



ACT

CAPITAL

ADVISORS

**Enterprise Human Capital
Management SaaS Company**

ACT Client #201501

Available for Acquisition or Recapitalization

Company Overview

ACT Capital Advisors is pleased to offer a cutting-edge Enterprise Human Capital Management (HCM) SaaS company for acquisition or recapitalization. The Company's proprietary, patented software platform enables organizations to measure human capability based on their employees' demonstrated behavior within context-based gaming simulations, offering unprecedented talent insight to inform critical business decisions.

Investment Highlights

Human Capability Data: Our platform generates data based on *demonstrated performance* within context-relevant gaming simulations. Built on validated I/O O/B frameworks, think a '*digital work sample*' at massive scale. This gives enterprise and educational organizations actionable business data that can drive more optimal decisions than previously possible.

Scale of Impact: Those decisions range from who to promote to what capabilities drive performance in each role of your company. From how should we design every employee's individual development to how we should design our teams and organizational processes. We are only at the tip of the iceberg in regard to what decisions this new insight can drive.

Ease of Use: The Company is developing an easy-to-use data analytics dashboard (HCAD™) that offers clients unprecedented insight into the makeup of their organizations' human capabilities at individual, team, department or organizational levels.

Business Model: The Company makes its money on subscriptions to HCAD and per user fees. This creates a natural partnership with all the professional services firms who can use our data to sell new revenue generating services to their clients.

Scalable Development Platform: The product can be used generic and used out-of-the-box with common capability needs or custom branded and individualized according to the clients' specific organizational data and collection needs. The services firms can customize for the client in under 6 weeks dedicating just 60 manhours to the effort.

"A-List" Executive Team: The Company's executive team is comprised of experts with deep operational and technical experience. The Co-Inventors are pioneers in gamification technology and its academic underpinnings. The CPO was the former Director of Game Design at Nintendo and a Founding Member of the XBOX 360 team at Microsoft. The COO brings 20 years of experience building companies and has architected four successful exits.

Marketplace Validation: The Company's products have been meticulously developed and improved based upon four years of feedback from over 50 academic and government institutions. Since pivoting to focus on the Enterprise market segment, the Company has won contracts from three blue-chip companies (Big 4, Telecom, Healthcare) despite its final product still being under development.

Sticky Integration: Today organizations have no comparable alternative. Once integrated, our platform can make an increasing number of predictions at ever higher accuracy based on correlation data. In short, like ERP systems, organizations make massive data and organizational process investments that disincentivize switching to competitive platforms later.

Right Place, Right Time: For years, we've been working ahead of the world catching up to our point of view. Now, at last, we're seeing the largest channel partner in the world recognize the massive opportunity, mobilizing their organization to capture it and needing what we have. While we were too early a few years ago, we've now got a lead that no one else is positioned to capitalize on.

Financial Information (Historical & Pro-Forma)

| FYE 12/31 | 2017 | 2018 | 2019 | 2020 <small>(6/30)</small> | 2021E | 2022E | 2023E |
|------------|-------------|-------------|------------|----------------------------|-------------|-------------|--------------|
| Revenue | \$294,131 | \$484,341 | \$191,957 | \$96,295 | \$1,800,000 | \$6,829,600 | \$13,288,800 |
| Net Income | (\$352,949) | (\$185,180) | (\$25,146) | \$12,562 | \$286,200 | \$1,311,283 | \$2,956,758 |
| Net Margin | -120.0% | -38.2% | -13.1% | 13.0% | 15.9% | 19.2% | 22.3% |

Notes

- The Company is not issuing any 2020E projections due to several factors, detailed below.
 - Ongoing Client Engagement Negotiations:** The Company is currently negotiating two Enterprise contracts that may be executed by Q42020 or Q12021.
 - Ongoing Channel Partner Negotiations:** The Company is currently negotiating with three sales channel partners and expects additional clarity on all three by Q42020.
 - COVID-19 Disruption:** The Company is monitoring COVID-19's ongoing impact on its customer segments, particularly Higher Education.

Pricing Model



\$50,000 - \$150,000
Up-Front Development Fee



\$8 - \$25
Per-User / Per-Play Fee



\$250,000 - \$1,100,000
Est. 5Y Customer Value

Contact Information & Next Steps

Interested parties should execute the attached Non-Disclosure Agreement (“NDA”) and return to ACT Capital Advisors with a written request to receive the Confidential Information Memorandum (“CIM”).

NDA’s and CIM requests should be submitted to Michael Seeley and Spencer Mueller, ACT Associates:

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