



*On-demand internal employee mentoring-  
Organizational growth, powered by people*

# The Problem

Employee attrition rates are higher than ever

**91%**

of millennial employees will leave current workplace in 3 years, by 2020

**Forbes**

**84%**

of candidates would consider leaving if they get an offer

**glassdoor**

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## ORGANIZATION'S LOSS

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**90-200%**

of the leaving employee's annual salary - organization's loss on turnover

**\$4,000**

average spend by U.S. companies to fill an open position


**\$160B**

annual cost of unfilled positions cost to U.S. organizations

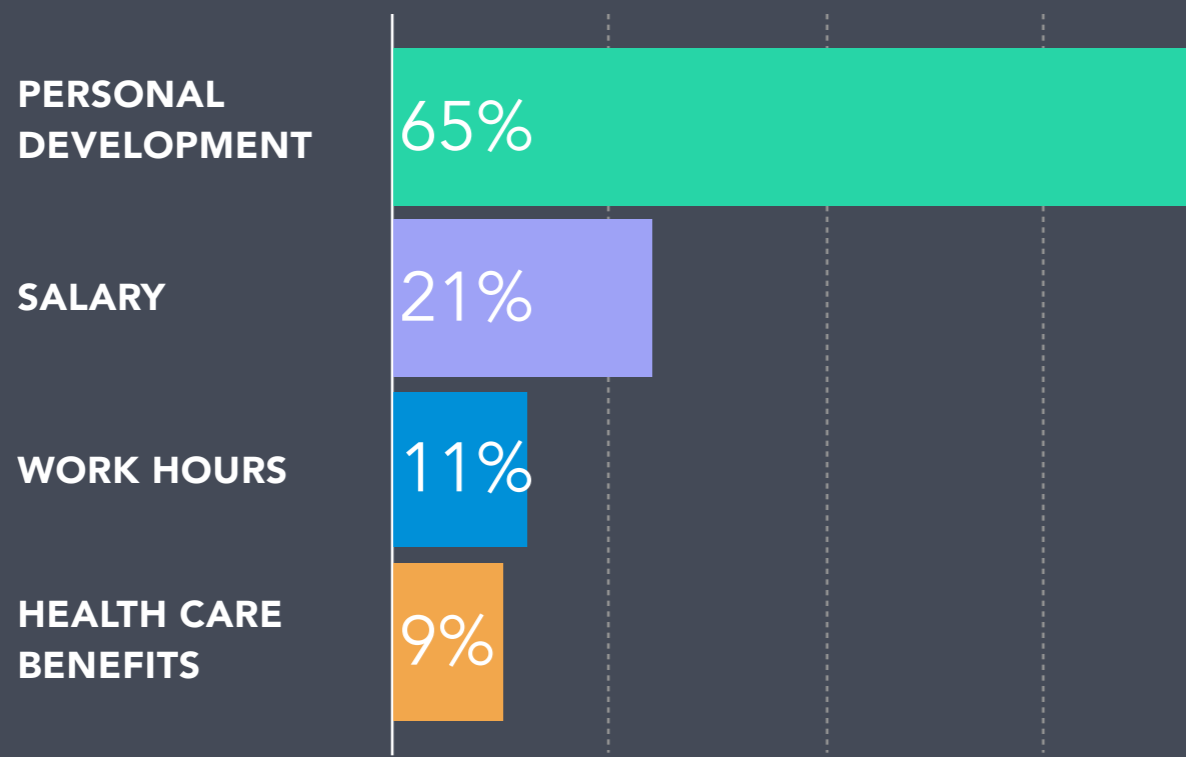
**1-2 YRS**

time it takes a new employee to gain the productivity of leaving employee

# Why Existing Solutions Fail:

More than 67% of Millennials believe it is management's job to provide accelerated development opportunities to encourage them to stay. 

## REASONS FOR STAYING



Source: PWC

## WHAT DOESN'T WORK

### HIGHER SALARIES

not effective (millennials perceive value differently)

### INSTRUCTOR-LED LEARNING

is ineffective and not scalable

### MENTORSHIP

Only available to High Potential talent - 3% of the workforce.

