Skillify

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Digital skills training for the future of work

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500K Unfilled Jobs in Tech

- College graduates are in debt and **unprepared** for the workforce

- Employers struggle to hire, **retain** and recruit tech talent

- Coding education is **inaccessible** to underrepresented communities

Our Solution

A coding school where <u>coaches</u> train students to get high-paying and fulfilling jobs

Skillify

David Adams
Student

- **Dashboard**
- Classroom
- Profile

Logout

Monday January 24, 2022

Let's start learning, David!

Level 1 - HTML

✓ **Lesson**
What is HTML?

✓ **Quiz**
What is HTML?

✓ **Assignment**
What is HTML?

Level 1 - HTML

✓ **Lesson**
What is HTML?

Quiz
What is CSS?

[Continue]

My Goal

[Get A Tech Job]

[Get A Tech Job]

Achievements

HTML Lesson

HTML Quiz

HTML Assignment

CSS Lesson

CSS Quiz

CSS Assignment

Leaderboard

James Boron	Level 3
Amie Adams	Level 2
Oliver Kennedy	Level 1
Britney Jones	Level 2
Hailey Ross	Level 1

Product Benefits

Build Real Projects
Build a portfolio to show employers proof of mastery

Expert Coaches
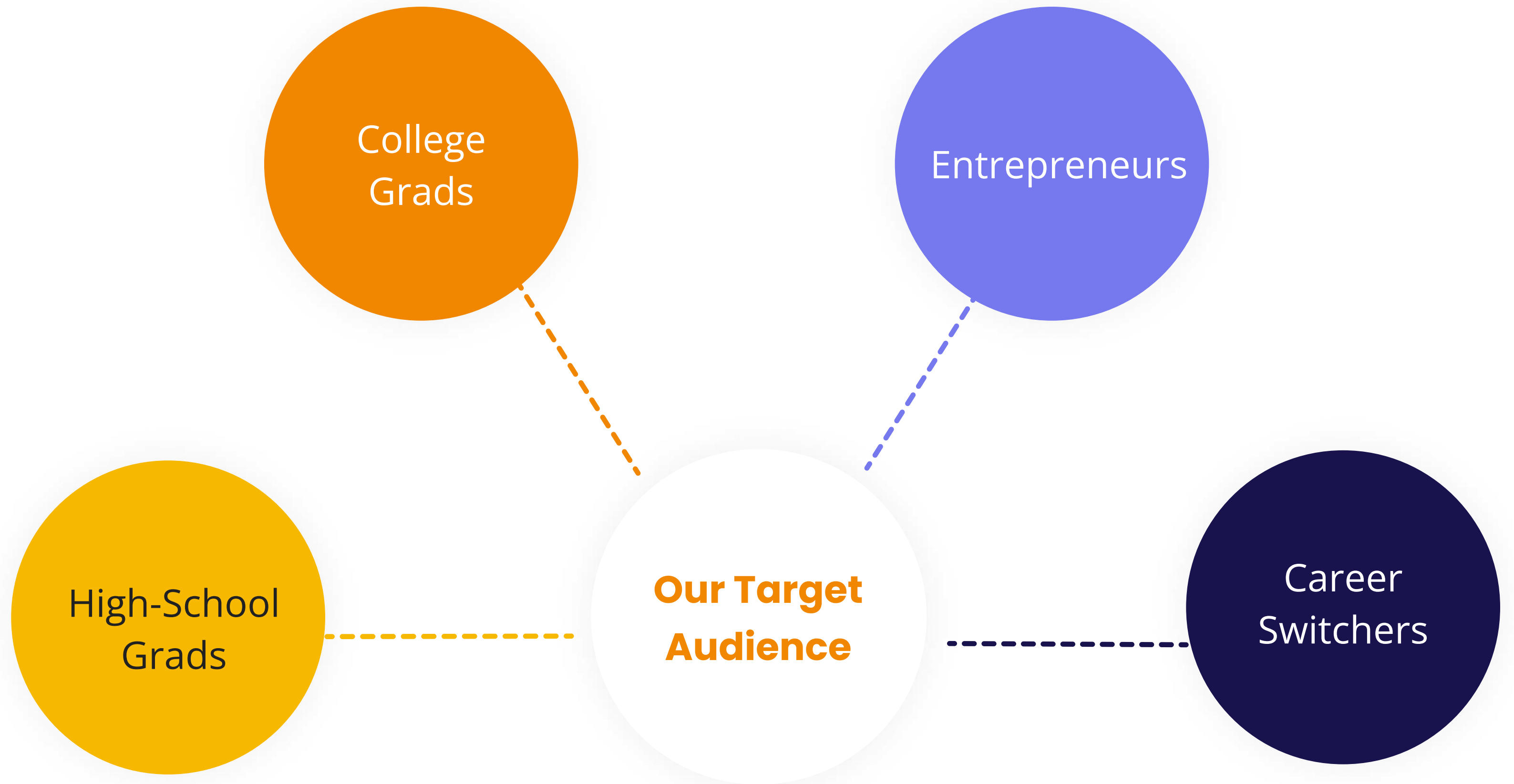Learn from the best with our industry mentors.

