



Executive Summary

April 2019

Gooroo Ventures Limited (ASX:GOO)

Investor Hub: www.goorooventures.com

gooroox.com



WHY

To empower everyone
and every organisation
to achieve their true
potential

gooroox.com

HOW

We apply our unique
technology and human
thinking science

WHAT

We provide new
meaning to your existing
data to support better
decision making and
value generation

gooroo



[SUBSCRIBE TO THE GOOROO YOUTUBE CHANNEL](#)

For personal use only

Gooroo clients
and partners



GOOROO'S KEY AREAS OF FOCUS

Gooroo improves an organisation's understanding of their customers, prospects and employees. Gooroo technology is used to build more trusted experiences, better engagement and stronger collaboration between people

HUMAN CAPITAL

Used by enterprises & consulting partners to diagnose, design and construct pathways to growth by ensuring the right people and teams are in place to take advantage of the future.

MARKETING

Used by marketers and communication agencies to deliver new meaning into existing and new customer data to tailor messaging for more effective targeting, performance and growth.

CAREERS

Used by individuals, educators and career coaches to unlock potential through the alignment of an individual's Mindspace and passions to new careers, training and jobs.

ADVISORY & TRAINING

Expert advisory services and training programs that support the sale, application and implementation of Gooroo technology.

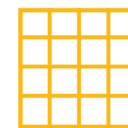
THESE ARE UNDERPINNED BY THE ONLY TECHNOLOGY IN THE WORLD CAPABLE OF MAPPING HUMAN THINKING



Based on strategic thinking research constructed from over 40 years by Dr Colin Benjamin OAM



Integrated with theory from over 100 leading experts, such as De Bono, Jung, Hofstede and Mathis



Gooroo acquired IP in June 2016 and has since integrated in to a scalable platform



Established a Human Thinking Research Unit to extend IP and deliver thought leadership and training



Submitted patent application in October 2017



Released book *How We Make Up Our Minds*, based upon our ColourGrid™ IP, in July 2018

GOOROO TECHNOLOGY DELIVERS LEADERS INSIGHTS THAT PRODUCE A CLEAR PATHWAY TO BETTER RESULTS AND A MORE ASSURED FUTURE



Measure and develop a more aligned culture



Build more engaged & collaborative teams



Understand how customers make decisions



Apply insight to paid and owned messages



Deliver career guidance to inform decision making



Match roles & jobs to an individual



Define the steps to transformation & to take advantage of disruption



Develop the thinking capacity of staff and identify future leaders



Inform media placement decisions



Personalise messaging to each customer



Identify individual barriers to thinking & growth



Personalise learning to the individual

AFTER IMPLEMENTING GOOROO, OUR CUSTOMERS:

- Increase staff engagement and team performance
- Improve the speed and quality of decisions (at all levels of an organisation)
- Reduce the number and cost of bad hires
- Improve the return on advertising spend
- Are more confident and better prepared to take advantage of disruption, volatility and uncertainty in their business and industry

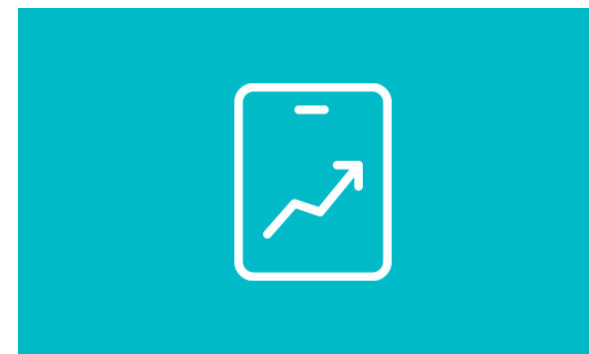
COMMERCIAL MODEL



Gooroo is typically distributed through partners who sell and implement Gooroo software, or via those who design and market solutions that have Gooroo technology embedded with theirs



Users (organisations) are charged a license fee to access Gooroo technology. This annuity-based licence fee is tied to staff numbers or the volume of customer records



Additional revenue is earned from the delivery of training courses, certification programs, platform usage fees and partner royalties

“Our business is about bringing great people together to service our customers. Talent is paramount to Kinetic IT.

The automation technology Gooroo provides will enable greater insights to assist us to work more efficiently and with greater precision.”

