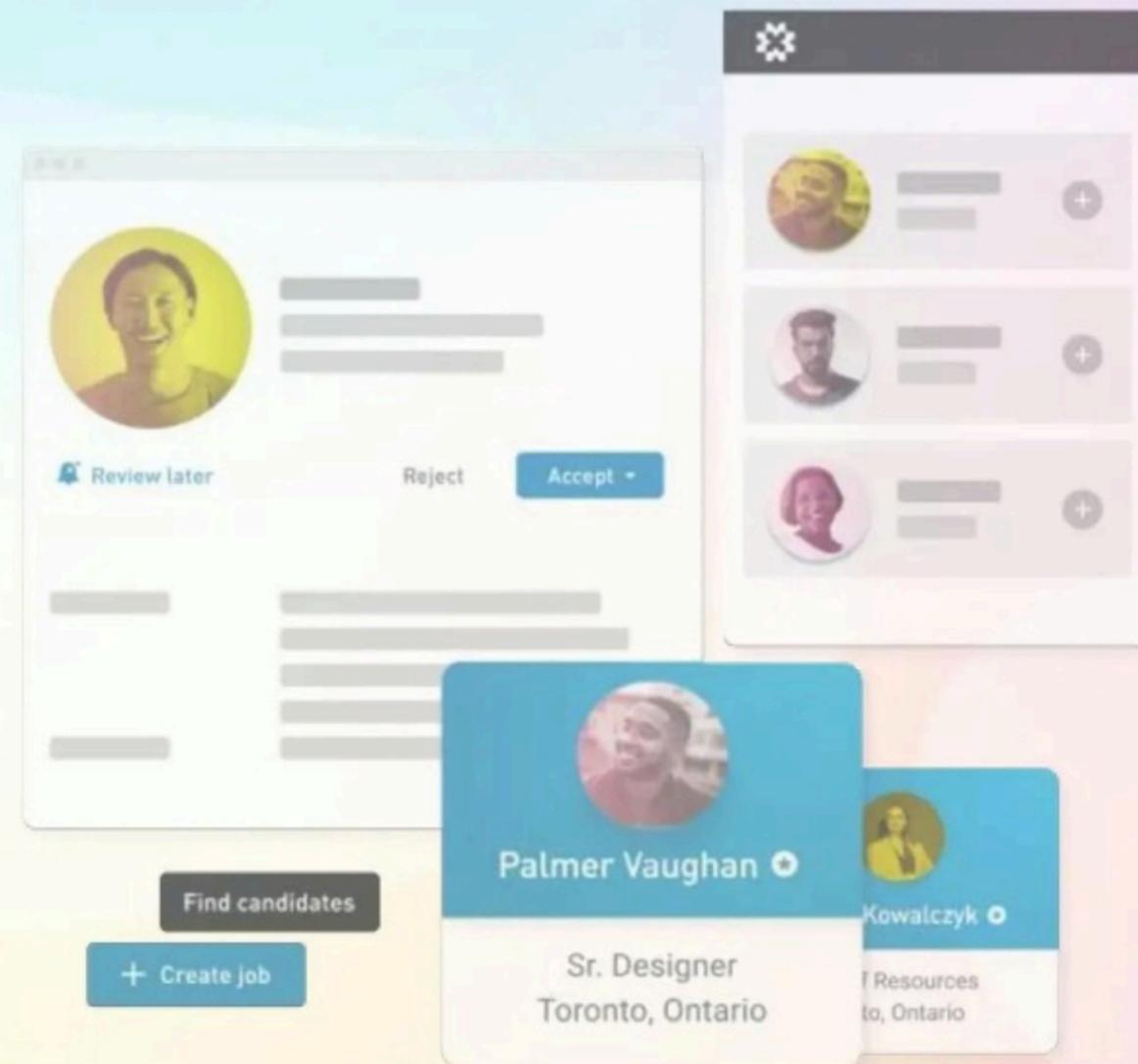




MATHISON

We envision a workforce that equally represents society.



