preferhired™

the world's online recruitment referral marketplace

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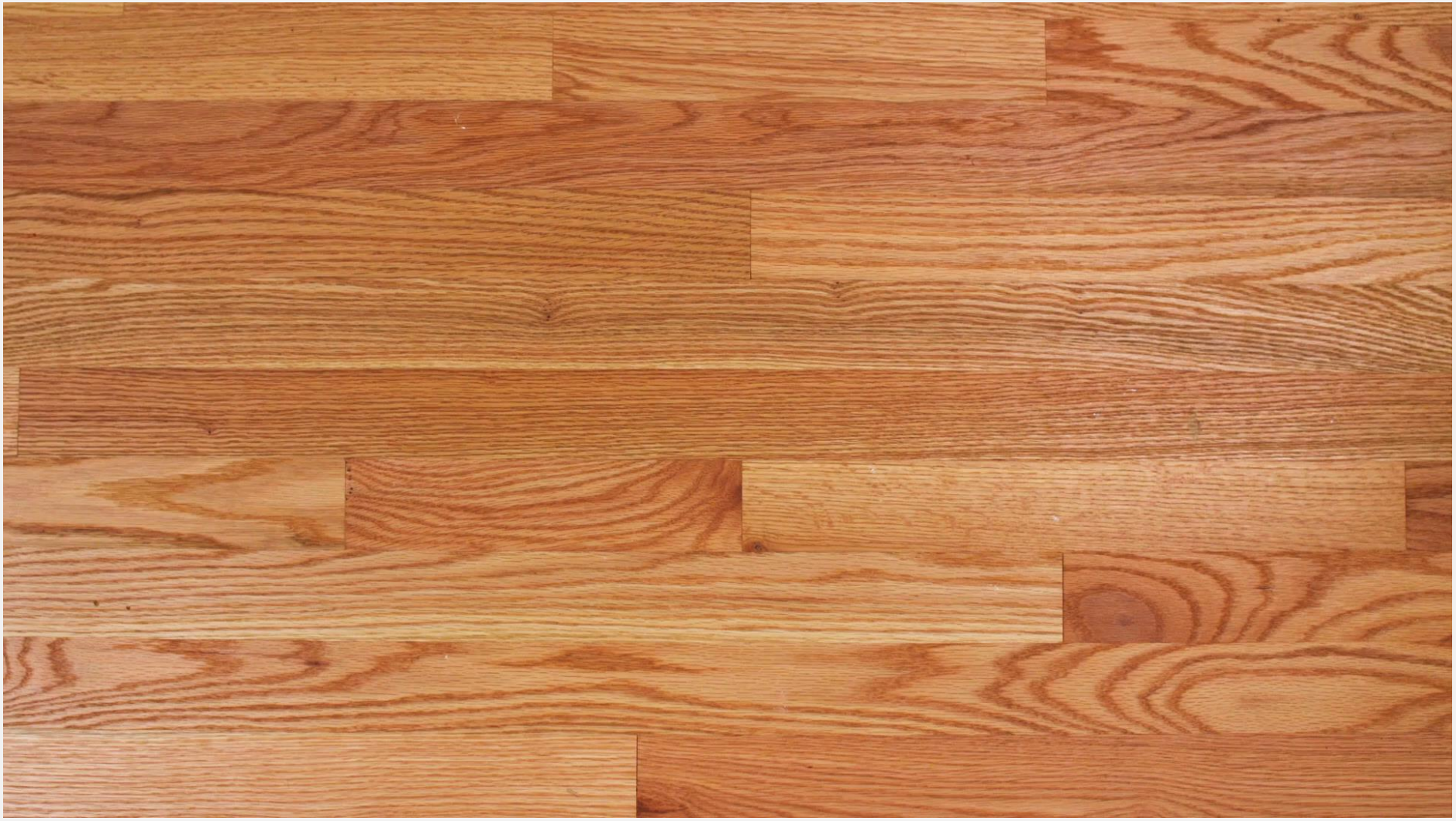

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Full-time Officers

Mike Bachman

chief executive officer

20+ years experience
Spherion, AMN Healthcare, Monster, Indeed, Recruitics

Shane O'Donnell

chief operating officer

20+ years experience
Staffing Owner, CareerBuilder, Indeed, Recruitics

Bridget Webb

chief revenue officer

15+ years experience
Start-up, WilsonHCG, Wepow, HRTech Advisor

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What's the problem?

