

Workforce Solutions: Technology Driven Transportation

Boyd Reid
Hop In Technologies



Hopin



Boyd Reid
Co - Founder, Chief
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(CCO)

Hopin



Tanya Kury

Employee Experience
Champion
, Maple Lodge Farms



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Director, Marketing
and Business
Development
, Blue Branch

HOP IN OBSERVATIONS



- Traffic congestion
- Not all workers drive
- Long commutes

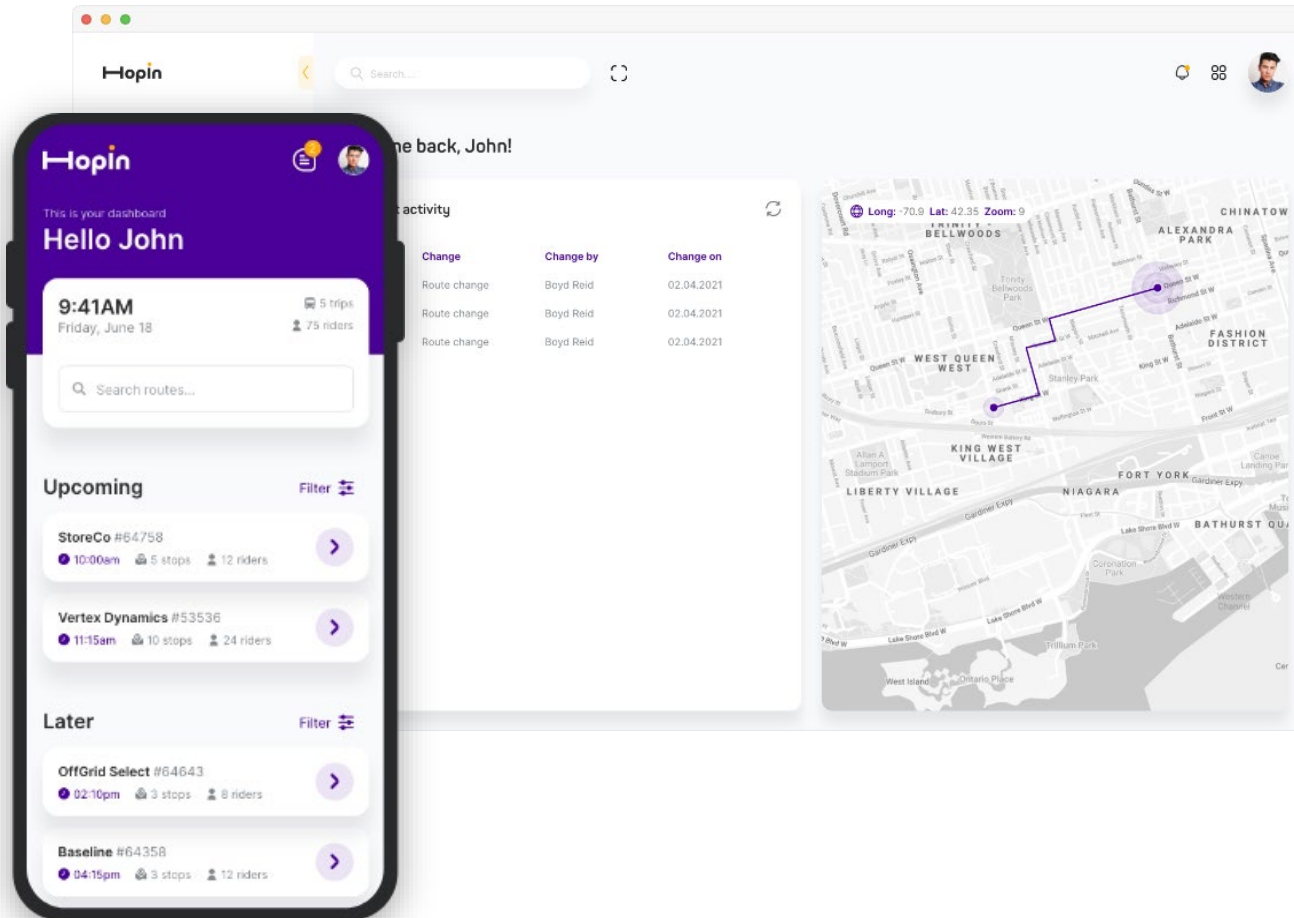


- Companies have difficulty attracting and retaining talent
- Reduced productivity
- Minimal geographical access to hiring pools
- Increased turnover costs



