



# Enabling instant HR matchmaking | B2B SAAS

Introduction to Only Once | May 2024





## THE PROBLEM

# \$2Bn missed jobs due to outdated business data

- **Updated business data:** Preventing missed opportunities.
- **Tedious process:** Applying for positions is consistently time-consuming.
- **Inaccurate databases:** Agencies invest substantial time & money to maintain current candidate data.
- **Decreased revenue:** Outdated data results in a loss of millions in income in the Netherlands in 2023.



## THE SOLUTION

Your data in one place,  
live-linked to all agencies.

- **Only Once.** Candidates store data only once and share it with agencies of their choice.
- **Empowering candidates.** They decide who receives their data and under what conditions.
- **Empowering agencies.** Always have instant access to the most accurate pool of available candidates using high quality data.
- **More revenue for everyone.** Our technology enables faster and more efficient matchmaking, leading to increased revenue for all parties involved.





## PRODUCT

B2B 'always up-to-date' candidate data SaaS solution



Agency requests data using Only Once Smart Form®.

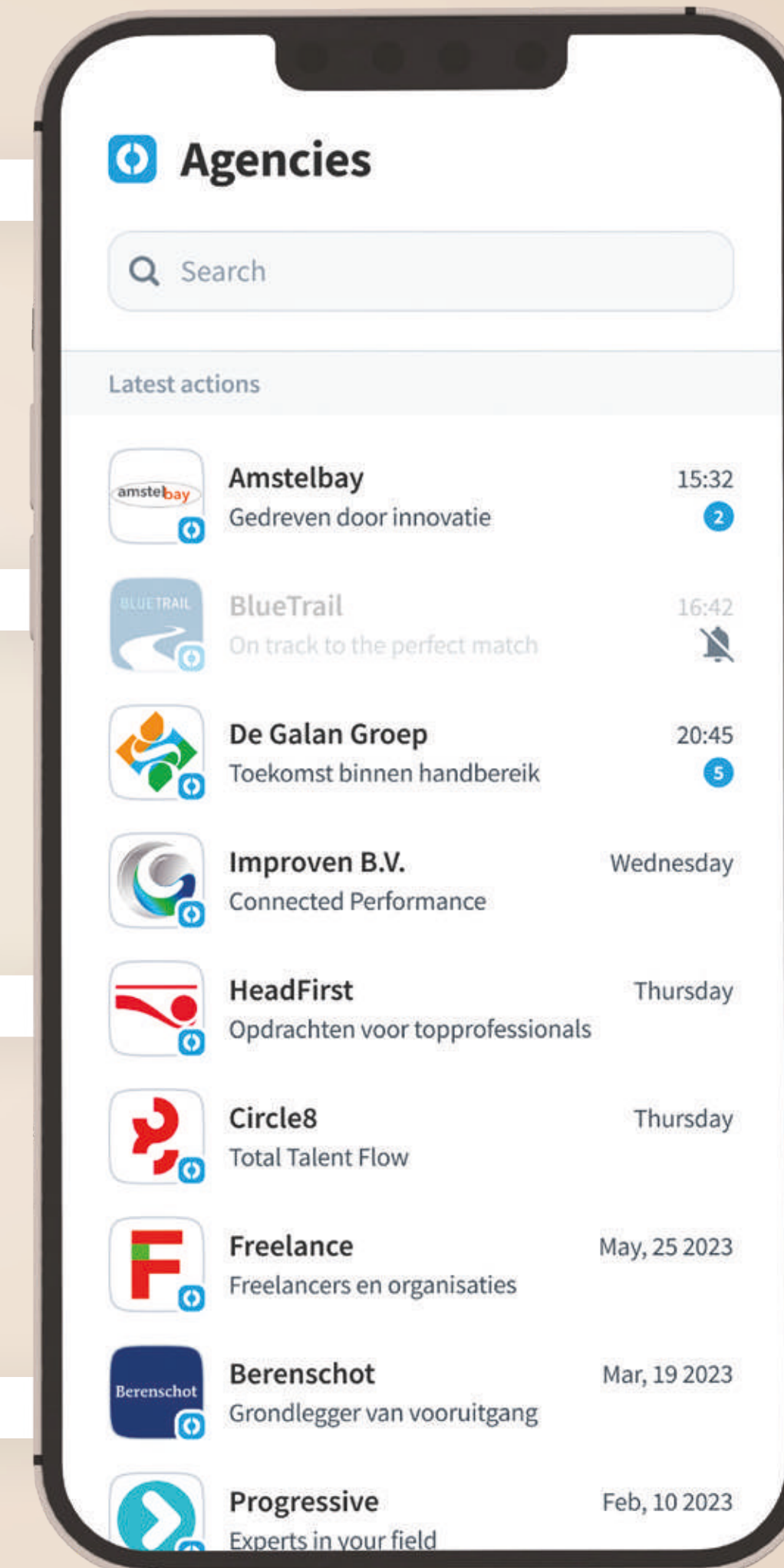
1

Candidate grants access to business data. Transactions are logged.

3

Candidate connects more agencies or revokes data.

5



Candidate opens form. App prefills with 100% accuracy.

2

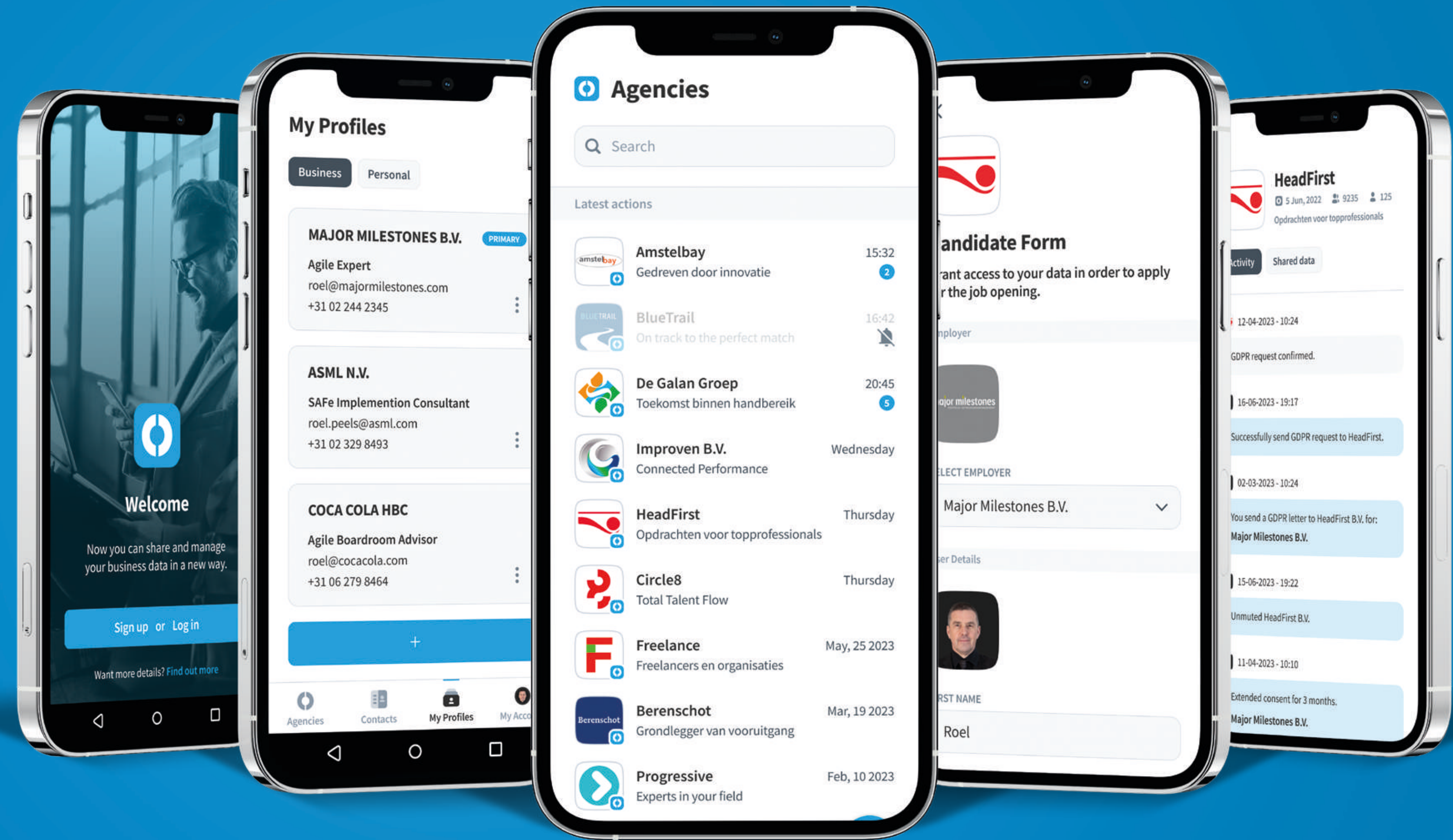
Candidate changes data? Only Once synchronises all connect CRM's / ATS of all connected agencies.

