

PITCH DECK



Mission statement:

Our mission is to connect employers with quality jobseekers instantly and at a fraction of the cost of competitors.

Risk warning - investing in new and early-stage businesses entails risks, including the risk that an investor may lose the entirety of their investment. This pitch deck is designed for exclusive viewing of institutional, sophisticated or high-net worth investors that have the knowledge and experience to understand and manage the risks associated with such investments, and to make their own decisions. Please note that sophisticated and high-net worth investors sacrifice certain regulatory protections, and that it is open to you to seek financial advice before making an investment.

The problem

Recruitment in the UK is failing to meet the needs of participants – it is rarely out of the headlines!

Employers and job seekers are ready for change.

73%

of job seekers say that searching for a job is one of the most stressful events in life.

60%

of job seekers quit in the middle of filling out online job applications because of their length or complexity.

73%

of businesses in the UK struggle to hire staff – this is even higher in our two target sectors.

The market

The market is huge and provides us with a big opportunity.

60% of all job applications are from online job boards.

£18.3bn

the value of the platform recruitment industry in the UK during 2023.

20%

of workers in the UK plan to search for a new job in the next 12 months.

61%

of UK employers are seeking to recruit new staff members in 2024.

Target sectors

At launch Jobilo will target two of the UK's largest employment sectors.

Jobilo will initially be targeted at small to medium sized businesses in London.

We have had fantastic feedback and sign ups in both of these sectors.

As Jobilo grows we will target different cities, bigger businesses and further sectors.

Hospitality

- **79%** of UK hospitality employers struggle to hire staff.
- There are **398,000** hospitality jobs in London.
- This accounts for **7.3%** of the total jobs in the city.
- In the UK there are **3.5m** hospitality jobs. This accounts for 9.5% of the total.

Retail

- **72%** of UK retail employers struggle to hire staff.
- There are **428,000** retail jobs in London.
- This accounts for **7.8%** of the total jobs in the city.
- In the UK there are **2.7m** retail jobs. This accounts for 8.6% of the total.

Positioning strategy

Internal recruitment

Recruitment consultants

Headhunters



Low Cost (£)

High Cost (£££)

Higher Salary



Lower Wages

jobilo

The most cost efficient and relevant recruitment platform for lower paid jobs.

Job posting sites & temp agencies

The solution

We offer a genuinely unique pay as you go solution with credible applications only.

Jobilo de-risks the recruitment process for employers.

Jobilo makes applying for roles stress free and uniquely engaging for job seekers.

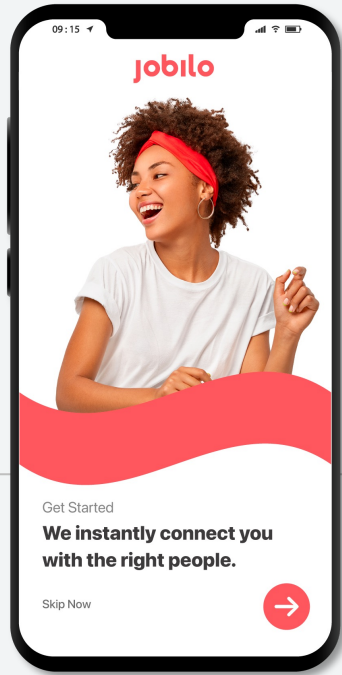
Features

- 1 Jobilo is a pay as you go recruitment solution.
- 2 Employers only pay to engage with the candidates they are interested in after thoroughly reviewing their applications.
- 3 Job seekers are limited to 5 open applications at any time.
- 4 Jobilo replaces cumbersome CV's with profiles displaying the key information only.
- 5 Job vacancies appear on our job map utilising geolocation technology.

Benefits

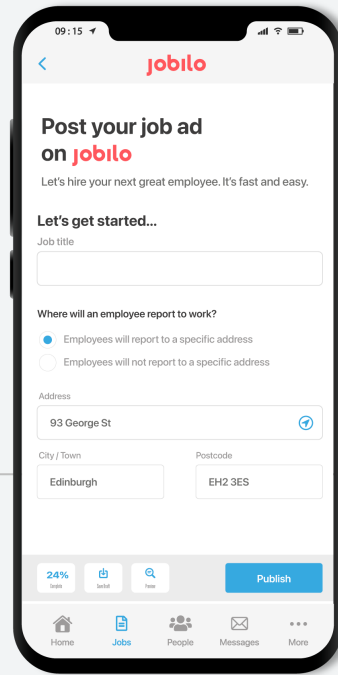
- 1 Employers can pick it up and put it down as required.
- 2 If no suitable candidates apply, there is no fee and no risk for the employers.
- 3 Employers can be confident they will hear back from applicants.
- 4 Once their profile is created, job seekers can apply on the go with one click.
- 5 Job seekers can filter the map to instantly find the relevant roles around them.

