

New frontier for matching people and organisations

Video Interviews with auto-learning
speech recognition and AI analysis
based on 1,5 million profiles

hayStack

Companies move 100% to video interviews

The new normality. But how to evaluate a candidate without a face-to-face meeting?

Scaling culture

THE grand challenge for fast growing companies. What is your company culture & how to scale it?

Employee churn

Hard skills poorly correlate with success & satisfaction at work: Unhappy employees leave and every new hire costs €10 000 in hiring and training.

Problem



Generational shift

Millennials won't stay unless they find the job and relationships at work meaningful. Companies' and teams' values need to match with the employees.

"Businesses have never done as much hiring as they do today. They've never spent as much money doing it. And they've never done a worse job of it."*

*Harvard Business Review

HayStack Analytica

HayStack is a Next Gen Artificial Intelligence solution that analyses and matches culture, values, needs and personality from video, calls and webinars. It helps you to choose people that can make the biggest positive impact in your business and it enables you to scale your business without loosing your culture.

What you 'll get

Reduce employee churn by choosing people that match your culture and values

Use AI to understand your true culture and values and help you find candidates that match them, to reduce churn. Every saved new hire reduces your hiring and training costs by €10 000

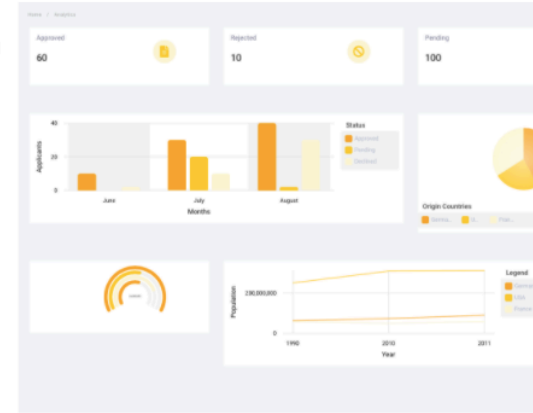
[Learn about Culture Assessment & Matching](#)



Improve productivity

Let AI find the best way to compensate and motivate your employees: Satisfied employees are 20% more productive than average, unhappy employees are 10% less productive

[Learn about Compensation Advisor](#)



Get an overview over campaigns and keep growing without losing your culture

Keep track of how you grow your organisation. Don't lose your culture!

[Learn more about 360 Degree Overview](#)

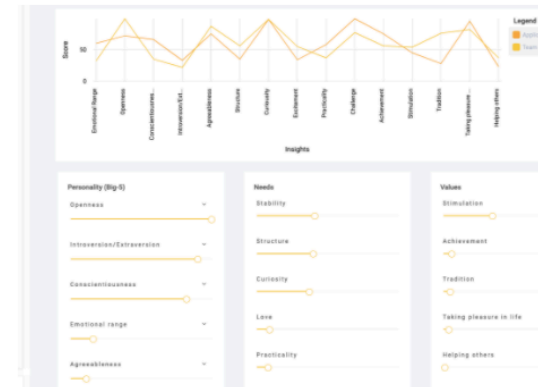
Recommendations

- Hotels
- Afterworks
- Art classes
- Theatre
- Holidays
- Training Courses

Understand the real person behind the facade

Save up to 33% on search and selection with HayStack's one-page overview of the person's main characteristics

[Learn about Personality Profile](#)



Why HayStack

Save up to 33% on search and selection

Improve productivity by 20%

Reduce employee churn & save €10K/new hire

Scale your culture

Research



Data set: Collection of 1,5 million profiles

For the personality analysis research a data set of 1,5M profiles was collected. To confirm the accuracy, a validation study was conducted by collecting survey responses and social media feeds from 1500 - 2000 participants.

Data capture: Speech Recognition

The system learns from positive examples and takes advantage of negative examples, meaning it gets smarter as it goes and performs better when same kind of speech patterns are repeatedly used.

It currently produces 5,5% word error rate, same as in human to human conversation.

