



Hospitality Leaders

HOSPITALITY LEADERS

# Holedo: Fast Facts

Holedo (Hospitality Leaders) combines an award-winning talent development and recruitment platform with a compelling, focused online community and global talent pool serving the international hospitality industry.



## KEY HIGHLIGHTS

Pre Launch Clients included Fairmont, Ritz Carlton, Hyatt, Marriott & Kempinski Hotels



Holedo community has

**15,000+**  
members,

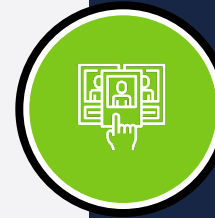
**70,000**  
FB followers  
and

**60,000**  
Linkedin and Xing  
group members.

Proof-of-concept platform crashed under the unexpected rate of growth

Paying clients who have successfully recruited using the platform

Poised to meet the anticipated tsunami of re-hirings when vaccines re-open the travel and tourist industry



### INDUSTRY

Human Resources, Hospitality, Travel & Tourism, Platforms



### MARKET SIZE

Total jobs in hospitality industry: 100M; Global cost of recruitment: \$30B pa



### TARGET CUSTOMER

HR, Recruiters and those working in the hospitality industry

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# The Fly in the Soup

Hospitality HR teams face a legion of challenges, including:



**Attrition.** The industry has a particularly high turnover rate (50% for non-managerial staff), leading to most company's candidate databases being out of date and obsolete.



**Inconsistency.** With an excess of recruitment channels and job sites - yet no dominant tool, aggregator or marketplace for the sector - there is a lack of coherence and focus.



**Inefficiency.** Back-of-the-house of hotels is mainly pre-digital with managers using a variety of different legacy systems and cumbersome processes.



**Neglect.** Recruitment takes a back seat in hotels and is notoriously understaffed, underfunded and gets little attention from CEOs.



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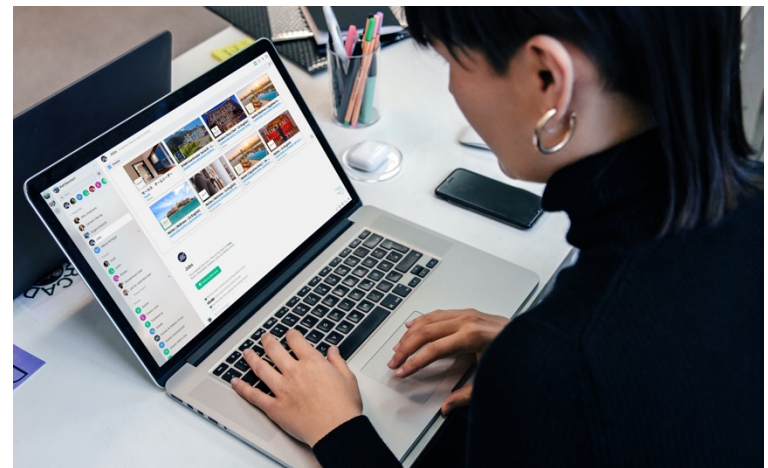
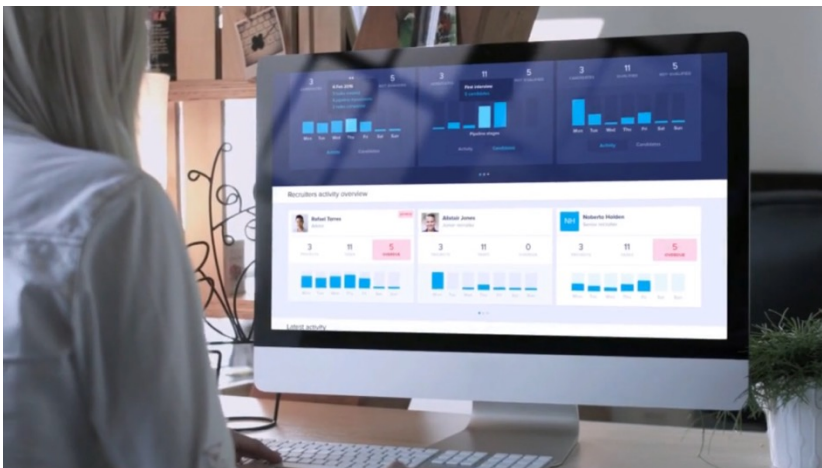
# Hotelier's Buffet

Co-founder Ralf Borchert noticed that - due to these factors - more and more of his leading hospitality company clients were asking for candidate data while still retaining and paying premium for his executive search service.