How it works



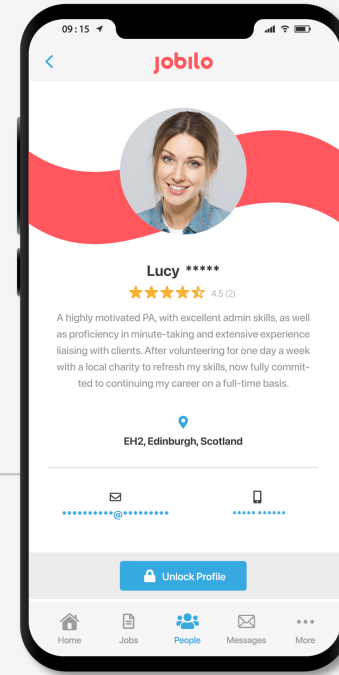
Step 1

Free to download the Jobilo app or use the Jobilo website.



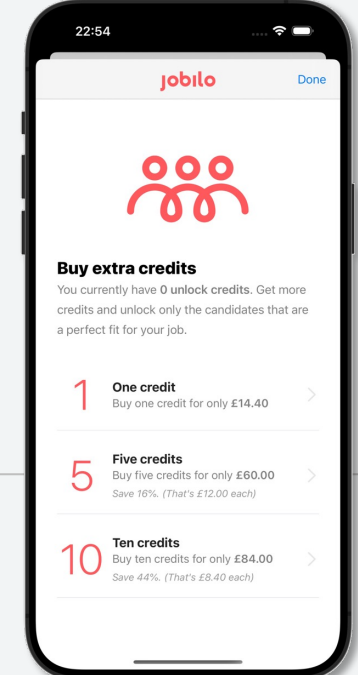
Step 2

Free to post unlimited job roles.



Step 3

Free to review every concise candidate application in full.



Step 4

Only a small fee to connect with a candidate (£14.40) and instantly liaise through our in-app chat.

Market adoption

Jobilo is ready to disrupt the market.

It is no surprise that Jobilo has been well received by London's employers. The speed of up take showcases the scalability of the offering across the rest of the country.

We targeted Hackney & Islington initially as both areas have a large number of independent employers in the retail and hospitality industries.

246+

The number of employers in Hackney & Islington who already love the idea and have committed to use the platform at launch.

4

The number of weeks it took to get that many employers on board.

79%

The sign-up rate of employers we approached.

Market trends

Recent market trends confirm our thinking.

The world is constantly adapting, and people are looking to technology to simplify the recruitment process.

The number of jobseekers who use their phone at least daily to search for roles

45%

6-8

the average number of seconds hiring managers spend looking at CV's

16%

of all job applications are submitted through mobile phones

90%

of workers consider mobile phones as essential devices for their job search

Competition

Jobilo stands out from the competition by de-risking recruitment, ensuring credible applications only and making the process engaging for job seekers.

	Price	Experience
Jobilo	Low	<ul style="list-style-type: none">• Pay as you go service.• No suitable candidates, no payment.• Pricing starts from £14.40.• Post unlimited roles for free.• Local company for local people.• Credible applications only.
JobToday	High	<ul style="list-style-type: none">• Subscription based service.• Pricing starts from £100 a month.• Job posts are limited by the service level you choose.• Still charged if no vacancies are live.• Multi-national with a poor customer service record.• Don't hear back from applicants
Indeed	High	<ul style="list-style-type: none">• Pay to promote service for salary work.• Traditional CV based hiring.• You choose the daily amount you spend over X days.• Payment only promotes that single job role.• Promotion costs can escalate in the search of results.• Don't hear back from applicants.
Temp Agencies	High	<ul style="list-style-type: none">• Short-term fix.• Convenient but expensive.• Frustrating to train workers every shift.• Lower quality work as they are not invested in the business.• Poor solution for other staff.• Poor solution for customers.