Market Size & Growth

Ride on 2 waves: Digital Recruiting and AI



Global recruitment €250B

Forecasted **annual growth** for global recruiting
2020 - 2025 is **7%**



Digital selection €25B

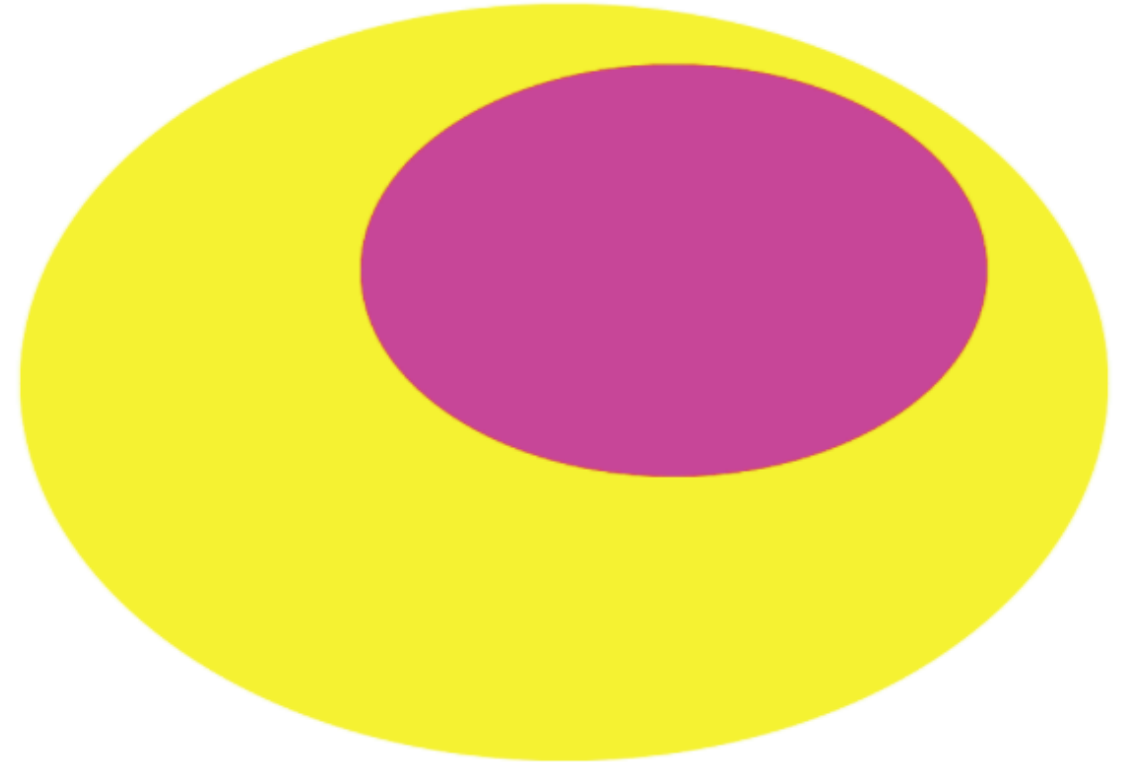
Forecasted **annual growth** for digital selection
2020 - 2025 is **7%**

HayStack aim: Reach 2% (€70M) share of the
digital selection market by 2025



AI market growth 2019 - 2025: from €40B to €370B

Forecasted **annual growth** is **42%**
HayStack to reach 0,2% (€70M) of the market by
2025



Go to market and pricing



Automated sales webinars and
Whatsapp bot marketing



Channel sales & 1st line of
support via partners

Free	€29/user/month	€39/user/month	New module: €19 /user/month
Free	Premium	Premium+	Sales
10 analyses / month	Unlimited analyses	Premium features + Emotion and Communication Analyser	Live Webinar and Call analysis + CRM & ATS integration €2000/organisation

