



# HeyI.AM

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PERSONAL BRANDING  
IN 5 MINUTES OR LESS



# VISION

Helping users develop their own  
personal brand quickly and easily



# MISSION

Making it easy for our users to make a  
beautiful, personal website about  
themselves and things that interest  
them or effect them



RESEARCH



- 75 percent of HR departments are expected to research candidates online
- 89 percent of hiring managers and recruiters review candidates' professional online data
- 86 percent of employers believe a positive online reputation influences their hiring decisions—and nearly 50 percent say the influence is “to a great extent” and they expect it to increase



- 56% of all hiring managers are more impressed by a candidate's personal website than any other personal branding tool ... it gives hiring managers a glimpse into your personality, he says. "A website gives you creative freedom to express your personality in ways that are not be possible through your resume.
- Having your own website allows *you* to control what people will find when they search for you.
- 80% of job seekers want a personal website (yet, only 7% have one).

Why Every Job Seeker Should Have a Personal Website, And What It Should Include  
Forbes, 2013



We commissioned an independent survey and we asked hundreds of professionals out there: do you want a personal website? Do you have one? If not, why not? And we found out that the number one reason is that people just don't want to start. They have what we call the blank canvas problem. Whenever you sign up for this kind of service, you pick a template and then you're stuck. You're left on your own to arrange images and text.

No More Résumés, Say Some Firms  
The Wall Street Journal, 2010

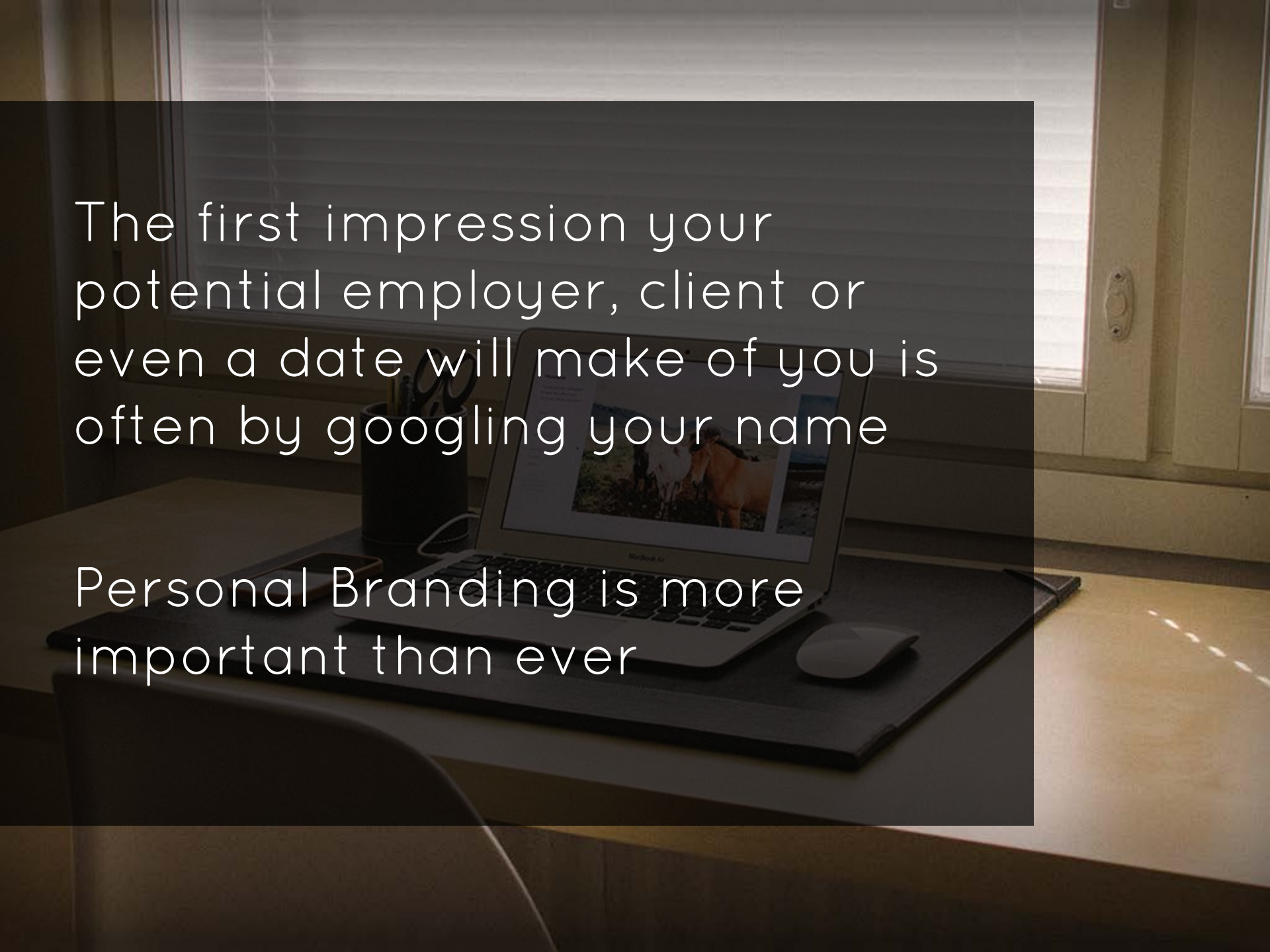


- In a national poll of college students, 57 percent agreed that that people in their generation use social networking sites (i.e. Facebook, Twitter and MySpace) for self-promotion, narcissism and attention seeking.
- 40% (39.27%) agree that "being self-promoting, narcissistic, overconfident, and attention-seeking is helpful for succeeding in a competitive world."



