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Signed by Recipient

RECIPIENT COMPANY NAME

NAME (TYPED OR PRINTED)

DATE

SIGNATURE AUTHORIZED OFFICER

This is a business plan. It does not imply an offering of securities.

“A great way to match students
with their ultimate jobs”



mySlate



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1

Executive Summary

Executive Summary

1.1 Introduction

MySlate.com is the idea of 20 year old junior student, Nicolay Lameijer, who plunged into solving a problem many of his fellow students are confronted with nowadays: “Finding the right job!”. And not just finding any job but the best job possible to make sure they fulfill their potential, are challenged, have an opportunity to grow and at the same time repay their study loan and jumpstart their career.



Nicolay worked out his idea and started building the company. In 2013, through his Dutch roots, Nicolay came into contact with Martijn Bakker. Martijn is a young successful serial entrepreneur and the perfect technology partner for Nicolay's idea. In the past few months the MySlate.com team has been completed with other key contributors and the idea has evolved into a very promising online business concept, ready to start its operations and grow.

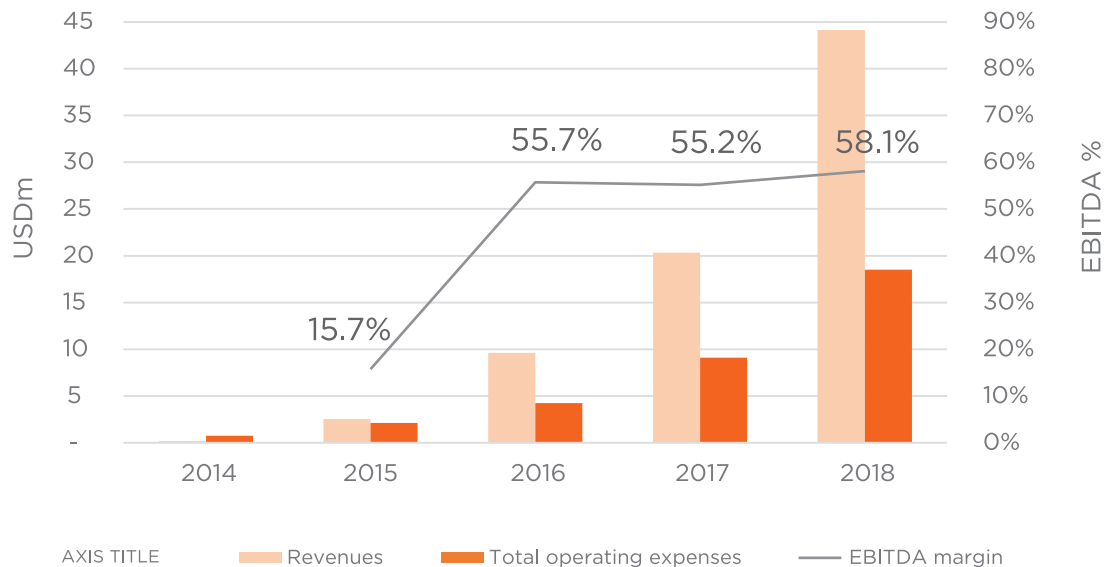
1.2 Business & Market Overview

MySlate.com combines the best components of personal online profile sites with state of the art Matching technology. MySlate.com can be seen as a LinkedIn, Viadeo or XING for college students. MySlate.com uses sophisticated technology to match students with companies that are interested in their profiles, and companies with students that meet their job requirements. The match is made between the profiles of students¹ and the professional criteria that are set by the company. Once a match is made, an invitation is automatically sent out to the anonymous student who can either choose to accept or reject it. Once the student accepts the invitation he or she is added to the interest pool of that company. Here the students can communicate with the company to find out about potential internships, part time jobs, recruitment events and more. Also the company recruiters can directly contact the students in the pool without the limitations existing in more old-school recruitment models. The goal is to enable building a mutual beneficial relationship between students and companies before the student graduates.

1 / Profiles on which they record and showcase their experiences and achievements

1.3 Key Financial Data

MySlate.com's financial plan shows a strong revenue and profitability growth and will be generating positive cash flows within one year of operations. By December 2018, MySlate.com will approximately have two million student profiles and 23,500 subscribed companies in its database, generating USD44.1 million in revenues and EBITDA of USD25.6 million. To put this conservative plan in perspective: this represents only 9% of the 21.8 million students that attended American colleges and universities in 2013², and only 3.6% of the 660,000 companies with 20 or more employees³.