Target audience, verticals & companies

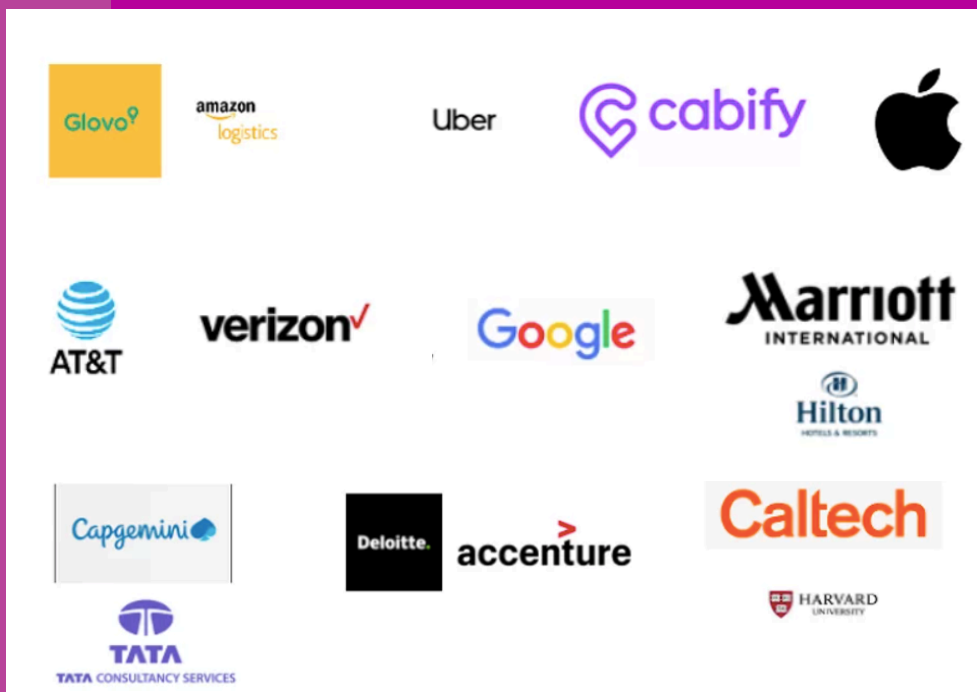
Target HR & Talent Acquisition departments
Companies with strong employer brand + high
application volume and high employee churn

✓ On-demand courier services

✓ Tech companies

✓ IT services

✓ Call centers



✓ Ride-hailing and ride-sharing

✓ Consulting

✓ Education

✓ Hospitality

Competition

Company	HayStack	HireVue	Humantic	Humantelligence
AI Personality Analysis	✓	✗	✓	✗
AI Values, Needs and Motivation Analysis	✓	✗	✓	✗
Video Interviews	✓	✓	✗	✗
Team Profiler	✓	✗	✗	✓
Partner Channel	✓	✗	✗	✗
Compensation and motivation advisor	✓	✗	✗	✗
Integration with CRM and ATS	✓	✗	✗	✗

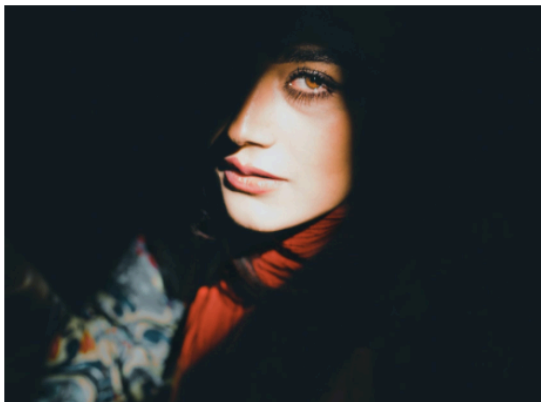
Expansion, milestones

- April 2020 ● Start, product development
- December ● Launch MVP, win first client
- H1 2021 ● Launch Tone & Emotion Analysis
- 2021 ● Technology integrations & strategic partnerships
- 2022 ● Global Partner Network expansion to 4 continents
- 2023 ● Sales Trigger Analysis and CRM Data Enhancement meeting the revenues of AI Video Interview software
- 2024 ● Reach €25M in annual revenues
- 2025 ● Dominant market leader in Selection as a Service sector

Roadmap

Tone and emotion analysis

Analysis of the tone of a conversation or deep dive look into the emotions of a person. Find out what scares, excites or bores her or him.



