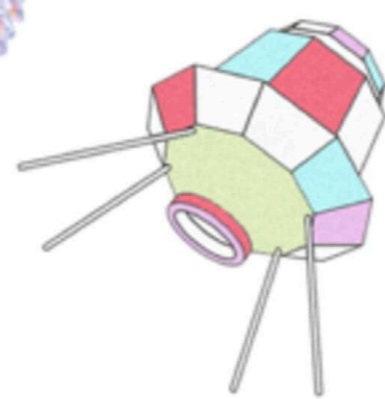


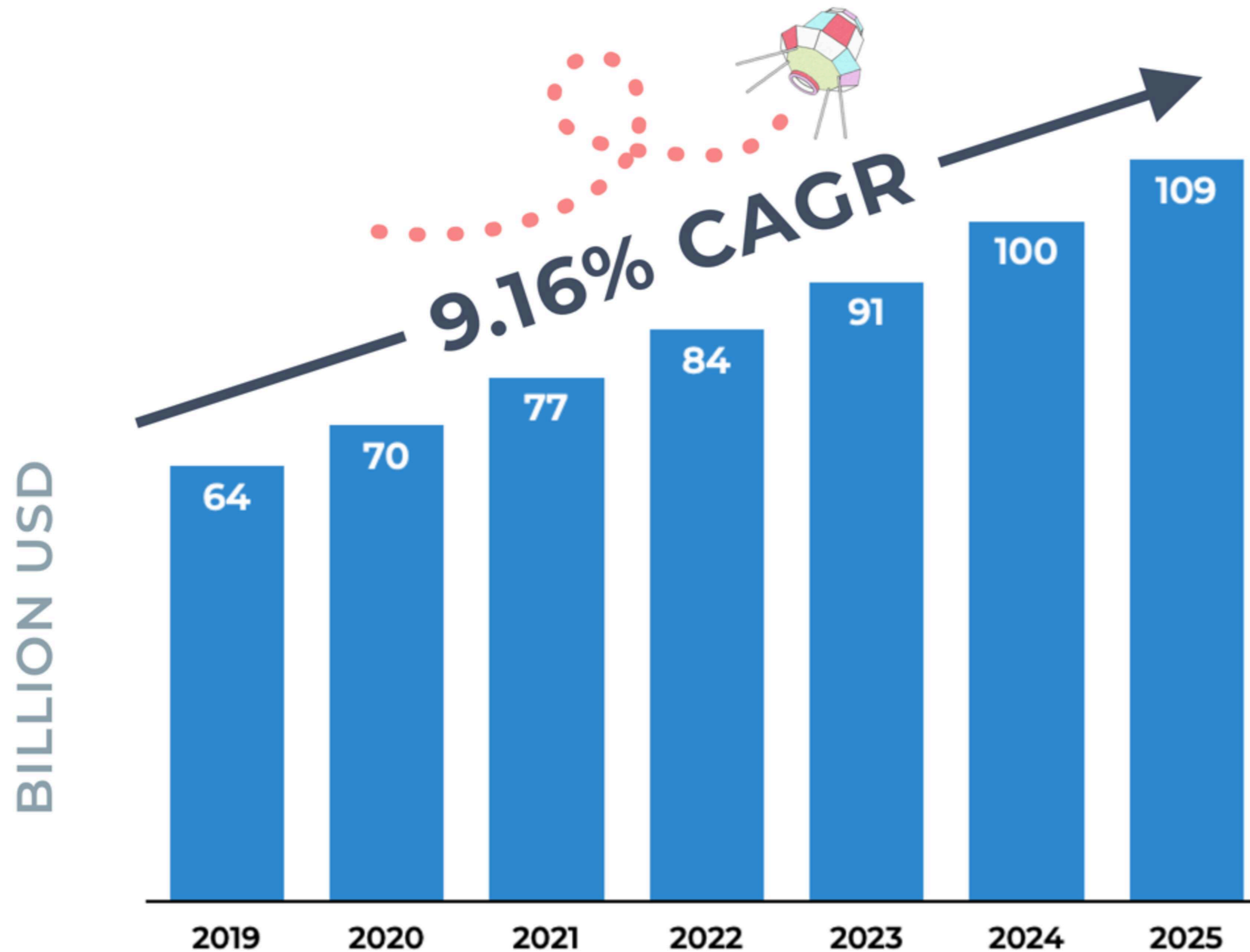


Premium Short-Form E-Learning

PRE-SEED



The professional e-learning market is huge and growing fast.



**~\$109
billion**

by 2025

[PR Newswire]

PROBLEM

Workers know that continuous learning is becoming critical.

