



Automated HR solutions for growing companies

Cultivate awesome



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Problem

The HR struggle for small businesses

01

No dedicated HR team

Small businesses often lack the resources to maintain a dedicated HR team, making talent management overwhelming.

02

Clunky onboarding

New hires face outdated, complicated onboarding processes, leading to frustration and lower retention rates.

03

Talent search overload

Finding and analyzing the right candidates is time-consuming and inefficient without streamlined tools.

04

Engagement and growth

Tracking employee growth, providing personalized development paths, and offering meaningful ethical engagement options are daunting tasks, leading to disengagement and low morale.

Solution

Introducing Human Garden

01

Streamlined Onboarding

Simplify and automate onboarding processes with an intuitive, user-friendly interface. New hires get up to speed quickly and feel welcomed from day one.

02

Efficient talent management

Powerful tools for candidate search and analysis streamline the recruitment process. Identify and attract top human effortlessly.

03

Personalized employee development

Automated growth paths based on individual profiles promote continuous learning and career progression. Employees feel supported and engaged.

04

Engagement and ethics integration

Tracking employee growth, providing personalized development paths, and offering meaningful ethical engagement options are daunting tasks, leading to disengagement and low morale.

HR tech market size

Market size

The global HR technology market is valued at approximately \$30 billion in 2023.

A growth rate of 10% CAGR (compound annual growth rate) is expected until 2028.

Target market

Companies of all sizes and sectors looking to improve their workplace environment and personnel management



MARKET OPPORTUNITIES

Human-Centric approach

Differentiation through personalized onboarding and continuous employee care.

Creating an environment that values employee creativity and ideas.

Innovation and personalization

Offering innovative solutions that integrate advanced technology with a personal and human-centric touch.

A unique space for personal and professional growth of employees, improving retention and productivity.

Favorable trends

Growing demand for HR solutions that improve employee engagement and well-being.

Increased interest in platforms that offer detailed analytics and insights on personnel management.

GROWTH AND TRENDS IN THE HR SECTOR

Digitization and automation

Increasing adoption of AI and Machine Learning solutions to enhance recruitment and talent management processes.

Automation of traditionally manual HR tasks such as payroll and onboarding.

Employee well-being and engagement

Growing focus on platforms that promote employee well-being, job satisfaction and engagement.

Initiatives to improve corporate culture and support professional growth.

Data analysis and people analytics

Advanced use of data to make informed decisions on recruitment, retention and skill development.

Predictive analytics tools to identify trends and potential issues within the workforce.



The product

Human Garden: transforming HR management

01

Easy job creation and management

Seamlessly create and manage job positions with AI assistance, ensuring an efficient and user-friendly experience for all.

02

Automatic CV and candidate analysis

Leverage AI to analyze CVs and candidate profiles, matching the best candidates to your company's needs and aiding non-HR personnel in finding top talent.

03

Shareable job position pages

Create structured, easy-to-understand job position pages that can be shared for promotion, allowing interested individuals to apply effortlessly.

04

Innovative candidate profiles

Develop candidate profiles combining text and voice inputs to assess emotional and other essential skills quickly, making the evaluation process more dynamic and comprehensive.

05

Friendly onboarding experience

Offer a welcoming and smooth onboarding process for new hires, ensuring they feel valued and integrated from day one.

06

Enhanced employee engagement

Implement diverse engagement methods:

- **One-to-one random meetings:** schedule weekly, biweekly, or monthly meetings to foster connections.
- **Automated growth paths:** create personalized development paths based on individual needs and preferences.
- **Personalized extra-work suggestions:** recommend books, films, sports, and other activities tailored to each employee.
- **Charity and ethics choices:** enable employees to engage in meaningful charity activities and ethical practices.
- **Gamification:** use gamification to make work more engaging and enjoyable.
- **Spritz sessions:** organize random group sessions based on company settings (weekly, biweekly, or monthly) and interested topics to foster creativity.



Business model

01

Subscription fees

Access the Human Garden platform with tiered subscription plans designed to fit the size and needs of any organization.