Integrations

Expansion of the HayStack Analytica market through integration with Messaging and VOIP (Whatsapp, Facetime), webinars (Zoom, Teams, Google Meet), Video Interviews (HireVue, VidCruiter, Jobivite). Export the data to your CRM.



HayStack Deal Maker and Breaker: Sales trigger analysis & CRM data enhancement

Close or kill deals twice as fast as before! HayStack analyses interviews, sales calls and webinars to shows what makes your potential clients tick or what kills their interest. Export the data to CRM.after closing the deal!



Capital injection and its use

24-month runway

DEC 2020: €200K, convertible notes and/or public funding

Valuation cap €1M

SEP 2021: €800K, private equity

Technology and intelligence €450K

Focus: Technical lead, customer satisfaction, stickiness. Primary cost salaries. Team (front-end, back-end, UI, architecture, data) size:
 DEC 2020: 1
 FEB 2021: 2
 OCT 2021: 6
 Average cost / staff incl. employer fees (30%): €4600/m

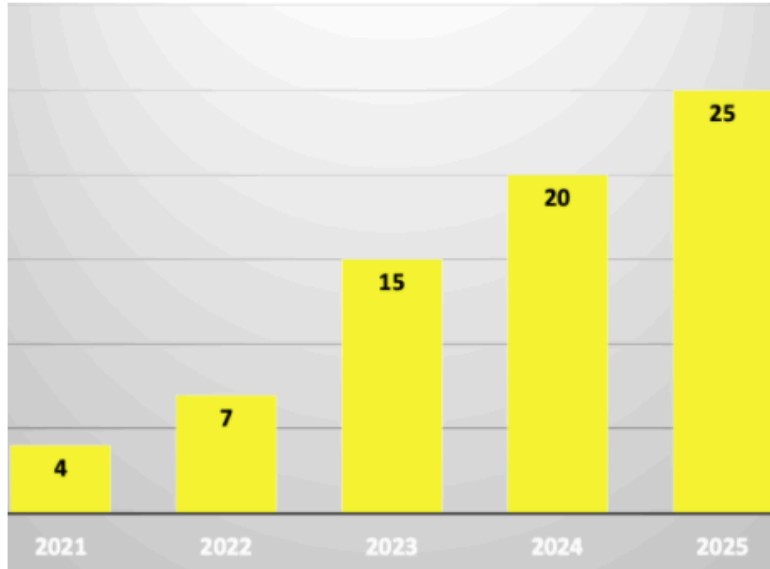
Partnerships and alliances €375K

Focus: Global expansion through strategic and technical alliances (integrations, partner channel). Primary cost salaries + travel. Team (business developers) size:
 MAR 2021: 1
 OCT 2021: 2
 JAN 2022: 3
 Average cost / staff incl. employer fees (30%): €5300/m

Marketing and sales €175

Focus: Speed up growth through direct sales and targeted marketing campaigns. Primary cost advertising + salaries. Team (direct sales, customer success, marketers) size:
 DEC 2020: 1
 AUG 2021: 2
 OCT 2021: 3
 Average cost / staff incl. employer fees (30%): €4000/m