4



PRODUCT: ONLY ONCE  
FOR BUSINESS APP

One-click  
update,  
always in  
control,  
GDPR  
compliant.  
Simple.







## DISCOVER KEY BENEFITS FOR AGENCIES

# Accelerate your business with Connect<sup>®</sup> and Smart Forms<sup>®</sup>

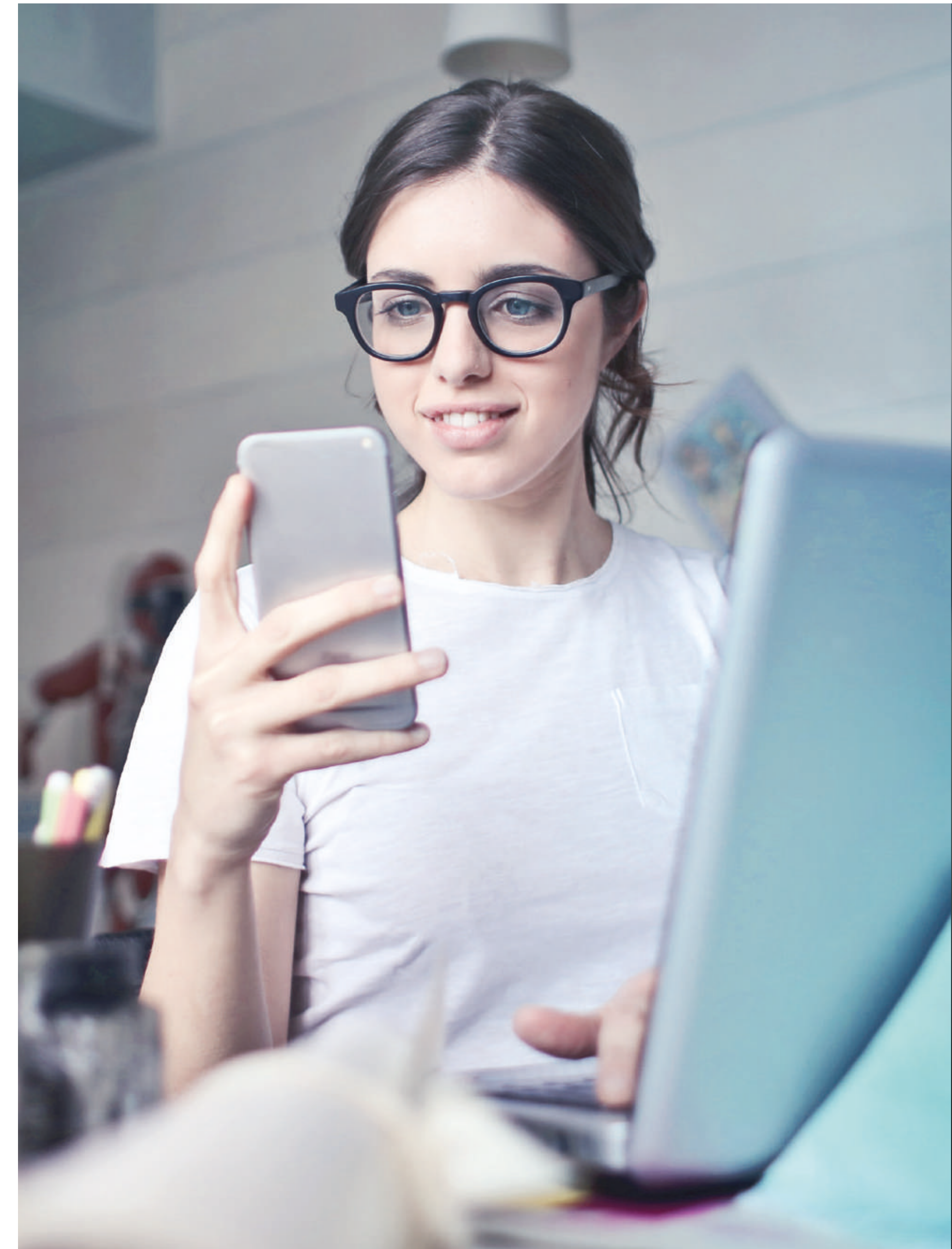
- **Always accurate candidate data:** Facilitating faster and more successful matches by feeding precise candidate information.
- **Minimize candidate loss due to denied consents:** Streamlining the process with automated consent processing within our app.
- **Lower GDPR risks:** Comprehensive privacy controls that mitigate potential GDPR compliance issues.
- **Positive business outcome:** Eliminate administrative burdens and manual labor, guaranteeing an efficient and cost-effective solution.