Main competitor

JobToday

Their success has gathered criticism from UK employers who have used their service.

They are accused of locking people into subscriptions and making it difficult to cancel.

Users of TrustPilot have suggested the positive reviews are planted due to the quality of service they received.

We are perfectly positioned to provide a better service for UK employers.

Series A Raise

£10m

6

years trading

£20m

Series B Raise

Recent Valuation

£60m

Founders story

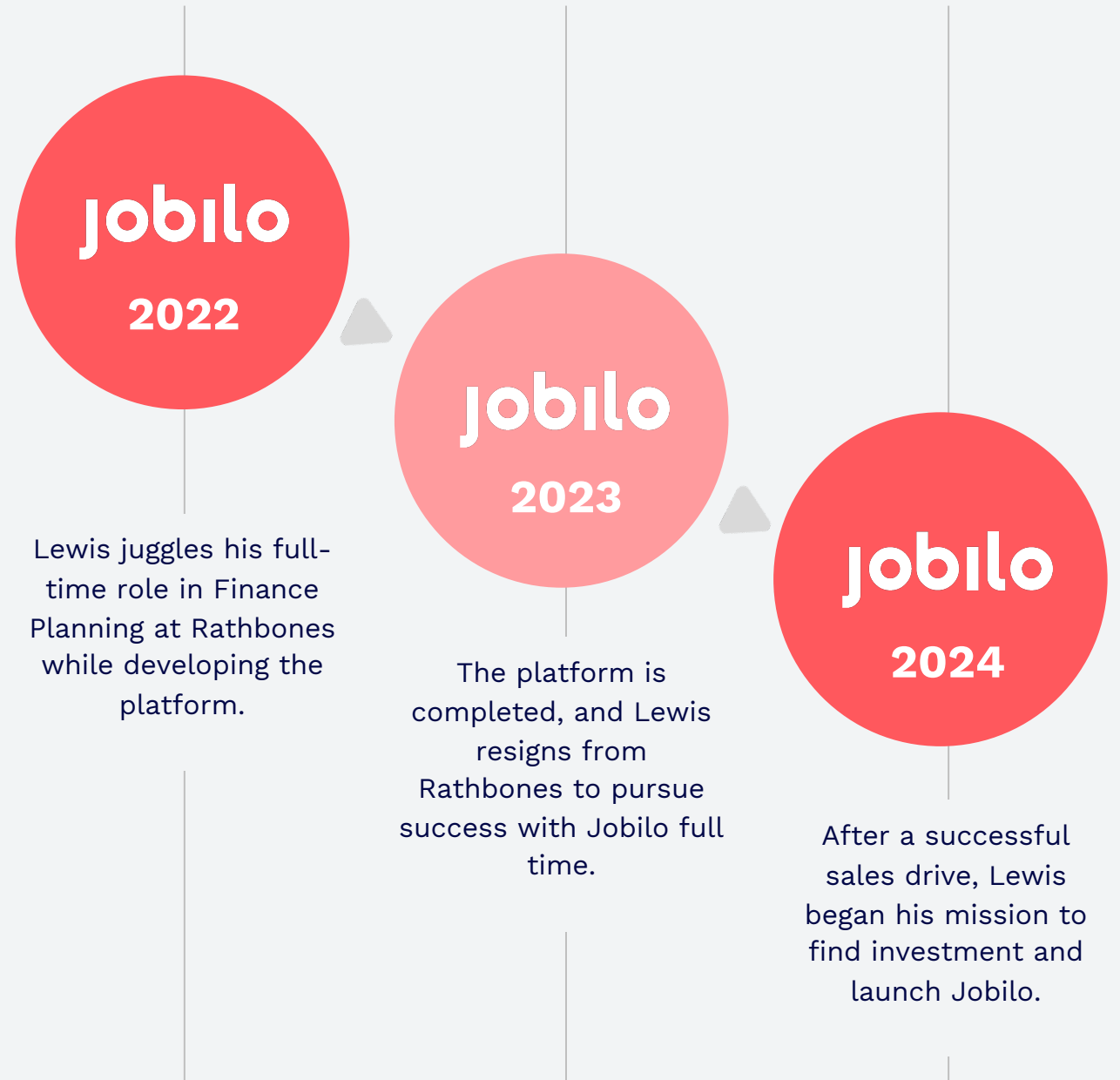


Our founder Lewis has self-funded the development of Jobilo from a concept on his iPad to the market disrupter it is today.

