



**Bridge**

**Connecting  
Government And  
Service Providers**

Investor Presentation

October 2022



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## The Opportunity

Complexity and inefficiency has increased with NDIS and other government programs as the Federal Government strives to give more control to the participant.

Outsourced Service Providers (OSP's), who deliver these government programs, wish to simplify their day-to-day operations and government compliance with software.



**There is a window of opportunity to become a major software provider in the \$60b+ (p.a.) Australian Disability, Aged Care and Disability Employment Services markets.**



# Company Overview



**01**

Established in 2008, Bridge is a leading provider of CRM-SaaS to non-government Outsourced Service Providers in the Employment Services Sector (ESS) providing workflow solutions to employment, care and support industries.



**02**

Our 100% owned proprietary software has been developed in-house over 13 years and is currently accredited for 14 Australian Government programs. It is a single platform that simplifies the unique data, compliance and documentary evidence requirements of major government-funded programs through a unified user interface.



**03**

Our software is enterprise-grade and easily scalable. We are focused on leveraging our success within ESS to move into other large government-funded human services programs such as NDIS and Aged Care.



**04**

Our mission is to become the leading all-in-one operating software platform for government service providers.



**Bridge**



# Investment Highlights

Australia has been a 'first mover' in outsourced employment services and it's National Disability Insurance Scheme. This gives local Australian software companies an opportunity to lead globally.



Proprietary, 100% owned, scalable, enterprise-grade software



Established, high-quality, recurring SaaS based revenues



Large & growing addressable market opportunities for first-mover



Proven go-to-market strategies in highly fragmented industry



Experienced Board & Management team with track-record to deliver

# Market Problem

The Australian Government is moving toward more consumer-directed service models, resulting in additional administrative and compliance requirements for OSPs. Each government program has its own unique requirements.



Each Government funded programs have unique data, compliance and documentary evidence requirements. These requirements are continuously updated as a result of policy and Government changes.



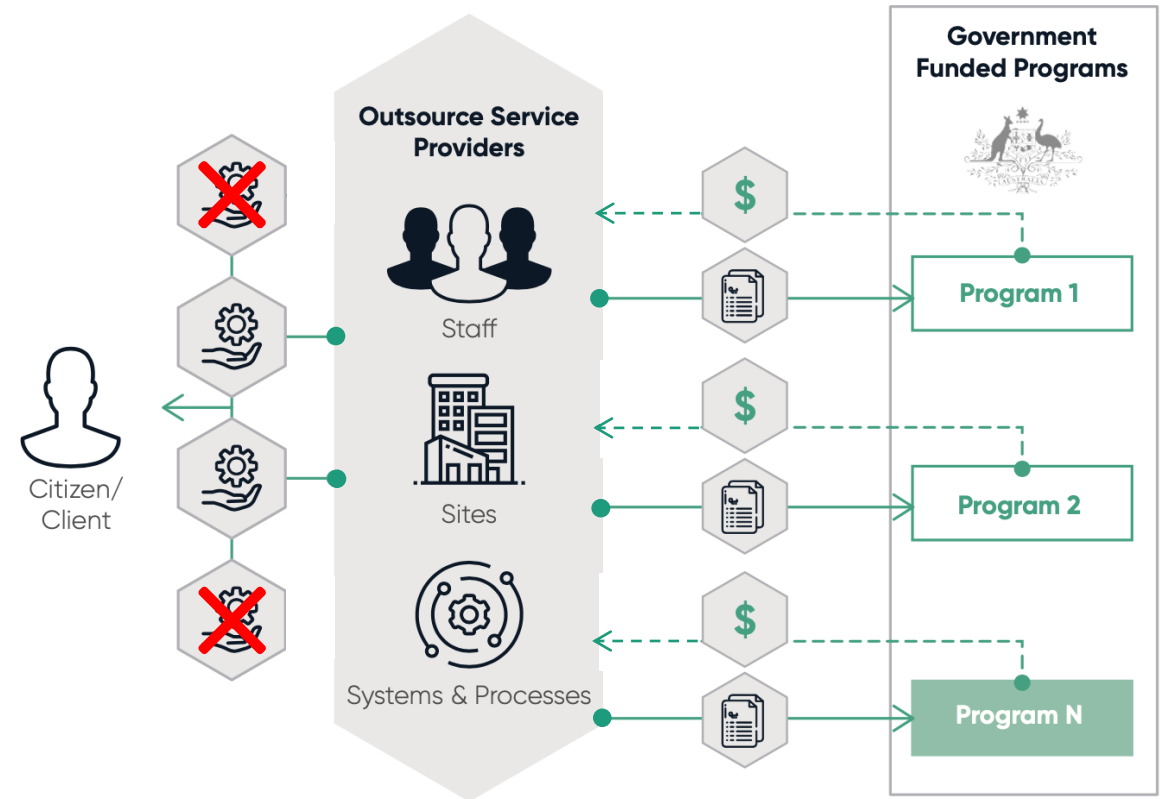
The way in which Outsourced Service Providers are compensated varies by Department and program.



