



Redefining the Future of Consulting

Mindhive takes on important global challenges and solves them with the power of 9,000+ expert minds.

Capital Raising.
Professional and sophisticated investors only.

Consulting faces disruption



“[W]e’re still early in the story of consulting’s disruption... More likely than not, alarms won’t sound until it’s already too late in the game.”

Clayton Christensen | Killing



“...Lynes further predicts that the future of management consulting will move towards a gig economy”

Traditional Management Consulting – The End Of An Era | 2018



“...major trends such as crowdsourcing, the gig economy and ‘SWAT teams’ are set to transform the way businesses globally procure external advisory, putting an end to traditional management consultancies.”



Increased Efficiency by Push of a Button: How Complex AI is Disrupting Strategy Consultancy Sector

Published on 14 February 2018, 2018
Sam Bani
256 Views, Strategy & Partnerships | @forprofitforpurpose | 1 Article | Follow

In memory of Clayton M. Christensen, who took one big idea about the power of innovation to disrupt and change all of our lives. May he rest in peace.

Introduction: For Profit For Purpose

It is irrefutable that AI would transform the consultancy sector, promising to provide clients with better, more reliable insights while at the same time reducing costs. Nevertheless, this is only the starting point as the next milestone for AEs is to



The Economist
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McKinsey is under scrutiny like never before, and is facing questions about its scope and mission as a firm

ECONOMIST.COM

The high priest of management consultancy faces disruption

Rethinking McKinsey

6,005 views | Jun 7, 2019, 07:55am

How 'Flexing It' Is Transforming Management Consulting In India

Jon Younger Contributor @ Careers
I write about the freelance revolution and the future workforce.



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COMPETITIVE STRATEGY

Consulting on the Cusp of Disruption

by Clayton M. Christensen, Dina Wang, and Gopak Venkatesh
From the October 2013 issue

Summary Save Share Comment Print Buy Cover

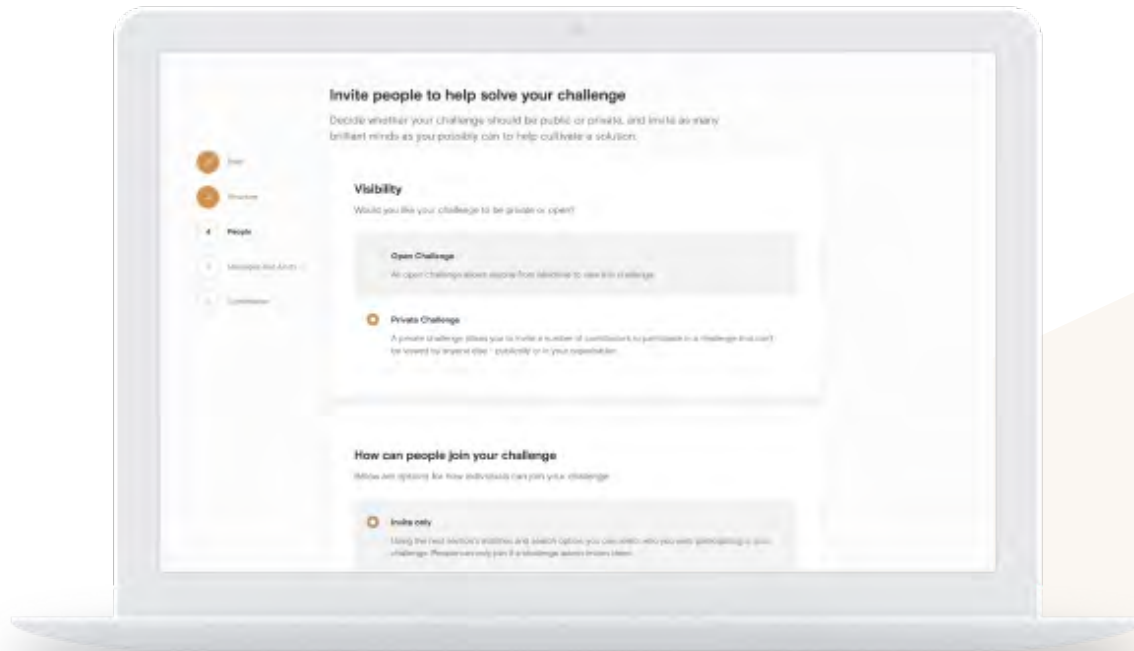
After years of debate and study, in 2007 McKinsey & Company initiated a series of business model innovations that could reshape the way the global consulting firm engages with clients. One of the most intriguing of these is McKinsey Solutions, software and technology-based analytics and tools that can be embedded at a client, providing ongoing engagement outside the traditional project-based model. McKinsey Solutions marked the first time the consultancy unboundled its offerings and

