HUMANQ

Unlocking Human Potential

humanq.com San Francisco, CA

Highlights

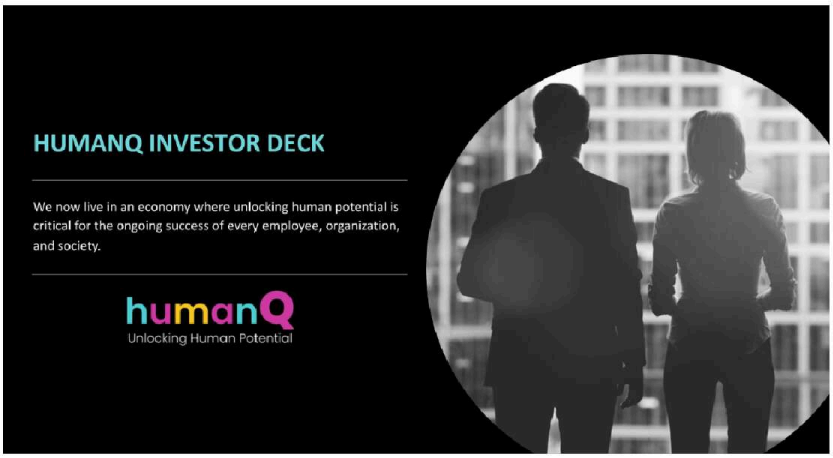
1. $750k raised by Kindred Ventures
2. Highly experienced and proven team
3. Appealing variable cost structure business model
4. NPS of 92 and incredible customer traction with companies of all sizes including Fortune 100
5. Unique Value Proposition focused on IP driven methodologies, assessments, and 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

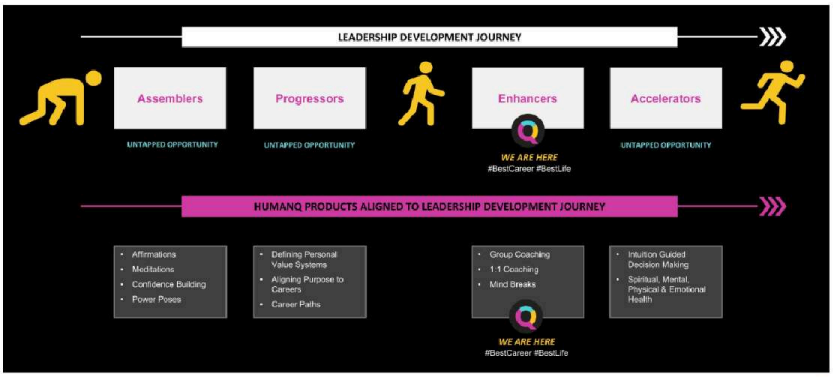
Nishika De Rosairo CEO and Founder

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

Pitch



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



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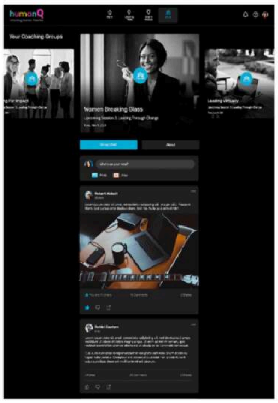
HUMANQ IS AN INNOVATIVE AND LIVE GROUP COACHING MANAGED MARKETPLACE CONSISTING OF VIDEO STREAMING, SAAS, AND EXPERT COACHES

