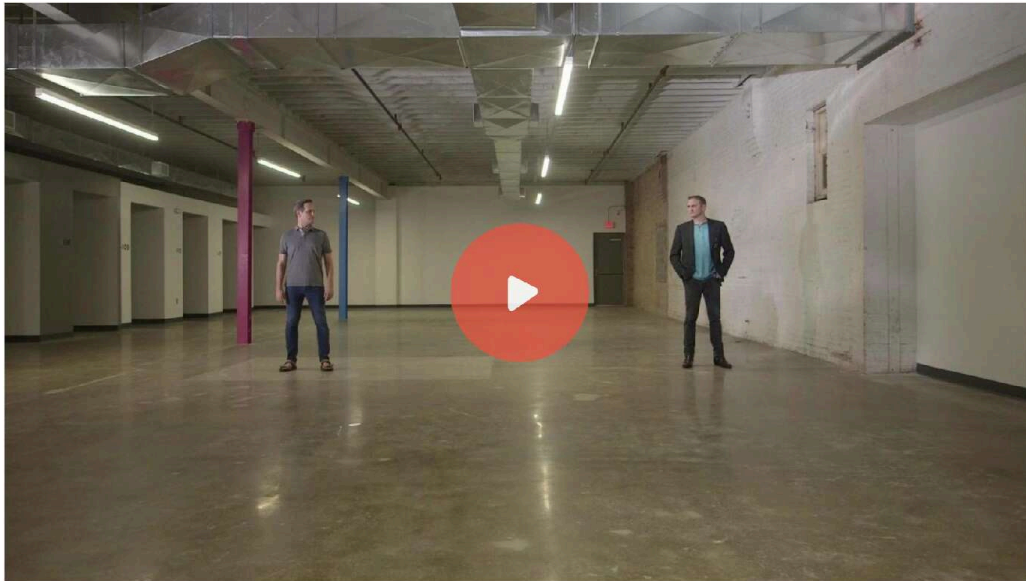


## Disruptive software that changes human behavior



[ringorang.com](http://ringorang.com) Wilmington DE



Technology

Entertainment

Software

Saas

App

**OVERVIEW** **UPDATES** **WHAT PEOPLE SAY** 6 **ASK QUESTION** 3

## Highlights

- 1 Product commercialized with multiple Fortune 500s
- 2 \$1M raised from investors including former Target HR, former VP Goldman Sachs, Pres. Surface Technology
- 3 Pipeline has grown 350% since November 2020
- 4 Founding board incl. former Accenture partner & CIO at \$3B energy company & successfully exited aerospace entrepreneur
- 5 Three patents awarded to Ringorang's behavior change methodology and functionality
- 6 Fast customer adoption (under 2 hours) and high product margins at +65%
- 7 Co-creator is a thought leader and speaker in the corporate learning and development (L&D) industry
- 8 Tech developed with \$2.9M in matching-funds grants for a Federal education initiative

## Our Team



**Robert Feeney** President and Chief Vision Officer

Author of 6 tech/design patents. Spent early career with brands like Disney, CBS and Coca Cola. Led Ringorang through clinical trials with US Federal govt, national labs and universities. Published speaker on the art and science of gamification.

Co-creator Robert Feeney experienced firsthand the impact of negative behaviors and sense of hopelessness they create. Both his older and younger brother struggled with illness and depression, and within a few years of each other both took their own lives. He realized that the only way to create positive change was to impact human behavior.



**B Wayne Barkley** Chief Operating Officer

Multi-media innovator and author of 6 patents. "BW" invented the play pattern of Ringorang that started this revolution in behavior change. He was responsible for funding its prototyping and development, and ran product and company operations.

## Why KaaS?

Proven Behavior Change Solution  
Changes Lives—One Employee at a Time



Ringorang by KaaS: a positive changemaker born out of tragedy, and a unique combination of advertising principles, technology, and learning science. Starting with employee behaviors, this multi-patented solution is changing the workplace training landscape forever—and it's changing lives.

