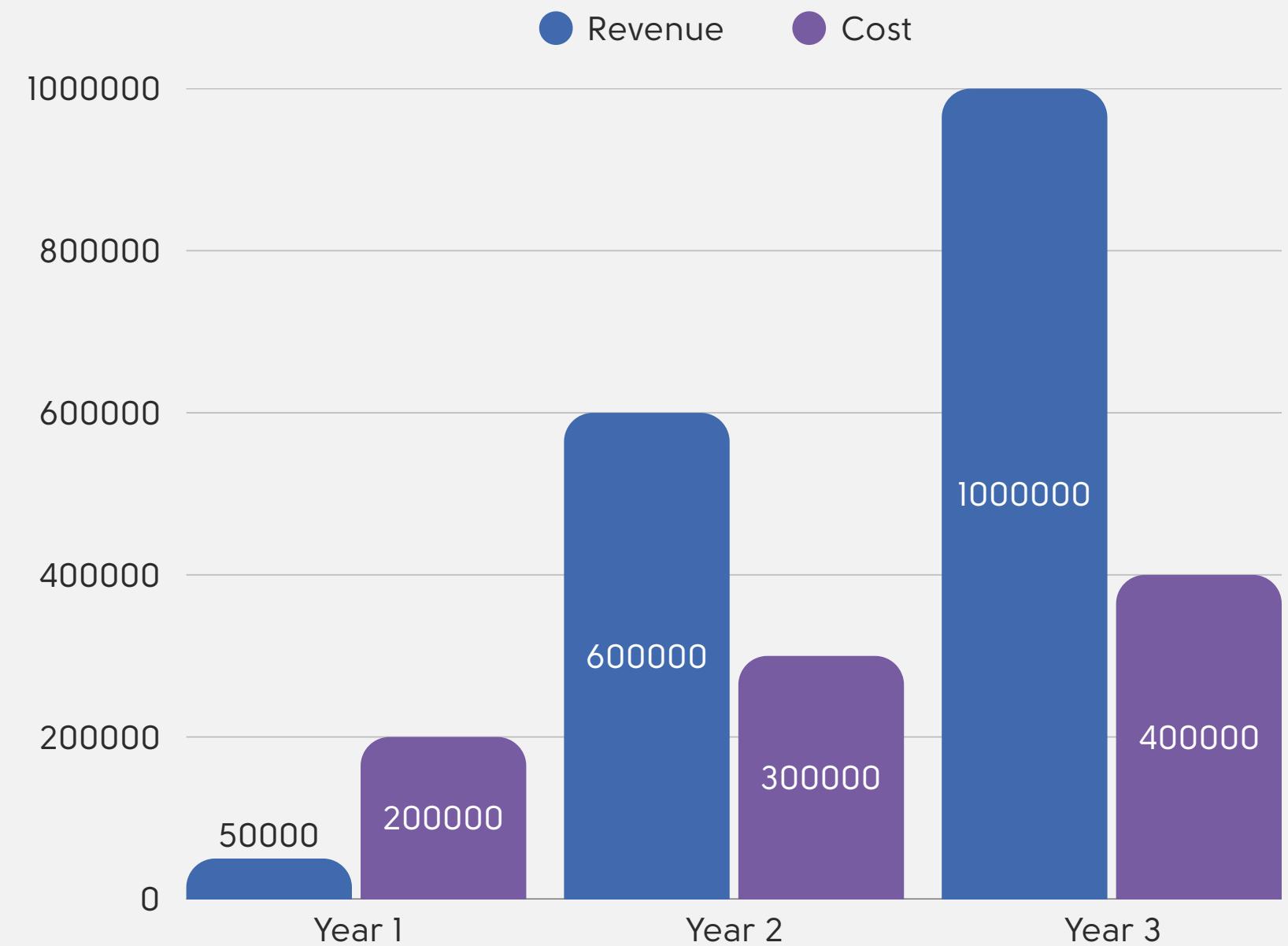
- \$200,000 (3,000 paid users).

Year 2 Revenue:

- \$600,000 (9,000 paid users).

Year 3 Revenue:

- \$1 Million (15,000 paid users).