02

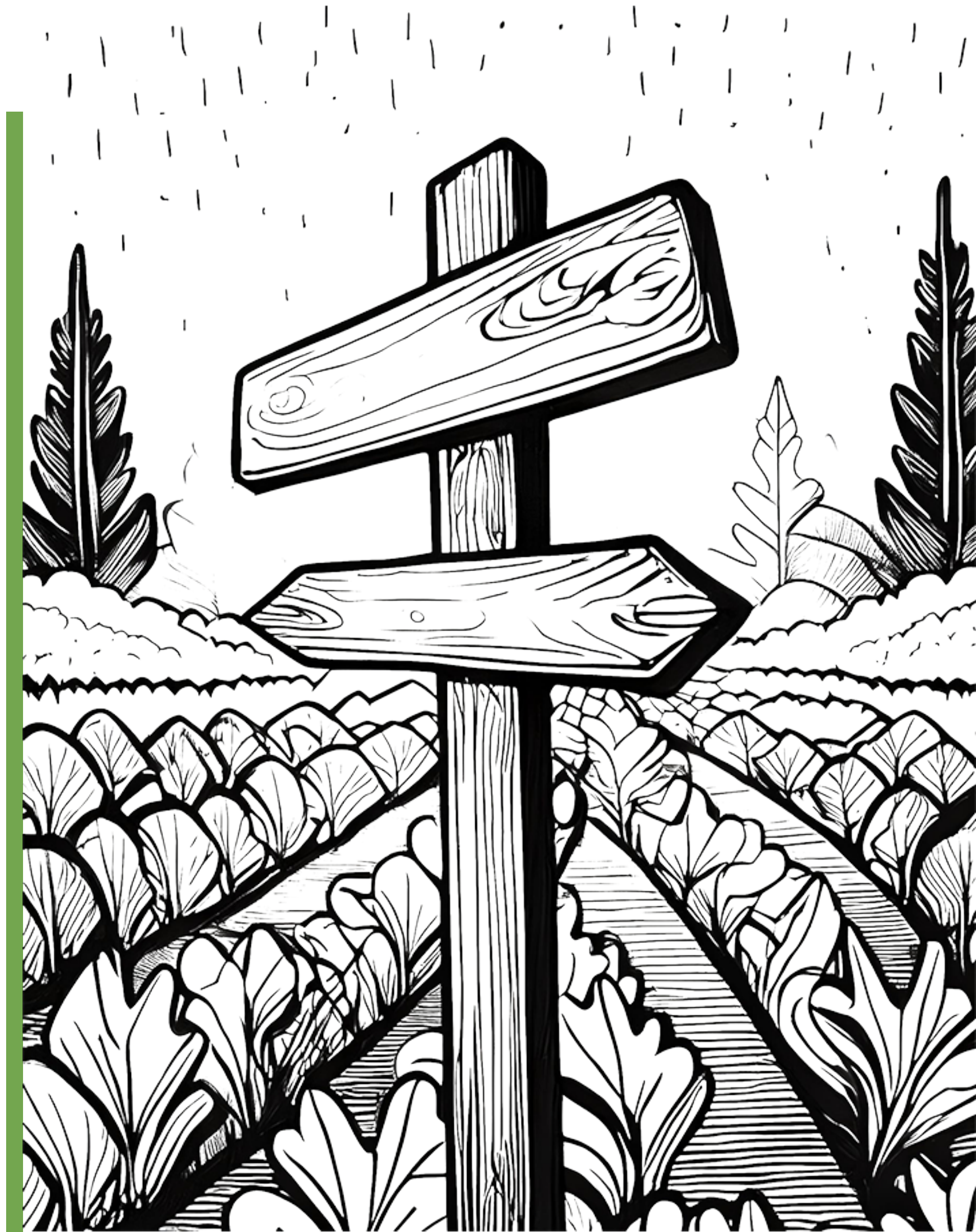
Credit sales

Generate additional revenue by offering credits for CV analysis and posting more active job positions beyond the core subscription.

03

Affiliate partnership

(Future) Partner with discount and deal providers, earning a percentage from sales through affiliate agreements.



Plane name	Price/month	Price/year	Active job position	CV analysis
Seed	6 €	60 €	1	5
Grow	25 €	250 €	5	50
Garden	79 €	790 €	15	250

HYPOTETIC PRICING MODEL

Training and development modules

Offer specialized training programs and development courses for employees. Charge per course or offer as a bundled package.

Employee wellness programs

Provide access to wellness resources and programs, such as mental health support and fitness classes. Charge a subscription fee for access.

Recruitment marketing tools

Offer tools for creating and managing recruitment marketing campaigns, including social media integration and branded job postings.
Charge a monthly fee.

POSSIBLE ADD-ONS
AND CHARGEABLE SERVICES

Subscription fees provide a stable and predictable revenue stream, allowing for better financial planning and resource allocation.