Michael North, CEO
Kinetic IT

gooroox.com

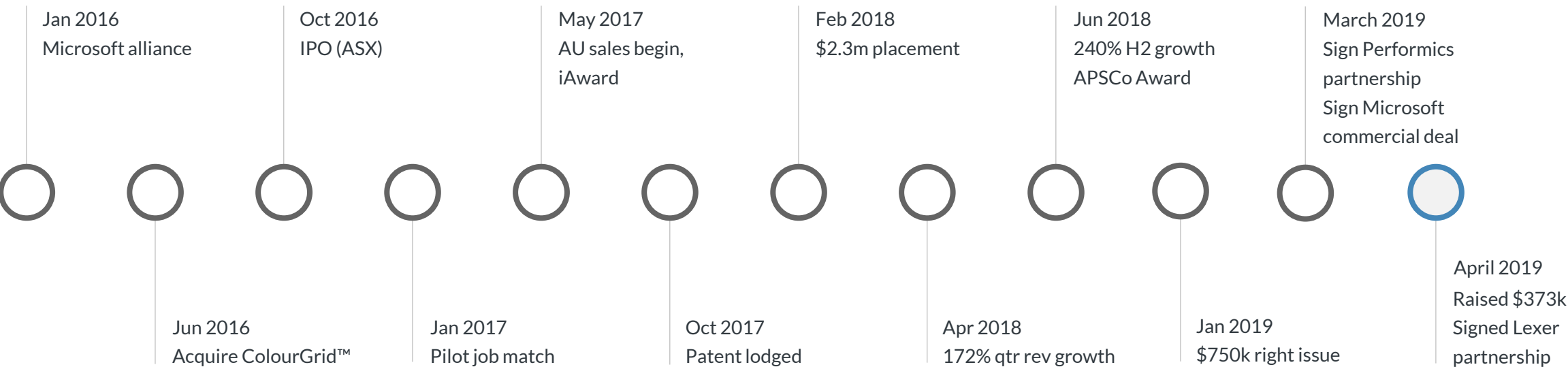
“We have been working hard on building new service lines and solutions that integrate the Gooroo technology and intellectual property. Gooroo represents an important cog in our strategy and we are excited about the significant opportunities that are now in front of us both.

We believe that our relationship with Gooroo will deliver significant commercial returns for the firm.”

Rod Bryan, Lead Partner
Solution 49x, KPMG

gooroo

COMMERCIALISATION TIMELINE – MEANINGFUL, SOLID PROGRESS



Building data models Core platform development	Expand platform capabilities Begin market testing	Introduce enterprise platform in Australia Start building brand awareness and pipeline	Begin signing clients and build feedback program Expand platform capabilities Introduce marketing platform
---	--	---	--

NEXT
 Continue to deliver proof points
 Continue to build partner network
 Prepare capabilities to support scale
 Plan international expansion

OUR KEY PRIORITIES OVER THE NEXT 12 MONTHS

\$

Deliver accelerating revenue growth

Continue research program to deliver proof points that validate Gooroo technology and impact
Build a blue-chip portfolio of domestic and global clients
Broaden awareness of the Gooroo value proposition

\$

Expand strategic partnerships

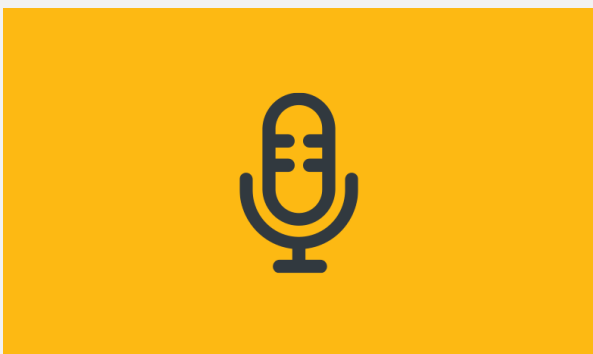
Initiate international expansion
Expand platform capabilities
Begin to embed Gooroo technology within third party platforms
Maintain a prudent financial management regime

\$

Push towards cash flow positivity

THREE GOOROO HIGHLIGHTS TO DATE

Gooroo provided evidence to Senate Select Committee



Parliament of Australia accepted a submission from Gooroo on the Future of Work and Workers

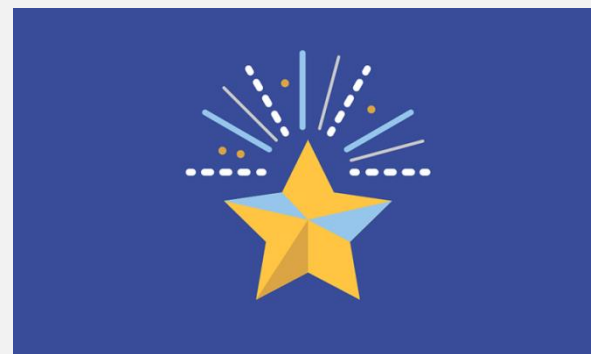
Gooroo CEO, Greg Muller, and executives were invited to provide evidence to the Senate Select Committee

Microsoft agreement with Career Solutions technology



In March 2019, Microsoft Corporation signed a commercial agreement to test and refine how Gooroo's Career Solutions technology could be rolled-out universities, colleges and schools around the world