The Problem with Traditional Consultancies

- Labor intensive, relationship based and expensive
- Outcomes and reporting are latent and not instantaneous
- Expertise is limited to in-house consultants and not a global network
- Insight is one directional rather than engaging, shared and collaborative
- Unable to categorise and prioritise key points for immediate and ongoing discussion
- No AI driven real time predictive insights and mapping
- Limited ability to convene and curate a complex discussion to a resolution



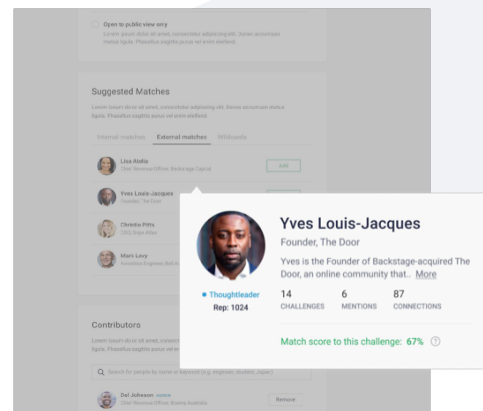
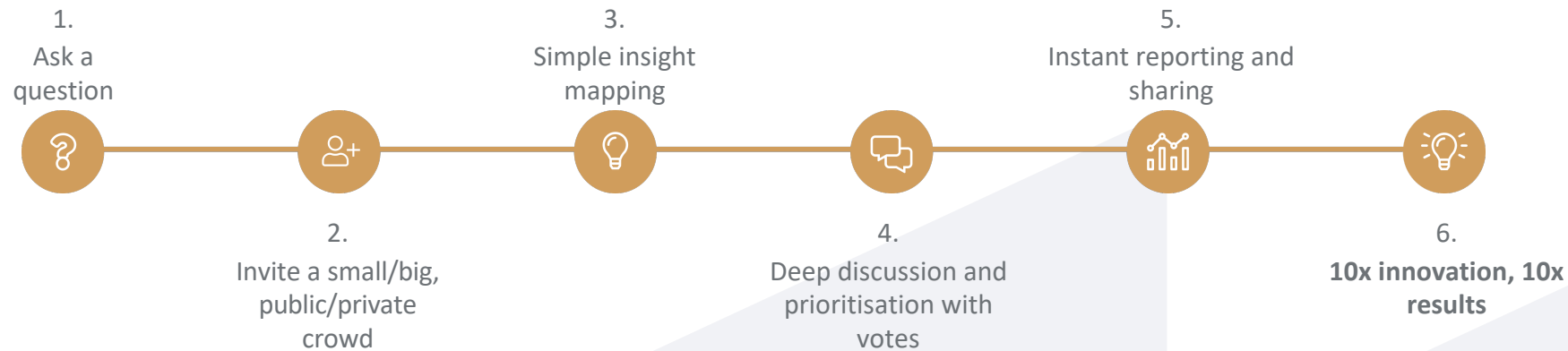
We've got a solution: Shared economy, smart tech and speed.



A scalable crowdsourcing platform built on proprietary technology enabling the disruption of all layers of the consulting industry with instant reporting, natural language processing, AI driven predictive insights, and maximised global user reach and engagement delivering diverse solutions at reduced costs, increased speed and secured on blockchain.

How Mindhive works

Solve problems, understand issues, obtain ideas, test solutions, and extend resources by harnessing the power of a globally connected network of minds, expertise and skills.



