

# Purposely

*The future of employee experience for highly engaged businesses*





# Highlights

## Highlights for the past year

- Working with 8 companies to develop v1 of our employee experience platform by August. Highlight companies include Traction on Demand (1000 employees) and Jane.app (250 employees).
- Collectively have a network of over 2,000 employees.
- Presented custom volunteer reports with actionable insights regarding company volunteering goals to CEO's at Jane.app, Procurify, and A Thinking Ape.
- Defining a product category of "Employee Experience" as a solution to maintaining company culture and cohesion in the face of the changing nature of work.
- Brought on advisory team consisting of Rian Gauvreau (Founder at Clio) and Marc Dyer (VP Customer Success at Jane.app).
- Goal of \$3 / employee / month price for companies. Beta companies completing 6 month beta program to start paying \$1 / employee / month July 1st.

# Low Engagement Costs a Company \$4M/yr

## This is Our Unicorn Problem

Remote work has exacerbated the problem of low engagement, and employee engagement strategies & tools haven't adapted to the changing nature of work in a (post-)COVID world.

High cost of employee turnover	→	\$2.45 million / year*
High cost of employee recruitment	→	\$80,000 / year <small>for 20 new hires</small>
The productivity cost of low satisfaction	→	\$1.9 million / year*
The cost of low engagement	→	\$4.43 million / year*

# Most Workplace Giving Programs Fail to Engage Employees

## This is Our Beachhead Problem

Employee volunteer programs improve every metric of employee engagement while supporting the core values of a company and connecting employees to the company's mission.

## The Challenges of Employee Volunteer Programs

Finding volunteer opportunities

Coordinating team activities

Tracking and reporting-out on impact



Medium-sized companies often hire a dedicated social impact manager to find & coordinating volunteer opportunities and report on impact

- \$60,000 per year

Getting employees to sign up and join in



Most companies see a low employee uptake of only 20%

# The Opportunity



*"COVID means we're ready to invest in new ways to engage employees."  
- Paige Meekinson, Procurify*

## Remote/Hybrid Work

74% of companies plan to shift some of their employees to remote working permanently

## HR Tech Market

A \$148B market that will double by 2025 as new solutions disrupt major players

## CSR Market

\$20B spent by Fortune 500 companies on corporate social responsibility (CSR) initiatives in 2019, and it's growing by 25% year-over-year



**Business Case #1: Employee Volunteering Creates Employee Engagement**  
Realized Worth

**Corporate Social Responsibility: Consumers Will Remember Companies That Led In 2020**  
Forbes

**Microsoft CEO Sees Pandemic Sparking New Wave of Employee-Focused Tech**  
The Wall Street Journal

**The Growing Importance Of Social Responsibility In Business**  
Forbes

**CSR in India is Now a Law**  
B The Change

**Coronavirus Is Putting Corporate Social Responsibility to the Test**  
Harvard Business Review



# Why Start with Volunteering?

*"Volunteering is an integral part of our employee engagement strategy."  
- Paige Meekinson, Procurify*



Running effective volunteer programs is an unsolved problem in the employee engagement market.

We're positioning ourselves to create a unique moat in the HR Tech space with a trustworthy, social impact-focused brand.

We'll be well-positioned to support a wider range of team building activities, internal competitions & rewards programs, and workplace clubs.



# Our Solution

*"I focus on our 1% Pledge– our involvement with Purposely this year will be helpful as we work towards hitting our goal of just over 4,000 volunteer hours in 2021."*

*- Erika Finlay, Unbounce*



## **Powering the future of highly engaged business**

Purposely is a next-generation employee experience platform that makes finding and coordinating volunteer activities easy.

- By integrating with Slack, we make it easy for busy people to volunteer, and we make volunteering social and fun.
- By engaging employees directly, we save companies time and collect data that they can use to report-out.