The client experience differs due to different Service Provider Staff and Systems and Processes.

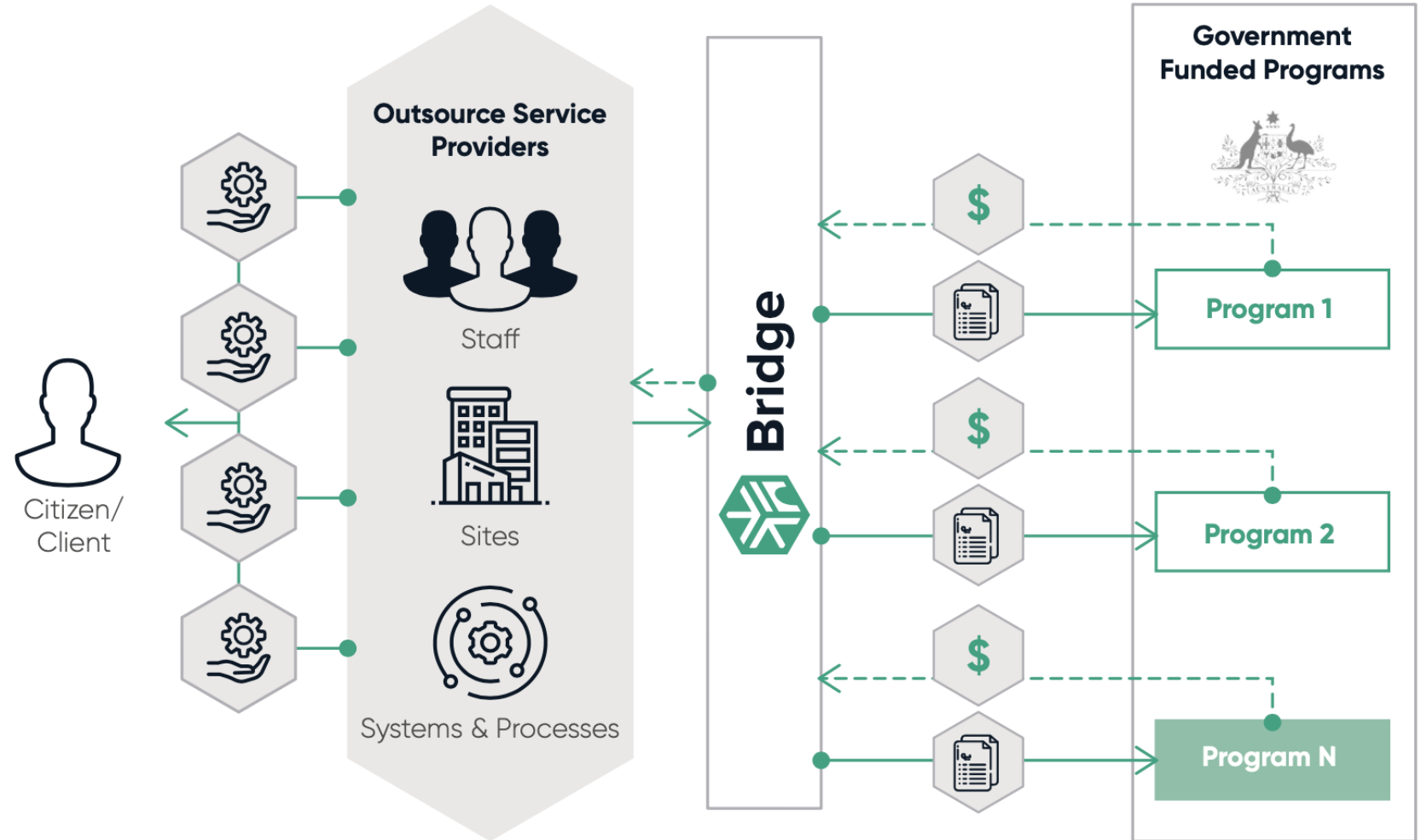


Systems & Processes are a key limiter in an Outsourced Service Provider's ability to provide a holistic service offering.

