Management's Discussion and Analysis

For the three and nine months ended September 30, 2018

(Expressed in Canadian dollars, unless otherwise indicated)

This Management's Discussion and Analysis ("MD&A") of StartMonday Technology Corp. and its subsidiaries (collectively henceforth, the "Company" or "StartMonday" or the "Group") is dated November 26, 2018; provides an analysis of the Company's performance and financial condition for the three and nine months ended September 30, 2018, as well as an analysis of future prospects. This MD&A should be read in conjunction with the Company's unaudited condensed consolidated interim financial statements for the three and nine months ended September 30, 2018 as well as the audited consolidated financial statements and related notes for the year ended December 31, 2017, both of which are prepared in accordance with International Financial Reporting Standards ("IFRS").

All amounts referred to in this MD&A are prepared in accordance with IFRS and presented in Canadian dollars, unless otherwise indicated.

Overview

The Company is listed on the Canadian Securities Exchange ("CSE") and the Frankfurt Stock Exchange. Trading on the Canadian Securities Exchange began on October 24, 2016, and trading on the Frankfurt Stock Exchange began on November 7, 2016. Quoting on OTC ("Pink") in the United States under the symbol STDMF commenced February 16, 2017 and as of February 5, 2018, the Company began trading on the OTC.

The Company is principally engaged in candidate selection solutions for employers in the retail and hospitality sectors, who spend a significant amount of time and resources identifying potential candidates from a large pool of applicants. StartMonday's video-led mobile and web applications deliver a better impression of personality and customer skills, ultimately helping employers decide which candidates they should talk to first, making the process much more efficient.

The Company is transitioning now from its development phase to sales and rapid client acquisition after applying learnings, updates and insights from its launching customers over the past 2 years. Activities to date have been focused primarily on developing the Company's recruiting platform for employers which includes a full Applicant Tracking System, careers-page plugins and mobile web applications that makes use of the 15-second videos filmed by candidates on their own phones and desktop computers. The Company is dedicated to building powerful tools for the Mobile Generation and is further developing its technology with an open blockchain solution for verifiable career histories called Bizzy (formerly "Careerchain"). StartMonday is targeting employers in the retail and hospitality sectors worldwide. The Company is looking to establish additional customer relationships in Europe and North America and is searching for potential additional sources of financing to boost its sales and marketing activities.

On January 11, 2018 the Company closed a non-brokered private placement of 12,000,000 common shares for proceeds of $3,000,000. After the payment to eligible finders of a cash commission in the aggregate amount of $158,883, net proceeds to the company were $2,841,117, of which $137,500 had been recorded as subscriptions received in advance as of December 31, 2017. Proceeds for this private placement allowed the Company to continue with its business plan.

StartMonday Technology Corp., ("SM Technology") was incorporated on April 12, 2016 under the BCBCA. SM Technology entered into a Share Exchange Agreement pursuant to which StartMonday Holding BV shareholders transferred all of their common shares of StartMonday Holding BV to SM Technology in exchange for common shares of SM Technology (the "Transaction"). The Transaction was completed on September 23, 2016, and constituted a reverse acquisition.

The Company has been preparing for the commercial release of Bizzy, a blockchain technology solution for the human resource sector and has conducted a phased developmental process over the past 12 months in preparation for an upcoming product launch. StartMonday has been developing Bizzy as a new brand asset and blockchain solution specifically for the job market. The evolution of the internet and mobile devices over the last 20 years has transformed the job market through extraordinary advances in access and visibility. The underlying process of applying for jobs, however, has remained largely unchanged. Bizzy is planned to be the first open, public standard for sharing career histories. Job seekers will be able to create a Bizzy profile which they subsequently use to apply for jobs with a few clicks; just enter once, and apply everywhere. It is projected that Bizzy will propel an increase in completed job applications for employers and will establish an entire ecosystem for the job market and spur third-party application development. In order to gain global adoption and maintain neutrality as a shared community resource, StartMonday is planning on establishing an independent entity for the base layer of the blockchain solution. The new Bizzy entity then plans to create its own cryptocurrency and is planning to hold a token sale and continue development of Bizzy. In return for StartMonday's efforts to establish the platform and to cover its preliminary development costs, StartMonday will receive equity and or tokens from the new entity and a reimbursement of some or all expenses incurred. Subsequent to September 30, 2018, Bizzy Labs Inc. was incorporated in Canada, as a wholly owned subsidiary of StartMonday Technology Corp., to continue development of Bizzy.

