

Effortlessly discover and connect with the most valuable people in your organization.

Founding team



Joseph Quan
CEO
Strategy & Product

- Nike HQ – founding team member of new innovation team. Head of strategic planning & business development
- Keystone Strategy – management consultant for consumer technology clients (Microsoft, Facebook)
- Samsung Mobile – business planning
- Wharton (MBA) – entrepreneurship and marketing majors
- Berkeley – Econometrics, English



Jass Chew
COO
Ops & Marketing

- A-connect (consulting firm) – led engagements focused on creating on innovative and engaged corporate cultures
- CarrotSnap LLC – founder of social networking startup incubated in the SMU Institutions of Innovation and Entrepreneurship
- Wharton (MBA) – entrepreneurship, operations
- Singapore Management University – Economics, Business Management (summa cum laude)



Nikhil Srivastava
CTO
Tech & Analytics

- ISENTIUM (financial technology startup) – first business hire; ran product, sales, and marketing; grew revenues to \$500k/year
- Deutsche Bank – trader (equity derivatives)
- YouIntern.com – cofounder and CTO
- Wharton (MBA) – entrepreneurship, statistics
- Harvard University – physics

Problem: There are two enormous barriers to effective networking



Discovery: It's hard to find the right people.

- Searching through company directories, alumni databases, and LinkedIn fails – it's time consuming and often ineffective.
- Attending conferences fails – it's like relying on chance.



Connection: It's difficult to establish new relationships

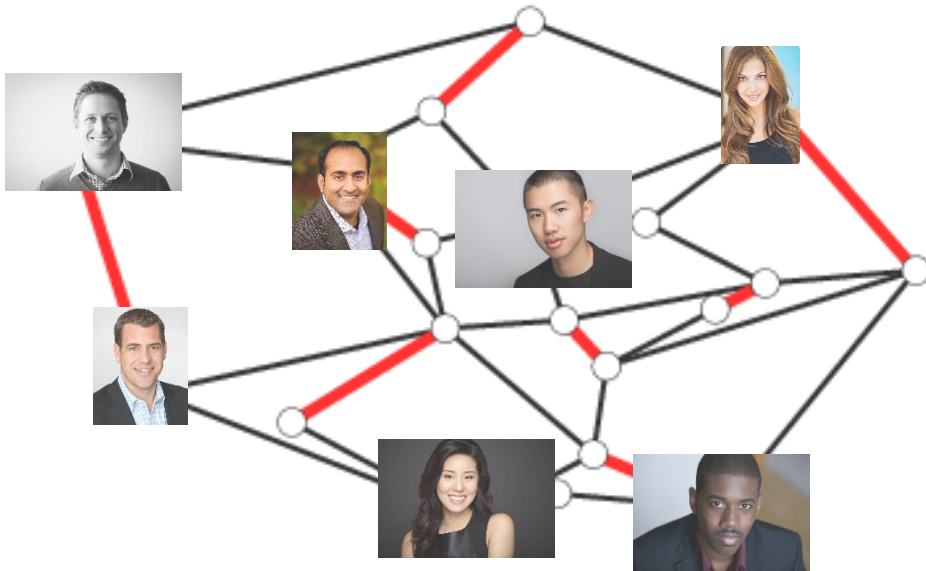
- It's awkward to put yourself out there and reach out to new people.
- Think of the last time you reached out (completely cold) to a fellow student or colleague

Our solution: OrgMatch

OrgMatch is a way for users to effortlessly discover and connect with the right people inside their organizations.

Unlike LinkedIn, we do the work of finding the right people and introducing you to them.

OrgMatch is also an intra-organization tool – we only match users with trusted people inside their existing networks (school and workplace).