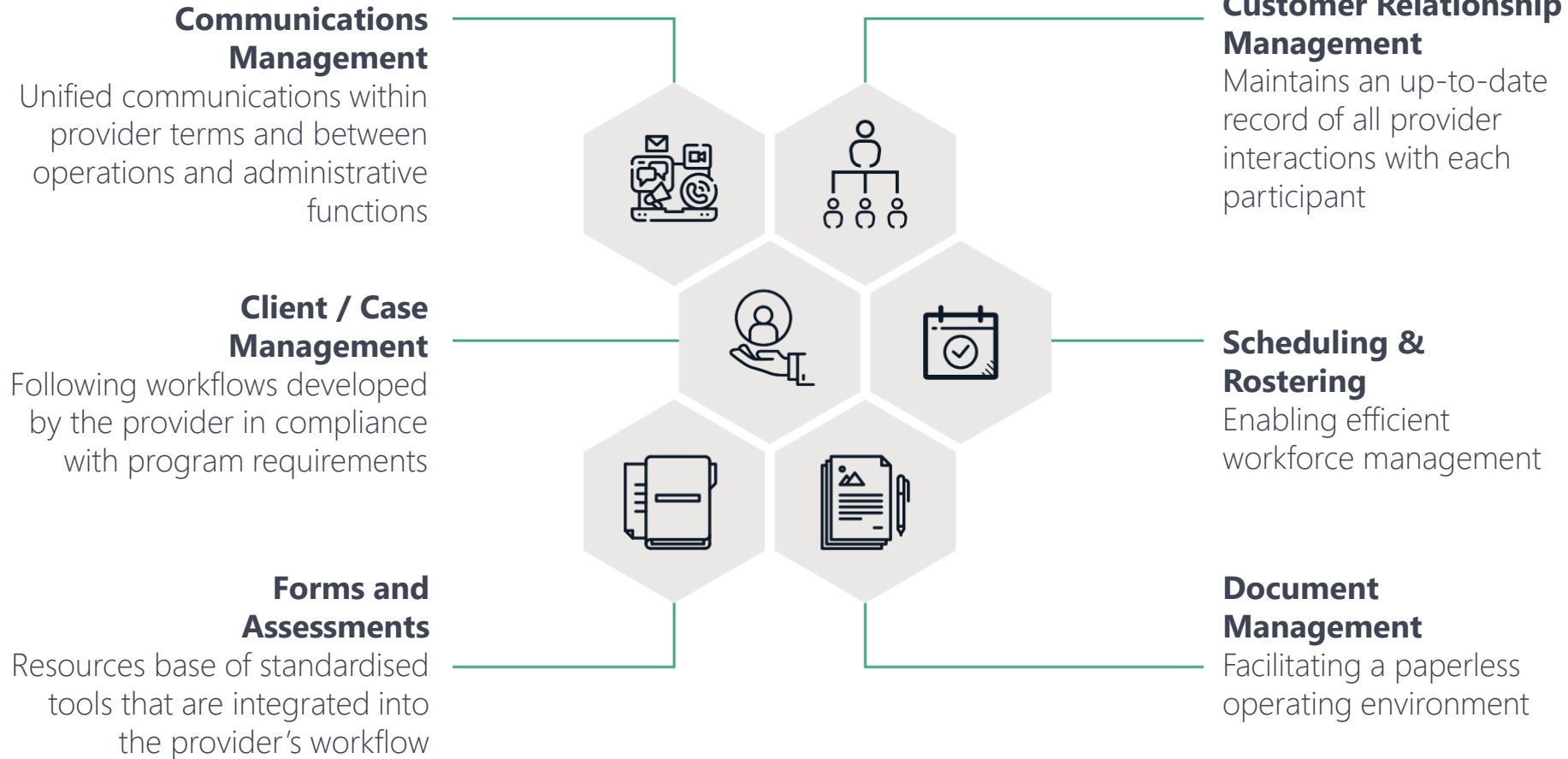


# The Bridge Solution

Bridge provides the single platform that simplifies the unique data, compliance and documentary evidence requirements of major government funded programs, significantly enhancing OSP's compliance, efficiency and productivity with clients and the programs.