### PERKS

don't even register - less than 1% list them as reasons to stay

### IN CONCLUSION

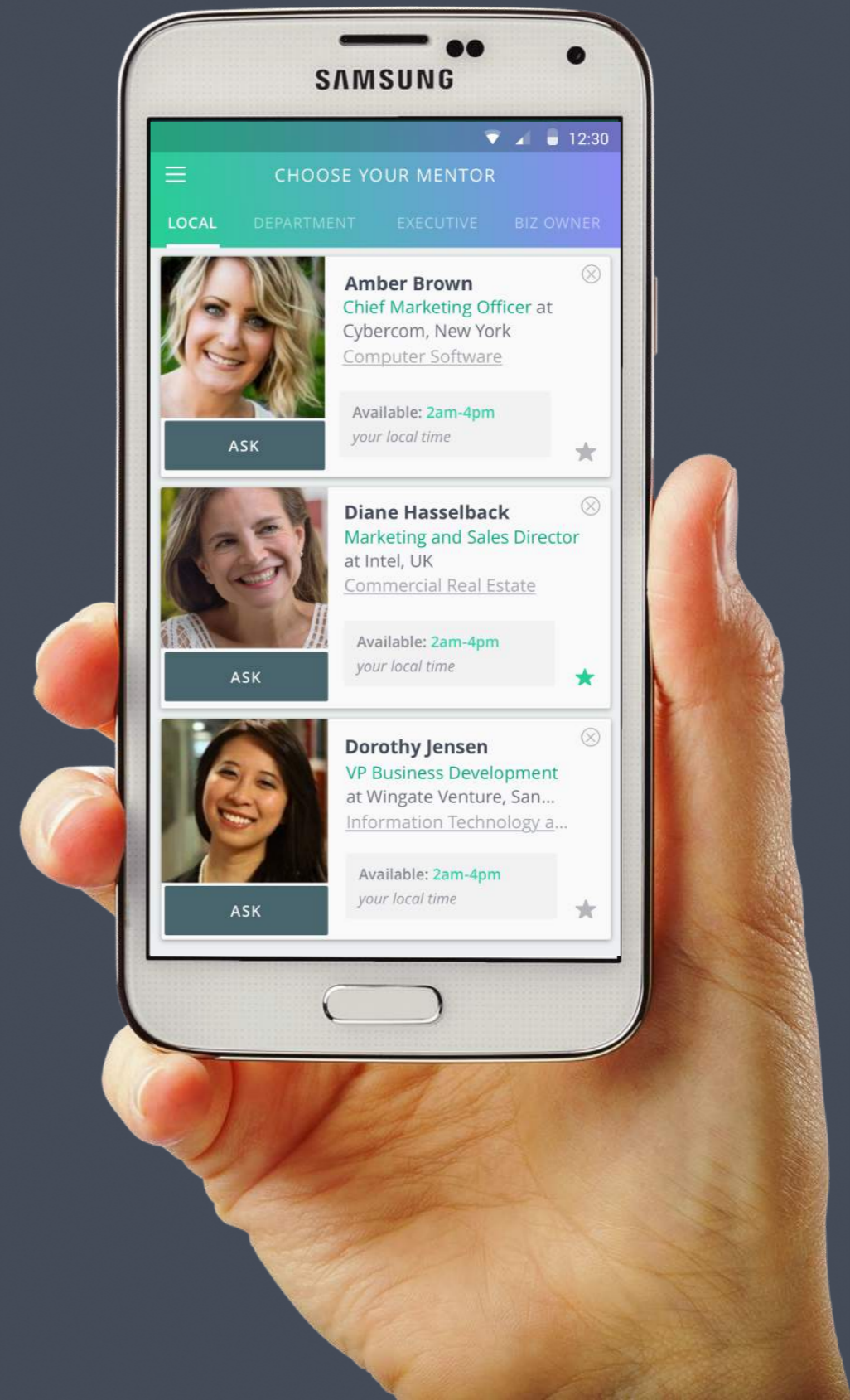
All traditional solutions hit a glass ceiling because of time, commitment, effort, and most of all - money.