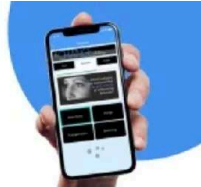


I knew when my older brother Tommy took his own life that something in the world was broken.

When my younger brother Michael did the same a few years later, it drove me to seek out the root cause so I could fix it! I discovered that the hopelessness they experienced came from a combination of hard-wiring, attitudes and habits that resulted in destructive behaviors.

Reverse-engineering those behaviors uncovered keys to how all human behaviors are formed and changed.

## Current Workplace Training Programs Simply Don't Work



The majority of managers are dissatisfied with their company's training, and most employees aren't engaged—so behaviors don't change. Business targets are missed, time is wasted and billions are lost to compliance-related costs.

80%

Humans forget around 80% of what they learned in a 1-time training session after 31 days

12%

The average employee only applies ~12% of their workplace training in their job.

12+

Behavior change is permanent only when routinely practiced for a period of 12+ months

75%

75% of 1,500 surveyed managers from 50 organizations are dissatisfied with their company's training

25%

Only 25% of respondents found that workplace training improved employees' performance

## Ringorang Combines Advertising, Technology, and Learning Science to Create Lasting Behavior Change



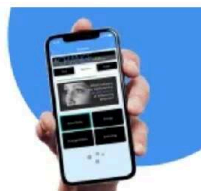
\$240B was spent on advertising in the US in 2020. Why? Because it's effective. It repeats short, entertaining messages that change attitudes and behaviors. That's why Ringorang combines advertising principles, cognitive science, and training methods in the first software solution to make behavior modification drag-and-drop simple.

Multi-patented solution inspired by advertising principles makes behavior change deceptively simple and impactful—just like a commercial.

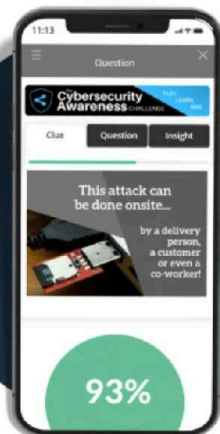


Is a fun, effective, and quantifiable solution — for individuals and companies.

## Ringorang is the Start of a World-Changing Journey



Two Fortune 50 tech companies have applied Ringorang to increase sales performance. Two more are onboarding us now. Major utilities have used it to pass audits and compliances. World-leading consultancies recently began offering us to their customers as a change management solution. Cybersecurity. Leadership. Safety. Health and Well-Being. The list of behaviors to impact grows and grows.



**When a company uses Ringorang, here are examples of the transformative impacts:**

- 75% increase in unit sales
- Zero non-compliance fines
- 8% - 22% saving on costs
- 30x enrollment in employee programs

## A Product that is Affordable and Effective at Delivering Performance



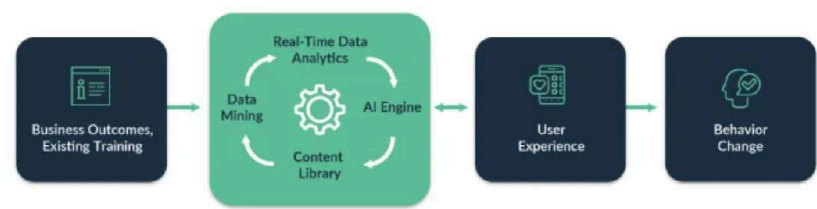
The product was built in collaboration with the U.S. government, national



The product was built in collaboration with the U.S. government, national laboratories and universities as well as marketing experts. Its process empowers a customer to reverse-engineer from their targeted business outcomes, map those to human behaviors, deliver a user experience that does not steal time from the daily routine, and incentivize "stickiness" so habits are formed over time. Measurably. Easy to sell, easy to adopt and easy to use

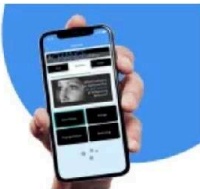
## Human Centered Design

Easy to sell, Easy to adopt, Easy to use



Upcoming advancements include  
AI and Machine Learning to  
optimize content and reporting

60,000,000 SMB Employees Could  
Benefit From the Ringorang Solution



In the US, \$83B is spent annually on ineffectively training 40 million employees. Many factors contribute to this failure: limited budget/time, competing priorities, a lack of interest from workers, information overload, and a lack of follow-up after training are just a few. We solve all of these problems and more, with Ringorang.