# The Core Features of the Bridge Product





# An Accredited, Established Platform – Set for Expansion

**Bridge manages more than 1 million client records and is currently accredited for 14 Australian Government programs**

Jobactive	Jobactive Work for the Dole	Disability Employment Services
Empowering Youth Initiatives	Youth Jobs Path	Parents Net
Career Transaction Assistance	Stronger Transitions	Transition to Work
Launch Into Work	Time to Work	Harvest Trial
VTEC		New Business Assistance

## Expanding into the Disability Service Provider channel

Bridge has built an established, high-quality customer base within the Employment Services segment

Customers are third-party providers to human services programs operated by the Australian Government (Providers)

Bridge has obtained approval for API access to NDIS systems enabling the expansion into the adjacent Disability & Aged Care segment, where there are similar characteristics and overlapping customers



# NDIS is the Largest Per Capita Social Services Program Globally

This has created a large opportunity for technology to service and dominate the space

## Forecast annual government expenditure:

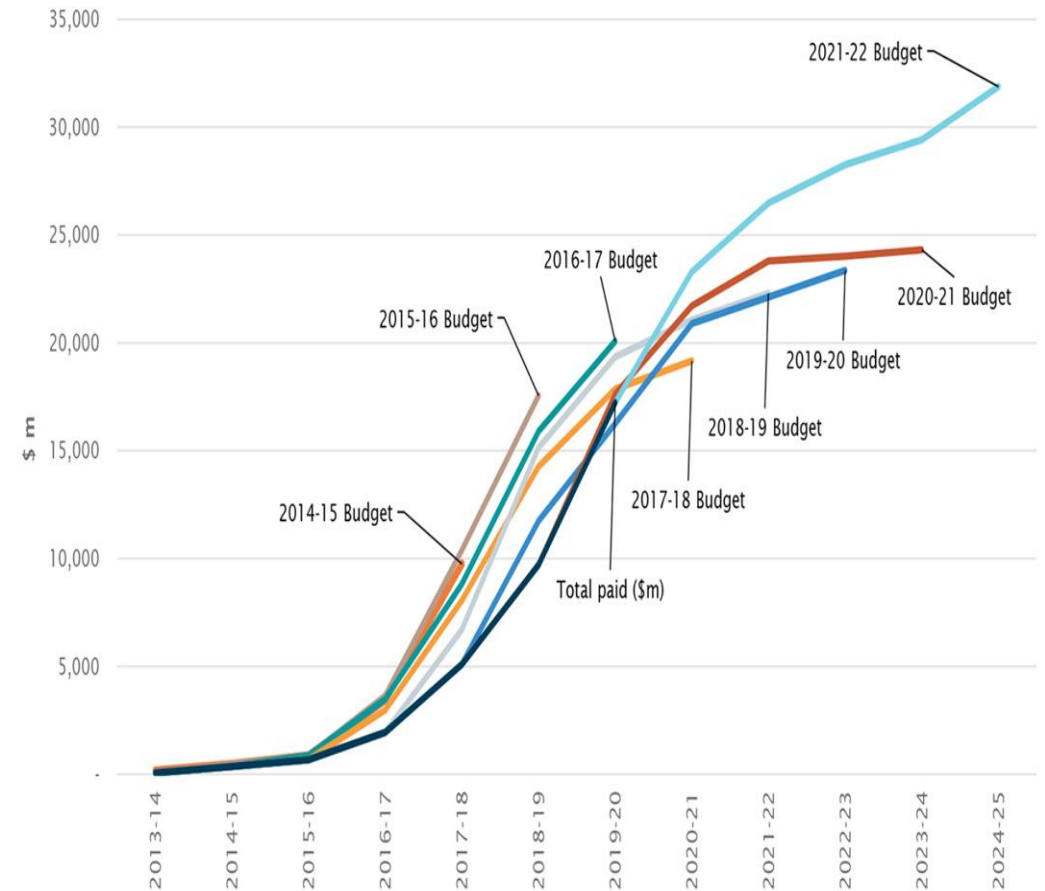
2022  
**\$29.3B**

2023  
**\$33.9B**

2024  
**\$38.0 B**

2025  
**\$41.4B<sup>1</sup>**

<sup>1</sup> <https://www.ndis.gov.au/about-us/publications/quarterly-reports>



# Ageing Population is Driving Increased Funding

At the same time billions of funding is going into Aged Care - representing a further opportunity for technology to service and dominate the space

Forecast annual Government expenditure:

2021-2022  
**\$26B**

2022-2023  
**\$29.3B**

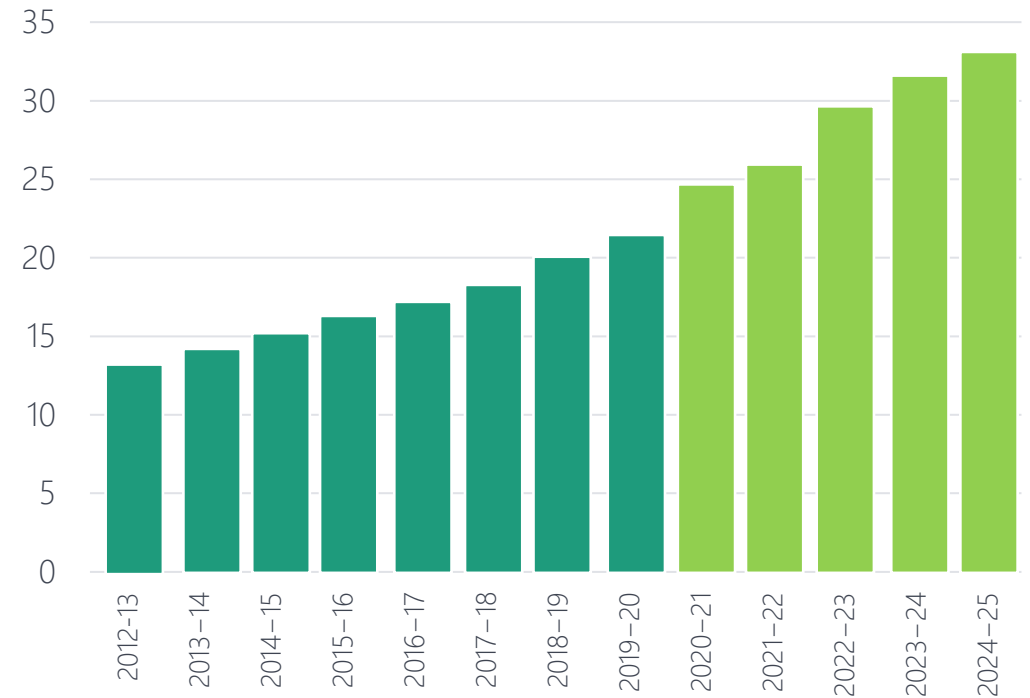
2023-2024  
**\$30.4B**

2024-2025  
**\$32.5B**

2021/2022 budget allocated another \$17.5B in Aged Care Reform being spent from 2021-2025



## Aged Care Funding, \$B

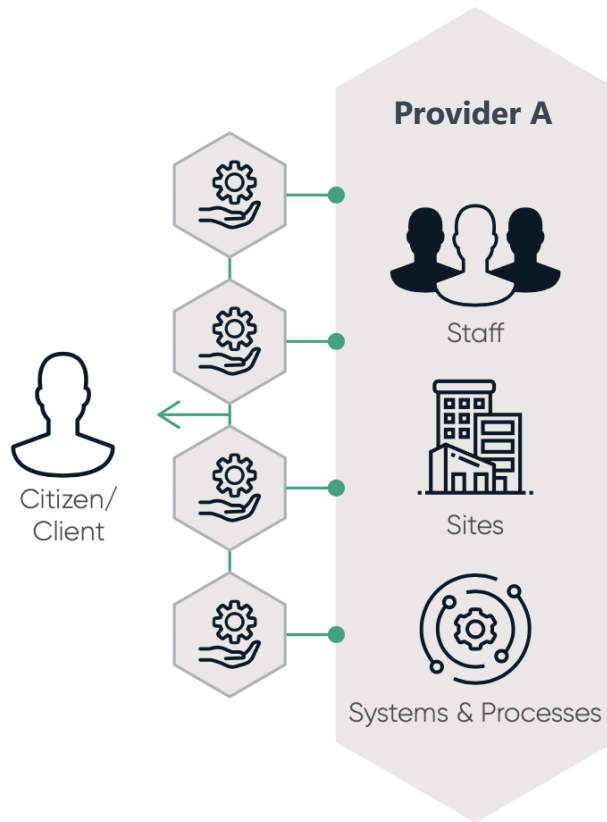


Source: Budget Papers



# SaaS Revenue

Providers are charged monthly based on how many participants they have.