Overall Performance

The Company has funded ongoing operations primarily from proceeds on the issuance of convertible notes which were converted to common shares during the year ended December 31, 2016, the issuance of common shares in 2016 and 2018, the exercise of warrants and short-term loans payable. The Company's continuing operations and its financial success are dependent upon the extent to which it can successfully raise the capital to implement its future plans and ultimately on generating sufficient revenue to attain profitable operations. These factors indicate the existence of an uncertainty that may cast doubt about the Company's ability to continue as a going concern.

On June 9, 2017, one of the Company's subsidiaries, StartMonday B.V., filed for bankruptcy with the Dutch court. The parent company of StartMonday B.V., StartMonday Holding B.V., as well as the Company's other subsidiaries have not filed for bankruptcy protection nor are there any plans to do so. StartMonday B.V. does not control any of the Company's IP or codebase, enabling the Company to continue operations and execute its business plan from its other subsidiaries with the same seamless brand and product offering. StartMonday B.V. did hold certain partner and client contracts in Europe;

however the Company negotiated to take all client contracts from StartMonday B.V. and is providing uninterrupted service to customers from Lean Innovations B.V., a newly incorporated subsidiary of the Company (incorporated on July 1, 2017). Although StartMonday B.V. also employed some of the Company's product and technical team in Amsterdam, product development and support will continue in other subsidiaries of the Company. Administrative and support staff employed by StartMonday B.V. are being replaced in other subsidiaries as required, however not all such staff were immediately replaced. The Company will rehire staff as required and as additional financing is received. The Company has been able to continue operations on an uninterrupted basis and is confident that it can continue to service its customers at the same high level as before the bankruptcy of StartMonday B.V.

As a result of the filing for bankruptcy protection and the appointment of a receiver, the Company determined that it lost control and significant influence of StartMonday B.V., effective June 9, 2017, and accordingly derecognized the assets and liabilities of StartMonday B.V. The results of operations of StartMonday B.V. have been included in the condensed consolidated interim financial statements up to June 9, 2017.

The Company is actively marketing its product in an effort to generate new sales and revenues. As a result of the filing for bankruptcy by StartMonday B.V., a number of employees including sales staff and product development staff resigned or were terminated. While development of intellectual property continues, the level of expenditures on product development was reduced. Further, the Company is engaging commission-only sales staff content marketing specialists, influencers and cost-effective telemarketing agencies and intends to hire sales and product development staff and increase its overhead and operating expenses in the future as additional financing is received and new customers are obtained. The Company feels that previous negotiations with potential customers will lead to new contracts and increased revenues and is also negotiating alliances with organizations in North America and Europe for customer referrals.

Results of Operations

The focus for the Company to date has been on continued development of its intellectual property and obtaining financing to fund this activity and its ongoing operations. While enhancements and further development of the intellectual property continue, attention is also directed towards obtaining new customers and increasing revenue. In addition in 2018, the Company has been developing Bizzy, as described above. A number of customers have refreshed their annual contracts in 2018 such as Atlas Hotels (47 locations in the UK) while new clients like Kew Green (45 locations in the UK) and Cycas Hotels have been signed. The Company has potential customers in the sales prospecting pipeline. In particular, the Company is capitalising on its Europe-wide agreement with Intercontinental Hotel Group to continue on-boarding European franchisees with the goal of adding US franchises.

The Company reported a net loss for the nine months ended September 30, 2018 of $2,768,738, compared to $1,337,875 for the nine months ended September 30, 2017. The Company reported a gain on deconsolidation of subsidiary (see discussion above) in the nine months ended September 30, 2017 of $245,545. In the nine months ended September 30, 2018, the Company incurred costs of $963,048 for the development of Bizzy as describe above. Excluding these two items, the net loss for the nine months ended September 30, 2018 was $1,805,690 compared to $1,583,420 for the nine months ended September 30, 2017.

The Company continues to develop its product, and is working on enhancing its customer base. Revenues at $149,264 and $66,563 for the nine and three months ended September 30, 2018, were above those of $120,637 and $39,619 for the nine and three months ended September 30, 2017. While the Company has entered into larger contracts with several customers such as Intercontinental Hotel Group and Atlas Hotels, much of the revenues generated this year are small fees paid by new customers as a time-limited trial leading to a larger contract after 3-6 months.

