CharacterBank™ Inc.

AI + Machine Learning

About Us

At **CharacterBank™**, we recognize that the pursuit of the ideal employee extends beyond mere task completion – it's a strategic necessity. In a world where **61%** of top executives grapple with this profound challenge, our core mission is to revolutionize the way organizations approach talent acquisition. Our goal is to ensure that every team addition becomes a lasting asset, propelling businesses towards enduring success.

The hard truth is that a substantial **20-25%** of candidates often fall short of fulfilling their roles, causing significant disruptions and setbacks for companies. Fueled by this insight, we embarked on a journey to craft a solution that transforms the hiring paradigm.

Our groundbreaking approach hinges on the utilization of **CharacterCode™, a licensed character profiling tool** at the heart of our innovation. Unlike conventional methods that focus on behavior or personality, our methodology goes deeper, unveiling the intrinsic character of individuals. We firmly believe that character remains steadfast amidst the shifting sands of personality and behavior, serving as a more reliable indicator of a person's potential for success.

By harnessing the unparalleled potential of **CharacterCode™**, we arm HR Managers with a distinct advantage. This tool empowers them to pinpoint candidates whose inherent character seamlessly aligns with the demands of each role. The outcome is an efficient hiring process that not only saves time but also enhances the likelihood of candidates thriving in their positions.

At **CharacterBank™**, we are dedicated to not only unlocking the potential within individuals but also fostering growth and development within organizations.

Mission
Empowering Individuals to Unleash Their Potential

Embracing the power of character allows us to live a life of lasting achievement and fulfillment.

By understanding our strengths, weaknesses, and innate abilities, we can leverage our character to achieve success in all areas of life.

Whether it is wealth, health, relationships, or personal growth, character forms the foundation for a meaningful and purposeful life.

By continuously developing and strengthening our character, we unlock our true potential and create a positive impact on the world around us.

Business Model

We leverage innovative technology to address the challenges corporations face in hiring the right talent, while also contributing to the growing demand for quality early education in the region.

HR RECRUITMENT (SAAS MODEL)

We help corporations find and engage individuals with the right character traits to match specific job roles. With 61% of top executives reporting difficulties in this area and 20-25% of hires resulting in poor long-term fits, our solution reduces disruptions, improves morale, and boosts organizational performance.

EARLY CHILDHOOD EDUCATION (PRESCHOOLS)

The demand for early childhood education is rising, fueled by working couples seeking quality care and education for their children. Increased disposable income, the growing recognition of the importance of early education, and government initiatives in underprivileged regions are accelerating the expansion of this industry.

Industry Pain Points

COST TO GLOBAL ECONOMY

US$7.8 TRILLION
(11% of GDP Globally)

COST OF MIS-HIRE

1.5 TO 2 X ANNUAL SALARY

21% of employees are engaged at work

Gallup Inc. State of the Global Workplace: 2022 Report

33% of employee are thriving in their overall wellbeing

Gallup Inc. State of the Global Workplace: 2022 Report

26.3% of the annual employee turnover rate

US 2017

INSUFFICIENT SUPPLY OF LICENSED CHILDCARE PROVIDERS AFFECTS

6.3 MILLION CHILDREN
BY 2027

Center for American Progress, 2018

ESTIMATED SHORTAGE OF TEACHERS

69 MILLION TEACHERS
NEEDED BY 2030

UNESCO, 2016 Global Education Monitoring Report

Character Profiling

Character is the essence of who we are as individuals. Character refers to the unique combination of our values, beliefs, and actions. It encompasses our strengths, weaknesses, and innate abilities. Understanding our character allows us to leverage our strengths, work on our weaknesses, and make the most of our innate abilities.