He decided to build a recruitment platform offering a buffet of candidates where clients can self-serve for a fraction of the executive search price.

Presenting this idea to clients on three continents, their HR teams jumped at the opportunity to design a simple recruitment cloud-based workflow and conceptualise the supporting technology to replace expensive and laborious systems.

**Enter: Holedo.**





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# Pooling Resources



**Holedo combines a global talent pool with enterprise-class recruitment technology.**

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**Industry Community.** Social-media rich features, compelling content, industry news and professional recognition promote active membership and profile maintenance. The interface is simple and intuitive, and individuals can apply for jobs with a single click.



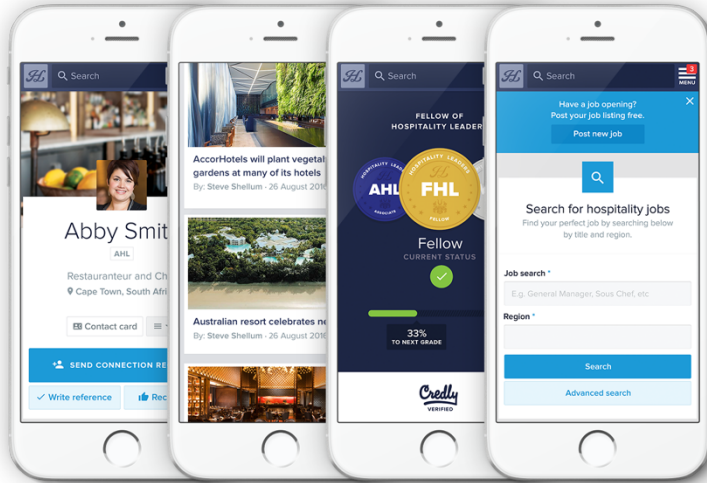
**Employer Portal.** The Talent Management and Recruitment (TMR) platform empowers HR departments to search for candidates, manage the hiring process, post jobs and identify and develop candidates over time. This cost-effective, cloud-based portal also enables collaborative talent management across different hotel functions and hierarchies, allowing for re-hiring through career tracking and cross-referrals between former colleagues to shortcut the traditional hiring process.



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# Holedo: How it Works

Visit Holedo.com or download the Holedo app to keep up to date with the community, jobs and news:

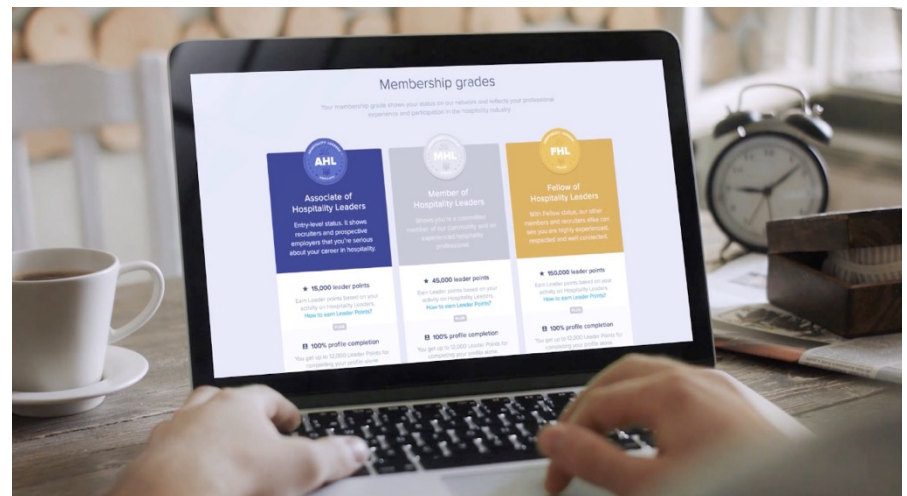


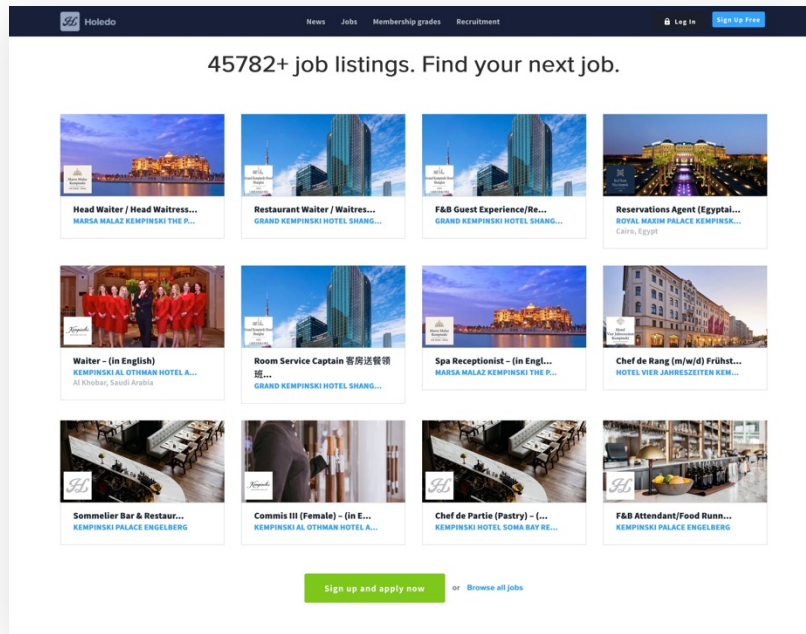
## Free Personal Profiles

Members set up their own detailed personal profile, invite friends and colleagues, message connected members and leave references for former colleagues.

## Membership grades

These can only be gained through a member's professional engagement, contributions to the community and their industry experience.



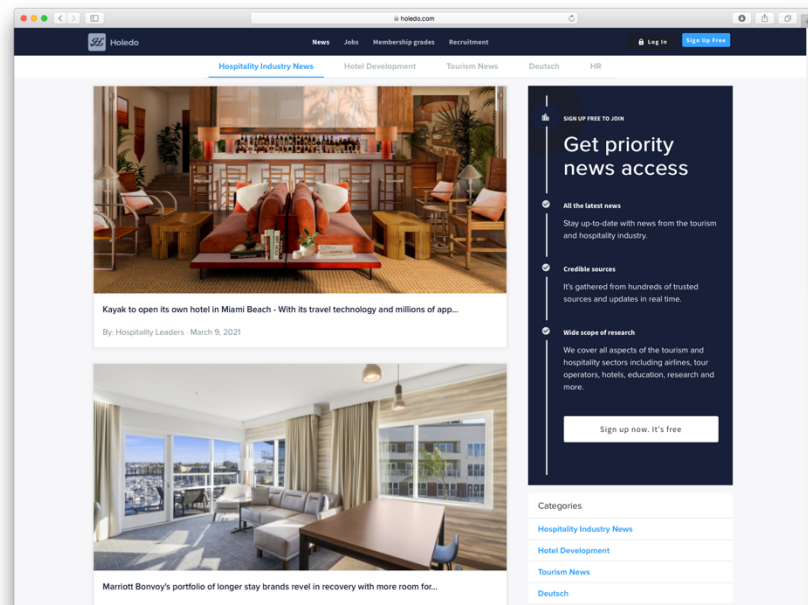


## Hospitality News

Daily news and over 12,000 hospitality industry-related articles.

## Jobs

Browse and search over 40,000 jobs and apply directly for them with one click. The platform also suggests you for appropriate positions listed on the platform.