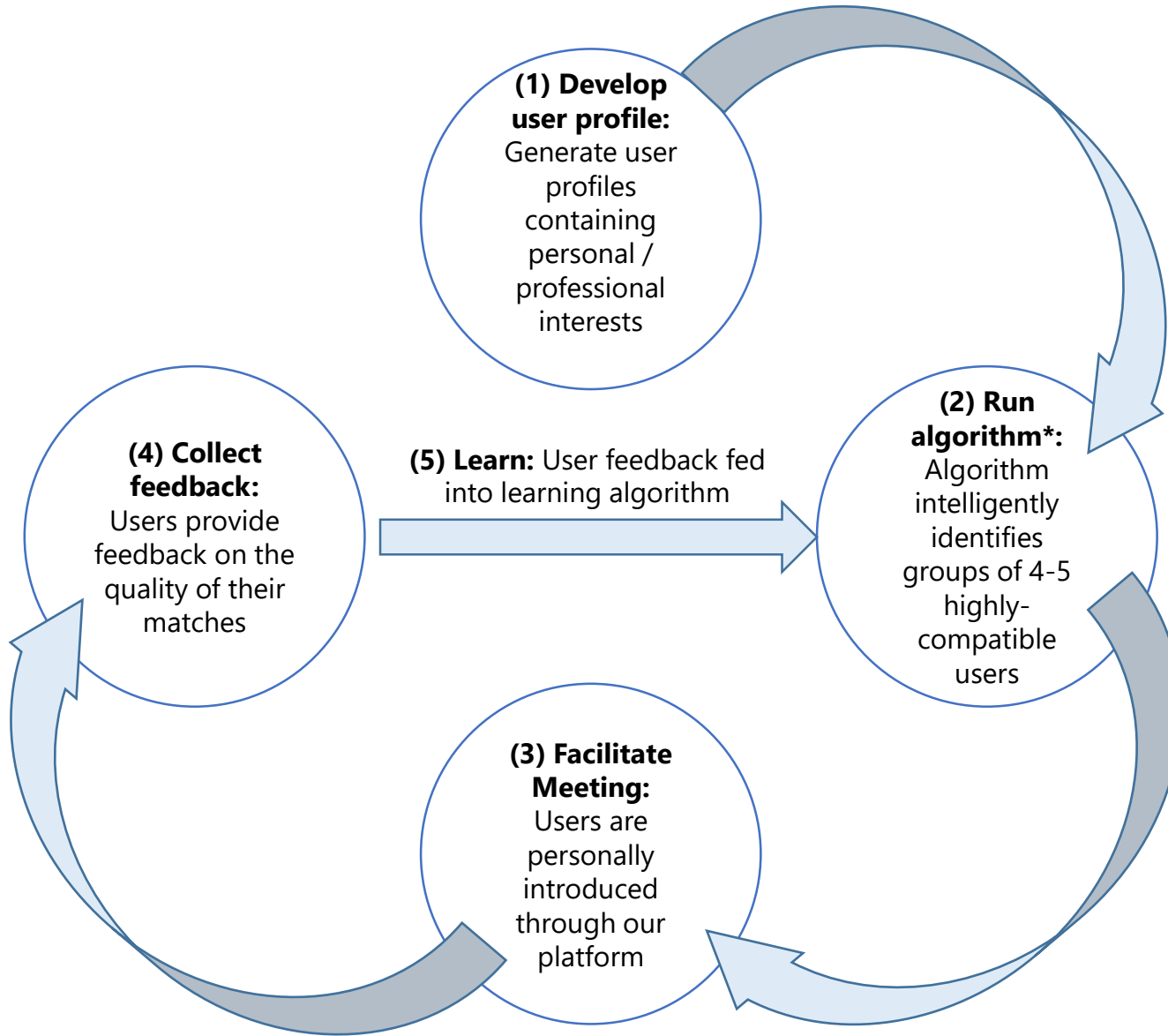


We solve the **discovery problem** by intelligently matching you with small groups of 4-5 people based on key personal and professional attributes

We solve the **connection problem** by facilitating the first meeting. OrgMatch organizes logistics, provides personalized introductions, and gives you conversation starters.

The service was built based on our own experiences as students, employees, and alumni.

Technology: How our product works



What does this mean for our users?

Users fill out a profile once and the system automatically sets up recurring monthly meetups with high-value, high-compatibility connections.

