

APRIL 2019

HC MONEYBALL

Human Capital metrics that drive
corporate financial performance and
support new reporting requirements

WINTER IS COMING FOR CFOs

Today's CFOs are charged with **improving efficiencies**. The largest line item (and greatest leverage opportunity) is HR. But CFOs typically avoid HR because:

- HR is **“messy”** and financial professionals don't have the tools to deal with “soft” people issues
- HR professionals can't/don't provide the **metrics** financial professionals need to inform decision-making
- HR usually can't quickly and **reliably** provide data to finance for analyses
- HR has its **own language** that is not related to financial management or outcomes – it's hard to measure and quantify

CFOs will be responsible for reporting requirements!

2 PROBLEMS WE SOLVE

1) REPORTING

Requirements create administrative burden; high-impact resources needed for low-impact deliverable

IMPACT:

- Contributes to **HR inefficiencies**
- **Unintended consequences** of stakeholder optics resulting from disclosures
 - ✓ Employer and consumer **brand risk exposure**
 - ✓ Non-compliance **risk exposure**

But... what gets measured improves

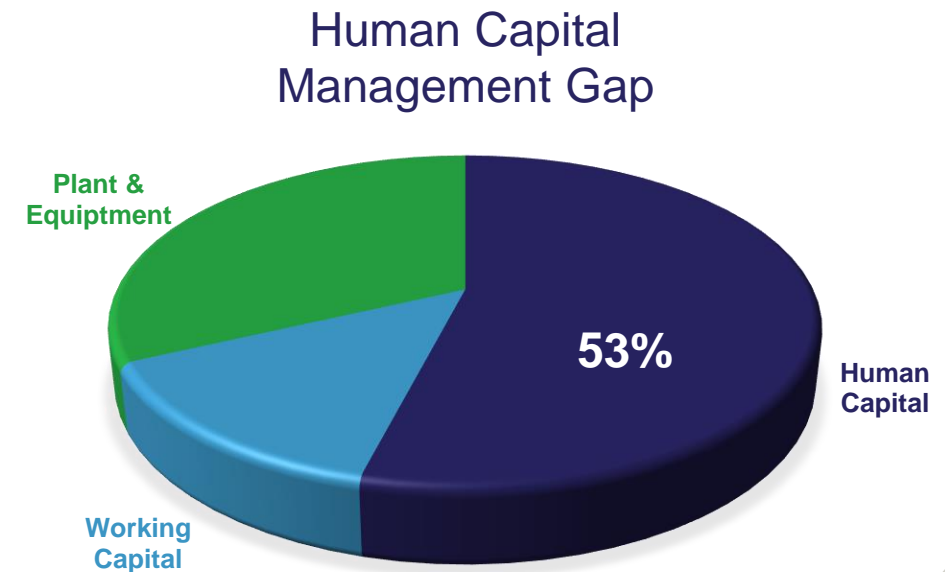
2 PROBLEMS WE SOLVE

2) CORPORATE EXPENSES

More than **50% of corporate expenses** are undermanaged

IMPACT:

- **30% of salary costs** are wasted due to workforce mismanagement
- **13% decline in productivity** due to shorter average tenure
- High attrition results in **40% higher costs** the following year
- **60% of employees** report lack of focus due to **low engagement levels**



WHAT YOU MEASURE IMPROVES

C-SUITE & BOD OPERATIONS

- With new regulations, ~500k US companies will be required to submit **Human Capital reporting** data on an annual basis
- CFOs are increasingly being asked to address inefficiencies and access to **Human Capital analytics**

HC Moneyball is already **up and running**, and poised to serve this exploding business need.

GENESIS

THE SOLUTION

“ In early 2017 an analytics client said if only they could **‘load me’ into a software product** they could access my knowledge any time.

That’s when the light bulb went off!

I imagined an **analytical application/platform** that could provide the C-suite with real-time **‘on-demand’ Human Capital metrics**, correlate them to financial metrics to better inform decision-making, and generate **real-time reports** to meet **disclosure requirements**.”