MySlate.com has successfully raised \$70,000 from angel investors. These funds have been used to further develop the business plan, MySlate.com's platform and design. The company is now aiming to raise \$1,000,000 in its Series A investment round as to be able to work and successfully launch and market MySlate.com per September 1st, 2014.

2 / National Center for Education Statistics, 2013

3 / U.S. Census Bureau, 2008

1.4 Investment highlights

-  MySlate.com is well advanced on its path to roll out its business plan and technology platform in the US.
-  The company has a well-balanced and thought-out plan to grow its business rapidly, to a scale and a turnover beyond USD44.0m by 2018.
-  The company's talented, young and eager management is supported and advised by seasoned veterans with an outstanding track record, it represents one of the most capable in the sector.
-  The company has secured a firm technology platform for its business; clear marketing strategy, well defined milestones and a vision to grow its business.
-  The company is filling a huge gap in the market and brings a solution that solves challenges that almost every student in the US is faced with.
-  The company has a real and well defined opportunity to become the leading matchmaking platform for young professionals and companies.
-  MySlate.com provides an outstanding developed opportunity, requiring a modest capital injection to reach self-sufficiency in its capital requirements through robust cash generation.
-  MySlate.com offers the ideal platform to enter in an untapped market in a meaningful way, and in a young, refreshing and exciting internet investment.

1

This page of the
MySlate.com Business Plan
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A man with a beard and short hair is smiling, looking slightly to the right. He is wearing a light-colored, long-sleeved shirt. He is sitting at a desk with an open book in front of him. The background is a library with bookshelves filled with books. The entire image has a warm, orange-red tint.

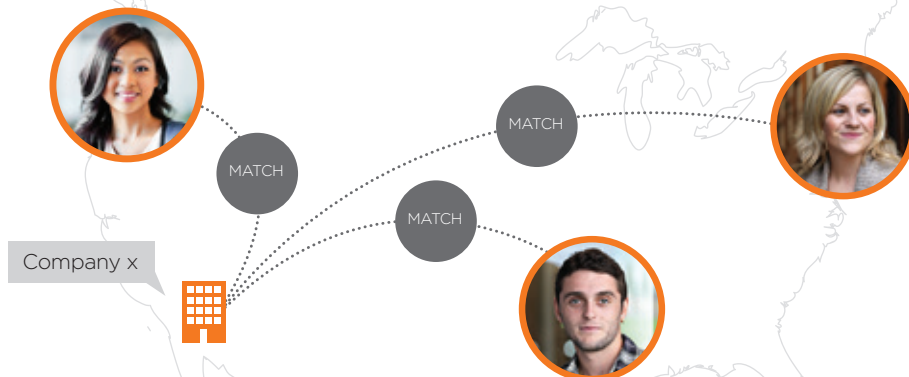
2

Who we are

Our mission

MySlate.com's mission is to connect future professionals and companies in an easy and efficient way to support the selection and hiring processes and pave the path for successful careers.

To achieve our mission, we use sophisticated web based matching technology through our websites and mobile applications, to help future professionals find the best job possible and companies hire the best candidates for their job openings.



2.1 Our Vision

The starters market of college students looking for their first job is fragmented and insufficiently digitalized, thus making it hard for students to find the best jobs and for companies to find the best students.

Because of the old-school recruitment model, employers will frequently hire overqualified elites to take the jobs instead of college students who are equally qualified or who better meet the job requirements. Although hiring overqualified elites may sound like a good thing, the downside is that these elites usually cost more, more often than not they won't stay with the company for a very long time as there are better and more suitable opportunities out there for them. Another problem with the overqualified elites is that there aren't many of them out there. As the baby boomers are aging in a fast pace (in 2030 there will be 72.1 million older people, more than twice the number than in 2000).⁴ And with all the competition for recruiting the elites the pool gets smaller and smaller. The fact of the matter is that companies are going to have to find students that are just as qualified for their job openings, which is hard to do without a sophisticated matching technology.



