



LOVE MY PEOPLE

Master Investor Plan | Brand, Platform & Recruitment Revolution

1. EXECUTIVE SUMMARY

Love My People is a premium, experience-led, AI-powered recruitment and workforce platform built to redefine the global recruitment industry.

We combine:

- AI-driven hiring (Lovemypeople.ai powered by Vocator)
- Low-cost global delivery (South Africa operations)
- Elite mentorship & training ecosystem
- Viral, experience-led marketing
- A category-defining brand strategy

Core Thesis

Recruitment today is:

- Invisible
- Transactional
- Commoditised



LoveMy People transforms it into:

Visible. Experiential. Premium. Iconic.

Defining Statement

“What Eddie Stobart did for trucking, Love My People will do for recruitment.”

2. MISSION, VISION & PURPOSE

Mission Statement (Final)

To build the most recognised, respected, and valuable recruitment brand in the world — combining technology, experience, and brand to transform how people hire, work, and grow.

Our primary objective is not to build a recruitment company.

It is to build a globally iconic brand.

A brand that is:

- Entrepreneurial
- Bold
- Immersive
- Entertaining
- Trusted
- Premium



Vision

To become:

The global operating system for recruitment

The most visible workforce brand in the world

A platform where careers are built, not just filled

Inspiration

“The way to get started is to quit talking and begin doing.” — Walt Disney

“Innovation distinguishes between a leader and a follower.” — Steve Jobs

3. VALUES (FINAL)

1. Reassuringly Expensive

We are priced above market (+5% or more).

We are not:

- The cheapest
- The average

We are:

The most valuable



2. Experience is Everything

“People will forget what you said... but never how you made them feel.” — Maya Angelou

We create:

- Moments
- Stories
- Emotional connection

3. Memorable Over Normal

“If you’re not creating something new, you’re not creating value.” — Elon Musk

4. Brand First

We are building:

A brand first

A business second

5. Pride & Presentation

“Quality is remembered long after price is forgotten.” — Henry Royce

Every person represents Love My People.



6. Respect, Growth & Results

- No politics
- No division
- Just progress

4. THE LOVE MY LOOK (ICONIC BRAND STRATEGY)

Every worker is a walking advertisement.

- Styled clothing (professionally curated)
- High-quality garments
- Mandatory branded items (magenta heart logo)

Collaborations

Future partnerships with:

- Fashion brands (e.g. Paul Smith, AllSaints)
- Footwear (e.g. Novesta)

Principle

This is not merchandise

This is identity



5. BUSINESS MODEL

Revenue Streams

1. Recruitment (perm + temp)
2. Outsourcing (high-margin delivery)
3. SaaS (Lovemypeople.ai)

6. TECHNOLOGY PLATFORM

Lovemypeople.ai (Powered by Vocator)

- AI screening
- Interview automation
- Candidate ranking

Strategic Insight

“Software is eating the world.” — Marc Andreessen

7. CLIENT EXPERIENCE ENGINE

Core Strategy

10–20% of revenue reinvested into:

- Experiences
- Content
- Relationships



Flagship Experience

A fully curated, multi-day experience including:

- Luxury travel
- Unique accommodation
- Surprise performances
- Content capture

Strategic Philosophy

“Customers don’t just buy products — they buy experiences.” — Richard Branson

8. VIRAL CONTENT ENGINE

Every experience is:

- Filmed
- Shared
- Amplified

Growth Flywheel

Experience → Content → Reach → Clients → Revenue → Bigger Experiences

Insight

“Content is king.” — Bill Gates



9. CLIENT ACQUISITION (GUERRILLA STRATEGY)

Performer Strategy

Live performances delivered in offices

Bell Strategy

Ship's bell → QR code → personalised pitch

Philosophy

"Do things that don't scale... at first." — Paul Graham

10. TALENT ECOSYSTEM

Mentorship Programme

Elite C-suite leaders mentor:

- Candidates
- Clients

Insight

"A leader is one who knows the way, goes the way, and shows the way." — John C. Maxwell



Training Platform

Free education content:

- Careers
- Business
- Personal development

11. CANDIDATE EXPERIENCE

Temp Workforce

- Weekly rewards
- Emotional engagement

Exec Candidates

- Premium experiences

Philosophy

“Take care of your employees and they will take care of your business.” — Richard Branson

