Investor Presentation

10th May 2017

Peter Cummings

VISION

DevScore makes it simple for recruiters to hire developers: reducing time to hire and increasing quality of hire using continuous source code analysis.

MARKET OPPORTUNITY (5 YEARS)

$20bn Market
25% CAGR

24% growth in developer jobs

50% Contingent workforce

PROBLEM

01 **Recruiters** are tasked with assessing developer skills from **resumes** every day, this is **time-consuming** and often inaccurate: increasing time to hire.

02 Technology is **constantly evolving**. Keeping pace is difficult for recruiters. Technical knowledge gaps can reduce the quality of hire.
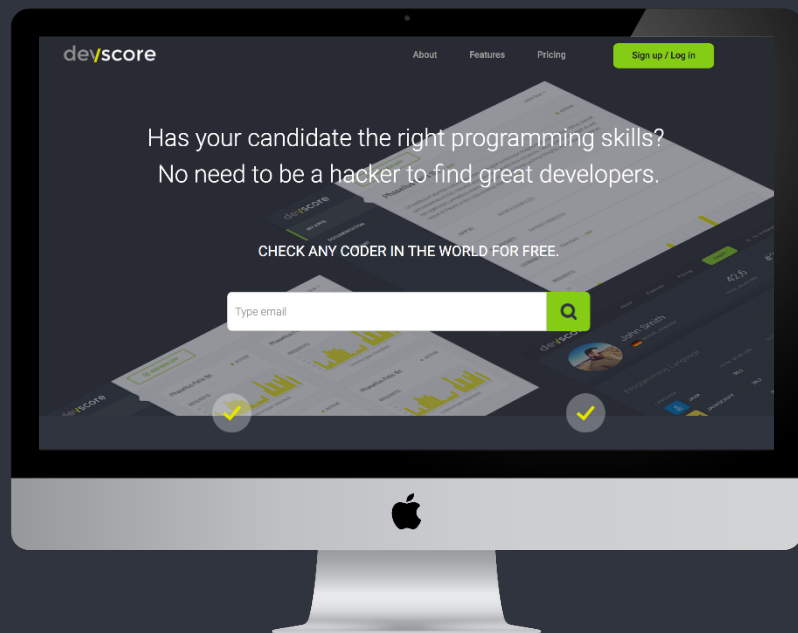
03 Demand for developers is already **very high** and will **increase exponentially**. Current assessment tools aren't sufficiently able to handle the growing demand.