It's now painless to make new connections at school and work.

Traction to date

- **Over 700 users** on the platform (~40% of Wharton MBA class)
- **Closed first revenue-generating contract**
- **Winner of Wharton Innovation Fund** award and accepted into NSF I-Corps program
- **Business development conversations** with Wharton executive leadership

*Proprietary backend uses multi-dimensional clustering algorithm to assign users to optimal groups

By solving a consumer problem, we unlock tremendous value at an institutional level

Our product builds on an extensive body of research and emerging industry trends



Effective social networking tools can drive:

- Higher rates of information transfer and productivity (by 10-15%)¹,
- Greater worker engagement²,
- More collaboration and innovation³
- All driving tangible economic ROI



In recent news:

- Apple is spending \$5B on a company campus specifically designed to foster collaboration and serendipitous connections
- Other companies (Google, Zappos) and schools (Michigan, Harvard) are leading similar initiatives

Companies and schools are spending big to get the right people interacting – there is a **\$1B+ market just for employee engagement.**

OrgMatch is the answer for these institutions – it's a software service that intelligently engineers serendipitous personal connections.

¹Social Network Effects on Productivity and Job Security: Evidence from the Adoption of a Social Networking Tool. Lynn Wu. University of Pennsylvania; ²Do peers make the place? Conceptual synthesis and meta-analysis of coworker effects on perceptions, attitudes, OCBs, and performance. Chiaburu, Dan S.; Harrison, David A. Journal of Applied Psychology; ³Determinants of Innovative Behavior: A Path Model of Individual Innovation in the Workplace Author(s): Susanne G. Scott and Reginald A. Bruce Source: The Academy of Management Journal; ⁴ The Science of Serendipity in the Workplace, Rachel Emma Silverman

APPENDIX

Market and revenue potential

Strategic focus for Yr. 1 given current research and prod. development

Academic Institutions

***License to academic institutions at \$5 per seat per month
(depending on contract size)***

Top 100 colleges
(can expand beyond)



1.1M students
8.7M recent alumni¹

Top 20 graduate
business schools²
(can expand beyond)



16.5K students,
124K recent alumni¹

Market Potential



\$1.3B market

**5-year revenue
estimate³**

\$26M revenue

Private Enterprises

***License to corporations at \$5 per seat per
month(depending on contract size)***

Total number of
firms in U.S. with
more than 500
employees, in
selected industries⁴



29K firms,
42M Employees
51M recent alumni⁵

Market Potential:



\$9.6B market

**7-year revenue
estimate⁶**

\$119M revenue

¹ Recent alumni pertains to alumni from past 15 years; ² With student enrollments above 500; ³ Assuming penetration at 25 of top 100 schools, and alumni participation rate of 5% across top 25 schools at \$50/semester/head (comparable classroom management systems are \$20-\$50/head/class); ⁴ Including Information, Management, Professional, etc. industries; ⁵ Based on voluntary turnover rate of 8%/year, for recent (15 year) alumni ; ⁶ Based on 2% penetration rate at top companies and 10% alumni participation rate; Data from U.S. Census Bureau, Statistics of U.S. Businesses, Academic data from Forbes, School website