Being new to the sector has its advantages. His fresh perspective on the sector's challenges has led to the creation of a unique product in a conventional market.

His story enhances our brand narrative and will generate greater PR exposure at launch - something the competition cannot replicate!

Lewis's ability to problem solve and put users first galvanises our current offering and will allow the platform to develop far into the future.



Our board



Lewis Jackson
Founder

Lewis will be in control of the day to day running of the business. He has been well received by employers and is successfully leading the rest of the team.



Chris van Someren
Adviser

Chris is our in-house global recruitment expert and the current chief executive of Ascentador. He specialises in business strategy, leadership and talent.



Barrie Jackson
Adviser

Barrie is the former main board director of the Edrington Group and CEO of InterBev. He has decades of experience in marketing, business development and international sales.



Mike Cooper
Adviser

Mike is an experienced media executive and the current vice chairman of Omnicom Group. He is an expert in marketing, growth and building businesses across the globe.

Our team

Erbo

Erbo
CTO

Our award-winning app developer who will continue to add to the platform with new technology and AI before we build an in-house team.



Cameron Orcutt CPA
Fractional CFO

Cameron is the FinTech founder of OnLadder and ex-KPMG. He has built innovative products in a sector opposed to change, spearheaded equity/debt fundraising, and navigated all regulatory requirements.



do.CREATE
PR & Social Specialist

Hannah is our in-house communications expert and founder of *do.CREATE*. She specialises in PR and brand messaging.



Anosh Malik
Fractional CTO

Anosh is the founder of Elephant and Rope. He leads talented developers to build digital assets that stand out in the space. He will be responsible for building and managing our future in-house development team.