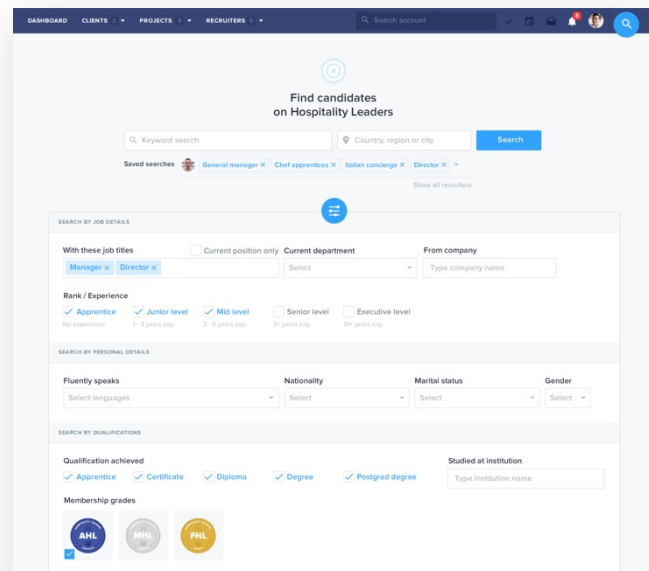
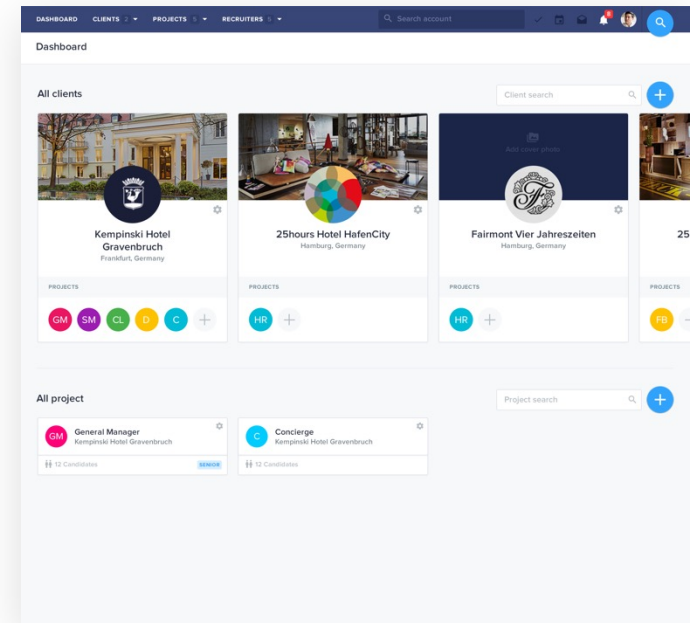


