

3700 Sheridan Rd.  
Cameron Park, CA 95682

phone: 530.676.5416

mobile: 530.558.9037



## WHAT IS HUMAXA?

What if determining what people needed to engage and perform their best was as easy as clicking “Start?” What if engagement, learning, and performance solutions were delivered to just the right people, at just the right time, right in the flow of work?

Humaxa has developed the Digital Assistant that does just that.

According to Forbes and Statista, *the cost of employee disengagement and underperformance in 2019 was \$1.6 Trillion in just the US*. Humaxa provides technology that improves engagement and job performance through a Digital assistant named “Max.”

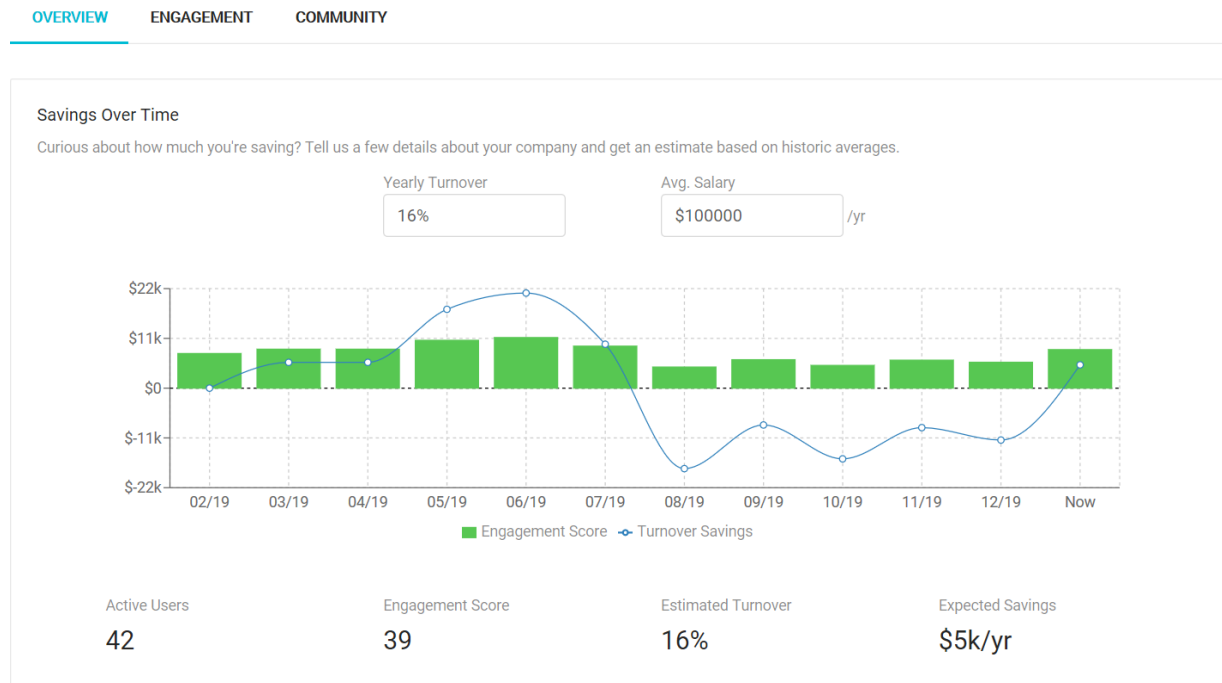
Humaxa’s technology is based on the founders’ research in cognitive neuroscience plus the team’s 20+ years of working with clients in the Human Capital Management industry.

## Humaxa’s Founding Team:

**Carolyn Peer, CEO & Cofounder:** Carolyn Peer is an award-winning Human Capital Management industry leader with an MA in Instructional Technology and a BA in Cognitive Neuroscience. Carolyn started her Human Capital Management career as the Lead Instructional Designer at an early-stage HR Tech startup called ProBusiness. ProBusiness was acquired by ADP in 2003. After taking a leadership position at ADP (running one of ADP’s Learning & Performance groups for National Accounts), she guided her teams to a top-20 placement in Training Magazine's Top 125 organizations and a top-5 placement in CLO Magazine's worldwide ranking in 2014. There wasn't a single other leader within the company's 5000+ leaders who had a higher engagement score in 2016. Carolyn left ADP in 2017 to join forces with two associates and to found Humaxa.

**Guillermo Borges, CTO & Cofounder:** Guillermo received a Bachelor's Degree in Computer Science, & was admitted under a full scholarship for an advanced degree in Artificial Intelligence/Machine Learning to Pontificia Universidade Católica do Rio Grand. He is fluent in nine different programming languages, six different infrastructures, user experience design, functional programming, meta-programming, design patterns, unit testing, parallel programming, & clusters. Carolyn and Guillermo have known each other for many years & have been working together since 2017.