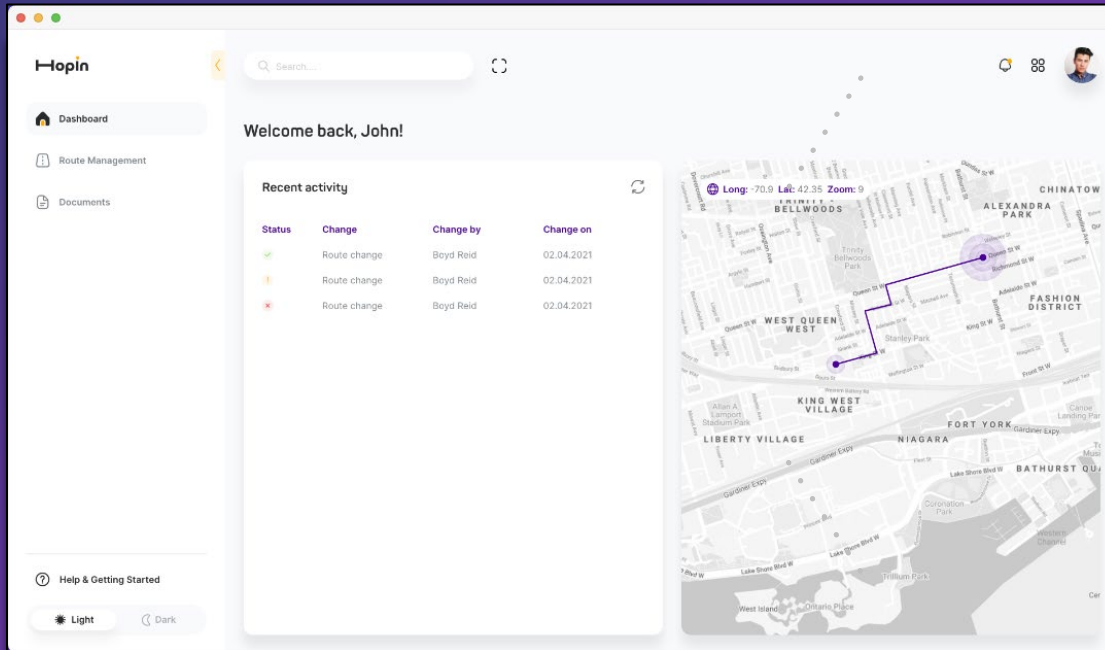
- Employees are enduring poor work-life balance due to long commutes
- Poor connectivity in commutes
- Gaps in public transit

HOW WE SOLVE THE PROBLEM



- Consult with employers and learn about the issues a company is experiencing to identify the impacts
- Collect and generate geographical data for analysis
- Use our logistics software platform to customize the best fit commute solutions

Helping People Get to Work In 3 Steps



Home



Pick up Spot



Hopin



Work

1. Impact Analysis

Survey that identifies commuting challenges and the impacts on the workforce



2. Route Development

Develop shuttle routes to help employees commute to work easier



3. Optimization

Optimize service overtime by:

- Reducing commuting time
- Reducing cost for client and employees
- Increasing ridership engagement



The logo for Hopin, featuring the word "Hopin" in a white, sans-serif font. The letter "i" has a small orange dot above it. The logo is set against a purple background that transitions to a darker blue at the bottom, with a pattern of small white dots in the lower-left corner.

Hopin

It is our mission to identify commute barriers for all people in the workforce and furthermore develop an ecosystem that allows improved commutes to support retention, recruitment and work life balance.





