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Click your way **to the top!**

Complete tasks, **build** your team…

rev. 2024-05-05

Highlights

- Let's redefine acquiring the best IT talents from the job market (in a fast & efficient way)

- Traction:
  - Late beta launched already, first customers come in
  - New features in the backlog
  - System is Web3-ready

- Previous experience:
  - 20+ years of experience combined in building digital products and IT solutions in software houses

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Company Purpose

Click your way **to the top!**

We provide an *innovative* yet <u>adorable</u> **solution** to the stagnant market of talent acquisition tools.

As a **player** you can:

- complete mundane tasks - daily routines
- build your team
- unravel office secrets
- a deserved promotion is near!

As an **employer** you can:

- customise the recruiting process
- asses candidates by gamification

Problem

Imagine you need to hire:

- 7 frontend developers,
- 3 backend developers,
- 1 project manager,
- 1 quality assurance engineer

by **next Friday**

Options:
1. head hunters
2. job boards + overpayment
3. internal HR and regrouping

FAIL

expensive and inefficient

expensive and inaccurate

unrealistic

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Solution

Gamification in:

- employer branding (by virtual inbox)
- hiring process (by mini tasks / assignments)
- assessments process (automated or manual)
- knowledge base for employees

SUPER FUN

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Why now?

Every year the top talents are even harder to find. Recruiting new employees **is not cheap**.

The avg cost / hire: **$4,700** in US (2022).
The **TCtH** (total cost to hire): **3x-4x** salary

source: Edie Goldberg, E.L. Goldberg & Associates

Example:

Annual salary: $60,000 → $180,000 **TCtH**

- 30-40% hard costs
- **60% soft costs**:
  leaders and managers in HR-specific roles
  involved in the hiring process

Market Size

TAM: $9.1B in 2020 → $30.7B by 2025

Attractive Opportunities in the Gamification Market

CAGR
27.4%

USD 9.1 Billion

USD 30.7 Billion

- The gamification market is projected to grow from USD 9.1 billion in 2020 to USD 30.7 billion by 2025, at a CAGR of 27.4% during the forecast period.

- The growing need to drive employee engagement via offering rewards and recognition drives the market.

- Gamification vendors can provide revenue details and feedbacks, which can be used to prepare better consumer-oriented strategies. This drives the adoption of gamification applications

2020-e   2025-p

e: estimated; p: projected

Source: Secondary Research, Expert Interviews, and MarketsandMarkets Analysis

2023:	$12B	$1B	$100M
	TAM	SAM	SOM

Competition

benchmark
.games

1. **GraviTalent Kft.** (HU)
   revenue for 2022: **231k EUR** (7 employees)

2. **Siemens Plantsville** (by candarine.com)
   https://youtu.be/6oIp9w1r6X0

3. **My Marriott Hotel** (Facebook game - 2015)
   https://youtu.be/ULOwlkiRM18

⚠ BORING

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Product

As a potential employee you can:

1. learn about the company
2. get familiar with the recruitment process
3. decide if the company culture aligns with <u>your own beliefs</u>
4. meet real people as avatars in the game
5. challenge yourself
6. apply for the job
7. get assessment tasks in an interesting way
8. once hired, learn more about your role before Day 1

<u>https://www.korpoclicker.pl</u>
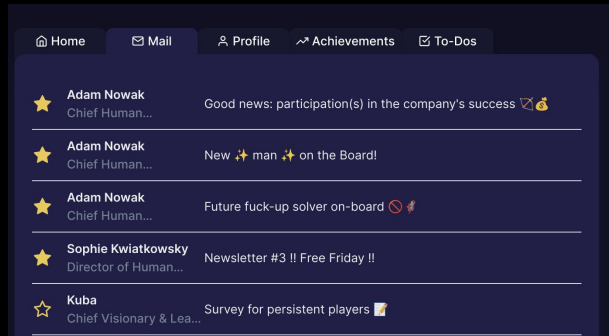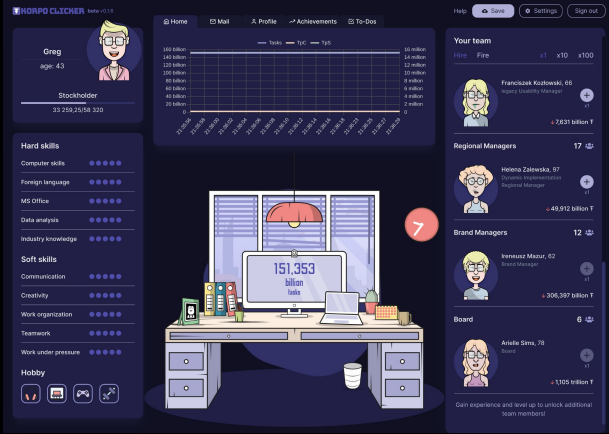
Business Model

Revenue model:

- SaaS with one subdomain per company - monthly subscriptions: **[acme].korpoclicker.pl**
- persistent profiles with avatars for specialists
- additional features per company or global

Pricing:

- $50 / month - in-game surveys for a company
- $150 / month - subdomain in-game surveys

Profiles stay forever unless user decides otherwise.

Customer pipeline: adverts through Social Media

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Team

Jakub Zachacz - co-founder, CEO

Arkadiusz Pawlak - co-founder, CGO

Grzegorz Błaszczyk - co-founder, CFO

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Financials

Cash flow: **nothing yet - first beta in 05/2024**

Cap table: **none as for now**

The deal: **(to be discussed with potential investors)**