

# thedocyard

Next generation deal technology

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Company Overview  
December 2019



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# BOARD



## FOUNDER & CEO + EXECUTIVE BOARD DIRECTOR Stuart Clout

Bachelor of Law,  
Bachelor of History  
University of  
Newcastle

- Founder & CEO, thedocyard
- Former Partner, Colin Biggers & Paisley, Corporate & Commercial
- Former Head of Commercial and Technology Contracts, Tesco, including corporate outsourcing
- Former Solicitor, UK Government, including outsourcing



## CHAIRMAN & NON EXECUTIVE DIRECTOR James Walker

Bachelor of  
Commerce &  
Accounting  
UNSW

Graduate –  
Australian Institute  
of Company  
Directors

Fellow – Chartered  
Accountants ANZ

- Non-executive director – BluGlass Limited (ASX:BLG)
- Non-executive director – Sydney Beer Co.
- CFO – Douugh – AI Neo Bank



## NON EXECUTIVE DIRECTOR Steven Coffey

Bachelor of  
Commerce &  
Accounting  
UNSW

Fellow – Chartered  
Accountants ANZ

- Non-executive director – Kazia Technologies Limited (ASX:KZA)
- Partner – Watkins Coffey Martin

# OFFICERS + ADVISORS

## CHIEF FINANCIAL and OPERATIONS OFFICER Neale Java

- CFO, thedocyard

As the Chief Financial & Operating Officer, Neale focuses on the execution of the thedocyard's vision, growth and enablement efforts.

Neale is an experienced commercial and technical operator who brings proven results in setting strategy, shaping development and directing execution to deliver the growth & profitability agendas of businesses.

Neale has successfully grown businesses in highly complex and competitive markets in the energy, utilities, technology and infrastructure services sectors.



## CHIEF TECHNOLOGY OFFICER Stephen Aspey

Cybersecurity,  
Harvard

Bachelor of  
Science, Honours,  
Distributed  
Systems,  
University of East  
London

- CTO, thedocyard
- Former Solutions Architect, Imagehaven, with projects across the globe
- Former Technical Consultant, Accenture, including financial services clients
- Former Technical Lead, ING, including enhancing enterprise systems
- Former Software Developer, National Grid, including leading an overhaul of the Asset Management enterprise system

accenture

ING

nationalgrid



## ADVISORY BOARD MEMBER Michael Bray

Bachelor of Law,  
University of  
Liverpool

- Partner, Grimaldi Studio Legale
- Former Partner, Clifford Chance
- Founding Partner of Grimaldi Clifford Chane
- Former Global Head of Finance and Capital Markets Practice, Clifford Chance
- Former Global Managing Partner, Clifford Chance

CLIFFORD  
CHANCE

GRIMALDI  
STUDIO  
LEGALE

# WHAT IS THEDOCYARD

## Next generation deal technology

accepted and in use with leading customers

thedocyard is end to end secure digital deal management.

*“We’ve used data rooms before but nothing offers full deal management like thedocyard”*

*Rohan Harris – Partner, Russell Kennedy Lawyers*

Our technology is live and in use with tier 1 customers globally:



thedocyard is deployed on the world’s most secure, scalable and accepted cloud infrastructure.



# WHAT'S CHANGED FOR DEAL ADVISORS?

## Regulatory reach Data security requirements Client expectations

If you work on deals, your world has changed\*.

Client's want a secure and digital deal experience that is less reliant on email and keeps their data safe.

Client's need a highly audit-able deal service so they can remain compliant with regulatory obligations.

Regulators demand advisors and clients retain the ability to produce detailed and digital forensic audits of activity and events.

Advisors are under pressure to digitize and optimise their deal services.

## SO WHY DO WE EXIST?

# The way we run deals today cannot meet tomorrow's challenges

The deal advisors tool kit today's consists of email, spreadsheets, post-it notes and by stand alone secure file sharing of varying quality and cost.



These tools are redundant; they cannot solve for the new paradigm deal advisors face.