Financial forecast

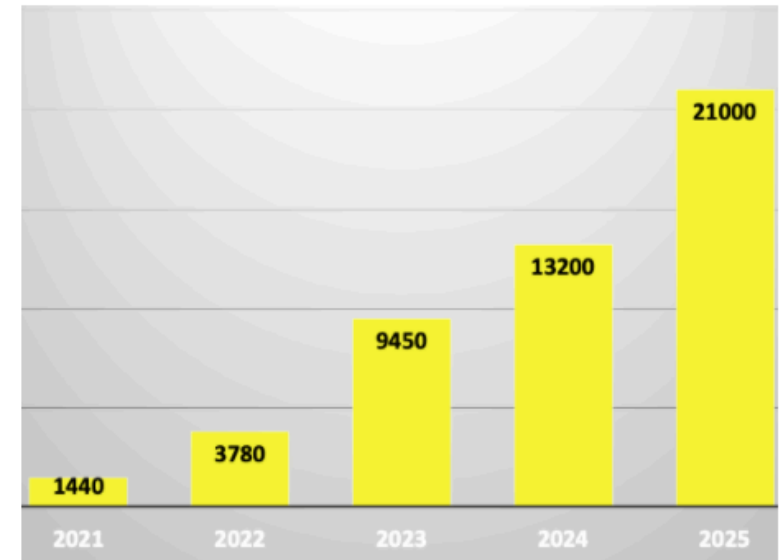


Number of users per client

Increase user base within client organisations via virality / organic growth (enable profile etc. sharing)

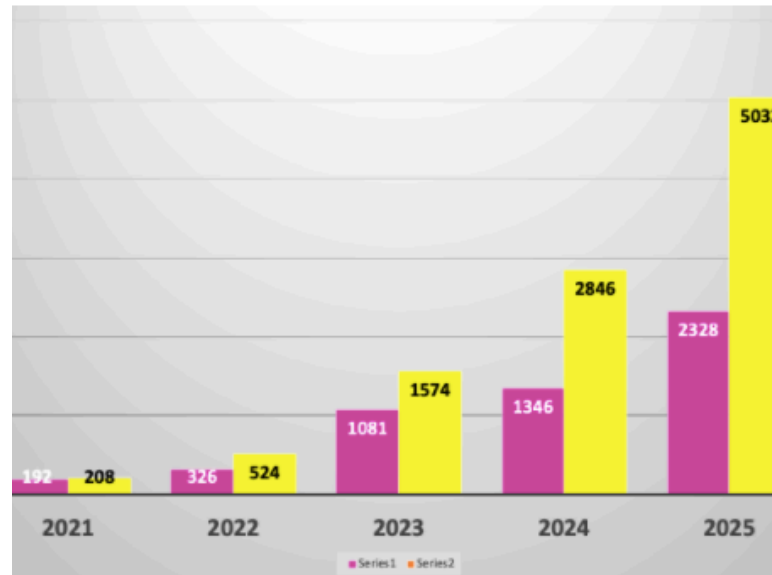
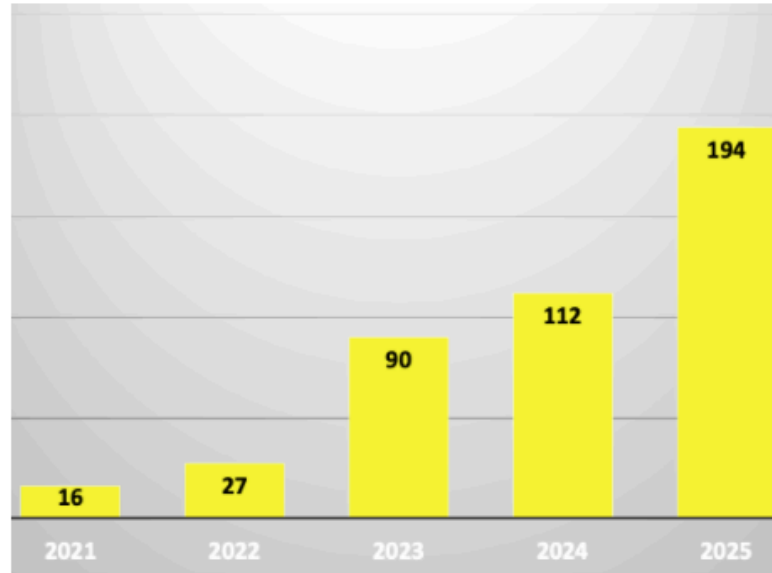
Average Revenue per Account (ARPA)