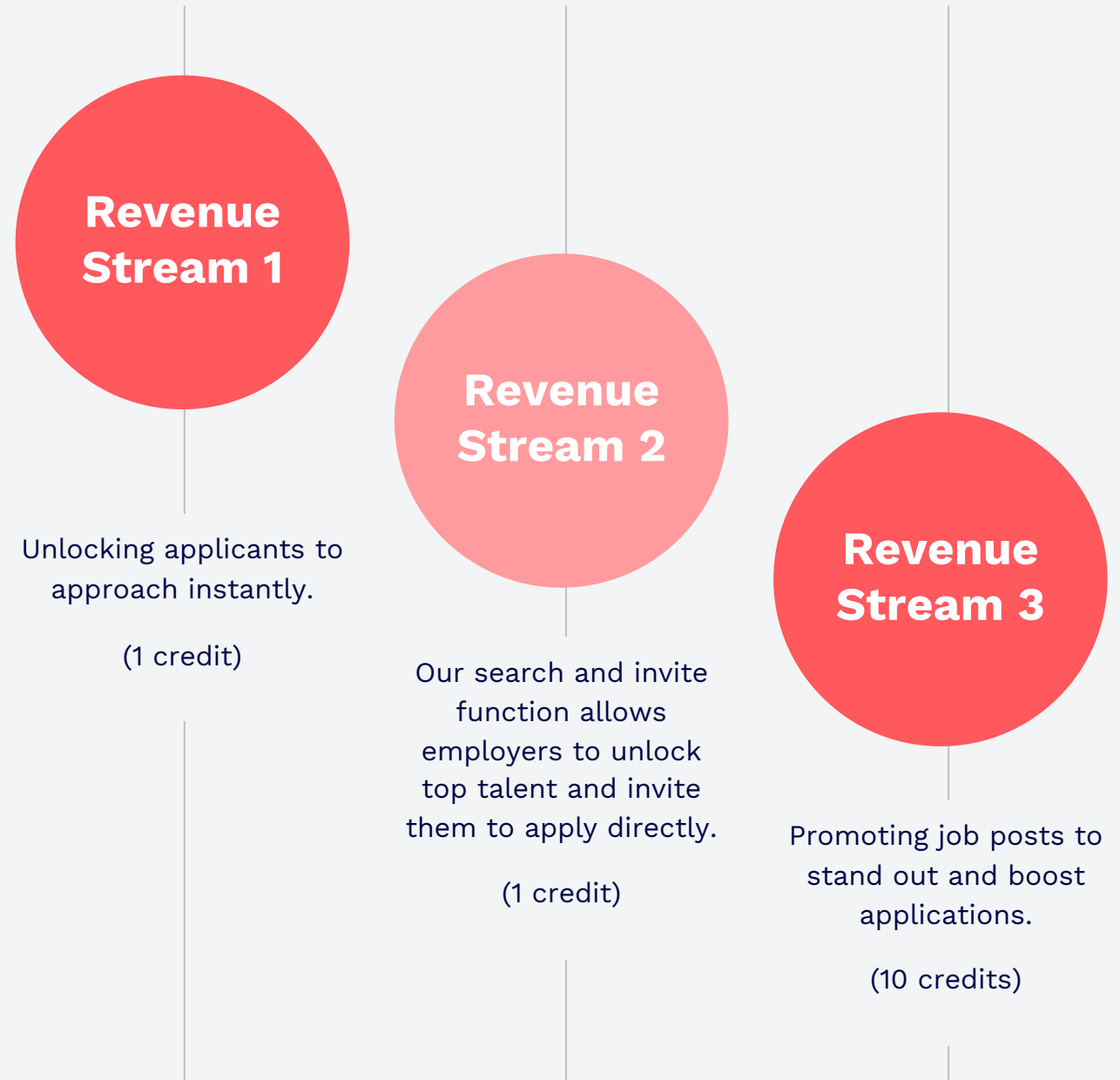
Revenue model

The revenue from our platform is generated through Jobilo credits that grant employers access to features.

A single credit is priced at £14.40, with discounted rates available for bulk purchases, such as 5 credits for £60 or 10 credits for £84.

Acting as an in-house currency, the pricing of credits is adjustable in real-time.

Credits provide employers with flexibility, allowing them to carry unused credits into their next vacancy. Additionally, they serve as a valuable promotional tool for the future.



Seed raise

Jobilo is ready to go but we need investment to launch.

We have decided to focus on London for our first 12 months.

Our initial raise is to fund our marketing plan across the city.

We will fund the expansion from gross profit or seek further funding for our UK expansion – if required.

Hackney & Islington

In our launch month we will target these areas specifically to create a working eco-system for the current employers who wish to use the platform.

London

After launch, we will expand our reach quickly using our digital marketing plan to target the cities key areas.

UK

Once we have established our brand in London, we will expand North through the most populated cities (Birmingham, Manchester, Leeds & Glasgow).

Financial forecast

Jobilo provides an exciting investment opportunity for potential investors.