**We improve every metric of employee engagement while deeply connecting employees to their company's mission and their community.**



# Customers

*"We are so excited to be working with Purposely to grow our Social Impact and help increase team member engagement around volunteering!"*

*- Rebecca Apostoli, MistyWest*



## Our Customers



Procurify



mistywest



A THINKING APE



freshworks

## About Our Customers

- Technology Companies
- 50-1000 employees
- Paid Time Off: 1-5 days
- < 10% volunteer participation in 2020





# Jane.app Case Study

*"We are super excited to be a part of  
the Purposely Team."*

*- Che Poppins, Jane*



## Jane's Problem

- ✗ Difficulty finding volunteer opportunities
- ✗ Failed team activities with negligible engagement
- ✗ No data, time tracking, or reporting

## Jane's Experience With Us

- ✓ Signed up 50% of staff in 2 weeks
- ✓ Employees took part in at least 10 team activities that were facilitated by our web platform
- ✓ Surveyed employees for baseline data and built a custom report with actionable recommendations that were implemented

# One-Year Product Roadmap



## Discover - Released

Find hundreds of new volunteer opportunities & organizations

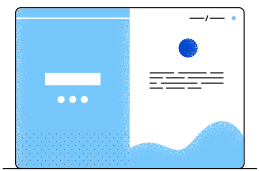
**Goal:** Solve fundamental problem around volunteer opportunity discovery



## Team Volunteering - Early Q3

A fun way to self organize volunteer teams within companies

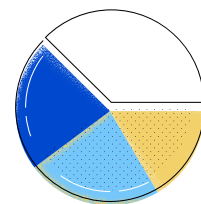
**Goal:** Substantially increase employee engagement