Mentorship programs are not new. But easy, approachable human **connection** in the workplace - is not leveraged enough.



# Introducing Emerj

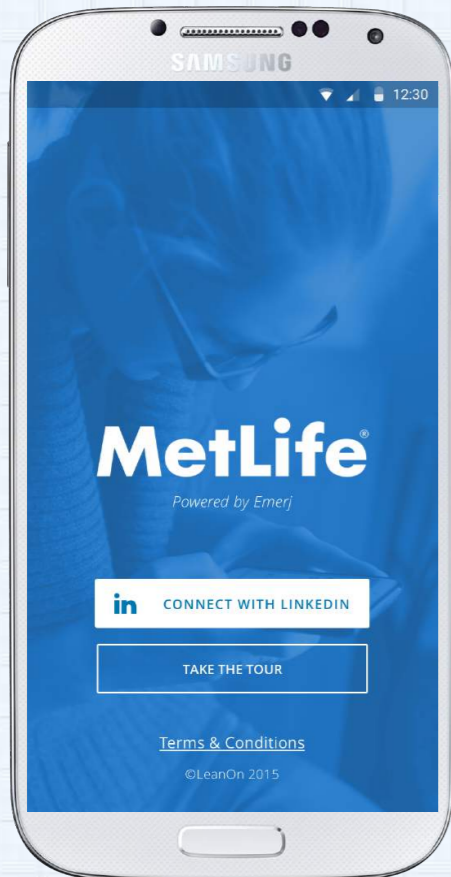
The first solution **democratizing the mentoring mechanism** in organizations in **real time** - offering employees the access they need to succeed, and helping organizations make smarter, data-driven decisions.



# How It Works

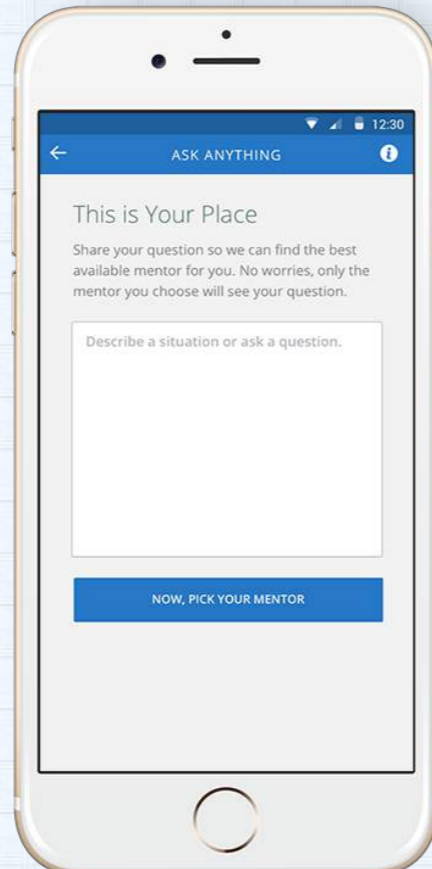
[Click for demo video](#)

WHITE LABEL



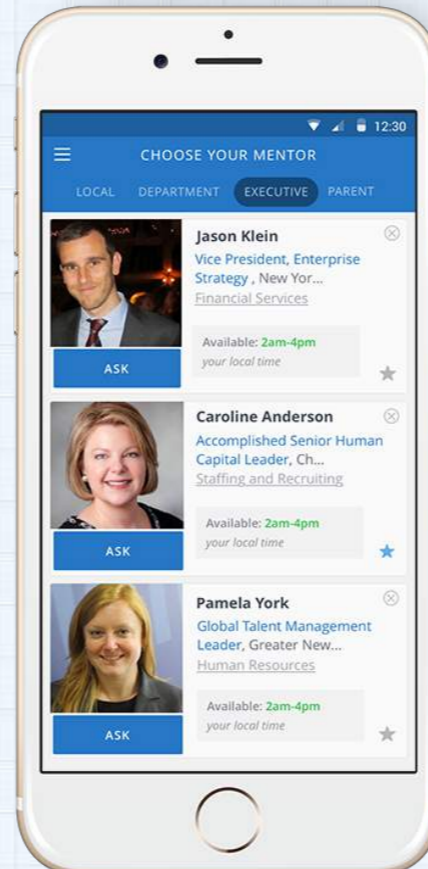
We create white-label apps for internal use for corporates