## DISCOVER KEY BENEFITS FOR CANDIDATES

Experience seamless efficiency and matching with our integrated business solution

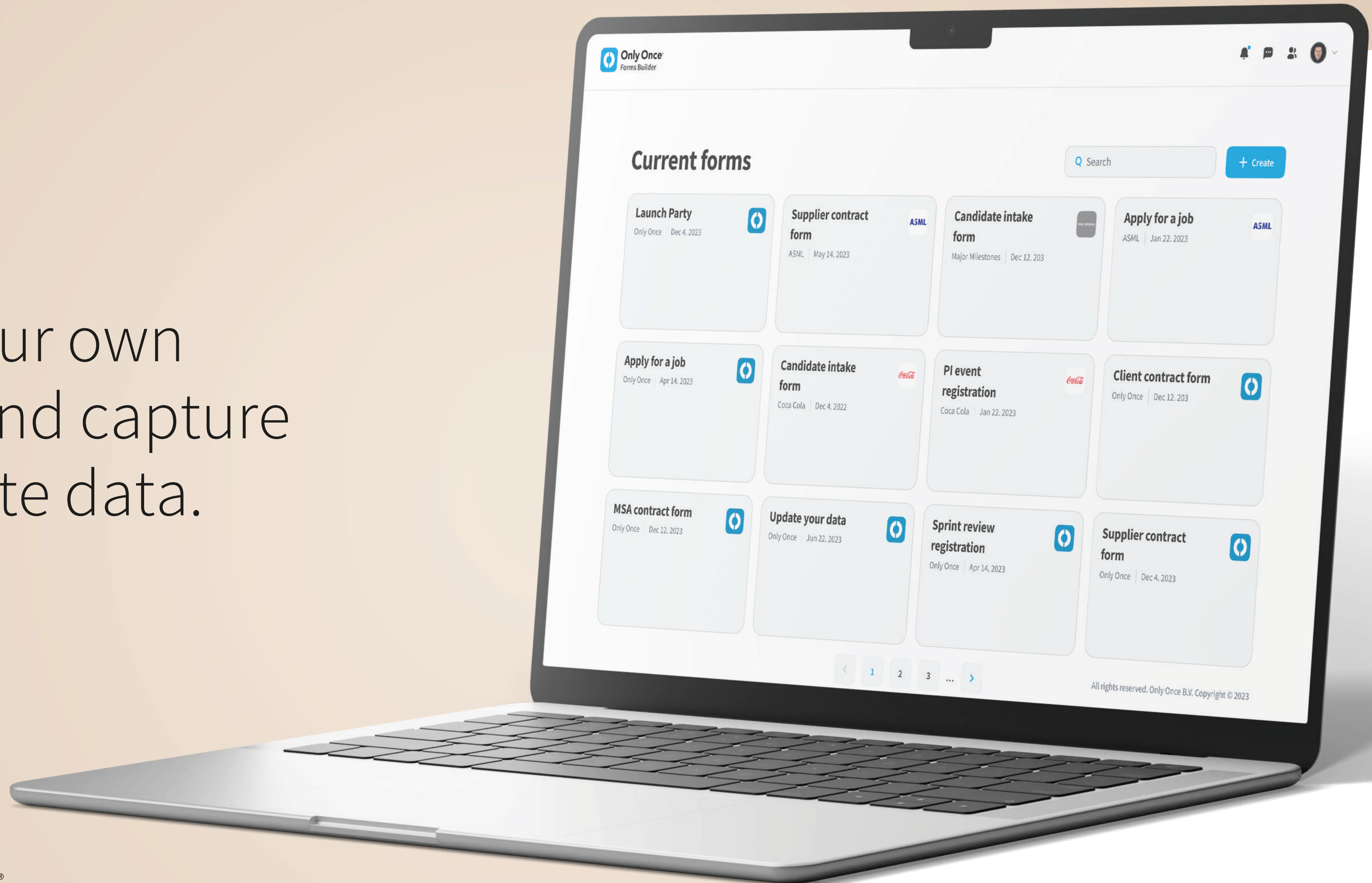
- **Enhanced privacy and consent processing :** Take full control of your data and manage your privacy preferences with just one click.
- **Streamlined agency updates:** Say goodbye to multiple portals and passwords. Update all your agencies from a single centralized location.
- **Effortless form filling:** Fill out any Only Once form with a simple click of a button. No more tedious manual data entry.
- **Amplified opportunities, accelerated results:** By having more agencies access your up-to-date information, you'll unlock a greater number of opportunities faster.