Job Preperation
Resume critiques and mock interviews

Community
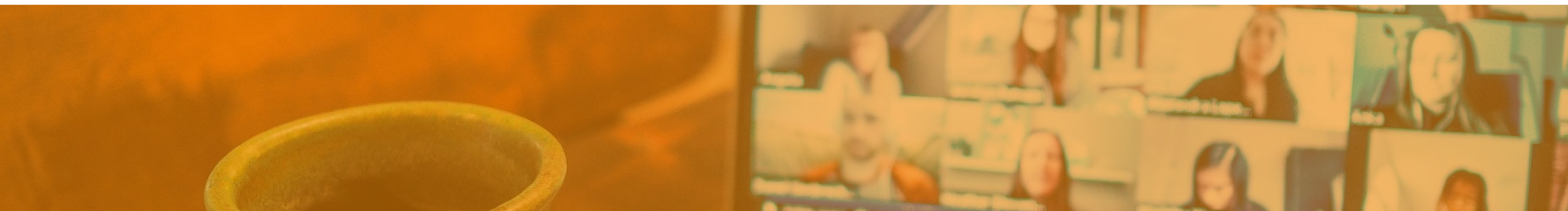cohort-based courses to learn with peers and keep each other accountable.

College Grads

Entrepreneurs

High-School Grads

Our Target Audience

Career Switchers

Market Opportunity

Total Addressable Market

$349MM
TOTAL GROSS REVENUE

Average Tuition Cost

$14,142

Business Model

One Time Payment

✓ $6000 for 3-Month Program

Payment Plan

✓ $2000/month for 3-Month Program

Total Revenue

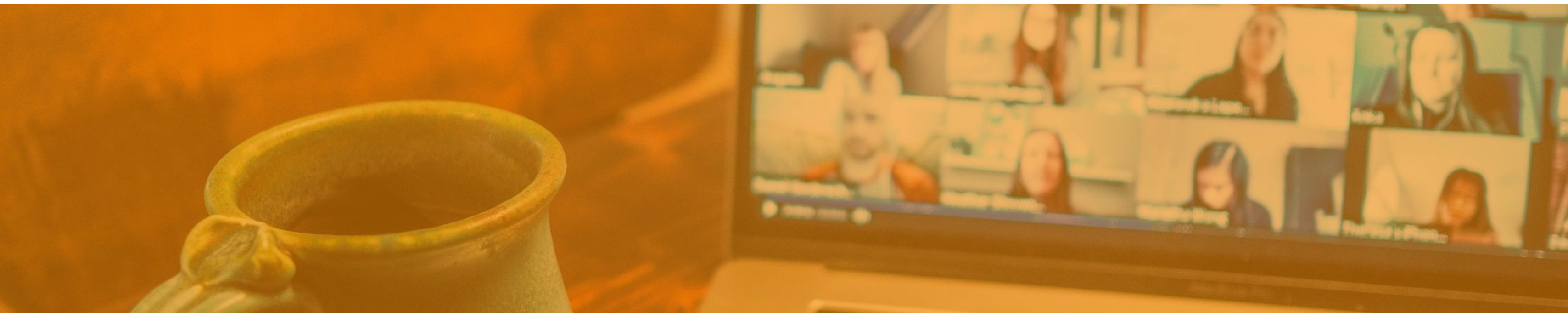|	July 2021	January 2022	April 2022	June 2022
$60K				
$50K				
$40K				