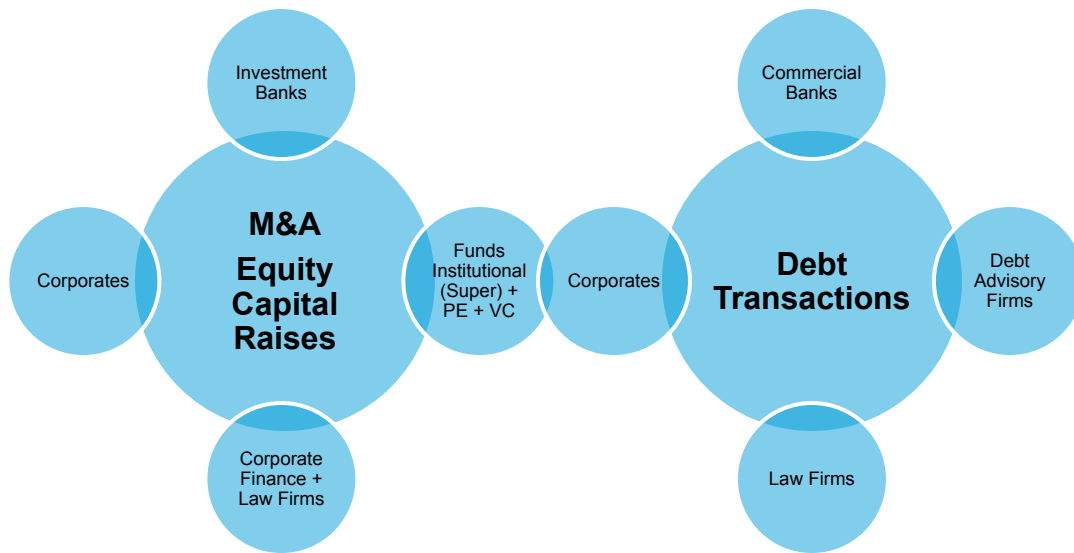
thedocyard can.

We are end to end secure digital deal management.

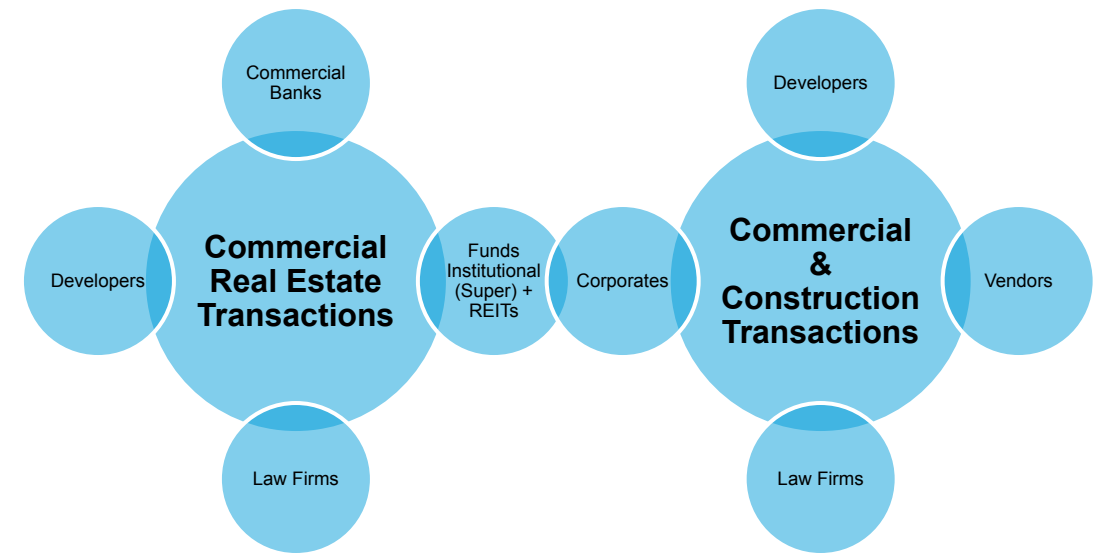
We are how deals will be run tomorrow.

# USE CASES & CUSTOMER CLUSTERS

## Now



## Emerging



There is significant commonality in customer targets across the deals genre.



# WHO ARE OUR CUSTOMERS

## Corporates, banks, funds and all their advisors

we have made a good start so far



Already ASX and NYSE corporates, large private companies, leading investment banks, law firms, accounting practices, corporate finance teams and corporate advisors in ANZ, UK and the US use thedocyard.



This has been achieved by a small team in Sydney with limited funding.



# WHY OUR CUSTOMERS CHOOSE TDY

## Compliance, risk, productivity, customer engagement

this is our value proposition

Because we do things for them that no other available technology on the market can do for them. We solve the challenges they face today.