Job boards under performing

Inconsistent ERP programs

Full employment: 4.3%

Staffing is expensive

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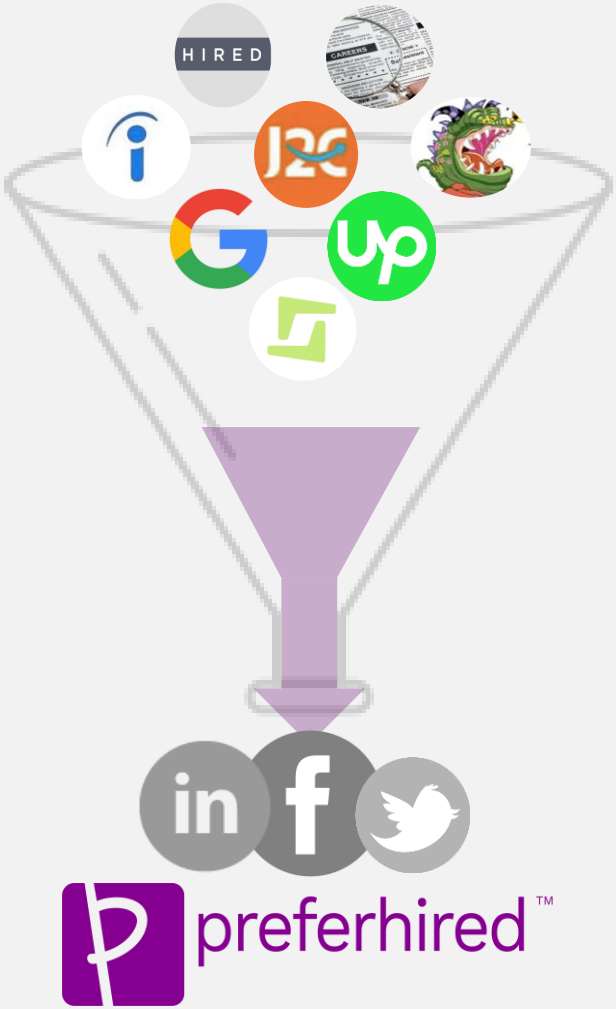
Evolving Landscape



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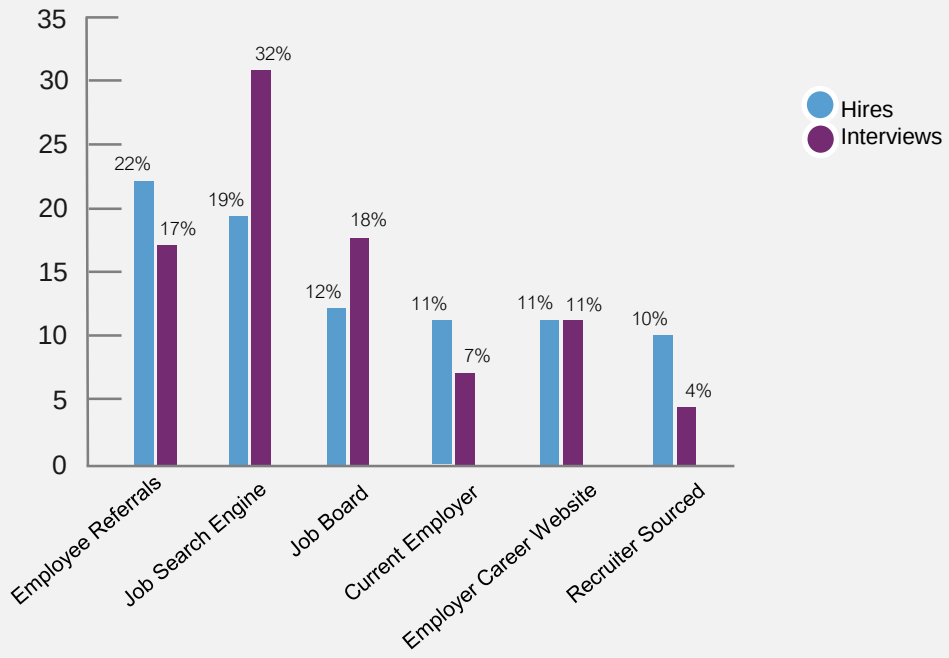
Market Trends

PERCENTAGE OF TOTAL HIRES AND INTERVIEWS BY TOP SOURCES



*Note that these sources are represented because they received the highest percentages. 20 other lower rankings sources are not represented here, therefore, percentages do not total 100%.