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# TMR: How it Works

**TMR© (Talent Management & Recruitment)** has the following features:

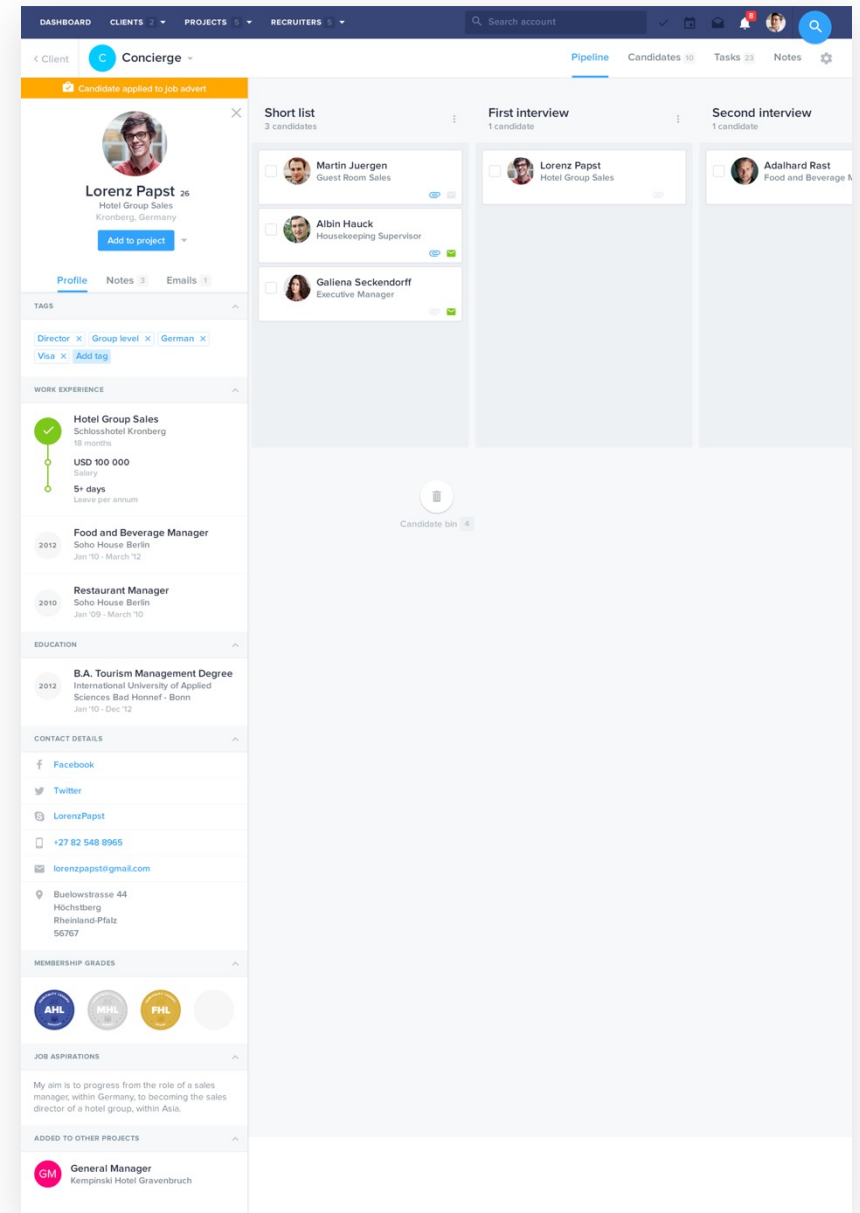
- ✓ TMR users, individually or in teams, Create and manage multiple clients and projects (hotels, restaurants or departments filling positions)
- ✓ Post jobs to Holedo
- ✓ Automatically receive candidate matches



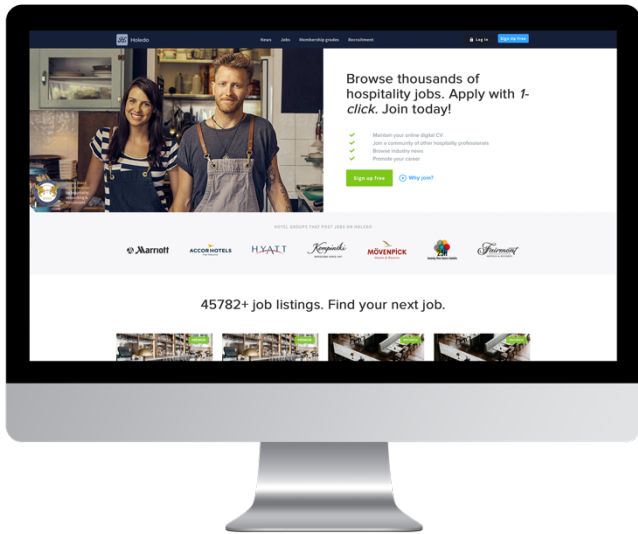
- ✓ Search for candidates from the Holedo global candidate pool
- ✓ Invite colleagues to collaborate and share notes and details about candidates
- ✓ View candidate's profile and contact them



- ✓ Create pipelines to manage the hiring process
- ✓ Manage applicants that apply to posted jobs on Holedo
- ✓ Interact with candidates via secure messaging and video conference app
- ✓ Award digital references (membership badges to employees)
- ✓ Manage/develop candidate / employee relationships over time
- ✓ Shortcut the traditional hiring process through career tracking