Dr. Solange Charas, PhD
Founder & CEO of HC Moneyball

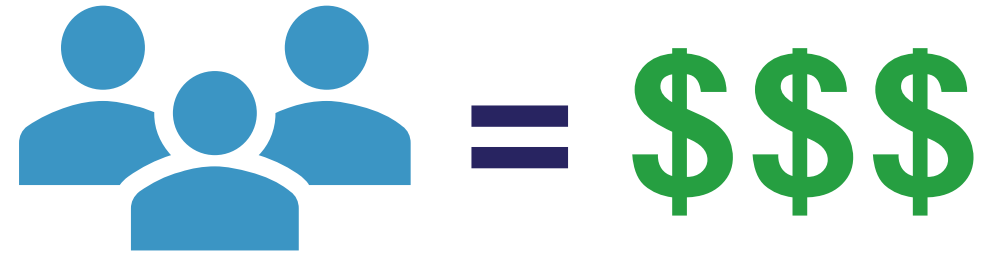


HC Moneyball is the solution

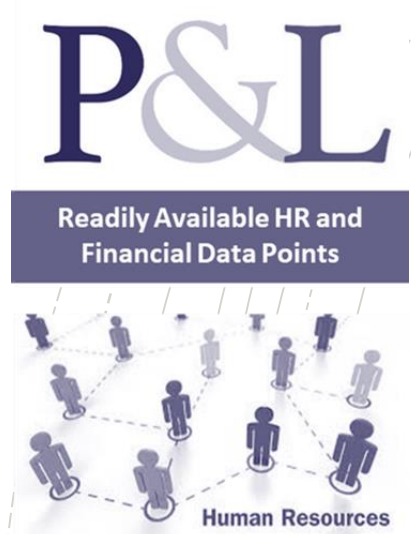
OUR VISION AND MISSION

We're transforming how Human Capital is measured, managed and reported

We empower companies to unlock their full potential by maximizing the return on investment in human capital for the benefit of customers, employees, business partners and stockholders.



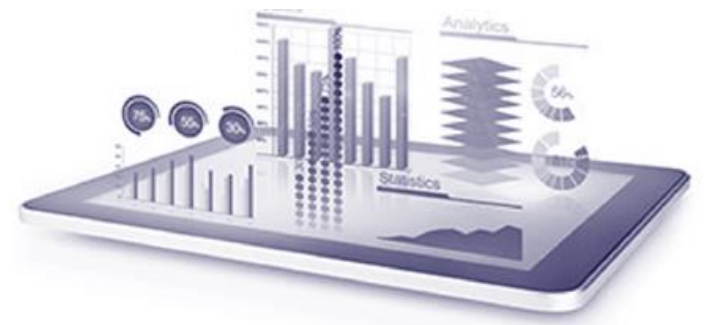
REAL-TIME / ON DEMAND RATIO & METRICS



- Data curated from existing sources
- No employee surveys
- No executive interviews



On-demand Interactive Analytics and Data Visualization



- Transform HR data into standardized metrics
- Correlate HR to financial trends
- Evaluate results against industry benchmarks
- Predict financial impact of Human Capital investments
- Consulting services available for additional fee

OUR PROPRIETARY PLATFORM



Comprehensive website
hcmoneyball.com



Secure online database
accessible from the Web



Cloud-based
dashboard and reporting



Integrated subscription
payment system

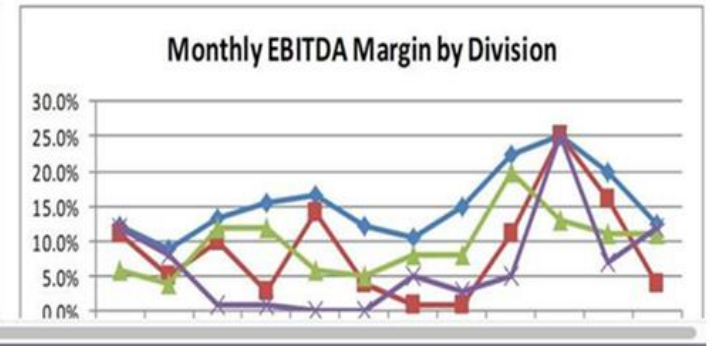
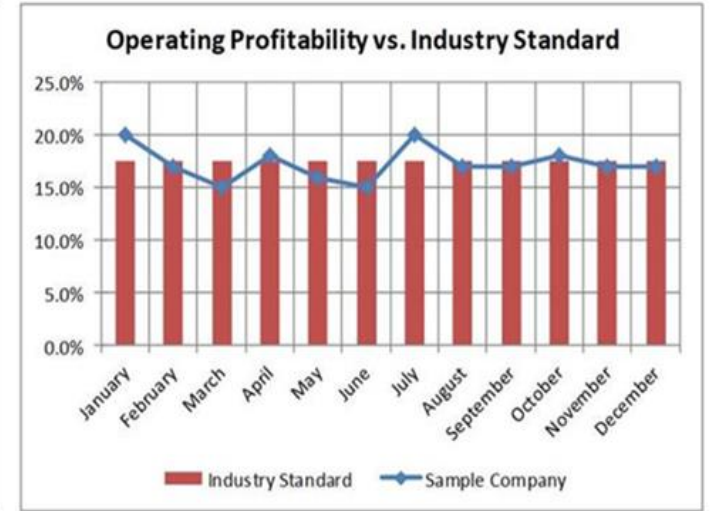
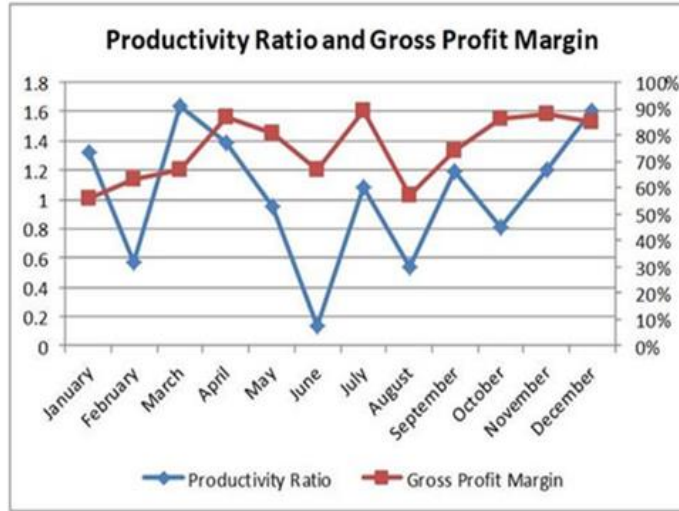


