



INVEST IN HUMANQ

Unlocking Human Potential

LEAD INVESTOR



Gale Wilkinson

- The founder & CEO, Nishika, has proven her ability to execute and generate real revenue early on - The MVP version of the product launched in October 2022 and is actively being sold in the market - The solution includes three major components: structured content, structured delivery, and quantified performance - HumanQ's unique approach empowers executives and managers to access coaching in six person cohorts - To date, traction has been generated through word-of-mouth and existing networks with no spend on marketing - Kindred Ventures, a strong Bay Area VC, is leading the round with \$750K; Kindred was an early investor in Uber (IPO), Blue Bottle Coffee (acquired by Nestle), Coinbase, Postmates (acquired by Uber), Reserve (acquired by American Express), and others - References spoke highly of Nishika's ability to execute as well as the product's strong perception in market

Invested \$1,000 this round

humanq.com

San Francisco CA



Highlights

- 1 \$750k raised by Kindred Ventures
 - 2 Highly experienced and proven team
 - 3 Appealing variable cost structure business model
 - 4 NPS of 92 and incredible customer traction with companies of all sizes including Fortune 100
 - 5 Unique Value Proposition focused on IP driven methodologies, assessments, and delivery at scale
 - 6 Platform for B2B & B2C with a product roadmap to increase AI-driven engagement and network effects
 - 7 NORTH STAR VISION: The World's First "Do Good" Social and Learning Platform
-

Our Founder



Nishika De Rosairo CEO and Founder

Serial entrepreneur and leader who has spent the last 18 years focused on two key things – people and impact

Pitch

HUMANQ INVESTOR DECK

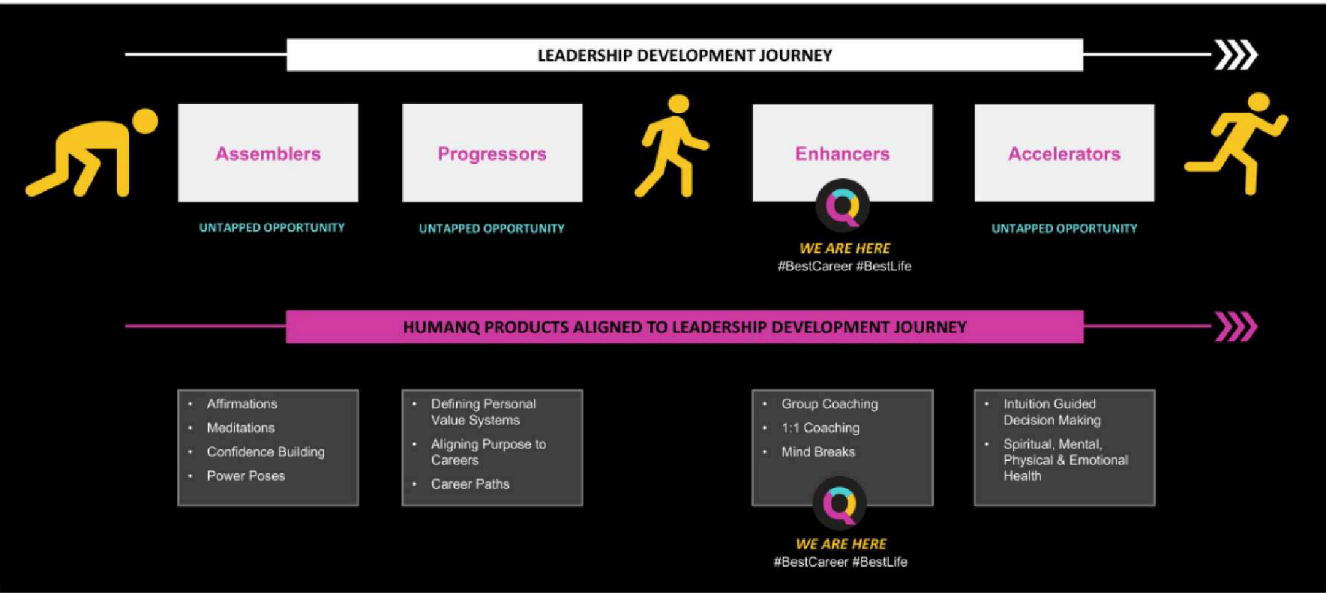
We now live in an economy where unlocking human potential is critical for the ongoing success of every employee, organization, and society.



Unlocking Human Potential

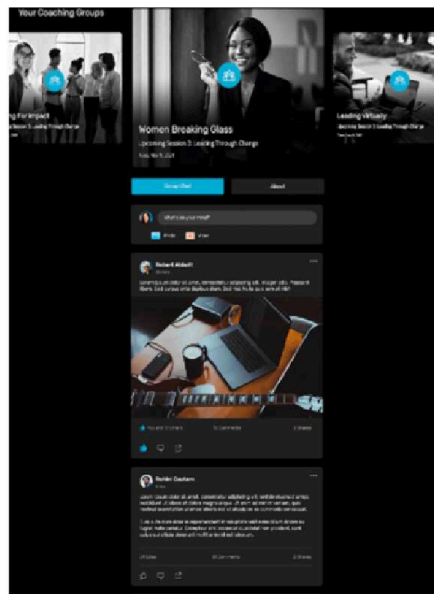
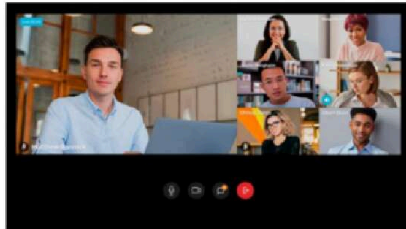
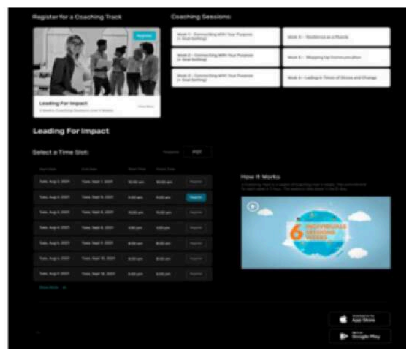


NORTH STAR VISION: HOW DOES LIFELONG LEARNING BECOME A BINGE ACTIVITY FOR EVERYONE?



HUMANQ IS AN INNOVATIVE AND LIVE GROUP COACHING MANAGED MARKETPLACE CONSISTING OF VIDEO STREAMING, SAAS, AND EXPERT COACHES





OUR UNIQUE DIFFERENTIATORS AND WHY WE CONTINUE TO WIN AT HUMANQ

NORTH STAR VISION
How does lifelong learning become a binge activity for everyone?



Product Methodology

The only global managed marketplace focused **entirely on Group Coaching** therefore delivering unique value for both individuals, groups, and organizations within one construct

Six-step scientific methodology deconstructing and reconstructing the brain for sustained behavioral change centered around:

1. Time to Speak
2. White Space
3. Psychological Safety

Trademarked neuroscience-based HumanQ Framework focused on specific transformation aligned to top organizational priorities and ROI accelerators. For example, ABC organization needs to reach \$1B in revenue in the next 3-4 years

IP-based Customer onboarding methodology designed to leverage 250+ existing Coaching Sessions from the HumanQ Content Library

Context-driven coaching capabilities focused on real examples, high adoption, and revenue accelerators

Product Insights & ROI Indicators

Coach intelligence capturing key employee sentiments that inform critical organizational decision making on culture, impact, workforce planning etc.

Proprietary evidence-based assessments that provide a 360 view to:

1. Employee Readiness
2. Employee Action
3. Employee Proficiency

Weekly coaching metrics and benchmarks adding rigor and impact to every hour of Group Coaching

Mini pulse check-ins for employees highlighting engagement data and potential high impact products and features

Customer Dashboards sharing future of workforce metrics and readiness

Product Experience & Scale

Social platform that allows users to connect and transform in groups across geographies, industries, and organizations – both within and across

Replaces the traditional Learning Management System (LMS) with a **Live LMS augmented by a Community of Transformation**

Net Promoter Score of 92 demonstrating consistent and high value learning experiences for #BestCareer and #BestLife

100% Coach Efficacy in recruiting, matching and Customer onboarding setting a **brand-new standard in the industry**

Global scale and cultural proficiency having delivered to 72 countries

OUR GROUP COACHING IS ALIGNED TO THE TOP 5 PRIORITIES OF EVERY CUSTOMERS ORGANIZATION

EMPLOYEE CHALLENGES

LACKING PURPOSE

I DON'T HAVE THE SKILLS I NEED TO BE SUCCESSFUL

MY CAREER IS NOT PROGRESSING FAST ENOUGH

LEADERS DON'T LOOK LIKE ME

MY MENTAL HEALTH IS AFFECTED

I KNOW MY VALUE BUT MY ORGANIZATION DOESN'T

MY JOB IS NOT FULFILLING

MY MANAGER DOESN'T CARE

I DON'T FEEL I BELONG

I HAVE TO DEAL WITH MICROAGGRESSIONS



Our Customers trust us to provide high impact solutions that drive alignment across top priorities at the intersection of employee and organizational challenges