WHAT THIS ALL  
MEANS



A photograph of a desk setup in a dimly lit room. A laptop is open, displaying a website with a photo of a horse. To the left of the laptop is a black pen holder with several pens. To the right is a black mouse. The desk is light-colored wood. In the background, there is a window with horizontal blinds and a door with a handle. A dark semi-transparent rectangle is overlaid on the left side of the image, containing white text.

The first impression your  
potential employer, client or  
even a date will make of you is  
often by googling your name

Personal Branding is more  
important than ever

A collection of vintage tools is laid out on a dark, vertically-grained wooden surface. The tools include a large axe with a wooden handle, a claw hammer, a hand saw with a curved blade, a pair of work gloves, a small folding knife, a metal container, and a small metal cup. The lighting is dramatic, with strong highlights and deep shadows, creating a rustic and aged atmosphere.

Website builders are confusing

Html is complicated

Results rarely look professional

My time is valuable

WHERE DO WE  
COME IN






A person wearing a dark, textured sweater is holding a vintage Argox camera with a flash attachment. The camera has "argox" and "argoxlex" visible on it. The person's face is partially visible at the top, looking down at the camera. The background is a blurred, natural setting with trees and foliage.

Personal branding website in  
less than 5 minutes

Show your personality

Professional results

Start with job market



Expand to:  
One-person businesses  
Athletes / Musicians  
Charities / Causes  
Trips (auto tracking etc)  
Weddings, events  
International market



MARKET SIZE

# JOB SEEKERS

10 million unemployed people in the US at any given time (BLS); 1.35 million in Canada (statscan); 24.64 million in the EU (eurosat); 4.18 in Russia (unemploymentinrussia); 745 thousand in Australia (ABS)

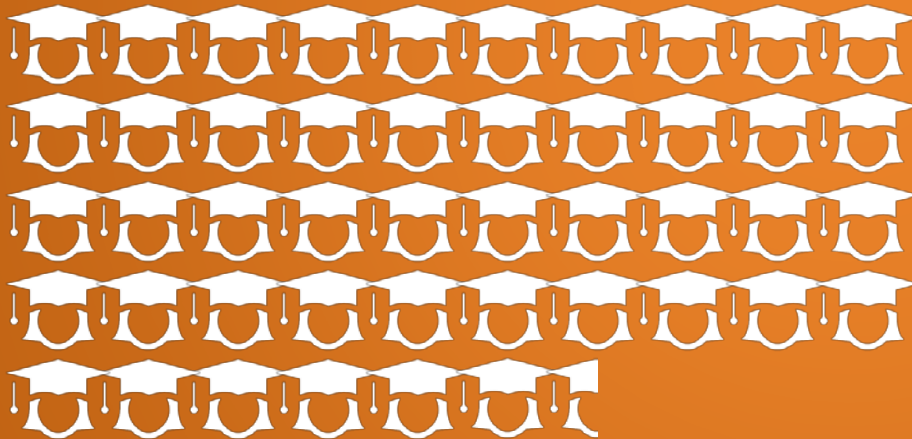


40.92 MILLION



# HIGHER EDUCATION

21 million students in higher education in US (NCES); 1.2 million in Canada (Association of Universities in Canada); 20.28 million in EU (eurostat); 3 million in Russia (wiki); 1.05 in Australia (Australian Universities)



46.53 MILLION

# HIGH SCHOOL GRADUATES

About 3.3 million students are expected to graduate from high school in 2014-15 (NCES); 376 thousand in Canada (OECD ILibrary, statcan); 3.63 million in EU (eurostat); 1.18 million in Russia (oecdbetterlifeindex); 1.2 million in Australia (ABS)



9.69 MILLION

# ONE-PERSON BUSINESSES

53 independent workers in US (freelancerunion); 2.7 million in Canada (CBC); 8.6 million in EU (European Commission); 2.4 million in Russia (EIB); 986 thousand in Australia (ABS)



67.69 MILLION

# WEDDINGS

2.5 million weddings per year in the US (Wiki); 150 thousand in Canada (Wiki); 2million in EU (eurostat); 1.21 million in Russia (arctistat); 123 thousand in Australia (ABS)



