Impact
Challenge
The challenge

Creating Value with Diversity

In Denmark alone, the managements of the 1,500 largest companies comprise of:

- 78% men on Boards of Directors
- 88% men at CxO level
- 85% men at VP level (*)

12,6% lower revenue, or DKK 126 millions per single company with DKK 1 billion in annual revenue (*)

Lack of diversity in the management incurs the following losses:

Companies with low levels of diversity fall short on reaching UN Sustainable Development Goals (SDG)

(*) Mangfoldig ledelse giver højere indtjening af Lotte Hjortlund Andersen (ISS) & Morten Kamp Andersen (proacteur)
Solution

Bringing Innovative Companies, Diverse Talents, D&I Solution Providers and Authorities together

A community-based Employer Branding, Career and Diversity platform

You can think of Go Getty as:
LinkedIn + TrustPilot = Go Getty

Companies
Fully reap the benefits of a diverse workforce and tap into a rich pool of diverse talents. Attract and retain them and grow your business at the same time.

Solution Providers
Get a unique exposure of your Diversity & Inclusion services and tools to innovative companies with diversity on their strategic agenda.

Diverse Talents
Find companies with the best diversity score and ambitious goals for the future. Choose a company with a meaningful diversity strategy that values talents like yourself. Excel in your career.

Authorities
Track status and progress in real-time of how many women join Boards of Directors and Top Management and take informed political decisions.
GoGetty Investor Deck 2018 // www.gogetty.co

Product

Company

Improve your Diversity Score

Government

Diversity Score

1. Display your Diversity Score

2. Benchmark against others

3. Attract new talents

4. Improve your Diversity Score

✓ Use your Go Getty score in job adds, on your website, LinkedIn, IG, FB and other platforms
✓ (*) Get ahead by earning D&I badges in addition to your Go Getty score - e.g. Inclusive Leadership badge
✓ (*) Engage in a meaningful dialogue with talents, D&I specialists and your HR peers
✓ (*) Post inclusive jobs targeted Go Getty talent community & search for talents in a bias-free way
✓ Compare yourself to other employers within the same industry, company size, country, etc.
✓ Find D&I solution providers for your needs and budget and discuss your specific challenges in a safe environment

(*) Part of the upcoming Go Getty 2.0 version

Become the preferred inclusive employer and attract new diverse talent

Go Getty
IT'S ALL ABOUT DIVERSITY

Benchmark against others

Display your Diversity Score

Attract new talents

3.

2.

4.

1.

(*) Part of the upcoming Go Getty 2.0 version
Discover, follow and engage with inclusive companies and take informed career decisions

(*) Apply for interesting, bias-reduced jobs

(*) Earn a Diversity Champion badge by being an active advocate in the GoGetty community

(*) Find Career Solutions to support your ambitions

(*) Part of the upcoming Go Getty 2.0 version
Product D&I Solution Providers

✓ Showcase your D&I solutions and career services to the GoGetty D&I community and find new customers

✓ (*) Engage in Group discussions, share your experience, give advice, contribute to our D&I community and convert leads to customers

✓ (*) Earn a Diversity Champion badge by being an active advocate in the GoGetty community

✓ (*) Make use of the GoGetty gamification features and convert your services to badge-generating services and products

Find new & engaged customers for your D&I services and products
Product **Authorities**

✓ Full access to all D&I Data related to relevant national laws

✓ Finally possible to get real-time status and track progress of how many women join Boards of Directors and Top Management year after year

✓ With one click of a button generate lists of underperformers and champions

✓ No more costly sample-only reports

✓ Take informed political decisions

Get access to real-time gender balance data and take informed political decisions
**Market**

**COMPANIES in Denmark:**
1,200 largest companies bound by Equality Law
50% could use GoGetty = 600

**MARKET SIZE (based on GoGetty price)**
600 x 800kr = 480,000kr/month = 5,760,000kr/year

**D&I SOLUTION PROVIDERS in DK and EU:**
200 D&I and career solution providers
50% could use GoGetty = 100

**MARKET SIZE (based on GoGetty price)**
100 x 2,000kr/month = 2,400,000kr/year

**TALENTS in Denmark:**
500,000 career-minded women
10% could use GoGetty = 50,000
10% of those could pay = 5,000

**MARKET SIZE (based on GoGetty price)**
5,000 x 100kr/month = 6,000,000 kr/year

**AUTHORITIES in EU:**
Erhvervsstyrelsen, Ligestillingsministerium, DI, DE, Djøf,
Lederne (Denmark) + similar in Nordics and EU
50% could use GoGetty = 60

