



Enjoyable Governance

Problem

- Board management is **painful, complex and time consuming**
- Poor governance is a **massive risk and increases costs**
- Current software is **too expensive** for SMEs
- **Demand** for visibility, public expectations and good governance is on the increase to **avoid embarrassment**



Gives Directors **Confidence**

Automated paperwork
Reduced administration
Visibility

The image displays three overlapping screenshots of the ProcessPA web application interface, showcasing its features for managing company meetings and documents.

Top Screenshot (Main Dashboard):

- Header:** ProcessPA logo, navigation tabs (Meeting, Schedule, Members, Documents), user profile (matthew@processpa.com), and Log off.
- Meeting Section:** "Meeting Scheduled" for a "General Meeting" in the "Library Meeting Room" on "7:00 PM, 04 May 2016". It includes buttons for "Manage", "PREVIEW AGENDA", "DISTRIBUTIONS", "START MEETING", "Design", and "ADD GENERAL ITEM".
- Agenda Section:** A list of agenda items with expandable details and trash icons:
 - 1. Meeting Open
 - 2. Attendance & Apologies
 - 3. Confirmation of the minutes of the previous general meeting
 - 4. Business arising from the minutes of the previous general meeting
 - 5. Correspondence - inward and outward
 - 6. Business arising from the correspondence
 - 7. Table Executive Committee's decisions (if any)
 - 8. Treasurer's report and financial statement

Bottom Left Screenshot (Members):

- Header:** ProcessPA logo, navigation tabs, user profile, and Log off.
- Members Section:** "Find members by name..." search bar. List of members with roles:
 - Anthony Hupp (Member)
 - Kassandra Tate (Vice President)
 - Katherine Abeyta (Member)
 - Lisa William (President)

Bottom Right Screenshot (Documents):

- Header:** ProcessPA logo, navigation tabs, user profile, and Log off.
- Documents Section:** "ADD FOLDER" button. A table with columns: Minutes, Title, Date, Location.

Minutes	Title	Date	Location
Attachments	General Meeting	07:00 8 Jun 16	
Uniform Shop (Stockists, Price Lists, Order Forms, Procedures)	General Meeting	07:00 11 May 16	
	General Meeting	07:00 13 Apr 16	
Tuckshon (Menus, Recipes)	General Meeting	07:00 16 Mar 16	



Enjoyable Governance: Automation

Meeting management

Papers distribution and tracking

Action, motions and risk registers maintained

ProcessPA

MeetingScheduleMembersDocuments

matthew.demo@thisisnotmyrealemail.comLog off

Schedule

NEW

Show Completed Meetings

Date	Title	Location	Meeting Type	Open	Schedule
19 Apr 2017 9:00 AM	General Meeting	Board Room	General	Minutes	
4 May 2017 10:00 AM	General Meeting		General	Minutes	
1 Jun 2017 10:00 AM	General Meeting		General	Minutes	
27 Jun 2017 10:00 AM	General Meeting		General	Minutes	
29 Aug 2017 10:00 AM	General Meeting		General	Agenda	Edit

Action Items

NEW

Show Resolved Action Items

Title	Due	Assigned To	Created	Completed	Associated Meeting
Run AdWords campaign targeting Club Software queries	17 May 2017	Joseph Post	3 May 2017 10:26 PM	4 May 2017 10:11 AM	General Meeting (4 May 2017)
Create a One Page Strategic Plan	31 May 2017	Matthew Demo	3 May 2017 10:25 PM		General Meeting (29 Aug 2017)



Enjoyable Governance: Compliance

Structured smart record keeping

Compliance calendar

Regulatory changes up to date

ProcessPA Meeting Schedule Members Documents matthew.demo@thisisnotmyrealemail.com Log off

Documents

+ ADD FOLDER

Minutes

Motions

Attachments

1. Corporate

2. Financial

3. Intellectual Property

4. Material Contracts

5. Employees

6. Consultants

7. Assets

8. Real Property

9. Litigation

Search...