Source: 2016 SilkRoad Study

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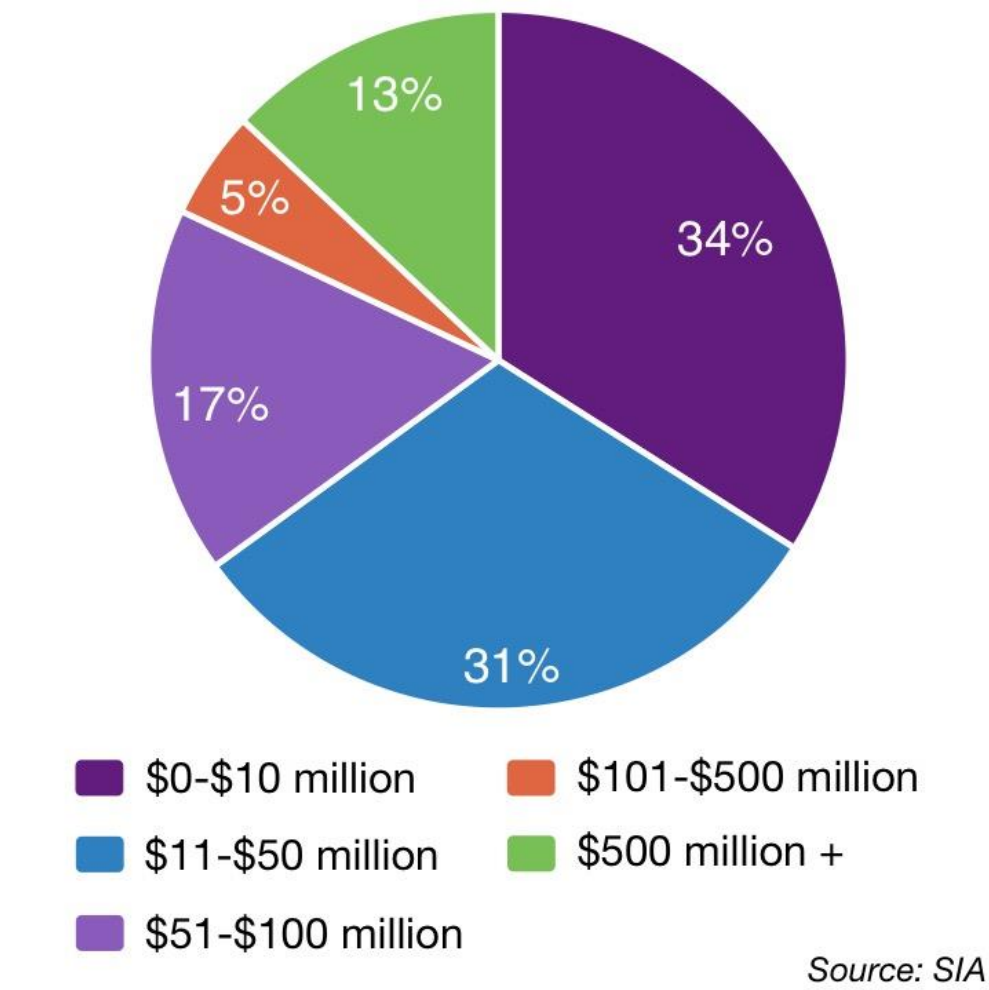
Market Trends

Distribution of B2B human cloud revenue by client size, 2016

Current market trends support our initial go-to-market strategy



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What's the solution?

Research shows that an
automated referral program yields
86% more referrals than a manual program.

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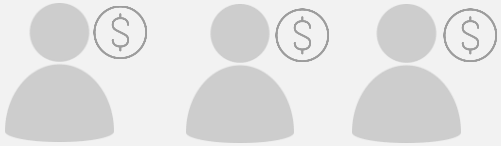
Preferhired: simple and direct

Instant, effortless sourcing

Sign up in seconds with basic information and payment details, to be used for all future reward payouts.

Direct, seamless billing

All transactions charged via the platform to a single payment source. Flat transaction fee, no surprises.



Control without hassle

Choose referral reward at each stage of the hiring process.

Complete transparency

View candidate Q&A, referrer notes and their ratings before you accept an apply.

