



Enjoyable Governance

Since Last Time

- Brisbane Angels & QUT bluebox invested in January



- Short of original seed goal due to quick close
- Completed concerns raised during Due Diligence
 - Strengthened governance with professional board
 - Board Charter, Professional Finance Statements, Business Insurance
 - Comprehensive Strategic Plan
 - Market segment review
- **Doubled** Customers and Recurring Revenue
- Seed Continuation at **same** Price Per Share Price



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 NFPs & SMEs
- **Demand** for visibility, public expectations and good governance is on the increase to avoid **reputational damage**



Gives Directors **Confidence**

Automated paperwork
Reduced administration
Visibility

The image displays three overlapping screenshots of the ProcessPA web application interface, showcasing its key features:

- Members Screenshot (Left):** Shows a list of members with columns for Name, Email, and Role. Members listed include Anthony Hupp (Member), Kasandra Tate (Vice President), Katherine Abeyta (Member), and Lisa William (President).
- Meeting & Agenda Screenshot (Center):** Displays the "Meeting" section for a "General Meeting" scheduled for 7:00 PM on 04 May 2016 in the Library Meeting Room. It includes a "Manage" sidebar with buttons for "PREVIEW AGENDA", "DISTRIBUTIONS", "START MEETING", and "ADD GENERAL ITEM". The "Agenda" section lists items such as "Meeting Open", "Attendance & Apologies", "Confirmation of the minutes of the previous general meeting", "Business arising from the minutes of the previous general meeting", "Correspondence - inward and outward", "Business arising from the correspondence", "Table Executive Committee's decisions (if any)", and "Treasurer's report and financial statement".
- Documents Screenshot (Right):** Shows the "Documents" section with a table of meeting minutes. The table has columns for Title, Date, and Location. Entries include "General Meeting" on 07:00 8 Jun 16, "General Meeting" on 07:00 11 May 16, "General Meeting" on 07:00 13 Apr 16, and "General Meeting" on 07:00 16 Mar 16.

