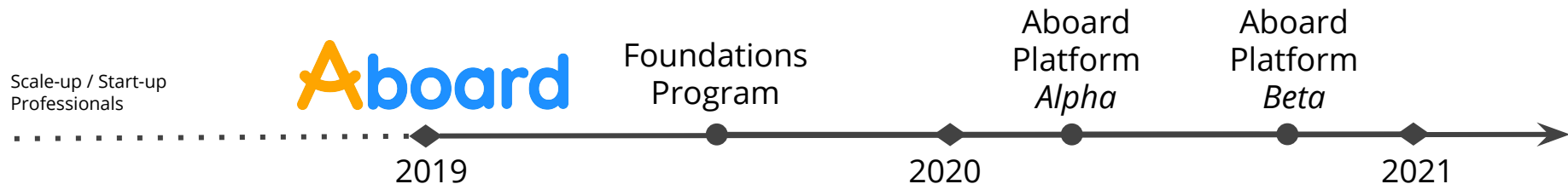


Aboard

Better onboarding for all companies.

About Aboard



Aboard was founded to make exceptional onboarding the new norm.

Onboarding requires more attention, investment, and planning. Aboard provides this for innovative organizations so they can focus on their growth strategy while welcoming and retaining their best workers.

Market Trends

- More part-time / gig employees
- Millennial & increasingly Gen Z workforce
- Frequent turnover

The truth about Onboarding

LESS: 

86%

of new hire's decision to stay with a company long-term is made within the first 6 months of employment¹

1 in 3

new hires leave their job within 6 months, many due to lack of training³

MORE: 

69%

of new hires stick around for at least 3 years if the company has a well-structured onboarding program²

62%

greater new hire productivity by setting up standardized onboarding⁴

Onboarding as a Focus

“... data from the consulting firm BCG, reveals that **onboarding ranks #2** (after recruiting) with the **second highest business impact** of all of the 22 HR practices. In fact, firms that execute it well can expect to **nearly double** their corporate **revenue growth** and **profit margins**, compared to firms with only average onboarding.”



The Problem

1. New hires are often confused and lack understanding of expectations.
2. Managers do not have the capacity, focus, or experience to design quality onboarding experiences.

Result: lower productivity, higher-than-necessary turnover, and feelings of discomfort.



Our Vision

Make exceptional onboarding the new norm with accessible, well designed, and engaging onboarding tools & programs.

Make onboarding, as the first step in any new hire's journey, receive more attention, investment, and planning.

Advantages to Aboard customers

- **Quicker:** ready-to-go customizable onboarding programs designed by industry professionals, and reinforced with data
- **Better:** Involve the new hire more, giving them a greater level of engagement
- **Leaner:** easy to use onboarding delivery & management platform

The **Aboard** Offering

Approaches

1

Digital Onboarding & Employee
Engagement Platform

2

Custom Onboarding Programs &
Consulting Services

Aboard Platform



A whitelabeled platform that:

- Helps HR & managers enable a faster employee onboarding experience
- Engages & empowers employees in their onboarding process

Aboard Services

Offering our clients a customized, and fully executed onboarding program for their growing teams with a combination of materials, processes, and strategies based on **legal requirements, best practices, & platform analytics.**

Materials include:

- Decks
- Documents
- Legal Templates
- Communications
- Meetings
- Games
- Evaluations
- Surveys
- Cultural Activities

Market

Target Customers

Product / Service-based organizations:

- 10 to 299 employees and growing
 - Minimum of 5+ new hires annually
- 'Scale-ups' over 'Startups'
- Employees can be a mix of onsite, remote, gig, etc.
- Employees are in ubiquitous roles
 - Sales & software developers vs. astrologists & doctors



\$500M+

Total Addressable Market (Canada) based on **employment growth** and **businesses in the services sector** in 2019 at our forecasted market rates.

Who is in our space?

- Human Resource Information Systems (HRIS):
 - *Examples:* [BambooHR](#), [Humi](#), [Collage](#), [Dayforce](#), [Workday](#)
- Specialized onboarding software:
 - *Examples:* [HR Onboard](#) (Australia), [Enable Education](#) (video)
- HR Consulting / Services:
 - *Examples:* [Culture Amp](#)

Competitive Advantage



We built with a targeted goal in mind, **make onboarding enjoyable**



Our **pricing is approachable** and adoptable for a large market



An **intuitive**, and simple to use platform

Pricing



\$499/year

for access to the platform

+\$999 for Aboard Onboarding

+\$150/hour for HR service or support

Let's get you **A**board.

Thank you.

Back Up

We are...

Lee MacDonald

Product & Operations



Evan Hallward

Sales & Marketing



A **shared** passion for:

- Working with people
- Nurturing ideas
- Having fun...
- ... but staying on track

Competitive Advantage - Price

Example: 34 person tech company that will hire 5 new engineers before end of year

- **BambooHR**

- Start of year = \$2,856
- +\$420 for adding new engineers
- **Total** = \$3,276 USD

- **Aboard**

- Start of the year = \$500
- +\$1,000 for Aboard setup support
- +\$500 for onboarding the new engineers
- **Total** = \$2,000 USD