## Administration - Late Q3

HRIS integration, hour tracking, and more

**Goal:** Free up administrative overhead



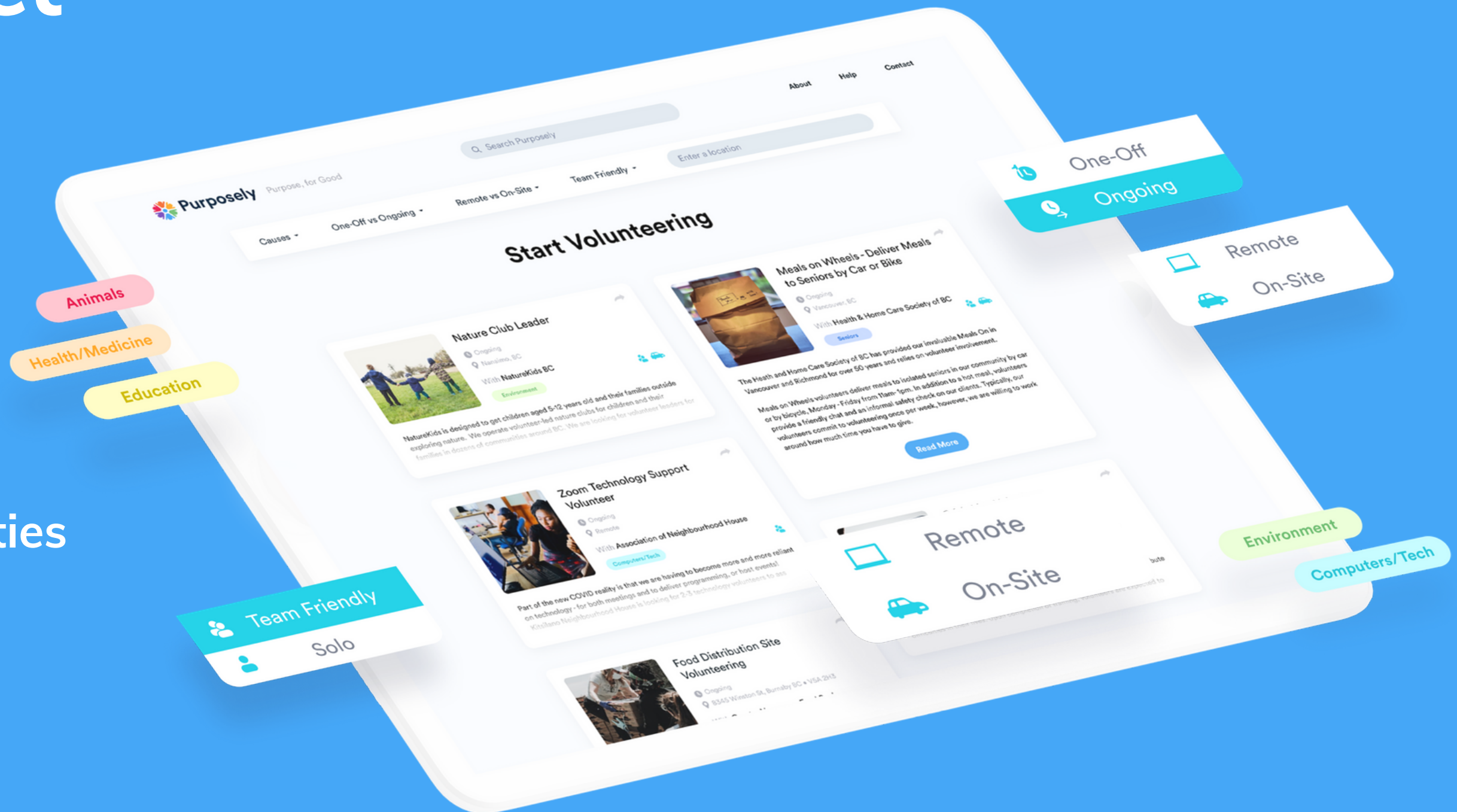
## Reporting - Q4

Generate custom reports for internal and external use

**Goal:** Help companies report on their CSR metrics both internally and externally

# Current Product

- Google Single Sign-On
- Employee Profiles
- Employee Administration
- 100's of Volunteer Opportunities
- Email Notifications
- Save & Share Opportunities
- Robust search filters





# Revenue Model

"Purposely is a product we will continue to use and pay for to formalize our volunteering program. Without it, we wouldn't be able to effectively move the needle of our social impact."

