

#checkin101

## THE PROBLEM

“Current performance processes do not drive employee engagement and are not effective use of anyone’s time”

**DELOITTE UNIVERSITY PRESS**

# Organisations are moving away from traditional appraisals



**TCS abandons bell curve based performance appraisal; ...**  
Times of India - 19/04/2016  
MUMBAI: Tata Consultancy Services, India's largest IT services company, said it has abandoned bell curve based performance appraisal and ...

LEADERSHIP HUMAN CAPITAL

## Microsoft and Dell are ditching employee performance reviews

by Geoff Colvin @geoffcolvin OCTOBER 29, 2015, 12:16 PM EDT



ASSESSING PERFORMANCE

## Fixing Performance Appraisal Is About More than Ditching Annual Reviews

by **Graham Kenny**

FEBRUARY 02, 2016



INDEPENDENT



News > Business > Business News

## Accenture: One of world's biggest companies to scrap annual performance reviews

In this 'massive revolution', Accenture is joining a list of major corporations that have had enough with the reviews

Lillian Cunningham Tuesday 28 July 2015 0 comments

**CNBC** Search Quotes, News & Videos

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**It's not OK to 'rate' employees**

COMMENTARY

Kim Mullaney, chief human resources officer at Monster  
Monday, 18 Apr 2016 | 10:01 AM ET

**CNBC**

POPULAR

QUARTZ

IT'S A MILLENNIAL THING

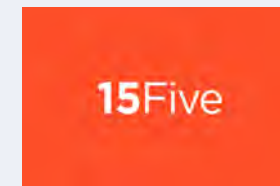
## Why GE had to kill its annual performance reviews after more than three decades

2 methodologies have been replacing appraisals

## 360 Feedback



## Check-ins



Leading organizations are already moving towards ongoing check-ins



### WHAT CHECK-INS HAVE DONE FOR ADOBE

More engaged, higher  
performing staff

Saving 80,000 hours of  
manager's time in annual  
review process

Continuing to lower voluntary  
attrition rate

**Deloitte.**

**accenture**



 **Microsoft**

**Health & education sectors are fast growing HR  
Tech markets**

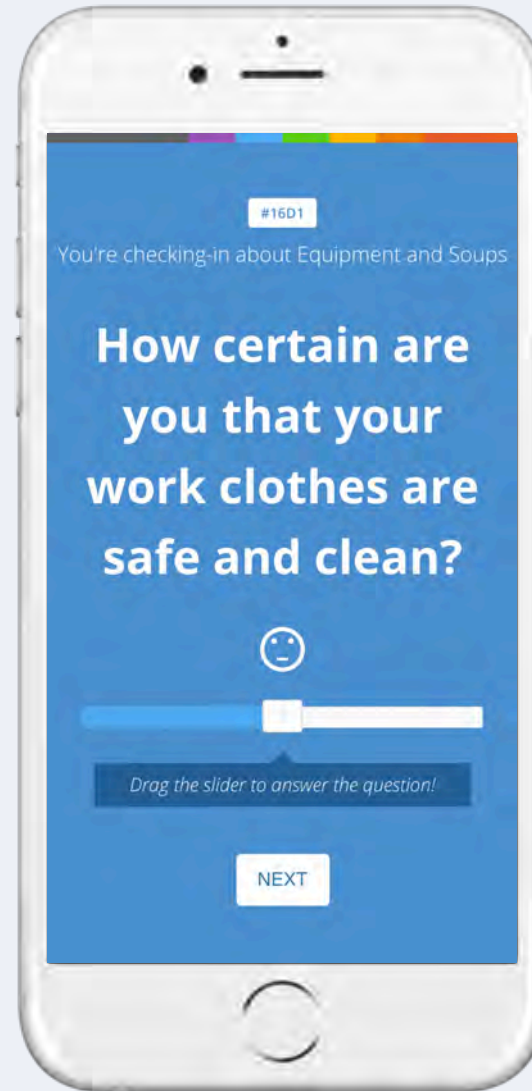
- High staff turnover & significant external engagement
  - Have to react quickly
- Need to make better use of limited resources

# #checkin101

Unlike 360 feedback, check-ins are designed for targeted audiences rather than a one-size-fits-all survey