**PRODUCT:**  
**SMART FORMS®**  
**SOLUTION**

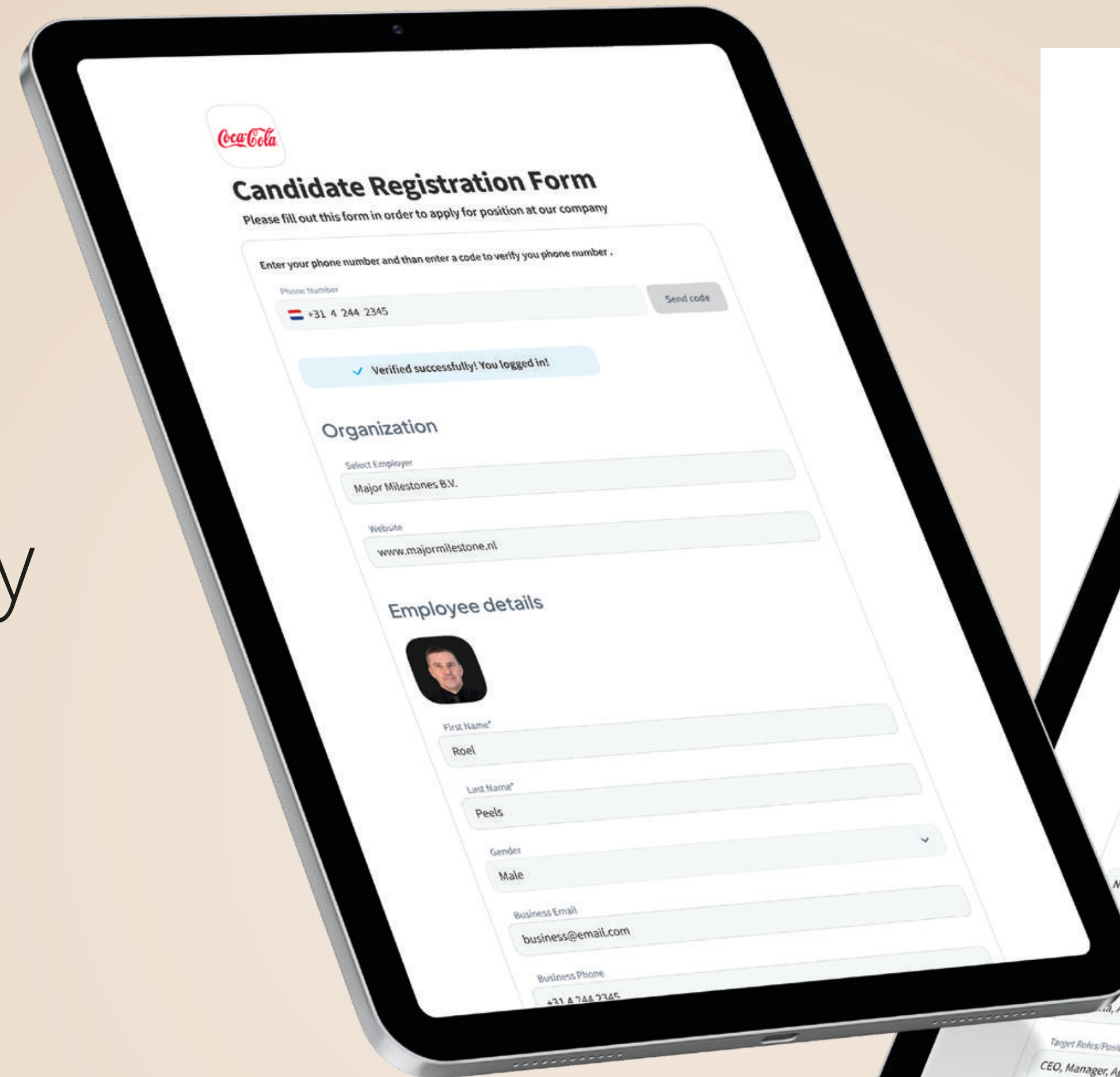
Build your own  
Forms and capture  
candidate data.