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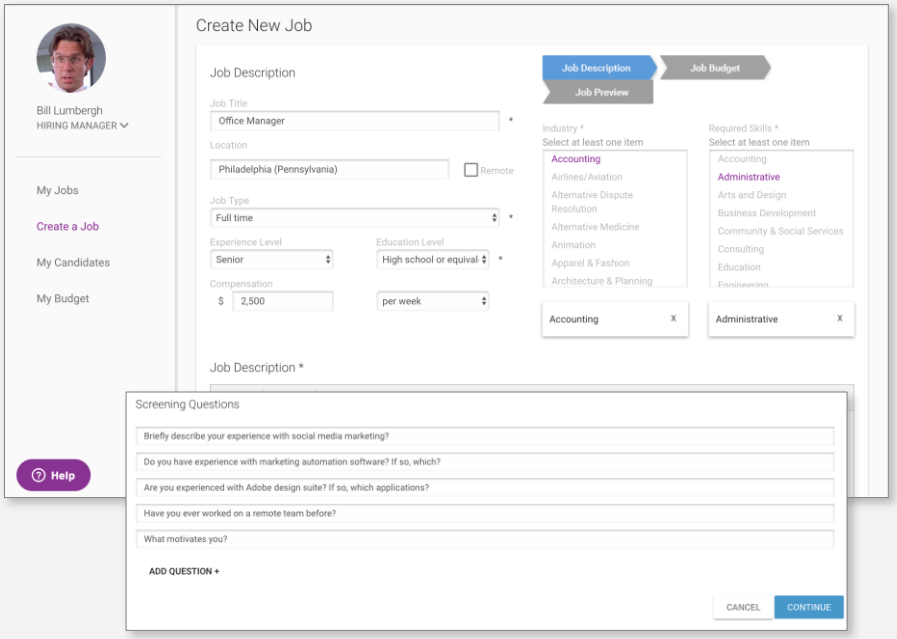
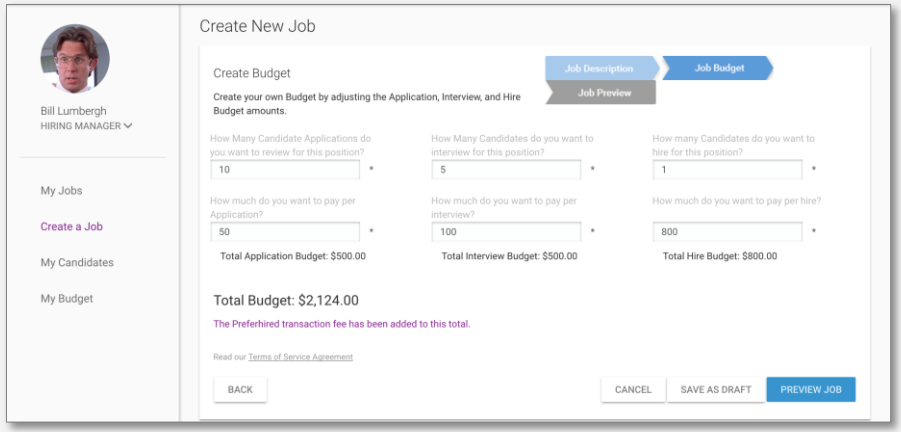
How it Works – Hire

talent acquisition, human resource, business leaders





1. Create a job

No fees or up-front costs to get started.

2. Set budget

Set your referral reward at each step of the hiring process.