Checkin101 makes checking-in effortless

- Questions are automatically generated based on context
- People are reminded to check-in with push notifications



\*actual check-in in-use by one of our customers

Checkin101 allows:

- ✓ Teams leaders & managers to check-in with their teams
- ✓ Programme managers to check-in with their participants
- ✓ Teaching staff to check-in with their classes
- ✓ Senior leadership to check-in with their staff and stakeholders

# Performance is about scaling what's working

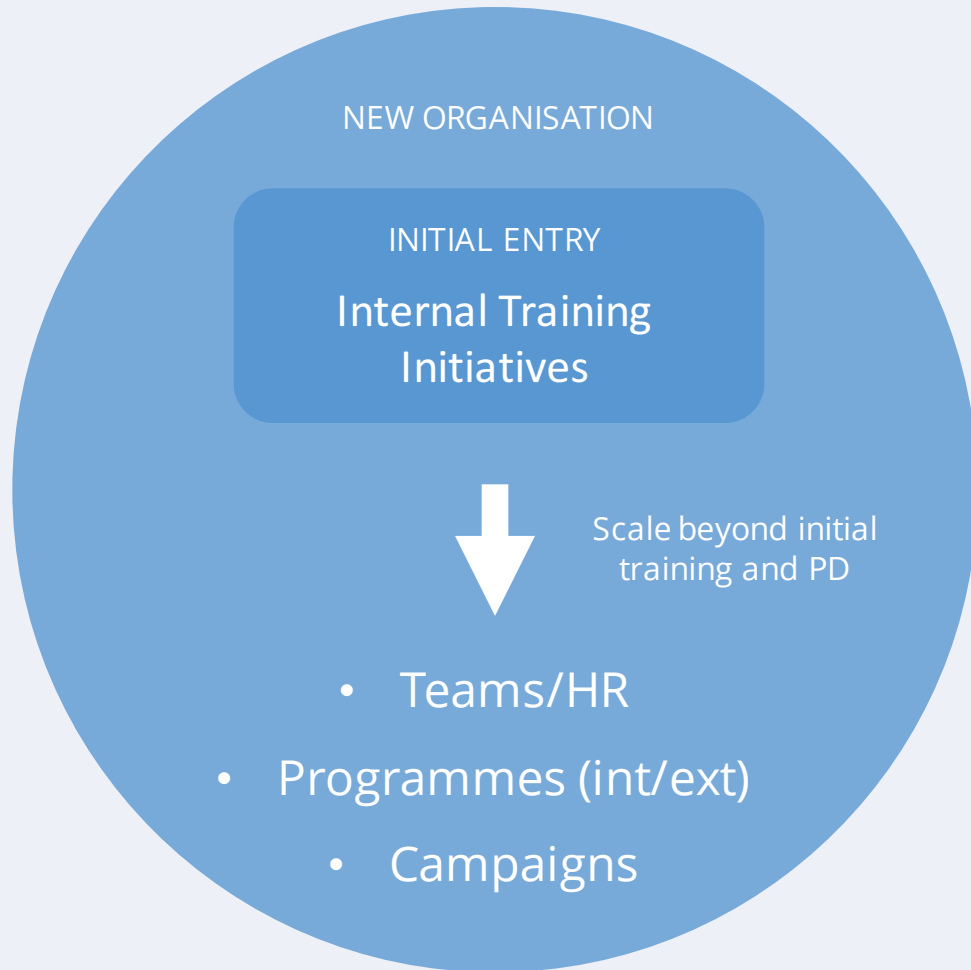


Checkin101 is an analytics tool that creates better visibility over what's working throughout the year.

The higher frequency of check-ins allow Checkin101 to find trends across an entire organisation's activities.

Staff and senior leaders can spend less time on admin and more time exploring what caused successful results.

# Plan to acquire new customers through their existing training initiatives



Education and Health Sector organisations make up **22% of the training market**. These US-based organisations alone spend on average \$850,000 every year on training initiatives.

Checkin101 is being scaled within our existing customers as different internal stakeholders are becoming engaged with check-ins.