Starting in their early college years, through MySlate.com students will be able to match their profiles of achievements with the potential employee profiles of companies; this happens automatically each time they edit their profile. As a result, when there is a match the students will receive automatic network requests from these companies. When the students accept such requests they will be matched with part-time jobs, internships, business courses and events, trainee programs and full-time jobs only from companies they have actively accepted. This helps to refocus and calibrate the courses they enroll in and enables the creation of a connection between students and their desired future employers in terms of role, knowledge, location and culture.

4 / http://www.aoa.gov/Aging_Statistics/

2.2 Our Beliefs

Since the rise of the Internet borders between nations have slowly faded, now students from all over the world compete with each other for the best jobs and companies increasingly compete with each other for the best students. In a market where finding the right talent will prove to be a growing challenge, being able to build an early relationship and pin point the right candidates is a big advantage. In the digital age many of the best jobs can be done remotely. Consequently the amount of applicants for these jobs increases significantly, making the recruitment process even more difficult to manage. Current developments already show that individuals are working more and more jobs throughout their career. Instead of receiving a golden watch at the end of a long successful career, people are already working 15-20 jobs throughout their life and this number is increasing. This means that the switching of employees is going to be much higher in the coming years and, therefore, the need for an efficient matching platform to keep up with this fast pace recruitment market is vital.

Match yourself to Great Jobs!

Companies are now searching worldwide for the most economical way of finding an employee for their job opening. MySlate.com offers the tool to help students build a relationship, connect and match their achievements in the early stages of their college experience. Companies on the other hand can efficiently and cost effectively find the right student for the job at an early stage. MySlate.com can influence and build a relationship with and between students and companies, a long time before they actually graduate.

2.3 Our Management Team



Nicolay Lameijer, CEO

He's a junior student at Chapman University majoring in Business Administration with an emphasis on Entrepreneurship. Raised in the Netherlands, Spain, and the United States Nicolay is fluent in over 3 languages (Spanish, English and Dutch) and has built an international perspective about students and jobs.

Because of his international schooling background at Aloha College, Nicolay is well connected with students all over the world, which will be important for the market expansions of MySlate.com. During his senior year at Beckman high school, Nicolay ran for and served as treasurer for the senior class on ASB. Through ASB Nicolay has access to a big network of young, motivated and outgoing college students all over the United States, which will be important in the recruitment of MySlate.com ambassadors. Currently Nicolay is a member of the International Fraternity of Phi Gamma Delta; also known as FIJI, which is an expansive network of motivated and involved college students. Over the summer of 2013 Nicolay interned at a Social Media consulting agency in the Netherlands known as Social Embassy. At Social Embassy Nicolay performed a research known as the Social Media Monitor, ranking the top 100 companies in the Fortune 500 based on their social media. At Social Embassy Nicolay also translated multiple marketing strategies from Dutch to English for clients such as Ferrero and Unilever.

2.3 Our Management Team



Martijn Bakker, CTO

He's a graduate (2002) from Erasmus University in Rotterdam, the Netherlands. He majored in Business Administration with an emphasis on Information Management. Martijn bought his first personal computer at the age of 8 (1985), he is very analytical and has a passion for internet design & technology for more then two decades.

He started his career at a large insurance company where he made a name for himself by solving complex business issues that saved the company a lot of money. He was promoted to financial controller and worked in this position for a few years on an interim basis. He started his own Internet Company during that time at age 23 and has worked for professional clients worldwide. He is used to being the link between business- and technical people. With his company he works or has worked for a series of well known clients in the Netherlands, like KPN, Guhl, Sdu Publishers, Discovery Channel, Loewe, RTL Television, KNZB, Erasmus University and Duvel. Typical products of his company are websites, web applications, (pre-)publishing systems and native Apps. His company has always operated its own server location, the employees and business partners are very knowledgeable when it comes to computer networks, server installation and management.

Martijn has a good national and international network on management level and is fluent in Dutch and English. He is married and has a daughter of two and a second child on the way. When he is not working or spending time with his family he loves rowing, cycling and skiing.



Layla Lameijer, CMO

She's a sophomore at Chapman University (Orange County) majoring in Business Administration Marketing Emphasis and a minor in Psychology. Layla has worked as an intern at Symbaloo (Costa Mesa) for 3 months, where she became Symbaloo certified and networked at the ISTE conferences in 2012 and 2013.