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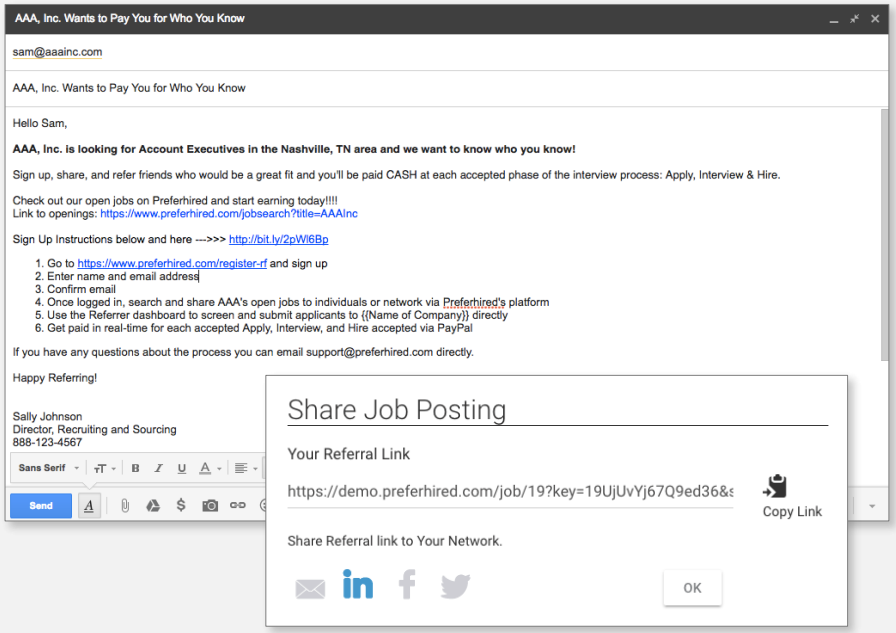
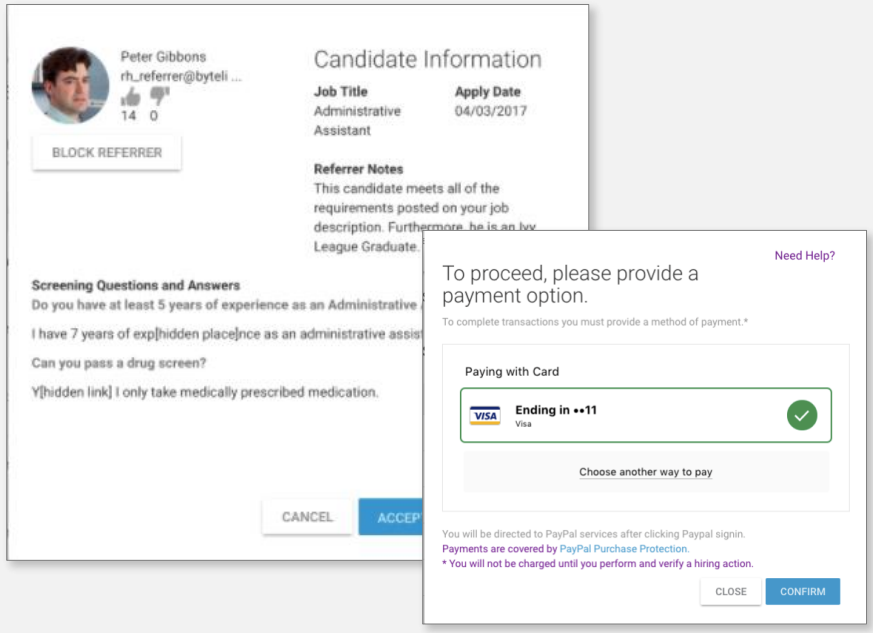
How it Works – Hire

talent acquisition, human resource, business leaders





3. Share job

Broaden your talent pool across social networking sites.

4. Pay for success

Hire quality talent faster while lowering cost-per-hire.