Alternative lead generation activities include acquiring customers that operate external programmes and converting participants as customers



Performance software is rapidly growing in the Education & Health sector



**Human Capital Management** segment of **EdTech** is the fastest growing with a forecasted CAGR of 6.5% over 2015-18

Deloitte indicates that 70% of senior HR leaders are **reviewing their systems**, with engagement, retention and performance management being key priorities in the **health sector**

# Transactional pricing that can scale rapidly

1

People are grouped through **segments** based on teams, classes, campaigns, programmes or other relevant factors

2

Check-ins can be **created** throughout the year at key touchpoints. These can also be **scheduled** and maintained through staff calendars



A screenshot of a digital form for creating a check-in. At the top is a yellow magnifying glass icon. Below it is the text "What do you want to check-in about?". Underneath is a white search bar containing the text "the latest PD workshop". At the bottom is a blue button with the text "CHECK-IN" in white capital letters.

## Transactional Pricing

\$1000	first <b>100</b> check-ins
\$5.00/check-in	next <b>1k</b> check-ins
\$2.00/check-in	next <b>10k</b> check-ins
\$1.00/check-in	next <b>50k</b> check-ins

Minimum viable customer to start at  
**2k check-ins** per annum (\$6000)

Transactional pricing can scale rapidly as  
check-ins are adopted beyond training

# Leading education and health organisations are using Checkin101



## Victoria University of Wellington

Leading research university in New Zealand

First partner organisation, proved effectiveness of technology notifications

Checkin101 helps the admissions and orientation team **identify at-risk students**, earlier



## NSIA

Leading hospitality school in New Zealand

Checkin101 used by the publically listed parent company to multivariable test different programme variances

Winner of the coveted **National Training Excellence Award** for eight consecutive years and the **Nestle Toque d'Or Gold Medal**



## Youthline

Most established youth charity in New Zealand.

Being used in programmes across New Zealand in the mental health sector

Checkin101 powers the Personal Development programmes being **scaled in Coca Cola Amatil partnership**



## Ko Awatea

The internationally-recognised innovation and education division of Counties Manakau District Health Board

Connecting and **training District Health Boards** across NZ and internationally

Checkin101 powers internal team performance check-ins

+ Ongoing pilots extending across India and Singapore

# The Team



**Sam Kerse**  
**Founder & CEO**

- + Originally prototyped check-ins whilst guest teaching school and tertiary classes
- + Google trained and qualified in digital marketing practices
- + Former Tech Lead at NGO P3 Foundation & Partner at software agency Displacement
- + Project management experience on international water aid projects



**Rick Kerse**  
**Co-Founder & GM Sales & Business Development**

- + Over 20 years experience in Change and Quality Management
- + Project managed \$40m+ projects with Housing NZ Corp., a State Owned Entity
- + Led change management initiatives at Air New Zealand and Telecom NZ
- + Six Sigma Black Belt and Prince 2 Practitioner



**Sai Shyam G**  
**Head of Product**

- + Former developer, Mobility Team at Cognizant Technology Solutions
- + Previous management positions in leading education NGO Make a Difference India
- + Involvement with New Zealand and Indian accelerator programmes & startups in product roles

# Potential Acquirers



## Pearson

- + Global leader in edtech acquisitions
- + Higher Ed and Health Sector are key markets
- + Product portfolio fit with Pearson Embanet– the services provided for performance in online programme,s or with Learning Catalytics learning analytics products.



**Blackboard**

## Blackboard

- + Large acquirer of edtech
- + Potential fit with product portfolio, especially given that there is an analytics platform
- + Blackboard's known growth strategy is through acquisition



Source: <https://www.edsurge.com/news/2015-08-05-why-edtech-exits-will-defy-historical-trends>

## Others in Ed & Health tech industry:



# Raising **\$850,000**

Potential structure: Convertible note at 25% discount, max valuation \$3.5m

## Goals for Investment

- Grow sales & product team
- Create a presence in India & Singapore/Dubai
- Grow traction and partnerships for acquisition
- Build product integration with potential acquirer platforms

## Investment to-date

**\$100,000**



## OUR MISSION

Allow **education** and **health** organisations to quickly adopt a check-in culture and **perform at a world-class level**

**checkin101.com**

Contact Sam Kerse for more information  
sam@checkin101.com