- As the online moderator, you can ask up to 1,000 AI matched participants, employees, partners or customers, open-ended, multi-punch or poll questions in public or private mode.
- Participants respond in their own words, in real time. Participants vote.
- AI runs in the background to instantly analyze responses and help surface participant insights into a summary report.

What have we delivered recently?



QLD Department of Transport and Main Roads

Transport and Main Roads used Mindhive to bring together people from across their large department and develop consistent thinking and leadership on digital disruption.



Royal Melbourne Institute of Technology

RMIT's Evaluating Communication for Development team used Mindhive to coordinate a closed asynchronous discussion online amongst familiar contributors in their International Expert Advisory Group (IEAG).



National Roads and Motorists' Association

The team at NRMA asked: "How can we promote more investment in infrastructure?" The Mindhive went into overdrive. A huge array of diverse experts across Australia quickly built a report that introduced new long-term solutions to financing Australia's infrastructure needs.

What are we currently working on?

How do we recover from natural disasters?

How does an employer get the best from a work force of 2 million?

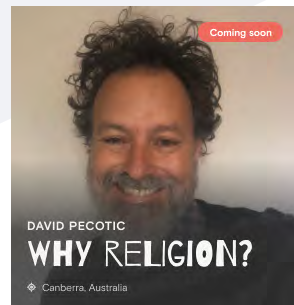
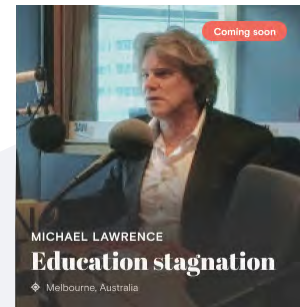
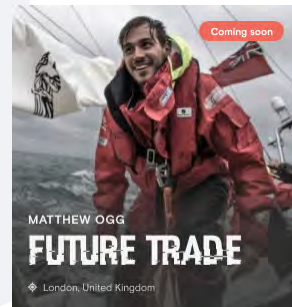
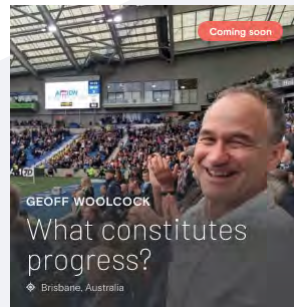
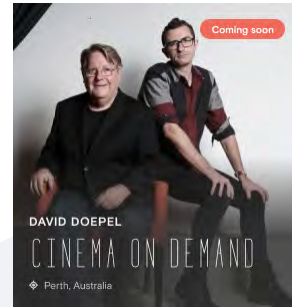
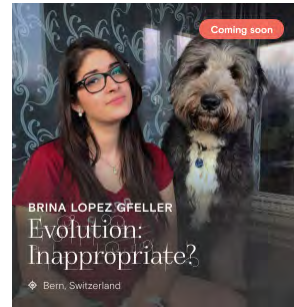
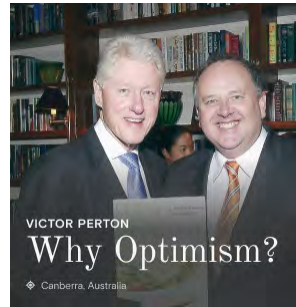
How can we keep pace with the additional cyberthreats posed by IoT connected devices?

How do we become more efficient with water use and build long-term resilience for drought?

What does a smart building really look like?

Where's the next Silicon Valley?

What is our community working on?



What's the Business Model?

FREEMIUM

Join the Mindhive community and share and discover insights.

Free

- ✓ Create an individual and/or company profile and status
- ✓ Share your insights
- ✓ Post public/private challenges
- ✓ Find and request to join public and private challenges and questions
- ✓ Follow and connect with thought leaders and contributors
- ✓ View live and archived challenges
- ✓ Unlimited access to the most insightful thinkers and doers you won't find anywhere else.