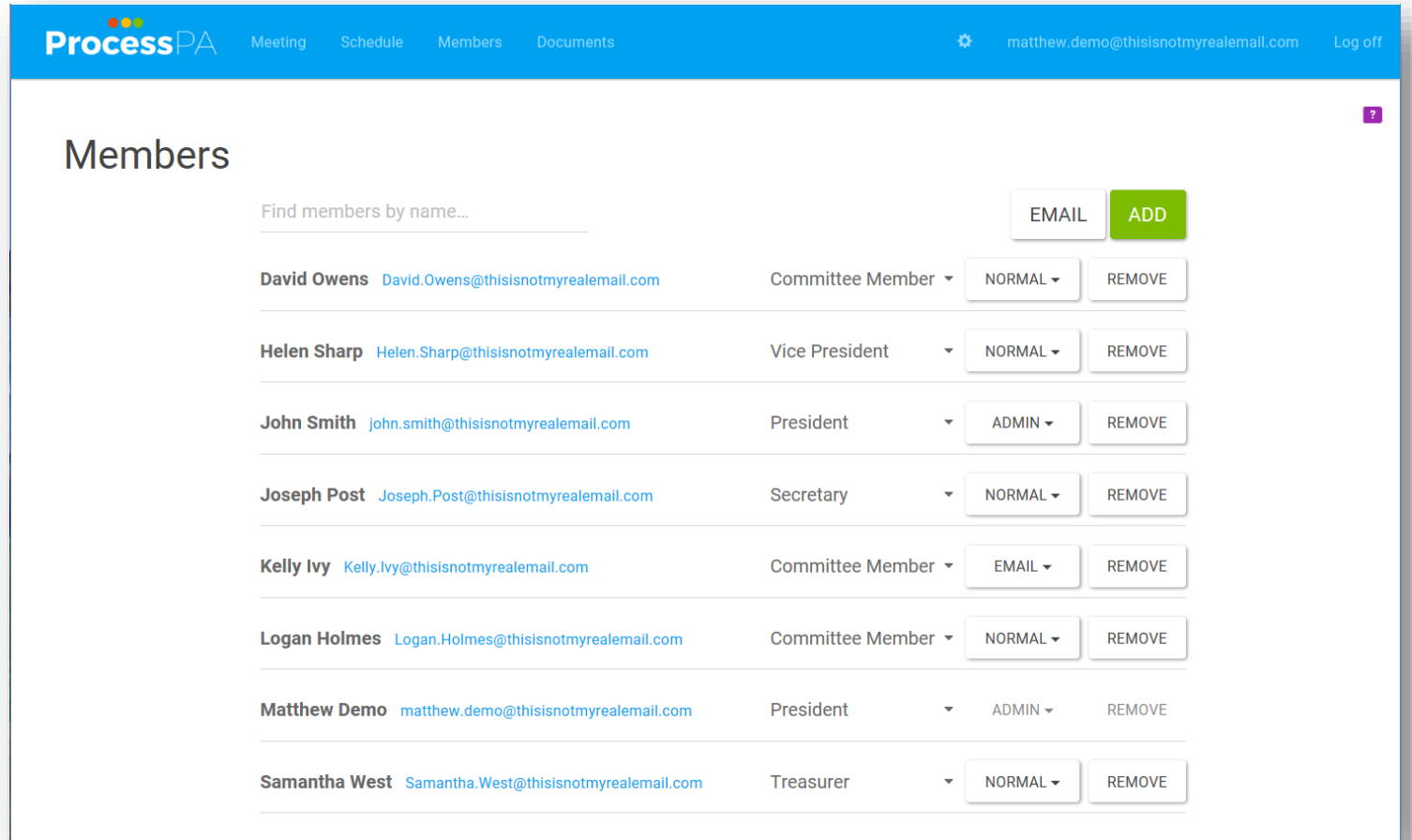
Title	Meeting	Status	View
Confirm the meetings of the previous general meeting are true & correct	General Meeting (19 Apr 2017)	Carried	View
Spend \$1000 on AdWords in May	General Meeting (19 Apr 2017)	Carried	View
Endorse accounts as at April 2017 as shown in attached statement	General Meeting (19 Apr 2017)	Carried	View
Confirmation of minutes 'General Meeting'	General Meeting (4 May 2017)	Carried	View
Confirmation of minutes 'General Meeting'	General Meeting (1 Jun 2017)	Carried	View
The minutes of the meeting held on 26 May 2017 were a true and accurate record.	General Meeting (27 Jun 2017)	Carried	View
Hire Sales Manager	General Meeting (27 Jun 2017)	Carried	View
Open funding round	General Meeting (29 Aug 2017)	Unresolved	View