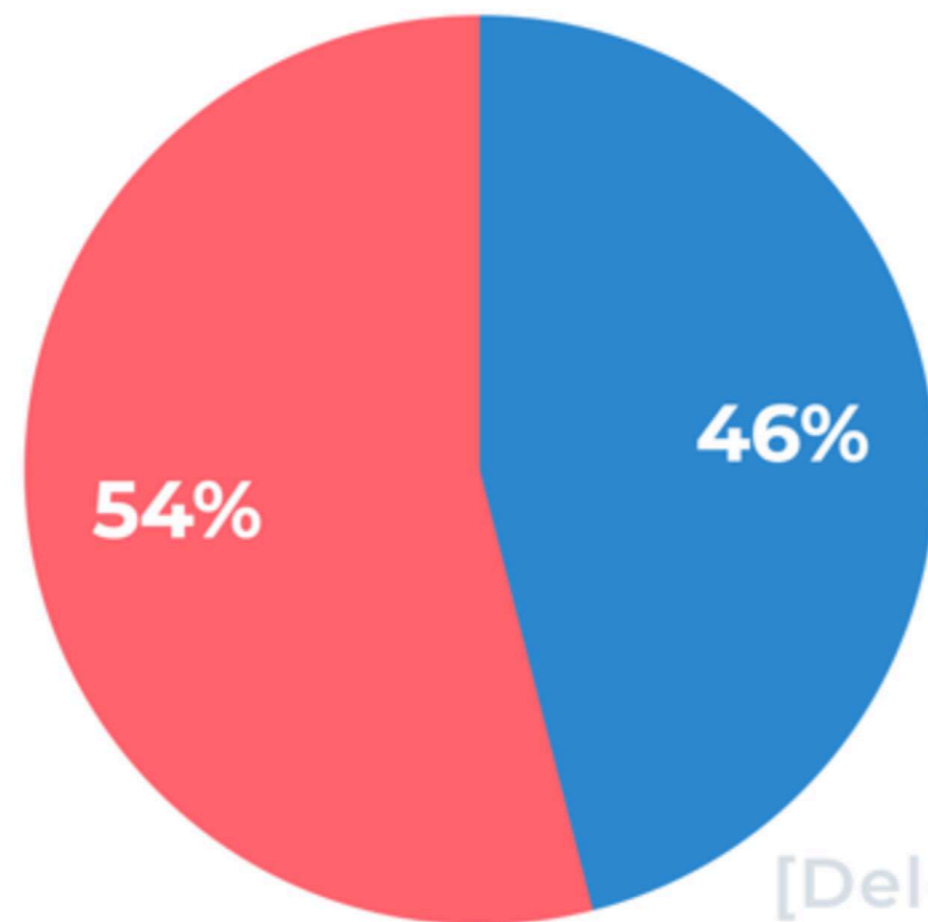


Their peers are getting ahead.



New tech is seen as an unprecedented threat.

TIME SPENT ON PROFESSIONAL LEARNING/WEEK



● <1 hour ● >1 hour

43% of people think AI/automation will be able to do their job within five years.

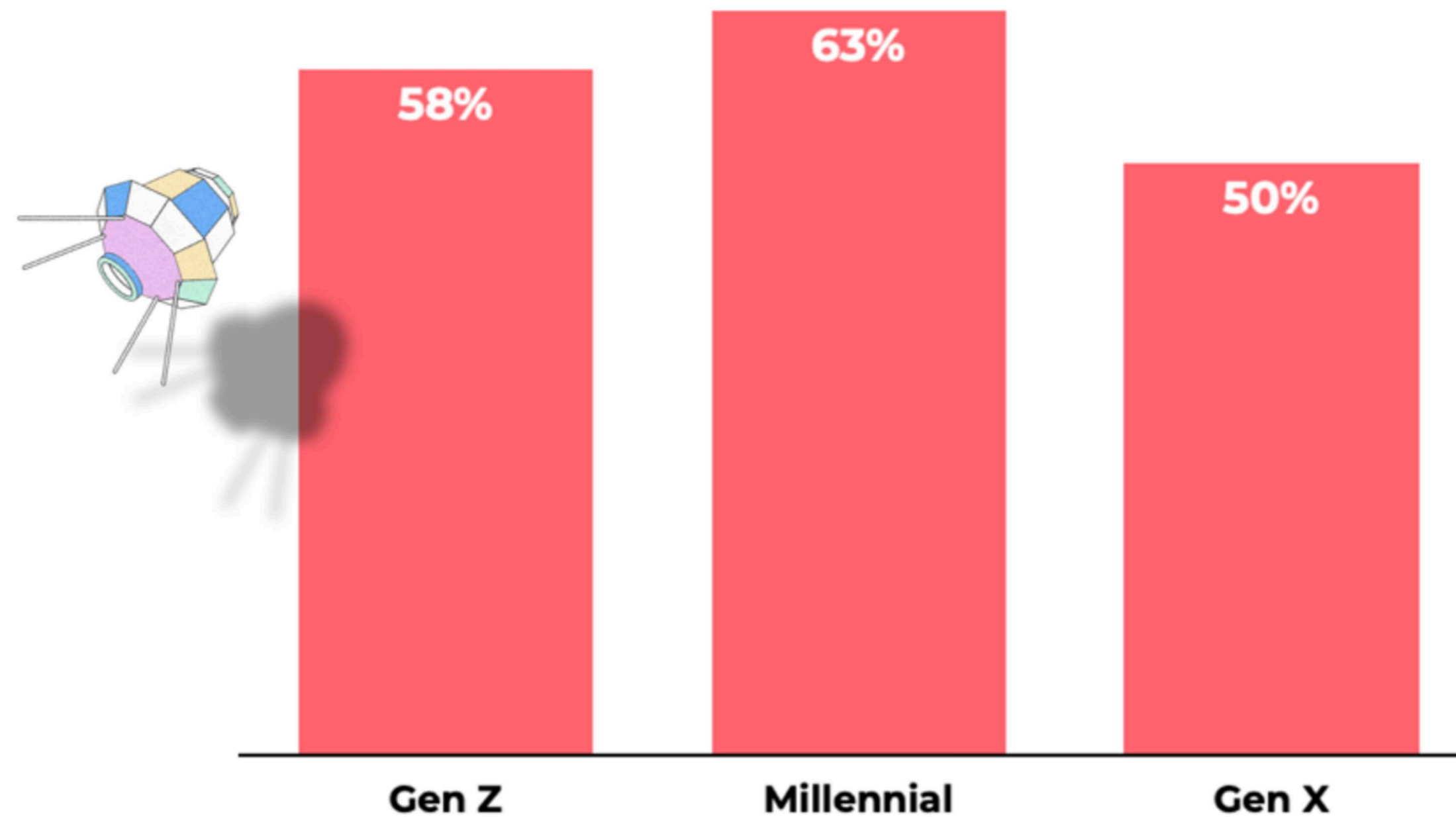
[Udemy]

PROBLEM

But most people don't have significant time for learning and turn to short-form content.

% OF PEOPLE WHO AGREE THAT TIME IS
THE BIGGEST BARRIER TO LEARNING

*i.e. articles,
newsletters,
podcasts, Twitter*



[LinkedIn]

PROBLEM

Learning from short-form content is painful and inefficient.



High Friction

Managing content sources is burdensome.

Hard to tell what is worth consuming upfront.

Prioritizing what to read can be paralyzing.



Low Quality Learning

Personal growth areas are ignored.