She will be interning at M2 Media (Netherlands) for 2 months, where she'll become Google AdWords certified and learn the culture of a marketing company. Layla is currently a member of Gamma Phi Beta, a Greek organization on campus, giving her access to a large social network of aspiring young women all over the United States and Canada. In the past she attended Aloha International College (Spain) expanding her worldwide connections. She has been a consistent Honor Roll student and is member of the National Scholar Collegiate Society (NSCS).

2.4 Electo.me Board



Klaas Lameijer

He's a serial entrepreneur in over 20 companies and is currently building and growing Dutch Internet company Symbaloo.com in the US. In 1990, at age 31, Klaas started his own marketing consulting advertising agency, LaMarque. Within seven years it became the largest and most profitable privately-owned advertising agency in the Netherlands.

From 1999 to 2002, Klaas Lameijer was instrumental in shaping the incubator industry in the Netherlands when he participated in the founding of two new companies, Newconomy and Twinning. These incubators are still recognized as the first effective incubator concepts in Holland. From 2003 to 2008 Klaas assisted in the business development of three Dutch telecommunication companies: Telfort, Scarlet and 1850. Over the past three years, Klaas' primary focus has been on boosting two specific businesses through his company Blinkvalue Investment: Retsly and Symbaloo. Retsly is a content integrator of multiple MLS housing listings. Klaas is coaching the management team to be more successful. Symbaloo is a portal that allows users to organize and collate their favorite Web bookmarks in their own personal online "webmix," which is comparable to folders that group together topic-specific URLs. Symbaloo was designed, initially, for teachers. For educators, it provides a way to visually gather and navigate through educational programs. Since living in the US Klaas has built up an extensive network in the field of education and serves as the primary advisor for MySlate.com.



Martijn Bakker

You've just met him at the previous page

2.4 Electo.me Board



Maarten van Rossum

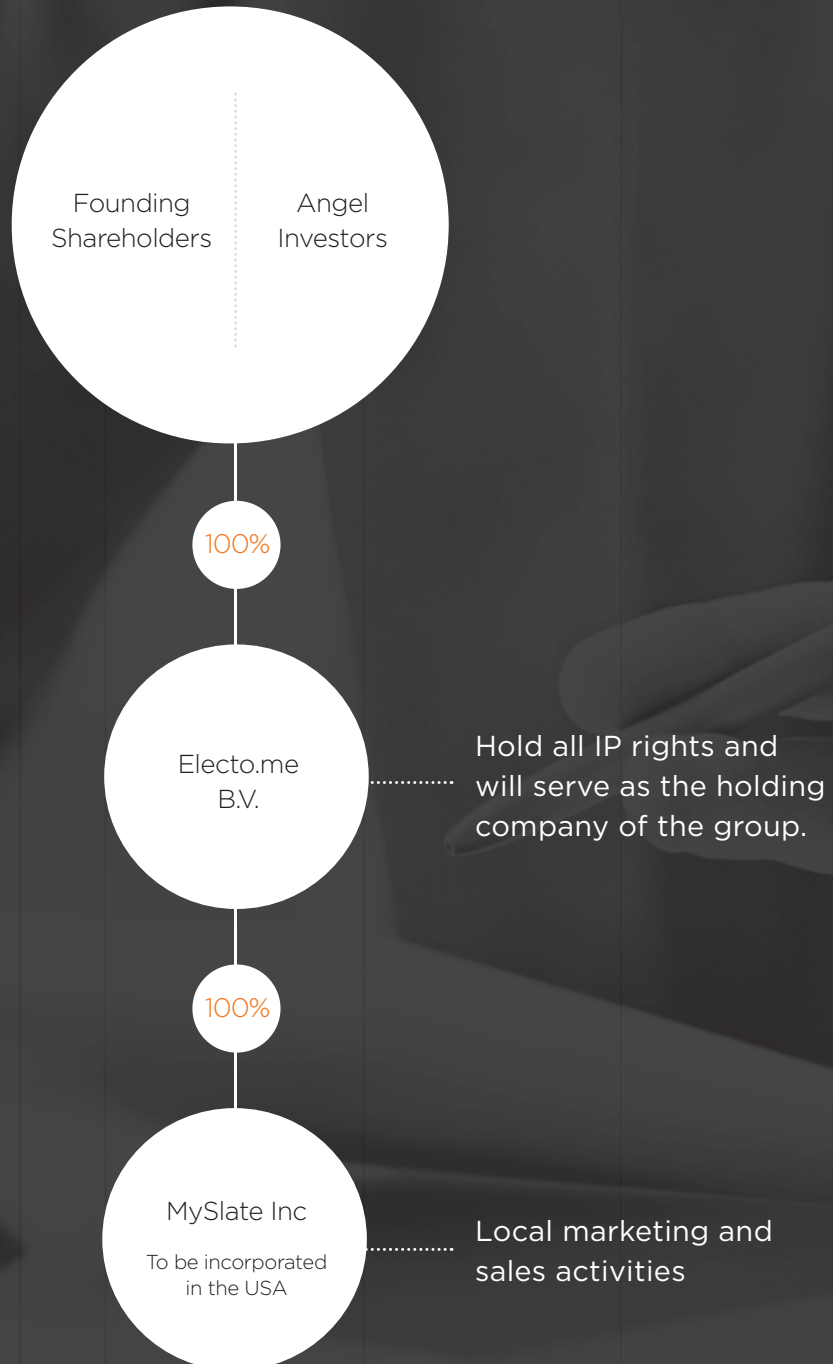
He's a Chartered Accountant with a Master in Business Economics from the University of Nijmegen and a Master in Financial Law from the University of Rotterdam. During his studies, Maarten studied a semester in the United States and had internship positions at renowned listed companies like ING Bank, Lufthansa Technik in Hamburg and BESI - BE Semiconductor Industries N.V.