ASK PRIVATELY



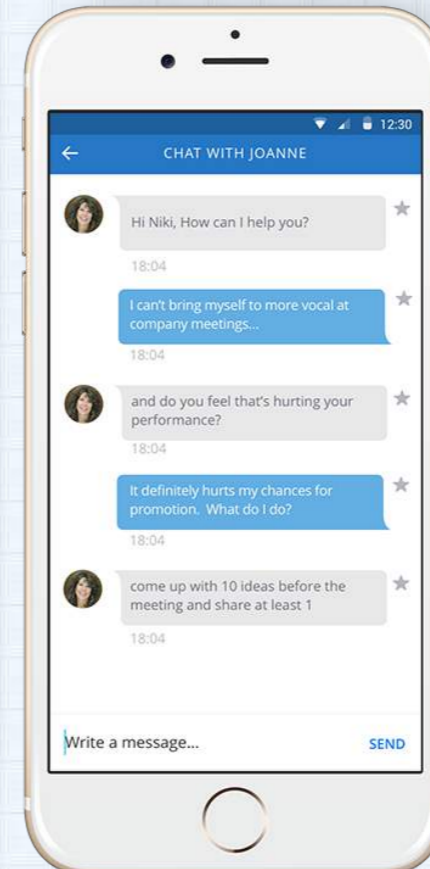
Any employee can privately post a query - no one will see it except for our algorithm

TAILORED MATCHING



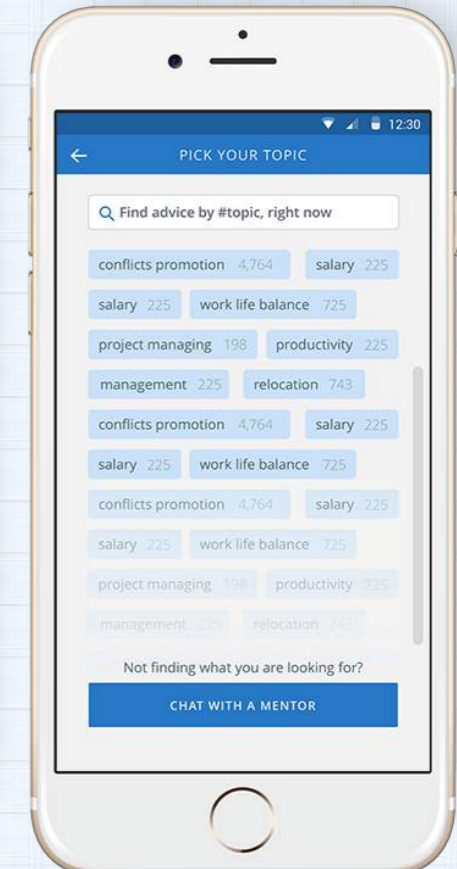
Using NLP, matches are based on relevance and availability for the specific need - not random match suggestions

ON-DEMAND, SECURE CHAT



After picking the right mentor through filters like location and department, advice is given in the on-demand, encrypted chat

ANONYMOUS TIPS



Employees who want to explore first - can read curated tips crowdsourced from internal mentors and company content





# The Benefits



## ACCESS, AT SCALE

From a solution only available to 3%, make mentoring into an asset that gets better with scale, through self-service technology



## ENGAGE, SUPERCHARGE

When you connect people - you create engagement. Thus not only helping employees avoid leaving, but supercharging them with skills, connections and opportunities - making them better *and* happier at work.