Newness of content is overvalued.

Hard to remember what is read.

Frictionless, quality learning from short-form content will define a new \$12.2 billion market category by 2025.*



Homeroom is needle-moving weekly article collaboration with peers.

Effortless Starts

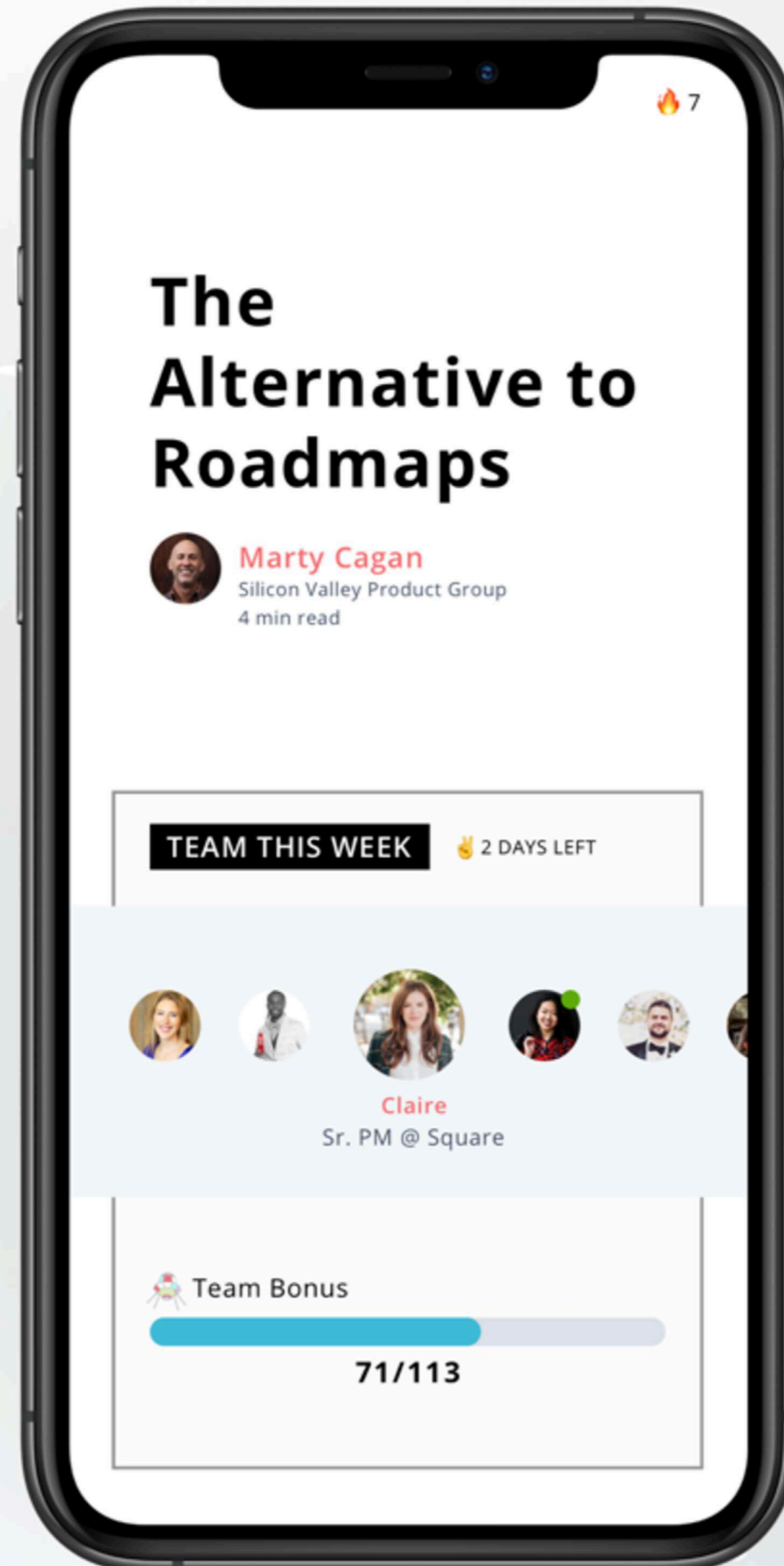
Tap the app and start reading.

Personalized Article Selection

Read what will directly address learning opportunities.

Weekly Article Teams

Work with peers toward weekly engagement goals.