Traction

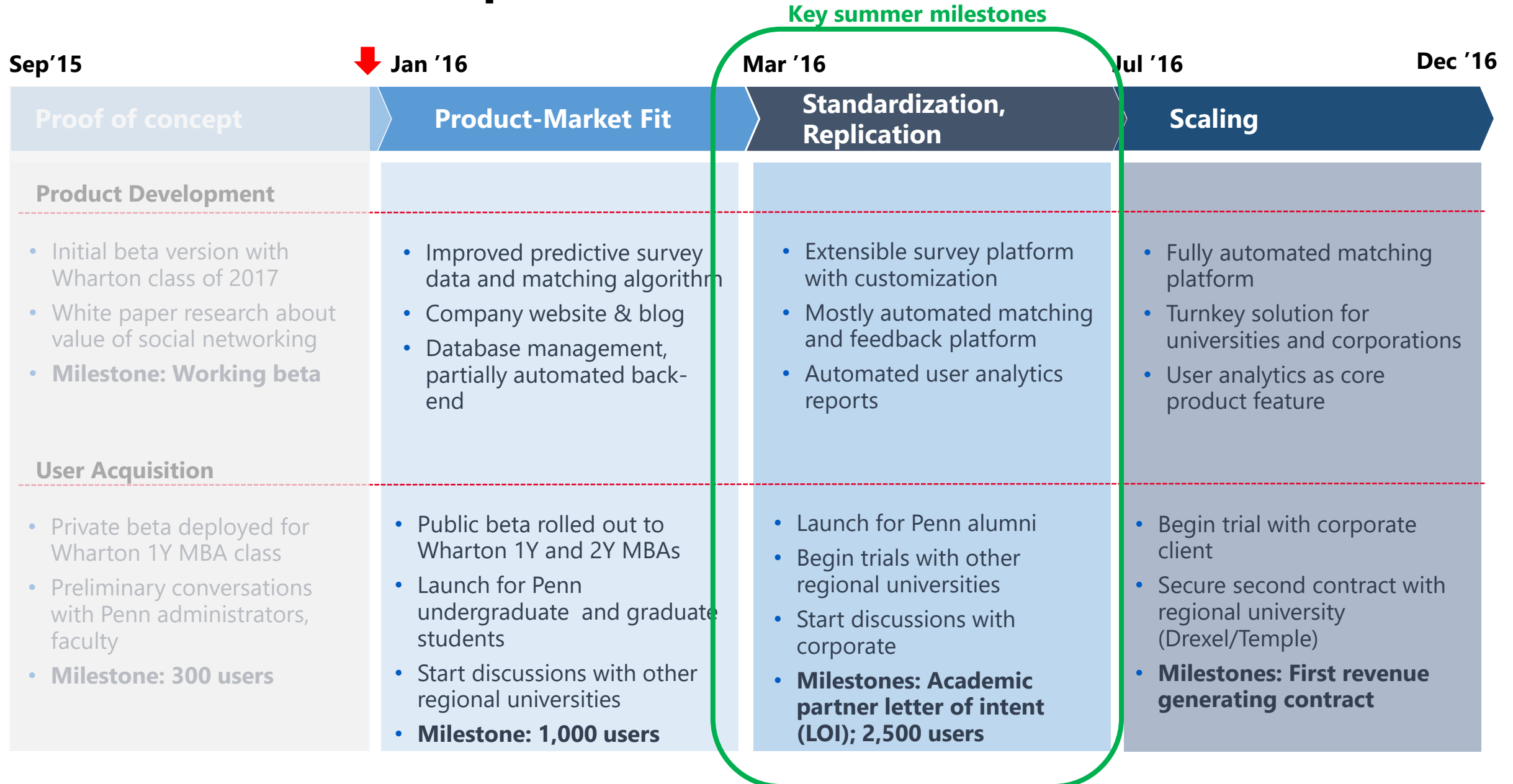


- **Piloted with 700+ Wharton MBA** students users to date
- **Hundreds of student meetings & connections** already created through 2 rounds of matches
- **Over 85% of users are highly satisfied** with the service
- **Collaboration with Penn's Graduate Student Association** to further refine algorithm and coordinate interdisciplinary learning teams for 1000+ Penn students in coming months



- **Revenue generating contract** with brEDcrumb
- **Accepted to National Science Foundation Innovation Corps** at the University of Pennsylvania
- **Active partnerships/discussions with Wharton administration and faculty** (People Analytics, student life, CIO's office, etc.)
- **Guidance from Wharton professors** such as Adam Grant, Peter Fader (with more outreach to other relevant experts across other business schools)

12-month execution plan



We have independently validated the need for OrgMatch at a consumer and institutional level

The feedback to date has shaped our product development and guided our initial sales discussions

"We've been trying to do this manually for years [...] this could be a home run for us. Our team would pay for a service like this."