→ Enjoyable Governance: Continuity

Directors handover and induction

Process consistency

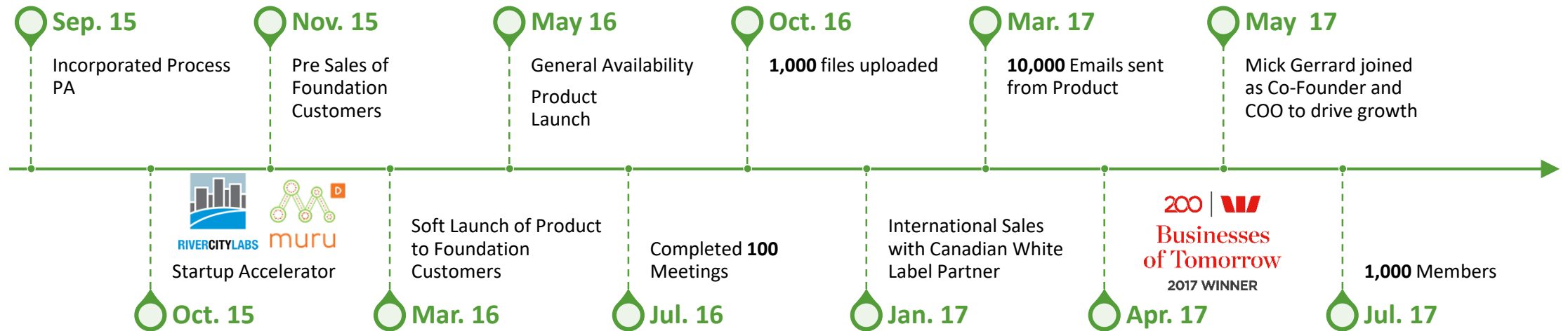
Everyone on the same page



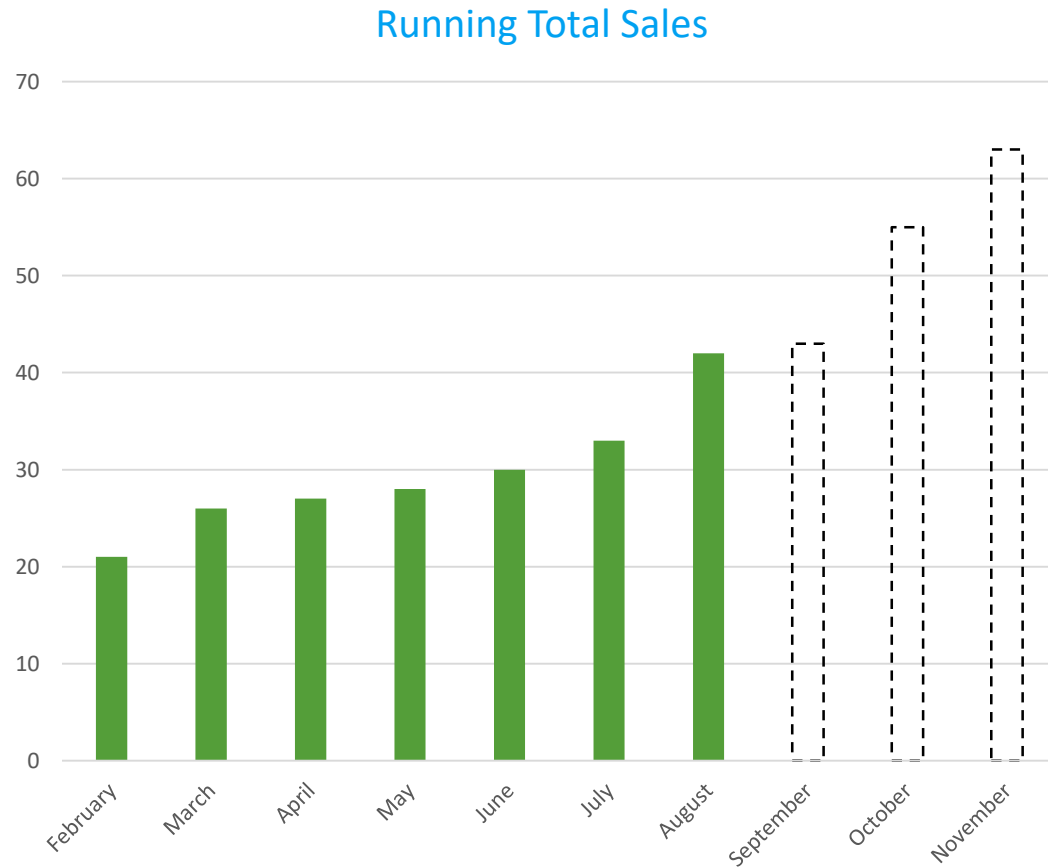
The screenshot shows the 'Members' page of the ProcessPA application. The page has a blue header with the 'ProcessPA' logo and navigation links: Meeting, Schedule, Members, and Documents. On the right of the header, there is a user profile for 'matthew.demo@thisisnotmyrealemail.com' and a 'Log off' link. The main content area is titled 'Members' and includes a search bar labeled 'Find members by name...'. To the right of the search bar are two buttons: 'EMAIL' and 'ADD'. Below the search bar is a table listing eight members. Each row contains the member's name, email address, role, a dropdown menu for status, and a 'REMOVE' button. The members listed are David Owens (Committee Member), Helen Sharp (Vice President), John Smith (President), Joseph Post (Secretary), Kelly Ivy (Committee Member), Logan Holmes (Committee Member), Matthew Demo (President), and Samantha West (Treasurer). The status dropdowns show options like 'NORMAL' or 'ADMIN'.