Crisp, Beautiful Re-formatting

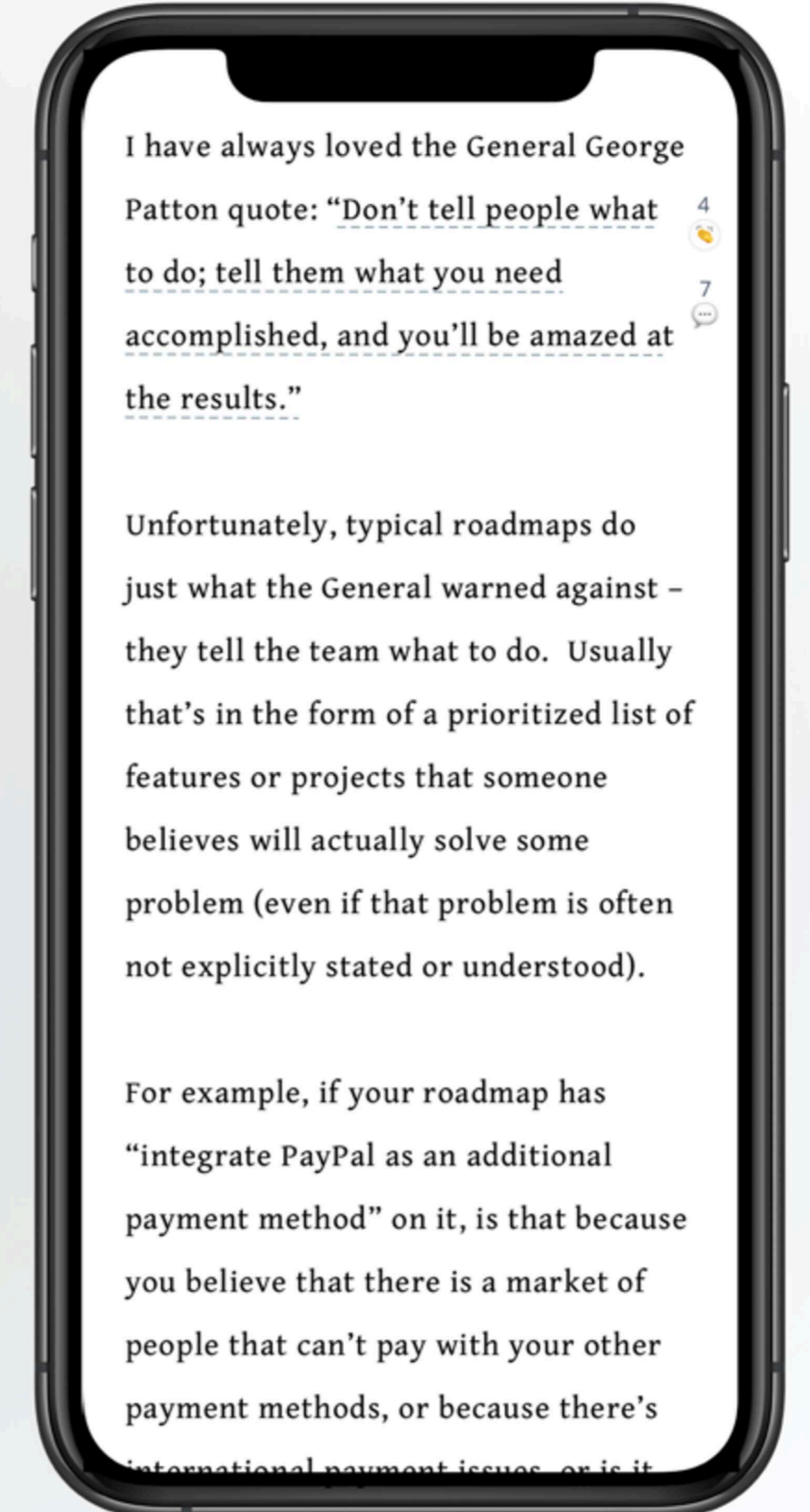
Read delightfully.

Collaborative Engagement

Easily discuss and react to passages with your **Article Team**.

Premium Footnotes

Get exclusive perspective from featured subject matter experts.



Designed around the latest in Behavior Change Science.

THEORY

APPLICATION



Theory of Planned Behavior

Established weekly cadence.



Self-Efficacy

Small size of task encourages belief in ability to complete it.



Social Cognitive Theory

Mobile provides less burdened environment for learning triggers than email (where old habit lived).



Social Learning

Team of peers and team engagement bonuses encourage weekly check-ins.



Tailoring

Personalized articles and tooling.

Strong Alpha Traction

Alpha opened on **April 14th, 2020**

First role-specific community:



Product
Managers

Up next:



Marketing



Design

1,000+ invite
requests with no
marketing.

90% 3 month
retention of paid
accounts.

This format is GENIUS.



Ellen Rudolph ✓
Product Manager
Oscar Health

I love what you all are
doing.



Jon Bell ✓
Sr. Product Manager
Netflix

I really didn't think this could
be such a game changer.



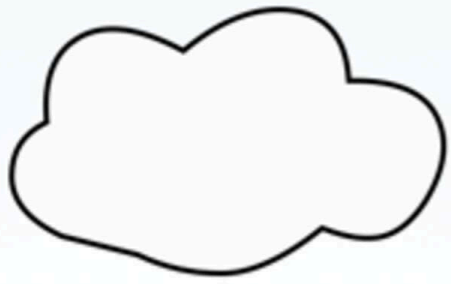
Mike Czubakowski ✓
Group PM
Castlight

We have first-mover-advantages that include high switching costs.



Digital Portfolios

Participation results in a high fidelity profile of your learning for external use.



Unique Social Graphs

Your connections are created by who you learn alongside.

homeroom

Status Format

Unique gamification accumulates status over time.

Our first community has given us a toehold into organizations with worldclass talent.



Better, faster, more affordable than today's premium e-learning.