Year 2

Profitability

60%

Gross margin

Funding Round

Amount: \$500,000

Format: Safe Note

Valuation Cap: \$5 ,000,000

Discount Rate: 25%

Runway reserve

20%

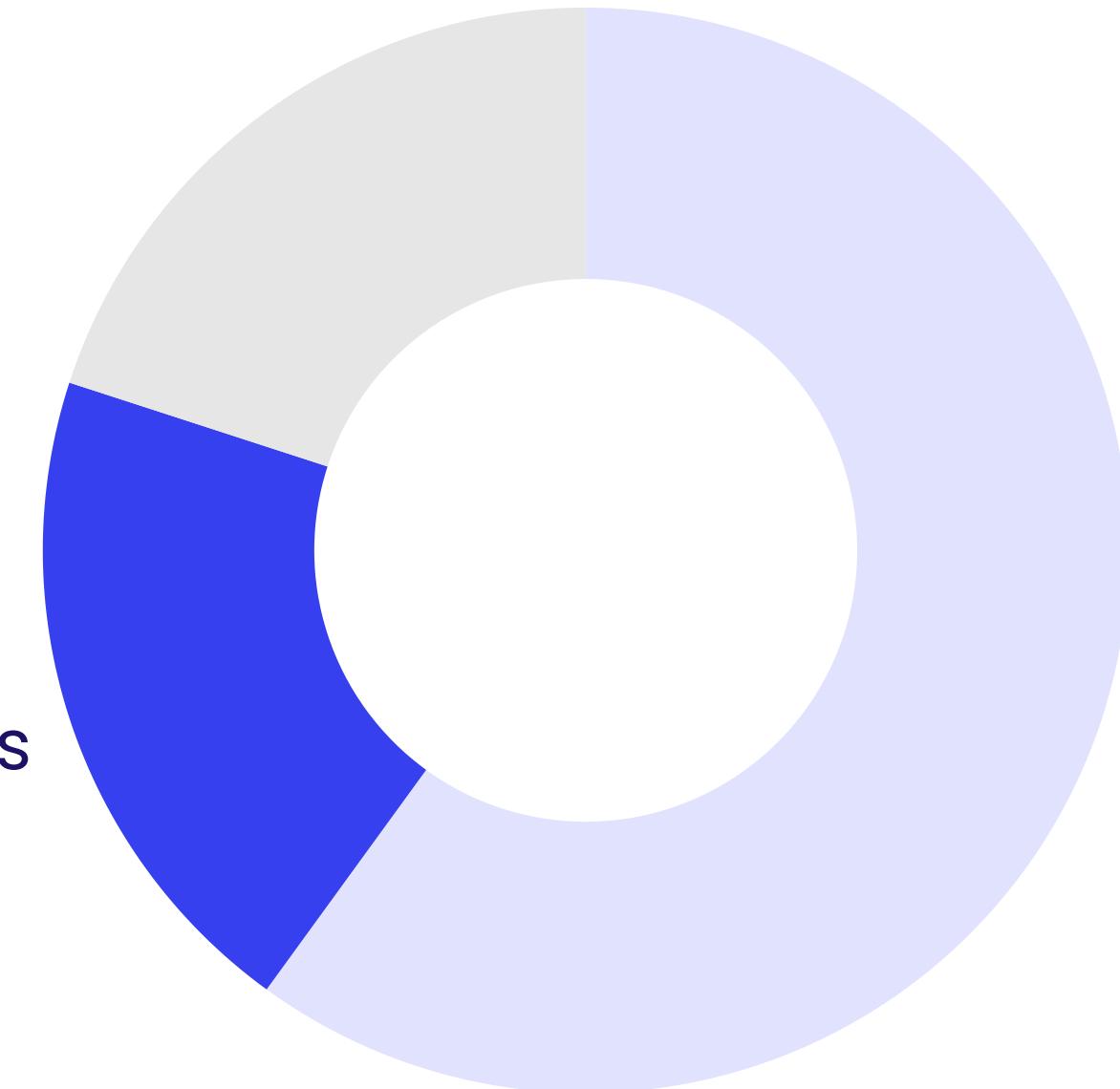
Operations

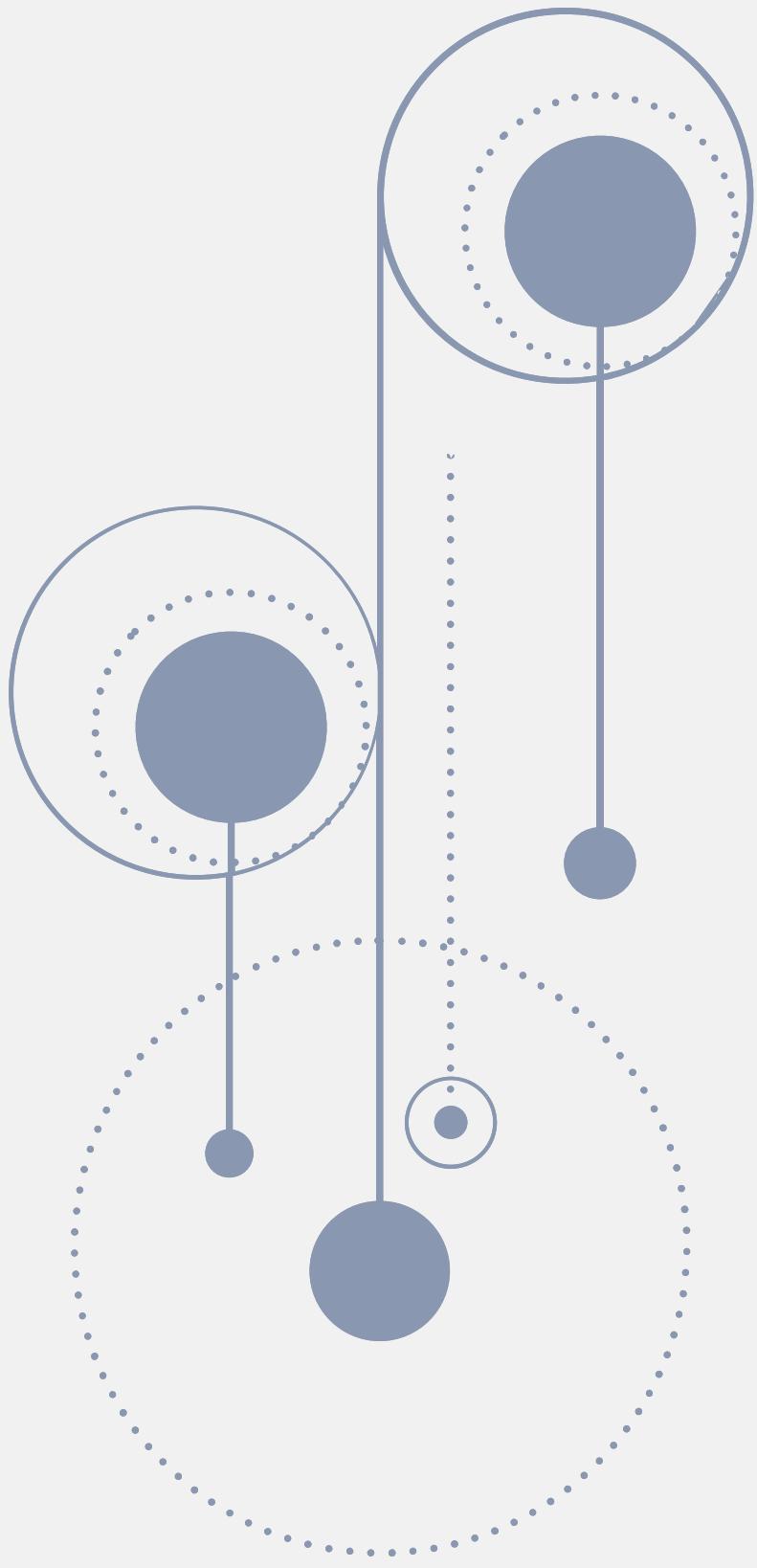
20%

Talent

60%

Allocation of the funding





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