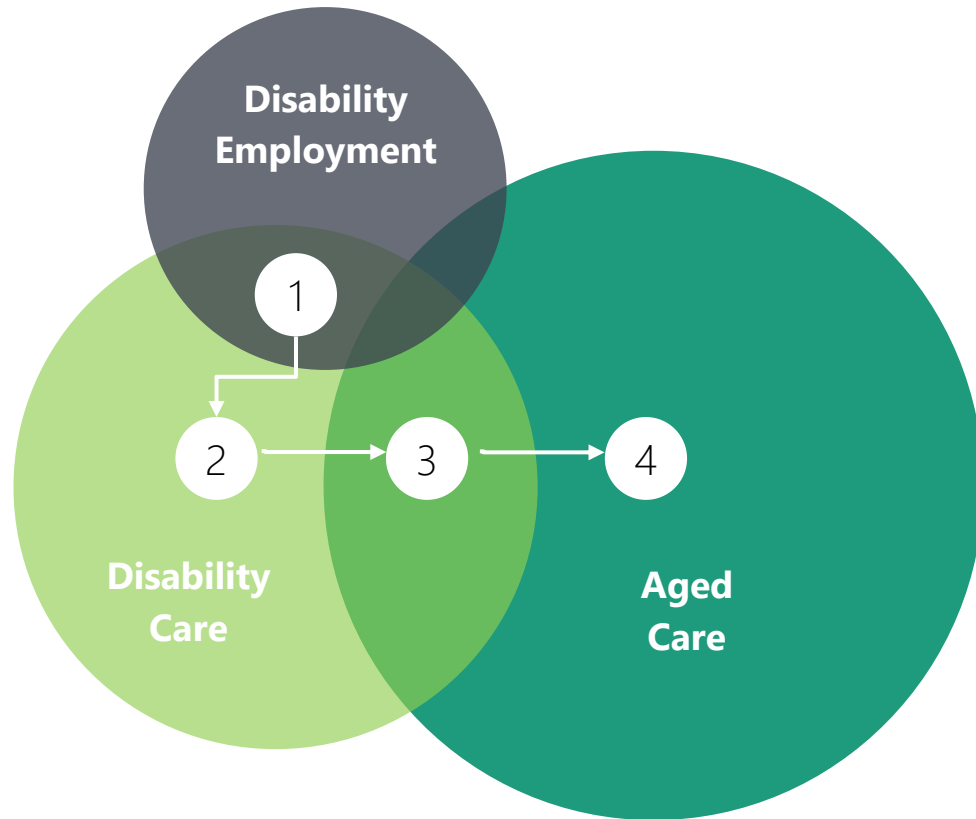


Government contracts serviced by Provider A	Number of participants in each contract for Provider A	Bridge \$ cost per participant / month	Total \$ per month to use Bridge
	1,000	\$5	\$5,000
	1,000	\$3.30	\$3,300
	10,000	\$1.50	\$15,000
<b>Total Invoice to provider A per month</b>			<b>\$23,300</b>

**Scalable – Bridge can go from 50 to 50,000 participants at virtually zero marginal cost**



# Domestic Expansion Strategy



## Go-to-market through market overlaps

- Care market entry will be through customers delivering both Disability Employment and Disability Care. Competitors that cover these dual market customers are unlikely to emerge; providing a persistent foothold and advantage in the Care market.
- This will be followed by consolidating greater market share within the broader Disability Care market.
- With greater exposure in the Disability Care market Bridge will gain exposure to providers delivering services in Aged Care. Similar to our entry into the Disability sector, Bridge will initially focus on overlap providers in the Employment, Disability and Aged Care markets.
- Finally, we will leverage our exposure in the overlap markets to enter the broader Aged Care market.

**Bridge's initial go-to-market is through its existing network with a focus on progressive providers delivering Employment and Disability Care services**

# Early-mover Market Opportunity – “the Xero Model”

## Becoming the dominant system through winning the long-tail of service providers.

- There are at least 502,000 participants using NDIS already supported by 17,461 providers.
- As NDIS is so new no dominant system that has functionality and government DESE accreditation has emerged.
- Bridge has obtained approval for API access to NDIS systems and will intentionally target the “long-tail” of smaller NDIS service providers with teams of 1-10 people & neglected or priced out of current offerings.
- Bridge is adopting a similar approach to the Xero accounting software model where it became dominant through marketing and scaling with the smaller firm providers.