We have achieved product market fit in a large, fast-growing market and are ready to scale

4.3X

YoY Growth
for last 2 years

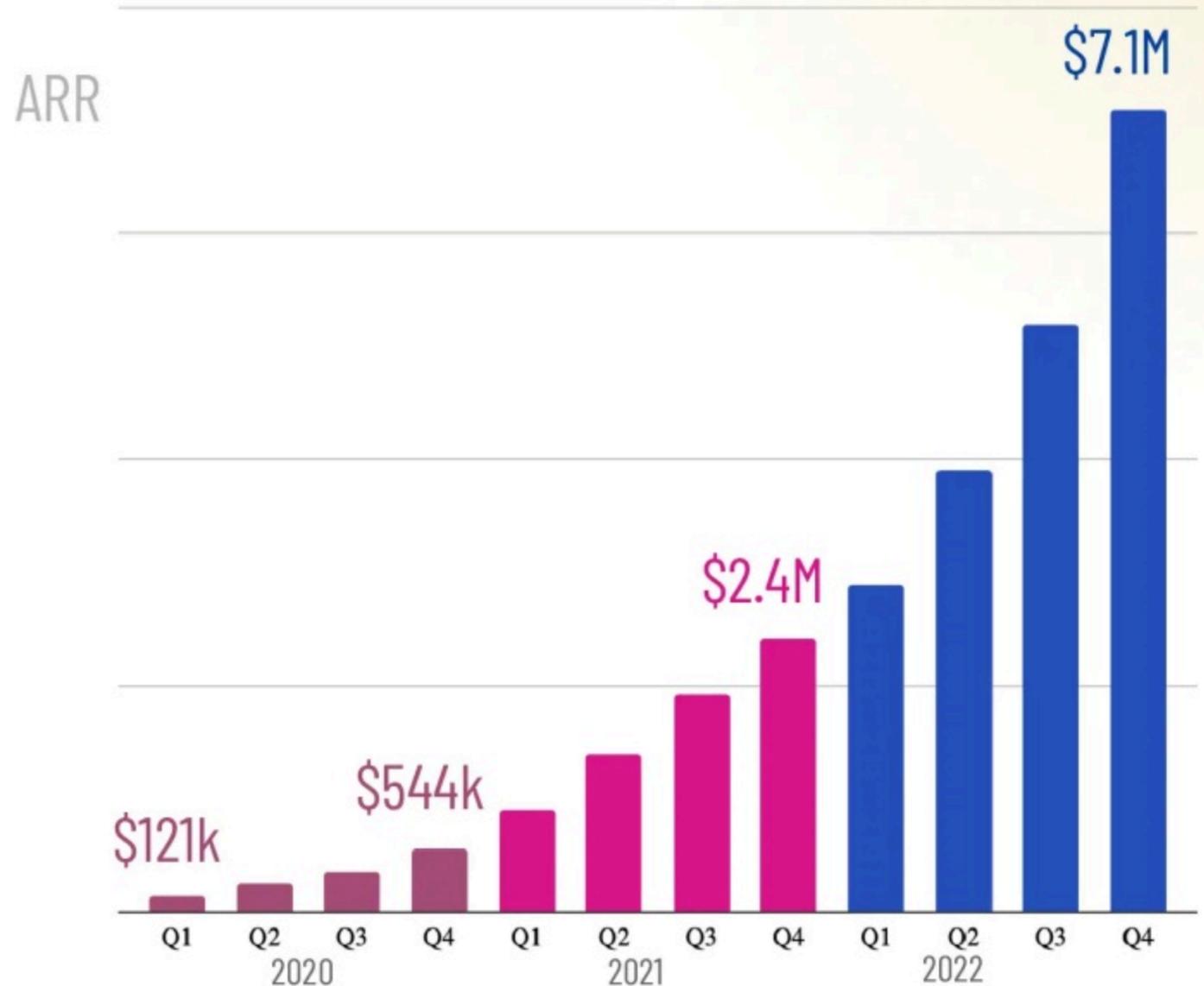
145%+ NRR

\$2.4M ARR

6 week Sales Cycle

140 Clients

*As of January, 2022



We are experiencing the largest talent shortage in history.
Diversity is a top priority.
Employers are struggling with diversity hiring.

69%

Executives say
diversity is their most
important priority¹

76%

Employers still have
not set diversity
goals²

93%

Employers lack a
robust diversity hiring
solution³

Employers are driving blind on diversity, lacking the tools to engage their full team in diversity hiring. Nobody is solving this problem end-to end.



Lack of Insights

Employers are driving without a diversity dashboard. They have no way to easily identify their gaps.



Lack of Capabilities

Employers need to source talent, eliminate bias, train the team and only have single point tools, only built for HR.

Existing solutions are single point, disjointed, and expensive for employers and none strategically harness predictive DEI analytics

Measure DEI Gaps & Priorities	Reduce Hiring Bias	Source Diverse Candidates	Mobilize the Team
 	 	 	 
\$25-40k	\$40-60k	\$30-70k	\$40-70k
Manual consulting: \$40-100k			

At least 4 disconnected systems and at least \$175k of annual cost

Mathison's Solution

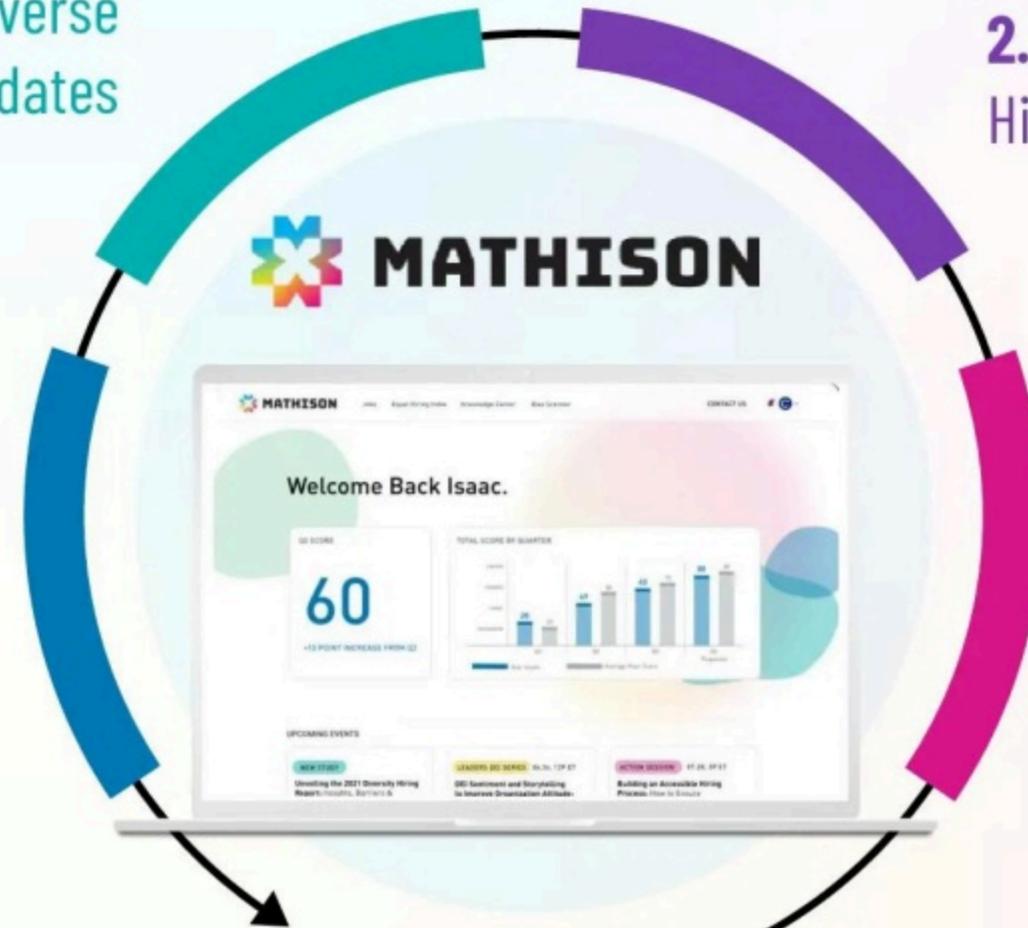
Mathison is the only SaaS technology to give employers one end-to-end system to manage their diversity hiring functions in one place.