PREMIUM

Get even more out of Mindhive with access to networking and features

\$12.99/month

- ✓ Exclusive community networking and direct messaging with contributors
- ✓ Early access to new features including:
 - Tools marketplace
 - Predictive insights
 - Premium match-making
 - In-depth analytical tools
- ✓ Unlock premium badges for status and participation
- ✓ Quarterly Insight Magazine inc. Industry trends report - For challenges and insights
- ✓ Mindhive Academy

PREMIUM+

Even better as a team

\$9.99 (50-499 users)
\$7.99 (500+ users)

- ✓ Discounted rates
- ✓ Dedicated team profile
- ✓ Dedicated customer success team
- ✓ High level data for live challenges
- ✓ Unlimited use of all Mindhive features
- ✓ Built-in security and compliance



Global Consulting Market Size
\$250bn in 2019



\$500bn by 2025



85% of the top 100 global brands use crowdsourcing multiple times a year.

A global strategic partnership

February 2020: Mindhive partners a new channel deals with **Deloitte**.

As part of a revenue-sharing partnership, Deloitte’s 350,000 staff and customers will be able to use Mindhive’s technology to improve the efficiency of their consulting and market services.

The new initiatives launches Mindhive's new software- as-a-service (SaaS) distribution model, which it will offer in addition to its platform-as-a-service (PaaS).

Mindhive’s SaaS offering will appeal to the small-and-medium enterprise market.

The SaaS offerings bring a new approach to Mindhive’s business model and will benefit clients with more agile and flexible solutions.



Who are our customers?

Mindhive has 8 Premium+ clients



Department of Aboriginal and Torres Strait Islander Partnerships, Queensland Government



The Australian Trade and Investment Commission



Queensland University of Technology



Australian Small Business and Family Enterprise Ombudsman



Department of Premier and Cabinet, South Australia



Queensland Outdoor Recreation Federation



State Emergency Services, South Australia



Bluegrass Consulting

How our customers are using Mindhive



“Of our 1,100 people, we had over 900 people across the organisation participate and even better, we had 378 ideas launched.”

Dr Stephanie Fahey
Chief Executive Officer, Australian Trade and Investment Commission

[Link to video](#)

Who are our crowd?

The true power of Mindhive lies in its 8000+ global community. Since launch, Mindhive has attracted the world's most innovative thinkers and doers from government, education, business, healthcare and not for profit. A community united by their desire to become more insightful and make a difference. Mindhive enables them to cast the net wider, grow their influence and impact the issues that matter to them.

8300+



"While providing a modern mechanism for solving problems of complexity and scale, Mindhive's hidden value is the engagement of disconnected knowledge often overlooked in corporate models."

Ton Ha

Senior Consultant | Product, User Experience and Branding



"My Mindhive membership is very useful way for people with varying expertise and interests to contribute to common topics and together find their way into novel solutions."

Peter Grimbeek

Statistics & Methods Counsellor (retired)

★ PREMIUM



"As a member I get to solve problems, understand issues, obtain ideas, test solutions, and extend resources by harnessing the power of a globally connected network of minds, expertise and skills. What's not to love?"

Karen Orford

CEO Voopes & Co-Founder Vikatron Inc



"I love Mindhive's membership – it allows me to connect with others who are as passionate about the same challenges and opportunities as me. I also like receiving the magazine on what's trending around the world."

Timothy London

Product and Design

★ PREMIUM



"...unlike most blog posts I've ever published, we got very quick, highly relevant and sophisticated comments back from the Mindhive community."

Dr Jessica Noske-Turner

Lecturer in Media and Creative Industries at Loughborough University London



"Mindhive helped me have conversations with people from multiple areas of expertise. Having conversations – rather than just a survey – really helps clarify the starting points of different stakeholders – and get to better solutions."

Alexandra McCallum

Writer, Storyteller, Arts Manager & PhD Candidate at Alexandra McCallum Consulting

★ PREMIUM



"Mindhive's "non-linear" approach to problem-solving is tapping into resources and insight that were unseen and previously inaccessible. It's the shared economy for true impact – Brilliant."

Michael Fox

Investor, Entrepreneur, Adjunct Professor and Troublemaker | MIT Venture Mentor



"As a member I get to solve problems, understand issues, obtain ideas, test solutions, and extend resources by harnessing the power of a globally connected network of minds, expertise and skills. What's not to love?"