Using **Artificial Intelligence + Machine Learning**

Over **13 Years** of Research & Analysis

Big Data Analytics – over **50,000 Individuals' Data**

Over **80% accuracy** of finding right-fit employees

Reveals **unique features** of employees

CharacterCode ™

Based on our research using big-data analytic by means of artificial intelligence and machine learning algorithm, we were able to synthesize the character traits of thousands of individuals' data since 2008, into the following nine archetypes, differentiating their unique innate abilities that contribute to their character, which we call CharacterCode™ as follows :

Researcher/Analyst

Diplomat/ Relations Officer

Influencer/ Marketing Manager

Administrator/ Accountant

Commander/ President

Culture Officer/ HR Manager

Strategist/CEO

Operations Officer/COO

Investor/ Entrepreneur

Benefits of Engage Employees
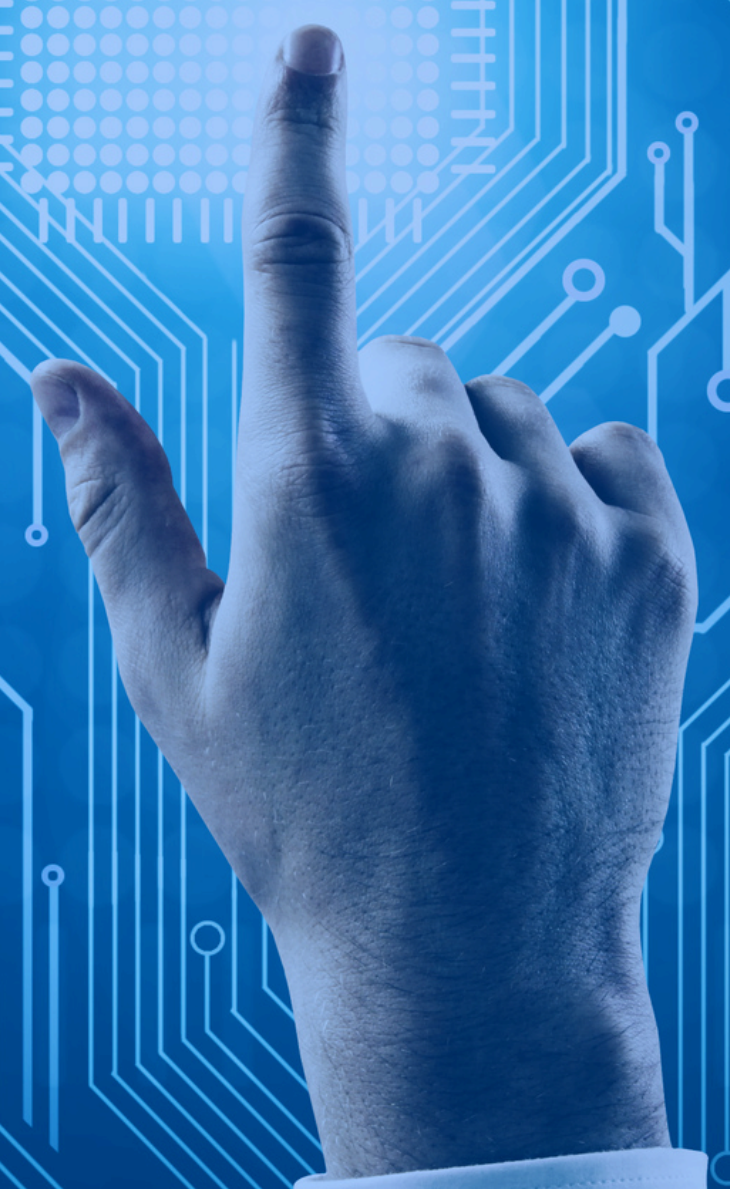
- 23% Higher Profits
- Lower Absenteeism
- Lower Turnover
- Lower Accidents
- Higher Customer Loyalty
- More Innovative
- Higher Problem Solving Skills

Cross sell, Upsell to up size the Profitability

CEO CharacterCode™ Reports for Listed & Unlisted Company

Custom Individual CharacterCode™ Reports

CharacterCode™ Organizational Alignment Workshop

Forecast Next Year Conditions for each CharacterCode™

CharacterCode™ Team Dynamic Reports

CharacterCode™Career Coaching Certification Course

Unfair Advantages

Our proprietary Character Code TM algorithm, which has been developed over a fifteen-year period and having analyzed over 50,000 individuals' character traits, provides a significant system advantage.

