



TAKE THE HIRE ROUTE™

CONCEPT



Hire Routes (“HR”) is a website that uses incentive based social networking to open routes - for companies and recruiters - to job candidates through their extended, deeper networks – beyond one degree of separation – as well as through new and otherwise inaccessible networks.

HR’s incentive based social networking provides companies and recruiters the ability to offer cash rewards to all those people involved in a successful connection or in other words a connection that leads to a successful hire.

Additionally, HR provides people with extensive networks to monetize them by allowing companies to access them through our site.

HR will also pay job seekers signing bonuses, if you will, for being hired directly through the HR website. Something no other site provides to job seekers.

TEAM



☞ AUSTIN ROOT – FOUNDER, PRESIDENT & CEO:

Austin spent the beginnings of his career on Wall Street in New York City. From 2000 to 2007 Austin rose through the ranks - from an analyst to a vice president - of Merrill Lynch's Global Markets and Investment Banking Group structuring and executing billion dollar transactions for global Fortune 500 companies. In 2007 he not only left his job but also the United States for a 2 year soul searching journey throughout the far reaches of the Earth. Following his humbling adventures Austin returned to New York City in the summer of 2009 where he studied architecture, a long lived passion, at Columbia University under the tutelage of some of the most impassioned and experienced architects in the world. In 2010, he started working on several entrepreneurial ventures among them a financial insurance product company, Ratings Edge, LLC. Austin graduated from the University of Pennsylvania with a Bachelors degree in Economics. In his free time, Austin enjoys the company of his friends and family, food (cooking and eating!) and wine, reading, watching movies, breaking a sweat through all sorts of physical activities and coming up with new and exciting ideas!

☞ MICHAEL BOUFFORD – FUTURE CTO:

A well-traveled Harvard graduate and current MSc candidate at the University of Oxford, Michael Boufford has made the intersection of business and technology his life's passion. In 1999, at the age of 17, Michael founded bikeit.net, integrating Tiger Maps GIS-data systems with off-road bike trails to create the web's first integrated trail-to-street mapping system. From 2001-2002, Michael founded and served as CTO for [REDACTED], one of the web's pioneering barter-trade websites. In the decade since, Michael has served in a variety of roles: as Chief Technology Officer for Boston Realty Advisors, Head Teaching Fellow for the course Mobile Robot & Embedded Programming at Harvard, Project Architect for Agora Financial Group, and as a lead consultant on dozens of software development projects. Michael is currently the Development Manager for Customer-facing Applications at Reuters News Agency. In his free time, Michael enjoys hiking, playing guitar, solving puzzles, and writing software.

ADVISORY BOARD



SHUVRO CHOWDHURY:

Mr. Chowdhury has been a Managing Partner at Zero Sigmas LLC, a New York-based financial services advisory and consulting firm supporting investment management firms and other financial institutions across firm operations, technology, accounting, and business strategy. Prior to Zero Sigmas, Mr. Chowdhury was the Co-CEO and Founder of the VanthedgePoint Group, Inc., a New York-based boutique financial services firm focused on the operations, technology, trading, and capital needs of emerging hedge fund managers. Founded in 2004, VanthedgePoint serviced over 100mm USD in assets under management (AUM) and has raised over 140mm USD in committed capital for both seeding of new hedge funds and existing hedge fund clients. Mr. Chowdhury has a career that spans both financial services and technology. Before joining VanthedgePoint, he was Director of Commercial Systems at Basic Commerce & Industries, Inc. (BCI), a systems and software engineering firm focused on the Aerospace & Defense industry where he was responsible for managing the design, development, and implementation of sensor-based technologies for asset tracking systems. He also managed BCI Capital, BCI's private investing arm, in acquiring and investing in strategically aligned businesses that were complimentary to BCI's efforts in the Aerospace & Defense industry. Before joining BCI, he was an Analyst with Donaldson, Lufkin & Jenrette in their High Yield Portfolio Strategy Group performing analysis on high yield securities, CBO, CLO, and other structured debt products. Mr. Chowdhury graduated with a B.S. in Finance and Information Systems from the Stern School of Business at New York University and received an [REDACTED] in Electrical Engineering from the University of Pennsylvania. Mr. Chowdhury has FINRA registrations for the Series 7 & 63.