After his Master in Business Economics he started his career (2002) at the audit firm PwC in Amsterdam, where he worked for various (listed and globally operating) clients in a variety of industries. Among managing audit mandates he was a trainer for PwC staff in various areas in the Netherlands and abroad. In the fall of 2007 Maarten moved to Zürich to join KPMG's M&A advisory department where he managed engagements and advised on a large number of cross border sell- and buy-side transactions in a wide range of industries. As a result of the global financial crisis of 2007–2008 he also advised on corporate recovery/restructuring of various companies.

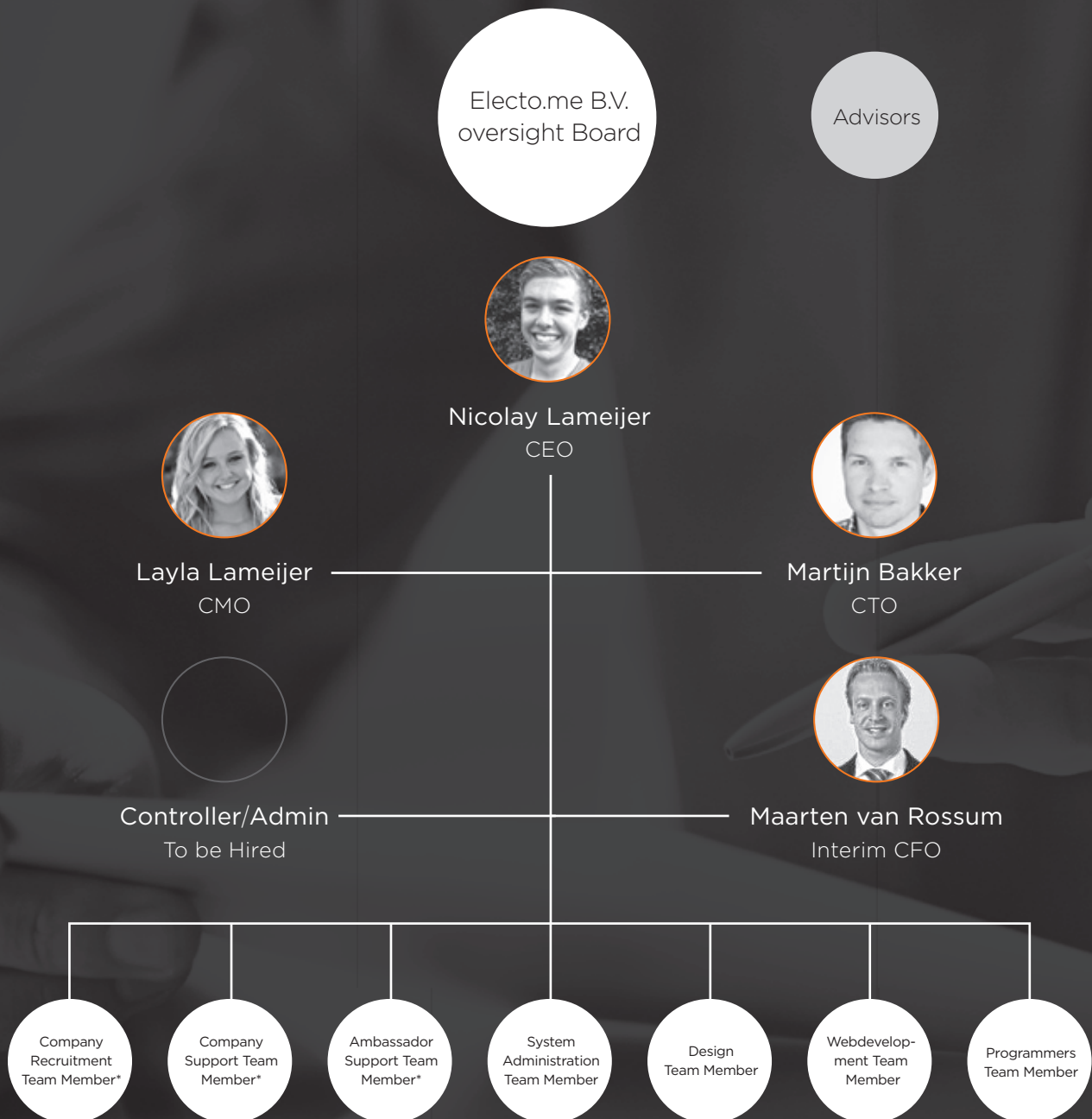
Maarten currently holds the position of CFO at a renewable energy technology company where he is responsible, among others, for fundraising activities, investor relations, business development, financial reporting, legal affairs and corporate governance.

