



We Support Those That Support Others

INVESTOR PRESENTATION
January 2021

THE PROBLEM: INCREASED UNCERTAINTY FUELS VAST UNFULFILLED DEMAND FOR COACHING

800M

Unemployed by 2030
(PwC, McKinsey)



Career &
Transition Coaching

27 m

US Entrepreneurs
in 2020



Leadership, Business &
Strategy Coaching

30%

Depression/Anxiety
Employees suffering
from Mental Health



Work Life Balance
& Mindset Coaching

50%

Divorce Rate
(US Psychology
Association)



Relationship &
Intimacy Coaching

OUR VISION

To make transformational learning experiences
available to billions of people around the world.

Viveka (Sanskrit: विवेक)

DISCERNMENT KNOWLEDGE, TRUTH, 'KNOW WHAT IS RIGHT FOR YOU'

THE SOLUTION: VIVEKA

B2B ENTERPRISE PLATFORM FOR COMPANIES & COACHES



HR SaaS SOLUTION



COACH SaaS SOLUTION



HOW IT WORKS: SUPPLY SIDE V-COACH SaaS SOLUTION



AUTOMATED CLIENT NOTIFICATIONS



CALENDAR INTEGRATION



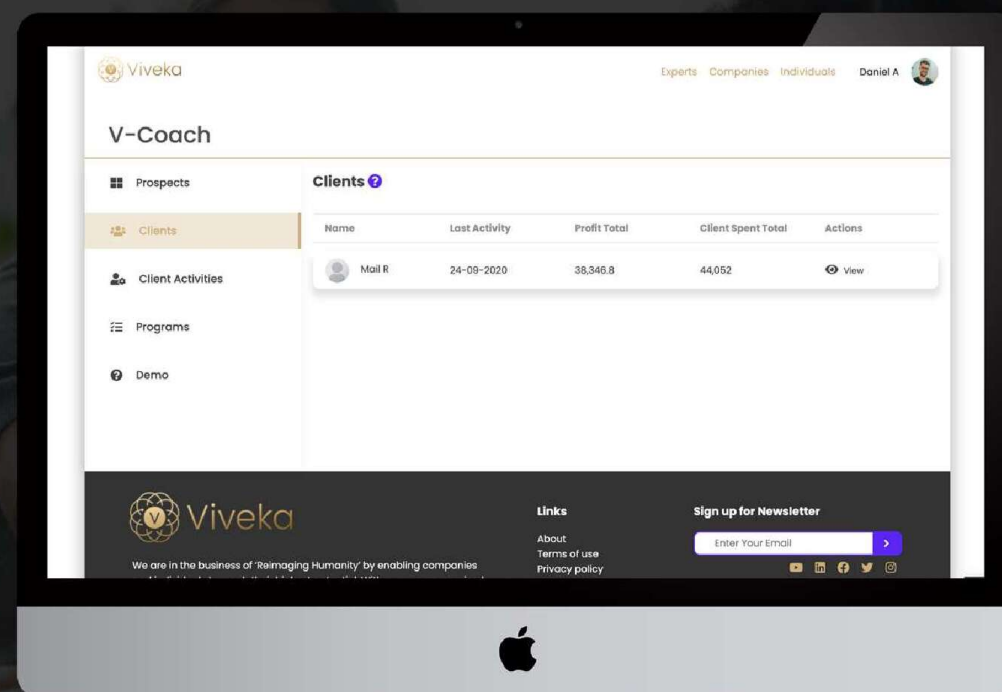
ACCOUNTABILITY TRACKER