homeroom

\$199/year

Platform Access

Weekly Articles

Content Library

Skills Library

Social Directory

Sharable Profile

Market Alternatives

Course Libraries



LEARNING

~\$239/year



treehouse

~\$300/year

Advanced E-Learning Programs

REFORGE

\$3,495+

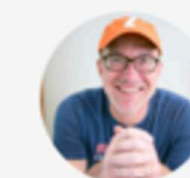
Premium Communities



On Deck

\$1,990+

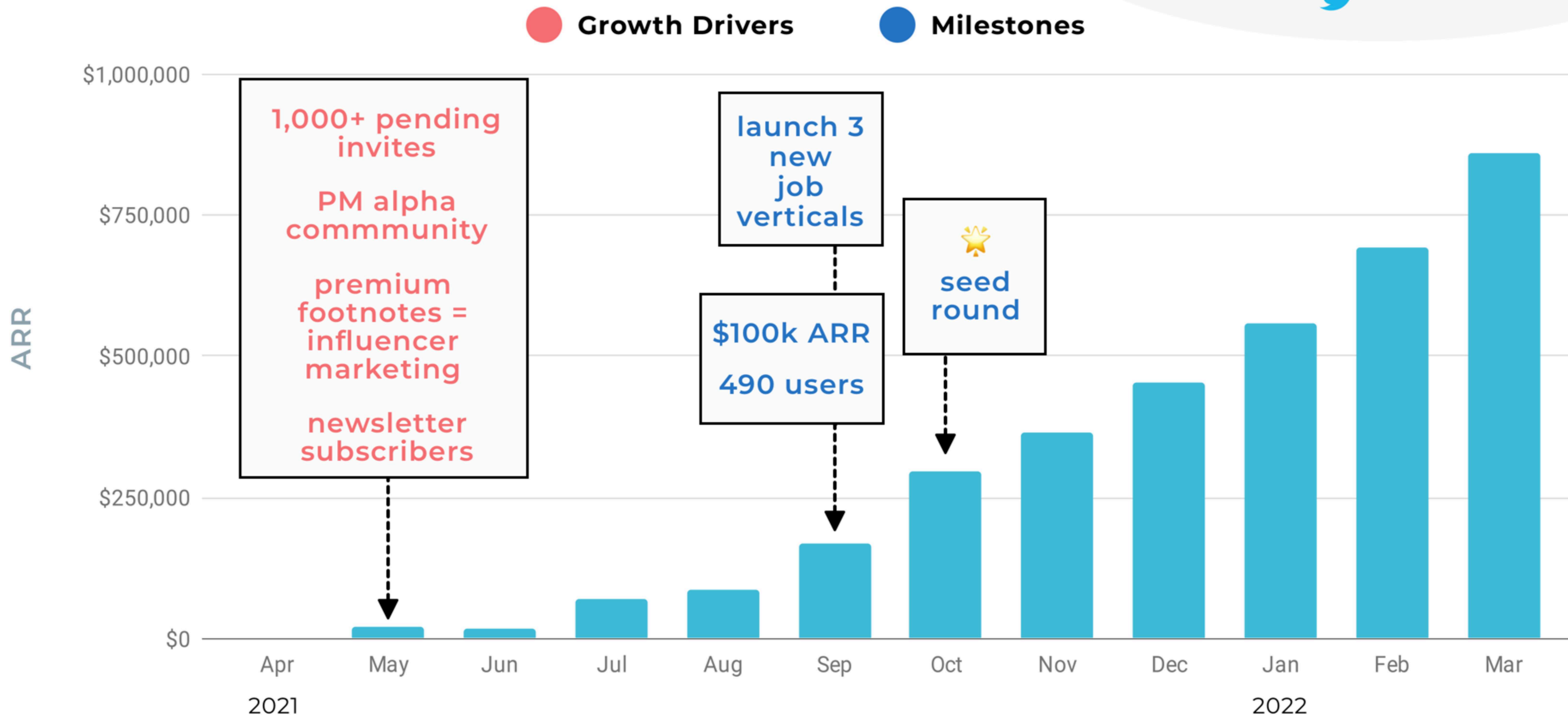
Growth Drivers and Milestones



Michael Sippey
@sippey

CPO at Medium

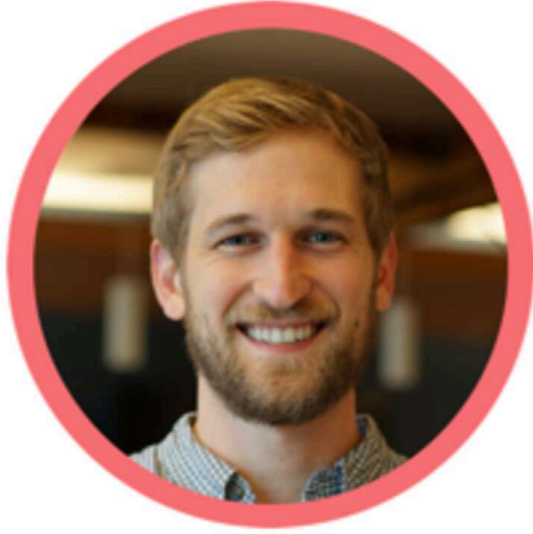
really excited about what this team is doing



Disclaimer: These projections are not guaranteed.

Team

Erik Spangenberg



Founder/CEO
📍 New York, NY



octerra
Head of Product



WAKE FOREST
UNIVERSITY

BA, MA in Management

Blue Somogyi



VP of Engineering
📍 New York, NY



DigitalOcean

Senior Software Engineer



PRINCETON
UNIVERSITY

School of Engineering

ADVISORS

Roo Harrigan



Head of Special Projects,
Office of the CTO



Matt Sonefeldt



VP of Investor Relations



Financing

We are seeking **\$250K** through Wefunder

Use of funds:

10% towards marketing (social media content)

53% towards software development

30.5% towards operations (product and community leads)

6.5% towards Wefunder fees

Appendix

Why Now

SOCIAL LEARNING ON RISE



**54% of people
want more
collaborative
learning.**

EXTRA LEARNING IS NOW CRITICAL



**Competition for high paying
jobs is rapidly accelerating.**

The popularity of remote
work increased 9% in 2019.



