

EMPiON

BRINGING COMPANY CULTURE TO EVERY HIRE IN THE WORLD



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Problem

The **passive applicant market**: 50% of employees are thinking about changing jobs with a shift towards an **employee market**.

The top 5 **job satisfaction drivers** are cultural, but the recruiting market is completely missing out on company culture.

Business model

€ annual revenues per customer: €x.

MRR model for skill & cultural matching.
Marketplace/transactional lead generation model with multiple lead sales for applications.

Lead generation revenues xx.

Traction on Empion platform



Solution

Empion is a **candidate sourcing marketplace** that matches applicants and employers with the Empion method - based on cultural preferences and skills.

Our **AI-driven robo advisor** automates human-led **head hunting** through xx, based on our PhDs (cultural analysis & data science), elaborated in research collaborations.

We create **efficiency gains in job searches** by x% and increase **employee retention** by x%.

Founding Team



Dr. Larissa Leitner
Co-Founder
Product & Marketing

Dr. Annika von Mutius
Co-Founder
Sales & Fundraising

We are raising x mm to mirror the non-diluting debt funding for highly innovative technical projects.

THE GREAT RESIGNATION

- Harvard Business Manager, 2022 -

While baby boomers had **1.3** employers, predictions for generation Z show an average of **20** employers

50% of employees are thinking about changing jobs or are already actively looking for a job

WAR FOR TALENTS ENDS THE SUPREMACY OF EMPLOYERS

The Top 5 Job Satisfaction Drivers Are Cultural



“

More than half of 208,807 respondents fully refuse to work for an employer whose values don't match their beliefs
BCG Global Talent

”



BOSTON
CONSULTING
GROUP

The \$772bn Global Market Is Skyrocketing



772bn global recruiting market
grows strong

- *Fortune Business Insights* -

+7.4% p.a.

Online recruiting and AI tools are
increasingly being used in
recruiting processes



Importance of **company culture**
grows even stronger

- *PwC* -

+10% p.a.

Generation Z will boost the growth
continuously with a major focus on
company culture



New collar workers evolve as a
new type of workforce

- *Oliver Wyman* -

+23%

Shortage of skilled employees will not be
solved, but there is a shift from blue to
white collar workforce; resulting in new
collar workers

The Recruiting Market Is Completely Missing Out on Company Culture



The Candidate Sourcing Marketplace That Matches Applicants and Employers Based on Skills and Culture



Our Product at a Glance



Our AI-Driven Algorithms Optimize Skill and Cultural Matching Accuracy Through xx

Our IP - the Empion method: We developed the AI-driven method over years, creating a strong barrier to entry



Intellectual
property

A breakthrough workflow automation: Our survey tool dynamically generates xx and xx to mimic a face-to-face interview: automated head hunting is born.

Our AI-Driven Robo Advisor Automates Human-Led Head Hunting

Deals with the immense complexity inherent to highly-individual
head hunting interviews



xx

1



xx

2



xx

3

**xx individual
questions out of
possible
> 100 million**

We Create Efficiency Gains in Job Searches by x% And Increase Employee Retention by x%



Time savings per hire

x hours

Recruiter



Time savings in job searches

- x%

Applicant



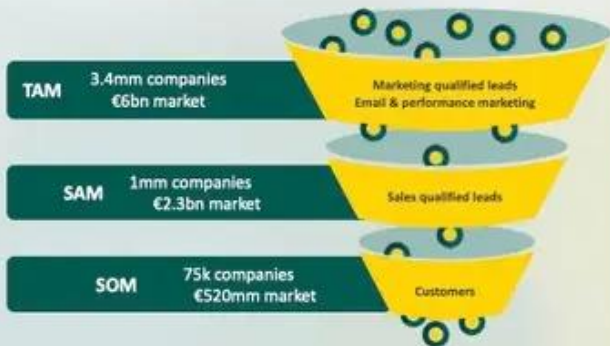
Employee retention increase

+ x%

Love Story

Efficiency gains

3.4mm Companies and €6bn Market Volume in the DACH Region



Proof of concept
with focus on SMEs

CUSTOMERS

The Business Model Is Based on MRR and Adds a Transactional Component on Top



Monthly recurring revenue model for applicant matching, culture analysis, culture tool, benchmarking, employer seal, employer branding profile, advertising budget

Monthly recurring revenue model (MRR)
€xx



Marketplace with lead generation revenue model for lead sales, i.e., transactional selling of applications

Revenues per applicant (transactional model)
€xx

€xx average annual revenues per customer

x% MRR (CLV/CAC ratio x:x as of 20xx) and x% transactional (gross margin ~x% as of 20xx*)

Free of charge for the applicant

Revenues from lead generation xx

The Best Team to Make Empion the Market Leader



Dr. Annika von Mutius

Co-Founder
Sales & Fundraising

Dr. Larissa Leitner

Co-Founder
Product & Marketing

TEAM

TEAM

We Achieve €x mm Annual Revenues in 2026 with Breakeven in 20XX



We Are Raising €2.4mm for Our Vision to Bring Company Culture to Every Hire in the World

Committed funding to date

ProFIT program (Investitionsbank Berlin)

BAFA Invest



Pro FIT funding will be used for optimizing the AI-driven Empion method;
enabled through xx

What will we achieve until Series A in 2023?

Team extension to x sales hires, x product hires, x marketing hires,
and x other hires (founders, finance, HR, operations, etc.)

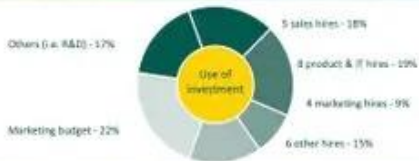
Evaluation of parameters and dimensionality reduction

Excellent marketing and traction on platform

Traction on Empion platform



Use of investment



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