



SOCIAL

.HR

THE IMPACT PLATFORM

GROW

ENGAGE

RETAIN

HOW DO I BUILD

HIGH-PERFORMING

ORGANISATION?

HOW DO I

RETAIN

MY TALENT?



WHY SOCIAL.HR



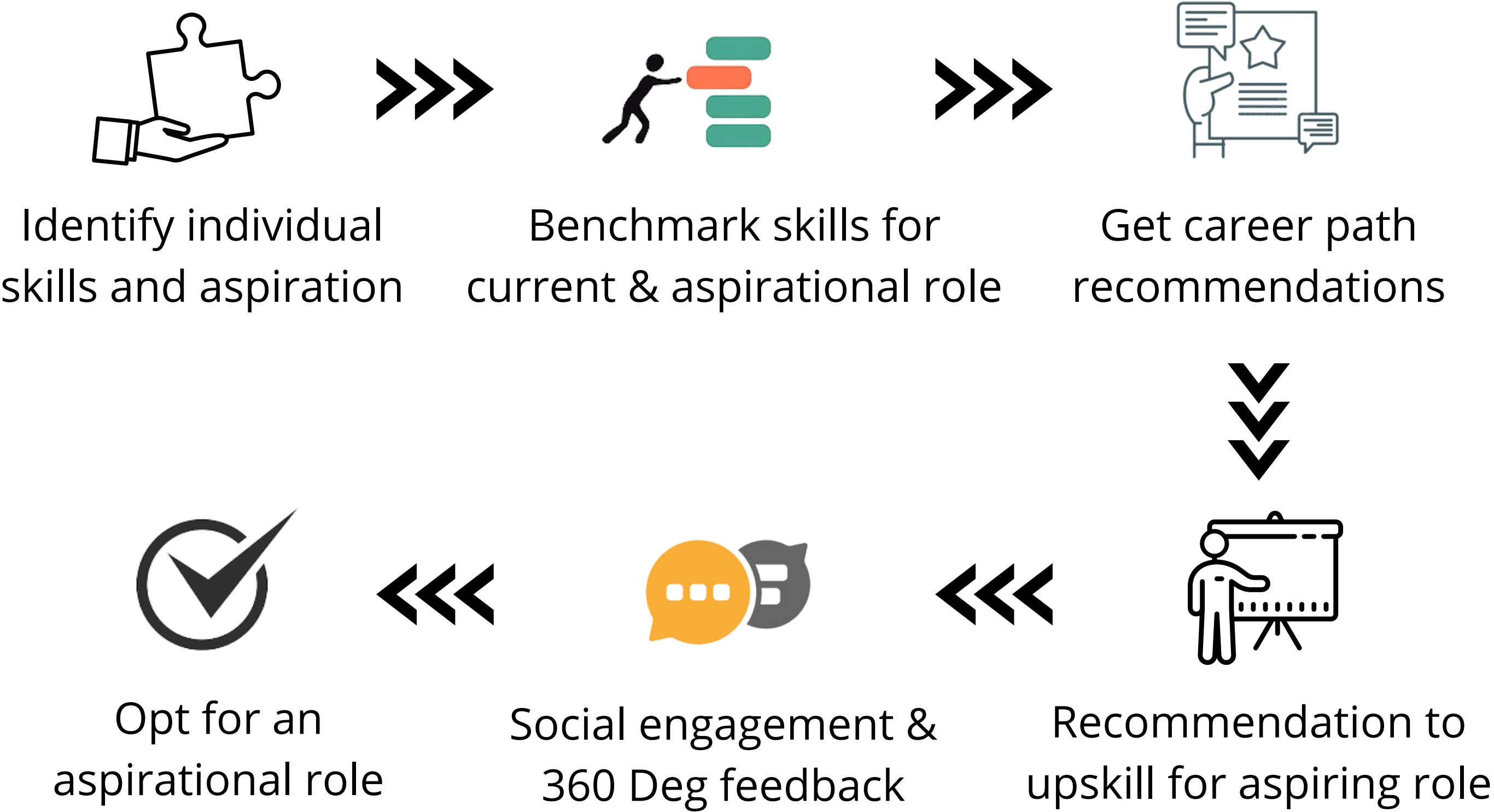
We connect an employee's proficiency, performance, and aspiration through our data-driven platform to provide actionable insights for the organization to retain talent.