If you ask one of our customers why they use us they will say we:

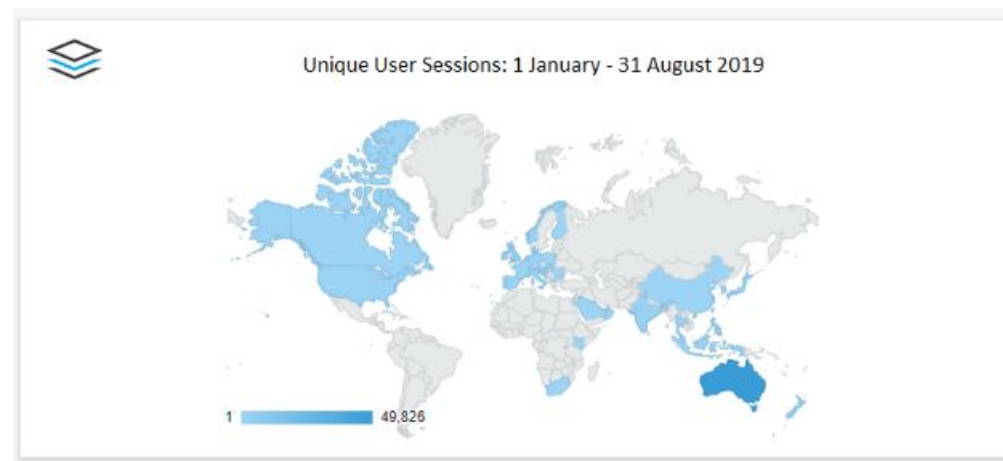
- *keep them compliant with regulatory requirements*
- *centralises all their deal activity*
- *align all the teams on their deals (internal and external)*
- *delight stakeholders and clients and drive deeper engagement*
- *provide exceptional transparency and real time information, and*
- *drive productivity up and risk and waste out.*

That is why leading advisors and corporates choose to use thedocyard.

# A GLOBAL CUSTOMER BASE

With zero sales and marketing outside of ANZ we have users logging in to use thedocyrd in:

- North America
- UK
- Europe
- Africa
- Middle East
- India
- Asia – inc. mainland China
- ANZ



Representing **50,000** unique users sessions so far this year.



# SOME KEY STATISTICS ON OUR BUSINESS

**57**

live enterprise subscriptions  
across ANZ, UK + USA

**5,068**

registered users so far on  
the platform

**1,349**

unique organisations have  
used thedocyard

**\$655,056**

ARR to date as of 30 June  
2019

**12,484**

unique user sessions  
last month = high user  
engagement

**25:1**

organisations are introduced to  
us per customer we acquire =  
self fueling lead generation 11

# WHAT WE HAVE ACHIEVED SO FAR

## Product market fit and approaching break even

a deep sales pipeline, stable tech - we are set for scaling globally

We are a real business, with top tier customers - approaching break even.

We have built \$650,000 in annualised reoccurring revenue as of 30 June 2019 (ARR) and have a further \$750,000 ARR in our identified sales pipeline.

Our technology is in market, stable and scalable.

Our initial customers include leading corporates, investment banks and legal and financial services advisory firms.

We have customers in ANZ, Asia, UK and the US.



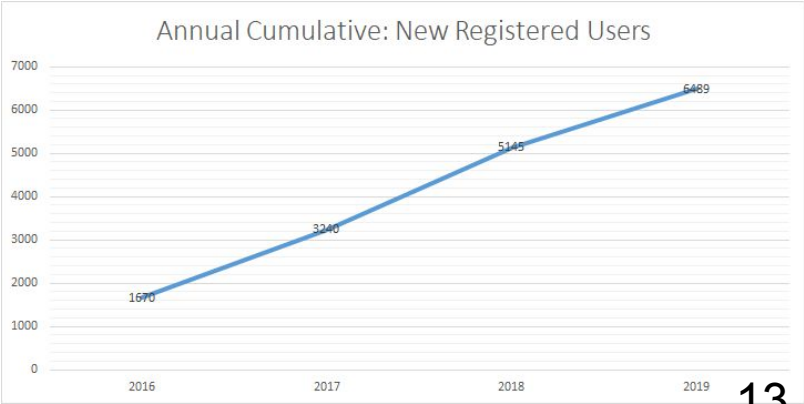
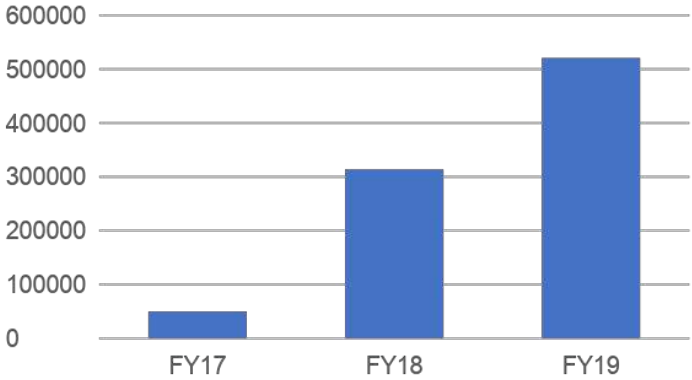
# Revenue, users, viral spread, and lead generation