TODAY



- As the US and other economies rebound the demand for new talent is increasing.
- Companies across the globe are having difficulty finding talent they need when they need it.
- In a recent study by the Manpower Group (<http://> [REDACTED]), 52% of employers in the US report experiencing difficulties filling positions due to lack of available talent.

PROBLEMS



- ❧ Recruiters have limited tools for finding talent today.
- ❧ Majority of recruiters use job posting websites such as Career Builder and [REDACTED] with high posting fees (\$200 - \$500 per post) and little success.
- ❧ LinkedIn has recently become the tool of choice for recruiters. The problems with LinkedIn are:
 - ❧ Limited reach to not only LinkedIn members but to those connected to your network
 - ❧ Premium Accounts for people searching for talent are NOT free (from \$49.95 to up to \$499.95 a month)
- ❧ Companies have very high costs using recruiters where they pay them 15 – 30% of the employee's salary.

BENEFITS



- ❧ HR provides recruiters and companies with a novel as well as inexpensive alternative to current recruiting tools
- ❧ HR provides recruiters and companies with the ability to reach deep into their extended networks through ANY existing type of platform (facebook, gmail, LinkedIn, etc.)
- ❧ HR provides recruiters and companies with the ability to reach into new “open” and otherwise inaccessible networks through ANY existing platform.
- ❧ HR can significantly reduce companies costs of using recruiters.

ADDITIONAL BENEFITS



- ☞ People who have strong vast networks can provide companies and recruiters access to these networks and can get paid for any job candidates hired through them.
- ☞ Job seekers who sign up with HR and are hired through our site will split the posted reward with HR, essentially giving them a signing bonus. We believe this will be a huge incentive for job seekers to sign up with HR and will eventually force companies and recruiters to do so as well.