FEATURES



Social.HR is on a mission to improve the overall Employee Experience

SOLUTION



Gamified experience



Real time skill and competency insights

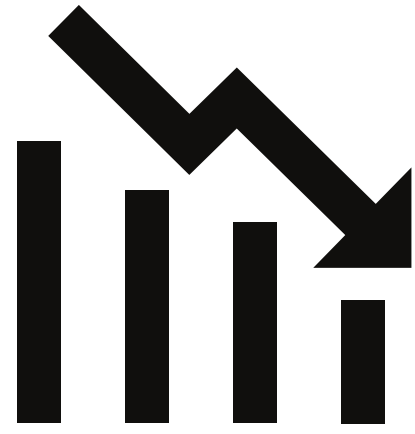


Attrition analytics dashboard

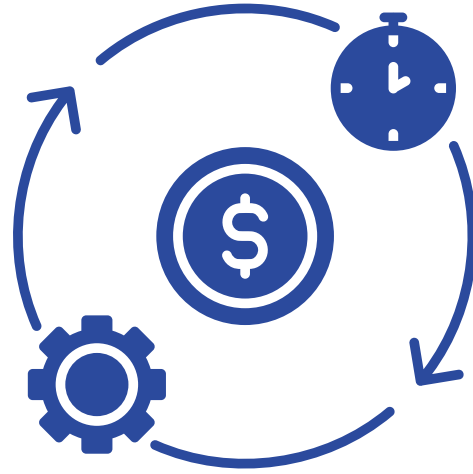


Data security and compliance

OVERALL IMPACT



30-40% reduction in
employee attrition



Increase employee
efficiency by 10-15%



Skill based smart internal
talent management



Social engagement with
analytical dashboard



5x ROI



High performance
organisation

TRACTION

6

Clients

37.9L

Avg. annual revenue

1250+

Active users



Blackboard
LET'S ADVANCE LEARNING



GROOTS

HealthMinds

\$SHRIDHAN

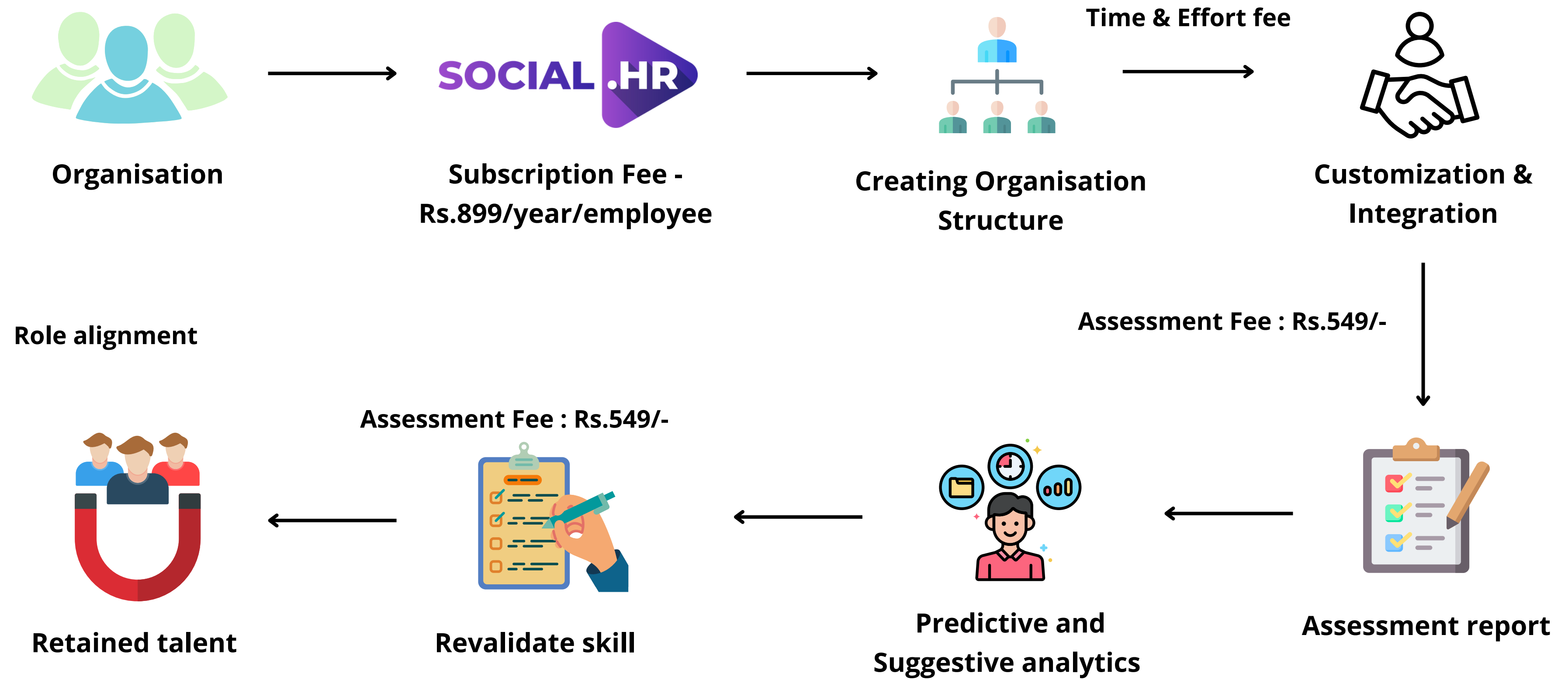
***Platform launched on Jan 2022 with paid beta customers**