**PRODUCT:**  
**SMART WEBFORM®**

Seamlessly  
and effortlessly  
one-click  
form filling.



**Coca-Cola**

### Candidate Registration Form

Please fill out this form in order to apply for position at our company

Enter your phone number and then enter a code to verify your phone number.

Phone Number  
+31 4 244 2345 Send code


✓ Verified successfully! You logged in!

#### Organization

Select Employer  
Major Milestones B.V.

Website  
www.majormilestone.nl

#### Employee details



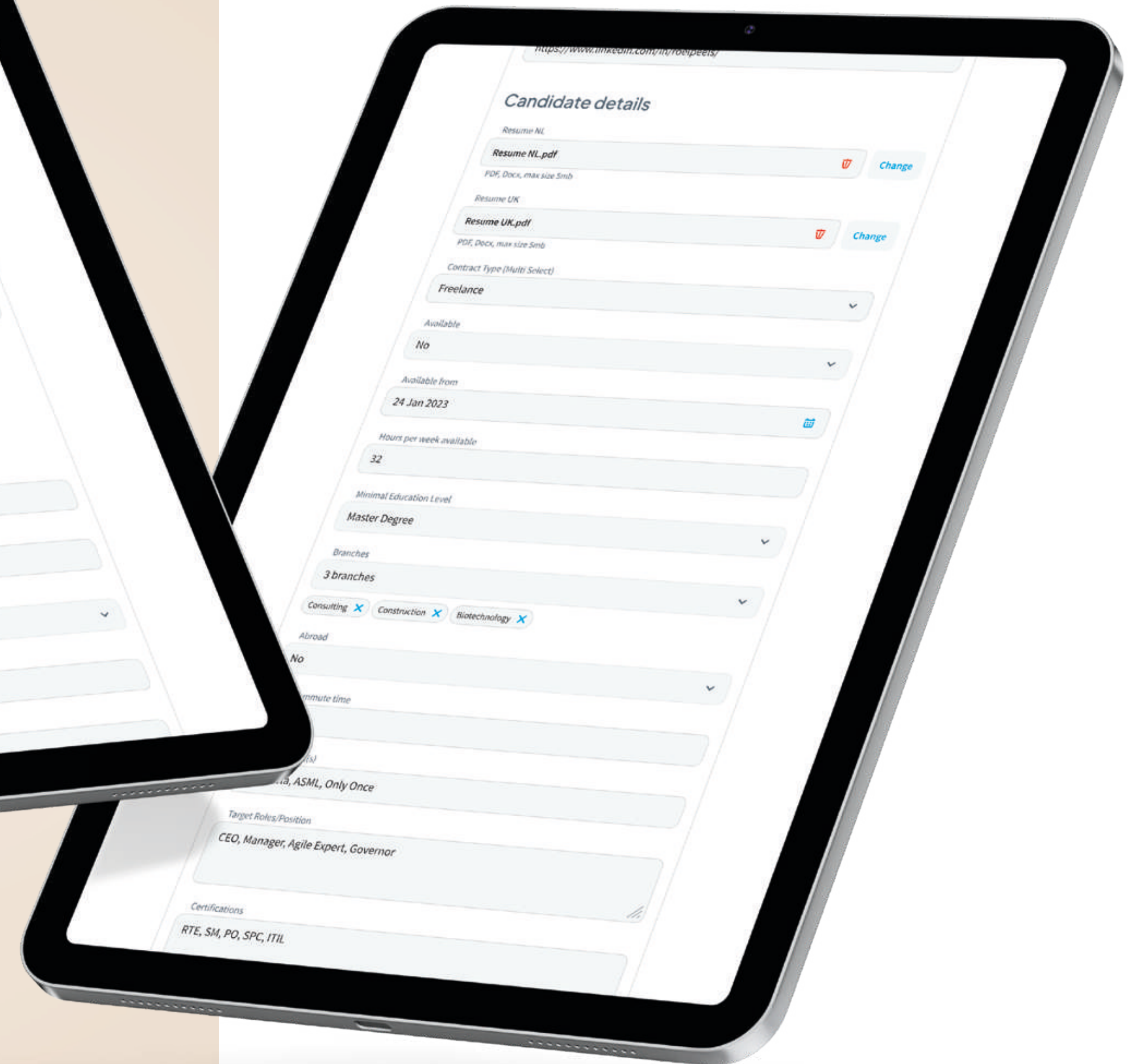
First Name\*  
Roel

Last Name\*  
Peels

Gender  
Male