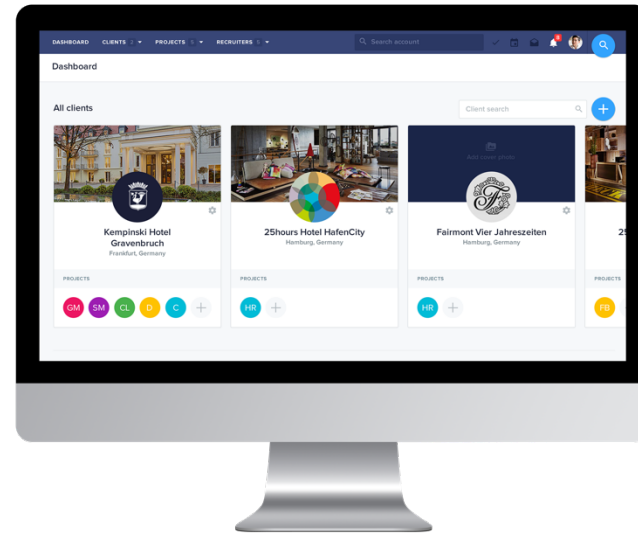


# Traction & Accomplishments



## Holedo.com

- Our membership grow was so strong that our proof-of-concept-platform ground to a halt under the load
- We relaunched on a new technology platform
- We started with 3 paying clients and had over 30 clients before our relaunch - who have successfully recruited using the platform
- HL community currently has 15,200+ members and 70,000 followers on Facebook



## TMR (Talent Management Platform)

- Developed jointly with our launch partners, including Hyatt, Kempinski, and Fairmont
- We conducted workshops, bringing together our founders, designer and product manager with general management and HR teams from our launch partners
- Our core revenue generator

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# Meet The Team



**Ralf Borchert**, CEO, CO-FOUNDER

30+ years in hospitality, 15 years in recruitment. Expert in HR and performance management, procurement and supply chain management and technology.



**Carsten Henning**, MANAGING EDITOR, DIRECTOR OF COMMUNICATIONS

30+ years in journalism, radio, media marketing; well-known in the hospitality industry.



**Hagen Rode**, CTO

Top web-app developer; successfully launched many online enterprises.



**Janet Chan**, HEAD OF SALES, CO-FOUNDER

25 years in sales in hospitality, luxury retail & private banking. Results producer & excellent sales team leader



**Dr. Andreas Neuber**, HANDS-ON INVESTOR

Former COO of APAC in UBS. A professor of Baptist University for Corporate Governance and a private investor.



**Dr. Hans Au (Dr. Jur)**, LEGAL ADVISOR

Registered attorney-at-Law. Experience in regulatory compliance, M&A, corporate finance and more.

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# Market Opportunity

Total jobs in  
hospitality industry

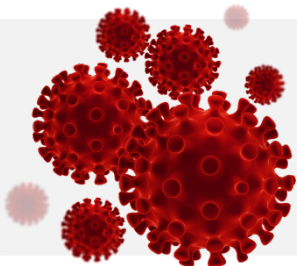
**100M**

Annual global cost  
of recruitment

**\$30B**

## The Time is Now

Not only do we have a proven product-market fit and a compelling solution but the time is ripe.



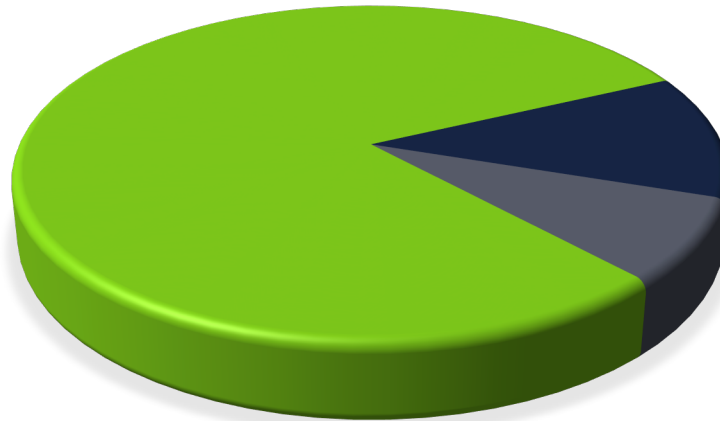
**The Covid-19 pandemic has had a significant impact on hospitality and travel and we anticipate a massive (re)hiring as vaccines lead us back toward normality.**