REVENUE MODULE

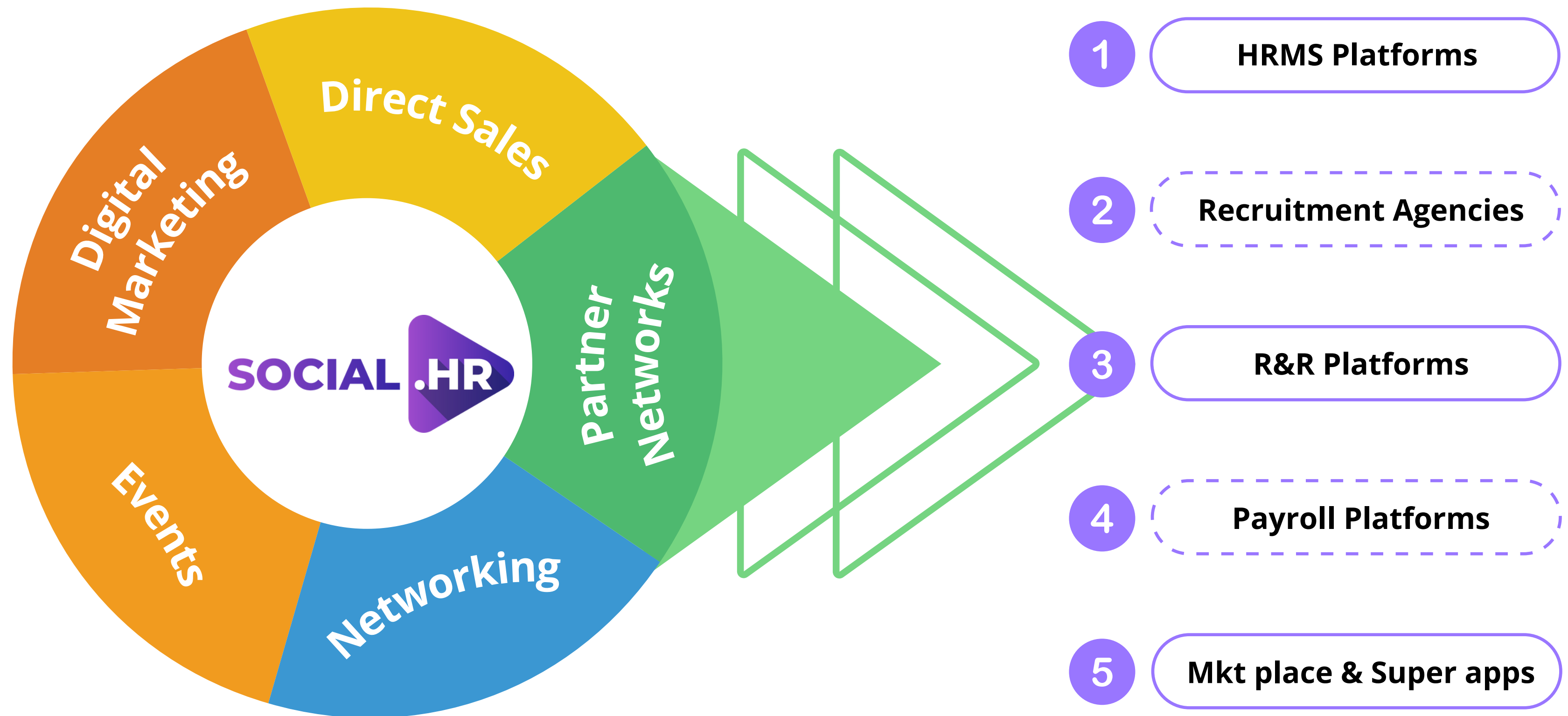
	BASIC	PRO	CUSTOMIZED
Subscription	✓	✓	✓
Assessment*	✓	✓	✓
Engagement	Basic	Advanced	Customized
Analytics	Basic	Advanced	Customized
Integration	-	Basic	Customized
INR.899		INR.1399	