Rosie Odsey

Special Operations & Strategic Marketing Consultant

★ PREMIUM

What have we built?

Our software framework consists of a Vue.js front-end application in combination with a full RESTful API back-end application using the Django Rest Framework. We break our technology stack up into 4 categories:

Application and Data

Nginx, Python, JavaScript, Vue.js, Django, Django Rest Framework, Redis, PostgreSQL, Amazon EKS, Amazon EC2, Amazon S3, Amazon RDS, Amazon ElastiCache, Docker, Celery

Utilities

Google Analytics, SendGrid, Stripe, Cloudflare

DevOps

Bitbucket, Amplitude, Sentry, Grafana, Prometheus, Amazon CloudWatch

Business Tools

Slack, Trello, Jira, Confluence, HubSpot

What do we need to build?

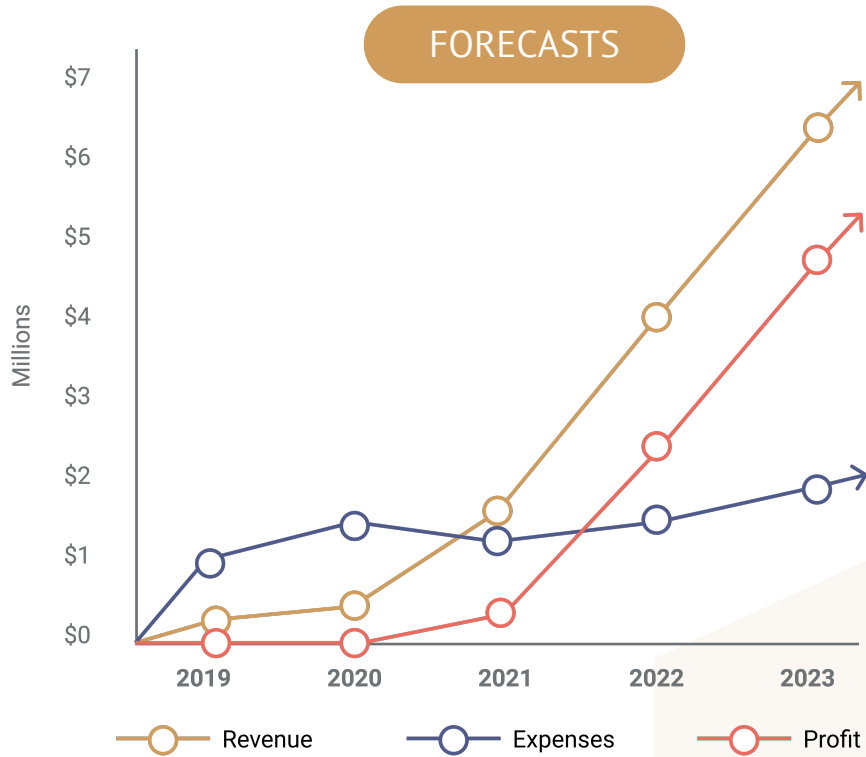
1. High performance match-making algorithms in order to align clients and users on relevant challenges. The success of the matchmaking algorithms will rely on accurately mapping high dimensional users to low-dimensional challenges
2. In-depth analytical tools in order to dissect insights created during challenges, gather key data points relating to the 'DNA' of an insight, and then track the key metrics of the insight creation lifecycle
3. A premium social network platform (Mindhive.Wax) mining anonymised topics and insights, automated resource link tags analysis, and provide real-time channel-based chat.
4. Novel machine learning (ML) algorithms in order to convert dialogue into insight based on the challenge generation
5. In-house natural language processing (NLP) algorithms will be designed for this purpose
6. An SDK (software development kit) to allow for development of a wider range of challenge generation methodologies. This will allow for a rich methodology ecosystem which gathers insight into which challenge generation methodology is the most robust and versatile
7. Tokenisation of insight combined with blockchain technology to reward, attribute and track unique insights

