

APP
Securities

Asia Pacific
Prudential Securities

The logo for 'hi pages' is centered in the image. It features the word 'hi' in white lowercase letters inside an orange house-shaped outline, followed by the word 'pages' in a bold, black, lowercase sans-serif font. The background is a faded, high-angle view of a city skyline with various skyscrapers and a prominent tower with a spire.

hi pages



APP Disruptive Technology Lunch Series

Roby Sharon-Zipser
Co-founder & COO

About us



- Bachelor of Commerce, UNSW and CA graduate member of AICD
- Prior to hipages, held senior roles with Allco Finance Group and PwC
- David holds a Bachelor of Engineering, UNSW
- Prior to hipages, David was a senior manager at IBM
- Started in a garage in 2004
- Grown to 270 employees

The Problem



Consumers



Tradies

- “I know I could spend hours looking for tradies, and sometimes I give up and things don’t get done in my house”
- “I want to know they are licensed and qualified to do my job”
- “I want to know that I’m getting quotes from the largest pool of talented tradies, available when I need them”

Ease

Trust

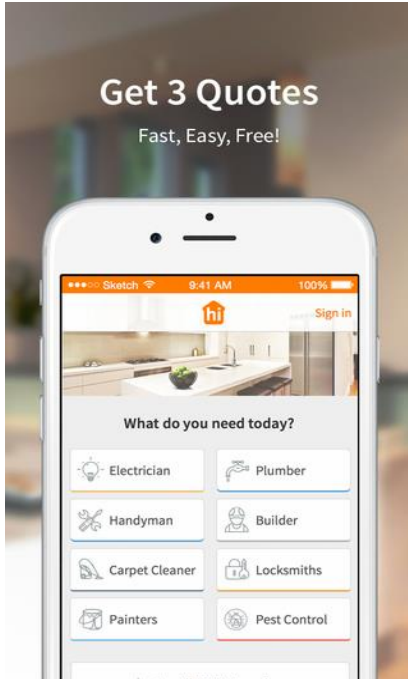
Availability

- “The changing world of online marketing makes it hard for me to know how to reach my customers”
- “I want someone I can trust to help me to sustain / grow my business”
- “I don’t want to receive leads that are outside my location, specialty or when I’m not available to take on the work”

What we do?

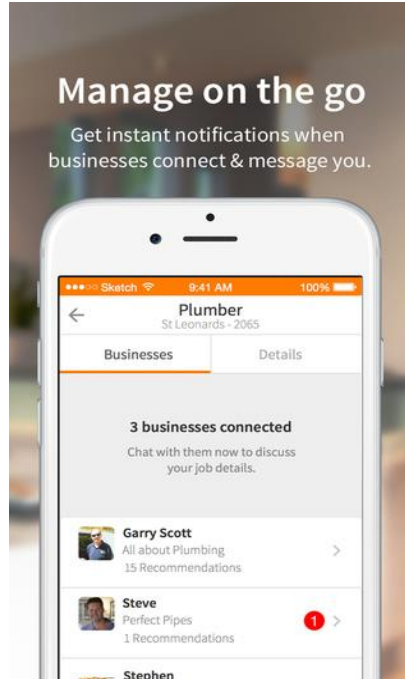
Get 3 Quotes

Fast, Easy, Free!



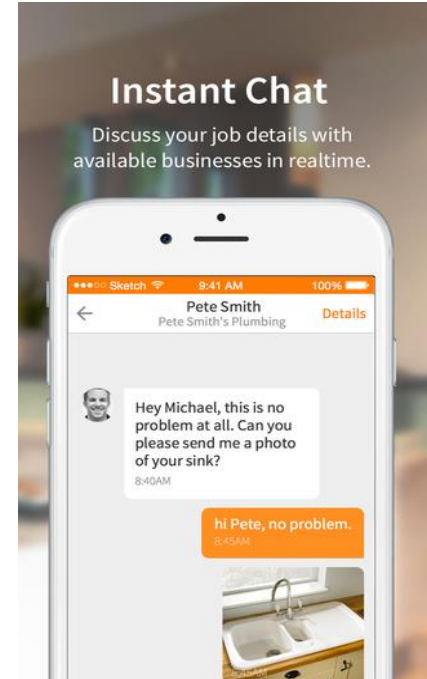
Manage on the go

Get instant notifications when businesses connect & message you.



Instant Chat

Discuss your job details with available businesses in realtime.



Example Job

Monday

3:29pm

Job Posted (ID: 2207370)



Cherie Gendre
Gutter Cleaning in Lower Plenty, 3093
Need cleaning of gutters on single story house and pruning of overhanging tree..



Connected with 3 Tradies...