## ACTIONABLE STRATEGIC IMPACT

Keep a pulse on the organization's most burning issues through the dashboard; make smarter, data-driven decisions

Emerj is the first SaaS solution offering scalable, on-demand internal mentoring accessible to all employees

# Competition

COMPANY NAME	SUMMARY	SCALABLE	TAILORED	RESULT ORIENTATED
	<p>On-demand personal and private mentoring from the most relevant people:</p> <ul style="list-style-type: none"><li>• Tailored match every time</li><li>• Personal and secure</li><li>• Anonymous data helps organization improve</li></ul>			
EVERWISE	<p>Online mentoring for the 3%</p> <ul style="list-style-type: none"><li>• Limited time with mentor (~1hr/month)</li><li>• Content-focused</li></ul>			
	<p>External professional coaching</p> <ul style="list-style-type: none"><li>• Limited scalability</li><li>• Expertise in coaching - not in mentoring from within</li></ul>			

# Feedback



Efrat Dagan  
*Global staffing lead*

"Emerj helps employees get better access to networks and individuals. It's an intuitive tool for the connected generation at work."



Kirsten Wolberg  
*Former VP Talent and Technology*

"Emerj is a smart, lightweight solution that's built to scale. It empowers leaders to get the ground truth rather than the executive truth."