Business Email  
business@email.com

Business Phone  
+31 4 244 2345



<https://www.mzcon.com/nl/roelpeels/>

### Candidate details

Resume NL  
Resume NL.pdf Change

PDF, Docs, max size 5mb

Resume UK  
Resume UK.pdf Change

PDF, Docs, max size 5mb

Contract Type (Multi Select)  
Freelance

Available  
No

Available from  
24 Jan 2023

Hours per week available  
32

Minimal Education Level  
Master Degree

Branches  
3 branches  
Consulting X Construction X Biotechnology X

Abroad  
No

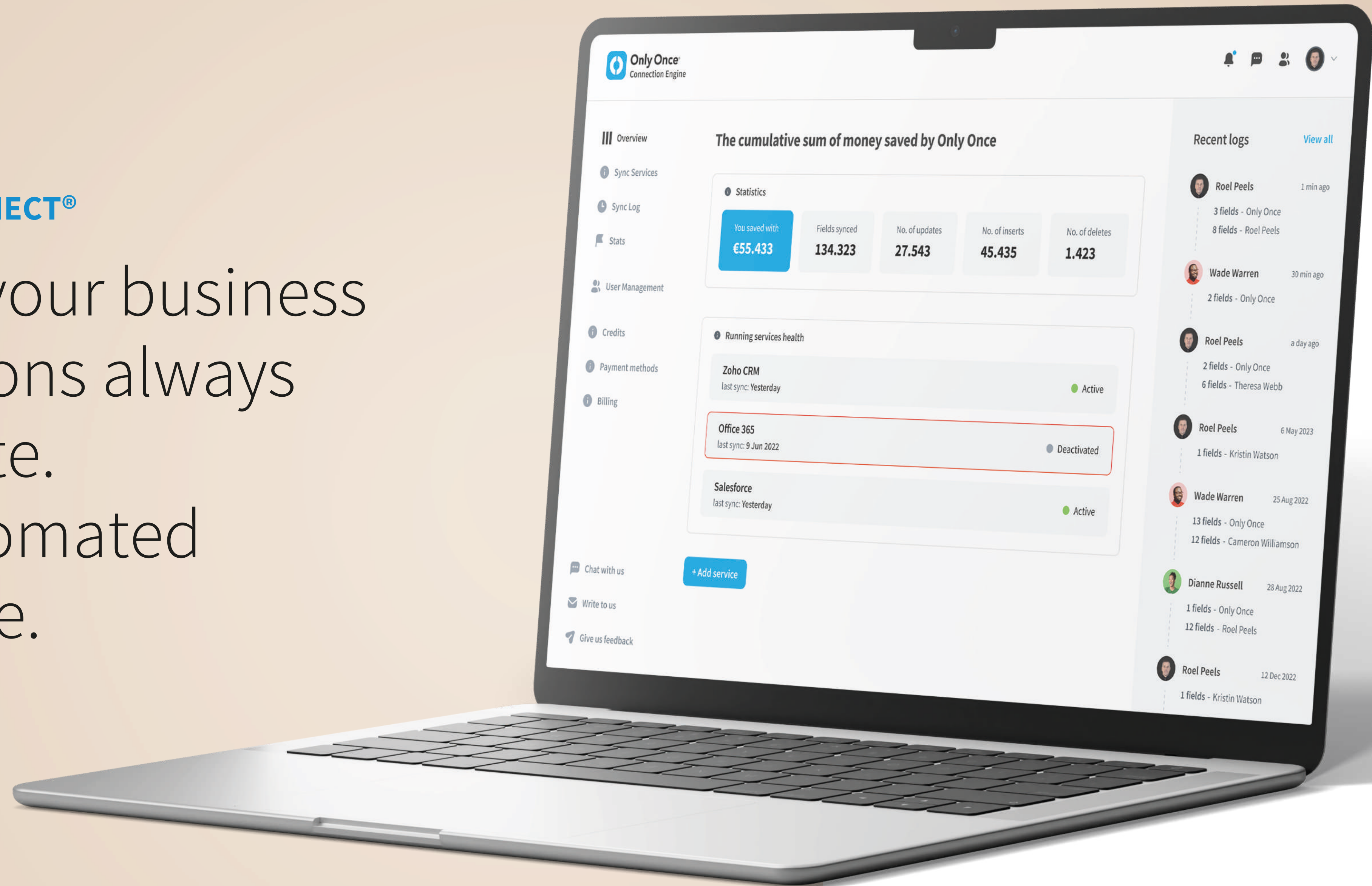
Target Roles/Position  
CEO, Manager, Agile Expert, Governor