CEO of networking coaching company and President of major MBA alumni chapter

"We're always trying to get the right people in different groups to get together in the same room – you're on to something here."

F500 Company Innovation Lead

"I love this [...] it's exactly up our alley. It would be a clutch resource for our MBA students."

Wharton student life director

"I've always been frustrated with the lack of high-quality, informal non-academic interactions between students and faculty – sign me up for [OrgMatch]. I could see it adding real value to our alumni network as well.."

Tenured Wharton faculty member

"Our minds were blown because we had an insane amount in common."

**User feedback from October 2015 pilot
(rated service 10/10)**

"We really hit it off. I got set up with a group with very similar ambitions that I somehow hadn't met yet. We had a great conversation over lunch."

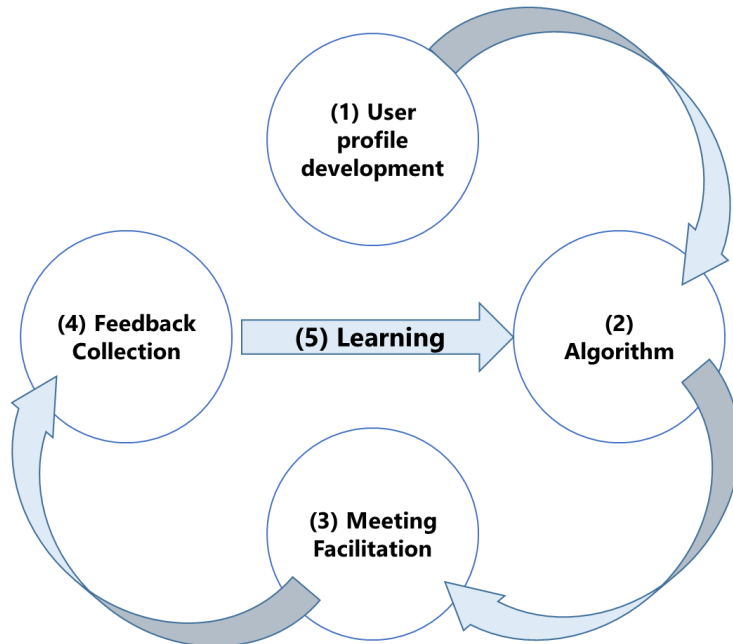
**User feedback from October 2015 pilot
(rated service 9/10)**

Business model

Core Offering: Matching services for schools and companies

Description: We work hand-in-hand with our client to build robust data profiles of users in their organization, develop a matching algorithm, and facilitate meetings between groups

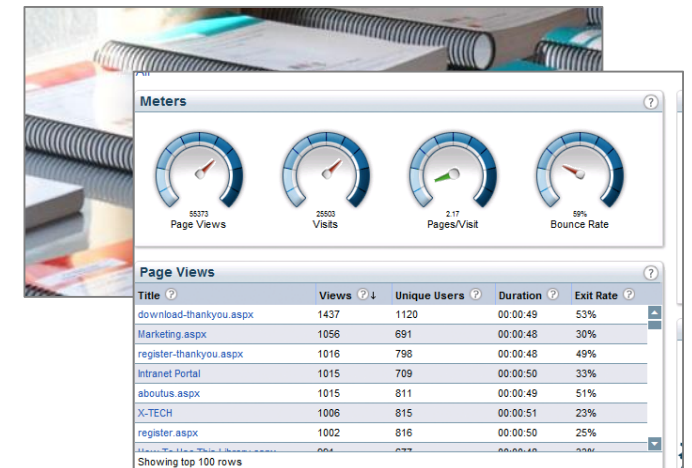
Pricing: licensed on a per seat basis (\$5* per registered student or employee per month)



Supplementary offering: Analytics/recommendations

Description: We generate custom analytics and recommendation reports based on the extensive data we collect on user interactions in your organization

Pricing: Flat fee



Two key segments – schools and corporations – will derive the most value from OrgMatch