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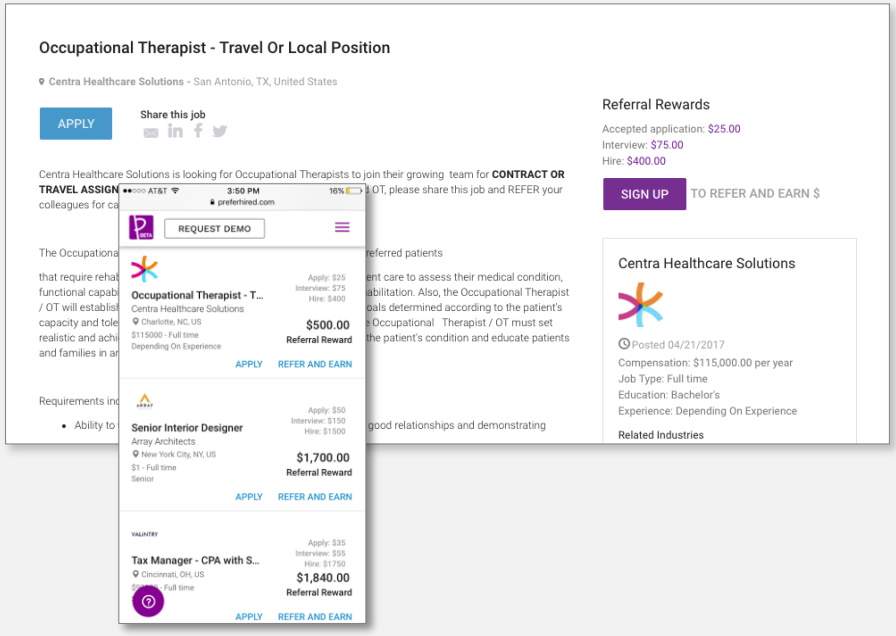
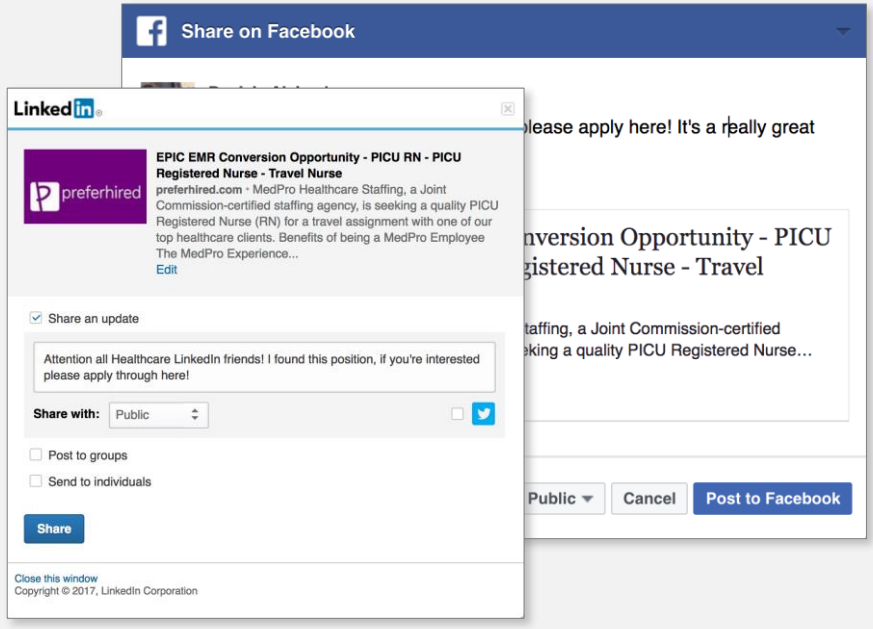
How it Works – Refer & Earn

employee, contract, independent recruiters, everyone





1. Search open jobs

Browse open positions (i.e. location, industry, skill).

2. Share with your network

Share open positions while helping friends find jobs.

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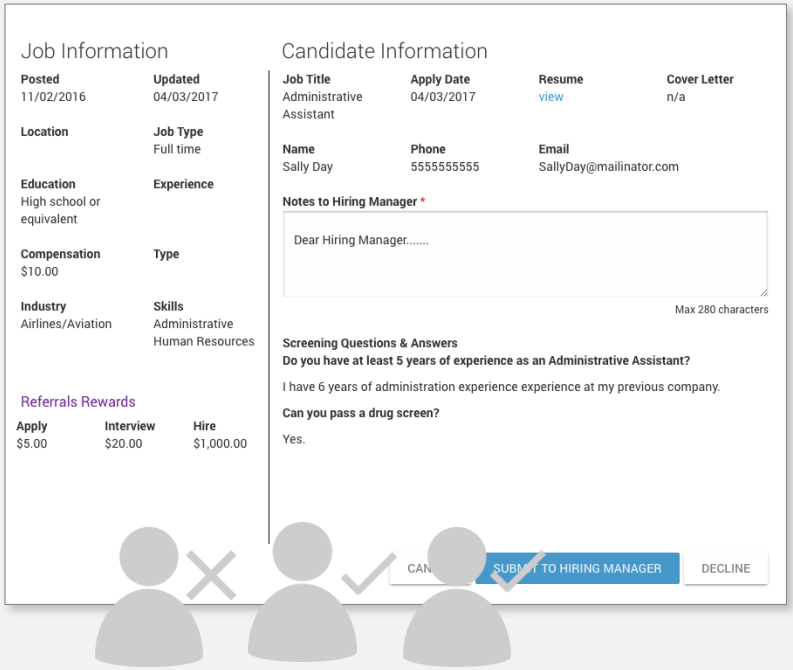
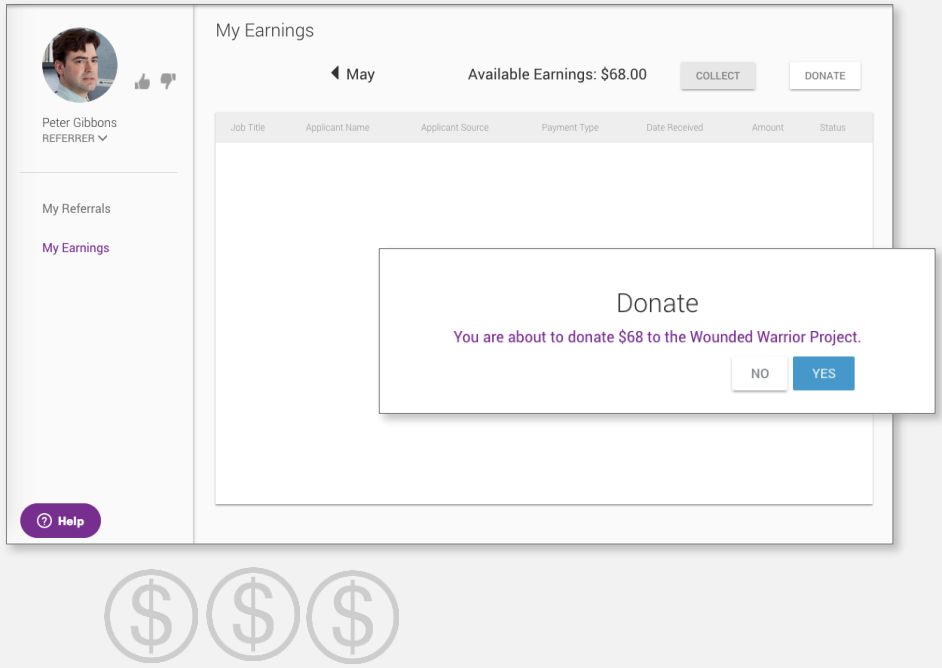
How it Works – Refer & Earn