Helping Maple Lodge Farm recruit

Workforce Expansion

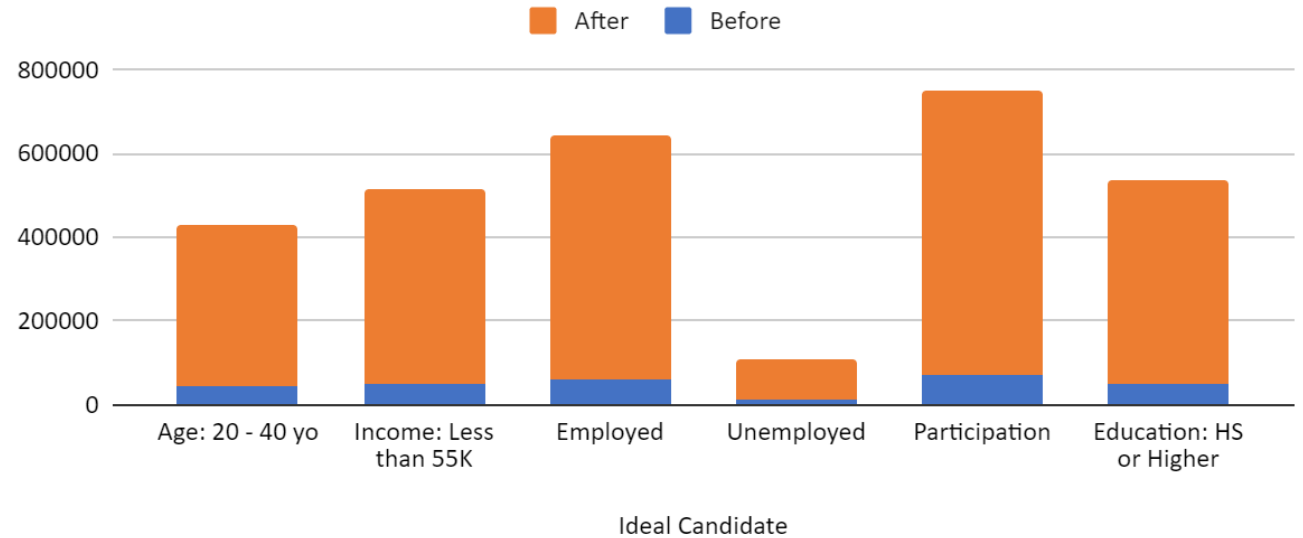
Expanded hiring pool range to municipalities over 50 KM away from Brampton to Scarborough

Summary of data

Through Hop In's services, Maple Lodge Farms has been able to get access to 10 times the number of unemployed individuals who can utilize shuttles to commute to work

Expanding Access to Workforce Potential for Ideal Candidate

Maple Lodge Farms - Before & After Hop In Technologies





Maple Lodge Farms - Success Metrics

Brampton, Ontario, Canada

Optimization

825% increase in ridership engagement since initial pilot

Environment & Climate

Removal of approximately 50,000 Km in distance traveled by single occupancy vehicles over a year

Social Impact

On average - saving 32 minutes/day & \$23/day for low wage earners representing underserved populations





Tanya Kury
Employee Experience
Champion, Human
Resources

EMPLOYEE RIDERSHIP TESTIMONIALS

“My experience has been awesome so far. I’ve been taking the Hop-In shuttle bus since I started in January. It is very convenient for me as I no longer have to commute. It is hassle-free travel going to work and going home. Always grateful to the service and the drivers”. – Julie Ann

“It is a good service, and it comes on time. It is very helpful for me”. – Harpreet

“It is a good service provider by the company that helps the employees to reach work and home. Thank you”. – Gurpreet

EMPLOYEE RIDERSHIP TESTIMONIALS

“The shuttle bus is wonderful and it’s a convenient source for me to commute at night to my destination. I am very happy with the service that has been offered for us”. – Davinder

“My experience is good with the shuttle bus. As my home is far away from my work, it is difficult to take the transit bus at night. But with the help of the shuttle bus, I reach home early at 9am. I am very happy with this service”. – Akashdeep

“The shuttle bus is helpful to save energy instead of walking from Steeles Ave to Maple Lodge”. –Chester



BlueBranch



Matthew Senuik
Director, Marketing &
Business Development



BlueBranch
GROWTH WITHIN REACH

Mobilizing Canada's Workforce

**We help you solve that "Oh Sh&*!"
moment. When you can't find anyone
locally.**

**Ontario is Facing a Historic Labour Shortage
~ Ontario Government**

Fly In Fly Out ... The Prairies Experience

- Developed nearly 20 years ago in Canada's booming Oil and Gas sector.
- Supplied mobile workforce to the largest Oil and Gas companies in Alberta, Saskatchewan and Manitoba.
- Problem: contractor on a critical national infrastructure project was experiencing a labour shortage on sites in Alberta and Manitoba.
- Established a rotational FIFO workforce, providing consistent crew of workers in different geographical locations.

About Blue Branch

- Since 2017, Blue Branch has added 3.5M worked hours for partner employers.
- Blue Branch offers a last-mile workforce solution, helping employers overcome local labour shortages and productivity issues by creating a mobile workforce supply.
- Blue Branch is the Employer of Record.



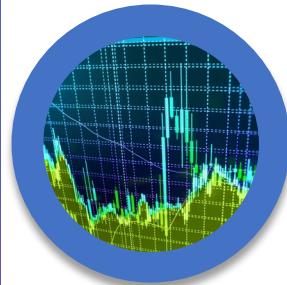
Blue Branch Talent on Site in 2-5 weeks!

Labour Mobility Model



Labour Recruitment

Through partnerships with community-based and government organizations, we connect with diverse labour segments across Canada, including immigrants, new Canadians, First Nations and Inuit, recent graduates, military veterans, and women in trades.



Re-skilling, Up-skilling & Certs

We partner with provincial regulatory authorities and local training providers to ensure that our recruits meet all the necessary technical and skilled licensing requirements and qualifications to match your job requirements



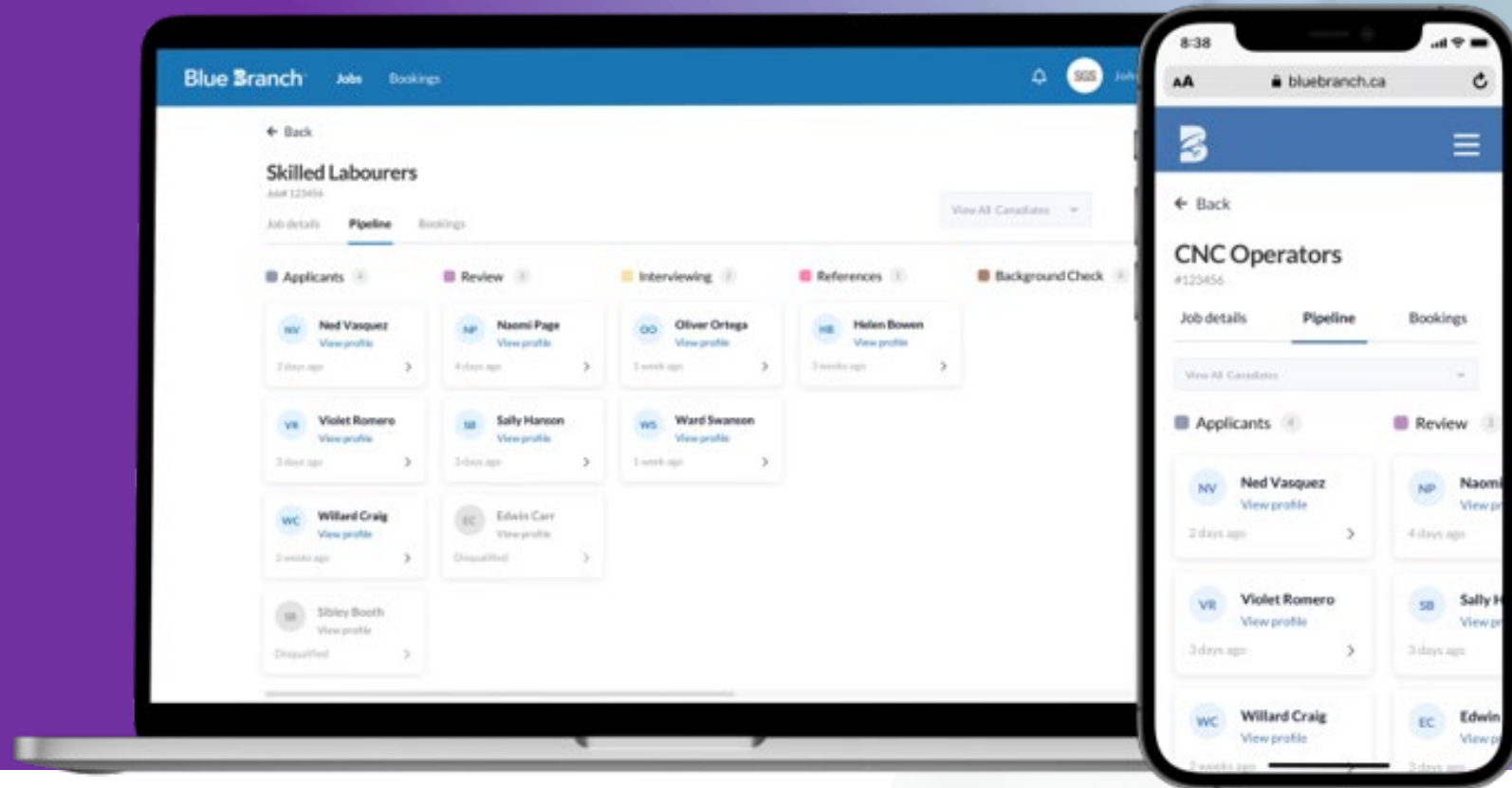
Labour Logistics

Full-service labour logistics solution that takes care of everything from flights to housing to transportation. Our team works closely with each job seeker to manage worker commuting, community integration, housing, payroll, attendance, and more.

Labour Mobility Study



Labour Mobility Matching Software



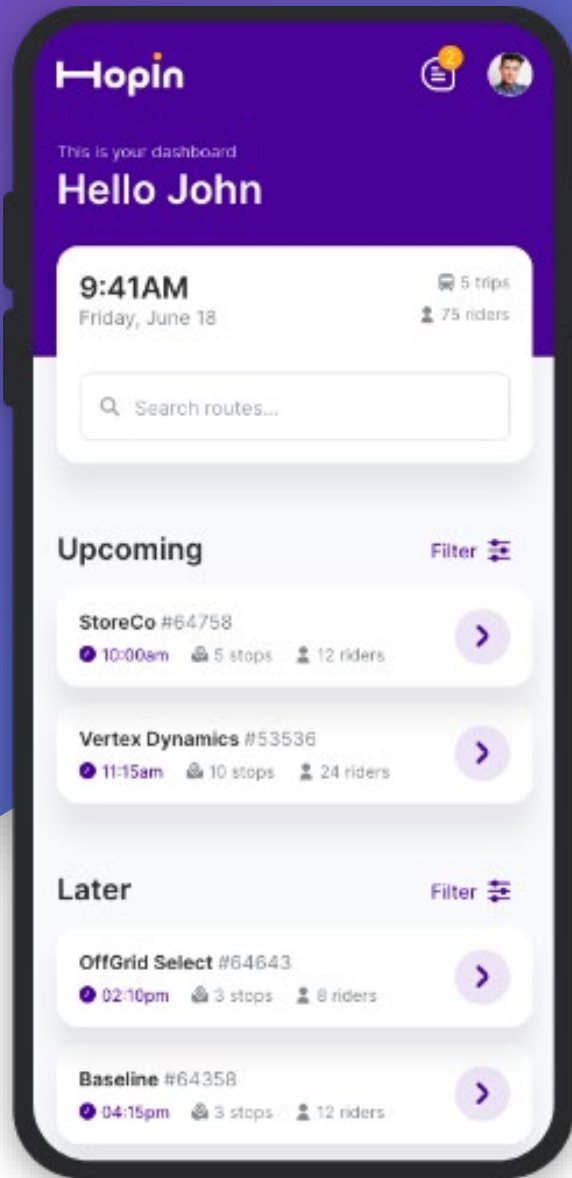
THANK YOU

CONTACT US

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Next Generation Transportation Logistics.

www.hopintech.com