we are set for scaling globally

## GROWTH METRICS



Revenue





## OUR BUSINESS MODEL

# Subscription model, sticky customers, clear profit driver and we understand our a repeatable sales model

Subscription model based on the number of deals a customer does. Highly elastic model allowing broad customer type – from single deal subscriptions to multi deal enterprise.

We are “vertical specific technology”. They are technology platforms built and delivered for specific use cases. Our use case is deals, other examples of this business type include Atlassian for software development and aconex in the construction vertical.

 **ATLASSIAN**  **aconex**

Customers to build their deal process around thedocyard – this make them very sticky.

We also have an enormous network effect - the more deals in thedocyard, the more potential customers we meet and the more our customers spend. This fact will drive our expansion strategy.

# GO TO MARKET STRATEGY

## MARKET ENTRY

## Bottle deals at source to own as many deal as possible

starting with the midmarket deal advisors and working up

We start by selling direct to mid market advisors – because they produce the quickest way to revenue, have plenty of deal volume, make quick decisions and help us build a network.

Many will start deal by deal, we aim to convert them to subscriptions to become their “house solution”.

Long term we want to bottle deals at source, meaning we move closer to the origination of the deal – funds, banks, corporates. We also expand the deal types we target.

We leverage our advisor network to sell into the funds, banks and corporates..

Stage 1  
Sell direct to mid  
market deal advisors

Stage 2  
Move advisors to  
subscriptions – expand  
deal types – move up  
the deal food chain

Stage 3  
Multi year subscriptions  
with funds, banks,  
corporates – close the  
loop with the advisor  
network

# GO TO MARKET STRATEGY CHANNEL PARTNERSHIPS

## Sales and technical channel partnerships

giving us sticker customers and instant scale

We are 1 of only 8 tech businesses selected by PWC UK from a global search to participate in PWC scale\* – a program for legal and fin tech businesses who PWC believe will change the landscape of legal and financial services.

We have a clear channel strategy and have also established sales partnerships with Thomson Reuters and ISV partnerships with Salesforces, iManage and Microsoft.



The UK is our next immediate market. We have aggressive tactics to exploit competitor weaknesses and drive deal volume. US and Asian markets will follow growth in ANZ and the UK.

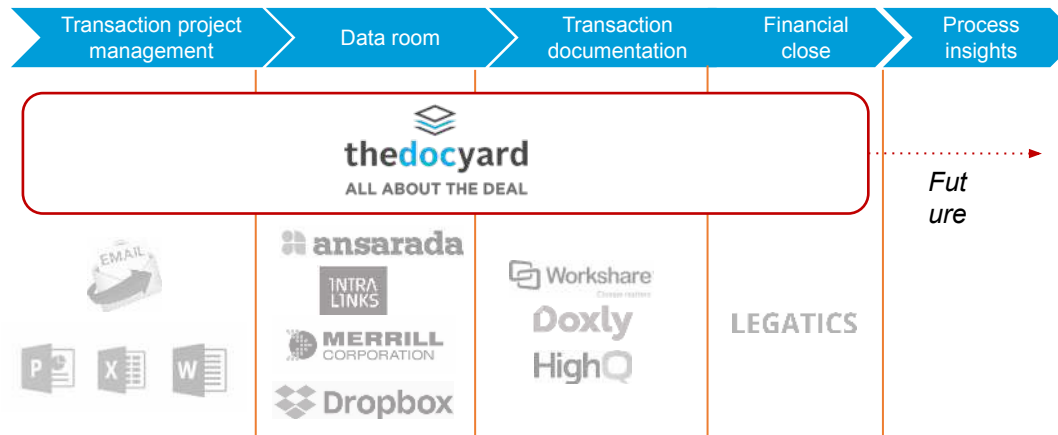




# A self fueling network effect, greater technology reach

no embedded position meaning we can be aggressive

## OUR COMPETITIVE ADVANTAGES

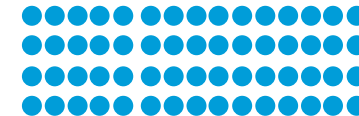


Our technology offers an end to end solution for our customers unlike any of our competition\*.