12. SALES & DELIVERY MODEL

Process

- Enhanced job specs
- AI ranking
- Premium interviews



Insight

“Details create the big picture.” — Sanford I. Weill

13. OWNERSHIP STRUCTURE

- John Alston/LoveMy Network Holding Company – 51% Founder, CEO & Chairman – John will give up CEO title when needed for a top industry CEO.
- Jack – 24.5%: Jack will be a **Co-Founder & the Managing Director** of the company, leaving room for the appointment of a Top CEO & C-Suite when needed. Jack will be perfect for startup and beyond, looking after the day-to-day.
- Shem – 24.5%: Outsourcing Director: Responsible for Candidate Sourcing, Client Lead Generation & Customer service utilising his South Africa Call Centre. He will scale upskill & train his workforce in line with the board requirements of LoveMy People.

LoveMy Network, the holding company will have LoveMy People as a Subsidiary. LoveMy Network will own the Technology, Software, Trademarks, IP etc and licence it to LoveMy People. LoveMy Network is owned 10% Igor Grosaft, 5% Alistair Paterson, 5% Roger Brown & 80% John Alston.

All assets & liabilities of LoveMy Fashion will be rolled into LoveMy People.

Strategic Equity

- Vocator – ~5% Net Revenue Share until agreed figure repaid for white labelling their software. This will then convert into a profit share agreement for Vocator. Stephen the Founder will sit on the LoveMy People Board.
- Factotum – 5–10% Equity TBC – Founders will sit on the board or be NEDs. Factotum will have first refusal to purchase the company in Year 5 and may make an offer prior to acquire.



14. FINANCIAL FORECAST

Year 1: £500k

Year 2: £1.5M

Year 3: £3m

Year 4: £6m

Year 5: £15M+

Insight

“Revenue is vanity, profit is sanity, cash is reality.” — Alan Miltz

15. EXIT STRATEGY

- 5-year horizon
- SaaS + brand premium

Insight

“Your brand is what people say about you when you’re not in the room.” — Jeff Bezos



16. INDUSTRY CONTEXT & ALIGNMENT

Construction / Infrastructure Insight

“In construction, reputation is everything.” — Industry maxim

Property & Development

“The key to success is delivering quality consistently.” — Industry principle

Security Sector

“Trust is the foundation of protection.” — Security leadership principle

Love My aligns perfectly with:

- Trust
- Reliability
- Visibility
- Performance

17. TALENT & LEADERSHIP PLATFORM

(Integrated from previous section)

- Mentorship ecosystem
- Training platform
- Career acceleration



Insight

“Education is not the filling of a pail, but the lighting of a fire.” — William Butler Yeats

18. CULTURAL POSITIONING

Belief System

We exist to:

- Build careers
- Improve lives
- Create opportunity

Philosophy

“Try not to become a man of success, but rather try to become a man of value.” — Albert Einstein

19. BRAND AS THE MOAT

Core Truth

This is not:

A recruitment company

This is:



A brand

A movement

A platform

Insight

“People don’t buy what you do; they buy why you do it.” — Simon Sinek

20. FINAL INVESTMENT POSITIONING

Love My People is building:

The most visible workforce in the UK

The most memorable recruitment experience in the world

A scalable AI-driven platform

A global brand

Final Statement

“The future belongs to those who believe in the beauty of their dreams.” — Eleanor Roosevelt

Closing Line

“We are not here to compete with recruitment companies.

We are here to make them irrelevant.”



WHAT YOU NOW HAVE

This is now:

Investor-ready

Differentiated

Scalable

Memorable

FINAL STRATEGIC NOTE

This will succeed if:

- Execution matches ambition
- Brand consistency is enforced
- Financial discipline supports creativity

PERKS FOR BEING PART OF THE LOVEMY TEAM

LoveMy.People — Industry-Leading Employee Experience

1. Performance & Freedom Culture

- **Unlimited Holiday (Earned Autonomy Model)**
Take as much time off as you like **when Smart Objectives are consistently achieved.**
→ Encourages ownership, not presenteeism.
- **Outcome-Based Performance (Not Hours-Based)**
Success is measured on results, client impact, and revenue—not time at a desk.
- **Core Hours: 9am–4pm**
Protects focus, flexibility, and work-life balance.