Tiered pricing plans enable the platform to cater to businesses of different sizes and needs, ensuring that as clients grow, revenue grows proportionately.

Credit sales encourage ongoing interaction with the platform, as businesses purchase additional credits for CV analysis, leading to continuous engagement.

Affiliate partnerships offer potential future revenue diversification, reducing dependency on a single income stream and opening opportunities for additional earnings.

Add-ons and extra services allow for customization and upselling opportunities, ensuring clients can tailor the platform to their specific needs while generating additional revenue.



BENEFITS OF THE REVENUE MODEL

Marketing strategy

TARGETED DIGITAL CAMPAIGNS

Social media advertising

Utilize platforms like LinkedIn, Facebook, and Instagram to reach HR professionals and corporate decision-makers.

Google Ads

Invest in Google Ads campaigns to capture search traffic related to HR solutions.

Objective 1

Increase brand visibility and generate qualified leads.

COLLABORATIONS WITH HR CONSULTANCY FIRMS

Strategic partnerships

Collaborate with HR consultancy firms to integrate Human Garden into their solutions offered to clients.

Training programs

Provide training and certifications on Human Garden to HR consultants to facilitate adoption among their clients.

Objective 2

Expand distribution network and enhance product credibility and trust.

PARTICIPATION IN INDUSTRY CONFERENCES AND TRADE SHOWS

Event exhibitions

Participate in industry conferences and trade shows such as HR Tech Conference, SHRM Annual Conference & Expo, and other relevant events.

Presentations and workshops

Conduct presentations and workshops to demonstrate the features and benefits of Human Garden.

Objective 3

Increase brand awareness and create networking and direct sales opportunities.



Deel

Solution for managing a global and remote workforce. Offers onboarding, payroll management, and international compliance.

deel.com

Paycor

Human capital management platform with tools for recruitment, talent development, compensation management, and employee engagement.

paycor.com

Lattice

Specializes in performance management and 360-degree feedback. Provides tools for continuous coaching and goal management.

lattice.com

ClearCompany

Platform focused on talent data analysis throughout the employee lifecycle. Includes tools for recruitment and continuous development.

clearcompany.com

Remofirst

Designed for global human resources management, with a focus on legal compliance, payroll, and onboarding.

remofirst.com

COMPETITIVE ADVANTAGES OF HUMAN GARDEN

01

Humanistic approach

Puts the individual at the center, going beyond technical skills to also assess human qualities and personality.



Creating a more human and inclusive work environment, improving employee satisfaction and retention.

02

Personalized onboarding

Offers a highly personalized onboarding process for each new hire, aimed at integrating the individual into the company context in a unique way.



Better integration and engagement of new employees, reducing turnover and accelerating productivity.

03

Focus on employee growth and well-being

Introduces the concept of the “corporate garden,” an environment where employees are nurtured and supported in their professional and personal growth.



Increased motivation, creativity, and productivity of employees, promoting a positive and collaborative work environment.

Team



Financial projection strategy

ASSUMPTIONS

Number of clients

Year 1: 100
Year 2: 200
Year 3: 400
Year 4: 600
Year 5: 600

Client distribution across plans

Seed: 50%
Grow: 30%
Garden: 20%

Subscription fees

Seed: €6/month or €60/year

Grow: €25/month or €250/year

Garden: €70/month or €790/year

Revenue from credit sales

Seed: 20 extra CV analyses per month (extra €1 each)

Grow: 50 extra CV analyses per month (extra €0,6 each)

Garden: 100 extra CV analyses per month (extra €0,4 each)

Revenue from add-ons and chargeable services

Training and development modules: €5.000/year

Employee wellness programs: €2.000/year

Recruitment marketing tools: €3.000/year

Operating costs

Platform development and maintenance: €200.000/year

Marketing and sales costs: €100.000/year

General and administrative costs: €50.000/year



SUMMARY OF FINANCIAL PROJECTIONS



Year 1

Total revenue: €68.700
Profit/Loss: -€281.300

Year 2

Total revenue: €127.400
Profit/Loss: -€222.600

Year 3

Total revenue: €244.800
Profit/Loss: -€105.200

Year 4

Total revenue: €362.200
Profit/Loss: €12.200

Year 5

Total revenue: €597.700
Profit/Loss: €247.000

Join us on this journey

We're looking for partners who share our vision and can help us grow, whether through financial investment, strategic support, or valuable feedback. Your involvement will enable us to enhance our platform, expand our reach, and continue innovating in the HR space.

Let's plant the seeds of success together.

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