3. Source Diverse Candidates

2. Reduce Hiring Bias

4. Mobilize & Train Team

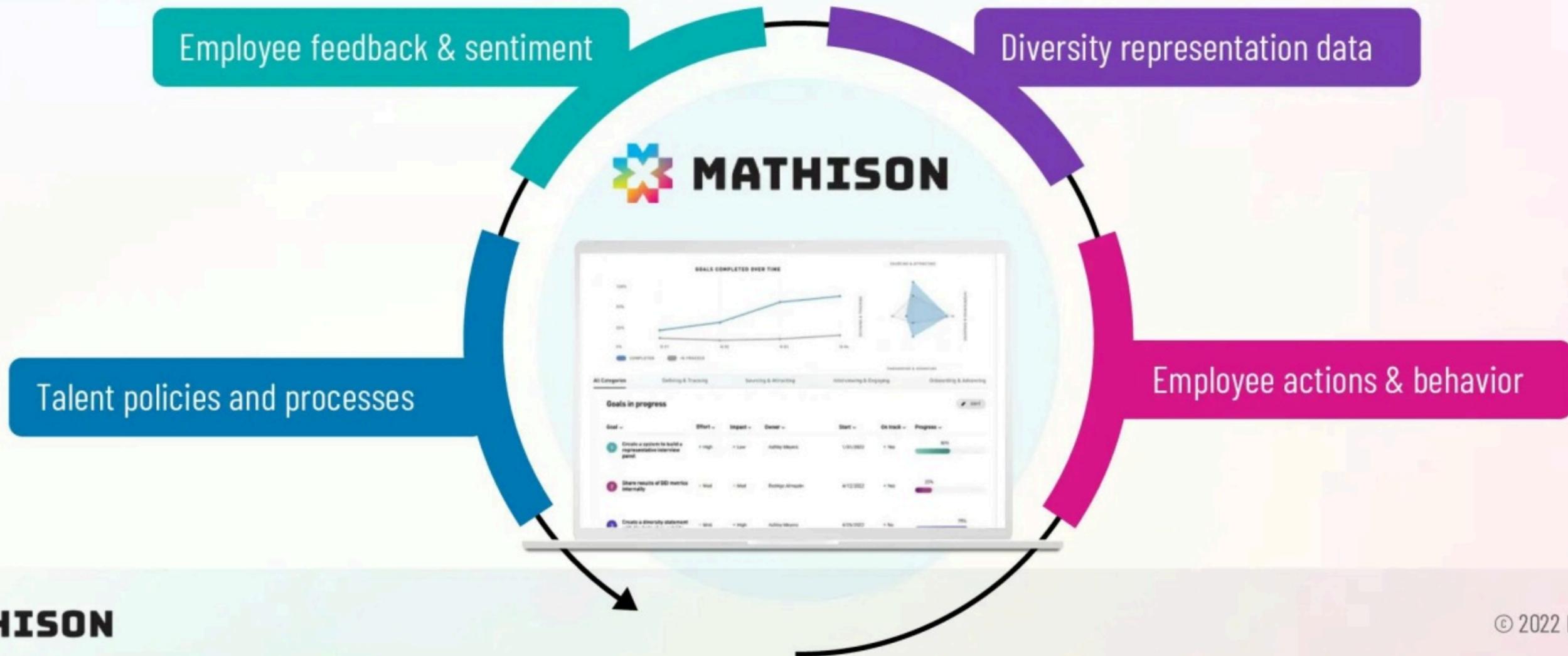
1. Measure DEI Gaps & Priorities