INTEGRATED VIDEO COMMS & LIVE CHAT



COACH & CLIENT DASHBOARD



HOW IT WORKS: DEMAND SIDE V-CORP ENTERPRISE SaaS SOLUTION



WHITE-LABELED L & D PLATFORM



CALENDAR & VIDEO INTEGRATION



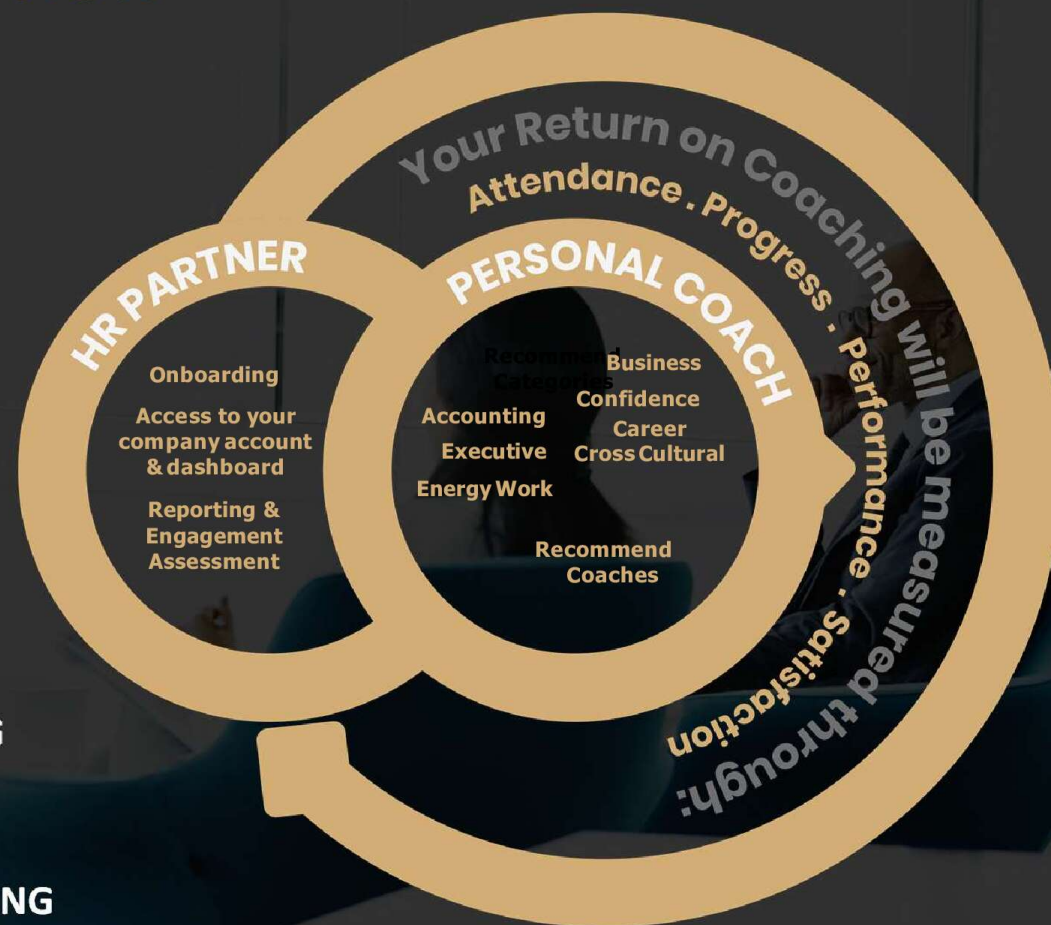
CUSTOMIZABLE CURRICULUM BUILDER



CENTRALIZED BUDGET MGMT & REPORTING



MONTHLY, QUARTERLY OR ANNUAL INVOICING



TARGET CLIENT

IDEAL COMPANY PROFILE

- Sectors: tech, health, pharma & professional services
- Minimum size: 1.000 employees or
- Mid-size & well-funded scale-ups > 100
- Geography: Initial focus USA
- LinkedIn # of companies: > 22,000

CONTACT PERSONA – CEO or HR EXEC

- Owns purchasing decisions & budget for HR tools & resources
- Currently outsourcing development & training needs
- Minimum of at least 3 departments



LARGE & GROWING MARKET OPPORTUNITY



\$160B

Serviceable Industry Size

7%

YoY Industry Growth Rate

3M

Coaches Globally

\$95B

US Spend Corporate Training

COMPETITIVE LANDSCAPE

And Here's How the Competition Compares...

