

Higher me

MY STORY



I'm Rob, and I used to own 7 ice cream stores.

It amazed me how *haphazard and antiquated the* hiring processes were in the retail & hospitality industries.

Some stores got lots of resumes – but *wasted tons of money and time* on high turnover and bad employees.

Other stores *struggled to get anyone to apply*, and were always hurting for candidates.

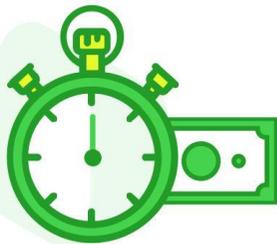
It all made me realize that *there had to be a better way*.



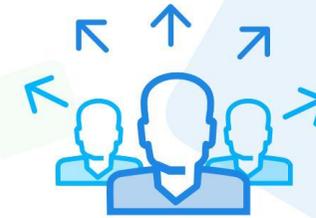
Hourly workers are **1/2 OF THE ECONOMY**



90% own a smartphone



42% of them make less than \$15/hr



50% higher turnover than the general workforce.

Food & beverage turnover cost = \$6,000/hire (Cornell Study)



Fully-loaded economic cost of service-sector turnover is **\$200 Billion+** (50 million workers x 73% turnover x \$6,000+ / hire = \$219 Billion)



PROBLEM



FOR APPLICANTS



IT SUCKS!

Applying to 100+ jobs, filling out paper application forms, doing 45-minute applications, never hearing back



Resumes often hit a “black hole” and never get looked at again!



EMPLOYERS

RESUMES

Tell you nothing about whether a candidate will be a good fit!



NO TRAINING OR DATA

Hiring is usually done at the store level, by a manager with no HR training – baking pizzas and interviewing candidates! Minimal or no data-driven decision making



SMALL OPERATORS

All hiring tasks are done manually, so lots of time gets wasted



LARGER OPERATORS

Piecing together 10+ different clunky not-mobile-friendly solutions for recruitment, screening, assessments, hiring, onboarding, paperwork, etc.



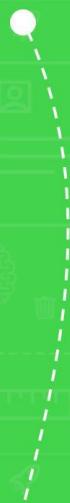
HIGH TURNOVER

Constant problem, massive expense. Labor / headcount is the biggest line item in hospitality.



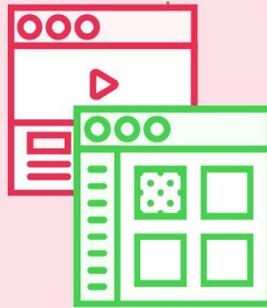


HIGHERME SOLVES THIS



HIRING SOFTWARE

- Candidate dashboard
- Predictive Analytics
(Retention & Performance)
- Video cover letter
- Customizable assessments
- Branded careers page
- Text-to-apply & Interview
scheduling modules
- Paperless onboarding
- Tax Credit Screening





SPECIALIZED CANDIDATE NETWORK

Talent Pool, a curated “AngelList Jobs for retail & hospitality” with industry-specific matching that lets employers reach out directly to candidates