$30K				
$20K				
$10K				
0				
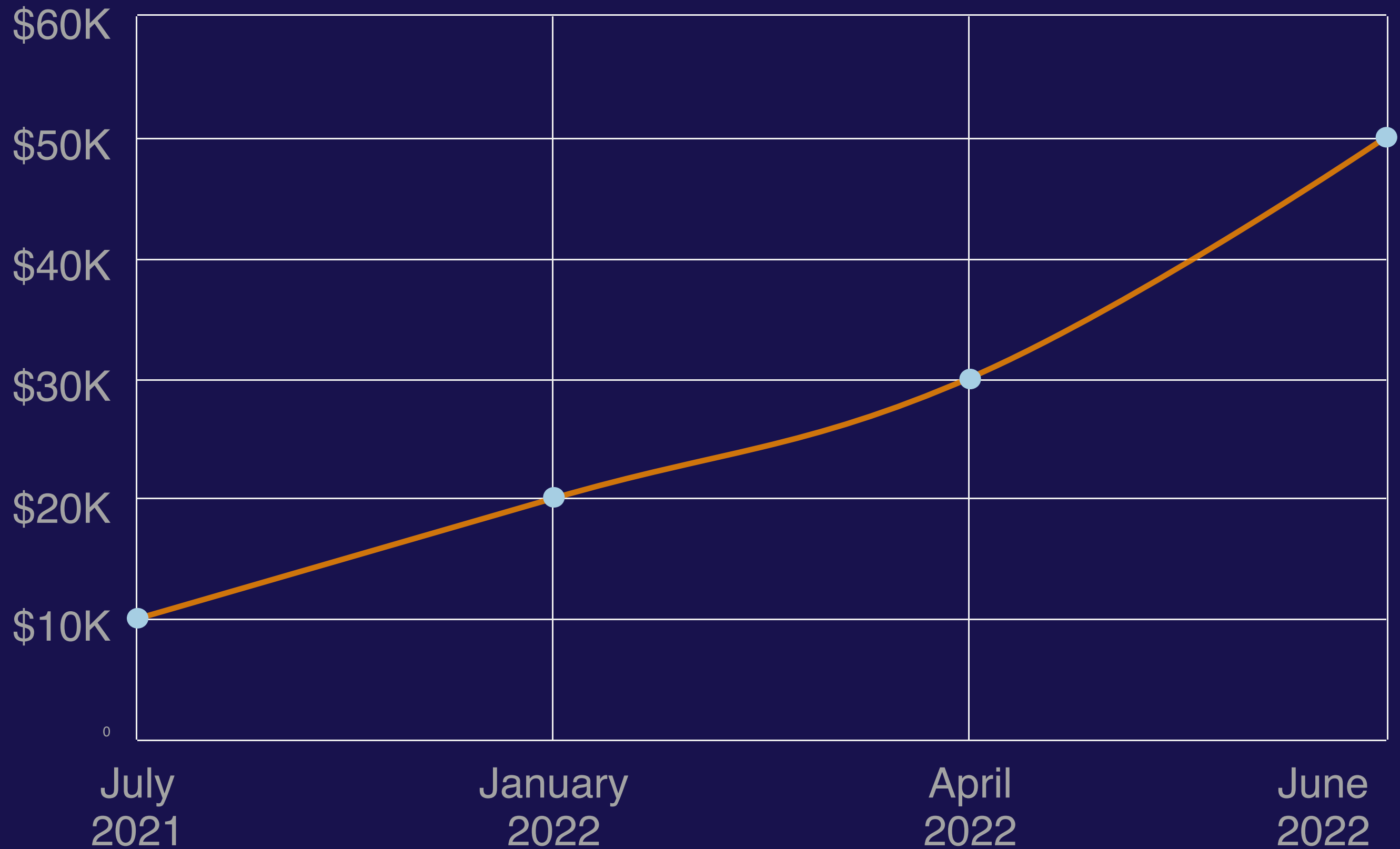
Differentiation

Personalized curriculum

A half of the cost

High accountability from coaches

User Testimonials

Ajevan Mahadaya

"I increased my salary by **$20K** after 5 months of Skillify training."

Mayu Ganesathas

"Skillify helped me get my first job in tech. I now make **$10K** USD per month remotely from home"

Brian Lee

"Skillify gave me the technical skills to become a better Product Manager. I was able to land a role that paid **1.5x** more than what I was making."
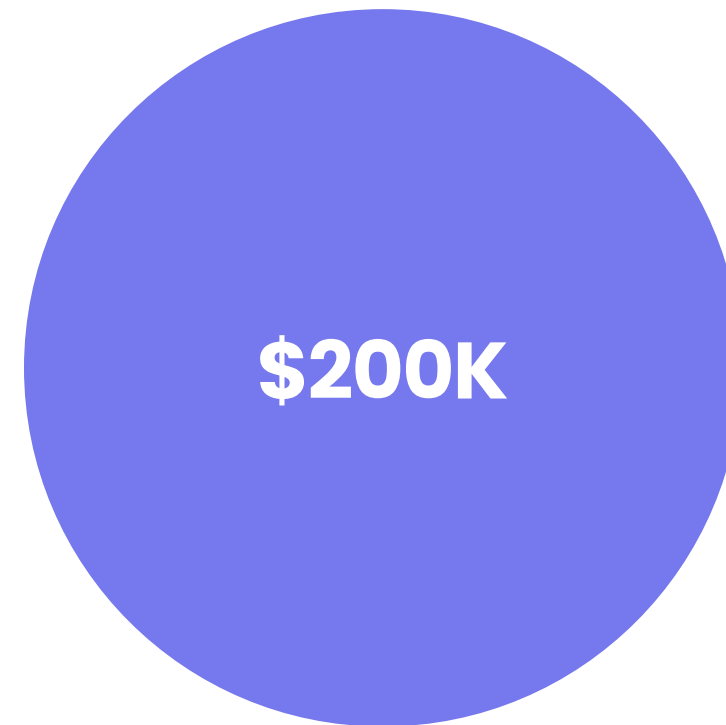
Financial