employee, contract, independent recruiters, everyone





3. Qualify candidates

Screen candidate for experience and skills prior to making referral.

4. Get paid & repeat

Make money at each stage of accepted candidate's process. No limit to earning potential.

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How We Make Money

SMB/Mid-market (high-growth): self-serve

Industries: healthcare, retail, hospitality, construction, sales (role/skill)

Fee: 25% of each transaction

Enterprise: recurring revenue

Partnerships / white-label: recurring revenue

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The Preferhired Difference
automating a process which didn't exist

No upfront costs,
pay only for success

Marketplace referral
rewards set by employer

Referral reward paid in
real-time at each accepted
stage of hiring process

Transparent process
vs. black hole

Internal & external referral
marketplace – 1099
covered by Preferhired

Referrer rating system
- know who you
can trust

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Competitive Landscape

		Reflik		RolePoint	ROI KOI		ReferralMob	Reppify	boon	ZAO
Internal ERP	●			●	●			●	●	●
ERP (external access)	●	●	●			●	●		●	
Hiring user controls budget	●						●			●
Reward paid at accepted apply	●									
Reward paid at interview stage	●									
Reward paid at hire	●	●	●	●	●		●	●	●	●
Fully vetted candidates	●	●	●			●				
Pay only for success	●		●				●			
No up-front cost	●		●							
Reward payments made in real time	●									
Candidate required to pay						●				

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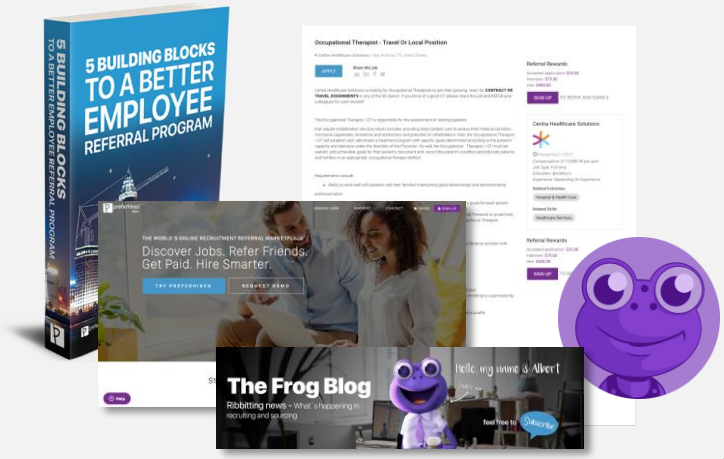
Product & Branding