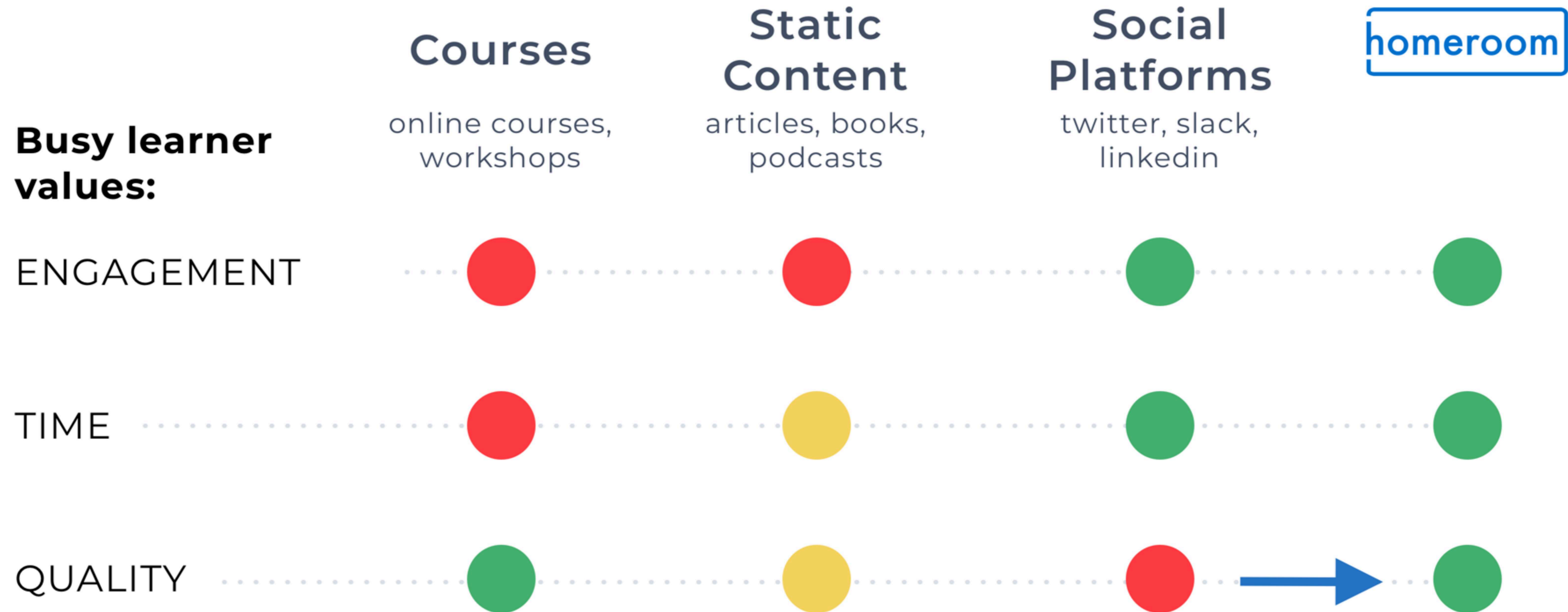
**Roles are
changing faster.**

43% of people think AI/
automation will be able to do
their job within five years.



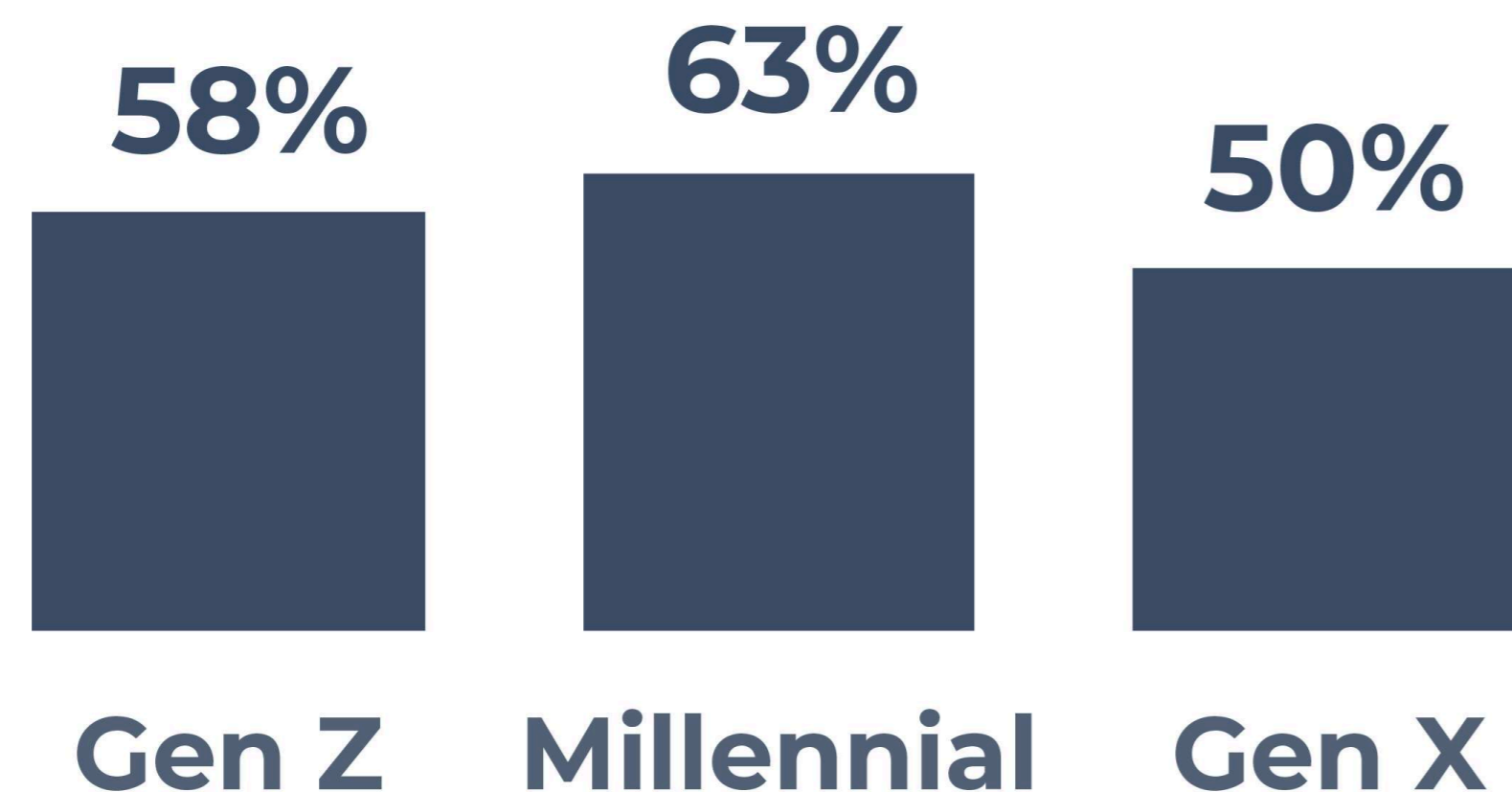
**58% of people say
the biggest barrier
to learning is time.**

Classroom quality meets social learning for the first time.