	 Viveka	 BetterUp	 aceup™	 noomii <small>the professional coach directory</small>	 coach accountable
 Global Coverage	✓	×	×	×	×
 Wide selection of Coaches	✓	✓	✓	✓	×
 Smart Analytics	✓	✓	×	×	×
 Coach SaaS	✓	×	×	×	✓
 B2B	✓	✓	✓	×	×
 B2C	✓	×	×	✓	×
 Marketplace	✓	×	×	✓	×

OUR DIFFERENTIATION



Frictionless end-to-end platform



Coaching services performed on Viveka platform



Client & coach communications automated



Accountability tracker for improved success



Curated curriculum for corporations



Centralized & automated handling of funds & invoicing



Measurable coaching results & dashboard reporting



MONETIZATION MECHANISM

SUPPLY SIDE COACH SUBSCRIPTION

BASIC

Free Month Trial, **Access to V-Coach** No Sign-Up Fee,
No Cancellation Fee, Unlimited
Listings Featured On Viveka,
Automatically Matched With
Clients

\$97 per year
Or \$9.97 Monthly

TRY FOR FREE

PREFERRED

Application Only.
BASIC + Corporate Placement
Opportunities, Priority
Designation In Directory &
Search, Ability To Sell Digital
Trainings

\$297 per year
Or \$29.97 Monthly

TRY FOR FREE

DEMAND SIDE COMPANY SUBSCRIPTION

SaaS SUBSCRIPTION

Incl. Onboarding: 2 Admin & 50 Users
PEPM Per Additional User \$8p.m.
Annual & Quarterly Payment Plan Option

Recommended Training Budget/User \$2,000
Per Year

\$3,500
Per Month

AVAILABLE Q1 2021

TRACTION & UNIT ECONOMICS

SUPPLY SIDE: COACHES

-  > 1,5K COACHES ON PLATFORM
-  > 26K COACHES IN DATABASE
-  15% MoM GROWTH RATE
-  \$15 CAC COACH
-  \$350 AVG SUBSCRIPTION
-  2.5 YEARS AVG DURATION
-  7% CHURN

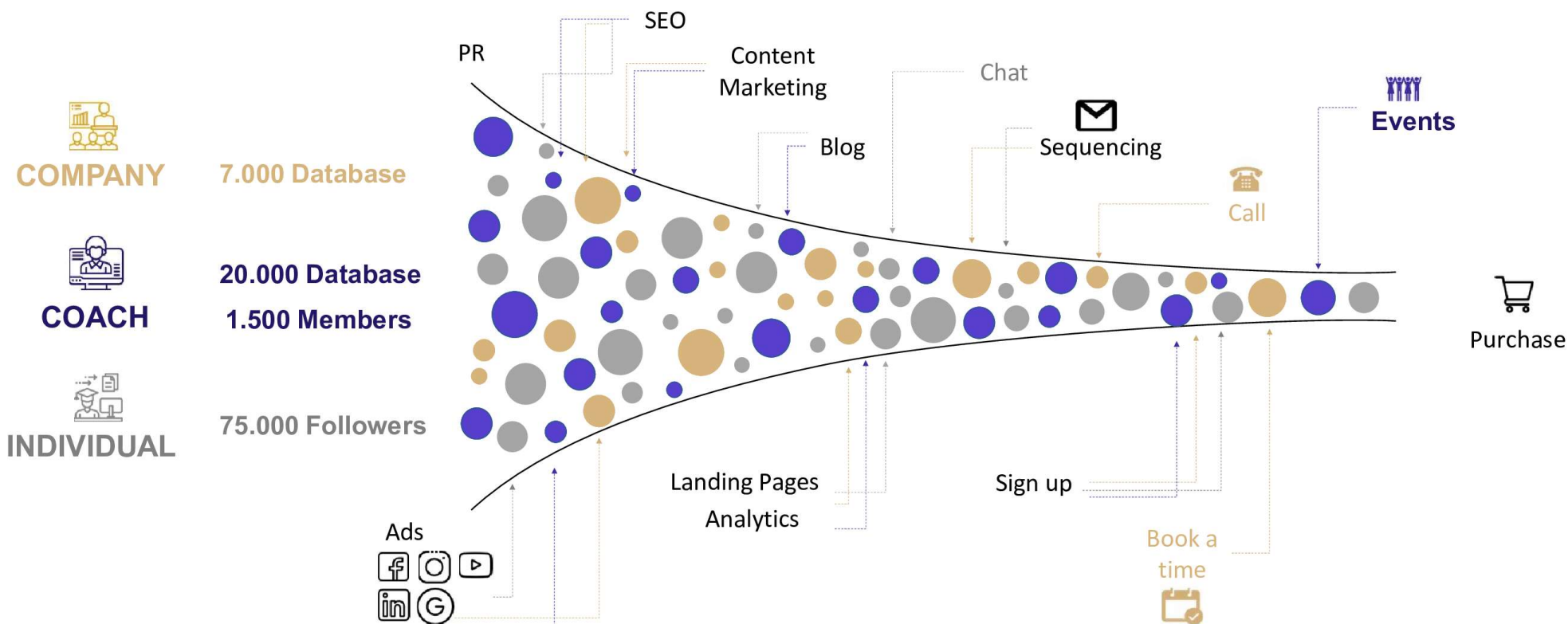
VIVEKA PLATFORM

-  \$120K ARR
-  30% MRR GROWTH
-  LTV/CAC RATIO

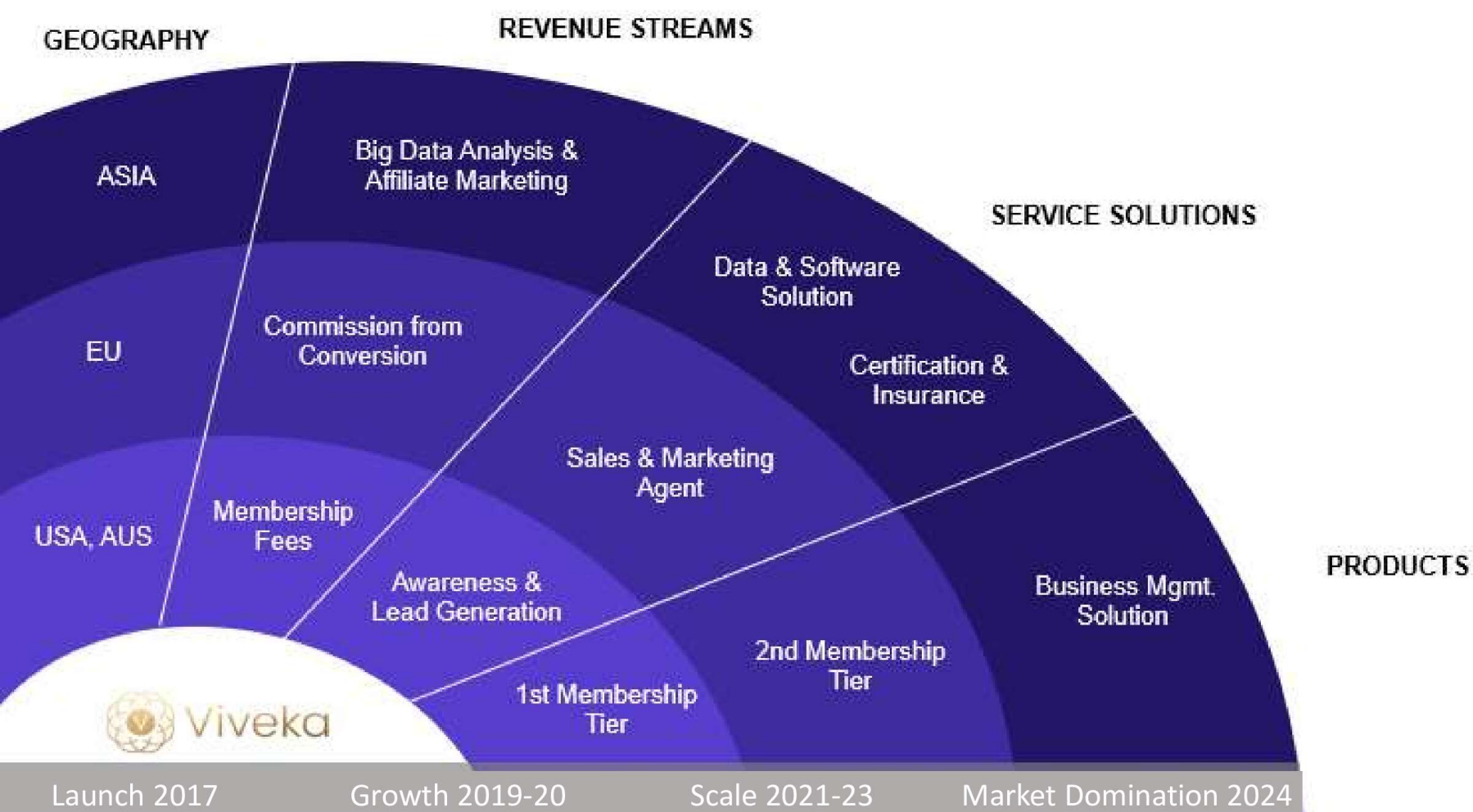
DEMAND SIDE: COMPANIES

-  > 500 COMPANIES ON PLATFORM
-  > 22K COMPANIES IN DATABASE
-  10% MoM GROWTH RATE
-  \$15K CAC COMPANY
-  \$100K AVG SUBSCRIPTION
-  3 YEARS AVG DURATION
-  5% CHURN