Maarten is fluent in Dutch, English and German and through his experience he has built a strong national and international network in the financial services and alternative investment industry. In his spare time he can be found in the Alps either in running shoes, on skis or snowboard or on a rope climbing mountains.

Legal Structure



Organisational structure



* To be hired 2014/2015



3

The Global Student Job Market



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12

Business Plan : Financial Information

Financial information

12.1 Preparation of the financial plan

MySlate.com's financial plan has been prepared by management in/for the first quarter of 2014. The financial plan takes into account the planned legal and operational structure of MySlate.com where the majority of the activities will take place in the United States. The financial plan has been prepared on a bottom-up basis, based on detailed assumptions on the key operational activities and taking into account the ambitions and milestones as described earlier in the business plan. Third party market data and input received from potential customers and suppliers has been used for support of the assumptions and validation of public information. For details on the assumptions we refer to the "assumption book" worksheet in MySlate.com's financial model.

12.2 Financial plan

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| Key financial indicators | | | | | | |
|-----------------------------|-----|----------|---------|---------|---------|-----------|
| USD'000 | | FY2014 | FY2015 | FY2016 | FY2017 | FY2018 |
| Cumulative Student Profiles | # | 17,460 | 137,460 | 377,460 | 917,460 | 1,997,460 |
| Cumulative Companies | # | 364 | 1,764 | 4,441 | 10,794 | 23,500 |
| Revenues | USD | 179 | 2,523 | 9,605 | 20,332 | 44,161 |
| Total operating expenses | USD | (750) | (2,126) | (4,253) | (9,110) | (18,512) |
| EBITDA | USD | (571) | 397 | 5,352 | 11,222 | 25,649 |
| EBITDA margin | % | (319.6%) | 15.7% | 55.7% | 55.2% | 58.1% |
| Nr. of FTE | # | 5 | 29 | 50 | 109 | 217 |
| Free operating cashflow | | (449) | 610 | 5,663 | 10,667 | 24,258 |

12.2 Financial plan

MySlate.com's financial plan shows strong revenue and profitability growth and will be generating positive cash flows within one year of operations. By December 2018, MySlate.com will have approximately two million student profiles and 23,500 subscribed companies in its database. To put this conservative plan in perspective: this represents only 9% of the 21.8 million students that attended American colleges and universities in 2013 and only 3.6% of the 660,000 companies with 20 or more employees .