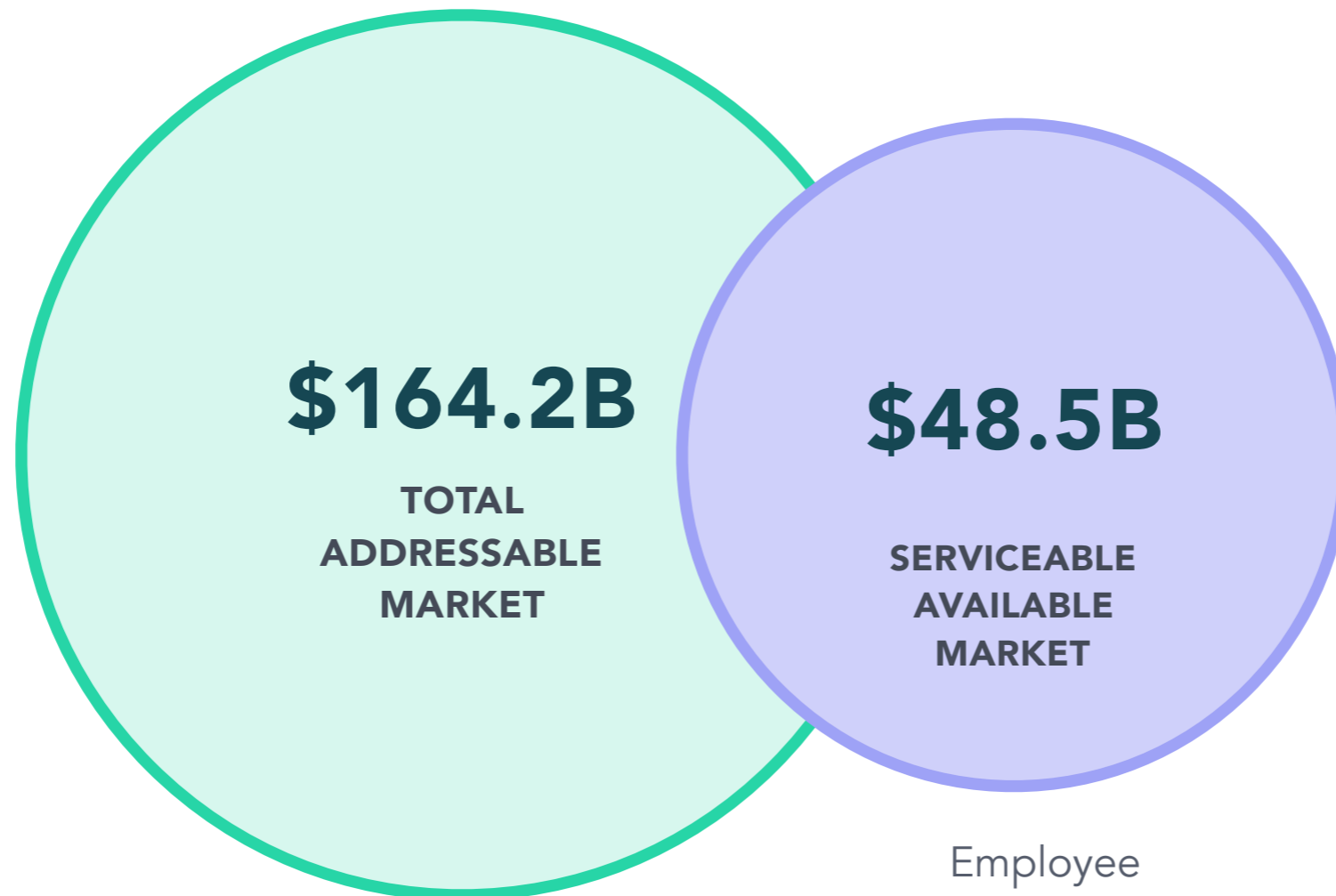
Hugh Molotsi  
*Former VP Innovation*

"Chedva and team have developed an extremely innovative mentoring platform that can revolutionize employee engagement."





# The Opportunity



Employee learning & development spend 2015

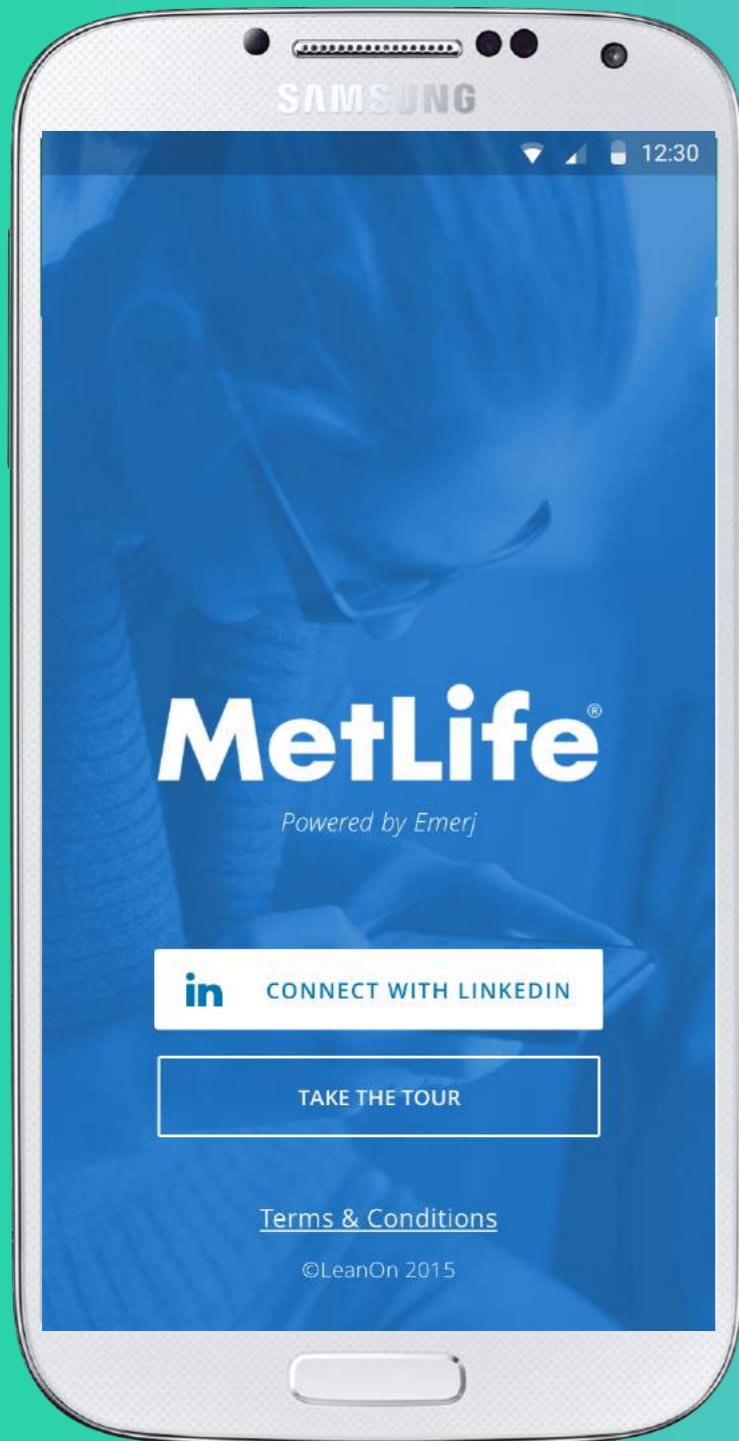
**atd** Association for Talent Development