Our AI and machine learning system, which is in development, will further enhance our capabilities and accuracy in the candidate job-fit recruitment process. These advantages allow us to offer unique solutions and services to our clients, resulting in increased efficiency and profitability.

Sustainability - The rise of online recruitment and high employee disengagement rates create a sustainable market for our solutions. With failed recruitment costing companies 6-9 months' salary, businesses are seeking better tools to find the right fit. Our offerings save on recruitment and training costs while boosting morale and productivity—critical, especially for key roles like a company's CEO.

Brand Advantage – CharacterBank™ stands out with its unique focus on individual character traits, helping people find careers that match their strengths. This distinct brand identity differentiates us from traditional profiling platforms, attracting attention and fostering strong client relationships.

Unfair Advantages

CHARACTERCODE™

CharacterBank Inc.
Discover Your True Self!

Higher accuracy rate compared to other tools in the marketplace.

Derived from the character traits of the person such as,

- honesty
- integrity
- empathy
- adaptability
- self-discipline
- etc

COMPETITOR

testcandidates

TestGorilla

Evaluate candidates based on various skills, they may not capture the full context of a candidate's abilities or potential fit

Most personality tests measure the "Big Five" personality traits

- extraversion
- emotional stability
- agreeableness
- openness to experience
- conscientiousness

Customer Targets and Growth

Approximately 97% of employees believe that lack of alignment within a team impacts the outcome of a task or project. Good organizational alignment leads to optimum performance, belonging and personal satisfaction, which are essential factors in creating a work environment where employees want to stay and excel.
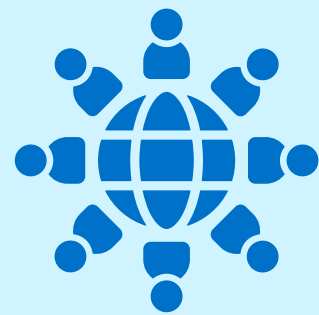
HR Managers

- Select the right fit for a position with greater accuracy, thereby saving recruitment and turnover costs.
- HR automation software automates the hiring process, streamlines it and makes it more efficient.
- Online recruiters can quickly evaluate candidates because the application tracking system keeps all of the necessary candidate data in one location.
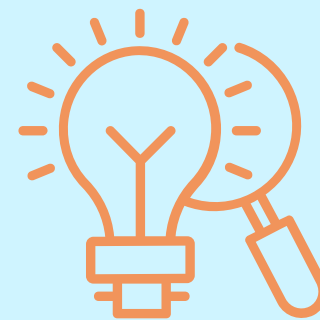
Investment Analysts

- CEOs make substantial decisions around strategy, resource allocation, M&A, and hiring and firing top talent, so making those decisions in the best way possible will have an outsize impact on the performance of the company.
- Investment Analysts having knowledge of the Characer Code of the CEOs will help them in making their investment decision better.

Investors

- Investors who know the Character Codes of the CEOs of listed companies will have the added advantage of knowing which particular company, with the CEO having that Character Code, will be a sure winner.

Customer Targets and Growth

The global early childhood education market was valued at USD 258 billion in 2021 and is expected to reach USD 581 billion by 2031, growing at a CAGR of 8.43%.

Working Parents

- Families with dual-income households who seek high-quality care and early education for their children, typically ages 18 months to 5 years.

- These parents are looking for a trusted environment that fosters both learning and character development.
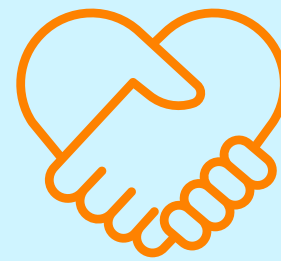
Parents of Children with Special Needs

- Families seeking specialized early education programs that cater to developmental challenges or learning disabilities, providing tailored support for children to develop necessary social and cognitive skills.

Educational Institutions

- Schools and educational networks looking to expand their footprint by incorporating or acquiring preschools to meet rising demand for early childhood education.