**What does Max do?** “Max” chats with employees and offers to take the actions it predicts will result in the highest levels of engagement and performance for each individual person. With Humaxa, our clients save thousands to millions of dollars per year; these cost savings is tracked dynamically in Humaxa’s client dashboard:



**How does Max work?** Humaxa’s patent-pending *suggested activity engine* predicts which actions will return the best results, and it offers to initiate those actions for you. It’s based on our founders’ 20 years of working with clients and employees in the HR Technology Industry.

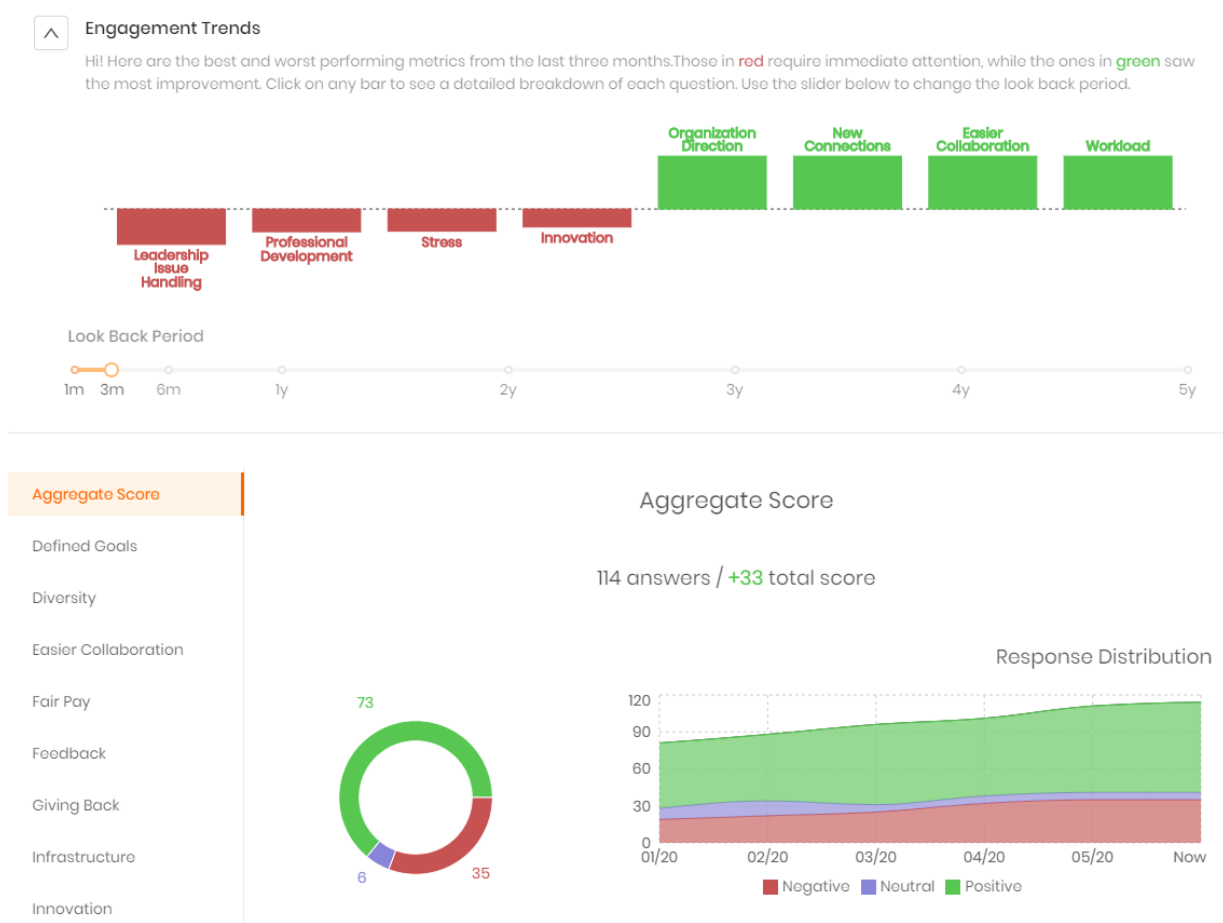
Max will gather data about person-job fit by asking questions about aspirations, strengths, opportunities, likes, dislikes, and past experiences. Max will also talk about intrinsic and extrinsic motivators, how (and if) people want to be rewarded and recognized, and based on all this data, will ascertain degrees of confidence in person-job fit.