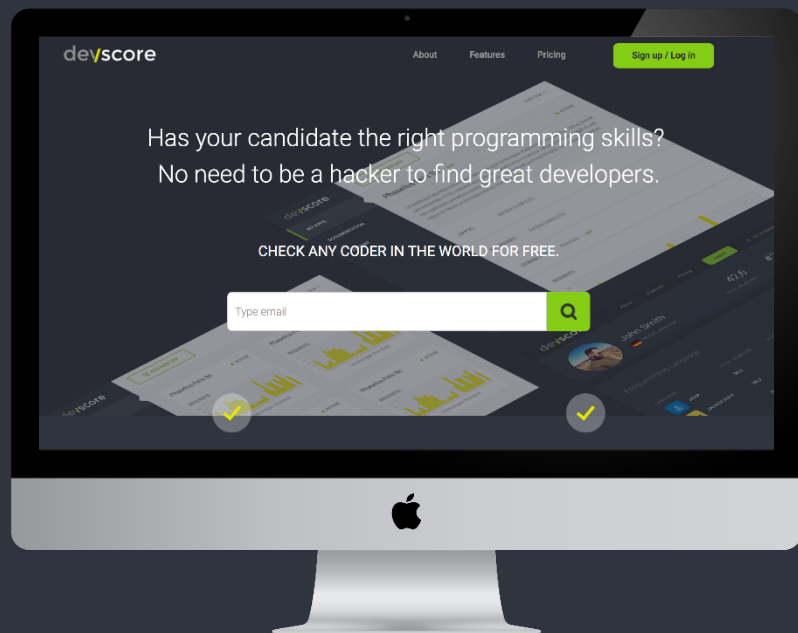# OUR SOLUTION

VIEW, VET, & VALIDATE

DevScore is a candidate assessment platform where recruiters – even the non-tech savvy – can easily and accurately view, vet, and validate a software developer's skills and experience – in real time.
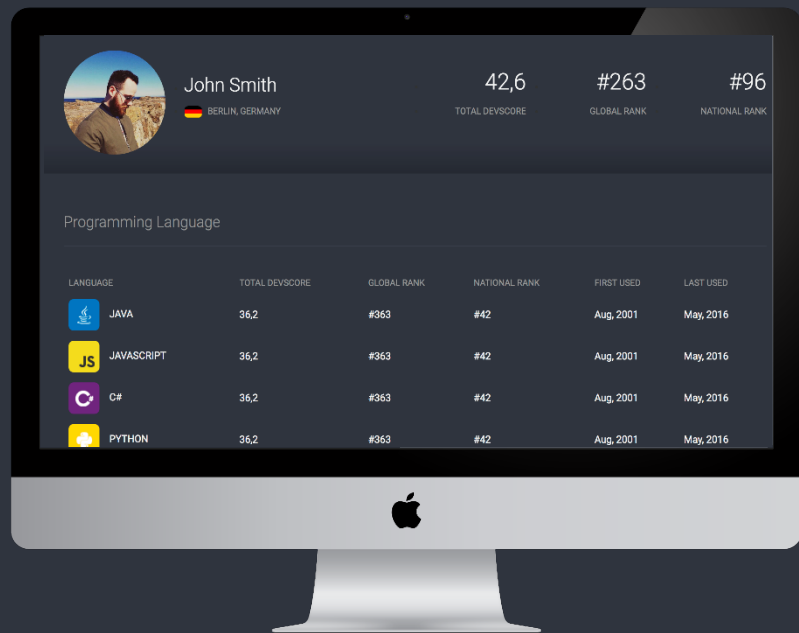
OUR SOLUTION

SIMPLE TO USE

To use the platform, recruiters just **enter a developer's email address**, or upload a list of email addresses of potential employees, and **search for a comprehensive breakdown** of known skills and competencies.

ADVANTAGES

What makes us different?

ACCURACY

We scan source code continuously, therefore we give a more accurate result as opposed to competitors that only give a snapshot in time

SPEED

Our results are instant, clients do not need to wait for the developer to perform any tasks to get a result

DETAIL

We give client the complete view of skills and experience, including details which is relevant to the clients.

BUSINESS MODEL

20
Subscriptions

Sales target

6 **Sales**
Staff at end
of year

Sales Force

£399
/month

Price per seat
per month

£1M

Annual Revenue

We will be offering 2 models, a subscription based model and a pay as you go model. Sales staff will have 20 subscriptions as a target per month. Pay as you go sales is estimated at a 5% monthly growth.

775
Credits

Estimates
Annual Sales

£39
/credit

Price per credit

£30K

Annual Revenue

GROWTH STRATEGY

- Our strategy is market Penetration as this is a Blue Ocean

- We target 820 customers Year 1

- 5 Sales People
  - Targeting SMB Market
  - 2 Month Sales Lead
  - Monthly Target 20 customer

- 1 Sales Lead
  - Targeting channel partners and SMB Market
  - 2 Month Sales cycle
  - Monthly Target 10 customers

- Sponsoring HR Tech Events
  - HR TechWorld

TRACTION

Development started

Company Founded

Official Launch

January 2016

November 2016

February 2017

March 2017

March 2017

April 2017

We completed Beta-testing and performed market validation

Sponsored HR TechWorld London

First customers

COMPETITIVE ANALYSYS

HackerRank

codility
WE TEST CODERS

source{d}

- Competitions & Challenges
- Requires Developer time investment
- Results are not instant
- Shows a snapshot of time
- Limited API functionality

- Testing Based
- Requires Developer time investment
- Shows a snapshot of time
- No API

- No recruitment focus
- No API
- Their strategy is towards building AI to produce code.

COMPETITIVE ANALYSIS

	DEVSCORE	HACKERRANK	CODILITY	SOURCE{D}
SOURCE CODE ANALYSIS	✔	✘	✘	✔
INDIVIDUAL TESTING	✘	✔	✔	✘
COMPETITIONS	✘	✔	✔	✘
INSTANT RESULTS	✔	✘	✘	✘
RECRUITMENT FOCUS	✔	✔	✔	✘
INTEGRATION API	✔	✘	✘	✘
POTENTIAL PARTNER	✔	✔	✔	✘

WHY NOW?