Operating costs were $2,850,164 for the nine months ended September 30, 2018. Expenditures incurred by the Company totalling $963,058 in connection with the development of Bizzy have been classified as research and development costs in the condensed consolidated interim statements of loss and comprehensive loss. There were no such expenditures in 2017. Excluding these research and development costs, the operating expenses for the nine months ending September 30, 2018 were $1,887,116 versus $1,753,412 in the corresponding period of the previous year.

The Company had increased its infrastructure subsequent to the Transaction in 2016, including hiring additional sales, technical and support staff. This continued into the first several months of 2017. In conjunction with the bankruptcy of StartMonday B.V. mentioned above, the Company reduced its overhead and operating expenses. A number of staff resigned or were terminated, many of which have subsequently been rehired. As a result, salaries and consulting fees, which at $1,018,593 for the nine months ended September 30, 2018, were slightly lower than those for the nine months ended September 30, 2017 at $1,047,001.

Legal and professional fees at $91,331 for the nine months ended September 30, 2018 were lower those for the nine months ended September 30, 2017 at 123,921 due to fees incurred in the prior year in connection with the bankruptcy mentioned above. Finance costs at $7,514 for the nine months ended September 30, 2017 were higher than those for the current year at $2,585, due to higher interest expense on loans outstanding in 2017, now repaid. Software services at $54,505 for the nine months ended September 30, 2018 were similar to those of the same period of the previous year at $58,694. For the nine months ended September 30, 2018, travel and entertainment, rent, and telephone at $103,161 combined, were also comparable with those for the nine month period ended September 30, 2017 at $104,920. Share-based payment expense for stock options granted was $59,455 for the nine months ended September 30, 2018. By comparison the share-based payment expense for stock options granted for the nine months ended September 30, 2017 was $41,530. Some employees, who had been granted stock options, resigned or were terminated as a result of the bankruptcy in 2017. Their stock options were subsequently forfeited, resulting in a lower share-based payment expense in the prior year.

For the nine months ended September 30, 2018, advertising and marketing costs of $125,572 were higher than those for the nine months ending September 30, 2017 at $75,307. The Company incurred higher advertising and marketing costs in the current year in an effort to attract additional revenue customers. Depreciation and amortization expense for the nine months ended September 30, 2018 was $254,072 versus $208,861 for the nine months ended September 30, 2017. Additional amounts were capitalized as intellectual property as new phases of the product were available for use, resulting in higher amortization charges. Transfer agent and filing fees for the nine months ended September 30, 2018 were $56,583 for ongoing public reporting costs, compared to $14,292 for the same period of the previous year. The Company is incurring additional costs in 2018 associated with the public listing on the OTC in the United States, as well as generally higher ongoing reporting costs due to additional reporting jurisdictions in 2018. General and administrative costs at $114,509 for the nine months ended September 30, 2018 were also higher than the corresponding period of the previous year at $35,904.

For the nine months ended September 30, 2018, the Company recorded a foreign exchange loss of $67,838 on the consolidation of its subsidiaries due to exchange rate fluctuations. By comparison a foreign exchange gain of $49,355 was posted for the nine months ended September 30, 2017.

The Company reported a gain of $245,545 on the deconsolidation of StartMonday B.V. for the nine month period ending September 30, 2017, as a result of the filing for bankruptcy of StartMonday B.V. The Company also reported a loss of $35,468 in the same period on the settlement of trade and other payables. The Company issued 283,746 common shares with a fair value of $70,936 to four consultants for the settlement of $35,468 of consulting services included in trade and other payables, resulting in a loss of $35,468. No such similar gains or losses were reported in the current year.

The Company reported a net loss for the three months ended September 30, 2018 of $1,043,563, compared to $233,667 for the three months ended September 30, 2017.

Operating costs were $1,000,161 for the three months ended September 30, 2018. Expenditures incurred by the Company totalling $369,273 in connection with the development of Bizzy have been classified as research and development costs in the condensed consolidated interim statements of loss and comprehensive loss. There were no such expenditures in 2017. Excluding these research and development costs, the operating expenses for the three months ending September 30, 2018 were $630,888, versus $243,360 in the corresponding period of the previous year.