Increasing ARPA via increasing number of users per account and new features



New clients per month

Steady, realistic growth via targeted, systematic marketing and sales

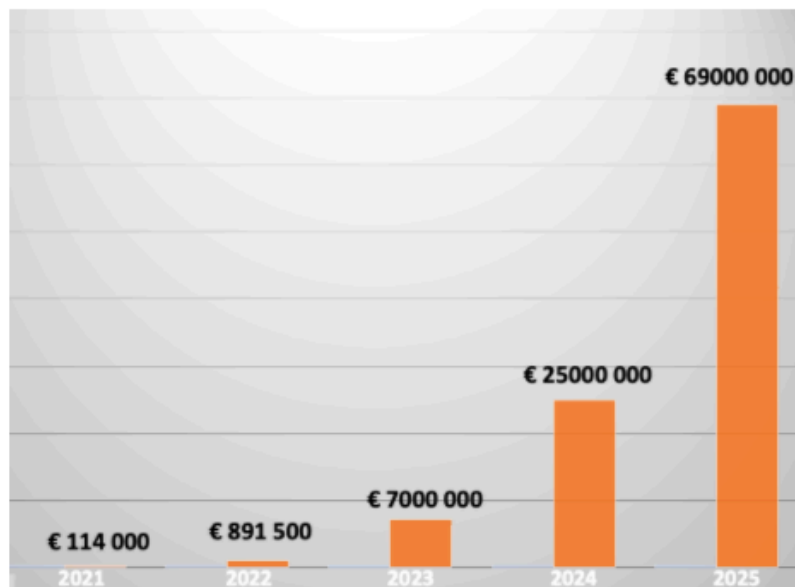


New clients per year + total number of clients

Focus on rapid innovation and customer satisfaction to keep the churn low (5%)

Annual Revenues

Revenue growth through increasing number of clients, higher ARPA (average revenue per account) and adding new revenue streams. f. ex. psychological profiling for consumer market - online dating, self-growth / self help, career development)



MRR

Focus on innovation and customer satisfaction to grow monthly recurring revenues

Cash flow forecast

	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Cash in the beginning of the month	183 340	167 455	151 755	134 030	108 580	83 105	58 580	33 955	9 780	779 155	709 405	609 530	
Forecasted sales without VAT	1 000	2 000	3 000	4 000	5 000	6 000	8 000	8 000	8 000	10 000	15 000	20 000	25 000
Total sales	1000	3000	6000	10000	15000	21000	29000	37000	45000	55000	70000	90000	115000
Costs													
Salaries													
Developer(s)	5500	5500	7500	7500	10000	10000	10000	10000	10000	10000	30000	30000	30000
Customer Success Managers										2800	2800	2800	2800
Corporate Sales				3000	3000	4000	4000	4000	4000	4000	16000	16000	16000
Marketing Directors and Managers	2000	2000	2000	2000	4000	4000	4000	4000	4000	4000	7000	7000	7000
Founders salary	4000	5000	5000	5000	6000	6000	6000	6000	6000	6000	6000	6000	6000
Stripe commission	25	50	75	100	125	150	200	200	200	250	375	500	625
Freelancers, development, UI / UX	2000	2000								2000	2000	2000	2000
Marketing and advertising	2000	2000	2000	2000	5000	5000	5000	5000	5000	5000	15000	50000	15000
Travel & hospitality, expenses	200	500	500	500	500	500	1000	1000	500	1000	2000	2000	2000
Legal accounting	1500	400	400	400	400	400	400	400	3500	500	500	500	500
Consulting													
Banking fees	25	25	25	25	25	25	25	25	25	25	25	25	25
Phone, Skype, LinkedIn Recruiter	150	150	200	200	400	400	600	600	600	600	600	600	600
Office, rent	200	200	700	700	700	700	1000	1000	1000	1000	2000	2000	2000
Insurance			100	100	100	100	100	100	150	150	150	150	150
Datacentre & hosting	60	60	200	200	200	200	300	300	300	300	300	300	500
Total costs	17 660	17 885	18 700	21 725	30 450	31 475	32 525	32 625	32 175	40 625	84 750	119 875	85 200
CASH IN - EXPENSES	-16 660	-15 885	-15 700	-17 725	-25 450	-25 475	-24 525	-24 625	-24 175	-30 625	-69 750	-99 875	-60 200
Loans incl. interests													
Funding	200 000									800 000			
After funding	183 340	-15 885	-15 700	-17 725	-25 450	-25 475	-24 525	-24 625	-24 175	769 375	-69 750	-99 875	-60 200
Cash in the end of the month	183 340	167 455	151 755	134 030	108 580	83 105	58 580	33 955	9 780	779 155	709 405	609 530	549 330