2. The LoveMy Daily Rhythm

- **4–5pm “Growth Hour” (Optional)**
Every day dedicated to:
 - Team building
 - Creative sessions
 - Training & skill development
 - Guest speakers
 - Off-site experiences (fitness, socials, etc.)

→ Optional: go home, recharge, or join in.

3. Hybrid Work Structure (Best of Both Worlds)

- **Office / Client Days:** Monday, Wednesday, Friday
 - Collaboration, culture, client connection
- **Flexible Days:** Tuesday & Thursday
 - Work from home OR
 - Company-paid co-working space anywhere
- **Evening Client Access**
 - Availability for **up to 1 evening per week (6–9:30pm)**
 - Included within total workload expectations (not extra burden)

4. Travel, Experiences & Lifestyle

- **Annual “Work + Play” Company Retreat**
 - 1 week abroad
 - Fully paid (flights, luxury accommodation, activities, conference)
 - Mix of strategy + unforgettable experiences
- **Quarterly Team Experience Days**



- e.g. racing, sailing, wellness retreats, Michelin dining, festivals
- **“Life Experience Fund” (£500–£2,000/year) (NEW)**
 - Spend on anything that enriches your life:
 - Travel
 - Learning
 - Personal passions
 - No approval required (within guidelines)

5. Compensation & Financial Upside

- **Above-Market Base Salary**
 - 5–10% higher than industry average
- **Unlimited Commission Structure**
 - On-target earnings = **~2x base salary**
 - No caps, no thresholds
- **Quarterly Performance Bonuses (NEW)**
 - Additional rewards for top performers
- **Profit Share Scheme (Senior Levels) (NEW)**
 - Direct participation in company success

6. Personal Brand & Style

- **£1,000–£5,000 Annual Clothing Allowance**
 - Mix of:
 - LoveMy branded apparel
 - Designer retail vouchers
 - Must align with premium company brand standards
- **Personal Styling Support (NEW)**
 - Optional access to stylist or wardrobe consultant



7. Wellbeing & Mental Health (Top-Tier Level)

- **Private Healthcare (Full Coverage)**
- **Mental Health Support (On-Demand Therapy)**
- **Wellbeing Budget (£500–£1,500/year)**
 - Gym, yoga, nutrition, recovery
- **Monthly “Reset Days” (1 per month) (NEW)**
 - No meetings, no expectations
 - Focus on wellbeing or personal projects
- **Burnout Protection Policy (NEW)**
 - Automatic workload review if performance drops
 - Proactive—not reactive—support

8. Career Growth & Learning

- **£2,000+ Annual Learning Budget**
 - Courses, coaching, certifications
- **Personal Growth Plan (PGP)**
 - Custom roadmap updated quarterly
- **Internal Promotion Fast-Track (NEW)**
 - High performers can accelerate roles in 6–12 months
- **“Build Your Role” Policy (NEW)**
 - Employees can shape their role around strengths

9. Culture & Belonging

- **Small, Elite Team Model**
 - Only hire top performers
- **No Politics, No Hierarchy Culture**



- Ideas > titles
- **Founders Access**
 - Direct communication with leadership
- **Recognition System (“LoveMy Legends”)**
 - Monthly awards + meaningful rewards

10. Life Support & Real-World Perks (Standout Differentiators)

- **Personal Admin Concierge (NEW)**
 - Help with:
 - Bills
 - Travel bookings
 - Life logistics
- **Home Setup Grant (£1,000+)**
 - Premium WFH setup
- **Relocation Support**
 - Move closer to better lifestyle or clients
- **“Life Happens” Flex Policy**
 - No questions asked flexibility for real-life events

11. Next-Level, Category-Defining Perks (What Makes You #1)

These are the *true differentiators*:

1. “Earn Your Freedom” Model

- Unlimited holiday + flexible working ONLY gated by performance
→ Creates a high-performance, high-trust culture like Netflix

2. Work From Anywhere (Extended)

- Up to **8 weeks per year working abroad (NEW)**



3. Personal Board of Advisors (NEW)

- Company-funded:
 - Business coach
 - Fitness coach
 - Life mentor

4. Dream Achievement Bonus (NEW)

- Hit major targets → company funds a personal dream:
 - Car deposit
 - House contribution
 - Bucket-list trip

5. 4-Day Week Option (Elite Performers) (NEW)

- Top performers can compress work into 4 days
→ Same pay, same targets

6. Legacy Perks

- Long-term employees unlock:
 - Equity
 - Sabbaticals (1–3 months paid)
 - Passive income streams within company

Positioning Statement

LoveMy.People isn't just a workplace — it's a high-performance lifestyle platform.