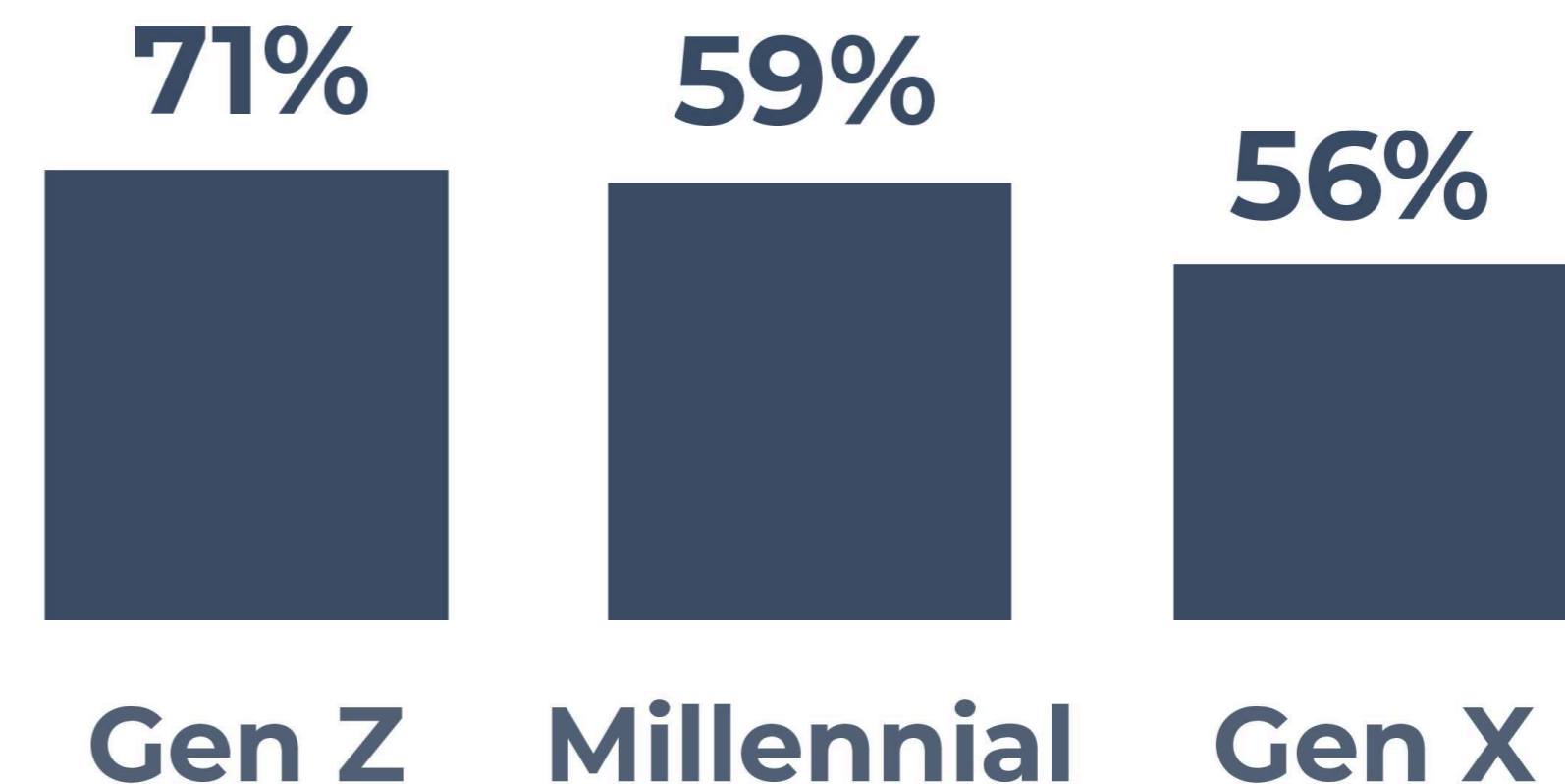


Opportunities to learn have become so valued by professionals that they are now the 2nd most influential factor in workplace happiness. *[Deloitte]*