Name	Email	Role	Status	Action
David Owens	David.Owens@thisisnotmyrealemail.com	Committee Member	NORMAL	REMOVE
Helen Sharp	Helen.Sharp@thisisnotmyrealemail.com	Vice President	NORMAL	REMOVE
John Smith	john.smith@thisisnotmyrealemail.com	President	ADMIN	REMOVE
Joseph Post	Joseph.Post@thisisnotmyrealemail.com	Secretary	NORMAL	REMOVE
Kelly Ivy	Kelly.Ivy@thisisnotmyrealemail.com	Committee Member	EMAIL	REMOVE
Logan Holmes	Logan.Holmes@thisisnotmyrealemail.com	Committee Member	NORMAL	REMOVE
Matthew Demo	matthew.demo@thisisnotmyrealemail.com	President	ADMIN	REMOVE
Samantha West	Samantha.West@thisisnotmyrealemail.com	Treasurer	NORMAL	REMOVE

2 years foundation built on \$94K investment



Strong growth with minimal resources



12%

Month on Month
Growth

Customer Acquisition



Direct sales to associations, NFPs, SMEs

Channels

- Direct email marketing
- Content marketing
- Customer referrals

16% Trial to Paying Customer

Subscription \$99/board/month

LTV over 5 years \$5,940



Partnerships

Reseller, Referral & White-Label partners

Professional services partners

- Accountants
- Lawyers
- Auditors
- Governance and business consultants

Allows for bundled sales, deeper client engagement and revenue for partners

Customers

39+ active paying organizations. 1000+ members.
100% foundation customers renewed after one year.
15% new customers through unincentivized referrals from existing customer base.



CENTRAL HIGHLANDS COTTON
GROWERS & IRRIGATORS ASSOC.



Camden
Community
Connections



Partners

1 International White-Label Partner
4 Referral Partners
In discussion with 8 potential partners



SmartBooks Online.



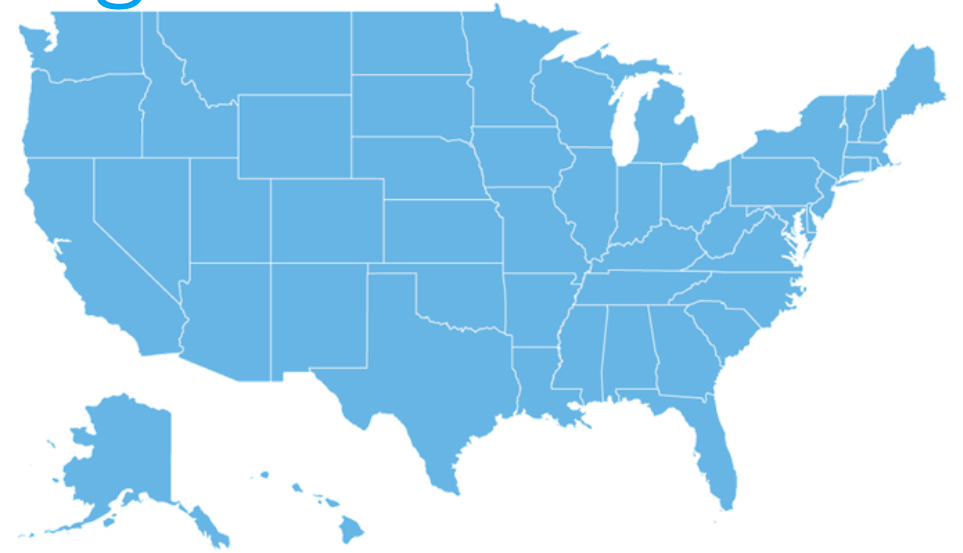
Computer literacy is growing on the millions of boards worldwide increasing demand



54,000 registered charities
600,000 associations
800,000 companies



183,000 registered charities
1.4 million limited companies



50 million organised committees
1.5 million non-profit organisations
30,000 new non-profits started every year