In conjunction with the bankruptcy of StartMonday B.V. mentioned above, the Company reduced its overhead and operating expenses. A number of staff resigned or were terminated; reducing salaries and consulting fees to $104,683 for the three months ended September 30, 2017. Many staff were subsequently rehired resulting in salaries and consulting fees of $368,907 for the three months ended September 30, 2018.

Legal and professional fees at $17,705 for the three months ended September 30, 2018 were higher than those for the three months ended September 30, 2017 at $7,367. These expenses were reduced significantly in the third quarter of 2017 following the bankruptcy of StartMonday B.V. and have returned to normal levels in 2018. Similarly general and administrative costs at $40,852 for the three months ended September 30, 2018 were also higher than the corresponding period of the previous year at $5,281.

For the three months ended September 30, 2018, advertising and marketing, software services, rent, travel and entertainment, finance costs, and telephone in total at $80,200, were above for the three months ending September 30, 2017 at $54,916 in total, for the reasons outlined above. Share-based payment expense for stock options granted was $20,853 for the three months ended September 30, 2018. By comparison the share-based payment expense for stock options granted for the three months ended September 30, 2017 was a recovery of $5,560 due to forfeitures of options for employees who resigned or where terminated at the time of the bankruptcy in 2017. Depreciation and amortization expense for the three months ended September 30, 2018 was $79,938 versus $70,617 for the three months ended September 30, 2017. Additional amounts were capitalized as intellectual property as new phases of the product were available for use, resulting in higher amortization charges. Transfer agent and filing fees for the three months ended September 30, 2018 were $15,684 for ongoing public reporting costs, compared to $6,056 for the same period of the previous year. The Company incurred additional costs in 2018 as a result of the public listing on the OTC in the United States.

For the three months ended September 30, 2018, the Company recorded a foreign exchange loss of $109,965 on the consolidation of its subsidiaries due to exchange rate fluctuations. By comparison the foreign exchange loss for the three months ended September 30, 2018 was $29,926.

The Company expects that its performance in future periods will fluctuate with revenues and expenses. Revenues are anticipated to increase as the Company obtains new customers. Expenses are also anticipated to increase to generate and accommodate these increased revenues.

Selected Annual Information

Years Ended	Revenue $	Net Loss $	Loss Per Share $	Total Assets $	Total Non-Current Financial Liabilities $	Dividends Per Share $
Dec. 31, 2017	212,479	(1,686,534)	(0.03)	906,866	-	(0.00)
Dec. 31, 2016	32,561	(6,802,714)	(0.20)	967,764	-	(0.00)
Dec. 31, 2015	34,354	(349,498)	(0.01)	501,250	-	(0.00)
Dec. 31, 2014[1]	-	(317,665)	(0.01)	106,094	141,462	(0.00)

[1] For the period April 9, 2014 (date of incorporation) to December 31, 2014

The net loss in 2016 includes listing expense of $5,154,222 as a result of the Transaction. Excluding this expense, the net loss in 2016 would have been $1,648,492.

The Company was in a start-up mode from 2014 to 2016, consequently revenues were low. The Company continued to be in a development phase in 2017, however was successful in attracting new customers which led to an increase in revenues in 2017 to $212,479. There was no revenue in 2014 as the Company dedicated its resources to developing its intellectual property.

Phase one of the technology development was completed in 2016 and the Company was actively looking to generate new customers and revenues. Sales staff were hired, to actively promote the product to potential customers. This led to higher salary and consulting fees, software services, travel, advertising and marketing and general and administrative costs in 2017 and 2016 over 2015 and 2014. Legal and professional fees were higher in 2016 than those in 2015 and 2014, due in part to adding infrastructure required for growth, but also due to costs incurred to find and obtain financing and public listings, which could not be capitalized or classified as listing expenses. Legal and professional fees declined in 2017 as costs these costs incurred to find and obtain financing and public listings lessened. Financing costs were also higher in 2016 than the previous years due to additional financing obtained to fund the Company’s development activities. The Company incurred higher interest expense in 2016 on convertible notes and loans payable, most of which were converted to shares or were repaid in 2016. Consequently financing costs declined in 2017. Amortization of capitalized intellectual property began in 2015. This resulted in amortization costs being higher in 2016 than previous years. Additional amounts were capitalized as intellectual property in 2017 as new phases of the product were available for use, resulting in increased amortization charges in 2017.