Growth Phases and Catalysts

“Key goals for investment? Strong 2019-2020 3rd and 4th Quarter. Continue to extensively harvest experts from global networks. Continue to mine talent from Europe and United States. Aim to materially add to existing Mindhive platform in Q1 and Q2 2020. Achieve positive cashflow from operations and sales. Engage strategic partners and investment. Commence global expansion. Leverage Deloitte partnership.” Bruce Muirhead (CEO and Founder)

	Growth - 80 beta-test orgs - Migrate 14k users - Target key clusters - Inbound Marketing	Engagement - Matchmaking Logic - Endorsements - Reputational Design - Referral Mechanics - Chat & Messaging	Monetisation - Contribute via social - Live video / audio - Tools Marketplace - Mindhive Academy - IP Tokenisation	Exponential - Predictive insight via machine learning - Secure ledger of insight tokens tracing insights to market value	
Impact	Community: 26,250 MRR: \$26,250 Stickiness: 15% NPS: > + 20 Client Retention: 50%	Community: 184,000 MRR: \$184,000 Stickiness: 20% NPS: > + 30 Client Retention: 75%	Community: 463,000 MMR: \$463,000 Stickiness: 25% NPS: > + 40 Client Retention: 75%	Community: 588,000 MMR: \$588,000 Stickiness: 25% NPS: > + 40 Client Retention: 75%	Community: 745,000 MMR: \$745,000 Stickiness: 25% NPS: > + 40 Client Retention: 75%
Investment	CSF: \$2.50 million				
	Jun 20	Jun 21	Jun 22	Jun 23	Jun 24

Financials: Historic & Projections



ANNUAL RUN RATE: \$			MONTHLY BURN RATE: \$106,000		
	2019a	2020f	2021f	2022f	2023f
Users	8,000	26.250	184,000	463,000	588,000
Capital Raised \$	1,.1m	2,4m	-	-	-
Revenue \$	115,090	144,088	1,287,768	3,769,405	6,335,783
Expenses \$	946,716	1,274,962	1,111,140	1,316,340	1,574,971
Profit (Loss) \$	(831,626)	(1,130,874)	176,628	2,453,065	4,760.812

KEY ASSUMPTIONS

- 7.7% of users are Premium customers
- Premium priced at 12.99 per month
- Break even Dec 2021

a = actual

f = forecast

Key Risks & Mitigation Strategies

Risk	Likelihood	Impact	Mitigation Strategy	Responsible
Key Person	Low	Low	Tied in with Equity and Incentive Plan	Board
Cash burn at end of runway	Med	Med	Deliver on growth targets, stay investor ready	CEO
Competition copies model & cannibalizes market	Med	High	Establish first mover advantage and reputation	CEO
Technology Malfunction	Med	High	Tight project ticketing and management User acceptance testing, platform backed up	CEO
Financial Market Crash	High	Low	Collaboration platforms are proving very popular in current environment	CEO
Operations & process malfunction	Low	Low	Tight operation controls and workflow testing	COO
Legal Compliance	Low	Med	Issues identified and professional advice obtained from Advisory Board and other professionals	Board
Failure to attract users and Premium users	Low	High	User acceptance testing and compelling value including rich platform content and activity	CEO

The Ask, Offer, Use of Funds & Exit Strategy

Ask & Offer	Total raising		AUD \$2,500,000		Exit Strategy
	Balance		AUD \$2,200,000		
	Pre-money valuation		AUD \$9,4m @ 22 cents		
	Ordinary shares		10,000,000 shares @ 22 cents		
	Equity offered		18.9%		
Use of Funds	Repay Convertible Note	\$300,000	14%	Likely to convert above \$500,000 raised	Exit Examples
	Capital Raising Costs	\$150,000	7%		
	Platform Development	\$800,000	36%		
	Marketing, International Expansion	\$300,000	14%		
	Fixed Assets	\$100,000	5%		
	Admin	\$200,000	9%		
	Increase Working Capital	\$350,000	16%		
	Total	\$2,200,000			
					<ul style="list-style-type: none"> • Parallel process around Dec 2021 • Trade sale • Tech based IPO
					<ul style="list-style-type: none"> • Presence of IT acquired by Deloitte • David Brookes as both an investor and mentor

Who's the executive team?