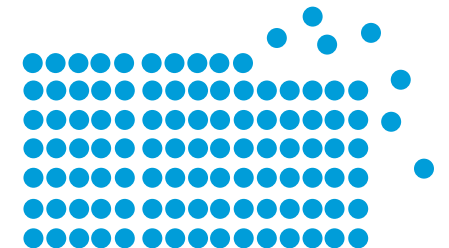
Each customer we acquire, each deal done in creates new leads to new customers and deals.



For every deal done in theodocyard, on average **25** new advisors register to use theodocyard



For every customer we acquire **60** new advisors experience theodocyard



We have one deal alone involving **100+** advisory firms from across **70+** countries

# ADDRESSABLE MARKET

THERE ARE:

**60,000+**

law firms in the US + UK serving clients on 10s of 1000s of deals, every single day

**20,000+**

funds & IBs in the US + UK buying, selling and managing over \$16T worth of assets each year

**20,000+**

Corporate finance advisors in UK + US advising clients on 10s of 1000s of deals, every single day

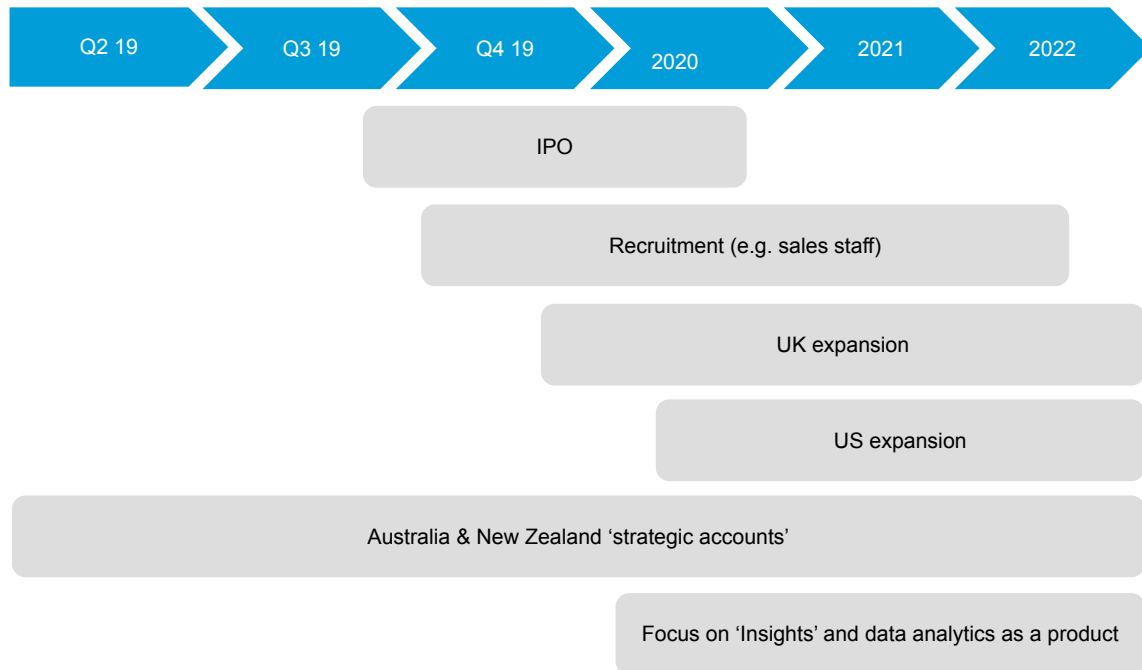
**\$20B+ annually**

We have 100,000 target accounts globally.

Average annual value / customer of \$200,000



# TIME LINE & CAPITAL STRUCTURE



Capital Structure	Shares
Existing Shareholders	105,981,250
Shareholders on conversion of convertible notes	71,762,255
Performance Shares	2,000,000
IPO Subscriptions (Minimum)	20,000,000
Adviser Shares	4,239,250
<b>Total</b>	<b>133,982,755</b>



A blue-tinted photograph of a modern office interior. Three people are silhouetted against a large floor-to-ceiling window that offers a panoramic view of a city skyline at dusk or dawn. The people are standing and appear to be in conversation. The text "SINCE SERIES B" is overlaid in white, bold, sans-serif capital letters on the left side of the image.

# SINCE SERIES B

PWC UK M&A team are now customers

Microsoft Global Co-Sell partners

PWC Co-Sell - Asia Pacific and UK

POD 1 - qualifying team now in place

EY Foundry winner - Australia

New Sign ons