The demand for developers have never been higher; this trend is only going to increase. With the emergence of the Internet of Things, the need for technological evolution across all industry verticals and a very development focused startup culture; it is crucial for organisations to secure the right developers before the competition.

To reduce time to hire and increase the quality of hire, recruiters and organisations require a tool that is fast and accurate, that tool is DevScore.

EXECUTIVE TEAM

Peter Cummings
CEO & Founder

- 15 Years global industry experience
- 10 Years in advisory & strategic services
- Accomplished Developer
- IT Security Specialist
- Frequent Speaker at Conferences
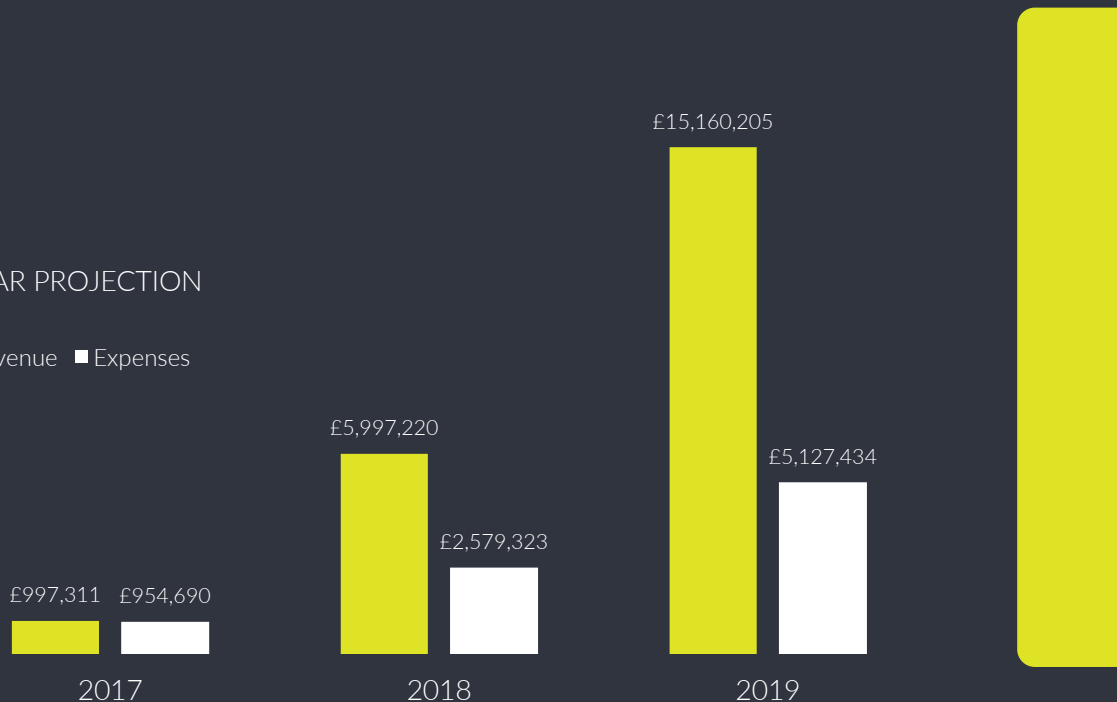- Developer of a market leading HR Solution

FINANCIAL PROJECTIONS

3 YEAR PROJECTION

■ Revenue ■ Expenses

£15,160,205

£5,997,220

£5,127,434

£2,579,323

£997,311 £954,690

2017

2018

2019

KEY METRICS

820 USERS IN YEAR 1

85% CUSTOMER RETENTION

FINANCIAL PROJECTIONS

	YEAR 1	YEAR 2	YEAR 3
REVENUE	£1,027,563	£6,223,013	£15,790,848
EXPENSES	£342,061	£945,162	£2,204,319
SALARIES	£491,688	£1,584,161	£2,873,115
TOTAL EXPENSES	£833,749	£2,529,323	£5,077,434
RESULT	£193,813	£3,693,689	£10,713,413

KEY METRICS

820 USERS IN YEAR 1

Founder Salary **60.000**

INVESTMENT

£300K
Seed
Round

ASSUMPTIONS

Investment is a loan, to be repaid over 2 years with an annual interest of 8%

OR

Investment is for 10% equity

REASON FOR INVESTMENT

The investment is needed to fund product development, sales, marketing and hiring staff