REDUCED EMPLOYER COST

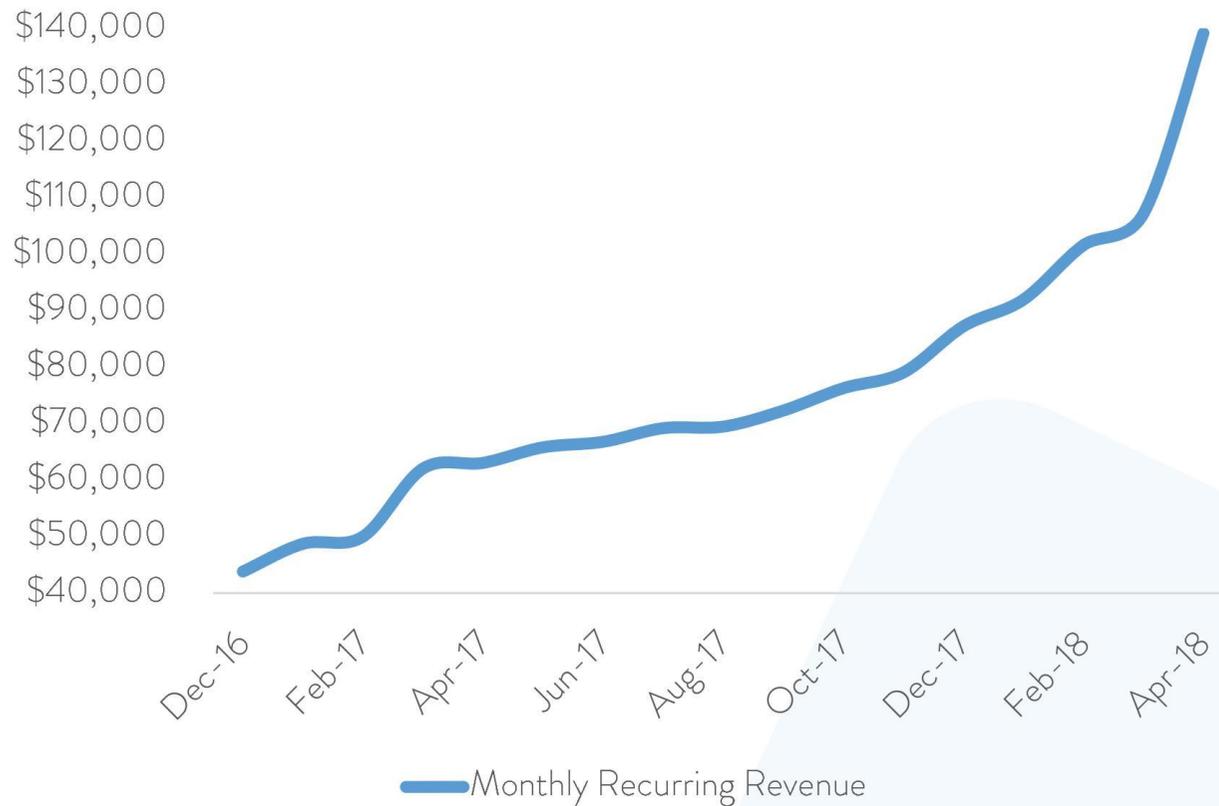


THE BEST APPLICANTS



INCREASED RETENTION

MRR HAS GROWN 3.5X IN 16 MONTHS

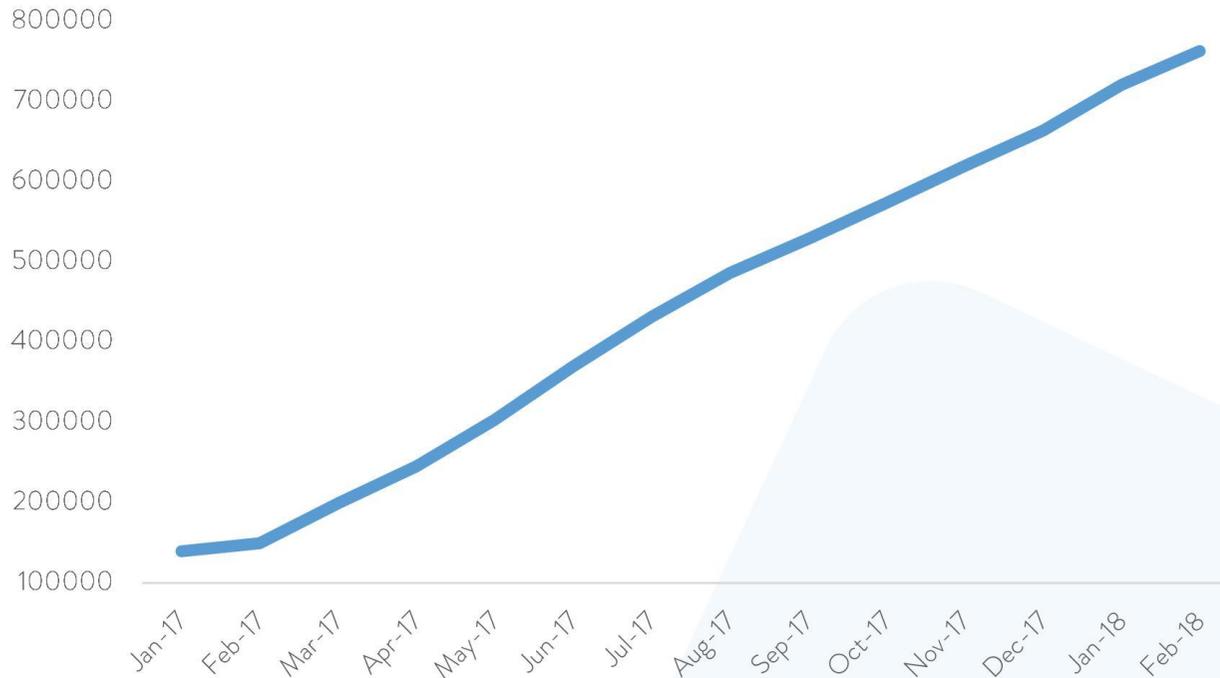


GREAT PARTNERS



CANDIDATE FLOW HAS GROWN 8X IN THE LAST YEAR

Trailing 365-Day Candidate Volume



Monetizing this candidate growth is a key focus for 2018



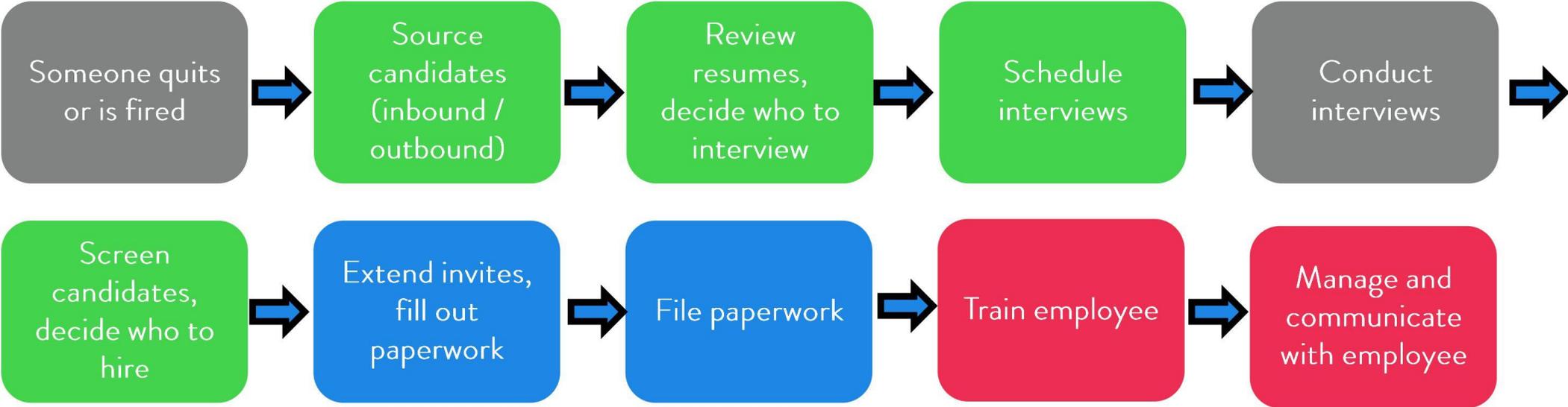
WHY NOW?

”Perfect storm” of labor market challenges and impacts:

- **INDUSTRY GROWTH:** Sales up **36.1%** since 2010 and employment up **26.4%**
- **LABOR CONSTRAINTS HIGH:** Increasing **wages**, low **unemployment**, decreasing **immigration**
- **JOB SEEKER INTEREST LOW:** Down from 75% of employer demand in 2013 to **50% in 2017**
- **INCREASING TURNOVER:** up from 56% in 2010 to **73% in 2016** (compared to 5% increase economy-wide)
- **SHIFT TO DIGITAL:** **online recruitment** increasing by 6% annually through 2020 (higher in food/beverage)
- **SHIFT TO MOBILE:** 80% of people 16-34 used a **mobile device** for their job search in 2014



HIRING WORKFLOW – HIGHERME



Now

Soon

Eventually

WORKFLOW INTEGRATION
= STICKY
= UNIQUE INSIGHTS



WE HAVE FIGURED OUT CUSTOMER ACQUISITION

Drip Email Campaigns

Cost-effective, highly scalable

Proprietary sourcing of prospect emails

Currently our #1 method for selling

Outbound Cold Calling

A focus for medium-larger prospective clients

The source of many early large customers

Fits this industry – not everyone is tech-savvy

Referral & Network Expansion

Franchises = Powerful networks

Viral Growth: Firehouse Subs & Dunkin' Donuts

Not limited geographically