*Assessment billed @INR.549 separately as per usage

BUSINESS MODEL



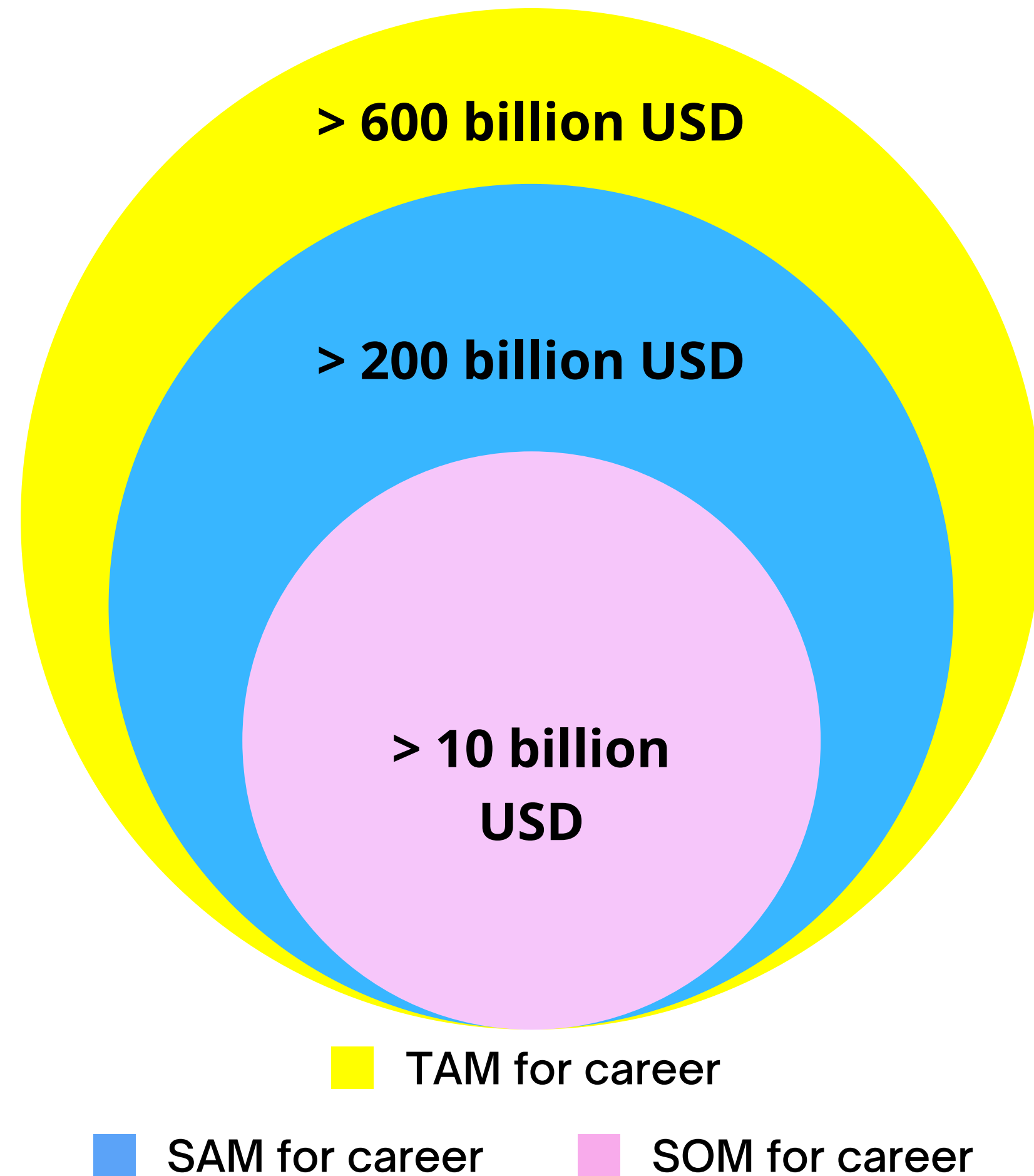