Set and Track DEI Strategy...

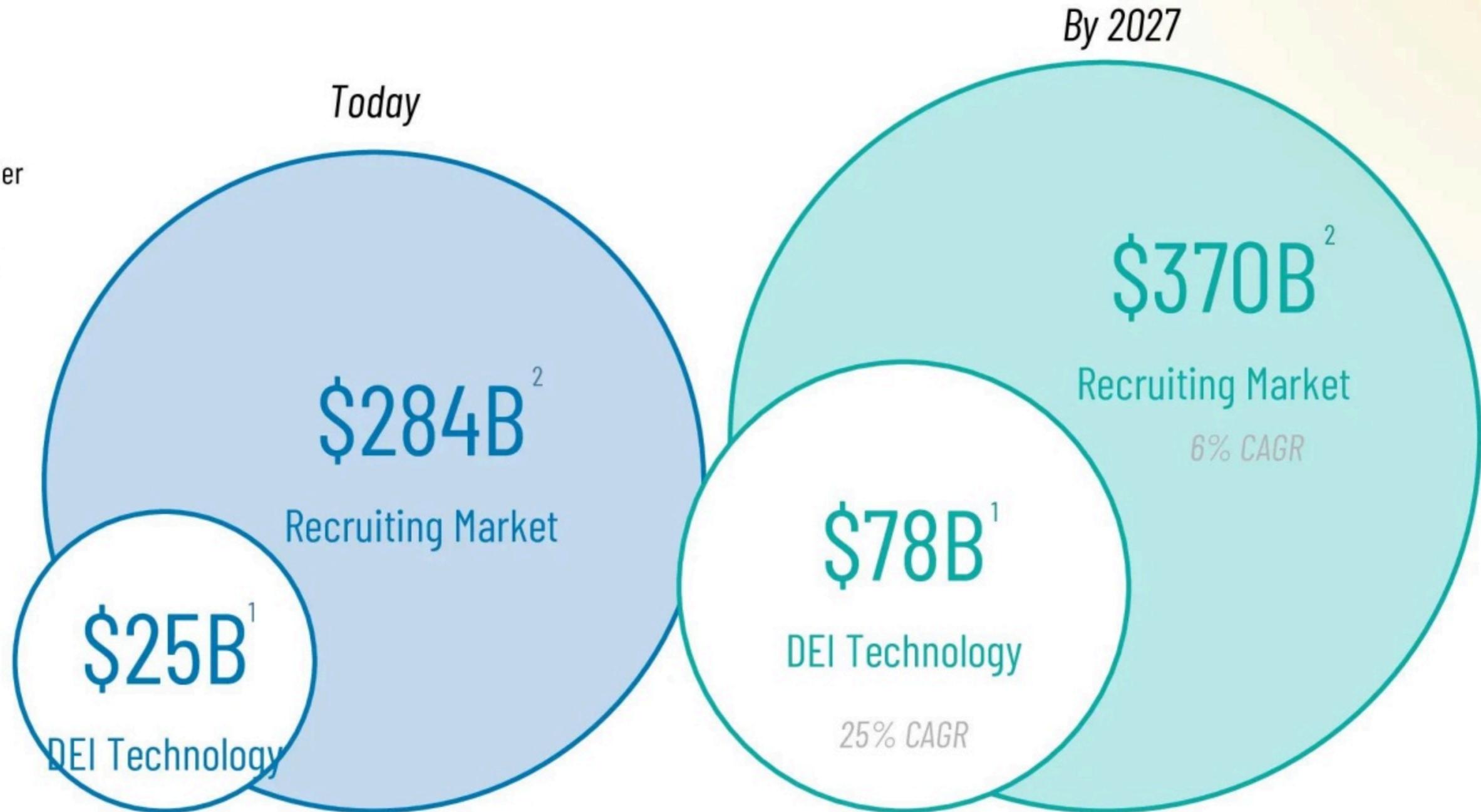
The future of the space is predictive DEI analytics: Mathison has a defensible system to crack the code