Automation

salesforce
walkme
SalesLoft
zendesk
HubSpot
Braintree
A PayPal Company

450K
FRIENDS & CONNECTIONS

Customer Sampling

NURSE PATHWAYS
VALINTRY
UGL
HIREWELL
centra healthcaresolutions
ALL★STAR HOSPITALITY
TransForce
Driven By Higher Standards
HIREVELOCITY
Essential INGREDIENTS
ARRAY architects
MATRIX Let's make this work better

ATS Integrations
ATS Partnerships
Digital Advertising Agencies
Recruitment Marketing Agencies
Other 3rd Party

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Marketing & Sales
scalability. automation. engagement.

A fully functional self-serve model, touching every aspect of our platform.

SMB & Mid-market high growth: 90% initial marketing spend, frictionless sales/entry

Enterprise: 10% initial marketing spend

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Why We Need Funding

Product Development Internal Infrastructure Marketing & Sales Support

2M

Longer run-way
Faster ROI
Escalated growth
Greater scalability

Focus on business with no distracton of additional funding rounds

1M

Additional run-way
Steady growth

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3 Year Revenue Averages

	2017e	2018e	2019e
Companies	358	1,094	1,689
Jobs	1,199	3,903	5,824
Preferhired Revenue	$304,256	$3,260,708	$5,586,360
Averages			
Revenue per company	$850	$2,981	$3,308
Revenue per job	$254	$835	$959

2020: 8.26M 2021: 12M

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Exit Strategy
Preferhired 2.0 - going beyond recruiting

$1.5 billion – Lynda.com

2011 acquisition - Rypple

$19 billion – WhatsApp

2017 acquisition - ToutApp

$429M - Monster

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preferhired™

Want to continue the conversation?
mike@preferhired.com

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First 90 Days

- 165 Referrers
- 198 Hiring Managers
- 153 Candidates
- 300 + Job Requisitions
- 42 Transactions, $778.80
- 6 hires pending as of 7.11.17
- $16.28 average Apply Reward
- $53.10 average Interview Reward
- Social Launched
- Blog and other content launched
- Integrations between tools/platform
- Marketing automation (pre and post signup)
- Implemented WalkMe
- Sales cadence tool introduced

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CAC and CLTV Assumptions

CAC PER YEAR

2017: $7,117
2018: $11,124
2019: $9,976

1:3.35

CAC : CLTV RATIO

AVG. DEAL SIZE PER CUSTOMER TRANSACTION

SMB: $419
ENTERPRISE: $25K +

CLTV – BASED ON 4 YEAR LIFETIME OF CUSTOMER

$30,159

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INTERNAL

STRENGHTS

- Internal capital knowledge
- Automating process which doesn't exist
- Scalable recession proof solution
- Internal and external ERP
- No upfront cost or platform fees
- Flexible pay for success model
- Hiring company controls budget
- Easy self-serve set up
- Reduces job board and staffing dependency
- Gig economy

WEAKNESSES

- Funding
- Time
- Outsourced development
- Lack of brand awareness
- No fixed costs (unpredictable revenue model)
- Referral technology highly competitive

EXTERNAL

OPPORTUNITIES

- Job boards like Monster.com or Indeed struggle with biz model
- Enterprise and White Label (recurring monthly revenue, implementation cost)
- International expansion
- Self-serve model (low touch)
- Data

THREATS

- 1099 recruiters may be in direct violation of full time employer
- Tax implications
- Replication by competitor

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Competitive Landscape

Reflik: internet based staffing firm offering placement services at set rates of 10-15% of annual base salary

Indeed Crowd & Indeed Hire: internet based software offering direct placement fees ($1,000-$5,000 fees)

RolePoint: ERP - promotes employee engagement in referral souring, improving access to networks, increase passive candidate pool

Roikoi: ERP - promotes diversity referrals

Purple Squirrel: access to employees at top ranking companies globally, candidates gain an exclusive hiring advantage - candidates charged by hour for consultation

Referral Mob: restricted to Boston at this time. Pays “advocate” flat $500 for referring and charges client a variable placement fee

Reppify: San Francisco and India based ERP - matching technology - Internal SaaS model

Boon: ERP, “Turn every employee into a recruiter.” - Internal SaaS model

Zao: US and UK based, placement referral platform, requires monthly fees, client sets placement reward, referrers can share the job and split the fees

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