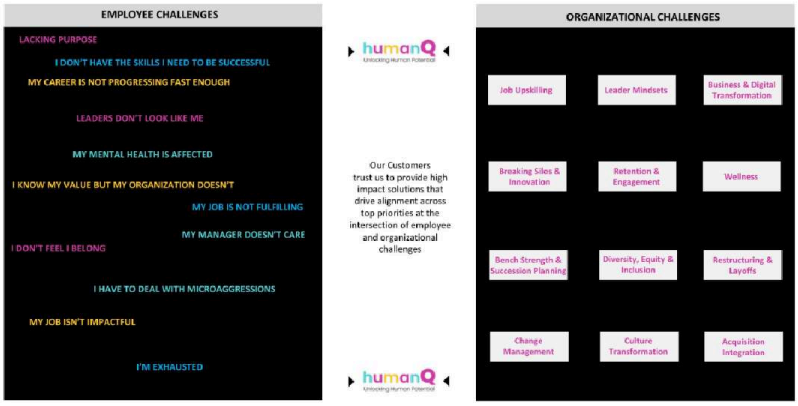


OUR UNIQUE DIFFERENTIATORS AND WHY WE CONTINUE TO **WIN AT HUMANQ**

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



OUR EXPERIENCED TEAM MULTIPLYING VALUE EVERY SINGLE DAY

Nishika de Rosairo
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

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

Vonrel Sawyer

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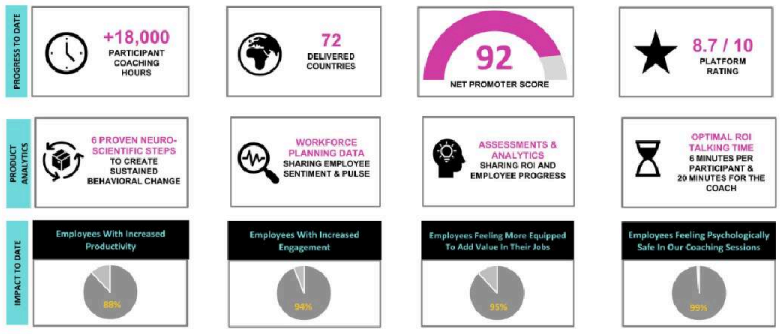
#1 FUTURE OF WORKFORCE PLATFORM FOR #BESTLIFE & #BESTCAREER



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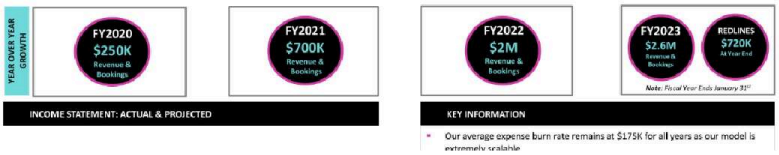
OUR GROSS PROFIT MARGINS ARE 80% AND WE NEVER GET PUSHBACK ON PRICING



($ 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

- 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

500-2000% CUSTOMER GROWTH FROM 1ST TO 2ND CONTRACT

Chobani	PennState	AMGEN
1st | $9K	1st | $8K	1st | $117K
2nd | $87K	2nd | $104K	2nd | $578K
960% Account Growth	1300% Account Growth	500% Account Growth

SELECTED ECOSYSTEM PARTNER TO 300K PRACTITIONERS GLOBALLY

Deloitte.

Have completed Soc2 Compliance and all other cyber security requirements with delivery kicking off in Q3 of 2023

GO TO MARKET PARTNERSHIPS IN THE WORKS

Deloitte.	accenture	KPMG	pwc
First GTM Client Delivery is Comex commencing in April 2023	*Gaining solid traction on two GTM Partnerships*		*Discussing a GTM strategy with KPMG and PwC based on their consulting engagements*

Diversity, Equity & Inclusion
Workforce Transformation

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	Founding Board	humanQ
UPSKILLING	◑	◑	◑	●
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	CORE PRODUCT 1:1 Coaching	CORE PRODUCT 1:1 Coaching	CORE PRODUCT 1:6 Group Coaching *6x Greater Scale*

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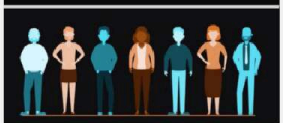
WITH A NET PROMOTER SCORE OF 92 OUR LIFELONG LEARNING PRODUCTS ARE CRUSHING IT WITH INDUSTRY LEADERS

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

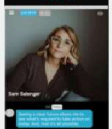
COMMITMENT:
1 ONE-HOUR PER WEEK OVER 6 WEEKS >> REPEAT

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

vmware · Stanford University · NielsenIQ · sprinklr · Spark · bidgely · VU · gojek · Chobani · salesforce · PagerDuty · MARVEL · KPMG · AMGEN · The University of Auckland · accenture · Columbia University · PennState · JUUL · iRobot · here · Lehigh University · contentful · Carnegie Mellon University · Microsoft · nielsen · Deloitte. · LinkedIn · mongoDB.

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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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