Single point solutions in the space have failed to deliver holistic or predictive DEI analytics to employers to drive decisions. Mathison integrates across the talent lifecycle and stakeholder groups, giving us a defensible way to deliver a 360 and predictive view of gaps and needs.



The DEI tech and global recruiting market is large and growing

DEI technology is currently valued at \$25B while the broader recruiting market is valued at \$284B; the combined market is expected to grow to ~\$450B by 2027.



We bring deep domain expertise in diversity hiring

- **Wrote best-selling book,** Hiring for Diversity
- **Studied 500+ employers** to inform platform
- **Collective 20 years scaling HR tech** by founders
- **Co-founded Out in Tech** (global LGBTQ membership group)



Forbes

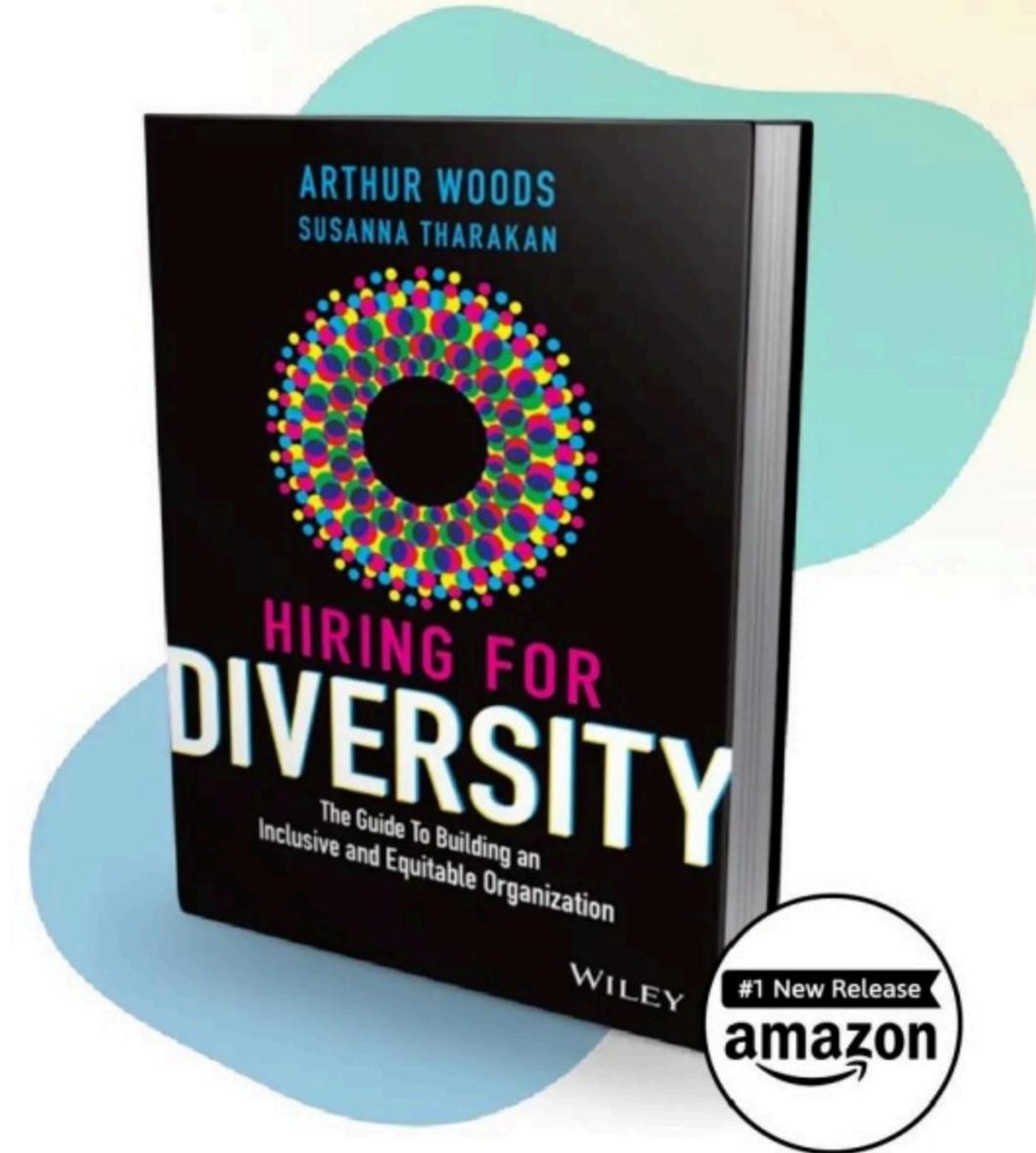
FASTCOMPANY



BUSINESS INSIDER

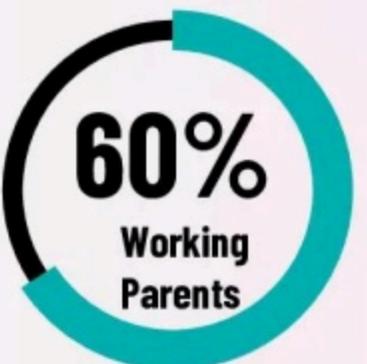
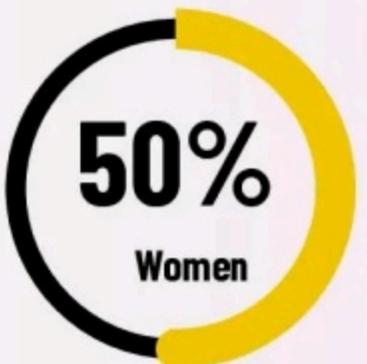
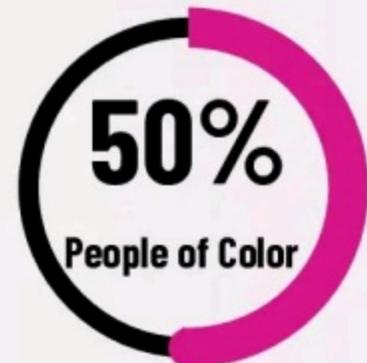


Harvard Business Review



We have used our own platform to build a seasoned, diverse team:

Our leadership has a long track record of execution and scale



Dave Walsh, Co-Founder, CEO
HR Tech Serial Entrepreneur

indeed JOBBIO



Arthur Woods, Co-Founder
3X Founder, HR Tech Leader & Author

Google YouTube



Elizabeth Spenko, Chief Product Officer
Former SVP at Northern Trust

IDEO NORTHERN TRUST



Daniel Brown, VP of Engineering
Seasoned Technology Executive

edmodo ACCURAY



Giuliana Ahlers, Head, Customer Impact
Enterprise Account Executive

Gartner CEB



Peter Koh, Head of Sales
HR SaaS Sales Executive

TriNet TRANSPERFECT



Eden McFadden, Head of People Operations
Seasoned B2B Talent Acquisition Leader

Bb. ForceBrands
Bumble and bumble



Jaime Barrett, Head of Design
Multi-dimensional designer

Adobe Microsoft



Vicky Wang, Head of Operations
Experienced operations leader

Sofar ezra.