TECHNOLOGY

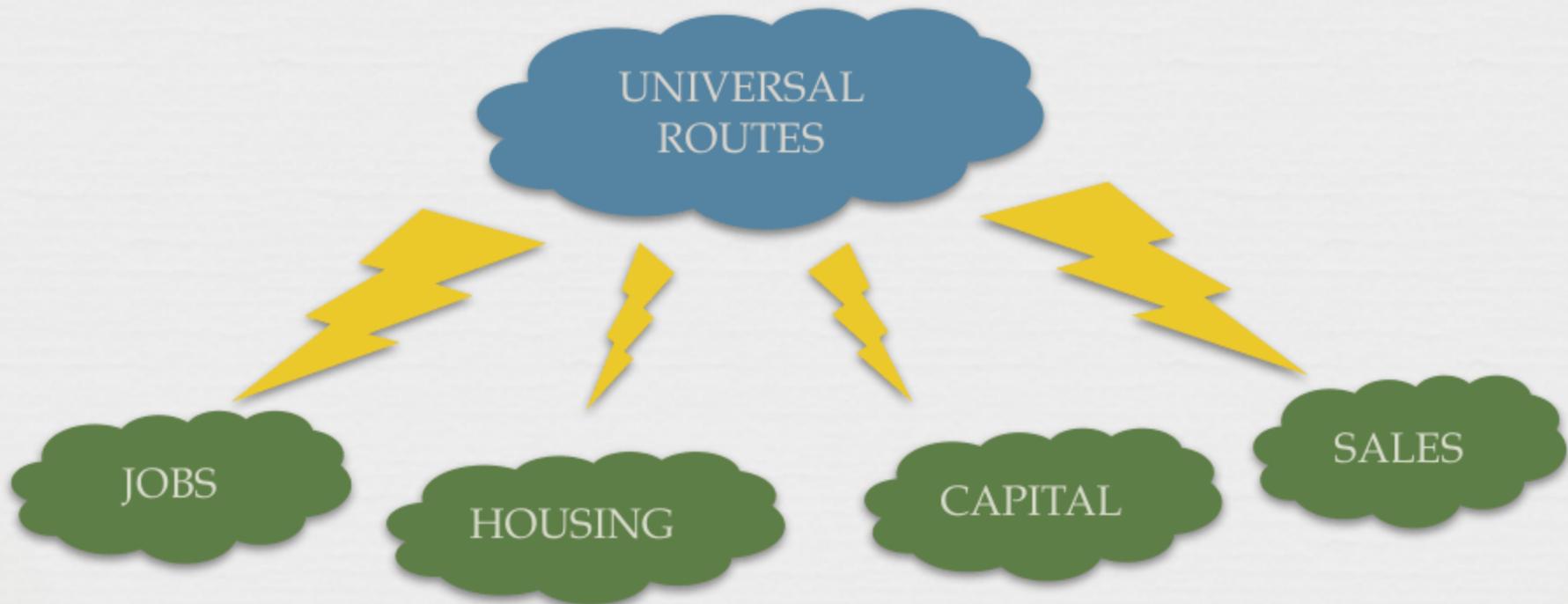


- ❧ HR's technology allows us to track the connecting path in networks through any existing platform – from the beginning to the end – from the company or recruiter to the talent and all connectors in between.
- ❧ Once a successful connection has been made, HR's technology through its tracking system automatically calculates the awards to be paid to each connector who has contributed to that successful connection.

GROWTH



- ✦ We plan on using the incentive based social networking to expand into other industries such as housing, capital raising and sales.

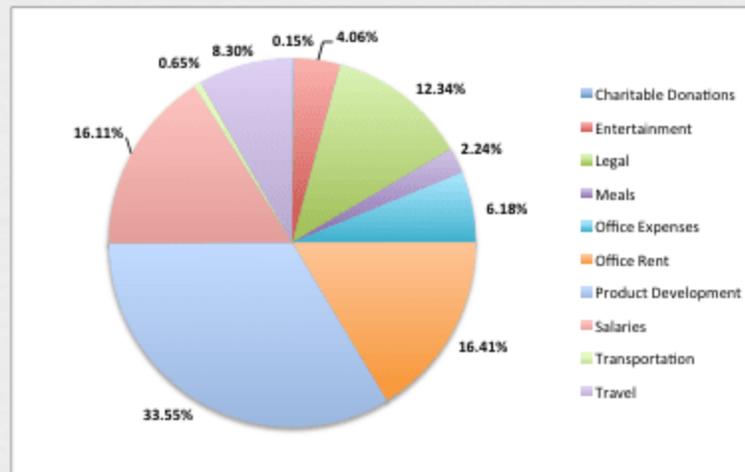


CAPITAL RAISING



HR raised \$100,000 in August 2011 in a convertible note financing. As of February 29, 2012 the expense breakdown was as follows:

| | |
|--------------------------------------|----------|
| Website/Product Development | \$29,000 |
| Office Rent | 14,000 |
| Salary | 13,750 |
| Legal (incorporation and financings) | 12,000 |
| Travel, Meals & Entertainment | 12,000 |
| Office Expenses | 5,000 |
| <hr/> | |
| Total | \$85,750 |
| Reserve | \$14,250 |



CAPITAL RAISING



- ✦ HR is looking to raise another \$100,000 in a convertible note bridge financing to support the following costs for 6 months:

| | April | May | June | July | August | Sep | TOTAL |
|---------------------|--------------|---------------|---------------|---------------|---------------|--------------|-----------------|
| Product Development | 2,000 | 3,000 | 3,000 | 4,000 | 4,000 | - | 16,000 |
| Project Manager | 2,000 | 3,000 | 3,000 | 4,000 | 4,000 | - | 16,000 |
| Salary | - | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 | 12,500 |
| Marketing | - | - | 5,000 | 5,000 | 5,000 | - | 15,000 |
| Rent | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 6,000 |
| Legal | - | 5,000 | 5,000 | - | - | - | 10,000 |
| Design | 1,750 | 1,750 | 1,750 | - | - | - | 5,250 |
| Other | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 6,000 |
| TOTAL | 7,750 | 17,250 | 22,250 | 17,500 | 17,500 | 3,500 | \$86,750 |

RESERVE: 13,250

TOTAL RAISE: \$100,000

EXIT STRATEGY



☞ We feel HR has something special here and that the technology is adaptable to an array of markets providing a very strong future cash flow stream making it extremely attractive to internet and social networking companies, employment service companies and private equity and venture capital firms. With a steady, strong cash flow we believe any of the following companies among others would be highly interested in acquiring or investing in HR:

