



# getmee

## Crowd-sourced funding offer

**15 September 2021**

Offer of fully-paid ordinary shares in Get Mee Pty Ltd at \$00.89 per share to raise a maximum of \$500,000

This crowd-sourced funding (CSF) offer document relates to the Offer of fully-paid ordinary shares in Get Mee Pty Ltd. This Offer is made under the CSF regime in Part 6D.3A of the Corporations Act 2001 (Corporations Act).

**Issuer** Get Mee Pty Ltd ACN 639970095

**Intermediary** Birchall Financial Services Pty Ltd AFSL 502618

**getmee.ai**



# Table of Contents

<b>Section 1: Risk Warning .....</b>	<b>1</b>
 <b>Section 2: Information about the Company .....</b>	<b>2</b>
2.1 Letter from the CEO.....	3
2.2 Company Details .....	4
2.3 Description of the business .....	5
2.3.1 Products & Services.....	8
2.3.2 Marketing & Distribution .....	9
2.3.3 Market & Competitors.....	12
2.3.4 Key Differentiators.....	14
2.4 Business & Revenue Model .....	15
2.5 Business Strategy.....	16
2.6 Organisational Structure.....	19
2.7 Capital Structure .....	20
2.8 Directors & Senior Managers .....	25
2.9 Risks Facing the Business .....	33
2.10 Financial Information.....	34
2.11 Management Comments on Performance and Outlook.....	38
 <b>Section 3: Information about the Offer .....</b>	<b>39</b>
3.1 Terms of the Offer .....	40
3.2 Use of Funds.....	41
3.3 Rights Associated with the Shares .....	43
3.4 What Can I Do With My Shares? .....	45
3.5 Early Stage Innovation Company .....	46
3.6 Investor Rewards.....	47
 <b>Section 4: Information About Investor Rights .....</b>	<b>48</b>

## SECTION 1

# Risk warning

Crowd-sourced funding is risky. Issuers using this facility include new or rapidly growing ventures. Investment in these types of ventures is speculative and carries high risks.

You may lose your entire investment, and you should be in a position to bear this risk without undue hardship.

Even if the company is successful, the value of your investment and any return on the investment could be reduced if the company issues more shares.

Your investment is unlikely to be liquid. This means you are unlikely to be able to sell your shares quickly or at all if you need the money or decide that this investment is not right for you.

Even though you have remedies for misleading statements in the offer document or misconduct by the company, you may have difficulty recovering your money.

There are rules for handling your money. However, if your money is handled inappropriately or the person operating the platform on which this offer is published becomes insolvent, you may have difficulty recovering your money.

Ask questions, read all information given carefully, and seek independent financial advice before committing yourself to any investment.



## SECTION 2

# Information about the Company

## SECTION 2.1

# Letter from the CEO



Dear Investor,

Thank you from the bottom of our hearts for joining us on this journey to help individuals and enterprise teams with their communication and personal skills development. By making communication and self improvement easy, accessible and affordable through advanced technology, GetMee radically changes the speed and effectiveness of how people develop soft skills.

Ineffective communication limits individuals and costs enterprises billions of dollars annually. I'm excited to welcome you on this journey, and hope that together, we can transform the world of communication coaching for both individuals and enterprises all over the world.

The number of mobile coaching apps available is expanding at a rapid rate as more and more users see the significant benefits of tailored, in-pocket programs. This has been amplified by a COVID-affected workforce that is increasingly operating remotely.

With over 3.2 billion smartphone users around the world<sup>1</sup>, it's no surprise that the app industry is thriving. Entrepreneurship, remote working and freelancing have experienced a boom over the past five years – increasing the demand for effective communication within teams and individuals.

88% of mobile time is spent on apps<sup>2</sup>, and this figure shows no sign of waning. By 2023, mobile apps are expected to generate over \$935 billion (USD)<sup>3</sup>. The upward trend of mobile app spend globally combined with increasingly multi-lingual populations means that demand for communication tools is higher than ever.

GetMee was born from a strong desire to revolutionise communication skills for all, in a world where access to communication coaching is expensive and beyond reach for most. Our mission is to make personal development easy, accessible and affordable to everyone - not just those who can afford costly in-person coaches.

The GetMee team has extensive experience building and growing startups, combined with an unwavering passion for helping people all become better communicators. My personal experience in founding and scaling 4 tech startups includes years of enterprise leadership and heavy involvement with both AI and mobile technologies.

GetMee is now raising funds to execute our commercial plan and grow rapidly in 2022. We look forward to welcoming you on this exciting journey.

**Balendran Thavarajah**  
Chief Executive Officer

<sup>1</sup> BankMyCell, How Many Smartphones are in the World?, Ash Turner, 2021, <https://www.bankmycell.com/blog/how-many-phones-are-in-the-world>, (accessed 7 September 2021).

<sup>2</sup> eMarketer, The Majority of Americans' Mobile Time Spent Takes Place in Apps, Yoram Wurmser, 2020, <https://www.emarketer.com/content/the-majority-of-americans-mobile-time-spent-takes-place-in-apps>, (accessed 7 September 2021).

<sup>3</sup> Statista, Worldwide mobile app revenues in 2014 to 2023, Statista Research Department, 2021, <https://www.statista.com/statistics/269025/worldwide-mobile-app-revenue-forecast/>, (accessed 7 September 2021).

## SECTION 2.2

# Company details

This offer of shares is made by Get Mee Pty Ltd  
ACN 639970095 (Company).

<b>Company name</b>	Get Mee Pty Ltd
<b>ACN</b>	639970095
<b>Date of incorporation</b>	26.03.2020
<b>Registered office</b>	6/36 Chomley Street, Prahran VIC 3181 AUSTRALIA
<b>Principal place of business</b>	6/36 Chomley Street, Prahran VIC 3181 AUSTRALIA
<b>Subsidiaries</b>	None
<b>Other related companies</b>	None



## SECTION 2.3

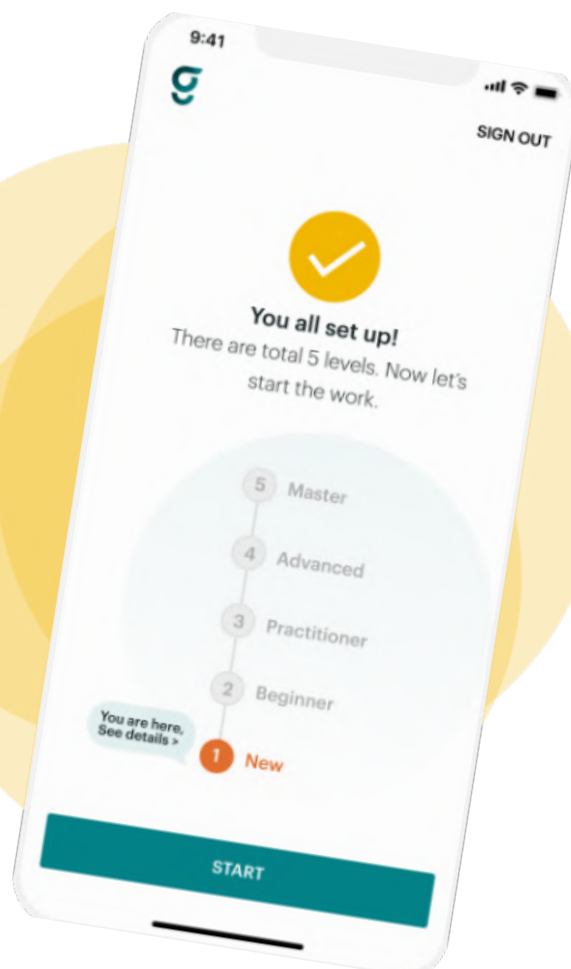
# Description of the business

GetMee is a B2B Education Software as a Service (SaaS) business founded in March 2020 and headquartered in Melbourne, Australia with an international, remote team. As a pioneering communication and personal development coach, GetMee will be accessible through a mobile app for Android and iOS smartphones, as well as SaaS.

Intensive market research was conducted in early 2020 to thoroughly assess product viability. This research was conducted in partnership with Macquarie University and provided GetMee with valuable insight into the size of the overall market, competition and key areas for commercialisation. The first product will be launched **at the end of September 2021** and will be followed by future product releases as GetMee expands.

Born from the desire to revolutionise communication skills in a world where access to communication coaching is expensive and beyond reach for most, GetMee provides a human, coach-like experience at a fraction of the cost.

Supported by a large group of expert human coaches and a rich library of video content, GetMee measures and enhances communication, social, and emotional skills for individuals and organisations. Over time, the AI technology reliably understands the user's communication level and emotional intelligence to establish a GetMee Blueprint and help them learn and grow exponentially. There is no convenient, affordable alternative with these features in the market today.



## SECTION 2.3.1

# Products & Services

## An advanced AI powered coach

GetMee is an advanced AI-powered coach designed for individuals and enterprise teams to measure and enhance their communication and other soft skills.

GetMee securely observes how people communicate on their device and tailors coaching in an accurate, measurable way. The patent-pending and proprietary AI, along with rich content libraries with hundreds of short videos from GetMee's expert human coaches, help users objectively enhance their communication, social and emotional skills.

GetMee helps organisations develop communication and other personal skills using systematic methods - meaning more cohesive, inclusive workplace environments for all.

Subscriptions of various lengths are available for individuals and enterprises, including an Enterprise Team Development Package.



### Goal-based learning

GetMee customers set measurable goals to match their career or personal skills development objectives.



### How I come across

Gradually and continually improve your soft skills and how you are being received by the other people in conversations.



### Personalised improvement plan

The how to improve section is customised and personalised to facilitate objective and measured coaching.



### Learn through daily conversations

GetMee allows for continual learning through ongoing conversations. Along with other features, the phone call component removes the need for additional user motivation, while advanced AI learns how emotions are expressed through verbal communication.



### Blueprint stages for progress tracking

Over time, AI reliably understands user communication and their level of emotional intelligence. Using the emotions, words, sentences and nuances from the customer's dyadic conversations with others, the product establishes a GetMee Blueprint for the user. This blueprint system is governed by proprietary PCIM methodology which metricises and measures progress as the customer constantly improves.



## SECTION 2.3.1

# Products & Services

## An advanced AI powered coach



### Voice cloning for motivational learning

Personalised Pronunciation with live feedback uses the users own voice to give them a sense of future versions of clarity for themselves.



### Freestyle speech AI

Empowers customers to improve energy, sentiment, quality of delivery and impact using the Free Speech AI.



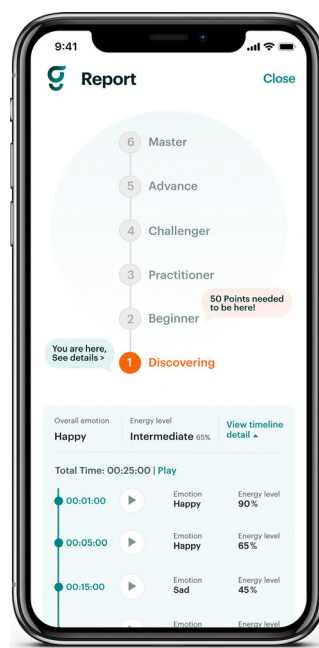
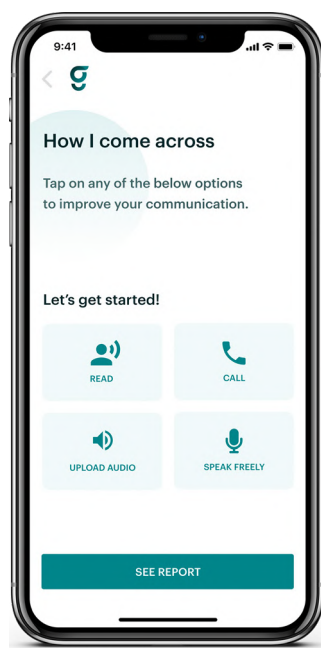
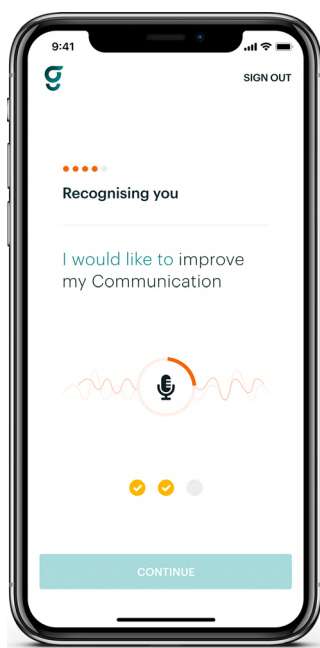
### Pronunciation AI

Allows customers to improve clarity, stress the right syllables and improve understanding.



### Vocabulary AI

A personalised vocabulary builder AI to strengthen the impact of your message and voice.



## SECTION 2.3.1

# Products & Services

## A content platform for communication and personal skills development

GetMee's enterprise dashboard is the content platform for a collection of videos from expert human coaches. GetMee has signed on 15 coaches through a content agreement, with the goal being to engage with 50 coaches by the end of 2021. Customers will have access to fresh weekly content produced by coaches, to complement the AI application.

GetMee has signed on 15 coaches through a content agreement, with a goal of engaging 50 coaches by the end of 2021. There is currently an existing waitlist, and GetMee has already seen successful referrals from existing coaches. The Melbourne Communication and Personal Development group attracts a large number of expert coaches, which is promising for future engagement.



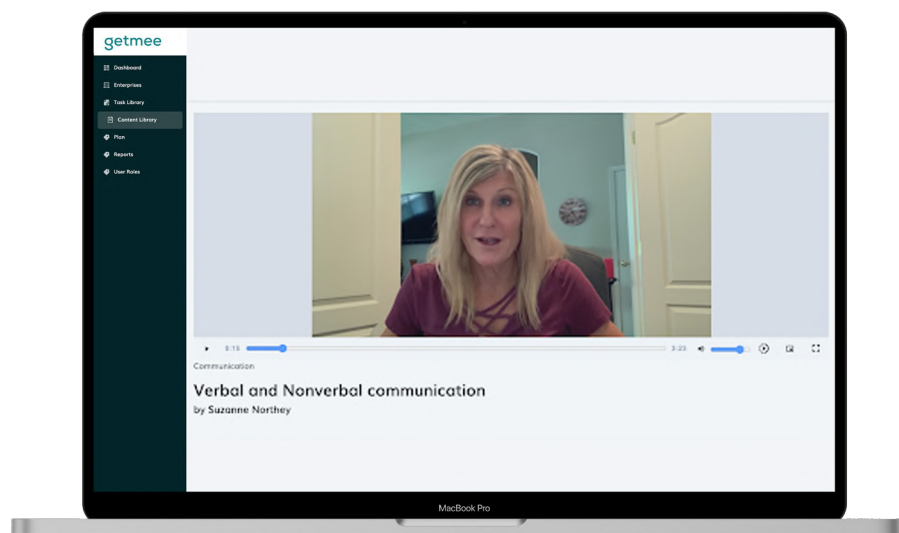
### YouTube for communication and personal skills development

The GetMee content dashboard will evolve into a YouTube-like video platform for communication and personal skills development content. Once the content is uploaded, videos are paid per view - incentivising coaches to create new videos regularly.



### Enterprise communication skills management platform

Every enterprise has a unique need to effectively develop the skills of their employees to suit the industry they operate in. GetMee helps organisations develop these skills with tailored subscriptions and systematic methodology. A functional dashboard provides enterprise customers with the ability to easily complete administration, view insights and monitor staff performance so that team improvement is never stagnant.



## Marketing & distribution

### Customer Segments

Primary customers are people with English as their second language and students who want to improve their communication skills. Secondary customers are growth-minded individuals wanting to improve their communication skills and emotional performance.

The specific and defined segments of consumers initially targeted by GetMee will be subject to constant monitoring and future amendment.

Market research enabled testing and validation of the market appetite for GetMee in the real world. A diverse group of participants were asked whether they would want an app that recommends activities that allow them to continue to improve via short and long cycles of actionable feedback.

- **66.7% of the participants agreed to acquiring the app**
- **22.9% would be interested, contingent on certain factors**
- **10.4% percent showed they were not interested in the app**

According to GetMee's market research report, 94% of millennials are highly invested in the personal development and self-improvement sector. It is estimated that they spend over \$300 dollars on self-improvement per month. This information comes from market research, individual surveys and from the 100 beta GetMee customers.

#### Target Audience

Geographic	Demographic	Psychographic	Behavioural
<b>Australia</b>	23-40	- Migrants - International workers - International students	Values effective communication and understands the importance of effective and impactful communication leads to better career and personal outcome.
<b>India</b>	20-35	- Call centre workers - Technology workers	Values effective communication and understands the importance of effective and impactful communication leads to better career and personal outcome.
<b>Bangladesh</b>	23-35	- Call centre workers - Technology workers - People working with companies in English speaking countries.	Values effective communication and understands the importance of effective and impactful communication leads to better career and personal outcome.

## SECTION 2.3.2

### Marketing Channels

Marketing campaigns have been established across social media channels and paid Google advertising, using targeted content. This will involve vlogs, blog posts, and social media marketing aimed at language schools, enterprises, and individuals. Hyper-local strategies will be employed, together with PR, trade shows, and referral programs.

#### Digital Advertising



GetMee has conducted research and tested the customer acquisition cost via our marketing partner, 3 Phase Marketing. Digital marketing campaigns will be employed on Facebook, LinkedIn and Google, using paid advertisements.

#### Search Engine Optimisation (SEO)



Search Engine Optimisation for organic lead generation is a core part of GetMee's strategy to acquire new leads. GetMee will continue to accelerate the publication of blogs, vlogs, articles, eBooks and webpages to optimise for SEO and provide real value to customers.

#### Channel partnerships



In addition to the already established channel partnerships, GetMee is in discussion with a number of partners.

#### Referral programs



The referral program will include discounts on the monthly subscriptions for both the customer referring and the new customer.

#### Social media



GetMee is a socially impactful product and social media marketing will therefore be a key focus for lead generation in both the short and long term. Growing an organic presence along with the use of paid social advertisements will establish an online presence and build a community of GetMee followers. Targeted content marketing promoted via social media will attract enterprises, including language schools.

#### PR



The AI and EdTech fields are rapidly evolving. The nature of the industry and speed of change is covered in the media widely. GetMee can leverage this to develop business and establish itself as a trusted thought leader in AI for communication and personal development.

#### Community



Melbourne Communication And Personal Development Community has continued to grow over the past 18 months, with all members being ideal customers of the product. GetMee will continue to host events and promotions through the community for brand awareness and new customer acquisition.

#### Expert Coaches



GetMee has signed on 15 leading coaches for video collection production. This number will grow to 50 coaches by the end of 2021. These coaches have established and profitable coaching businesses. GetMee will market and promote the product through the marketing channels of the coaches.

## SECTION 2.3.2

### Branding and Positioning

While creating the brand for GetMee, we have carefully considered the ambitions and market strategy of the organisation. GetMee is professional, cutting-edge, energetic and transformational. The words that underpin everything we do and outline our brand feel are innovative, bold and sleek.

The brand values of GetMee are strongly related to each other and help in driving confidence across both B2C and B2B channels of distribution for the product. With enterprises and business customers our reputation will be professional and cutting-edge.

Within the D2C market, we want to have an energetic and transformational attitude that assists our users to gain motivation and a positive feeling to transform their lifestyle and interpersonal skills.

#### Brand name



The GetMee brand name reflects the deeply personal sense of belonging and affiliation that our customers feel when using the product. The deep and advanced AI technology facilitates assisted learning - always considering the customer's personal strength to amplify their potential.

#### Logo



While designing the brand and visual identity of GetMee, we followed a modern, sleek, energetic and professional feel to add value to a brand that provides innovative and cutting-edge technology. The brand design follows a clear dual approach to incorporate both retail and business customers.

### SECTION 2.3.3

## Market & Competitors

The communication and personal development market sector is an all-encompassing, heterogeneous and multifaceted sphere. This sphere is expanding and growing both locally and globally.

Personal development is defined as methods, mechanisms, instruments and processes that allow individuals to cover, assess, enhance, motivate and develop their communicational, emotional and social skills, qualities and objectives.

The territories and demarcation of these spheres are permeable, heterogeneous and free-flowing. The assigned and outlined sections will be subject to flux. There are numerous other market sectors that can also be penetrated into. The global personal development market is expected to be worth \$56.6B by 2027<sup>1</sup>, which incorporates a \$13.4B total addressable market.

### Competitors

Get Mee currently faces limited direct competition.

Competitors that do exist use limited technology and only employ basic assistive products to correct pronunciation and filler words in verbal communication. Examples are Elsa speak, Orai, LikeSo and LeadX.

GetMee forecasts that future competition may come from small-to-medium, and potentially well-established companies. GetMee will respond to competition effectively thanks to our ability to build on an advanced product relatively rapidly at low cost. Our continued focus on advanced R&D will allow us to defend and strengthen our competitive position efficiently.

<sup>1</sup> Grand View Research, Personal Development Market Size Report, 2020-2027, 2020, <https://www.grandviewresearch.com/industry-analysis/personal-development-market>, (accessed 7 September 2021).



### SECTION 2.3.3

## Market & Competitors



LEADx



cogito



Holistic Approach	✓	×	×	×	×	×
AI for Emotional Performance	✓	×	×	×	✓	×
Voice	✓	✓	✓	✓	✓	✓
Mobile App	✓	✓	✓	✓	×	×
Private Coach	✓	×	×	×	×	×
Psychology Module	✓	×	×	×	×	×
Community	✓	×	✓	✓	×	×
Blueprint	✓	×	×	×	×	×
Machine Learning	✓	✓	✓	✓	✓	✓
Deep Learning	✓	✓	✓	✓	✓	✓
Deep Natural Language Processing	✓	×	×	×	✓	✓
Phone Call	✓	×	×	×	×	×
Text Messaging	✓	×	×	×	×	×

1

The conceptual and methodological blueprint of GetMee AI drawing from psychological, emotional and social intelligence, and communication models makes the product unique. These models are synthesized and put together for GetMee's own unique and singular methodology called Psychological Communicative Intelligence Model (PCIM).

The system draws its framework, rules, concepts, and definitions from a combination of different communication,

psychological, emotional intelligence and Critical Theory epistemological and methodological positions. PCIM is a framework invented to map out the complex and intricate network of these diverse registers to depict the foundations of a dynamic and scientific subjectivity. This task is achieved via the amalgamation and synthesis of some of the most sophisticated social and natural science disciplines and methods.

<sup>1</sup> GetMee completed competitor information and analysis over a period of time. Methods included research, surveys and product testing. This information is subject to change.



## SECTION 2.3.4

# Key Differentiators

A holistic approach to communication and personal skills coaching, with technology entirely confined to the mobile device, is an important key differentiator for GetMee. Our proprietary methodology (PCIM) uses verbal and textual data to coach customers using self-learning Deep AI and delivers a blueprint to all users.

A privacy by design approach enables the product to run entirely on mobile devices. No private data is sent to the cloud or backend servers, which is an innovative world-first.

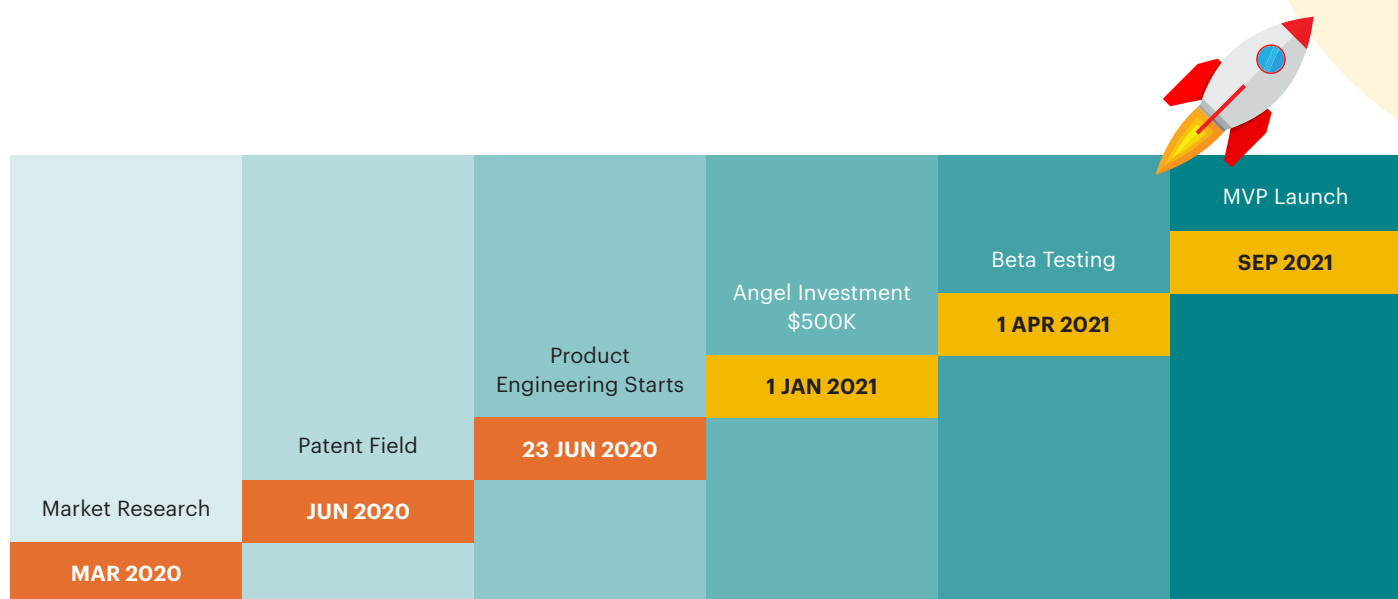
GetMee will respond to competition effectively due to our ability to promptly build on top of the advanced product at a low cost. Furthermore, our continued focus on advanced Research and Development will allow us to defend and strengthen our competitive position, long term.

- **Holistic approach**
- **AI for Emotional Performance**
- **Voice**
- **Mobile App**
- **Private Coach**
- **Psychology module**
- **Community**
- **Blueprint**
- **Machine Learning**
- **Deep Learning**
- **Deep Natural Language processing**
- **Phone Call**
- **Text Messaging**

## SECTION 2.4

# Business and revenue model

GetMee's initial target market is Australia, Bangladesh and India. In Australia, GetMee is targeting 200 language schools and 200 enterprises with 100 or more employees.



## Commercial traction

- GetMee has negotiated a licensing deal in Bangladesh through a well-established local partner for a country-wide license
- A pilot agreement with the Education Centre of Australia has enabled GetMee to pilot the product with 1,500 students
- MOU signed with Deakin University
- 100 beta customers
- 2 enterprise pilot agreements
- GetMee is currently in discussion with other universities, colleges and educational institutions

GetMee has two clear revenue streams; those from App Store and Google Play individual subscriptions, at \$13.99 per month and from enterprise annual licenses that include a monthly employee or student subscription. Enterprises paying an annual fee will gain access to premium content from our expert communication and personal development coaches, with a \$5.99 per team member or student monthly subscription.

## SECTION 2.5

# Business strategy

## Objective

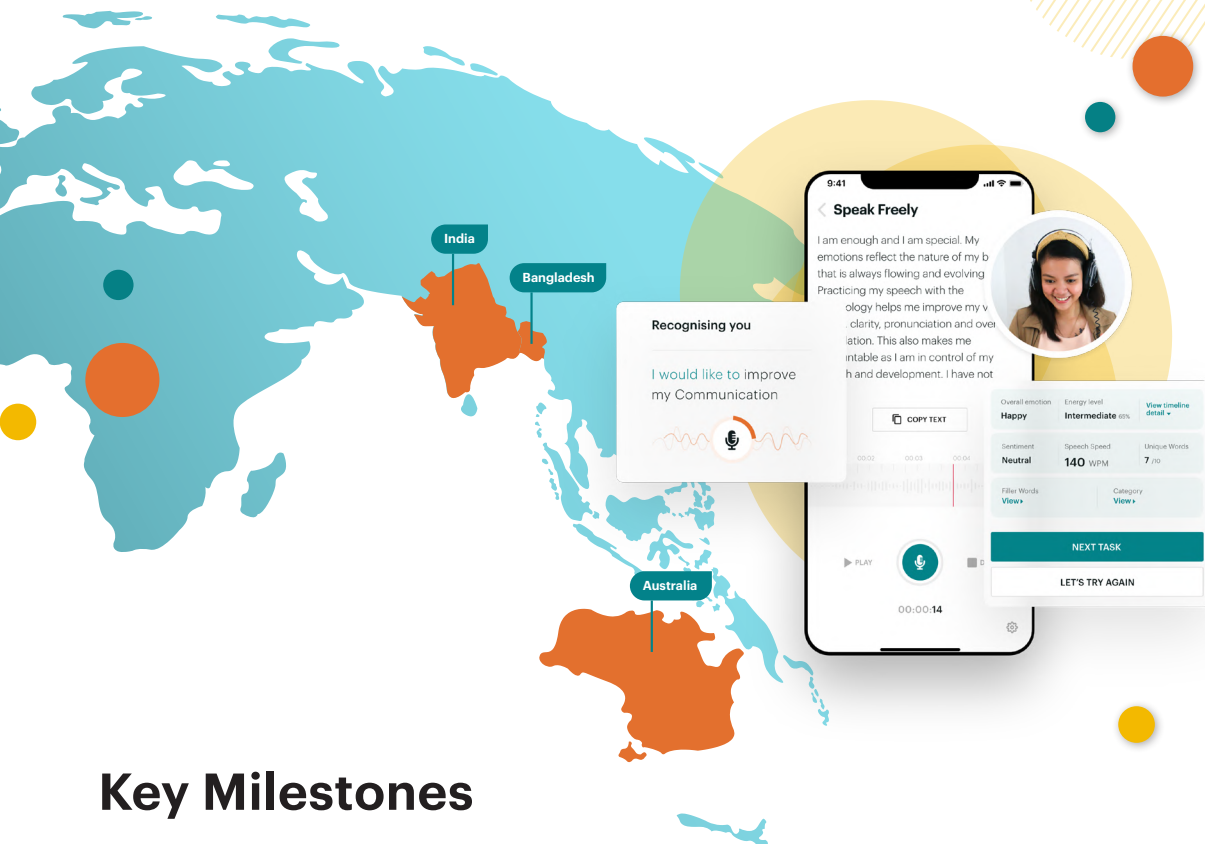
GetMee's objective is to give businesses and people the tools to thrive using measurably improved communication and other essential soft skills. At the heart of our business is the desire to help those who want to succeed by equipping them with the tools needed to become great communicators.

With the launch of the product at the end of September 2021, GetMee expects to be revenue positive through the B2B and B2C market channels within weeks. GetMee's existing beta customers are expected to convert to paying customers, with marketing activities scheduled to start immediately after launch.

We're a team of experts who know first-hand the importance of not just good but great workplace communication. The founding team at GetMee has a deep understanding of the importance of effective communication in both business and personal life.



## SECTION 2.5



## Key Milestones

### September 2021 - Launch

The app has been reviewed by Apple and Google and, after three months of beta testing, GetMee's launch is scheduled for the end of September 2021. There are no risks to this launch date.

### February 2022 - Bangladesh Rollout

GetMee's Bangladesh app and platform rollout will take place in February 2022 through our Bangladeshi channel partner. MOU and Pilot Agreements with commercial contract clauses have been established.

### March 2022 - India Rollout

A phased rollout in India through our Indian partner will commence from March 2022. MOU and Pilot Agreements with commercial contract clauses have been established.

### June 2022 - Australian Secondary Schools and Colleges

Discussions are continuing to give schools access to the app and the platform, starting in New South Wales from June 2022.

### November 2022 - GetMee for Recruitment and HR

GetMee integrations with recruitment platforms in HR industries will commence.

# Technology and Product Strategy

## Intellectual Property Strategy

GetMee's IP strategy is being developed with the help of a senior attorney at Melbourne firm, Churchill IP. The initial patent to protect the idea and methods filed in 2020 has already progressed to the PCT (Patent Cooperation Treaty) stage. Two further patents will be filed in 2022 to protect both the AI algorithms, classifiers and models, and the mathematical models and functions that improve the reliability of predictions.

GetMee's legal contracts and employee agreements have strict clauses; The development partner MSA extensively covers all parts of our IP and rights relating to our IP. Source Code and binary obfuscation will also be applied to prevent hacking or reverse engineering.

## Customer privacy

Get Mee is private and no private data is sent out to the other services or back offices for processing. Respecting user data privacy and protection has helped the company alleviate the privacy concerns of the product in a world that is increasingly skeptical about how the customer data is utilised by large companies.

## Product roadmap

All features listed for GetMee will be available in Version One of the product, for launch in September 2021. Version one of the product delivers a set of attractive and necessary features to direct customers. A scheduled and progressive release of product evolutions and add ons to the market will continue. This is designed to make the product attractive and sticky, diversify revenue sources, and strengthen our competitive position.

To diversify and add an additional stream of revenue, a parallel version of the product for the desktop and server market will be made available. We will produce the desktop version of the product as a web browser plugin to allow for ease of use with web conferencing platforms such as Zoom and Google Meet.





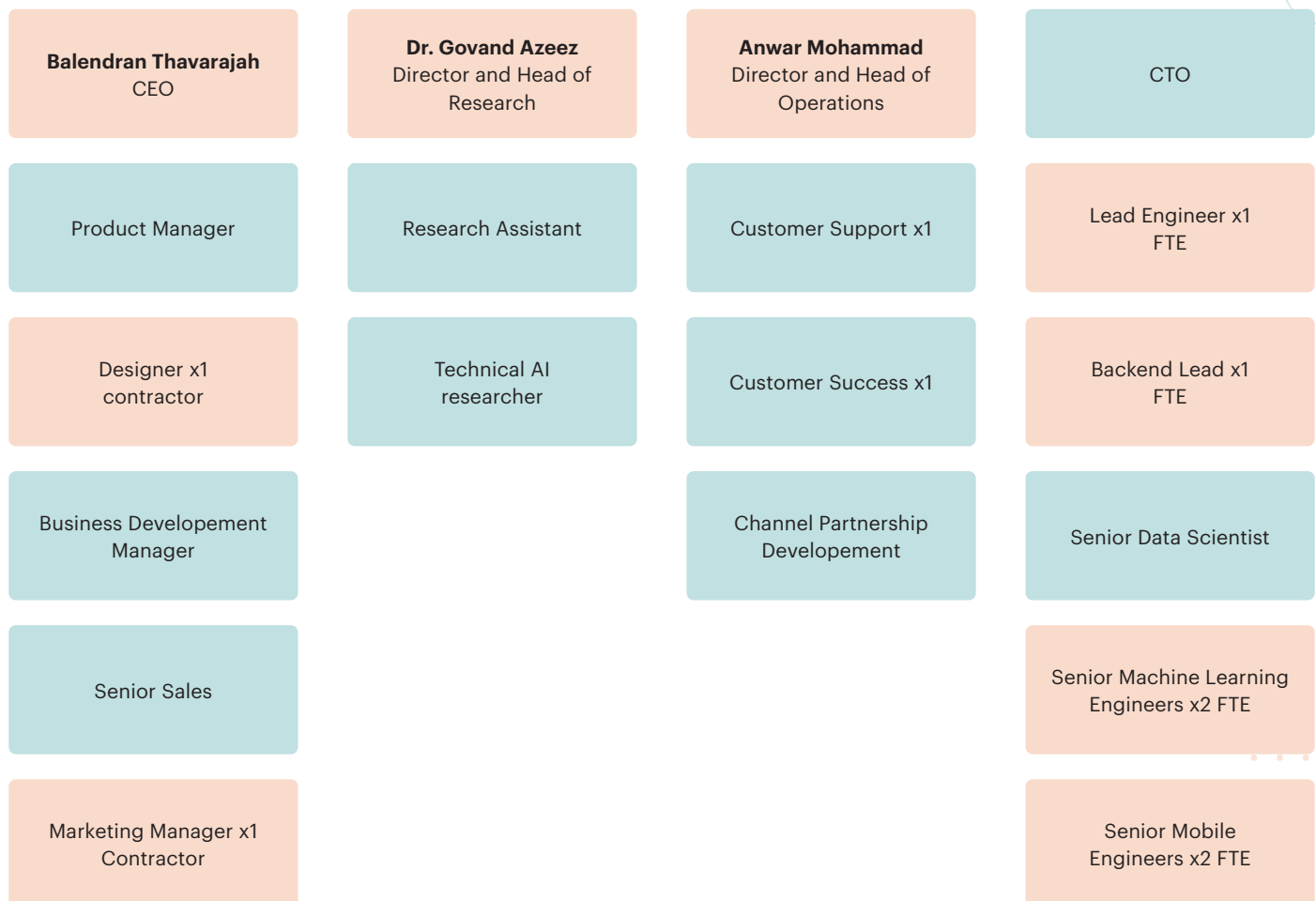
## SECTION 2.6

# Organisational structure

GetMee's Leadership team has a solid blend of successful entrepreneurs and experienced business leaders to help lead the business into the future as the business scales.

### Organizational Structure

Wherever possible, GetMee will continue leveraging expert contractors - a method that has proved successful since the company's inception. Planned employee hiring will take place over two stages, with only business development and customer support funded by the current raise. All other hires will happen throughout 2022, drawing on both revenue and future funding rounds.





## SECTION 2.7

# Capital Structure

### Issued capital (before and after the offer)

As at the date of this Offer Document, the Company has 6,835,000 ordinary shares [and 1,765,000 options on issue. The Company has also allocated (but not issued) 400,000 options under the Company's Employee Share Option Plan. The majority of shares are held by the Company's founders/directors. The Company has also issued SAFE notes. See section 2.7.1 for further information. Table 1 below sets out the issued capital of the Company before the Offer.

To date, GetMee has been funded by the founder and seven other investors who backed the pre-seed round, which totaled \$639K. No directors have drawn a salary and all funds so far have been spent on research and development, product engineering and marketing.

GetMee has been particularly efficient at organising funds through a lean operation. To manage cash flow while supporting the core team, all designers and marketing staff have been contractors. The directors and other managers have largely worked for sweat equity, with the allocated options reflecting the market value of the salary.

## SECTION 2.7

**Table 1: Issued capital of the Company before the Offer**

Shareholder	Class of shares	Number of shares	Number of Options	Percentage
<b>Falcon Holdings FT Pty Ltd (Investor)</b>	Ordinary Shares	389,610		4.33%
<b>DataToBiz PVT LTD (Investor)</b>	Ordinary Shares	149,301		1.66%
<b>Yuni Line Pty LTD (Investor)</b>	Ordinary Shares	64,935		0.72%
<b>Thavarajah Sivasubramaniam (Investor)</b>	Ordinary Shares	64,935		0.72%
<b>Marday Holdings Pty Ltd (Investor)</b>	Ordinary Shares	64,935		0.72%
<b>Simon Sztajer (Investor - SAFE Notes issued)</b>	Ordinary Shares	64,935		0.72%
<b>Get Loco Pty Ltd (Investor)</b>	Ordinary Shares	32,467		0.36%
<b>Allocated Employees/ Advisors Shares</b>	Share Option – Ordinary Shares		1,765,000	19.61%
<b>Unallocated Employee Share Scheme</b>	Ordinary Shares		400,000	4.44%
<b>Balendran Thavarajah (Founder and CEO)</b>	Ordinary Shares	6,003,882		66.71%
<b>Total</b>	<b>Ordinary Shares</b>	<b>6,835,000</b>	<b>2,165,000</b>	<b>100%</b>

## SECTION 2.7

**Table 2: Issued capital of the Company following the Offer**

Shares	Minimum Subscription	Maximum Subscription
Founder Shares	6,003,882(65.73%)	6,003,882(62.79%)
Investor Shares	831,118(9.10%)	831,118(8.69%)
ESOP Shares Allocated	1,765,000(19.32%)	1,765,000(18.46%)
ESOP Shares Un Allocated	400,000(4.38%)	400,000(4.18%)
Offer Shares	134,832(1.48%)	561,798(5.88%)
<b>Total Shares</b>	<b>9,134,832(100%)</b>	<b>9,561,797(100%)</b>

## SECTION 2.7.1

# Rights and liabilities associated with securities

### Rights associated with Ordinary Shares

As at the date of this Offer, the only class of shares on issue are ordinary shares. The shareholders agreement between the existing shareholders and the rights and liabilities associated with the shares are as set out in the Company's constitution.

Under the Constitution, the Directors have the power to refuse a transfer of shares under certain circumstances. A more detailed description of the rights and liabilities associated with the shares is set out in Section 10. A copy of the Company's constitution is available on the Intermediary's platform.

### ESOP - Share Option Plan

The existing founding team and advisors have been allocated options under a Employee Share Option Plan (ESOP). These options will convert into ordinary shares. Eligible future hires will be offered equity in the business under the ESOP. The eligibility and the number of options will be subject to approval. In addition to the already allocated options, the Company has set aside another 400,000 shares for future employees. This will enable the company to attract and retain talent in the competitive job market.

### Options Vesting

The leadership team and employees under the ESOP agreement have agreed to vest their options over a period of time. Most options completely vest over a 4 year period with:

- 25% vesting 12 months after the employee start date

### SAFE Notes

As at the date of this Offer, GetMee has issued SAFE notes to Simon Sztajer. As these are SAFE notes, no interest is payable to the investor.

#### **These notes have been issued on the following terms:**

**Purchase Amount:** AUD 50,000

**Valuation Cap:** \$7M

**Discount Rate:** 20%

**Termination Date:** 8th of June 2023

## SECTION 2.7.2

# Sources of financing, including debt financing and other financing

To date, our activities have been primarily funded by the Company's founder and angel investors, with a \$639K equity investment.







## SECTION 2.8

# Directors and Senior Managers

## Our Directors and Management



### Balendran Thavarajah

CEO

#### Description of duties

Balendran leads the company's product and commercialisation strategy. He is responsible for product, governance, finance and marketing areas of the business. His extensive background in building and growing successful startups combined with his experience in corporate leadership helps to drive the company's vision.

#### Skills and experience

Having founded successful startups himself, Balendran was previously the founding CTO of Bluedot Innovation where he raised over \$20M in funding to build and commercialise the product before helping with the global expansion of the company.

He is also a casual academic and an advisory board member at the Western Sydney University. His deep understanding of Artificial Intelligence, Commercial opportunities, Applications of AI and related technologies make him a leader in the Artificial Intelligence industry. He holds a Masters' degree in Information Technology from the University of Sydney and a Bachelor of Computer Science degree from the Western Sydney University.



## Our Directors and Management



### Anoushka Gungadin

Director

#### Description of duties

Anoushka is a non-executive director and leads the subcontinent expansion strategy.

She works with the rest of the board to identify commercial opportunities and growth areas for GetMee.

#### Skills and experience

Anoushka is an independent Director on the Board of Anglo-African Investments, a fin-tech group of companies and for Allevi8, a digital health tech providing meditation mentoring for mental health and wellbeing at work. She also heads up TiE Women in Melbourne, a global mentoring, pitching and funding platform for women entrepreneurs.

Anoushka was the inaugural CEO of the Australia India Chamber of Commerce and the former CEO of The Duke of Edinburgh's Award Australia-VIC, preceded by more than 10 years heading up the finance and client department for China offices for the international French law firm, Gide. She has worked and consulted global brands including L'Oréal, UNESCO, Bank of Indonesia and Mondelez and is an MBA lecturer with Kaplan Business School.

A researcher and author on leadership, Anoushka is currently working on her book - Cultural Intelligence: the future currency of the smart leaders.

Anoushka is a trained Economist, a finance professional in the legal industry, holds an MBA from Melbourne Business School and is an Associate Certified Coach of the International Coach Federation.



## Our Directors and Management



### Anwar Mohammad

Director and Head of Operations

#### Description of duties

Anwar leads GetMee's operational objectives through sales and customer support, the Bangladesh channel and rollout and GetMee's Customer Success Program.

#### Skills and experience

Anwar is a successful entrepreneur with a diverse portfolio of businesses founded over the last 15 years. His ability to see business opportunities and build teams to execute on his vision and dedication to his customers are key to his enduring business success. Anwar's previous experience included roles with international property conglomerate Carlson Group and Commonwealth Bank of Australia, where he became an award-winning member of their Wealth Management Division.

Over the last 10 years, Anwar has founded successful businesses in the automotive, legal, and wine industries, with a combined annual turnover of over \$18 million. Along with contract negotiation, business management and stakeholder engagement, Anwar's skills lie in effective communication and sales and marketing strategy.

Anwar holds a Bachelor of Business degree from the Central Queensland University and a Bachelor of Commerce degree from the University of Bangladesh.

## Our Directors and Management



### Dr. Govand Azeez

Director and Head of Research

#### Description of duties

Govand leads the creation and development of R&D strategic activities and establishes the GetMee Research Institute on AI on Society. While bolstering GetMee's external reputation, Govand manages proposal and research grant writing to secure commercial funding.

Other duties include scrutinising and critically appraising the latest research on AI and Personal Development for integration and enhancement of the product. In addition, Govand will present and disseminate research and funding via briefings, seminars, conferences, joint research with universities and face to face meetings. Training will also be produced and delivered to universities, colleges and enterprises.

#### Skills and experience

Dr. Govand Khalid Azeez is a philosopher and a polymath with an interest and strong background in political economy, history and the genealogy of technological innovation. He integrates this interdisciplinary approach with an eclectic methodology to examine the social formation of modern society and an imminent transformation of humanity. Dr. Azeez brings 15 years of research and seminal scholarship to lead GetMee's research into future discoveries.

Dr. Azeez received his PhD in 2015, and is a lecturer in the Faculty of Arts at Macquarie University—where he has received numerous awards including for raising the profile of arts internationally, excellence in teaching, and for his research output as an emerging scholar.

Dr. Azeez has published extensively in prestigious and world-renowned scientific journals and outlets and has been a Visiting Fellow in the Department of History at Harvard University (2016) and the Department of Middle Eastern, South Asian and African Studies at Columbia University (2014). Dr. Azeez also holds a Master in International Relations and a Master in Public Policy.



## Our Advisors



**Suzanne Northey**  
Advisor Behavioural  
Therapy and Psychology

For the past 22 years, Suzanne has held several clinical leadership roles - supervising, and mentoring behavioral health professionals for clinical excellence. She has extensive knowledge and experience in solution-focused treatment, cognitive-behavioral therapy (CBT), motivational interviewing, and family systems modalities.

In her advisory role, Suzanne works with the board and the product teams to ensure that GetMee's product and services draw from the advancement in the field of psychology, emotional intelligence, communication, and social sciences.

Suzanne believes that significant change is possible for everyone. She helps her clients gain a new perspective and offers strategies to affect positive change. Within each individual, Suzanne recognizes and fosters their strengths and utilizes these attributes to enable her clients to confidently move forward in their lives.

Suzanne holds a Bachelor's degree in Exercise Science and a Master's degree in Marriage and Family along with qualifications in Counselling, Therapy, and Coaching.



**Hon Virginia Judge**  
Commercial Advisor

Virginia is a former New South Wales and Australian Labor politician and was a member of the NSW Legislative Assembly from 2003 to 2011.

In 2011, Virginia became Head of Strategic Partnerships at the Children's Medical Research Institute (CMRI) where she successfully secured several large donations from her generous clients - raising support for medical research at the institute.

In July 2015, Virginia completed studies with, and was admitted as a graduate of, the Australian Institute of Company Directors (GAICD). She has been a member of the Hong Kong Australia Business Association and is an active and long-time supporter of the American Chamber of Commerce in Australia and the Haymarket Chamber of Commerce.

Since leaving politics, she has been very active in supporting the major cultural institutions in New South Wales. In 2013, Virginia became a Board Member of the Riverside Theatres Parramatta and Board Member of Gallery 49 Marrickville. Judge has been a long time Vanguard Member of the Sydney Symphony Orchestra and the Sydney Dance Company since 2011.

Virginia was also on the board of the Australian Museum and, since leaving that role, she has been made a member of the board of governors. Virginia is a member of the ATELIER group of the Art Gallery of New South Wales, the Vanguard of the Sydney Dance Company and a member of the Vanguard of the Sydney Symphony Orchestra.





## SECTION 2.8.1

# Our Advisors



**Simon Sztajer**  
Commercial Advisor

Simon is a multi-talented professional with a vast amount of experience in business, sales and technology. With over 30 years of experience, he has consulted and led teams within start-ups to major international brands.

Simon is known for his pragmatic, strategic and structured approach to refining and solving complex problems. He thrives on innovation and has previously played major roles in market education, product development and marketing strategies.

He is a firm believer that helping people to improve their day-to-day communication skills will be the key catalyst for individuals in achieving their personal goals.



**Greg Wright**  
Technology Advisor

Greg is a Senior Technologist with extensive experience in building and delivering scalable software solutions. He has worked with organisations of all sizes across construction and engineering, gaming, publishing, and government.

Greg has previously founded a software consulting company. His lengthy career in various technology-focused roles has seen him implement successful projects to improve business process efficiency, digital capabilities, and overall industry competitiveness.

Greg holds Masters of Applied IT (Software Engineering) from the University of Sydney.



**Ravi Teja**  
Technology Advisor

Ravi is a technology leader with extensive experience in the field of AI. His background in Electronics and Communication Engineering along with expertise in Edge AI brings the power of AI to handheld devices.

Having studied NLP (Neuro-Linguistic Programming), Ravi is passionate about bringing deep learning technology to understand human emotions and essential communication skills.

In his role as a technology advisor, Ravi focuses on making AI practical, secure, and fast with customer privacy the overarching goal.

## Some of our Investors



**Simon Sztajer**

Sophisticated Investor



**Hans Jean-Jose Marday**

**Marday Holdings Pty LTD**  
Sophisticated Investor



**Ping Hsu**

**Yuni Line Pty LTD**  
Angel Investor



**Anwar Mohammad**

**Falcon Holdings FT Pty Ltd**  
Sophisticated Investor



**Thavarajah  
Sivasubramaniam**

Angel Investor

## Risks facing the business

An investment in Get Mee Pty Ltd should be seen as high-risk and speculative. A description of the main risks that may impact the Company's business is below. Investors should read this section carefully before deciding to apply for shares under the Offer. There are also other, more general risks associated with the Company (for example, risks relating to general economic conditions or the inability to quickly or easily sell your shares).

### Customer Acquisition

Because advanced artificial intelligence has a reputation of being ahead of its time, there is sometimes scepticism around AI products. For that reason, building trust with customers is crucial.

GetMee offers secure consumer privacy protection to all customers, and product features have been mindfully selected to increase trust levels. Relaying this will require both creative thinking and effective communication.

Using expert human coaches to deliver the technology, as well as seeking regular user feedback will be key factors in mitigating the trust-influenced risks associated with GetMee's customer acquisition.

### Funding

GetMee is currently raising funds to achieve its strategic business objectives and to cover the projected operating expenses. If these funds are not raised, all business goals may not be met.

The Company may also need to raise additional funds in the future from investors or third parties. There is no assurance that the Company will be able to obtain additional rounds of funding on substantially the same terms as outlined in this Offer Document, or at all. The Company's value may be materially affected if the required additional funding is not available.

### Technology

The failure of the technology to perform with a high level of accuracy under certain circumstances (such as noisy environments) may have an adverse effect on the commercial success of the company.

### Key personnel

The successful operation of the GetMee business relies on its ability to attract and retain experienced and high-performing employees with specialist skills - including technology, marketing and business development.

Failure to attract and retain certain key employees may adversely affect GetMee's ability to execute its growth strategy. This may result in a material increase in the costs of obtaining experienced and high-performing employees.

### Product

The usability of the product is a general risk for mobile app-based products to manage.

Risks can arise from unclear content, poor interfaces, unresponsive screens, convoluted navigation and poor engagement.

GetMee's design and prototype testing strategy included seeking early design feedback from target customers at the inception of the project. This allowed us to design and test the mobile application to ensure usability and customer experience-related risks were managed.

Any future risk will be managed by proactively collecting usage and usability related metrics.

### Intellectual property

As an innovation, R&D heavy business GetMee's intellectual property is critical to the business and commercial success. If we are unable to protect or enforce the Company's intellectual property rights, there is a risk that other companies will copy or mimic our product and technology, which could adversely affect our ability to compete in the market.

## SECTION 2.10

# Financial Information

Below are the financial statements of the Company for the financial years ending 30th June 2020 and 30th June 2021, which have been prepared in accordance with the Australian Accounting Standards.

### Balance Sheet

	\$ Year ending	\$ Year ending
	30 June 2021	30 June 2020
<b>Assets</b>		
Current Assets		
Cash and cash equivalents	202,284	291,523
Other receivables	15,000	-
<b>Total Current Assets</b>	<b>217,284</b>	<b>291,523</b>
Non-Current Assets		
Intangibles	13,725	1,155
<b>Total Non-Current Assets</b>	<b>13,725</b>	<b>1,155</b>
<b>Total Assets</b>	<b>231,010</b>	<b>292,678</b>
<b>Liabilities</b>		
Current Liabilities		
Trade and other payables	52,403	6,966
<b>Total Current Liabilities</b>	<b>52,403</b>	<b>6,966</b>
Non-Current Liabilities		
Trade and other payables	15,237	-
<b>Total Non-Current Liabilities</b>	<b>15,237</b>	<b>-</b>
<b>Total Liabilities</b>	<b>67,640</b>	<b>6,966</b>
<b>Net Assets</b>	<b>163,370</b>	<b>285,712</b>
<b>Equity</b>		
Issued Capital	608,593	303,900
Retained Earnings	(445,224)	(18,188)
<b>Total Equity</b>	<b>163,370</b>	<b>285,712</b>

## SECTION 2.10

# Financial Information

### Profit & Loss Statement

	\$ Year ending	\$ Year ending
	30 June 2021	30 June 2020
<b>Continuing Operations</b>		
Other income	-	-
Advertising & Marketing	(11,730)	-
Bank Fees	(680)	(16)
Business Registration expenses	-	(2,485)
Charity, gifts & donation	(2,741)	-
Consulting & Accounting	(552)	-
Contractors - TPAR	(16,000)	-
Copywriting exp	(5,197)	(258)
Entertainment	(243)	-
Insurance	(289)	-
Legal expenses	-	(5,750)
Office Expenses	(2,339)	-
Realised Currency Gains	(2)	-
Rent	(4,582)	-
Software Consulting, Implementing & Development	(350,243)	(7,800)
Subcontractors - Design work	(16,438)	(1,135)
Subscriptions	(7,987)	(480)
Superannuation	(492)	-
Telephone & Internet	(1,834)	(264)
Travel - National	(518)	-
Wages and Salaries	(5,179)	-
Profit/(Loss) before income tax expense	(427,046)	(18,188)
Income tax benefit / (expense)	-	-
Profit/(Loss) for the year	(427,046)	(18,188)
Total comprehensive income for the year	(427,046)	(18,188)

## SECTION 2.10

# Financial Information

### Statement of Cash Flows

	FY 2021	FY2020
<b>Operating Activities</b>		
Payments to suppliers and employees	(385,231)	(12,377)
Cash receipts from other operating activities	3,589	-
Cash payments from other operating activities	(2)	-
<b>Net Cash Flows from Operating Activities</b>	<b>(381,644)</b>	<b>(12,377)</b>
<b>Investing Activities</b>		
Payment for property, plant, and equipment	(12,570)	(1,155)
Other cash items from investing activities	(15,000)	-
<b>Net Cash Flows from Investing Activities</b>	<b>(27,570)</b>	<b>(1,155)</b>
<b>Financing Activities</b>		
Other cash items from financing activities	319,975	305,055
<b>Net Cash Flows from Investing Activities</b>	<b>319,975</b>	<b>305,055</b>
<b>Net Cash Flows</b>	<b>(89,239)</b>	<b>291,523</b>
<b>Cash and Cash Equivalents</b>		
Cash and cash equivalents at beginning of period	291,523	-
Net change in cash for period	(89,239)	291,523
<b>Cash and cash equivalents at end of period</b>	<b>202,284</b>	<b>291,523</b>



## Financial Information

Changes in Equity Statement

	\$ Share Capital (Ordinary)	\$ Retained Earnings	\$ Total
<b>Balance as of 1 July 2020</b>	-	-	-
Comprehensive Income Profit/(Loss) for the year	-	(18,188)	(18,188)
Other comprehensive income for the year	-	-	-
Total Comprehensive Income	285,712	(427,046)	(141,334)
Transactions with owners, in their capacity as owners, and other transfers	-	-	-
Dividends paid or provided for Shares issued during the year	304,693	-	304,693
<b>Balance for the year ended 30 June 2021</b>	<b>590,405</b>	<b>(427,046)</b>	<b>163,360</b>

## SECTION 2.11

# Management Comments on Performance and Outlook

The Company has focused on Research & Development, Product Engineering, Beta testing and Partner initiatives over the last 18 months. In the near term, once the product is launched at the end of September, the company is expected to generate revenue. We believe that we have the product, team and partners to execute our commercial and expansion strategy.

### Disclaimer

Comments on revenue outlook are inherently uncertain and should not be solely relied upon as they are subject to change, uncertainty and unexpected events, many of which cannot be controlled. Accordingly, actual results are likely to differ from the forecasts.

No representation or assurance is or can be given that the forecasts will be achieved. Past performance is no guarantee of future performance. This revenue outlook has been prepared by Get Mee Pty Ltd. and has not been validated by an independent third party.

### Management Comments

Despite having signed channel partnerships, beta customers and multiple pilot agreements, GetMee is still pre-revenue, so predictions based on historical sales data cannot be provided. Our predictions are based on investigations into companies that operate mobile app-based products with similar business models.

In just under 18 months, GetMee has completed the product engineering of the MVP and tested the product

with 100 beta customers. GetMee operates a lean SaaS model whereby operational cost is largely associated with engineering salary and hosting.

The coaches who produce content for the platform are not employees of the company. The incentives for the coaches include free marketing provided by our global platform and payment from video views.

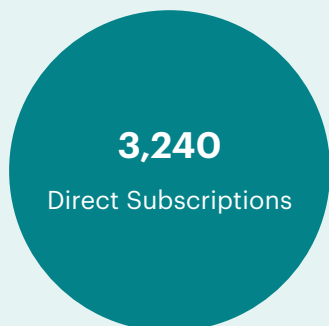
### Assumptions

The forecasted number of enterprise signings and the amount of direct subscriptions are based on key assumptions about the timing, resourcing and costs associated with the company being able to execute its commercial plans.

#### These assumptions are:

- The fundraising campaign will be successful in its objectives
- The pilot program is executed effectively
- The product, including all technological features, will perform in line with customer expectations
- An efficacious rollout and scaling of the platform in Bangladesh and India

2022





## SECTION 3

# Information about the Offer

## SECTION 3.1

# Terms of the Offer

Update copy to - Get Mee Pty Ltd is offering up to 561,798 shares at an issue price of \$00.89 per share to raise up to \$500,000. The key terms and conditions of the Offer are set out below.

Term	Details
<b>Shares</b>	Fully-paid ordinary shares
<b>Price</b>	\$0.89 per share
<b>Minimum Subscription</b>	\$120,000
<b>Maximum Subscription</b>	\$500,000
<b>Minimum parcel size</b>	\$50.00
<b>Opening date</b>	15/09/2021
<b>Closing date</b>	07/10/2021

A description of the rights associated with the shares is set out in Section 3.3.

To participate in the Offer, you must submit a completed application form together with the application money via the Intermediary's platform. The Intermediary's website provides instructions on how to apply for shares under the Offer at [www.birchal.com](http://www.birchal.com).

The Intermediary must close the Offer early in certain circumstances. For example, if the Maximum Subscription is reached, the Offer must be closed. If the Minimum Subscription is not reached or the Offer is closed but not completed, you will be refunded your application money.

Investors may withdraw their application during the Cooling-off Period. Further information on investor cooling-off rights can be found in Section 4 of this CSF offer document.

The Offer is not underwritten and there is no guarantee that these funds will be raised.

## SECTION 3.2

# Use of funds

The table below sets out the intended use of funds raised under this Offer based on the minimum and maximum subscription amounts.

Intended use	Minimum Subscription	Maximum Subscription
Engineering and Product	\$40,000	\$180,000
Marketing and Sales (Includes staff salary)	\$50,000	\$144,000
Intellectual property and Patent		\$30,000
Research and Development		\$30,000
Casual contractors and Directors fee		\$20,000
Video editing and content library cost		\$5,000
Cloud Hosting and licensing		\$20,000
Third Party licensing	\$5,000	\$10,000
Accounting and Legal		\$8,200
Offer costs	\$15,000	\$20,000
Birchal costs	\$10,000	\$32,800
Total	\$120,000	\$500,000

## SECTION 3.2

The Offer costs include the Intermediary's fees under the hosting agreement between the Company and the Intermediary. These fees are up to 6% of all funds raised by the Company through Birchal Financial Services Pty Ltd (Intermediary), plus \$2,800 for administration and setup costs.

Other than as specified in the table above, no other payments from the funds raised will be paid (directly or indirectly) to related parties, controlling shareholders, or any other persons involved in promoting or marketing the Offer.

The Offer is to raise the additional funds to:

- **Increase engineering capacity by hiring additional engineers**
- **Hire a product support lead to support our customers**
- **Fund marketing and acquisition activities**
- **Cover the hosting and operating costs of the Company**
- **Cover the additional intellectual property filing and other legal cost**

We expect that the Maximum Subscription amount will be sufficient to meet the Company's short-term objectives over the next 12–18 months.

Assuming the Offer is successful, we expect that the Maximum Subscription amount will be sufficient to meet the Company's short-term objectives over the next 18–24 months.

If the Company requires additional funding to continue to operate, the Company may consider undertaking a further CSF offer under the CSF regime or raising from Wholesale, Sophisticated investors or Venture capital funds.



### SECTION 3.3

## Rights associated with the shares

Immediately after issue, the shares will be fully-paid shares. There will be no liability on the part of shareholders and the shares will rank equally with the shares currently on issue.

The rights associated with the shares are set out in the Company's constitution. These rights are described below. A copy of the constitution is available on the Intermediary's platform.

### SECTION 3.3.1

## Voting rights

Each shareholder has one vote on a show of hands and, on a poll, one vote for each share held.

### SECTION 3.3.2

## Dividends

All shareholders have a right to receive any dividends declared and paid by the Company. The directors have a discretion and may resolve to pay dividends, subject to their obligations under the Corporations Act (for example, they cannot pay dividends unless the Company's assets are sufficiently in excess of its liabilities immediately before the dividend is declared and where it may materially prejudice the Company's ability to pay its creditors).

### SECTION 3.3.3

## General meetings and notices

Directors have the power to call meetings of all shareholders or meetings of only those shareholders who hold a particular class of shares. Shareholders who hold at least 5% of the votes which may be cast at a general meeting of the Company have the power to call and hold a meeting themselves or to require the directors to call and hold a meeting. Refer to section 7.7.e of the company constitution for additional information.

#### SECTION 3.3.4

## Board of Directors

The Company will be able to appoint and remove Board members (including themselves) depending on business need and stage and according to the Company constitution. Unless otherwise provided for by the Corporations Act, or a specific provision of the constitution, the business of the Company is to be managed by, or under the direction of the Board. There will be no provision for Board observer rights at this stage. The Founder Shareholder has rights to appoint directors to the Board.

#### SECTION 3.3.5

## Winding-up

If the Company is wound up and there are any assets left over after all the Company's debts have been paid, the surplus is distributed to shareholders after secured and unsecured creditors of the Company.

#### SECTION 3.3.6

## Restrictions on sale and transfer

### Drag-Along and Tag-Along

Drag along provisions only apply on transfers that have the approval of holders of at least 70% of the issued shares in the Company. Similarly, Tag along provisions apply on transfers that have the approval of holders of at least 50% of the issued shares in the Company. A restraint of trade only Restraint Members (ie at least 3% of the total share capital).

### Permitted transfers of Shares

Notwithstanding any other provision of this Constitution, at any time a Member may sell or transfer any of its Shares pursuant to a Permitted Transfer, provided that the transferee of such Shares shall be subject to the same restrictions as apply to the original Member from whom the Shares were transferred.

### Preemptive rights

Only Eligible Members (i.e. at least 5% of the total ordinary share capital) have pre-emptive rights in relation to the issue or transfer of shares.

## SECTION 3.4

# What can I do with my shares?

Shares in the Company are considered illiquid as they cannot easily be transferred or sold. However, there are numerous possible circumstances that may create an opportunity for shareholders to exit their investment in the Company. These include, but are not limited to:

- A trade purchase of the Company
- A listing on a registered stock exchange (eg the ASX)
- A private equity investment in the Company
- A share buy-back by the Company

There is no guarantee that any of the exit options will eventuate.

## SECTION 3.5

# Early Stage Innovation Company

From 1 July 2016, if you invest in a qualifying early stage innovation company (ESIC), you may be eligible for tax incentives. The incentives provide eligible investors, who purchase new shares, with:

- a non-refundable carry forward tax offset equal to 20% of the value of their qualifying investments. This is capped at a maximum tax offset amount of \$200,000 for sophisticated investors and their affiliates and \$50,000 for retail investors and their affiliates.
- a modified capital gains tax (CGT) treatment, under which capital gains made or accrued on qualifying shares that are continuously held for at least 12 months and less than ten years are exempt from CGT. Capital losses made or accrued on shares held less than ten years are also disregarded.

More information about the ESIC regime is available from the ATO website here:

<https://www.ato.gov.au/Business/Tax-incentives-for-innovation/In-detail/Tax-incentives-for-early-stage-investors/>

Based on an objective self-assessment with the assistance of advisors, the Company has assessed itself and believes that it meets the criteria as a qualifying ESIC for the purposes of this Offer. Investors who purchase new shares in qualifying ESICs may be eligible for certain early stage tax incentives.

The Company does not warrant or guarantee that it will qualify under relevant rules as an ESIC, and is not able to form a view or give investors tax advice as to whether they are eligible for any tax incentives. Neither the Company nor Birchall Financial Services Pty Ltd take any responsibility for investors that invest on the assumption that ESIC will apply to them or the Company. We recommend that investors seek independent tax advice about their investment.

## SECTION 3.6

# Investor rewards

In addition to being a shareholder of Get Mee Pty Ltd, a range of rewards are being offered for investors.

These include:

- **AI App subscription**
- **Dashboard access for content from the GetMee coaches**

The table below sets out the investor rewards based on the amount invested.

Reward	\$250 - \$1,000	\$1,000 - \$5,000	\$5,000-\$10,000	\$10,000 & above	Method of delivery
<b>GetMee subscription</b>	12 months	12 months	24 months	36 months	Offer code for App store and Google play
<b>Dashboard and content</b>	✗	✓	✓	✓	Credentials



## SECTION 4

# Information about investor rights



## SECTION 4.1

# Cooling-off rights

If you are a retail investor, you have the right to withdraw your application under this Offer and to be repaid your application money. If you wish to withdraw your application for any reason (including if you change your mind about investing in the Company), you must do so within five business days of making your application (Cooling-off Period).

You must withdraw your application via the Intermediary's platform. You will be able to withdraw your application within the Cooling-off Period by following the link and the instructions within your portfolio on the Intermediary's platform.

After your withdrawal has been processed, the Intermediary will refund the application money to your nominated account as soon as practicable.

## SECTION 4.2

# Communication facility for the Offer

You can ask questions about the Offer on the communication facility available on the Intermediary's platform. You can also use the communication facility to communicate with other investors, with the Company and with the Intermediary about this Offer.

You will be able to post comments and questions about the Offer and see the posts of other investors on the communication facility. The Company and/or the Intermediary will also be able to respond to questions and comments posted by investors.

Officers, employees or agents of the Company, and related parties or associates of the Company or the Intermediary, may participate in the facility and must clearly disclose their relationship to the Company and/or Intermediary when making posts on the facility.

Any comments made in good faith on the communication facility are not subject to the advertising restrictions in the Corporations Act.

## SECTION 4.3

# Proprietary company corporate governance obligations

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## SECTION 4.3.1

### Annual report

While the Company is currently a small proprietary company that is not required to prepare annual financial reports and directors' reports, if we successfully complete this Offer, then we will be required to prepare and lodge these annual reports with ASIC (within four months of the financial year end). The Company has a 30 June year end and its financial reports must be lodged by 31 October each year.

Our financial reports are currently not required to be audited as we are a small proprietary company. This means that the Company's financial reports will not be subject to auditor oversight and, therefore, there will be no independent assurance of the Company's financial statements. However, the directors are still required to ensure that the financial statements give a true and fair view of the Company's financial position and performance and that the financial statements comply with the accounting standards.

We may be required to have our financial reports audited in the future if we raise more than \$3 million from CSF offers (including this current offer and any future offers) or otherwise become a large proprietary company.

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## SECTION 4.3.2

### Distribution of annual report

The Company is not required to notify shareholders in writing of the options to receive or access the annual report. Shareholders will not be able to elect to receive a copy of the annual report by way of email or post. However, shareholders can access the annual report on the Company's website at the following address <https://getmee.ai> on the Company's share registry website at the following address <https://cakeequity.com/> (free of charge) or can purchase the report from ASIC.

### SECTION 4.3.3

## Related party transactions

If we successfully complete this Offer, the rules on related party transactions in Chapter 2E of the Corporations Act will apply to the Company (for so long as we continue to have CSF shareholders). This means that the Company is required to obtain shareholder approval before giving financial benefits to related parties of the company (e.g. directors and their spouses, children or parents), subject to certain exceptions (such as reasonable remuneration provided to directors).

### SECTION 4.3.4

## Takeovers

If we successfully complete this Offer and have more than 50 shareholders, the takeover rules in the Corporations Act will only apply to the Company in a very limited way. If someone wants to buy more than 20% of the voting shares in the Company, they will be able to do so without complying with the takeover rules. This means a person may be able to get control of the Company without making a formal takeover bid to all shareholders or without seeking shareholder approval.

Shareholders will not have the benefit of the full protections under the takeover rules, which means you may not have the right to vote on or participate in a change of control of the company. However, the general principles of ensuring shareholders have sufficient information and time to consider a change of control, and all have a reasonable and equal opportunity to participate in any benefits, will apply to the Company. In addition, the Takeovers Panel has jurisdiction to hear disputes relating to control of the Company.

# Glossary

**Company** means Get Mee Pty Ltd ACN 639970095

**Cooling-off Period** means the period ending five business days after an application is made under this Offer, during which an investor has a right to withdraw their application and be repaid their application money

**CSF** means crowd-sourced funding under Part 6D.3A of the Corporations Act

**Intermediary** means Birchall Financial Services Pty Ltd AFSL 502618

**Maximum Subscription** means the amount specified in this CSF offer document as the maximum amount sought to be raised by the Offer

**Minimum Subscription** means the amount specified in this CSF offer document as the minimum amount sought to be raised by the Offer

**Offer** means an offer of fully-paid ordinary shares by the Company under this CSF offer document

**Retail investor** has the meaning given to the term “retail client” under the Corporations Act