# Business Model & Revenue Streams

## REVENUE STREAMS

**80%**

B2B: Monthly subs for  
TMR SaaS product



**12%**

B2B: Advertising

**8%**

B2C: Monthly subs for premium  
membership user fees

**\$150-\$350/month**

TMR is a typical subscription-based tiered system priced between \$150-\$350/month

**<350%**

TMR costs 350%  
less than existing  
solutions

**5%**

We are assuming to be  
able to capture a 5%  
market share by Year 5





**(+/-) 275,000**

# of hotels in the world in  
developed markets

**\$52,850/year**

Average hotel  
recruitment spend

**\$4,200/year**

Maximum TMR  
subscription cost



# Competitive Overview



## KEY STRENGTHS

Offers both talent pool and recruitment

Been in business longer, have millions of profiles

Used by Hilton, Hyatt, Marriott and many hospitality job sites

Effective, easy-to-use, customizable

Over 30,000 profiles online, mostly from hospitality students.

Focused content and global opportunities

## KEY WEAKNESSES

Higher attrition rate

Limited success integrating firms with different work culture

Lacks technology investment

System unstable




Not cost-effective for smaller entities


Poor customer service and onboarding process

Mostly covers entry-level positions - targeting placing hospitality school graduates.


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# Unique Advantages

-  **Single Marketplace.**  
 In a scattered sector, Holedo creates a focused community with curated hospitality-specific content.
-  **Higher Relevancy.**  
 Hotels can see more than a CV: updated status and community interaction of applicants leads to better, more relevant matching.
-  **Push Effect.**  
 Driving hospitality professionals to engage with hotels through:
 



Heavy use of media and news content  
(we own the #1 hospitality-specific news and media site in the German language)



Developing and deploying employer-specific HR marketing into the community  
(employer branding, industry image)
-  **Reduced Staff Turnover.**  
 Massive reduction in HR cost through Holedo's collaborative functions shortcutting the traditional hiring process.

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# The Future is Bright



## Future plans include

- Online training with accumulation of credits towards advanced membership grades (professional recognition)
- Implementing candidate assessment technology
- Integrating provision of API access to our talent pool for use with other tools
- Implementation of Blockchain technology into the HR hiring process
- Initiating an industry-specific supplier directory

## Exit plans include

- IPO
- Sale
- Dividends

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# Investment Opportunity

Holedo is seeking a total of **\$360,000** in equity to support the next phase of company growth.

Shareholdings can be structured through a Delaware holding company or through its subsidiary, an Irish limited company (special purpose vehicle) which holds all operational assets and IP. Total business valued at \$2.7 million.

Previous investments include raising \$2 million for the predecessor company.







## Fully Investment-Ready

- Due diligence completed by Incubator
- Business plan complete
- Corporate structure complete
- Debt Free
- Our technology partner is a shareholder

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# The Future is Bright

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**Hot Property.** We have a proven product-market fit and a compelling solution. That our test platform crashed under the unprecedented rate of growth demonstrates how hungry the industry is for the solutions we offer.
- 
**Industry Validation.** We have attracted clients from the high end of the industry from inception: including hotels from Ritz Carlton, Hyatt and Marriott. Selected hotels from Hyatt, Fairmont and Kempinski have been part of our development process.
- 
**Technology & Algorithm.** Our technology facilitates personal privacy and organizational integrity. With our in-depth and comprehensive understanding of HR and hospitality, we're building algorithms to delivery better candidate matching.
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**Ripe Timing.** As vaccines enable the re-opening of travel and tourism, the industry expects a massive surge of re-employment. Our platform is an ideally-placed, streamlined and cost-effective tool to meet this need.

For more information,  
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