Client Testimonial

Past Clients/Trainees have benefited from CharacterBank Code TM Profiling Tool

ROGER PEREIRA

Self-employed / Business success

★★★★★

I have run an F&B business for about two years now and recently had some issues with my business partners. But I could never figure out why I could work well with some people and not with others. Attending Dr Bernard's course has given me a lot of clarity on working with people, given my character. Now I feel much more confident about going into another business partnership.
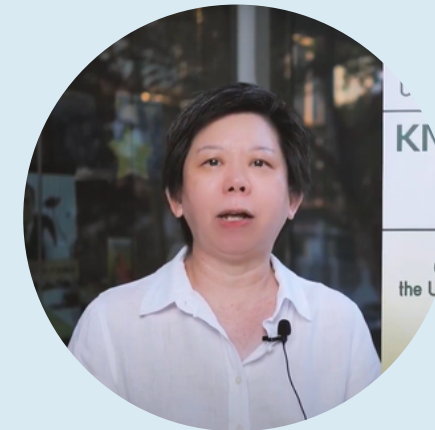
NICOE

Self-employed / Business success

★★★★★

I used to own a small business. But it failed. The ups and downs in my life made me realize that numbers are very important in our life. In 2015, I attended a seminar where Dr. Bernard Yeo was one of the speakers, and it was there I knew him. I subsequently joined his course and found it useful in my life. After attending his course, I know myself better. Knowing my numbers helps me know what type of person I am and what kind of career that suits me.

Watch Video

Market Opportunities

Global HR & Recruitment Services Market Size in 2022 is estimated to be US$772B. The size of the global online recruitment market was USD29.3B million, and by 2029, it is projected to increase to USD 47.3B, with a compound annual growth rate (CAGR) of 8.1%.

03 REVENUE

SHL - US$5.6B
MBTI - US$2B

04 PRICING PLAN

02 VISITORS PER MONTH

MBTI - 23M
SHL - 1.7M
TESTGORILLA - 1.7M

01 MARKET SIZE

2021 – US$ 7.4B
2028 – US$16.5B
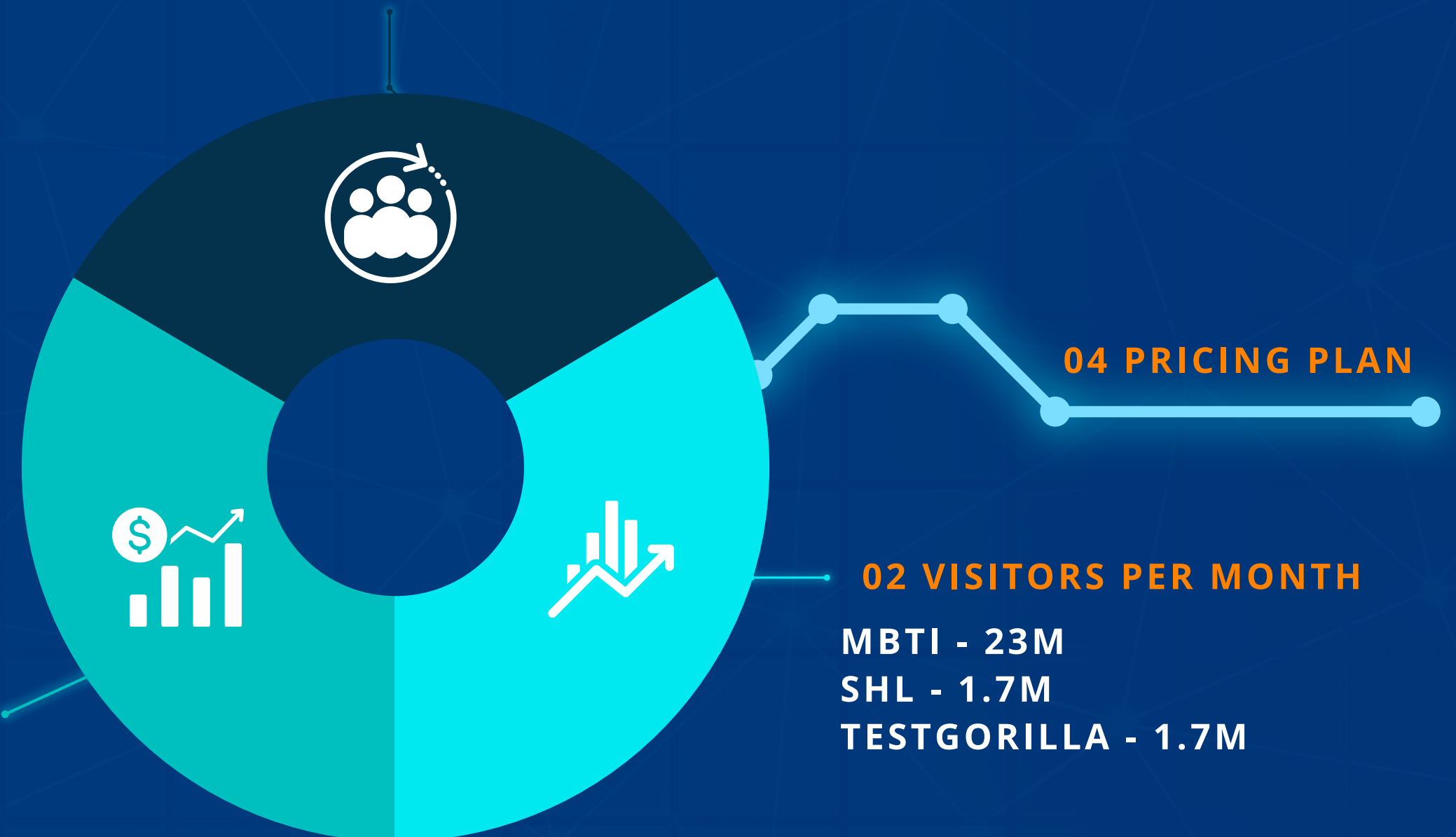
Competitor Pricing Plans