Bruce Muirhead
 Founder & CEO

Bruce is an accomplished executive with over 25 years experience in the consulting industry generating over \$40M. Bruce is a successful entrepreneur, developing and incubating platforms that have been recognised with nine national innovation awards. Bruce's experience in building global networks and relationships across Mindhive's key markets enables Mindhive to connect with, and develop, its position in these markets. Bruce holds postgraduate degrees from UQ and is a Graduate of the Australian Institute of Company Directors.

Eidos, Infoxchange, Boilerhouse



Matías Cecchetto
 Head of Engineering

Matias is an experienced and leading software engineer. Along the years, he has worked across a variety of areas, enhancing his skills as a functional analyst, developer, tester and DevOps. Most recently, building scalable, secure and reliable APIs and integrations with third parties. He has degrees in computer science, engineering and postgraduate degree in information technology from Universidad Tecnológica Nacional.

Adepto, Toyota, TECHO, Technological University of Argentina



Ton Ha
 Head of Product

Ton is a highly-experienced and successful product leader. He hails from an award-winning agency background, has found success in corporate hierarchies, and through his unique research and design perspectives, delivers rapid growth to start-up endeavours. Ton's strength is in building teams and processes that accelerate innovation projects against business constraints.

Queensland Government, Create Foundation, FINA, Best Doctors, Victorian SES



Clare Morgans
 Head of Growth

Clare is an experienced marketing and engagement professional, specialising in strategic partnership and network development. Clare has held senior leadership roles implementing integrated multimedia marketing strategies and national community projects.

HiveXchange, CEA, ACP, News Magazines



David Macaulane
 CFO/COO

David has a Bachelor of Economics and a Masters in Applied Finance both from Macquarie University. He has a strong finance and treasury background and has worked as the CFO of a number of successful listed and unlisted entities. He also has government related corporate advisory experience and for the past six years has been the CEO of his own Corporate Advisory business (Del Rey Capital) where he has raised over \$30M and assisted entities ranging from start-up tech companies to the overseas listing of an Australian-based FMCG business.

CSR, ABN-AMRO, QTC

Who's the Board?



Lindley Edwards
Chair

Lindley Edwards is the Group Managing Director of AFG Venture Group and its various subsidiaries. Lindley is an experienced corporate advisor and has worked on numerous private and public M&A and corporate transactions in the food, agriculture, services, retail, education, technology and resources sectors.

Xinja, Umamo, AFG Venture Group, National Bank of Vanuatu, Citibank, Macquarie



Jim Varghese AM
Director

Jim Varghese is the National Chair of the Australian India Business Council, Executive Director of the Springfield City Group and Chairman and owner of The Leadership Company Qld Pty Ltd.

Queensland Government, Springfield Land Corporation, Australia India Business Council, Leadership Company



Kieron Devlin
Director

General Manager (Marketing) NBN and ex-GM Telstra, American Express and Audi. Keiron brings strategic Asia Pacific experience, digital, demand generation, loyalty, marketing automation, data, analytics, marketing operations, content, change management, procurement and agency/vendor management.

NBN, Telstra, American Express, Audi

And our strategic advisors and investors



Liz Greenwood

Managing Director of BlackRock (NYSE:BLK)
(Los Angeles)



Thomas Vikstrom

Ex-Tesla Founding Engineer



Dave Brookes

Ex Presence of IT, Partner, Deloitte



Stephen Bizzell

Chairman Bizzell Capital
Partners Pty Ltd



Josh Rogers

CEO Candid, Ex-Freelancer
and Homestay



Greg Logan

Ex Leo-Burnett – CEO
Definery (Los Angeles)



Richard Arnold

Ex-VP Charles Schwab;
Ex Deputy Manager, Bank of America; FigureEight
(San Francisco)



Kat Foster

Ex-Microsoft and Amazon
Executive



Allan English

Founder/ASX Executive Chairman, Silver
Chef

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