



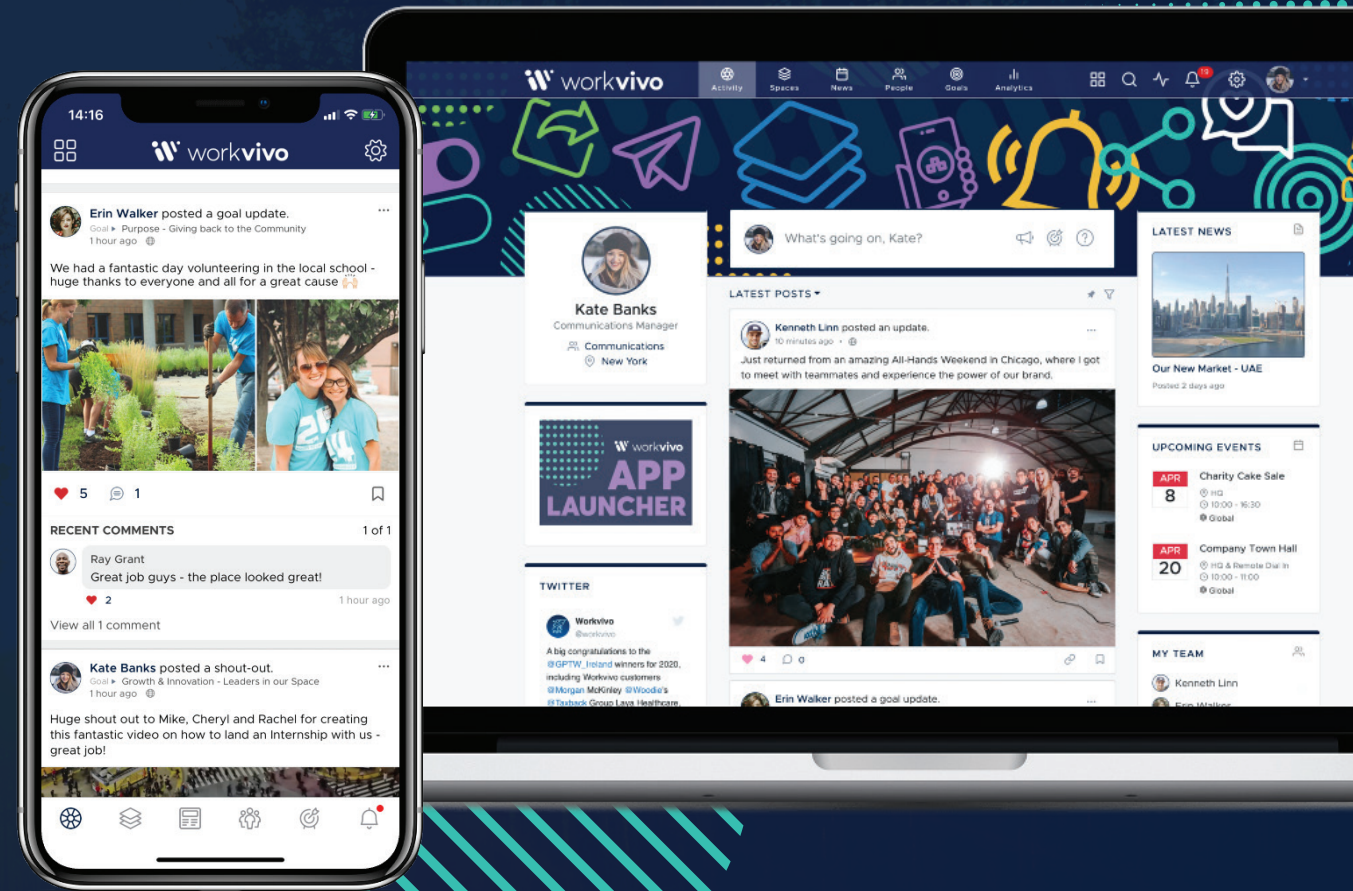
Communicate.
Connect.
Engage.

 **workvivo**



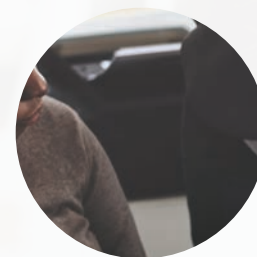
Workvivo is an **enterprise social platform** that enables communication with everyone in the organization in a rich and engaging way.

Workvivo creates a powerful sense of **community**, increases employee **engagement** and amplifies positive company **culture**.