GO TO MARKET



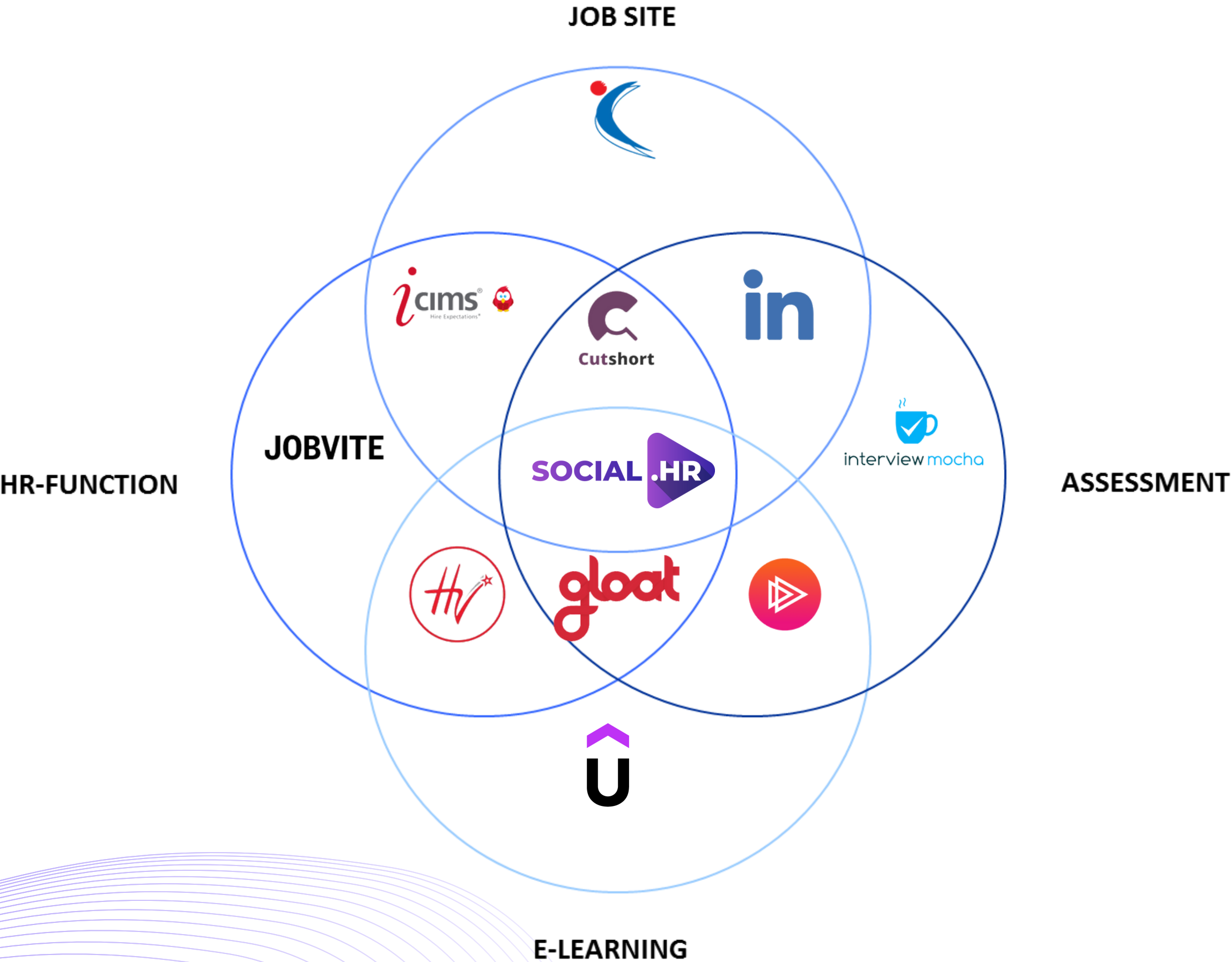
*Some partnerships are in discussion and some are in place