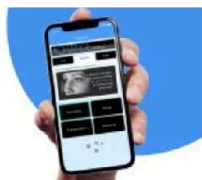
## Value of Behavior

A market opportunity limited only by our imagination...

Industry	Metric	Amount Paid
Financial Services	2018 penalties, fines	\$4.8 Billion
Construction, Manufacturing, etc.	Cost of Injuries (medical, admin)	\$95.2 Billion
Corporate Training	Cost of facilities, trainers, vendors	\$83 Billion
Chronic Illnesses (Diabetes, etc.)	Direct health care treatment costs	\$1.1 Trillion

Sources:  
Financial Services: ComplySci, The True Cost of Being Non-Compliant, Injuries: CDC, Medical Expenses of 35.5B, Administrative Expenses of \$59.7B, Corporate Training: 2019 Training Industry Report, Chronic Illness: Milken Institute, The Costs of Chronic Disease in the US

## Robust Go-to-Market Strategy and Multiple Moats of Revenue

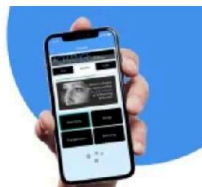


Our main recurring revenue stream is our high-margin platform subscription for Ringorang. In addition, we offer Success Coaching. Giant tech enterprises use our software for sales enablement, making a difference where LMS, microlearning and gamification have failed.

### Go-To-Market Strategy

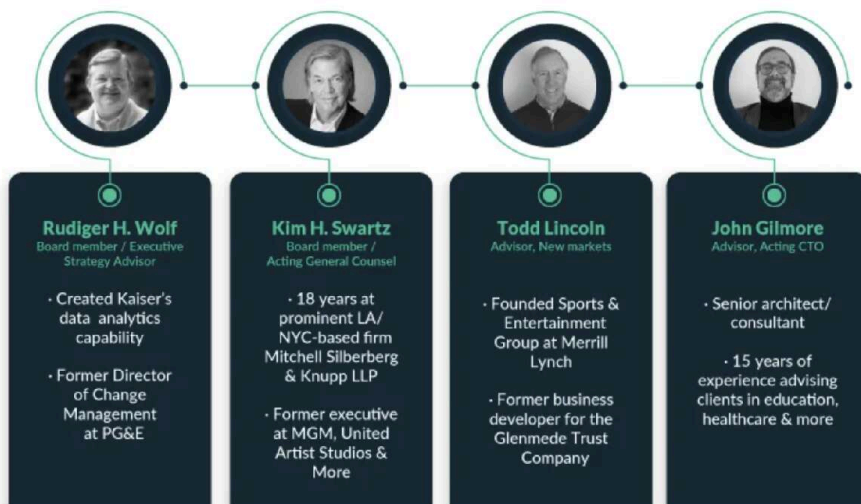
- ✓ Multi-patented
- ✓ Multiple Fortune 100 customers
- ✓ 350% recent growth
- ✓ Deployed around the world

## Board of Advisors Boasts Serial Founders & Execs

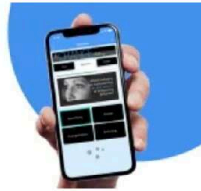


Advisors to KaaS include the former Director of Change Management at PG&E, an executive at MGM, the founder of the Sports and Entertainment Group at Merrill Lynch, and more.