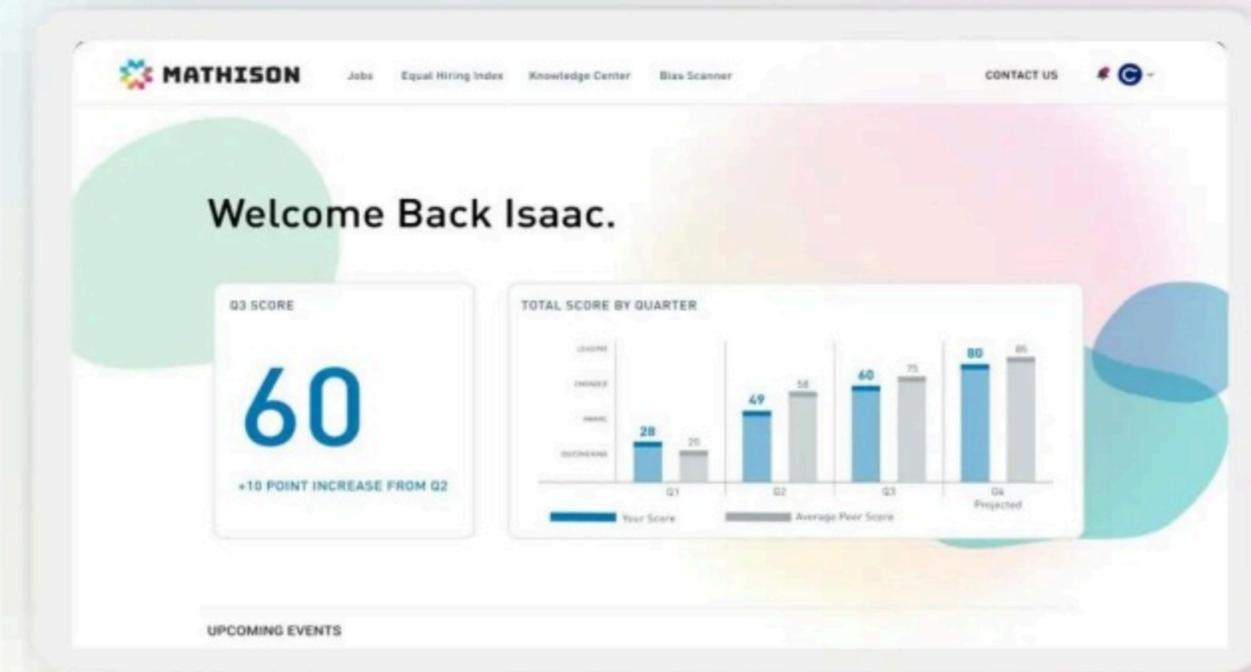


Isaac Krasney, Director of Product
Experienced builder + problem solver

Sourceress ASERA

FOR LEADERS: we provide diversity analytics, planning & reporting system

1. Our system assesses an employer's hiring and talent practices
2. We provide automated recommendations and benchmarks
3. Employers set their DEI goals and strategy
4. We continuously track and report progress

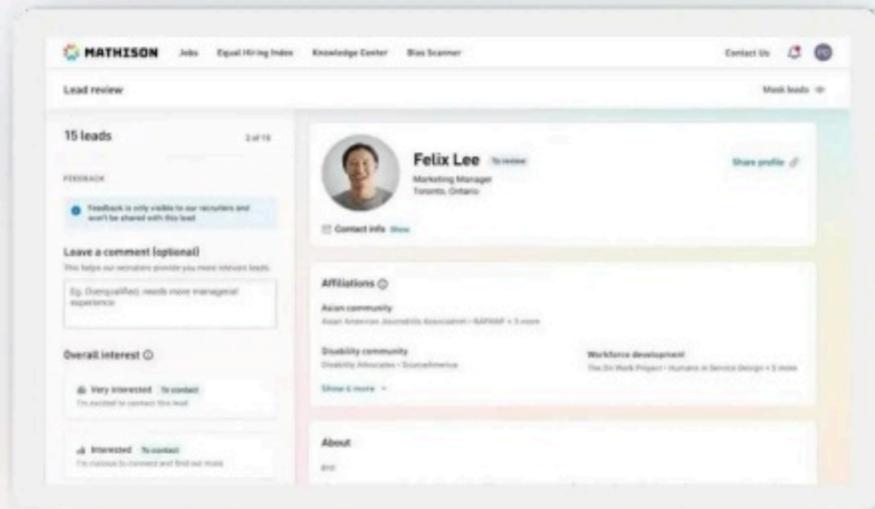


“In one week of using Mathison we saw more value in our diversity measurement than we saw from consultants in an entire year.”