Strategic focus for Yr. 1 given current research and prod. development



Academic Institutions



Private Enterprises

We have isolated 5 interrelated “value drivers” that are important to both schools and corporations:

More effective
flows of
information

Smarter
discovery of
colleagues

More
collaboration
& innovation

Higher
engagement

Greater
diversity

Competitive advantage and key differentiators



Product

- Customizable, multi-dimensional **clustering algorithm**
- Automated **meeting facilitation system**
- **Feedback platform** to drive learning algorithm



Unique focus

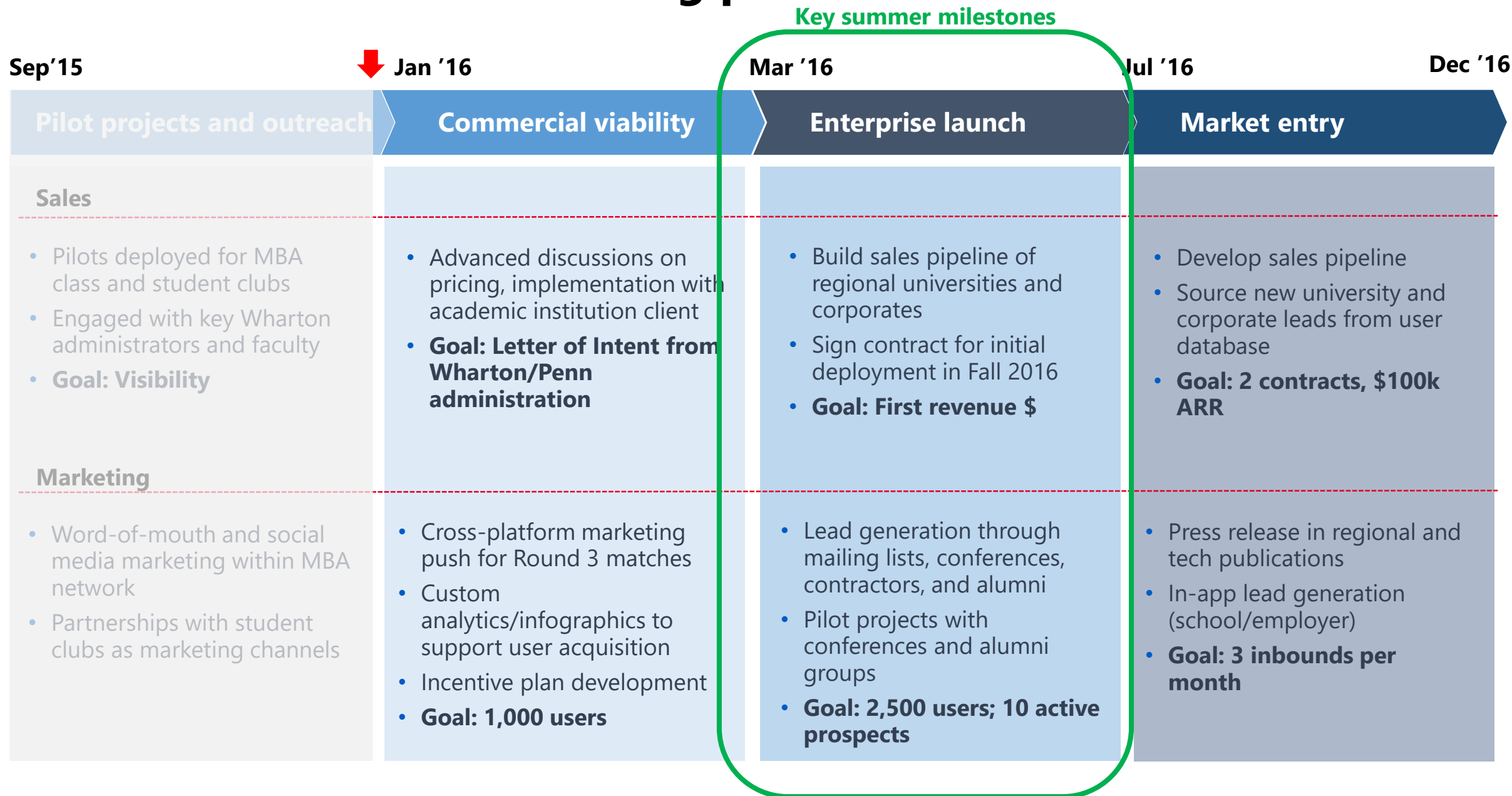
- Focus on **intra-organization** networking; leverages built-in trust of existing networks
- Focus on not only identifying the right people, but also **setting up in-person meetings** for users
- **B2B2C** business model
- Facilitates **small group sessions** (rather than 1:1 meetings)



