

EduMe

Building the category king in Workforce Success



The modern workforce: All change!



80% Deskless

80% of the global working population is deskless, making business as usual a dead end. The future of remote working is today



75% Millennials

75% of the working population will be made up of millennials by 2025



Technology

Technology has changed how we consume information and interact with others and we expect our 9-5 to resemble our 5-9

The Problem

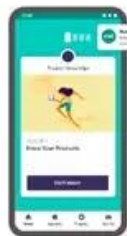
Today's workforce are disengaged, disconnected and struggling to stay informed and educated. Traditional training methods are obsolete



Companies need to approach workforce training in a new way to achieve sustainable success

The Solution

EduMe gives people access to the information they need, whenever and wherever they need it - accessible, engaging and effective - leading to increased productivity, engagement and loyalty.



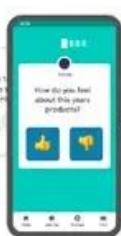
Train

Provide accessible, effective and digestible learning content



Broadcast

Share targeted, bite-sized information



Feedback

Collect instant feedback and improve information flow



Insights

Powerful reporting and analytics connected to business targets

Contextual and programmatic content delivered at scale

Close integrations allow us to deliver unrivalled value and ROI to our customers



Links to contextual

EduMe delivered learning content

Benefits to Uber

Productivity increase

Quality improvement

Efficient scaling

Lower churn

Faster on-boarding

Time & cost-saving

“

We continuously look for new ways to enhance the driving experience and help drivers make the most of their time on the road. The EduMe Workforce Success platform provides an exciting opportunity to support hundreds of thousands of drivers across EMEA, in their daily interactions with riders and our technology.

- Taryn Morris, Regional Operations Lead

2.7bn people are deskless – equivalent to 80% of the global working population

Proven inbound demand across verticals showing the horizontal appeal of EduMe. Move to remote accelerated by Covid-19 making the future happen today and increasing TAM

Uber



Deloitte.



Traction: growing faster than ever

Covid has acted as a catalyst for delivering training and information remotely



Pricing

Catering to distinct needs whilst also allowing for a growing suite of products to increase share of wallet

Starter



For scale-ups with > 100
monthly users

Pro



More features and customisation for
international scale

Enterprise

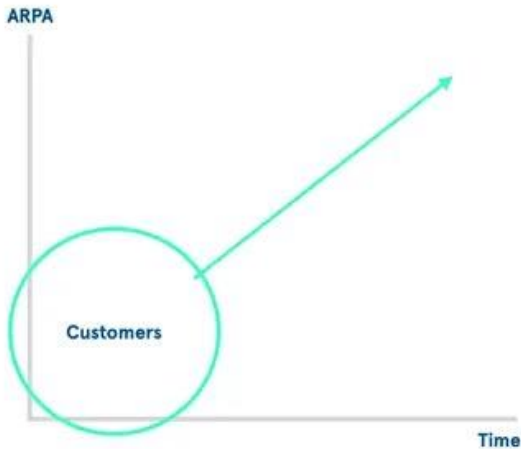


Bespoke, scalable solution for
companies with specific needs

Land n' expand

We know what it takes to grow accounts

01. Have grown accounts from pilot to "elephants"
02. Several existing clients with "elephant" or "whale" potential
03. Qualified pipeline of more potential 'Elephants'
04. Replicable strategy for driving land n' expand



Partnership with world's leading hiring platform for deskless workers

Fountain helps onboard > 1 million workers every month

01.

Integration enables a seamless solution for companies with a deskless workforce

02.

Complementary product offerings targeting the same customers leads to higher customer value

03.

San-Francisco based with US as a core market helping EduMe establish in the US

fountain



Series A fundraising

We're raising a \$5 million equity round to build a category king in Workforce Success.

Funding milestones

Funding will go towards clear strategic goals on our path to creating a category king



Become a solutions leader in On-demand



Build a repeatable and scalable sales engine



Prove PMF in new target industries



Establish US presence



Deliver high level of customer value



Establish the Workforce Success category

Team



Jacob Waern
Founder & CEO

Serial entrepreneur and company builder in the Kinnevik group.



Priya Bhandari
Commercial Director

Enterprise sales at Goldman Sachs and BP. Insead MBA.



Aidan O'Brien
Head of Product & Design

Designed products for BBC, Google, YouTube and several startups.



Matthew Brew
Head of Marketing

Experienced B2B SaaS marketer with US experience.



Mikko Heikelä
CTO

Senior technologist experienced with building products, teams and infrastructure.



INSEAD



UNIVERSITY OF
CAMBRIDGE

BBC



Anders Nilsson
Angel Investor / Advisor

President & CEO of Tele2, \$10bn market cap listed MNO. IPO'd two companies



Pietro Bezza
Seed Lead Investor

Managing Partner at Connect Ventures. Board member.

Building a category king in Workforce Success!



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