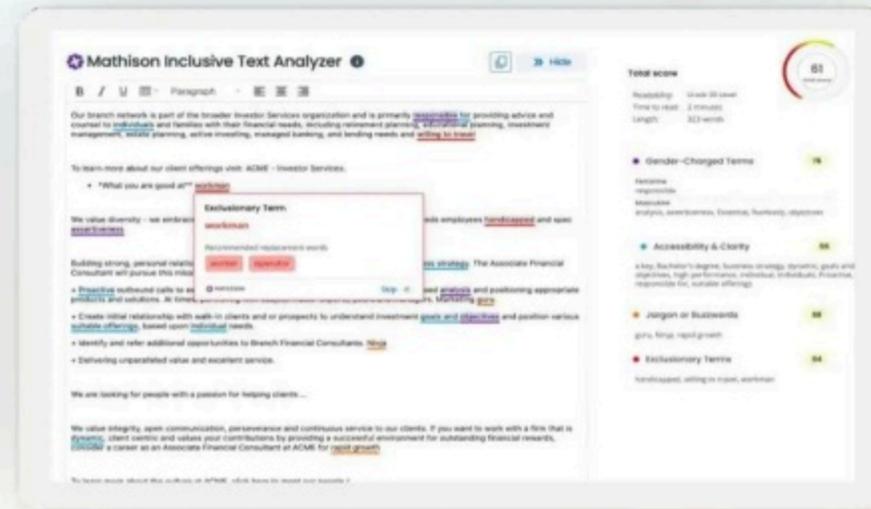
Chief Talent Officer, Fortune 1,000 Media Company

FOR TEAM MEMBERS: we provide a full technology suite of for diversity hiring

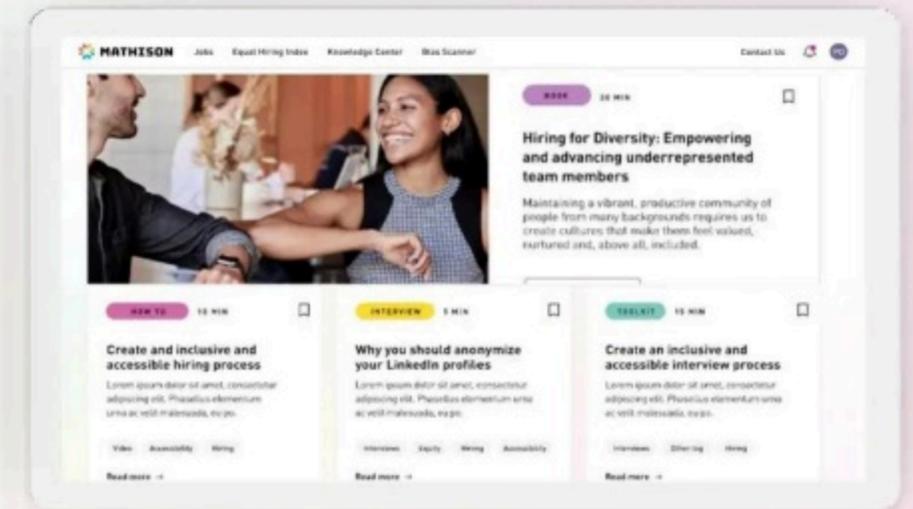
Source Diverse Candidates



Reduce Bias in Hiring Process



Access Realtime DEI Training



“Mathison’s platform has been holistic and strategic for our teams.”

President, Recycle Services Company

Go to market strategy



Respond to urgent pain point,
sell a holistic solution



Upsell **additional** platform
usage, roles and solutions



Engage leaders with Mathison
community, inspire Mathison to
be part of their **personal brand**
and **drive referrals** via
evangelism

Retain and create stickiness through real time DEI insights

Our platform is delivering results while saving significant cost

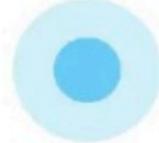
“Mathison has been instrumental in mobilizing diversity hiring across our entire company.”

Global Head of Talent Ops, Fortune 100 Advertising Agency

Fortune 1,000 Food Delivery Company:

-  **Sourced 2,400+ diverse candidates**
Across 150+ positions
-  **Reduced hiring bias by 98%**
Measured in Equal Hiring Index
-  **Saved 400+ hours in team time**
Assessment, strategy, training

Fortune 100 Pharmaceutical Company:

-  **Sourced 3,700+ diverse candidates**
Across 200+ positions
-  **Reduced hiring bias by 30%**
Measured in Equal Hiring Index
-  **Saved 500+ hours in team time**
Assessment, strategy, training

We are raising our Series A to fuel the next phase of growth

Key Use of Funds:

- Ramp sales team as our key growth driver
- Grow engineering and product org to expand platform and integrations
- Build marketing team and invest in outbound and channel partner strategy

Key Goals for 2022:

- Expand existing customers by \$1M+
- Build out ATS and HRIS integrations with 20 new systems
- Grow team with 35 new critical hires across sales, marketing, engineering and product