ORGANIZATIONAL CHALLENGES

Job Upskilling

Leader Mindsets

Business & Digital Transformation

Breaking Silos & Innovation

Retention & Engagement

Wellness

Bench Strength & Succession Planning

Diversity, Equity & Inclusion

Restructuring & Layoffs

MY JOB ISN'T IMPACTFUL

I'M EXHAUSTED



Change
Management

Culture
Transformation

Acquisition
Integration

OUR EXPERIENCED TEAM MULTIPLYING VALUE EVERY SINGLE DAY



Nishika de Rosaio
CEO & Founder



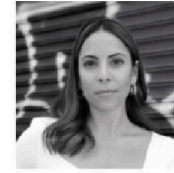
Riley Scott
Head of Engineering



Allison Paley
Head of Customer Operations



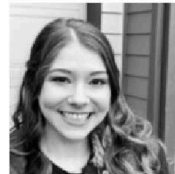
Angela Klein
Director of Sales



Julie Zukof
Director of Sales



Jack Spicer
CX Specialist



Deborah Lesnick
Full Stack Engineer



Aya Moosa
Full Stack Engineer



Amanda Perkins
Executive & Operations Assistant



Deloitte



INSAY

T2 Biosystems



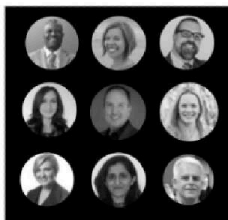
AIBUY



xandr

OUR GENIUS BUSINESS MODEL INCLUDES A HEAVY VARIABLE COST STRUCTURE WITH COACHES DUALING IN MULTIPLE ROLES AS NEEDED

70+ Coaches Globally



Coach Engagement &
Impact Lead



Joanne Newborn

Coach Recruiting Team



Annabel Newell



Amelia Gain



Floyd Williams



Holly Moore



Kenny Sturgeon



Shoko Masuda

Content Development Team



Joanne Newborn



Chris Gildersleeve



Eric Walton



Hayley Wintermantle



Manon Alves

Certification & Readiness Team



Annabel Newell



Joanne Newborn



Vonzel Sawyer

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#1 FUTURE OF WORKFORCE PLATFORM FOR #BESTLIFE & #BESTCAREER

LESS TO DATE



+18,000
PARTICIPANT
COACHING



72
DELIVERED

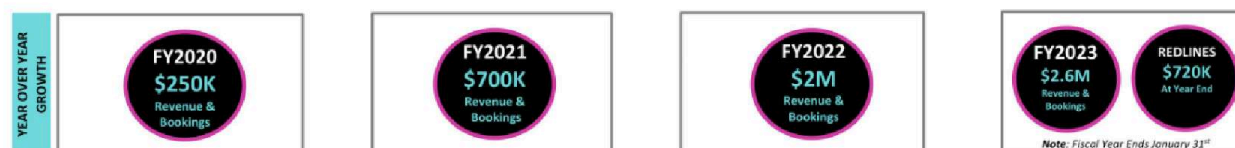


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PLATFORM



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OUR GROSS PROFIT MARGINS ARE 80% AND WE NEVER GET PUSHBACK ON PRICING



INCOME STATEMENT: ACTUAL & PROJECTED

(\$ in thousands)

	FY 2023*	FY 2024*	FY 2025*	FY 2026*
Revenue	\$ 1,323	\$ 1,819	\$ 4,473	\$ 6,781
New Business + Renewals (Bookings)	\$ 1,188	\$ 2,230	\$ 4,148	\$ 8,063
Total Revenue + New Business	\$ 2,511	\$ 4,049	\$ 8,621	\$ 14,844
Cost of Goods Sold	\$ 273	\$ 357	\$ 895	\$ 1,357
Gross Profit	\$ 1,050	\$ 1,462	\$ 3,578	\$ 5,424
Gross Profit %	79.4%	80.2%	80.0%	80.0%
Expenses	\$ 2,094	\$ 1,776	\$ 2,221	\$ 2,487
Net Income	\$ (1,044)	\$ (314)	\$ 1,357	\$ 2,937
Average Contract Value	\$ 88	\$ 145	\$ 194	\$ 202

*Fiscal Year Ends January 31st

KEY INFORMATION

- Our average expense burn rate remains at \$175K for all years as our model is extremely scalable
- We are projecting profitability mid-FY 2024 which will continue to propel investment in growth
- Majority of our investment is focused on business development and product development
- Our revenue is comprised of both a recurring platform fee and group coaching delivery which provides for a recurring revenue stream where approximately 30% of our revenue is platform fees

EXPENSE CATEGORIES



Forward-looking projections cannot be guaranteed.