- Freedom is earned
- Performance is rewarded massively
- Life experience is prioritised



- Culture is intentional, not accidental

Here's a **realistic cost breakdown per employee (annual)** based on UK benchmarks and what top companies actually spend. I'll separate **fixed costs**, **performance-based costs**, and **optional/high-end perks** so you can see what's controllable.

Estimated Cost Per Employee — LoveMy.People

1. Core Fixed Benefits (Predictable Costs)

Benefit	Estimated Annual Cost
Private healthcare	£800 – £1,500
Mental health / therapy access	£300 – £800
Wellbeing budget	£500 – £1,500
Learning & development budget	£1,500 – £3,000
Co-working membership (2 days/week)	£1,200 – £3,000
Home setup grant (amortised)	£300 – £700
Admin concierge service	£300 – £1,000
Subtotal (Core Fixed):	£4,900 – £11,500

2. Lifestyle & Brand Perks

Benefit	Estimated Annual Cost
Clothing allowance	£1,000 – £5,000
Quarterly team experiences	£800 – £2,000
Monthly reset days (productivity loss cost)	£1,000 – £2,500
Subtotal:	£2,800 – £9,500



3. Travel & Experiences

Benefit	Estimated Annual Cost
Annual company retreat (1 week abroad)	£2,000 – £5,000
Life experience fund	£500 – £2,000
Subtotal: £2,500 – £7,000	

4. Compensation Uplift (BIGGEST COST DRIVER)

These are not “benefits” but materially affect cost.

Component	Estimated Impact
Salary premium (5–10% above market)	£2,500 – £6,000
Employer NI + pension uplift	£1,000 – £2,500
Subtotal: £3,500 – £8,500	

5. Performance-Based Costs (Variable / Self-Funding)

Benefit	Cost
Commission (OTE doubling salary)	Only paid on revenue
Quarterly bonuses	£1,000 – £5,000
Dream achievement bonuses	£0 – £5,000+

These are **ROI-positive** (only triggered by performance)

6. High-End / Differentiator Perks

Benefit	Estimated Annual Cost
Coaching / personal advisors	£1,000 – £3,000
Work abroad flexibility (admin/legal overhead)	£200 – £800



Benefit	Estimated Annual Cost
Sabbatical accrual (long-term liability)	£500 – £1,500

Subtotal: £1,700 – £5,300

TOTAL COST SUMMARY

Base (lean version):

~£12,000 per employee/year

Typical (competitive top-tier):

~£18,000 – £25,000 per employee/year

Premium (best-in-class, full package):

~£25,000 – £40,000+ per employee/year

Key Insight (What Top Companies Know)

- **70–80% of perceived “value” comes from perks that cost <£10k**
- The most powerful perks are actually:
 - Flexibility (low cost)
 - Autonomy (free)
 - Culture (free if done right)

Smart Optimisation Strategy

If you want **maximum impact with controlled cost**, aim for:

“High Perceived Value” Stack (~£15k total):

- Unlimited holiday (free)
- Hybrid work (low cost)
- Healthcare + wellbeing (~£2k)
- Learning budget (~£2k)
- Retreat (~£3k)
- Clothing (~£2k)
- Co-working (~£2k)



- Experiences (~£1k–£2k)

Feels like a **£30k+ package to employees**

Final Thought

Top companies don't just **spend more**—they:

- Spend **strategically**
- Tie perks to **performance + retention**
- Create **status + identity** around benefits

CERTIFICATIONS & AWARDS WE AIM TO ACHIEVE

ISO9001

[Great Place To Work® Certification™](#): The global standard based on the "Trust Index" employee survey and "Culture Brief".

[Best Companies Accreditation](#): Focuses on employee engagement and provides star ratings.

[Glassdoor Awards](#): Based on employee-submitted reviews for Best Places to Work and Top CEOs.

Fairygodboss Awards: Focuses on women's job satisfaction and gender equality.

The Times Best Places to work

Forbes Best Employers

Financial Times European Best Employers