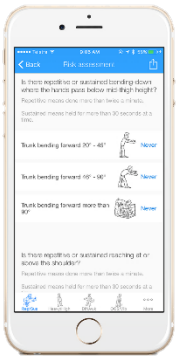
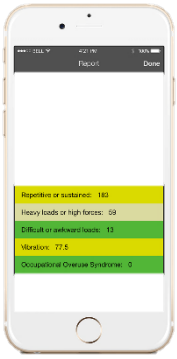
Investment Opportunity: Project Action

Project Action is a privately-owned Australian company with a successful record in injury prevention and productivity improvement in the workplace.





Introduction

- The Company has developed an automated risk assessment technology.
- A patented Software as a Service ("SaaS") solution saves customers' time and money lost, due to worker injury.
- The software communicates with wearable sensors, undertaking data analysis using patented Consequential Scoring Algorithms.
- The automated risk scoring is unique providing immediate risk reporting on a fast and simple to use App.
- The program has application across various industries involved in manual handling, including mining and resources, manufacturing, logistics, transport and construction.

Key Investment Highlights

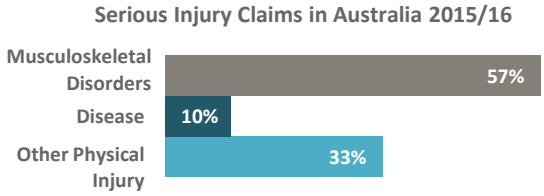
- Generates annuity income from monthly portal fees which ensure long-term customer retention.
- Reputable international client base including: Australia Post, BHP Billiton Mitsubishi Alliance, Owens Illinois Glass, Woolworths, Aon and FMP (Bendix).
- More reliable and lower cost than competitors, or manual assessment methods - with a lower cost entry point.
- Efficient automated reporting gives immediate feedback to employers and employees.
- Immediate comparison of pre and post intervention, enabling verification of risk reduction.
- Removes the requirement to have expensive consultants on site to identify risk. Employers can undertake in-house assessments and verifications.
- Online portal retains data and reports on assessments and identified improvements, acting as a training and compliance aid for the Employer

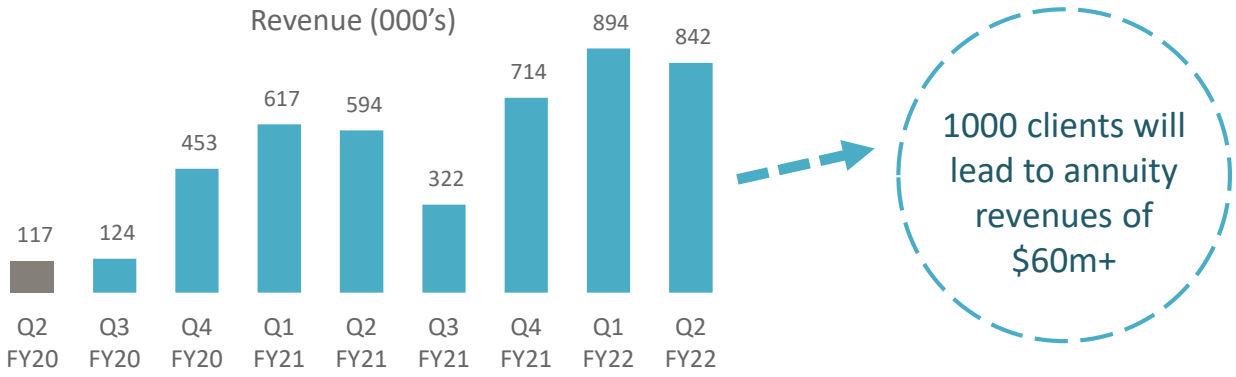
Competitive Landscape

- Project Action is the only existing global market participant that has a real-time risk analysis solution, making it unique and differentiated from the rest of the market.
- A higher spec, lower cost offering than competitors.

Addressable Market and Key Financial Info

- Any business involved in manual handling is a potential customer
- Increasing regulatory compliance and insurance premiums will drive demand
- Manual handling injuries cost the Australian economy $28 billion every year, with 104,770 serious injury claims in 2015/16 alone





- The graph shows actual revenue for Q2 FY20, and forecast revenue for the following quarters. The forecast is based on conservative sales generated from existing US distributors recently appointed.
- 1000 clients worldwide will result in $60m pa recurring revenue, a realistic target based on the global opportunities being in the hundreds of thousands

Investment Opportunity

The Company is seeking to raise $2 million in the form of debenture, convertible note or direct equity investment to accelerate its growth ambitions and fund the sales and marketing activities of the solution globally

Contact

An Information Memorandum will be made available to interested parties upon executing a confidentiality agreement and management presentations may be organised upon request

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