testcandidates

	MBTIonline
Price	$49.95
Provides the official Myers-Briggs assessment and MBTI type	✓
Verification of your MBTI type via an interactive interpretation process designed by experts	✓

Essential

US$999 /year + tax

Candidate credits 100
US$0.99 each thereafter

Try for free

Standard

US$2,999 /year + tax

Candidate credits 1,000
US$0.79 each thereafter

Try for free

Advanced

US$4,999 /year + tax

Candidate credits 10,000
US$0.59 each thereafter

Try for free

Competitor Pricing Plans

TestGorilla

Free
Try out skills-based hiring

$0 USD per month

Free forever

[Try it now]

- **10** free tests in the test library, including all personality tests
- Create custom **essay** and **multiple-choice** questions
- Test premium features internally with **5** account users

Starter
SAVE $120

Begin with skills-based hiring for all roles

$75 USD per month

1-year commitment, pay $900 upfront

[Subscribe now]

- **Unlimited** assessments, candidates and account users
- **All 358 tests** from the library
- Create custom essay, multiple-choice, and **file-upload** questions
- Welcome video for candidates
- PDF reports for assessments and candidates
- Qualifying questions

Pro
SAVE $180

Maximize your hiring with advanced features

$115 USD per month

1-year commitment, pay $1,380 upfront

[Subscribe now]

All features in the **Starter** plan, plus:

- Create custom **video** questions
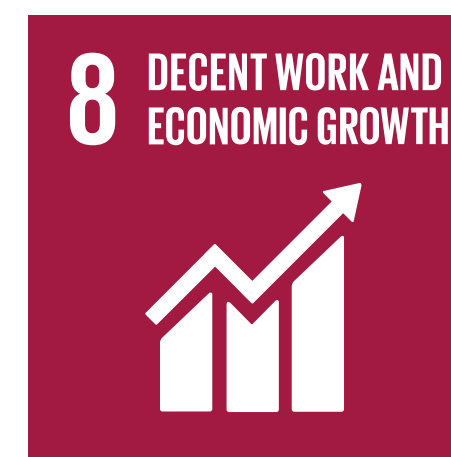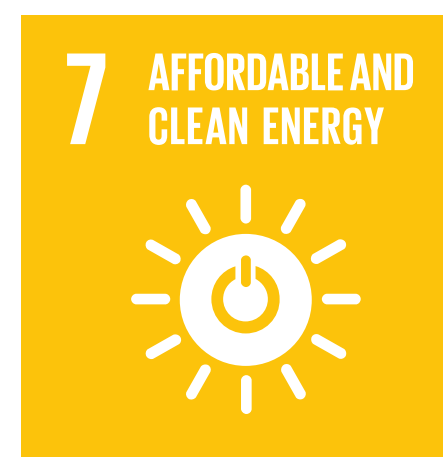- Create custom company tests and **coding challenges**
- Brand assessments with your logo and color
- ATS (Applicant Tracking System) integration
- Dedicated Customer Success Advisor
- Fast lane support SLAs