Trade Shows & Conferences

Still a huge channel in this sector

Industry is very relationship-driven

Great ROI from early initiatives

Paid Media & Advertising

Facebook, LinkedIn, Direct Mail

Promising early results

Our email lists = easy retargeting

LTV: \$19,917 per customer

CAC: \$3,154 per customer

LTV / CAC: 6.3 X



HOURLY RECRUITMENT: RECURRING SAAS REVENUE

Platform
Access

\$50-\$200

/month
per location

Average
Customer Size

\$520

/month



TEAM



ROB HUNTER

CEO, Co-Founder

Owned 7 Marble Slab ice cream stores.
Previously Data Scientist @ Mobee.
Babson MBA, Ivey HBA



JEF CHEDEVILLE

Head of Engineering, Co-Founder

Previously Co-Founder @ Mobee,
acquired in 2017 by Wiser.
Epitech Software Engineering
(Valedictorian), UC Berkeley Masters



STEPH MORGAN

Chief Revenue Officer

VP of Sales & Co-Founder @
TalentEgg, Canada's top millennial
recruitment solution by market share.
Acquired in 2015.

Y Combinator

THE NEXT 18 MONTHS

- **PRODUCT DEVELOPMENT:** We'll continue to build our product team, particularly focusing on adding additional machine learning & artificial intelligence functionality
- **SALES TEAM EXPANSION:** We have a proprietary way of acquiring warm leads, and have enough coming in to continue to grow the sales team quickly and efficiently
- **TRADE SHOWS & MARKETING:** Doubling down on channels that have been initially successful – particularly trade shows – will be critical for our growth.
- **PARTNERSHIPS & ENTERPRISE:** Strategic alliances represent a huge opportunity in this industry. Greater enterprise sales focus will lead to more White Castle's.