MARKET SIZE

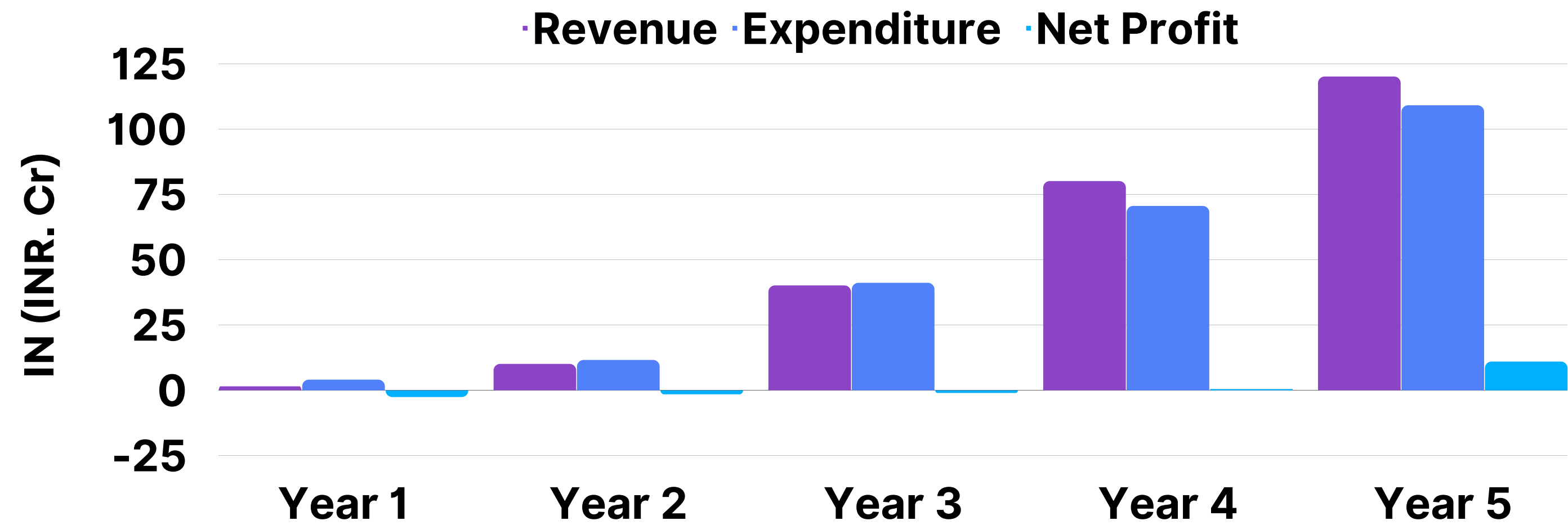
- The global job market is growing at a CAGR of 13.1% and L&D is growing at 16.1%
- The Indian job market is expected to grow from 27% to 31% in 2022
- As per Mckinsey & Company report, 66% of Indian employees are at risk of attrition.
- Indian organizations spend approx. Rs. 25,500 to hire and spends approx. Rs. 28,000 to train
- Jobs created in 2021 - 4.8 million



COMPETITOR ANALYSIS



FINANCIAL PROJECTION



Particulars (in INR. Cr)	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	1.5	10	40	80	120
Expenditure	4	11.5	41	70.5	109
Net Profit	-2.5	-1.5	-1	5	11

FOUNDING TEAM



Priyanka BN

10+ years experience in product development
IIM-K Product Strategy



Adarsh HM

14+ years experience in sales & marketing
MBA-Marketing Management



**Shailendra
Mruthyunjayappa**

25+ Years of experience in leading and scaling startups.
President Fintellix Solution



Vijay Kulkarni

12+ years of experience in building complex products
Data Scientist & Computational Biologist