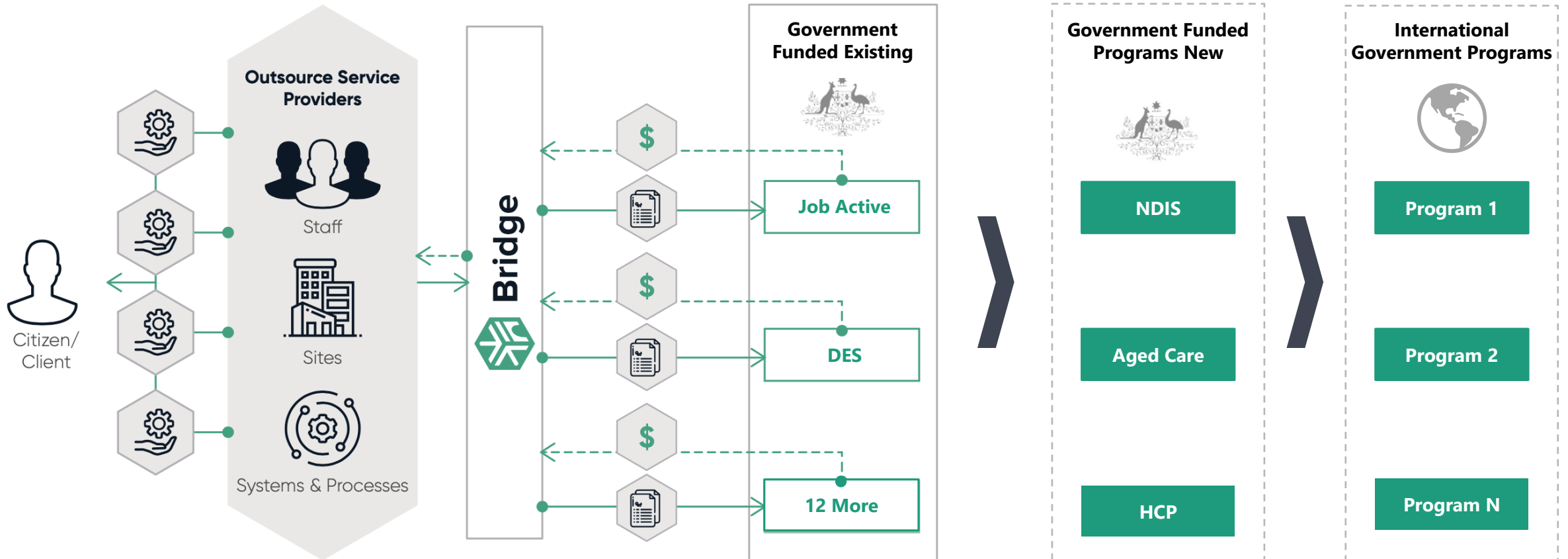
**With a foothold to DES providers, a foundation of millions in forward committed revenue and a ready to use product, Bridge is now ready to dominate the NDIS space.**



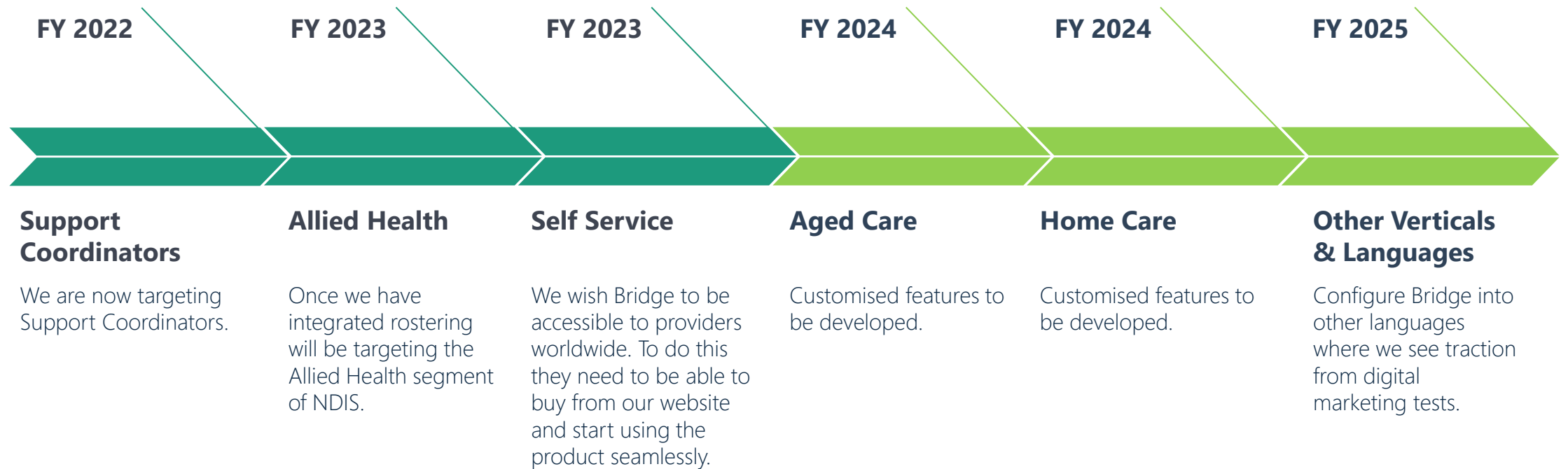


# Scaling Up Organically

by making new health tech features in Bridge plus allowing providers to instantly purchase online from any country



# Product Roadmap – Next 3 Years



**Bridge connects providers to government so any government programs can use Bridge globally.**

# Key Milestones – Next 12 Months



# Experienced Board of Directors

## Rupert Taylor-Price Non-Executive Director & Chair



Rupert is the founder and CEO of Vault Cloud - Secure, Sovereign Community Cloud for Government and Critical Infrastructure. He has a long history of handling sensitive data, stemming from his eight years as Chief Executive Officer at JN Solutions. While at JN Solutions, Rupert developed a world-leading SaaS (Software as a Service) Information Management Platform for the Australian Government, which provided extensive support to the community services sector. He is an active member of the NSW Sovereign Procurement Task Force that diversifies the state's IT supplier ecosystem and boosts participation levels from innovative local IT small and medium enterprises to build sovereign capabilities.