The net losses in 2017 and 2016 include share based-payments expense ($69,202 in 2017 and $599,082 in 2016) as a result of stock options issued in 2016 and 2017 after the Company became publicly listed, and filing fees ($35,972 in 2017 and $49,020 in 2016) in connection with public listings. There were no such similar expenses in the prior years.

Total assets increased from 2014 to 2016 as the Company capitalized intellectual property. In 2017 the Company continued to capitalize intellectual property but at a lower rate. Increased amortization in 2017 and a drawdown in amounts receivable led to a reduction in total assets in 2017.

Summary of Quarterly Results

Three Months Ended	Revenue $	Net Loss $	Loss Per Share [1] $	Total Assets $	Working Capital (Deficiency) $
Sept. 30, 2018	66,563	(1,043,563)	(0.01)	991,882	(1,052,397)
Jun. 30, 2018	41,311	(1,291,571)	(0.02)	1,699,462	(143,911)
Mar. 31, 2018	41,389	(433,604)	(0.00)	2,805,970	1,005,275
Dec. 31, 2017	91,842	(348,659)	(0.01)	906,866	(1,220,011)
Sept. 30, 2017	39,619	(233,667)	(0.00)	809,726	(1,065,079)
Jun. 30, 2017	45,962	(195,055)	(0.00)	836,347	(891,255)
Mar. 31, 2017	35,056	(909,153)	(0.02)	903,571	(623,025)
Dec. 31, 2016	7,661	(1,184,801)	(0.01)	967,764	(228,148)

[1] Basic and diluted net loss per common share after exchange differences on translation of foreign operations.

During the quarters presented, the Company primarily developed its technology and intellectual property.

Net loss varied across the quarters primarily due to variations in expenses, ancillary to the development of its intellectual property, which were not capitalized. Significant fluctuations in expenses were as follows:

- The Company recorded research and development costs of $369,273, $450,753 and $143,022 in the quarters ended September 30, 2018, June 30, 2018 and March 31, 2018 respectively, in connection with the development of Bizzy. There were no such research and development expenses in prior quarters.
- Listing expense of $5,154,222 in the quarter ending September 30, 2016 in connection with the Transaction.
- Share-based payment expenses (recoveries) of $599,082, $77,485, $(30,395), $(5,560), $27,672, $16,374, $22,229, and $20,853 for the quarters ending December 31, 2016, March 31, 2017, September 30, 2017, September 30, 2017, December 31, 2017, March 31, 2018, June 30, 2018 and September 30, 2018 respectively, for stock options issued in the fourth quarter of 2016 and during 2017 and 2018.

- The quarter ended September 30, 2017 included a gain on the deconsolidation of subsidiary of $245,545. During the quarter ended December 31, 2017, an adjustment of $37,465 was recorded against the gain on deconsolidation to give effect to accumulated foreign currency translation adjustments that were previously recorded within other comprehensive income (loss). As a result, the gain on deconsolidation of subsidiary of the year ended December 31, 2017, amounted to $208,080.
- Foreign exchange gain (loss) due to the foreign exchange rate fluctuations were $(34,726), $2,073, $77,208, $(29,926), $48,635, $198,023, $(155,895), and $(109,965) for the quarters ending December 31, 2016, March 31, 2017, September 30, 2017, September 30, 2017, December 31, 2017, March 31, 2018, June 30, 2018 and September 30, 2018, respectively.
- In the quarter ended September 30, 2017, the Company recorded a loss of $35,468 on the settlement of accounts payable which were settled by the issuance of common shares.
- Depreciation and amortization expense increased throughout the quarters as additional amounts were capitalized as intellectual property and consequently amortized.

Excluding the above, net losses increased for the quarters ending September 30, 2016 through March 31, 2017 as the Company increased its staff headcount and associated operating costs. The sales team to market and sell the product had been enhanced, as had the technical team to develop and maintain a much larger product offering and provide service to customers. Associated administrative support staff also increased. As mentioned above, in conjunction with the filing for bankruptcy by StartMonday B.V. during the quarter ended September 30, 2017, a number of employees including sales staff and product development staff resigned or were terminated and the Company reduced its overhead and operating expenses to correlate more closely with current and anticipated sales levels. As a result net operating losses, exclusive of the above declined in the quarter ending June 30, 2017 and declined further in the quarter ending September 30, 2017. Net operating losses increased again in the quarters ending December 31, 2017, March 31, 2018, June 30, 2018 and September 30, 2018, as the Company rehired critical staff lost after the bankruptcy and resumed normal operations.

