



ASX Release
22 May 2018

Gooroo appears before Senate Committee on Future of Work

Key highlights:

- **Gooroo provides evidence to Senate Committee hearing on the Future of Work & Workers**
- **Delivers a 'WHealth' vision for Australia**
- **Recommends an integrated trial in Barwon region**

The Australian Federal Government established a Senate Select Committee to inform policy and investment for how we prepare our country for the future of work. Gooroo Ventures ("Gooroo" or "the Company") made a submission in February 2018 and was invited to provide evidence to the Senate Committee on Friday 18 May 2018 in Melbourne.

The Company was represented by Mr Greg Muller (Founder & CEO), Mr Tom Brown (Chairman), Mr Carl Joseph (VP Product) and Dr Colin Benjamin OAM (Scientific Advisor). The group provided insights and a number of recommendations for the Committee's consideration, including an offer to implement Gooroo technology to support the transition for our workers and companies.

Key points:

- There exists a strong case for a new approach to tackle the growing issue of feeling left behind by technological progress, and that there is a clear link between self-esteem, feeling left behind and chronic diseases (such as obesity, heart disease and mental illnesses), which is predicted to get worse.
- Incumbent suppliers and marketplaces can help make this transition but it will take too long. We need answers in weeks, not decades. An integrated and collaborative approach, with the right technology, can deliver more effective workforce planning at a national level.
- An earlier government policy was to make Australia the world's healthiest nation. It is Gooroo's belief that this should be expanded to making Australia the world's 'WHealthiest' through an integrated health, education and employment strategy.

Gooroo recommended the extension of a successful pilot that used Gooroo's ColourGrid™ technology in Geelong to a broader regional trial in the Barwon region. Gooroo is now forming partnerships in readiness for this prospective trial.

More information:

- [Read the opening address by Gooroo Ventures CEO, Greg Muller's](#) delivered on Friday 18 May 2018
- [Download Gooroo's original submission](#) (February 2018, #101)



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About Gooroo

Gooroo understands how every person in the world thinks.

Gooroo applies artificial intelligence to the science of human thinking (neuroscience) to enable individuals, organisations and societies to make better decisions. Gooroo's platform incorporates two core capabilities:

- Strategic Decision Analytics
- Workforce Analytics

Strategic Decision Analytics is an analytical engine that can process large datasets to deliver an understanding of how people make decisions, at scale.

Workforce Analytics is an intelligent SaaS-based platform that delivers an integrated approach to organisational design, workforce planning, recruiting, team formation, cultural alignment, succession planning and talent development. It also supports individuals (students through to senior executives) in their career decisions, personal development and connection to opportunities.

In October 2017, Gooroo lodged a patent application on the process of human thinking - securing Gooroo's globally unique ability to chart how we make decisions and choices. Gooroo's Human Thinking Research Unit is planning two more patents applications in 2018.

In June 2017, Gooroo was awarded Innovation of the Year in the Big Data / Machine Learning category at the AIIA iAwards (Vic).

In May 2017, a sales and marketing team was established to begin commercial engagement with employers, recruiters and partners (resellers and consultants). Gooroo intends to reach a global market over the coming 9-18 months.

In January 2016, Gooroo announced a global alliance with Microsoft.

For more information on Gooroo, visit:

Investor Hub: www.goorooventures.com

Website: www.gooroo.io

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