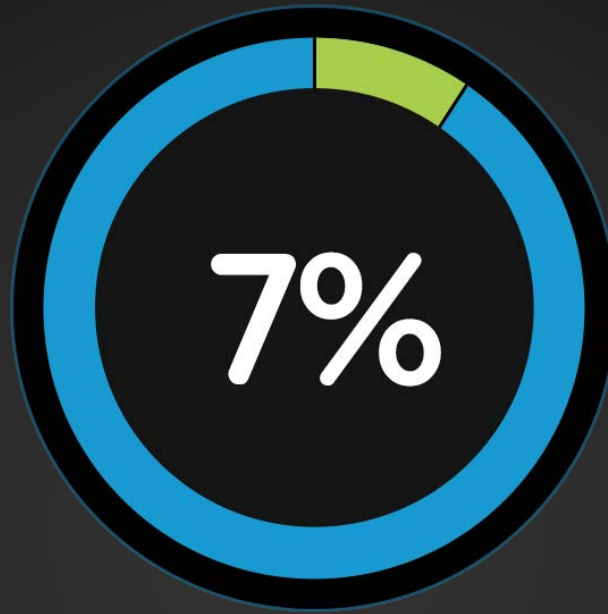
5.98 MILLION



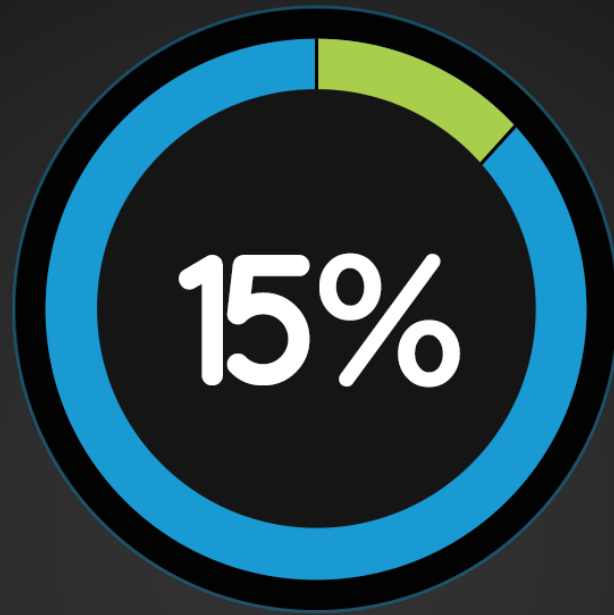
HIGH VALUE USERS IN US, CANADA,  
EU, RUSSIA, AUSTRALIA



OVERALL WORK AGE GROUP (15-64)  
SIZE IN US, CANADA, EU, RUSSIA,  
AUSTRALIA



OF AMERICANS  
HAVE A PERSONAL WEBSITE



OF MILLENNIALS





# COMPETITIVE ANALYSIS

# STRIKINGLY

Template based Single Page  
Website Builder

40% growth in the last 10 month

Broke Even on its initial investment  
without using any of its VC money  
“ramen profitable by Feb 2013”

# ABOUT.ME

Single page personal website,  
connects all of your social  
profiles

17.1M investment

4.25 Million Users



A blurred background image of a person, possibly a woman, with long dark hair, wearing a dark top. The image is out of focus, showing only the general shape and color of the person.

# WIX

Drag and Drop HTML 5 Website Builder

For small businesses and personal websites

50+ Million users

1 Billion evaluation after IPO

# JIMDO

Simple website builder

Targeting small businesses, musicians and photo sharing with family and friends

Founded in 2007, Angel funding to the tune of 500K Euros, No VC funding.

Profitable since 2009

10M sites, 170 Employees

# SQUARESPACE

Simple website builder

1.8M sites, 349 Employees

Founded in 2004 on a 30K loan, 1 year later was profitable

2010 Raised 38.5 Million, in 2014 raised another 40 Million

Last reported earnings were 38M USD



# UNIQUE SELLING POINTS



*Instasite* - allows for importing  
data in a single click

Sites in less then 5 minutes

API Heavy templates

All templates/site types will have  
an auto-import/create option





Section based templates -  
flexible design that always  
looks professional

Allows for quicker building  
and better UX



GO TO MARKET &  
MONETIZATION

Magazine/blog publications

Viral campaigns

Paid acquisition

HeylAm branding on free users' sites

Intense media campaign in order to bring in as many users as possible with as little cost as possible

## Freemium Subscription model

- Own domain, analytics, business cards, professional assistance (writing, photography, design...)
- Based on general market & competition, between 2% - 7% of users will become premium

Secret identity features

Option for advertising

Affiliation with HR companies





THE TEAM



## BENJAMIN CATES CEO FOUNDER

BSC Computer Science from  
Queen's University, Canada

Medic in a Commando Unit in IDF

15 years' experience in  
programming and development

6 years' experience in the  
payment industry (RSA)



## ANNA KUZNETSOV VP PRODUCT & UX FOUNDER

B.Des from Shenkar College of  
Design & Engineering, Israel

Interaction & UX Designer

Pixel perfect front-end  
development

10 Years in the design and UX  
industry



THANK YOU

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