But people think it's **too hard to find time.**

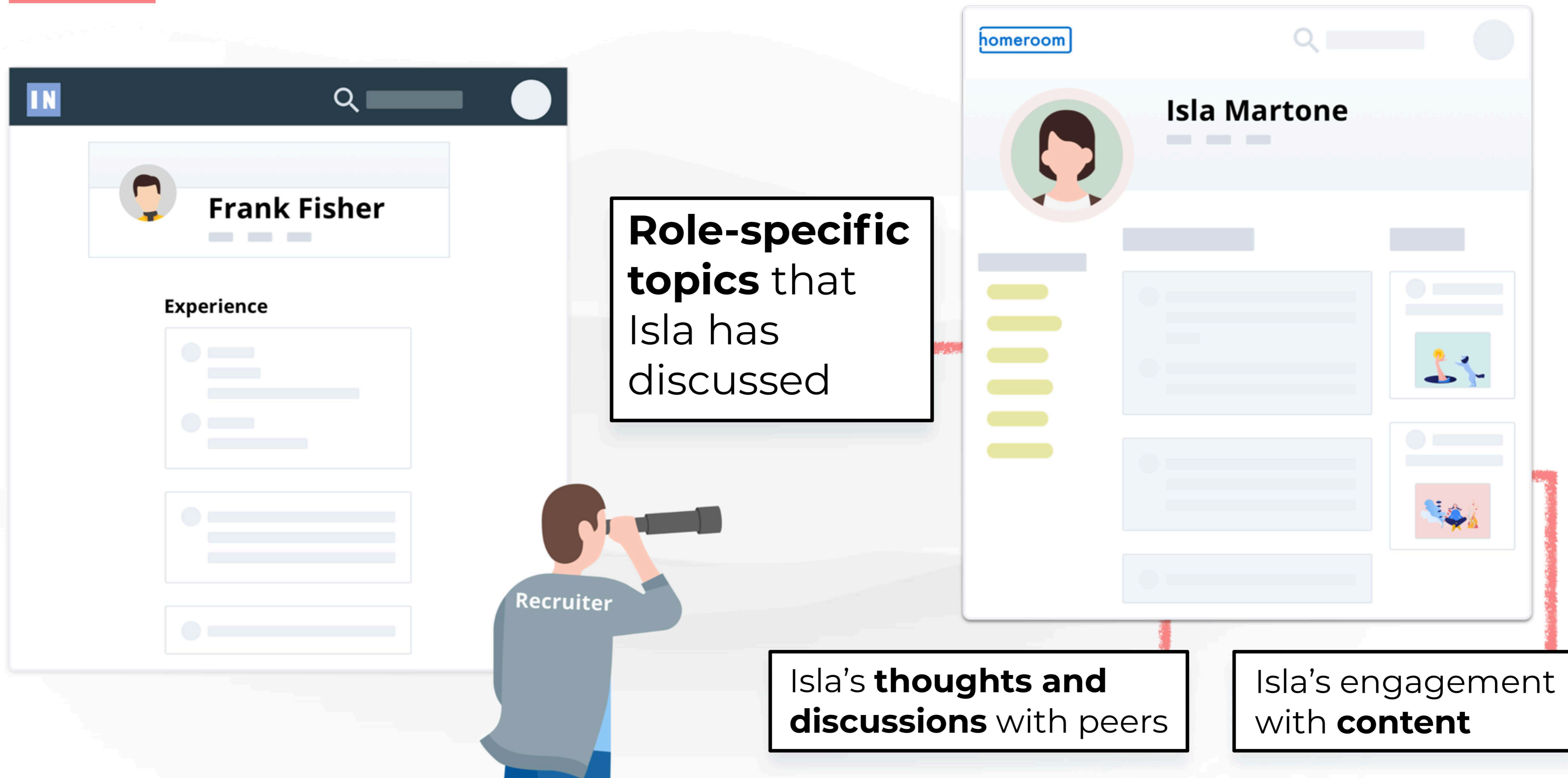


And they **want more collaborative learning.**



[LinkedIn Learning Report 2019]

Profiles are a rich portfolio that set you apart.



Data from users consistently getting in the weeds with Skill Pages supports a proprietary growth loop.



NOW

Article

Skill

Job

Career Path

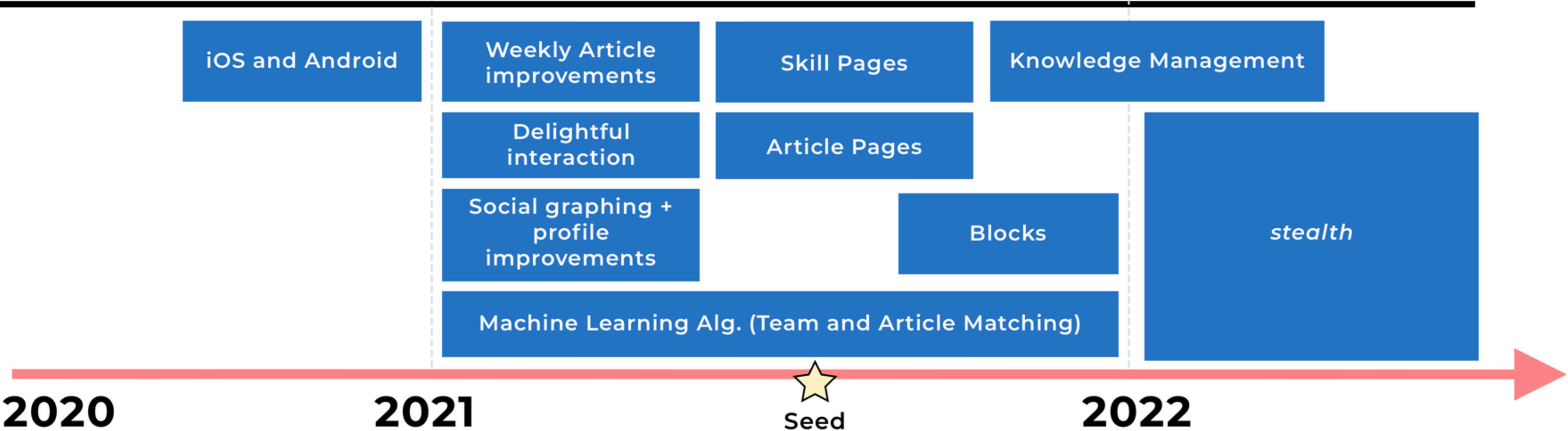
EVENTUALLY

Team and Product Roadmap

Team
Building

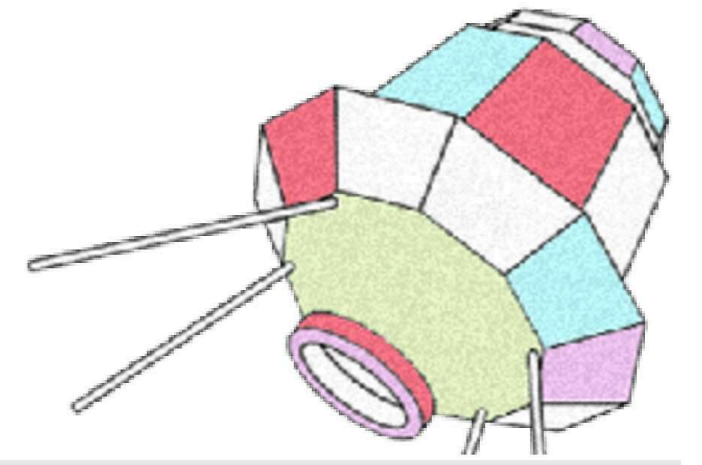


Product



Disclaimer: These projections are not guaranteed.

Key Results



Q1 2021	Q2 2021	Q3 2021
<p>Obsess over weekly participation</p> <ul style="list-style-type: none">- Tasteful game mechanics that delight- Accruing value of profiles- Habit-forming loops	<p>Weekly participation cont.</p> <ul style="list-style-type: none">- More engagement between similar users <p>Retention of target segment</p> <ul style="list-style-type: none">- Mounting loss of content- Weekly Topic format experiments	<p>Virtuous loops</p> <ul style="list-style-type: none">- Penetrate teams via Slack app- Make profiles more valuable for public use- Make content more sharable
<p>>10% of WAU post <15% churn</p>	<p>>30% of WAU post <10% churn</p>	<p>Viral co-efficient > 0.5 <7% churn</p>