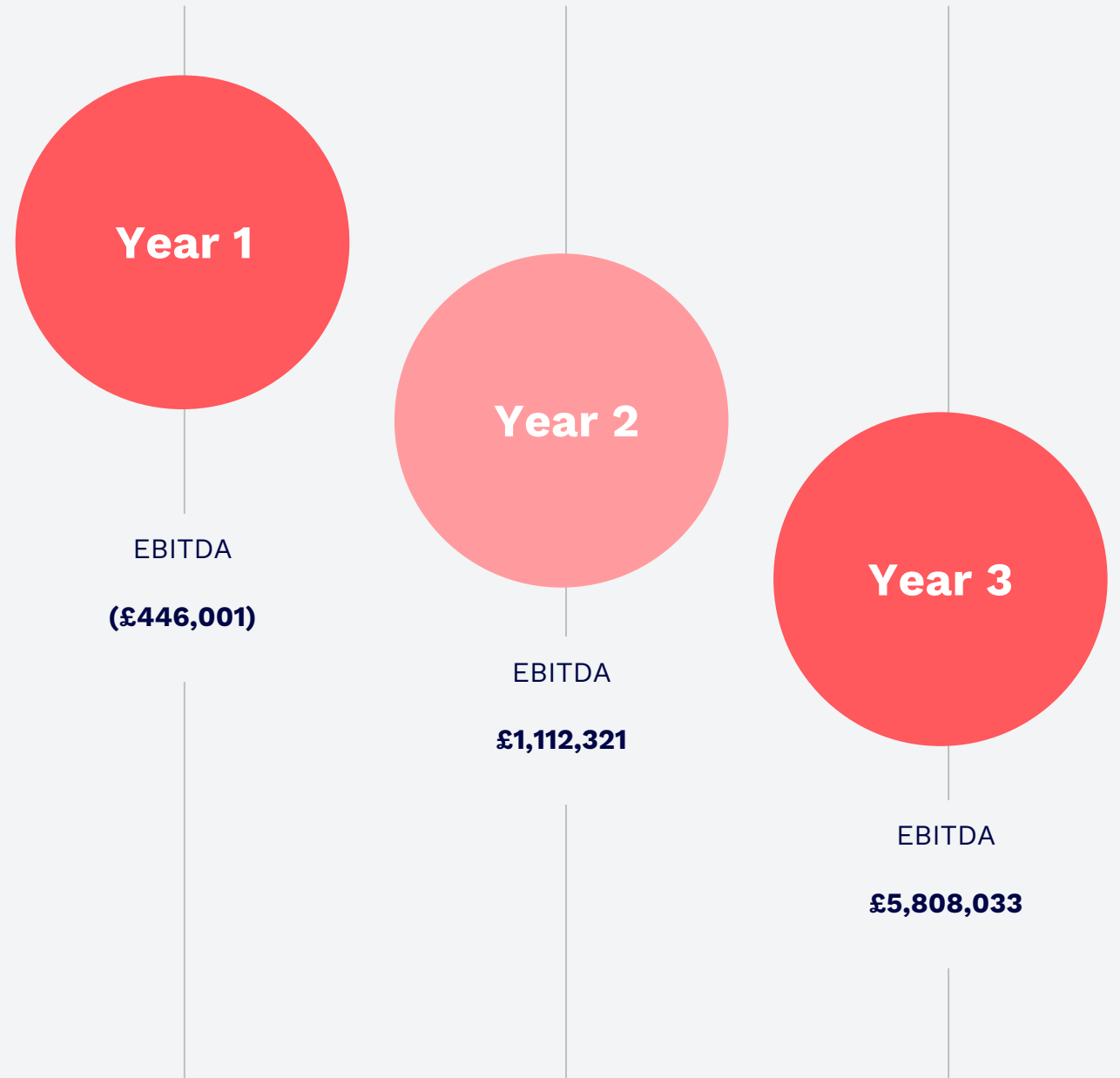
The appetite for the product is clear and it has the potential to explode across the city.

Our burn rate is 10% (~£50,000) per month and we expect to breakeven in month 12.

As we expand into further sectors, cities and larger employers our revenue streams will increase beyond these figures.

Our full financials have been completed by an independent 3rd party and are ready for further review if you are interested in receiving our financial summary and business plan.

Note - any forecasted figures are not a reliable indicator of future performance.



Deal summary

We are looking to raise this amount in exchange for 20% of the business.

Lewis is currently our sole shareholder.

Any investor who wishes to invest the full amount will have the opportunity to sit on our board of directors.

For US investors, we will structure the deal to ensure any specific tax advantages applicable in the United States are met.

Tax treatment depends on the individual circumstances of each investor and may be subject to change in the future.

The full breakdown of our strategy with these funds is available in our full business plan.

Raising
£500k

Offering SEIS/EIS tax deductions

We have been approved for SEIS/EIS Advance Assurance

£25,000

Minimum investment amount

Offering standard investor protections:

Drag along, tag along and pre-emption rights



Thank you.

Statistical evidence

Slide 2

<https://www.quireos.com/career-guide/job-interview-statistics>

<https://www.britishchambers.org.uk/news/2023/10/quarterly-recruitment-outlook-labour-cost-pressures-bite-as-hiring-issues-remain/>

Slide 3

<https://www.ibisworld.com/united-kingdom/market-size/employment-placement-agencies/>

<https://hrreview.co.uk/hr-news/20-of-uk-workers-plan-to-quit-their-jobs-in-2024-2/373773>

<https://www.britishchambers.org.uk/news/2023/10/quarterly-recruitment-outlook-labour-cost-pressures-bite-as-hiring-issues-remain/>

Slide 4

<https://www.varbes.com/economy/england-economy>

<https://www.varbes.com/economy/london-economy>

<https://www.britishchambers.org.uk/news/2023/10/quarterly-recruitment-outlook-labour-cost-pressures-bite-as-hiring-issues-remain/>

<https://researchbriefings.files.parliament.uk/documents/SN06186/SN06186.pdf>

<https://www.ukhospitality.org.uk/media-centre/facts-and-stats/>

Slide 9

<https://standout-cv.com/how-long-recruiters-spend-looking-at-cv>

<https://www.themediacaptain.com/incredible-near-me-google-search-statistics/#>

<https://www.g2.com/articles/recruitment-statistics>