Employee Engagement Software 2017- mid- and large-sized enterprises in the US

  
the starr conspiracy

# Our Business Model

Enterprise SaaS



## pricing per tier/month

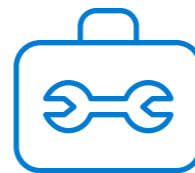
charged annually



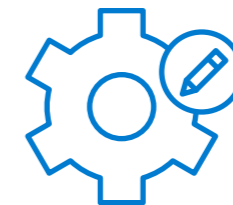
**WHITE LABEL APP**



**TECH SUPPORT**



**SETUP FEE**



**CUSTOMIZED FEATURES**

additional fee

# Road Map

 TECH  BUSINESS

## Accomplished:



### TEAM

We built a team of 4 co-founders with diverse expertise + highly active advisors in business, HR and management



### APP DEVELOPMENT

The iOS and Android app were developed by Elit and ready



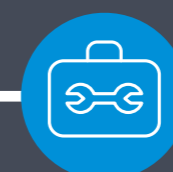
### PRE-SALES

Through our time in KamaTech we've focused on BD and Sales - we already have local pilots lined up and interest from U.S, UK and European clients



### DASHBOARD

An extra component in our solution suite to add value to BI, HR and leadership with stats and live data



### IMPLEMENTATION PROCESS

Our hands-on advisors and client feedback helped us shape the implementation process for HR and for the employee facing launches



### LOCAL + US PAID PILOTS

High-growth companies in the tech and consumer sectors

## Future tasks:



### DASHBOARD 2.0

We have a roadmap in place to make the dashboard into a game-changer with the help of a People Analytics specialist



### FIRST ENTERPRISE CLIENTS

Converting our enterprise pipeline into clients with hands-on support by customer success managers



### CONVERTING 5 PILOTS INTO RECURRING CUSTOMERS



### INTEGRATING A.I.

Expanding from NLP into machine learning and AI, being able to predict needs and behaviors of employees



### PARTNERSHIPS

Strategic partnerships with HCM platforms, E-learning providers and consulting firms



# Traction

COMPANIES THAT REACHED OUT TO US BY WORD OF MOUTH:

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And more...

TOP 20% OF OUR PIPELINE:

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# Our Team



**in**

**Chedva Kleinhandler**  
*Founder & CEO*

Chedva founded a lifestyle marketing business, working with Ikea, Houzz and Etsy and more. Published worldwide (Yedioth, Haaretz, Cosmopolitan, Rue, Heart Home). Taught and mentored in her field of digital marketing in Israel and abroad.



**in**

**Hannit Cohen**  
*CTO*

Over 22 years of experience in software engineering. After serving in Mamram and in a secret intelligence unit, Hannit has led senior tech positions in companies such as Swiftouch (CTO), Axxana (Chief Architect) and Softier (Infrastructure Group Leader).



**in**

**Daina Reed**  
*UX & Creative Director*

Over 15 years of experience in brand identity, development and UX/UI design with consumer-facing start-ups, highly technical B2B companies.

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## ACTIVE ADVISORS

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**in**

**Efrat Dagan**  
*Global staffing lead @ Google*

Product help from the HR perspective, opening doors to HR and future of work professionals inside and outside Google



**in**

**Nirit Hazan**  
*Executive & leadership coach, D&I and organizational effectiveness & training professional @ Stanford*

Creating content and processes for implementation, BD in the bay area, Education strategy



**in**

**Rania Anderson**  
*executive coaching and consulting, @ P&G, GE, Barclay's*

Implementing Emerj into recommended practices, helps shape business-HR penetration strategy

# Thank you.

*Let's Talk:*

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