Award winning technology



Winner of the Creativity and Innovation Category, 2018 APSCo Australia Excellence awards program

Winner of the Innovation of the Year in the Big Data/Machine Learning category, 2017 iAwards in Victoria

MOMENTUM GROWING AS COMMERCIAL PROGRAM EXPANDS

Key Information

Price at 27 April '19 (cps)	8.0
Market cap at 27 April '19 (\$m)	8.8
52 week H-L	12.0-3.5
Cash at 31 March '19 (\$m)	0.6*

Major shareholders (as at 27 April 2019)

Greg Muller	17.0%
Emmanuel Foundas	5.01%
Bring on Retirement Ltd	2.73%
Mirams Investments Pty Ltd	2.27%

Investment Fundamentals

	FY'17a	FY'18a	HY'19a	
Customer revenue ('000s)	24.1	410.5	421.7	↑331%
Net loss ('000s)	2,675	3,235	934	↓48%



YTD (March '19) revenue reaches \$583k

Q3 FY2019 revenue up 39% and customer receipts up 292% compared to Q3 FY2018

Expecting acceleration of revenues over next 12-24 months as commercial partnerships begin to deliver

*\$373k raised via placement to institution investors in April 2019

BOARD OF DIRECTORS



Tom Brown
NE Chairman

One of Australia's most experienced leaders in the domain of People and Culture. Held various board and executive appointments at Exxon Mobil, BHP, Rolls-Royce, Brambles, Allied Domecq PLC and Energy Australia.



Greg Muller
MD and CEO

Highly regarded founder of Gooroo with over 20 years' experience in building and leading technology, marketing and management consulting companies and start-ups. Mr Muller has been the recipient of numerous industry and business awards.



Jason Tonelli
NED

A digital media, marketing and technology specialist with more than 14 years' experience. Currently CEO at Performics (Division of Publicis Media), a world-leading performance marketing agency.

BOARD OF DIRECTORS



Donald Stephens
NED and Company Secretary

Chartered Accountant and corporate advisor. 14 years as a partner of HLB Mann Judd (SA), Director of Mithril Resources Limited, Petrathern Limited and Lawson Gold Limited. Company Secretary of Highfield Resources Limited, Duxton Water Limited.



Emmanuel Foundas
NED

Over 25 years' experience in investment banking with Salomon Smith Barney, Natwest Markets, Macquarie Bank, Dresdner Bank and Michell NBD. Currently Finance and Technology Lead for the Australian Education City Consortium.

GOOROO SCIENTIFIC ADVISOR & INVENTOR OF COLOURGRID™



Dr Colin Benjamin OAM, FAICD, MAASW
Inventor ColourGrid™, Futurist, Polymath

Dr Colin Benjamin is the author of Gooroo ColourGrid™, and joined the company in June 2016 as Scientific Advisor to integrate ColourGrid™ within the Gooroo technology platform.

ColourGrid™ is based on advanced neuroscience research informing us about how we make up our minds. This insight can be used to construct meaning between our decision-making patterns, personal motivations, preferred career pathways, our habits of mind, levels of innovation, creativity and entrepreneurship, team dynamics and organisational culture; to create 'MORE' and 'BETTER' in our personal lives and for our companies.

Dr Benjamin has applied ColourGrid™ to inform the strategic direction of many major Australian and international enterprises.

Dr Benjamin has spent his life's work researching how we make decisions and choices in our life and at work. His vision is that this technology is applied to help eradicate the world of preventable chronic disease.

Dr Benjamin is Director General of "Life. Be in it.", a registered charity and an organisation that Gooroo is very proud to support.



gooroo

“We live in increasingly complex, uncertain and turbulent times.

Our future will be driven by technology, meaning we need to adopt more agile organisation structures, re-evaluate what leadership looks like and expand our capacity to make decisions in times of internal turbulence and hyper competitive markets.

Gooroo unlocks the human potential of individuals, teams, companies and societies to make better decisions in pursuit of even greater achievements.”

Tom Brown, Chair, Gooroo Ventures Limited

Global HR leader and past CHRO BHP Billiton, Brambles & Rolls Royce

Investor enquiries
Mr Peter Nesveda
Intuitive Pty Ltd
+61 (0) 412 357 375
peter@intuitiveaustralia.com.au
www.goorooventures.com

gooroo

gooroox.com

Gooroo Ventures Limited (ASX:GOO)

© 2013-2019 Gooroo Ventures Ltd. All rights reserved

Gooroo™, GoorooX™, GoorooMatch™, GoorooJobs™ and ColourGrid™ are
registered trademarks of Gooroo Ventures Limited

NOW YOU'RE THINKING