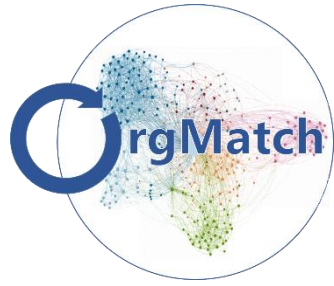
Network/brand

- Value proposition uniquely aligned with **Wharton ethos**
- Guidance from key Wharton faculty in Management, Operations, and Marketing

12-month sales and marketing plan



Summary



What is OrgMatch?

OrgMatch is a software service that helps users effortlessly expand their social and professional networks.

Our service intelligently identifies the people you should be meeting in your school or workplace, and facilitates small group in-person meetings with them.



Why is it important?

By getting the right people to connect, OrgMatch breaks down information silos and boosts innovation, engagement and productivity within schools and companies.

Our product builds on an extensive body of academic research, emerging industry trends, and the results of our own analyses.



Final thoughts

- Our team has identified a real need at the individual and organizational level
- We've seen strong traction to date in our "Wharton experiment"
- We can capture \$140M+ of an estimated \$10B+ market within 7 years

Product roadmap

| | | | January 2016 (Exploration, Testing) | July 2016 (Standardization, Replicability) | December 2016 (Iteration, Scale) |
|--|---|-------------------------------|---|--|--|
| Matching service | Intelligent user discovery and matching | Survey | Core survey development – research and testing | Finalized core survey developed with most predictive questions | Extensible survey platform that allows customization by client |
| | | Algorithm | Initial algorithm framework developed and tested on beta trials | Algorithm successfully instrumented in statistical software package (SAS, R, etc.) | Simple graphical user interface built out for running and distributing algorithm |
| | Facilitated introductions and post-meeting tracking | Introduction platform | Email introductions generated via mail merge | Standard template for personalized introductions developed | Automated introduction platform integrated with matching algorithm |
| | | User feedback platform | Core feedback form development – research and testing | Finalized feedback forms with integration into algorithm | Feedback platform wholly integrated into overall service |
| Custom analytics reports and recommendations | Reporting services | | Summary reports and initial infographics developed | Standardized template for school report developed | Automated report generation (sourced from survey, algorithm, and feedback data) |
| | Recommendation (consulting) services | | N/A | List of potential consulting services developed | |

Funding plan

Jan '16

Mar '16

Jul '16

**Product-
Market Fit**

**Standardization,
Replication**

Scaling

Bootstrap

?

Seed

?

Series A

Our team expects to bootstrap to initial revenue and seed funding. We will forgo salary and pay initial costs out-of-pocket.

Major Expenses, Pre-Funding

- Business filing and legal fees
- Data scientist intern, software developer intern
- Working space

Key Metrics for Capital Raise

- 2 institutional clients paying > \$10k
- Pipeline of university and corporate leads

Major Expenses, Post-Seed

- Full-time developers (2), associated technical and employee costs
- Investments in data security
- Regional B2B marketing spend

Key Metrics for Capital Raise

- \$50k/mo recurring revenue
- > 100% YoY growth in revenues
- Increasing ARPU with < 5% cancellation

Major Expenses, Post-Series A

- Enterprise sales team
- CTO Hire
- Marketing Team
- Sales Team

12 Month goals (summer milestones highlighted)