Max can also talk about numerous customized topics specifically designed to figure out where training gaps lie. These assessment conversations can be as detailed or as general as needed to ascertain exactly what is needed from a training perspective. Based on Max’s predictions of what will work best, Max can offer up links to training, to simulations, to enrollments, to online classes, to recordings, or to any other resource available that will help fill training gaps.

Because Max integrates directly with *Microsoft Teams* and *Slack*, there’s no need to download third-party software. “Max” comes right to each individual person and speaks with them anonymously.

Humaxa tracks metrics in more than 20 different dimensions by default, requires no coding skills to customize, and automates performance improvement.

When data is headed the wrong direction, “Max” will alert administrators and direct them to exactly where risks lie:



**How does Max talk to people?** Although Max is only a bot, Max is fun and friendly. Max has a self-deprecating sense of humor that appeals to people and disarms them.

Max talks to people right in chat applications they are already using – like Microsoft Teams and Slack – and appears just like another colleague there to help. People are always told that Max is just a computer bot, however. There is no ambiguity.

People have the ability to set limits on how often “Max” can contact them. Over time Max will figure out when and how often to contact people, and what to contact them about. In the meantime, people can always reach out to “Max” to strike up a conversation.

Two examples follow; one is a conversation about innovation and the other is about professional development:

# How “Max” can help with Innovation:



**Maxfred** APP 8:39 AM

Thank you for your answer!

- ✓ You provided feedback about **Innovation**.
- ✓ Your feedback was: "Well, I don't think that employees are always encouraged to innovate. We could do better and it makes me sad."
- It's unfortunate that you feel this way, but perhaps I can help with that! Would you like to join a group discussion about innovation in the workplace?

Accept

Decline

Wednesday, 15 January



**Max** APP 02:07

Hey everyone! @Maxine Phama would like to chat about Innovation as well! Give them a warm welcome! 😊



**Carolyn Peer** 02:08

Welcome, @Maxine Phama! We're happy you joined us here. Do you have any good tips and tricks to be more creative?



**Maxine Phama** 03:03

Hi, everyone! I'm looking forward to chatting about innovation skills. I've learned that if you're going to have a good product, you need to come up with a different way to do things. Is that true?

Thursday, 16 January



**Jennifer Gargulinski** 05:33

Yes. I've heard that innovation is often the key to success in many scenarios.

Tuesday, 21 January



**Max** APP 15:08

Hey everyone! @Anjana Desai would like to chat about Innovation as well! Give them a warm welcome! 😊



**Carolyn Peer** 15:13

Hi, @Anjana Desai! What do you think about innovating in the workplace? Easy? Difficult? 😊



**Anjana Desai** 15:19

Difficult



**Carolyn Peer** 15:37

agreed!

## How “Max” can help with Job Performance:



**Maxfred** APP 5:39 PM

✓ You are providing workplace feedback about **Professional Development**. Please type your answer below.

I love that the bots around here have opportunities to learn and grow! How about you? What do you think about the professional development you receive at work?

Note: your comments are anonymous by default. You may opt-out of it after writing your answer.

If you'd rather not answer, press **Dismiss** to cancel.

Dismiss



**Carolyn Peer** 6:53 PM

I'm unhappy because I haven't learned a lot of new skills lately.



**Maxfred** APP 6:53 PM

Thank you for your answer!

✓ You provided anonymous feedback about **Professional Development**.

✓ Your feedback was: "I'm unhappy because I haven't learned a lot of new skills lately."

I could try to arrange a mentoring activity so that you would get the professional development you're looking for! What do you say?

Accept

Decline



**Carolyn Peer** 6:53 PM

I'm unhappy because I haven't learned a lot of new skills lately.



**Maxfred** APP 6:53 PM

✓ You provided anonymous feedback about **Professional Development**.

✓ Your feedback was: "I'm unhappy because I haven't learned a lot of new skills lately."

✓ You started the mentoring activity! Setting things up...

✓ You want to be mentored.

Awesome! Just select a topic in the list or type something you are interested in and would like to learn more about!

Topics with interested mentors

Bot Building On Slack

C#

Computer Assembly

Consumer Electronics - Design

Cross-Cultural Communication

Css

**Data Science**

Executive Leadership

Select a topic...

If you don't want to be mentored right now, press **Dismiss** to cancel.

Dismiss

Humaxa is free to try - We'd love to hear from you:

[www.humaxa.com](http://www.humaxa.com) - Email: [info@humaxa.com](mailto:info@humaxa.com) - Phone: +1-530-676-5416