Although costs on the development of intellectual property continued to be incurred and capitalized, total assets declined in the quarters ending December 31, 2016 and March 31, 2017 as the bulk of the cash acquired on the Transaction was utilized to fund operating expenses, continued development of intellectual property, and the repayment of convertible notes and loans payable. Total assets decreased again in the quarter ended June 30, 2017. Although the Company incurred and capitalized costs on the development of intellectual property (funded through loans payable from a third party), the net assets of StartMonday B.V. were deconsolidated in the quarter ended June 30, 2017. Total assets continued to decline in the quarter ended September 30, 2017. Capitalization of intellectual property costs reduced as a result of the lower employment levels of the Company's product development team, and accordingly, depreciation and amortization of intellectual property costs exceeded additions of intellectual property costs. Net assets increased in the quarter ending December 31, 2017 due to cash received from additional loans payable. Net assets increased again in the quarter ending March 31, 2018 due to cash received from the share issue of January 11, 2018. Net assets reduced again in the most recent two quarters as cash was utilized to fund operations as well as Bizzy development.

Working capital was negative in the quarters ending September 30, 2018, June 30, 2018. December 31, 2017, September 30, 2017 September 30, 2017, March 31, 2017, and December 31, 2016, as the Company funded its development activities through current liabilities, including trade payables, loans payable and convertible notes. Working capital improved and was positive in the quarter ending March 31, 2018, due to the share issue mentioned above, for net proceeds of $2,841,117, (of which $137,500 had been recorded as subscriptions received in advance as of December 31, 2017), and the exercise of warrants in January 2018 for $75,000. Working capital reduced again in the most recent two quarters as cash was utilized to fund operations as well as Bizzy development.

Liquidity and Capital Resources

Cash Flows

Cash flows used in operating activities during the nine months ended September 30, 2018 were $2,563,035 versus $829,255 during the first nine months of the previous year. The loss for the year excluding non-cash items (depreciation and amortization, and share-based payments expense) was higher in the first nine months of 2018 versus 2017, due primarily to Bizzy development costs incurred in 2018 (no such costs in 2017). In addition in the first nine months of 2017, the Company increased its trade and other payables to fund its operations. As a result of the share issue on January 11, 2018 and the resulting cash received, the increase in trade and other payables was much less significant in the nine months ended September 30, 2018

Cash flows used in investing activities in the nine months ended September 30, 2018 were $130,276 versus $240,279 in the nine months ended September 30, 2017. The decrease in the current year was due to lower expenditures on and capitalization of intellectual property.

Cash flows from financing activities in the first half of 2018 at $2,560,555 were higher than those of the same period of the previous fiscal year at $941,148. Cash was raised in 2018 to fund the Company's operations through the issue of shares and exercise of warrants. Some of the cash raised was used to repay loans payable. Cash also raised in first half of 2017, but to a much lesser extent, from the exercise of warrants and loans payable.

Capital Resources

At September 30, 2018, StartMonday had working capital (deficiency) of $(1,052,397) compared to $(1,220,011) at December 31, 2017. During the nine months ended September 30, 2018, the Company issued common and exercised warrants which were used to reduce the working capital deficit and fund its operating expenses, and expenditures on the development of intellectual property and the development of Bizzy.

Share Capital

The Company has authorized an unlimited number of common and preferred shares. As at September 30, 2018 and the date of this MD&A, the Company's share capital consisted of 68,874,756 outstanding common shares, without nominal or par value.

On January 11, 2018, the Company closed a non-brokered private placement which resulted in the issue of 12,000,000 common shares at a price of $0.25 per common share for proceeds of $2,841,117 after paying eligible finders a cash commission in the aggregate amount of $158,883. Of this amount, $137,500 had been received as subscriptions received in advance as of December 31, 2017. In addition in the nine months ended September 30, 2018, 250,000 warrants were exercised for total proceeds of $75,000.