Sustainable Development Goals

THE GLOBAL GOALS

1 NO POVERTY

2 ZERO HUNGER

3 GOOD HEALTH AND WELL-BEING

7 AFFORDABLE AND CLEAN ENERGY

8 DECENT WORK AND ECONOMIC GROWTH

13 CLIMATE ACTION

INVESTMENT OPPORTUNITIES

CharacterBank™ presents a compelling investment opportunity, aimed at securing $70 million in funding over a 5-year span. Our roadmap is meticulously planned, starting with seed investment, moving through various series investments, and culminating in a Nasdaq IPO. What sets us apart is the incremental growth strategy, with a projected $1 increase in share price at each developmental phase, leading to an IPO share offering at $6.

CharacterBank™ provides not just a timely solution to an age-old problem but an opportunity to invest in a game-changing technology set to revolutionize the talent acquisition landscape. The financial, strategic, and operational elements of our business model are designed for both short-term gains and long-term sustainability, making this a unique and compelling investment opportunity.

Reason for Investment	Why Invest in CharacterBank™ ?
Solving a Universal Problem	Addresses a challenge faced by 61% of top executives in the multi-billion-dollar talent acquisition market.
Proven Technology	CharacterCode™ offers an evidence-based, ground-breaking approach for evaluating long-term employee fit.
Scalable Business Model	The tool can be adapted across sectors and business sizes, with revenue diversification opportunities.
ROI and Cost Savings	By reducing turnover costs, CharacterBank promises a strong ROI, aiding customer acquisition and retention.
Financial Trajectory	Clear roadmap to secure $70 million over 5 years, with gradual $1 share price increments leading to a $6/share Nasdaq IPO.
High Growth Potential	Demand for CharacterBank's unique services is expected to rise sharply, offering exponential ROI.
Nasdaq IPO	The end-goal of a Nasdaq listing offers a clear exit strategy and a projected $6/share provides significant upside.
Visionary Team	Led by industry experts and thought leaders, ensuring the company is well-guided for success.

Cash Flow Positive

Cashflows	YR 1	YR 2	YR 3	YR 4	YR 5
	US$'000	US$'000	US$'000	US$'000	US$'000
InFlows					
Revenue	41,226	95,571	163,191	252,705	388,088
Income from Invest Funds	3,450	4,200	5,400	7,400	10,700
Funds Raised/Convertible Loans	52,000	3,000	4,000	5,000	6,000
Total Inflows	**96,676**	**102,771**	**172,591**	**265,105**	**404,788**
Outflows					
Operating Expenses	34,019	76,648	126,240	185,775	267,300
Tax Payable	2,132	4,625	8,470	14,866	26,297
Loans to Subsidiaries-Preschools	10,000	10,000	10,000	10,000	10,000
Total Outflows	**46,151**	**91,273**	**144,710**	**210,641**	**303,597**
Net Inflows/(Outflows)	**50,525**	**11,498**	**27,881**	**54,464**	**101,191**

Financial Forecast

DESCRIPTION	2025	2026	2027	2028	2029
Revenue (US$)	44.7M	99.8M	168.6M	260.1M	398.8M
Operating Expenses	34.0M	76.6M	126.2M	185.8M	267.3M
Net Profits Before Tax	10.7M	23.2M	42.4M	74.3M	131.5M
Net profits After Tax	8.5M	18.5M	33.9M	59.5M	105.2M