Board portal market growth CAGR **44.8%** 2016-2021

Competition

Established Companies

Product costs \$15K – 60K/year

Enterprise market segment

Requires training and staff expertise to run



Taken private for **US\$624M** in Feb 16



New Companies

Targeting NFPs and SMEs from \$500K - \$20M

More players entering as market growing



Sydney consultancy adding software to their services



Raise NZ\$1M recently



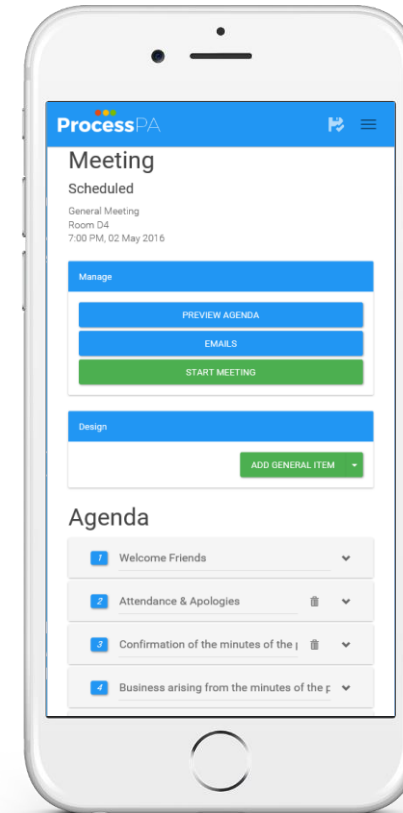
Offshored development Adelaide based



Raised and launch in 2012 for iPad - US Based



Canadian based focused on Co-ops



In-house engineering led for best-of-breed product, process and support

Next Generation software for any device

Focus on simplicity & compliance for secretary and **not just** board paper consumption by directors

Securely provides transparency and visibility

Team



Matthew Rowan
Founder & CEO

14 years software engineer

5 years product management

Experienced the problem first-hand
and built the solution for it



Mick Gerrard
Co-Founder & COO

14 years senior management

Portfolio management with revenue
over \$8M

Built 79% repeat business across
franchise network

Advisory Board



Chris Wright
Co-Founder Oniqua
Grew a global SaaS
business and was
acquired.



Aysegul Kayahan
Brisbane Angels
Deep investment
experience and global
connector.



Peta Ellis
CEO River City Labs
Helps Startups every day
go from 0 to 1.

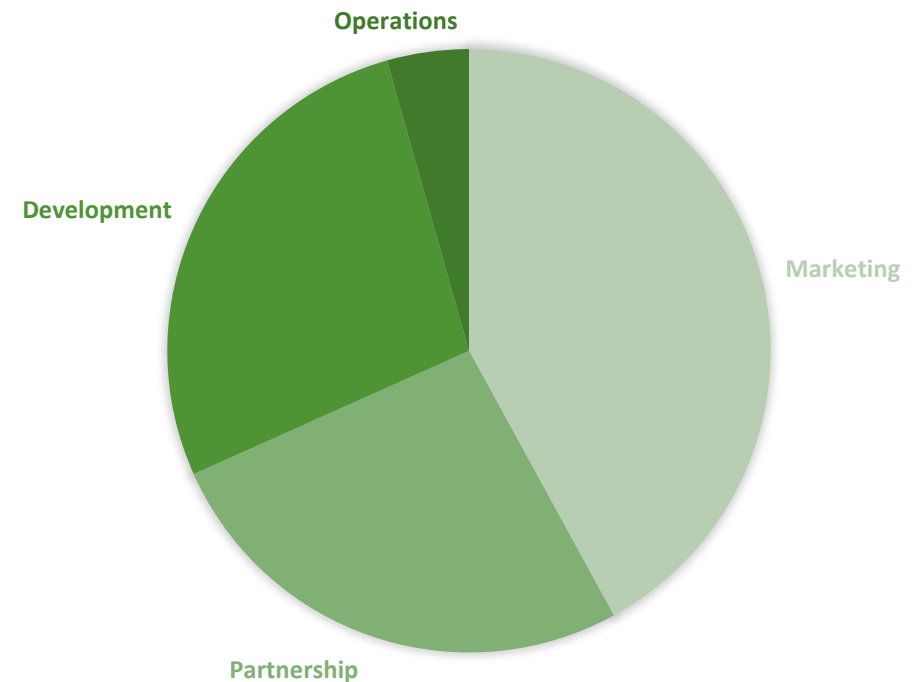
Speed growth and secure market share

Raising **\$500K** ESIC Compliant

Goals

- \$1M ARR in 2 years with 1000 customers
- 50 active partners in 1 year
- Build Team in Digital Marketing, Business Development and Software Engineering
- Automated marketing pipeline to decrease CAC from \$700 to \$200
- Further product innovation and defensibility

Funds Breakdown





ProcessPA

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