Total operating expenses are mainly driven by salaries and acquisition cost (83% in FY18), whereas the majority of cost in year 1 are in platform development and marketing cost (73%). Given the nature of MySlate.com's business, the key cost drivers for the company are the costs to acquire new students and companies to the database. These costs mainly consist of acquisition costs driven by salaries of MySlate.com's ambassadors and sales staff at headquarters. Furthermore, significant investments in acquisition via social media (Facebook, AdWords and others) are made to grow its business. For detailed financials we refer to Appendix C and MySlate.com's financial model.

Use of Proceeds

MySlate.com has successfully raised \$70,000 from angel investors (for 2% of the company's shares in holding company Electo.me B.V.). These funds have been used to further develop the business plan, MySlate.com platform and design. The company is now aiming to raise \$1,000,000 in its Series A investment round to be able to work and successfully launch and market MySlate.com per August 1st, 2014. The Series A funding from third party investors will be used for:

- Completion of its technological platform for the US market (USD400k)
- Further development of its operational business by expanding staff (USD350k)
- Investing in promotion and growth (USD250k)

The proceeds are divided up between the development team in the Netherlands and the marketing team in the United States. During the first half of the first year most of the proceeds are allocated to the development team in order to build the platform. During the second half of the first year, more of the proceeds will be allocated to the marketing team in the US. The marketing team at this point will have launched the platform and will need funds to sustain all activities that revolve around the launch.

41 / National Center for Education Statistics, 2013

42 / <http://www.census.gov/econ/smallbus.html>

12.2 Financial plan

Exit Scenario's

MySlate.com is active in the recruitment market and therefore the most obvious exit scenario lies with a strategic investor in the same market. These investors could be companies like LinkedIn, Monster, Craigslist, or a large traditional recruitment office that is looking for a leapfrog acquisition. Since MySlate.com also dedicates itself to getting college students ready for their career there are exit options in the education market too. Many companies nowadays are involved in the education market so there are lots of possibilities. Some of these companies include Google, Microsoft and Blackboard. Given its extensive database other companies like Facebook, Twitter or Pinterest could be potential investors/acquirers as well. Going public would be another route for investors to capitalize on their investment. Various successful IPO's like Facebook and LinkedIn show that there are many investors interested in the industry.

Investment highlights

- MySlate.com is well advanced on its path to roll out its business plan and technology platform in the US.
- The company has a well-balanced and thought-out plan to grow its business rapidly, to a scale and a turnover beyond USD44.0m by 2018.
- The company's talented, young and eager management is supported and advised by seasoned veterans with an outstanding track record, it represents one of the most capable in the sector.
- The company has secured a firm technology platform for its business; clear marketing strategy, well defined milestones and a vision to grow its business.
- The company is filling a huge gap in the market and brings a solution that solves challenges that almost every student in the US is faced with.
- The company has a real and well defined opportunity to become the leading matchmaking platform for young professionals and companies.
- MySlate.com provides an outstanding developed opportunity, requiring a modest capital injection to reach self-sufficiency in its capital requirements through robust cash generation.
- MySlate.com offers the ideal platform to enter in an untapped market in a meaningful way, and in a young, refreshing and exciting internet investment.

13

Process & Contact Information

Process & Contact Information

Interested investors are invited to take part in a sales process in which bidders are asked to execute a non-disclosure agreement in order to receive additional diligence materials. Management meetings will be held for selected investors and the company will be available to answer all questions. To discuss your interest in the Company or for any information and enquiries relating to MySlate.com, or to propose a transaction, please contact exclusively the individual listed below.

Primary Contact

Maarten van Rossum
 Phone: +41 79 599 98 19
 Email: Maarten@MySlate.com

MySlate.com Team

| Team member | Phone | Email |
|--------------------|-------------------|---------------------|
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| Martijn Bakker | +31 6 14 18 27 94 | Martijn@MySlate.com |
| Maarten van Rossum | +41 79 599 98 19 | Maarten@MySlate.com |
| Klaas Lameijer | +1 (949) 579-0150 | Klaas@MySlate.com |



14

Addendum



This section of the
MySlate.com Business Plan
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an indication of interest and
an introductory call



mySlate