**MARKET SIZE (based on GoGetty price)**
60 x 5,000kr/month = 3.600,000kr/year
Business Model

**Current Subscriptions**
- Companies @800kr/month
- Large Solution Providers @2,000kr/month
- Medium Solution Providers @1,000kr/month
- Small Solution Providers @500kr/month

**Future Revenue Streams**
- Authorities subscription: @5,000kr/month
- Ad hoc Reports: @50,000kr
- Companies - Job posting: @2,000kr per job ad
- Companies - candidate search @100kr
- Companies - candidate contact info @100/candidate contact
- Talent PRO subscription: @100/month
- Talent digital tools: @100kr per tool

**Current Additional Revenue Streams**
- 15% of sold Solution Providers’ services
6 months after launch we had:

- 10 Paying Customers
- Total Revenue: 45,000 kr
- MRR: 4,800 kr
- D&I data on ALL Danish Companies - cooperation with www.bisbase.dk
- 500 registered Talents
- 1,000 followers on SoMe
- 900 recipients of GoGetty monthly newsletter
- 6 Solution Partners (4 more in pipeline)
Future scaling

- Scaling concept to Ethnicity, Age, Handicaps and LGBT diversity laws (* pay or comply laws)
- Scaling concept to other EU countries with soft laws (similar to Denmark, where the diversity regulative is a recommendation only)
- Scaling to other western countries - based on UN’s global goals
- Would you INVEST in stock companies with low diversity score?
- Would you BUY products from companies with low diversity score?

Growth

We want to become the Linkedin for Diversity and Inclusion.

<table>
<thead>
<tr>
<th>Segment</th>
<th>2017-2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
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<td>D&amp;I Solution Providers</td>
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<td>1,200</td>
<td>1,920</td>
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</table>
GoGetty is a Diversity Community platform
With focus on top management
(facts - objective)
Go Getty platform is a finished product, fully operational.

In line with any other online platform it is under constant review for improvements, upgrades and features to make it even more user-friendly.

The platform runs on Heroku and AWS S3, resulting in the best combination of cost management and scalability.

Go Getty is built on Ruby on Rails. It is an opinionated web development framework for rapid prototyping and scaling web applications. Over the years it became number one choice for start-ups and fast growing companies. It enables us to bring more business value within a time frame unattainable for other web frameworks.

✓ LinkedIn login is fully implemented. Login via email is equally possible.

✓ Automated payment solution for customers is also already in place.

✓ We use the payment module from Stripe.
## Product Plan

### Q4 2017
- Company filters, by Industry, Score and Country
- Template for Solution Providers
- Follow Companies
- Interact with questions
- Companies post updates + likes & comments

### Q3 2018
- API to BisBase for F/M data on 1,500 Danish Companies
- Log-in moved & Company overview now available to all
- User defined comparisons

### Q4 2019
- Talent subscriptions
- Talent solutions (webinars, e-books)
- Find a Mentor
- Find Events
- Report to Authorities button
- Apply for jobs

### Q1 2020
- Mobile app
- Target your followers

### Q1 2018
- Diversity dashboard:
  - New management levels
  - % or numbers
  - Edit names
  - Hide levels, if not relevant

### Q2 2019
- Talent profiles
- Job posts
- Candidate searches
- Features for Solution Providers
- D&I badge
- Dialogue/News feed feature

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Team

**Business Advisor**
Torben Nordal Clausen
GoGetty Business Advisory Board

**Founder & CEO**
Ewelina Reszke
Product Conceptualization
Sales
Business Development

**Co-founder**
Helene Aagaard
Community Engagement
Sales
Marketing & PR

**CTO**
Martin Sponholtz
Technical consultancy

**Junior Business Development Manager**
Klaudia Bieleninik
Talent/User attraction
SoMe Marketing

**Sales and Business Development Manager**
Ester Zini

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**TEAM ADDITIONS (after secured funding)**
- Product Development
- Growth Hacking, incl. Community building
- Marketing and PR
- Sales to Companies and Partners

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Pernille Kjær
Diversity Manager @ Arriva
Consultancy with Diversity & Inclusion
GoGetty Business Advisory Board
Go Getty
IT’S ALL ABOUT DIVERSITY

Employer Branding, Career and Diversity Platform