### Board of Advisors

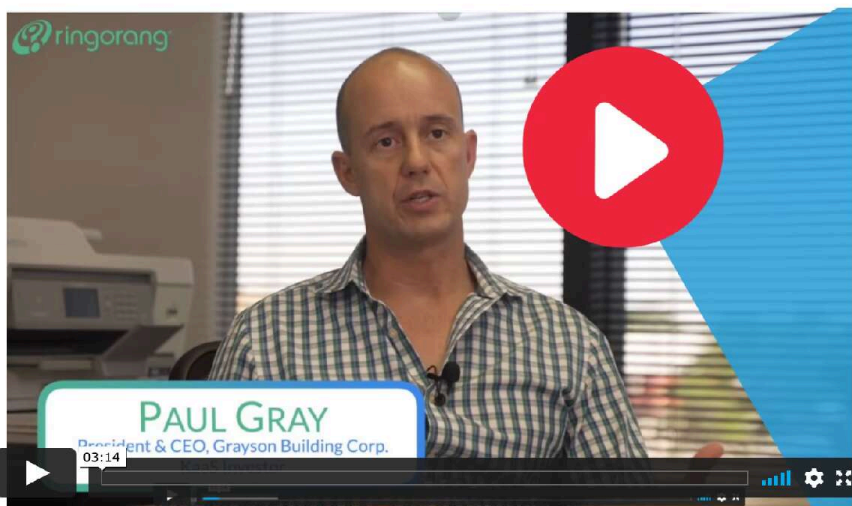


## Investors Include Former VP of Goldman Sachs

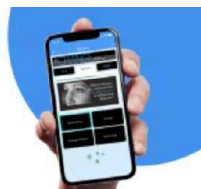


Our mission has resonated with business leaders and investors all over the world, who testify to the global prevalence of poor workplace training. Here's what a few of them have to say about why they invested in KaaS:

## In the words of our investors...



## Team with 150+ Years of Successful Business Experience



This is a team of business and technology leaders who not only possess the expertise to succeed, but who have experienced first-hand the failure of corporate training. An unparalleled passion fuels the KaaS vision, and decades of experience working in enterprises makes selling the product to enterprises *easy*.

## Team



### Robert Feeney

President and Chief Vision Officer

- Serial founder and 6-patent holder
- Background with



### B. W. Barkley

Chief Operating Officer

- Multi-media innovator and 6-patent holder
- Capitalized and built



### Kathy Hughes

Chief Revenue Officer

- Served clients, investors and shareholders for 20+ years



### Drew Lincoln

Senior Customer Success Coach

- Drives sales programs and maintains client relationships with innate

Disney, CBS  
and Coca Cola  
· Founder of F-H-S  
Legacy Corporation  
and Vergeance  
Entertainment

Ringorang into SaaS  
· Background in  
entertainment IP

· Background at Autodesk,  
MCI, and Siemens  
· Strategy, leadership  
and achievement at  
privately held firm led to  
acquisition by Siemens

Interpersonal skills and  
emotional intelligence  
· 7+ years in sales  
· Experience developing  
companies from seed  
startups to large tech  
corporations

## Business Leaders, Corporate Trainers and Employees Swear by the Power of Ringorang



Many of our clients have experienced corporate training first-hand and know that in most cases, it's a check-the-box exercise. When leaders, trainers, and employees use our tools, they immediately see the difference. Here are just a few positive reactions to Ringorang:

### Testimonials

Whether it be for internal purposes or for customers we serve around the globe, when it comes time for a reinforcement tool, I can't think of anything better than Ringorang.



- Michael Crain, Sales Trainer  
to Apple, Amazon and SAP

Eight months into the program now, and my participants have been using it on a routine and regular basis. They get two Ringorang messages a day... They all said 'this is very useful, please do not stop.'



- Dr. Michael Broom,  
Leadership trainer to Google,  
NASA and Provident Health

### In the words of our customers...

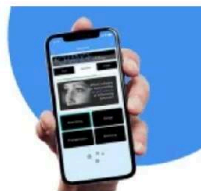




In the words of our partners...