- Emily Jette, Procurify



## Beta Pricing

- \$300-\$600 program participation cost

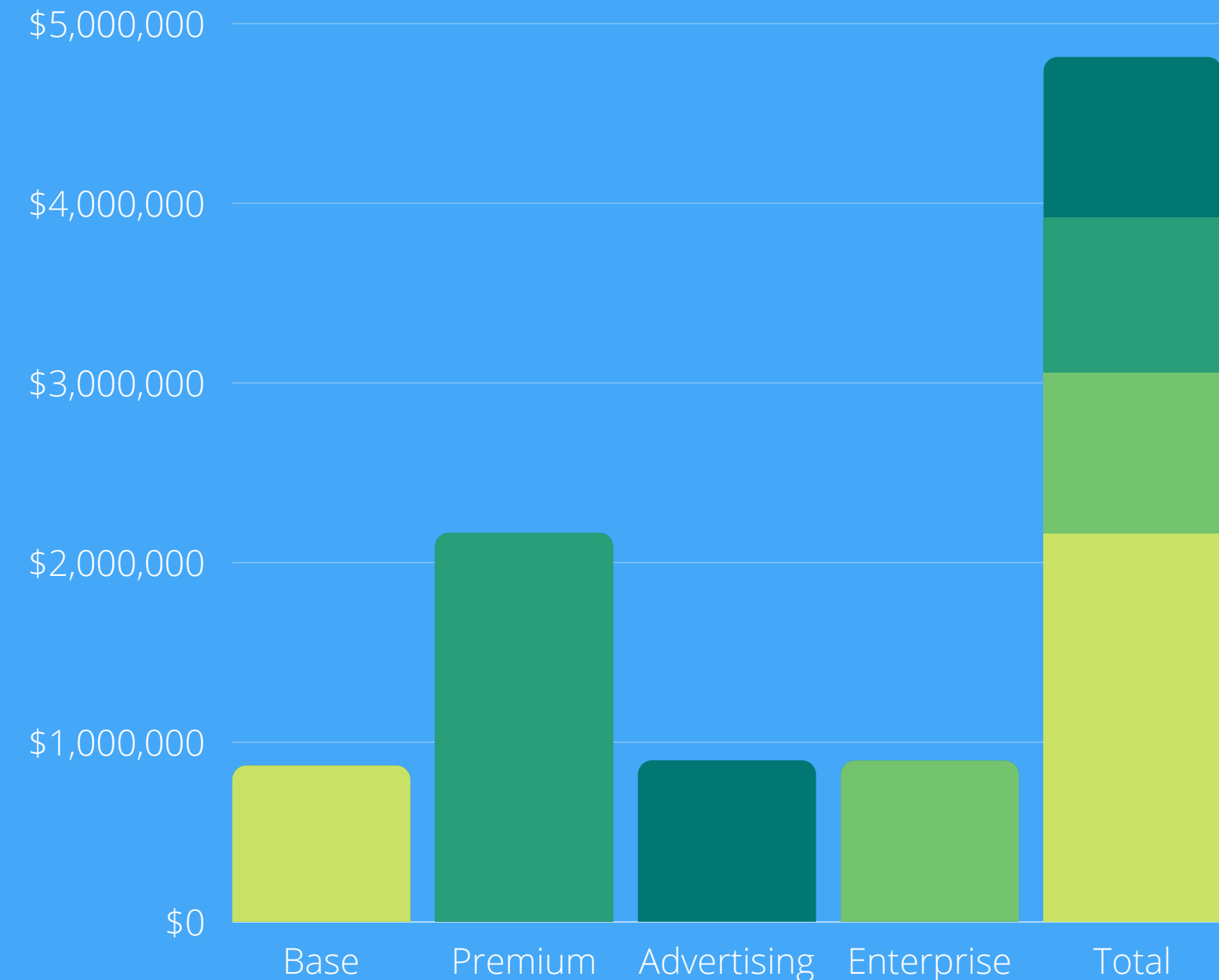
## Post-Beta Pricing

- \$3 / employee / month
- Monthly & annual packages
- Average \$7,200 / customer / year

## Future Revenue Pipelines

- Non-volunteering employee engagement features
- Premium package with advanced reporting & tracking features
- Credit card transaction fees on donations
- Advertising
- Enterprise subscriptions
- Managed corporate giving

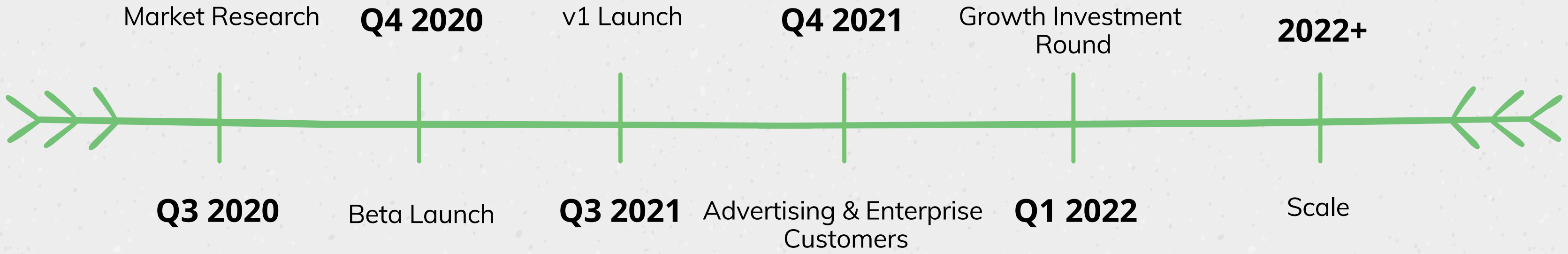
## Two Year ARR Projections (Jul/23)




Based on the following metrics

- 132 standard subscriptions avg \$600 / month
- 90 premium subscriptions avg \$2,500 / month
- 4 enterprise customers avg \$6,000 / month
- 186 nonprofits advertising avg \$400 / month

# Company Timeline



## Possible Exits

-  **Salesforce**  
Acquired: Acumen Solutions, Mobify
-  **Blackbaud**  
Acquired: YourCause, Reeher
-  **Benevity**  
Acquired: TrustCSR, Versaic

# Meet The Team



**Eric Franzo**  
Co-Founder

*M.A. Public Policy, 5+ years IT leadership experience, board member, and lifelong volunteer*



**Alex McGowan**  
Co-Founder

*Senior leadership in high-intensity environments, including managing the election campaign for the mayor of Victoria*



**Adriaan Mulder**  
Lead Software Developer

*Has developed MVP's for dozens of startups while working at Input Logic, a top development studio based in Nanaimo, BC.*



**Rian Gauvreau**  
Board Member & Lead Investor  
Co-Founder @ Clio



**Marc Dyer**  
Strategic Advisor  
VP Customer Success @ Jane.app