Enjoyable Governance: Automation

Now

Agenda Templates

Papers distribution

Meeting Runner

Minutes Generation

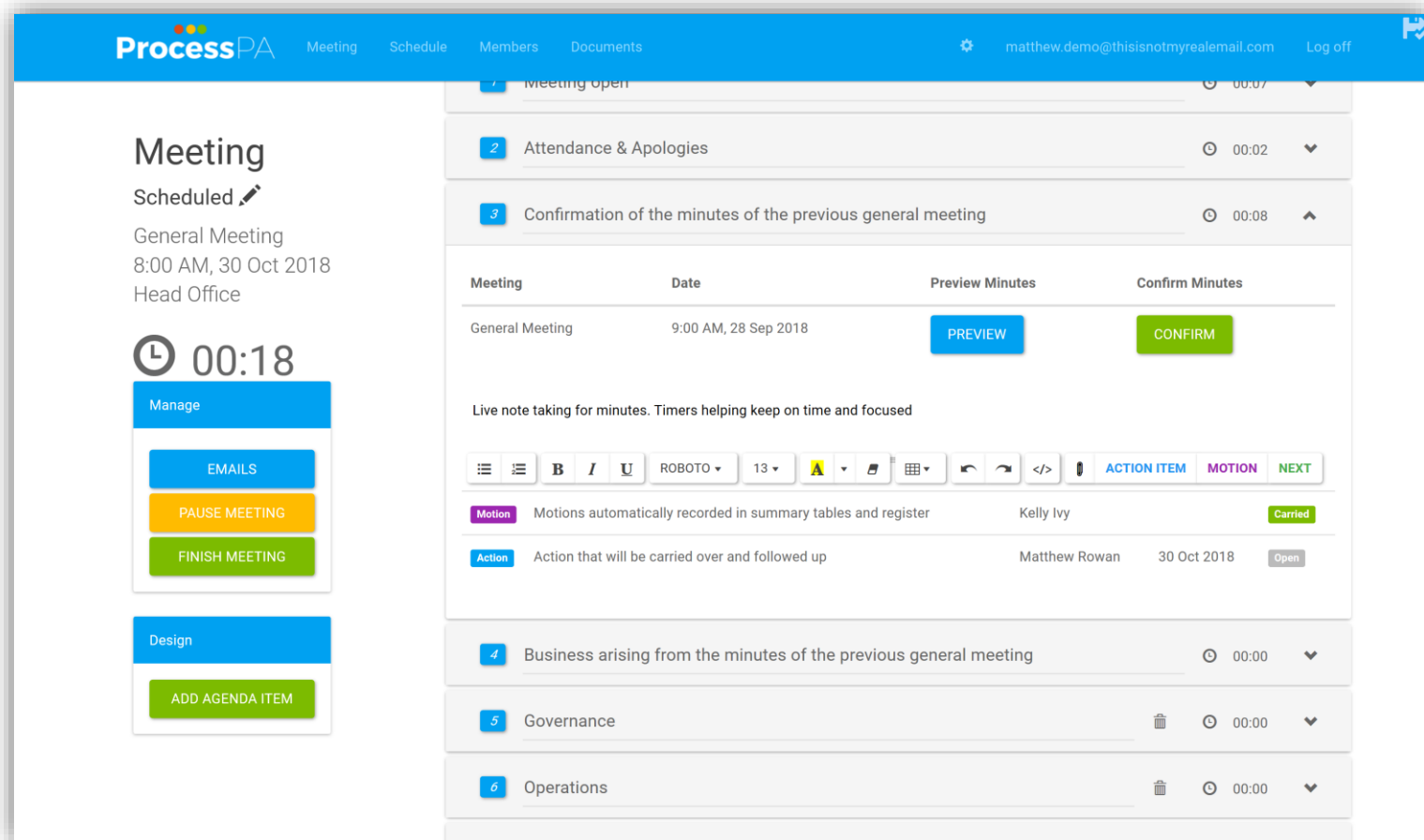
Action follow up

Next

Meeting audio recording

Automatic Transcription

Intelligent Cognitive Minutes



The screenshot displays the ProcessPA web application interface. The top navigation bar includes links for Meeting, Schedule, Members, and Documents, along with a user profile and a Log off button. The main content area is divided into two columns. The left column, titled 'Meeting', shows a scheduled 'General Meeting' at 8:00 AM on 30 Oct 2018 at the Head Office. It features a timer at 00:18 and a 'Manage' section with buttons for 'EMAILS', 'PAUSE MEETING', and 'FINISH MEETING'. Below this is a 'Design' section with an 'ADD AGENDA ITEM' button. The right column displays the meeting agenda with items 1 through 6, including 'Meeting open', 'Attendance & Apologies', 'Confirmation of the minutes of the previous general meeting', 'Business arising from the minutes of the previous general meeting', 'Governance', and 'Operations'. Each item has a duration and a dropdown arrow. Below the agenda is a 'Live note taking for minutes' section with a rich text editor and buttons for 'ACTION ITEM', 'MOTION', and 'NEXT'. The editor shows a 'Motion' and an 'Action' item.



Enjoyable Governance: Compliance

Now

Structured Record Keeping

Action, Motions and Member registers

Member Communication

Next

Compliance Calendar

Policy Review Schedule

Regulatory News Feed

Member Responsibility Notifications

Analytics & Insights

The screenshot displays the ProcessPA web application. The top navigation bar is blue with the ProcessPA logo and links for Meeting, Schedule, Members, and Documents. A user profile dropdown shows the email matthew.demo@thisisnotmyrealemail.com and a Log off option. The main content area is titled 'Documents' and features a green '+ ADD FOLDER' button. On the left, a sidebar lists document categories: Minutes, Motions (highlighted in blue), Attachments, and a numbered list from 1 to 9 including Corporate, Financial, Intellectual Property, Material Contracts, Employees, Consultants, Assets, Real Property, and Litigation. Each category has edit and delete icons. The main table lists documents with columns for Title, Meeting, Status, and View. The table contains 10 rows of data, with the first 9 rows marked as 'Carried' and the last row as 'Unresolved'.