Certifications  
RTE, SM, PO, SPC, ITIL



**PRODUCT:**  
**ONLY ONCE CONNECT®**

Keep all your business applications always up-to-date.  
Fully automated & realtime.







## MARKET SIZE & VALIDATION

# Unlocking the power of data accuracy and privacy in the digital age

- Organizations globally spent \$3.1 trillion on data quality tools<sup>(1)</sup> in 2021
- Tim Berners-Lee, the internet's founder, is developing a web standard called "Social Linked Data," emphasizing the validity and potential of our approach<sup>(2)</sup>
- KuppingerCole predicts that Life Management Platforms<sup>(3)</sup>, ensuring control and privacy for personal data, will be the next significant internet trend
- Customers and candidates are actively adopting our solution.

1. Flying Bl w Bad Data Undermines Business –Forbes, Oct 14, 2021

2. <https://www.inrupt.com/solid>

3. KuppingerCole March 2012





ADOPTION & GOTO-MARKET STRATEGY

Focus on automation, digital conversion and 95% self service.

Target marketing  
Candidates

- Ability to share data with top ranked agencies
- Focus on inbound marketing
- Limited outbound marketing
- Free Publicity
- AARRR Pirate Metrics
- Freemium + credit rewarding

Agencies join  
for free

- Connect to Only Once via self-service portal
- Data sharing via E-mail service
- Data sharing via full integration (API)
- CRM's agencies are migrated to Only Once

The Network effect  
(viral)

- Our software core facilitates exponential growth
- Viral coefficient growth metric:  $K = I * Conv\%$
- Mouth-to-Mouth
- Smart digital conversion algorithms



## COMPETITIVE ADVANTAGE

# What sets Only Once apart from existing solutions and why it can't be easily replicated

- Our software core supports B2B, C2B and C2C data sharing with strong network effects.
- Cutting-edge onboarding-less data capturing technology.
- CEO established over 30+ years strong relationships with key customers and has built a reputation of trust and reliability.
- We own Deep Industry Expertise.
- Extensive (agile) development expertise needed, time, focus & perseverance.





PRICING MODELS

Choose the perfect plan

App (iOS and Android)

Pricing Plans	Features Included	Price Per year (excl VAT)
Free	Max 11 agency, 1 profile, community support	Free
Business	Max 11 agency, 1 profile, email support	€ 89,-
Premium	Full suite of features and VIP support	€ 149,-

Database update service

Pricing Tiers	Price per year (excl VAT)
Real time update Accounts (4 fields)	€ 1,-
Real time update Contacts (7 fields)	€ 0.5,-
Real time update candidates (8 fields)	€ 2,-
	Hourly, Daily, Weekly*

\*Price reduction in case of hourly, daily or weekly.

Data cleansing services

We can clean any dirty database, CRM or ATS.  
Contact us for detailed information and a customer proposal.







# Get in touch

More info about our product?  
Interested in a demo?  
Let us know how we can assist

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