OUR CUSTOMERS ARE EXPANDING AT INCREDIBLE 500 – 1,300% GROWTH RATES



CURRENT PIPELINE: CONTRACTS IN REDLINING AND ALMOST-AT-CONTRACT

Rakuten

AMGEN

accenture

HEITMAN

Signed	In Negotiations	Almost at Contract	Almost at Contract
\$42K	\$678K	\$675K	\$42K
New Logo	\$1.3M Account Growth in Less than 2 Years	Expansion	New Logo

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TAM IS EXPECTED TO REACH \$523B BY 2024, CURRENT VALUATIONS SHOW UPSIDE, AND NOT ALL COACHING IS CREATED EQUAL

	BetterUp	TORCH	Sounding Board	humanQ
UPSILLING	●	●	●	●
BUILDS WINNING MINDSETS THROUGH SHARED EXPERIENCES	○	○	○	●
CHANGES BEHAVIORS	●	●	●	●
TAKES ACTION IN THE FLOW OF WORK	●	●	●	●
6X MORE SCALABLE	○	○	○	●
MEASURABLE	●	●	●	●
BREAKS FUNCTION & LOCATION SILOS	○	○	○	●
BUILDS NETWORKS & CONNECTION	○	○	○	●
INCREASES INNOVATION & COLLABORATION	○	○	○	●
CREATES VULNERABLE SAFE SPACES	○	○	○	●
INCREASES ENGAGEMENT & PURPOSE	●	●	●	●
VALUATIONS	\$4.2B	\$200M+	\$200M+	↑↑↑
CORE PRODUCT	1:1 Coaching	1:1 Coaching	1:1 Coaching	1:6 Group Coaching <i>6x Greater Scale</i>

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WITH A NET PROMOTER SCORE OF 92 OUR LIFELONG LEARNING PRODUCTS ARE CRUSHING IT WITH INDUSTRY LEADERS

COACHING TRACKS

Up To 6 Employees
1 Coach

Week 1

Week 2

Week 3

Week 4

Week 5

Week 6

Coaching Session 1

Coaching Session 2

Coaching Session 3

Coaching Session 4

Coaching Session 5

Coaching Session 6

COMMITMENT:
1 ONE-HOUR PER WEEK OVER 6 WEEKS >>> REPEAT

DROP-IN COACHING SESSIONS

Up To 6 Employees
1 Coach

Month 1

Month 2

Month 3

Topic 1 Session 1

Topic 2 Session 1

Topic 3 Session 1

Topic 1 Session 2

Topic 2 Session 2

Topic 3 Session 2

COMMITMENT:
1 ONE-HOUR PER MONTH

MIND BREAKS

Up To 50 Employees
1 Coach

COMMITMENT:
15 MINUTES AS NEEDED

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THE WORLD'S FIRST "DO GOOD" SOCIAL AND LEARNING PLATFORM

Q1 Q2 Q3 Q4

New Product: Community Drop-In Coaching Sessions (Live)



New Product: Mind Breaks (Live)	✓
Self Service Website Purchasing	✓
Customer Dashboards	✓
Notifications	✓
In-Session Emoji's	✓
Coach Workforce Analytics Survey	✓
New Product: Daily Brilliance (On Demand)	✓
Coach Dashboards	✓
1:1 Coaching Functionality & Scheduling	✓
Background Filters	✓
AI Driven Platform Onboarding, Conversational Intelligence, & Accountability Buddy	✓
"Recommended Topics For You"	✓
New Product: Confidence Boosters (On Demand)	✓
Micro Pulse Survey	✓
Coachee Dashboard	✓
Learning Journeys	✓
Coach Scheduler	✓

WE'RE NOT ONLY ELEVATING COACHING, WE ARE ELEVATING HOW HUMANS LEARN. JOIN US AS WE DISRUPT AN ENTIRE MARKET THAT HAS BEEN EAGERLY WAITING FOR HUMANQ

- Highly experienced and proven team
- Appealing variable cost structure business model
- Net Promoter Score of 92 and incredible customer traction with companies of all sizes including Fortune 100
- Unique Value Proposition focused on IP driven methodologies, frameworks, assessments, and consistent delivery at scale
- Technology Platform designed for B2B and B2C with a solid product roadmap to increase engagement and network effects
- NORTH STAR VISION: The World's First "Do Good" Social and Learning Platform

 YOU COMING? 

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