MULTI CHANNEL GO-TO-MARKET STRATEGY



GROWTH STRATEGY ACROSS MULTIPLE VERTICALS



EXPERIENCED TEAM



KATJA KEMPE
CEO/Founder

+15 years Mgmt & Strategy
+15 years Coaching
COO Jones Day Australia
Global Strategy Manager HSF
Female Entrepreneur of
the Year APAC 2018
StartCon



BOBBY SPENCER
CTO Tech

+20 years Tech
+10 years Entrepreneurship
CEO & Founder Twire
CTO Slidecatcher
Team of 20+ Developers in
Node, PHP, Java, SQL C.
Strategic IT solutions,
privacy & data protection



JOHANNES RIEDL
CIO Innovation

+20 years Tech
+10 years Consulting
Global Client Partner at
NETSOL Technologies
Senior Manager Deloitte
Specialties: Test
Management, Quality
Assurance, Outsourcing



ANAY PATEL
Digital Marketing

+10 Years Digital Marketing
Progressive digital
marketing leader focused
on growing brands through
paid and organic
strategies, funnels, content
marketing, social media
and customer research.

INDUSTRY ADVISORS



GAVIN BELL

Legal Advisor

10+ years Global CEO & Managing Partner of HSF & Freehills
3 X BRW CEO of the Year for Professional Firms
Non-Executive Director & Board Member of 5 companies



RALF HIRT

Growth Advisor

Business Development, Turnaround, Strategic Market & Segment Expansion, Sales Management & Operations, Strategic Partnerships, JV's, M&A's, Divestures, Strategic Positioning, Fundraising, VC, PE, Investment Dynamics, Stock Markets.



ULLAS NAIK

Investment Advisor

Seasoned Seed and angel investor, venture capitalist and entrepreneur with investment experience in nearly 350 companies. Founder of seed stage venture firm Streamlined Ventures Silicon Valley.



JEFF BABKA

Financial Advisor

+40 years Finance & Operations, CFO at 6 global public & private companies backed by financial sponsors successfully completing 3 dual-track, IPO/Sale transactions, incl. NYSE IPO of the Year 2005

TESTIMONIALS



"I spent so much time grueling over: How do I touch my market? How do I let my market know that I exist? Viveka handles that... Viveka is your answer."

Lisa Nichols

Internationally celebrated Motivational Speaker and Transformational Coach



"V-Coach allows coaches to seamlessly manage their coaching workflows. A software like this brings structure and automation to the coaching process."

Ajit Nawalkha

Founder of Evercoach, the world's leading coach training platform, and Co-Founder of Mindvalley

Akanksha Jain

CHRO Tata Group India

"We onboarded two recommended Viveka coaches to our Tata coach network, which is available to 700,000 employees of the Tata Group. Working with Viveka has been seamless and effortless. Thank you."



INDUSTRY VALIDATION & RECOGNITION

FEMALE ENTREPRENEUR OF THE YEAR APAC STARTCON

YAHOO FINANCE: TOP 21 FOUNDERS CHANGING THE WAY WE DO BUSINESS IN 2021

FORBES: 7 STEPS TO BUILD A THRIVING ONLINE COACHING BUSINESS IN 2019

O1A EXTRAORDINARY BUSINESS ACHIEVEMENT VISA USA



THE ROUND

SEED INVESTMENT

- \$1M
- \$325k Raised In Pre-Seed Round

USE OF SEED FUNDS (\$1M raise)

- 18 MONTHS RUNWAY
- TECH ADVANCEMENTS & GROWTH
 - Multisided marketplace optimization
 - V-Corp & V-Coach SaaS optimization

SALES, MARKETING TEAM GROWTH

MARKETING SPEND INCL. INAUGURAL EVENT



THANK YOU!

CONTACT INFORMATION

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