In Collaboration with a Leading  
Global Software Development Partner



For over a decade, the KaaS founders have worked closely with Sigma Software, one of the leading outsource software partners in the world. Sigma has been critical to the design and development of Ringorang since inception. We recently advanced to a new level of partnership with this ISO certified and Microsoft certified developer.

Collaboration since 2009



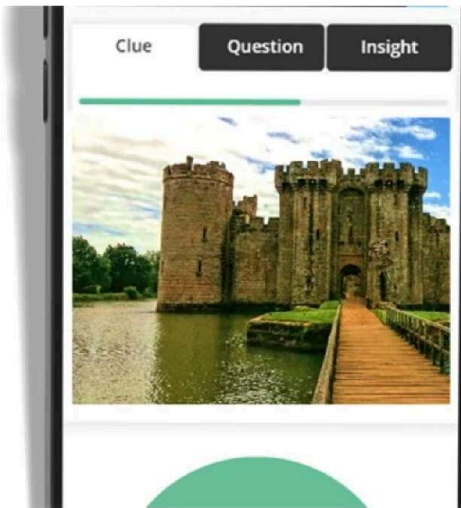
Patented Engagement and Scalability  
Deliver Industry-First Business Results



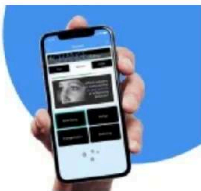
While our competitors are busy trying to improve learning, we have leapt far ahead to deliver organizational performance. We focus our customers only on what habits need forming to meet business goals. Our patented and clinically proven technology delivers industry-first impacts that business leaders love. The result? A fun and empowering experience for learners.

## Competitive Advantages

- ✓ Clinically Proven Methodology
- ✓ Patented Technology
- ✓ Mature Enterprise Product
- ✓ Low Cost and Low Adoption Time
- ✓ Content Network Effect



## Roadmap Includes Software Enhancements and System Integrations

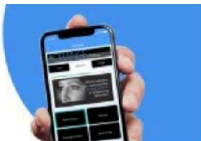


Developed in cooperation with the Federal government, and now privatized and commercialized, the aggressive product roadmap for Ringorang includes AI and machine learning to optimize content development, enhanced data analysis, and integration with systems and processes of the world's leading companies.

## Roadmap



## Now is the Time for Positive Change





With a solid team in place, and proven software, the only piece missing are the funds to capitalize on momentum and expand our reach in the market. Together, we can help people and businesses thrive, and we have our sights set on every industry in the world. Join us and help change businesses and change lives.

## Cash Pro Forma

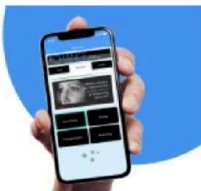
Annual USD in Millions



\*\* part of billings

Forward-looking projections cannot be guaranteed.

## Experience the Power of Ringorang with Investor Perks



### Perks

#### \$500

Get 50 Access Codes to Ringorang's Cybersecurity Awareness program: 2-week engagement to ensure employees are cyber ready (fully transferable)

#### \$2000

Get 250 Access Codes to Ringorang's Cybersecurity Awareness program: 2-week engagement to ensure employees are cyber ready (fully transferable)

#### \$10K

30-minute call w/ Chief Vision Officer about [behavior change programs for you] (fully transferable to any company)

#### \$25K

2-Hour Zoom Call w/ Chief Vision Officer about [changing lives with behavior-change] (fully transferable to any company)

#### \$50K

Half-day onsite w/ Chief Vision Officer and Transformation Team, including dinner, to empower you to design and deliver your own Ringorang program to change any behaviors (fully transferable to any company).

#### \$100K

Full day onsite w/ Chief Vision Officer and Transformation Team, including dinner, to design and then fully deliver for you a Ringorang program to change any behaviors (fully transferable to any company).

Invest in  ringorang®

\*This page contains forward-looking projections that cannot be guaranteed.



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