Warrants

As at September 30, 2018 and the date of this MD&A, 6,632,020 warrants were outstanding which are exercisable at a weighted average price of $0.50 per warrant and expire January 11, 2019. The fair value of warrants was valued using the Black-Scholes option pricing model.

During the nine months ended September 30, 2018, 250,000 warrants were exercised for proceeds of $75,000. In addition, 6,632,030 warrants in connection with the private placement mentioned above were issued with an exercise price of $0.50 per warrant, expiring January 11, 2019.

2,505,200 warrants with an exercise price of $0.30 per warrant expired on July 25, 2018 as they had not been exercised.

Stock Options

On March 9, 2018, the Company issued 410,000 stock options, exercisable at $0.37 per option, expiring within a period of 5 years and are exercisable after 2 years. The fair value of these stock options was valued using the Black-Scholes option pricing model.

On August 14, 2018, the Company issued 100,000 stock options, exercisable at $0.08 per option, expiring within a period of 5 years and are exercisable after 2 years. The fair value of these stock options was valued using the Black-Scholes option pricing model.

As at September 30, 2018 and the date of this MD&A, 3,274,000 stock options remain outstanding at a weighted average exercise price of $0.17 per stock option. A share-based payment expense of $59,455 on account of these stock options was charged to profit or loss for the nine months ended September 30, 2018 ($41,530 for the nine months ended September 30, 2017).

Loans Payable

As of September 30, 2018, the Company had outstanding short-term loans payable $645,000.

Outlook, Risks and Uncertainties

The Company has funded ongoing operations primarily from proceeds on the issuance of convertible notes and loans payable, and the issuance of common shares. The Company’s continuing operations and its financial success is dependent upon the extent to which it can successfully raise the capital to implement its future plans and ultimately on generating sufficient revenue to attain profitable operations. These factors indicate the existence of an uncertainty that may cast doubt about the Company's ability to continue as a going concern.

Related Party Transactions

Through the normal course of business, the following related party transactions occurred during the nine months ended September 30, 2018:

- The Company owns 100% of the common shares of its subsidiaries SM Holding, StartMonday Innovations Limited and Lean Innovations B.V. All material intercompany transactions between the Company and its subsidiaries have been eliminated on consolidation.
- The Company paid or accrued salaries and consulting fees of $230,219 to Andrew Evans, Chief Product Officer of the Company and to Ray Gibson, CEO of the Company (2017 - $182,133). As at September 30, 2018, no amounts were owing to Andrew Evans or Ray Gibson as all amounts owing in trade and other payables and in loans payable as at December 31, 2017 were paid during the nine months ending September 30, 2018.;
- The Company paid or accrued professional fees to a consulting firm for the services of Mike Thome, CFO of the Company of $65,450 (2016 - $63,350). As at September 30, 2018, the Company owed the consulting firm $22,092 in trade and other payables.
- The Company paid directors fees to non-executive members of the Company's board or directors of $6,750.

Financial Instruments

The Company's financial assets include cash, and amounts receivable. The carrying value of cash and amounts receivable approximates their fair value due to their short term to maturity.

The Company's financial liabilities include trade and other payables, and loans payable. The Company's current liabilities also include deferred revenue which is not a financial liability to the Company and will not involve a cash outlay in the future. The carrying value of these items approximates their fair value due to their immediate or short term to maturity.

Financial Risk Factors

Credit risk

Credit risk is the risk of an unexpected loss if a customer or third party to a financial instrument fails to meet its contractual obligations. The Company's cash is held primarily at large financial institutions in Canada and the Netherlands. The Company has no investment in asset-backed commercial paper. Management believes that the Company is not subject to significant credit risk with respect to cash.

The Company's amounts receivable primarily consists of VAT receivable from the government of the Netherlands, and trade receivables from third parties pertaining to revenue. The Company's maximum exposure to credit risk is the carrying value of its financial assets. Management believes that the Company is not subject to significant credit risk.

Liquidity risk

Liquidity risk is the risk that an entity will encounter difficulty in raising funds to meet commitments associated with financial instruments. The Company manages liquidity by maintaining adequate cash balances to meet liabilities as they become due. As at September 30, 2018, the Company had cash of $40,339 and current liabilities of $1,365,550. As such, the Company may not have sufficient cash to fund corporate overhead costs and the repayment of the Company's cash obligations for the next fiscal year and is exposed to liquidity risk. The Company intends to continue raising funds through equity financings, exercise of warrants and entering into sales contracts with new customers that will provide increased sources of funds and liquidity in the future.