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
549 330	490 005	400 555	355 980	301 080	216 930	177 530	122 130	66 205	29 530	12 355	19 555
30 000	35 000	40 000	45 000	55 000	65 000	65 000	65 000	95 000	115 000	140 000	165 000
145000	180000	220000	265000	320000	385000	450000	515000	610000	725000	865000	1030000
30000	30000	30000	34000	34000	34000	34000	34000	34000	34000	34000	34000
2800	2800	2800	9000	9000	9000	9000	9000	9000	9000	9000	9000
16000	16000	16000	16000	16000	16000	25000	25000	25000	25000	25000	25000
7000	7000	7000	7000	11000	11000	15000	15000	15000	15000	15000	15000
8000	8000	8000	8000	8000	8000	8000	11000	11000	11000	11000	11000
750	875	1000	1125	1375	1625	1625	1625	2375	2875	3500	4125
2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000
15000	50000	10000	15000	50000	15000	15000	15000	25000	25000	25000	25000
4000	4000	4000	4000	4000	4000	4000	4000	4000	4000	4000	4000
500	500	500	500	500	500	500	500	500	500	500	500
25	25	25	25	25	25	25	25	100	100	100	100
600	600	600	600	600	600	600	600	1000	1000	1000	1000
2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000
150	150	150	150	150	150	150	200	200	200	200	200
500	500	500	500	500	500	500	500	500	500	500	500
89 325	124 450	84 575	99 900	139 150	104 400	120 400	120 925	131 675	132 175	132 800	133 425
-59 325	-89 450	-44 575	-54 900	-84 150	-39 400	-55 400	-55 925	-36 675	-17 175	7 200	31 575
-59 325	-89 450	-44 575	-54 900	-84 150	-39 400	-55 400	-55 925	-36 675	-17 175	7 200	31 575
490 005	400 555	355 980	301 080	216 930	177 530	122 130	66 205	29 530	12 355	19 555	51 130

Leadership and vision

Founder background: Digital Recruiting Platform co-founder

Team with 60 years of experience, 8 university degrees, 8 start-ups



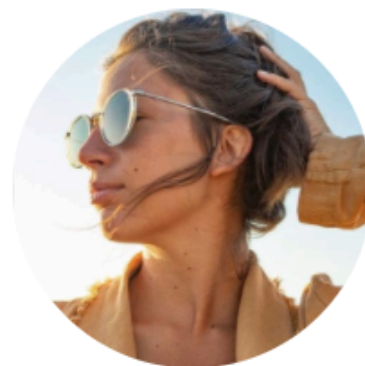
Heikki Erola
Founder & CEO

Heikki is a global-minded, passionate entrepreneur. Prior to launching HayStack Analytica, he has co-founded and run Digital Recruitment platform Sweetspotter and built EMEA and APAC businesses from scratch for several (then acquired), world-class, American SaaS start-ups.



Senior Developer
CTO

Senior full-stack developer, specialised in global software projects. Extensive expertise around data. Responsible for HayStack product development. Officially joining the company as soon as the first investment round has been closed.



Elizabeth Sigorska
Branding

Elizabeth shapes brands that matter. She is specialised in brand strategy, creative and business consulting, culture design, creative direction - and loves establishing outstanding businesses that make the world a better place.



Maria Seltsova
PR and collaboration

Specialised in international projects covering Europe, Russia, and CIS. Passionate about new ways of collaboration and connecting people and businesses.

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