Capital Raise and Use

Descriptions	YR 1 ($M)	YR 2 ($M)	YR 3 ($M)	YR 4 ($M)	YR 5 ($M)
Capital Raise					
Pre-IPO on PEX	2.0	3.0	4.0	5.0	6.0
Convertible Loan	50.0	0	0	0	0
Total Funds Raised	**52.0**	**3.0**	**4.0**	**5.0**	**6.0**
Uses of Funds					
Loans to Subsidiaries-Preschools	10.0	10.0	10.0	10.0	10.0
Marketing	0.4	0.4	0.5	0.6	0.6
Engagement of Key Staff	1.4	1.6	2.0	2.4	2.8
Tax Payable	2.1	4.6	8.5	14.9	26.3
Total Funds Utilization	**13.9**	**16.6**	**21.0**	**27.9**	**39.7**

Cash Out For Investor

Descriptions	YR 1	YR 2	YR 3	YR 4	YR 5
Earnings – NPAT ($M)	8.5	18.5	33.9	59.5	105.2
Shares (M)	50	51	52	53	54
Earnings Per Share ($)	0.17	0.36	0.65	1.12	1.95
Price Earnings Ratio (PE)	20	20	20	20	20
Market Capitalization ($)	**170**	**367**	**676**	**1,187**	**2,106**
Discount for lack of Marketability/liquidity	20%	20%	20%	20%	20%
Adjusted Market Valuation ($)	136	294	541	950	1,685
Shares Outstanding ('000)	50	51	52	53	54
Price Per Share Based on M/Cap	2.7	5.8	10.4	17.9	31.2
Placed Out Shares - 1M	1	1	1	1	1
Subscription Price ($)	2	3	4	5	6
Price Per Share After Place Out ($)	2.67	5.65	10.21	17.6	30.6

Note: The table provides updated information regarding the company's earnings, market valuation, and share price, taking into account a 20% discount for lack of marketability/liquidity. The adjusted market valuation and the resulting share price for the first listing and after the place out of 1 million shares are also included, along with the subscription price in dollars.

Team

Bernard Yeo (Hon. PhD.)

President / Director

Brought in revenue of over $25M since 2012 for conducting training on 9UCATM Character Profiling Methodology which was developed from his outstanding research for which he was awarded an Honorary PhD in Human Capital Development & Human Profiling as well as an Honoris Causa Doctor of Science. A Researcher who has an analytical mind and the ability to see patterns and to draw conclusions from such patterns. He has trained over 6,000 students and raised over US$2M.

Michael Wan

Vice President / Director / CFO

Qualified Accountant (ACCA-UK); MBA (UK); have over 40 years of experience in Accounting Practice, CFO in American MNC, overseeing Family Office Investment funds of over US$500M, as well as managed relationship with Bankers, Auditors, Lawyers, Tax Consultants and overall responsibility for Accounting and Tax for 12 countries in Asia-Pacific as well as an Entrepreneur for over 20 years.

Team

Dr. Charlie In
Independent Director

Chairman of Raffles Capital and special advisor to Marina Bay Capital with over 40 years of investment and private banking advisory services. Advisor to AXA, BASF, Citibank, DBS, Hilton, IBM, Microsoft, Motorola, Siemens, Volvo as well as Chairman of several public-listed companies listed on the ASX and SGX.

Steney Gee
Chief Training Officer

With over 20 years of training and development experience he has trained over 2,000 students in both English and Chinese. Currently, Steney is the Chief Trainer for the UCATM Career Coach course which is one of the accredited Singapore SSG-funded courses. Steney has also contributed to the creation of a number of books, reports, and web applications, all designed to inspire and empower individuals to achieve their full potential.

Team

Mahesh Premachandran
Chief Technology Officer

Holds a MSc in Information Systems and a MSc in Psychology, is an innovative software professional with over 23 years of experience, focused on data analytics domain including artificial intelligence, machine learning, data warehousing and business Intelligence. Highly accomplished in influencing decision-makers and driving profitability across the organization. Result Oriented and solution driven technical manager with experience in delivering complex technical projects.

Contact Us

Michael Wan
Director

✉ michaelwan@characterbank.biz

🌐 characterbank.biz

🌐 characterbank.apexipo.info