Market risk

The significant market risks to which the Company is exposed are interest rate risk, foreign currency risk, and price risk.

Interest rate risk

Interest rate risk is the risk that the fair value or the future cash flows of a financial instrument will fluctuate because of changes in market interest rates. The Company has cash held in non-interest bearing accounts and there is currently minimal interest rate risk. The Company's liabilities bear interest at fixed rates and are current in nature. As a result, a 1% fluctuation in market interest rates would insignificantly impact profit or loss.

Foreign currency risk

The Company is exposed to foreign currency risk to the extent that monetary assets and liabilities held by the Company are not denominated in Canadian dollars. As at September 30, 2018, the assets and liabilities of the subsidiaries are denominated primarily in Euros. As at September 30, 2018, a 10% variation in the exchange rate between Canadian dollars and Euros would have an approximate $390,000 impact on loss and comprehensive loss.

Price risk

Price risk is defined as the potential adverse impact on the Company's profit or loss due to movements in individual equity prices or general movements in the level of the stock market. The Company closely monitors individual equity movements, and the stock market to determine the appropriate course of action to be taken by the Company.

Off-Balance Sheet Arrangements

The Company has not entered into any off-balance sheet arrangements.

Proposed Transactions

The Company has not entered into any proposed transactions.

Critical Accounting Estimates

The preparation of condensed consolidated interim financial statements requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements, and the reported amounts of revenue and expenses during the reporting period. Actual results could differ from those estimates.

The areas involving accounting estimates, judgments, and assumptions within the Company's condensed consolidated interim financial statements include: amortization and impairment of intangible assets, fair value calculation of share-based payments, deconsolidation of StartMonday B.V., going concern, income taxes, functional currency, and revenue recognition. Refer to Note 2 of the Company's audited consolidated financial statements for the year ended December 31, 2017, for more information.

New standards and interpretations not yet adopted

The Company has initially adopted IFRS 9 Financial Instruments from January 1, 2018. The effect of initially applying these standards did not have a material impact on the Company's financial statements. Certain new standards, interpretations, amendments and improvements to existing standards were issued by the IASB or IFRIC that are mandatory for future accounting periods. The Company has not yet adopted these new standards. These new standards are disclosed in the Company's audited consolidated financial statements for the year ended December 31, 2017, within Notes 3 and 4.

Subsequent events

Subsequent to September 30, 2018, Bizzy Labs Inc. was incorporated in Canada, as a wholly owned subsidiary of StartMonday Technology Corp., to continue development of Bizzy.

Forward-looking Statements

This MD&A contains "forward-looking information" which may include, but is not limited to, statements with respect to the future financial or operating performances of StartMonday; revenues; the timing and amount of estimated future operating, capital and development expenditures; requirements for additional capital; government regulation; limitations of insurance coverage and the timing and possible outcome of litigation and regulatory matters; the ability to attract and retain personnel; labour relations; the ability to engage and retain outside contractors, experts and other advisors and their efforts and abilities; and currency exchange rates in particular the Canadian dollar relative to the Euro and British Pound. Often, but not always, forward-looking information can be identified by the use of words such as "plans", "expects", "is expected", "budget", "scheduled", "estimates", "forecasts", "intends", "anticipates", or "believes", or variations (including negative variations) of such words and phrases, or state that certain actions, events or results "may", "could", "would", "might", or "will" be taken, occur or be achieved. Forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of StartMonday to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements. Such factors include, among others, those factors discussed in the section entitled "Outlook, Risks and Uncertainties" in this MD&A. Although StartMonday has attempted to identify important factors that could cause actual actions, events or results to differ materially from those described in forward-looking statements, there may be other factors that cause actions, events or results to differ from those anticipated, estimated or intended. Forward-looking statements contained herein are made as of the date of this MD&A based on the opinions and estimates of management, and StartMonday disclaims any obligation to update any forward-looking statements, whether as a result of new information, estimates or opinions, future events or results or otherwise. There can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, potential investors should not place undue reliance on forward-looking statements.