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

Now

Process Consistency

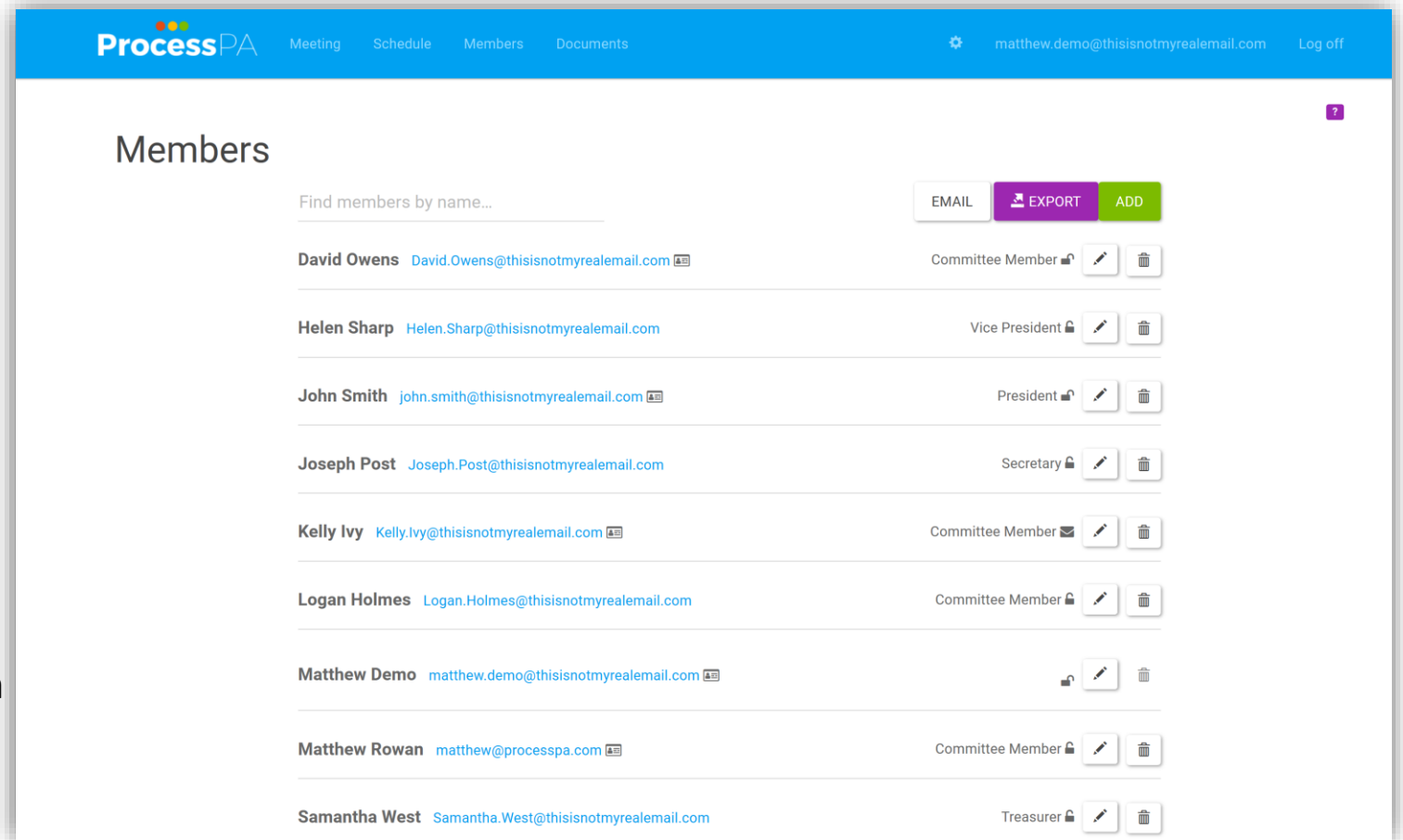
Multiple Member Accessibility

Next

Member Handover & Induction

Role Responsibilities Documentation

Member Compliance Checklist



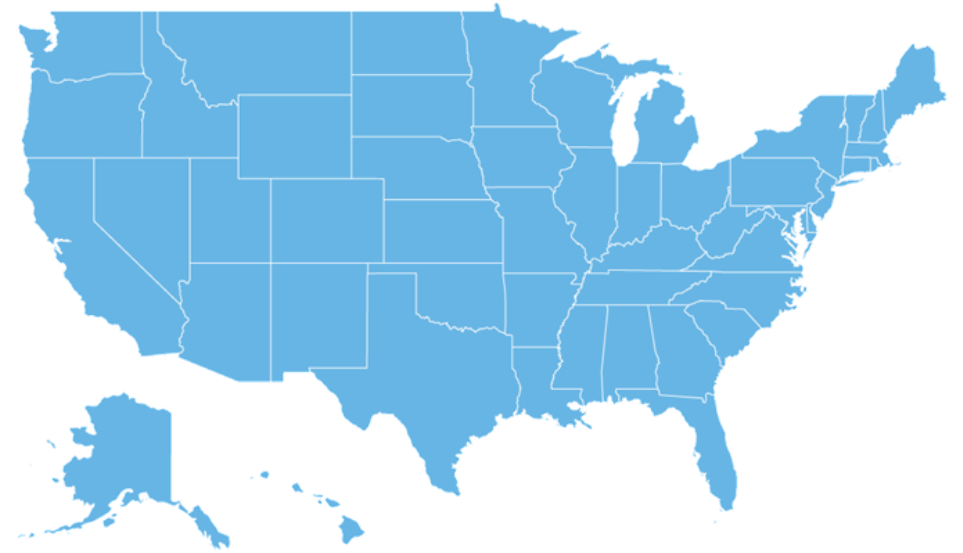
Market



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

Customers

Over 65 active paying organizations.