He is also the Chair of AIIA Domestic Capabilities Policy Advisory Network and Policy Advisory Leadership Team.

## Jamie Conyngham Managing Director / CEO



Jamie joined Bridge in December 2019 to scale the business with 20 years of C-level leadership experience in technology startup and scaleups and 10 years in banking tech &. Prior to that (CBA/HP, WPC, RBA, AMP/EDS). He spent 13 years based in the UK where he took companies to global leading positions in mobile content (iobox), mobile games (telcogames). Following the UK he created a sector around NFC mediatech with a company he co-founded Tapit. He is comfortable in creating and launching product on a global scale as well as establishing international operations organically and via M&A transactions. Jamie has raised capital from 8 different countries and has lead operations in Europe, Asia and USA.

He is a member of the Digital Community of Interest (DCI) for NDIS, a board member of NSW AIIA and a member of the Technology Council.

## Leanne Graham Non-Executive Director



With over 30 years in the software sector, her SaaS expertise and proven track record helps tech sector companies with global aspirations to achieve international success.

In 2018 she became a member of the New Zealand Order of Merit for services to the software industry.

Leanne is recognised as one of New Zealand's few female IT entrepreneurs and CEOs of a NZX company, after investing in GeoOp and becoming its CEO. Prior to this, she was the Country Manager for Xero, designing and executing global sales strategy; propelling Xero from a newcomer cloud product to becoming the global accounting software standard.

Leanne's reputation in the international markets has evolved by taking positions on a number of ASX listed boards as well as high growth tech private companies.

## Gianin Zogg Non-Executive Director



Gianin has 25 years of experience as CEO, founder, chair, director, and advisor in healthcare, insurance, and technology. He has established companies in Europe, the Middle East, Asia, and Australia. Gianin was the international representative of Medgate, a global telehealth provider, and the chair of the subsidiary in the Philippines. In Australia, he was the inaugural CEO of Telstra ReadyCare, a telehealth company. He acts as a board director and advisor in healthcare, human services, insurance, and technology, in companies such as WHA Workforce Health Assessors, Standards Wise International, Ganz & Partner, or Cyber Clinic. He is a Visiting Professor at UTS University of Technology Sydney.

**The Board has been chosen for rapid SaaS growth locally and internationally.**

# Summary

High margin, scalable, proprietary SaaS platform developed over 13 years



Accredited platform currently used by providers covering 14 government programs



Substantial contracted forward revenue secured



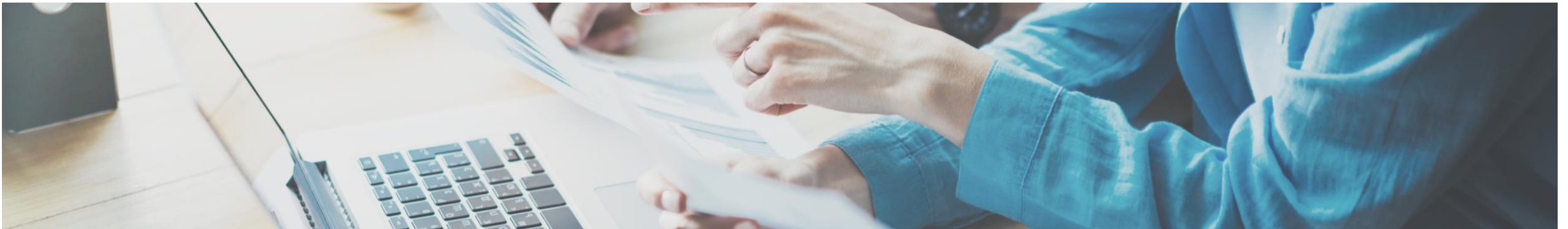
Timing meets technology – substantial bolt on revenue opportunity in the \$60B+ p.a. Disability & Aged Care markets



Fragmented industry with multiple organic and potential M&A opportunities to drive scale in short term



Experienced Board and management team with proven skills to execute market strategy



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