Application source system data
collection

EXAMPLE HC METRICS Independent, Unbiased, Time-based

OUR PLATFORM

REPORTING & ANALYTICS



REPORTING SOLUTION

- International Organization for Standardization **ISO 30414-ready**
- **EEO-1 Pay-ready**
- Affordable, cost-effective **secure online reporting**
- **Easy to generate reports** – with one click, automatically create required reports from approximately 150 data points and store multiple years of data for longitudinal reports
- Subscribers can gain access to never-before-available **competitive benchmarking intelligence** for both financial and human capital performance

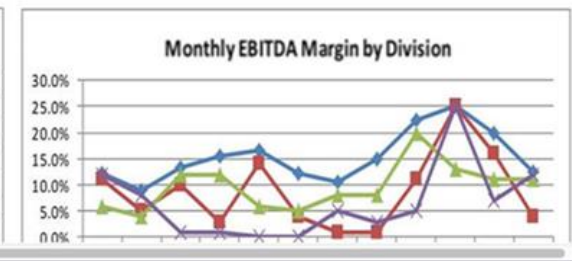
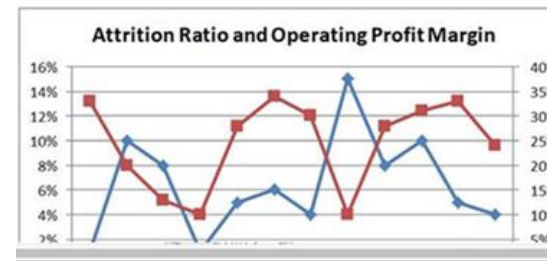
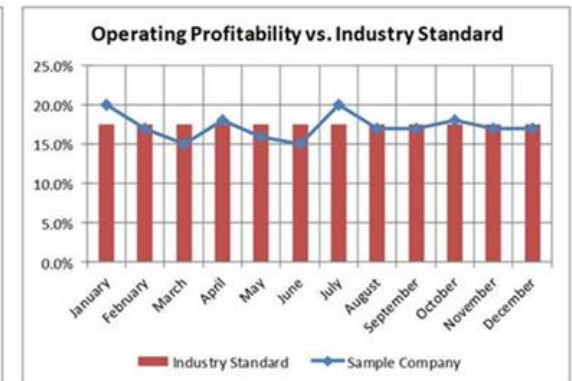
ANALYTICS SOLUTION

- **Easy to implement:** monthly data for approximately **50 data points** gives users a robust data analytics product
- **Real-time dashboard** has simple “**drag and drop**” UI and exportable graphs
- “**System of people**” analytics quantifies **operating efficiencies** for the collective impact of human capital – data-based versus anecdotal
- **Measure and track:** CFOs (+C-Suite) are in control of Human Capital risk for the first time, with BOD visibility
- **Consulting services** offered by HC Moneyball PhDs for **higher-level analytics**

ADDED VALUE

HC DATA TRANSLATED INTO FINANCIAL METRICS

- Leverage data to improve return on HC investments
- Independent assessment of HC-ROI and other key metrics
- Increased EBITDA from making the right HC investment at the right time
- Benchmark HC and financial ratio performance to selected competitors



EARLY, CASSIDY & SCHILLING, LLC

CLIENT TESTIMONIAL

“ Your dynamic dashboard format allows for easy tracking of a decision’s impact on bottom-line profits. The instant drag and drop creation of a new ratio in my reports is fantastic. No one has a solution like this. Well done. ”

Jason M. Richardson

CEO | Managing Principal

Early, Cassidy & Schilling, LLC

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THANK YOU

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We look forward to speaking with you