100+ boards & committees



Partners

1 International White-Label Partner

5 Referral Partners



Accelerators & Investors

River City Labs / Muru-D Accelerator / Impact Academy

Brisbane Angels & QUT bluebox



Strong foundation with minimal resources

- Frugal spending of \$200K over 3 years
- Product in-market selling
- Almost 1,500 meetings completed; 60K Emails sent; 7,500 Files stored
- \$50K Annual Recurring Revenue
- Aiming to add an additional \$200K in the next 12 months

Customer Acquisition



Direct sales to associations, NFPs, SMEs

Channels

- Content marketing
- Customer referrals

High Trial to Paying Customer Conversion

Subscription \$99/board/month

LTV over 5 years \$5,940



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

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 Clubs, NFPs and SMEs from \$500K - \$50M

More players entering as market growing



Sydney consultancy adding software to their services



Raise NZ\$1M



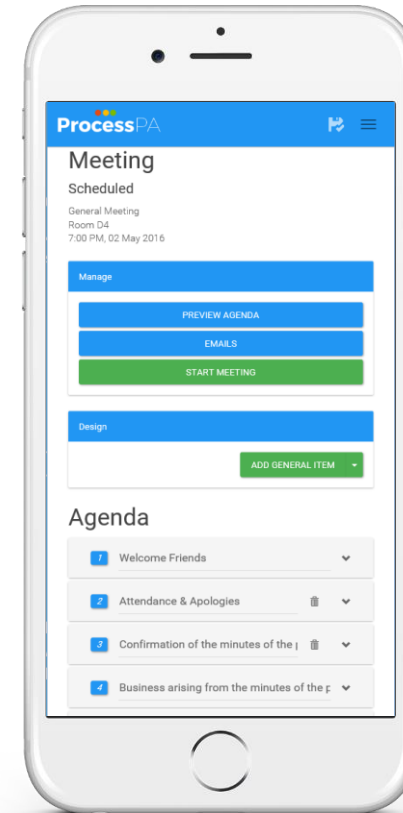
Offshored development
Adelaide based



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

Founder



Matthew Rowan
Founder & CEO

15 years software engineer

5 years product management

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

Board



Chris Wright
Co-Founder Oniqua

Grew a global SaaS business and was acquired by IBM.

Currently CEO, Tutis, Workforce Compliance Software Solutions



Donna Vinci
Chief Operations Digital and Information Officer, BOQ

Extensive experience in operations, risk management and technology.

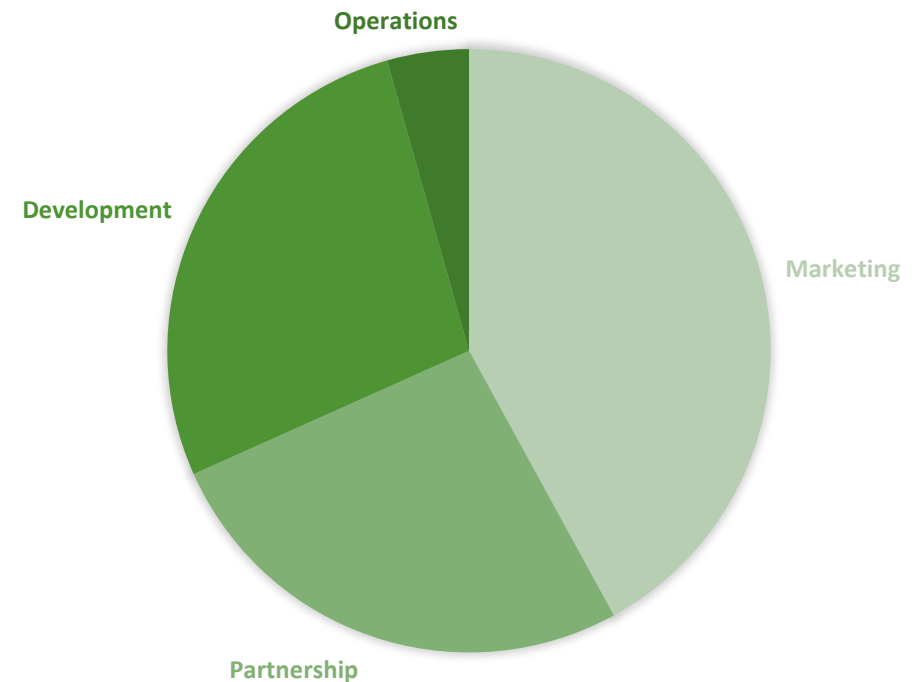
Previously executive management roles at IAG, Westpac and Citibank.

Seed Round Completion

Raising **\$200K + \$200K BDF***

- Build Team in Marketing Co-ordinator, Sales, Support and Software Engineering
- Build Partner Network
- Automate marketing pipeline
- Further product innovation and defensibility
- Prepare for Series A Capital Raise

Funds Breakdown



* Queensland Government Advance Queensland Business Development Fund
(Close to doubles potential return for the co-investor)



ProcessPA

Enjoyable Governance

Tel: +61 421 126 510

Email: matthew@processpa.com

Web: <http://processpa.com>