Tuesday

1:14pm

Quote Provided: \$270



Daniel Ciobotaru
Daniels Maintenance & Services



Wednesday

9:24am

You have been hired

1:16pm

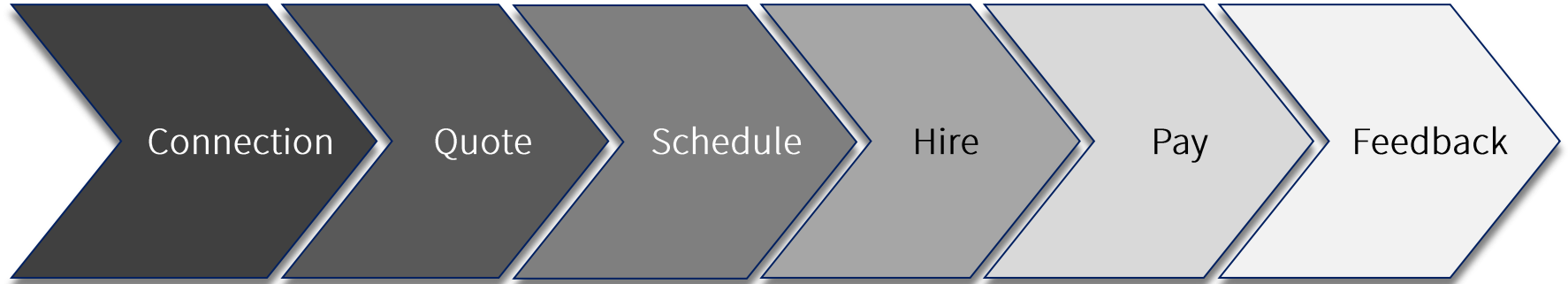
Gave Recommendation to Daniel



Cherie Gendre from Lower Plenty, 3093
"Daniel was fantastic, arrived on time for quote and job. He was friendly, professional and we are very satisfied with the job done. Will definitely use him again..."

The end-to-end platform addresses major pain points...

Repeat Jobs



Messaging Platform

Business model

Subscription

+

Pay Per Lead

or

Value Caps

\$298 Annually

\$1 - \$60 per lead

From \$69 a month

Investors

News Corp

 **australianethical**

Z ELLERSTON CAPITAL

Right Click
CAPITAL 

Partners



Ray White.

 **REA Group™**



Investment



startlocal

Awards

 **EY Entrepreneur
Of The Year®**
2016 Finalist

FINANCIAL REVIEW 2016 most
INNOVATIVE
companies

OPTUS 

Deloitte.
Technology Fast50

Metrics

Jobs posted
92,000+ / month

Value of jobs posted
\$1.4bn / year

Registered Tradies
80,000

Users
1.25m

Site visits
2m+

Written recommendations
120,000

Consumer app downloads
175,000

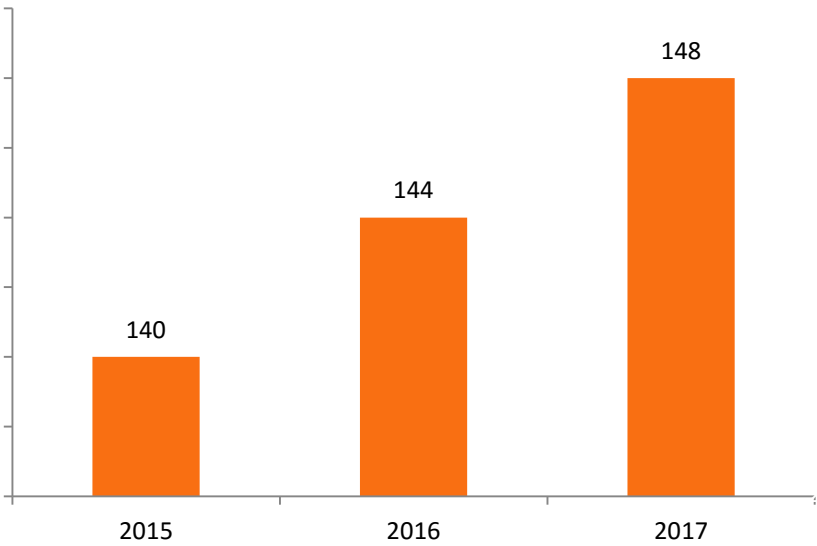
Tradie app downloads
45,000

FY16 Revenue
\$28m

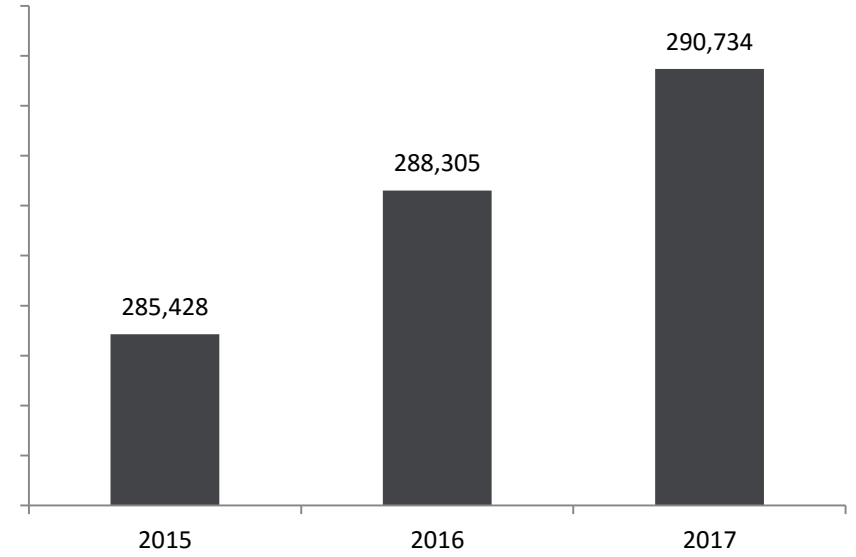
Growth
40%

The home improvement market

Market revenues (\$bn)



Number of trades businesses



Our Tradies