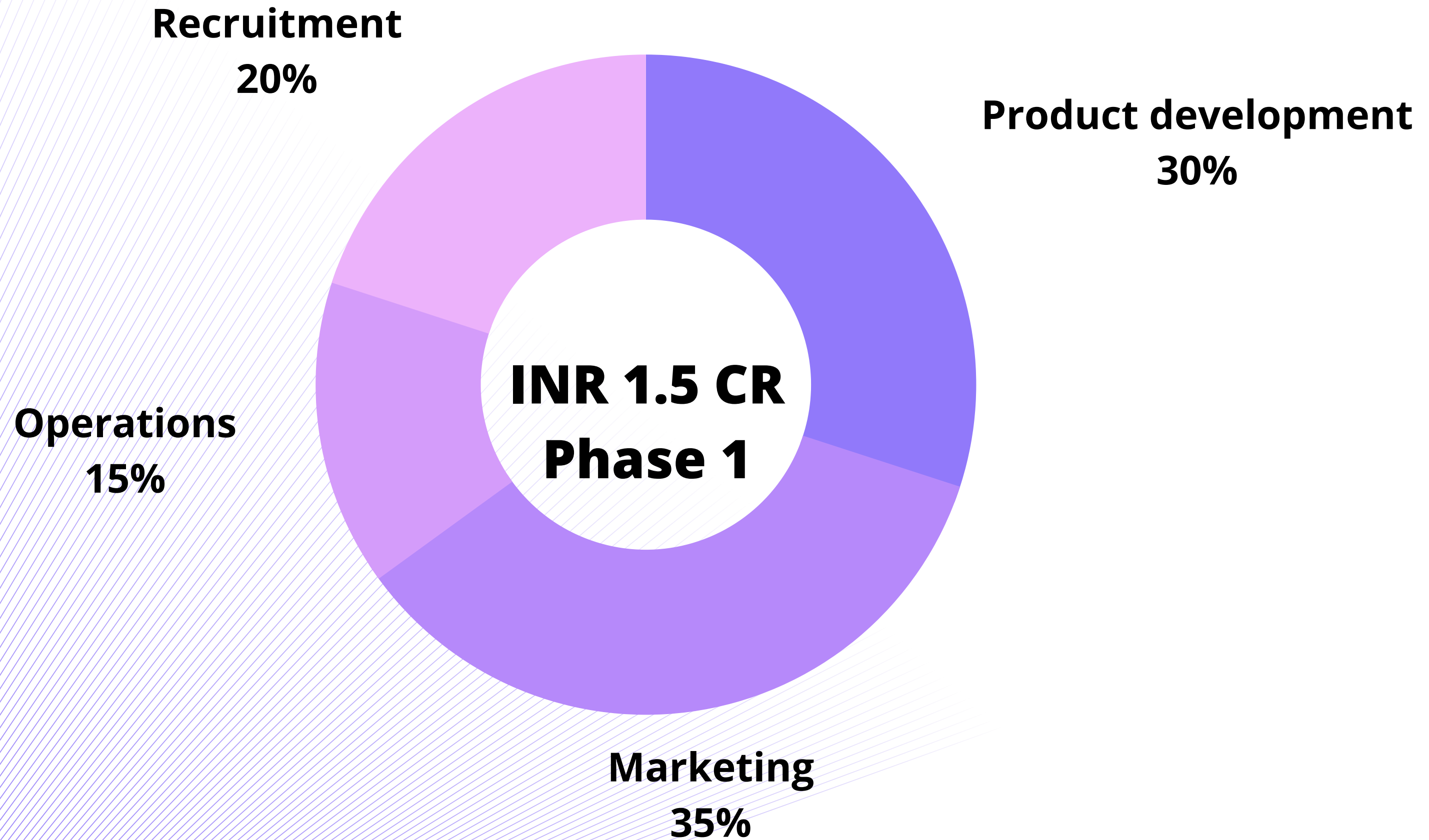
ADVISOR



Ramaki Krishnan

Sr. Director L&D Cognizant

FUNDING ASK



MARKET ADOPTION

35 + Clients

- Product enhancements into AI/ML & Analytics
- Build sales partner network - HRMS, R&R, Payroll platform, etc
- Build sales and engineering team
- Marquee client acquisitions

Phase 1

12 - 18 Months

140 + Clients

- Building strategic international partnership
- Market expansion into South East Asia
- ISO 27001, GDPR certification
- B2C rollout
- Target 8X growth
- Government & Private sector adoption

Phase 2

18 - 36 Months

300 + Clients

- Fully AI-powered career management & recommendation platform
- Building international strategic partnership
- Market expansion into North America & Europe
- Target 12X growth

Phase 3

36 - 54 Months

Do you have
any questions?



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