Current State of Enterprise Communication

- Enterprise communication and collaboration is a complex ecosystem of products.
- Lots of tools and established market leaders for real-time communication for smaller synchronous messages and collaboration among teams.
- Confusion exists throughout organizations on how to communicate different types of messages to different audiences. Email unsuitable but still tool of choice for 'bigger' company messages that need to be more widely distributed.



Why Now?

- Organizations increasingly turning to best of breed niche solutions for different elements of enterprise communication and collaboration:
 - **Slack** for real-time synchronous & transactional comms
 - **Zoom** for video
- An **Employee Social Network** (ESN) gives employees the ability to share, digest and contribute information through a social experience designed around creating **belonging, alignment** and **community** in the organization.
- **Major opportunity** exists for **Workvivo** to capture this ESN segment, which is now in a unique position to bring the other major segments together in a **unified, integrated solution**.



“Employee social network (ESN) is the fastest growing segment in the enterprise collaboration market

Market Potential

\$53.83bn

ENTERPRISE COLLABORATION MARKET, 2023

11.15%

MARKET CAGR, 2018-2023

110,441

US COMPANIES WITH 100+ EMPLOYEES

The **Enterprise Social Network** segment of the market is expected to grow at the highest CAGR of all enterprise collaboration segments between 2018-2023.

The ESN segment is the element of the Enterprise Collaboration market that can bring the other segments together in a cohesive, integrated solution.

Workvivo will succeed by delivering a solution that brings real-time tools like **Slack** and **Zoom** together with wide-reach broadcasting in **Workvivo** itself.

Source:
Global Enterprise Collaboration Market by Software -
ResearchAndMarkets.com (2019);

US Census Bureau Number of Firms by Employment Size (2016)

Competitive Landscape

EMPLOYEE ENGAGEMENT

GLINT Acquired by LinkedIn (\$400m)

Dynamic Signal **Culture Amp**

ENTERPRISE SOCIAL NETWORK

yammer Acquired by Microsoft (\$1.2bn)

jostle **Workplace**
by facebook

workvivo

qualtrics^{XM} Acquired by SAP (\$8bn)

TINYpulse **Peakon**

PULSE SURVEY / MEASUREMENT

jive Acquired by Aurea (\$462m)
an Aurea company

unily **Staffbase**
by brightstarr

INTRANET / EMPLOYEE APP

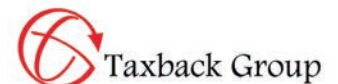
Our Unfair Advantage

Workvivo is the only internal communications platform built around the pillars of successful employee engagement.

Hugely experienced founding team, with successful exit in enterprise HR software space

Winning large enterprise contracts, competing against all major players and winning.

Some of our great customers



Testimonials

“For the first time in history, we have the ability to communicate across language, across culture, across geography and connect our Kentech family.”

Sarah Kent
CEO @ Kentech Group



“Every time I log into the app, I’m smiling. And I’m smiling because I’m seeing things that I didn’t know were happening around campus.”

Andrew Proctor
Pro Vice-Chancellor
Digital @ Staffordshire University



SCAN ME

The Founders



John Goulding
Chief Executive Officer



Joe Lennon
Chief Technology Officer

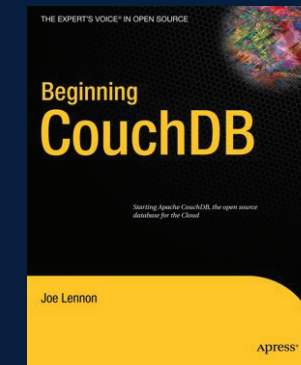
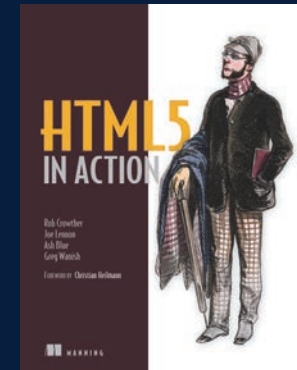


John and Joe have worked together since 2007, previously as CEO and CTO of **CoreHR**, an Enterprise Payroll & HR software suite.

CoreHR had annual revenue of almost **US\$40m** and was acquired by JMI Equity in December 2015.



Prior to joining CoreHR in 2007, John was Senior Director of Global Support in EMC (now Dell EMC), leading EMC's remote support operations across Boston, Tokyo, Cork and Sydney, servicing **1.2 million customer events** per year.



Joe has also served as CTO of Vearsa, a digital publishing platform and of Subwoofr, a music platform. He has published books on **HTML5** and **CouchDB** and has written over a dozen articles and tutorials for IBM's developerWorks portal.



thank
you



workvivo.com