We're looking to raise $1.2 million to scale and sell our training program to businesses, school boards and parents
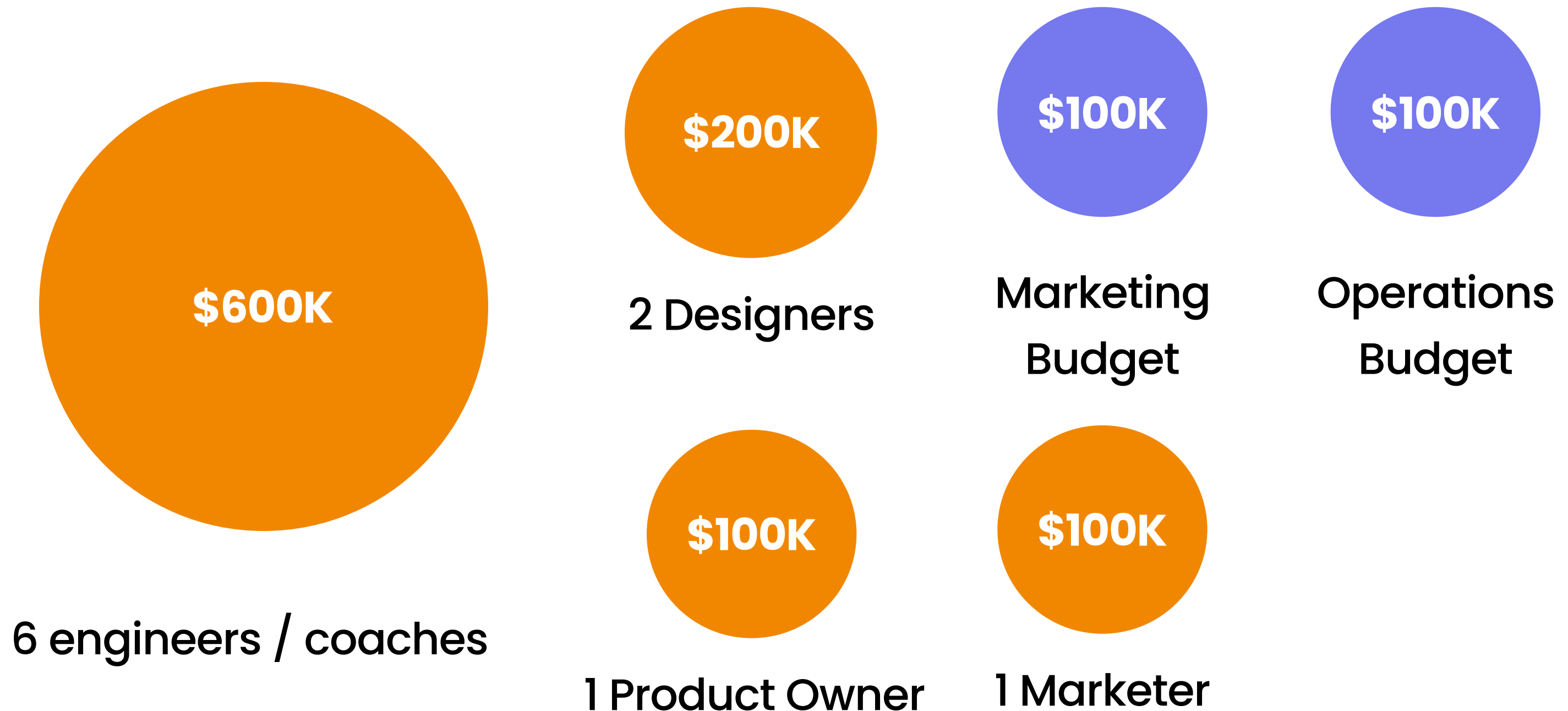
$900K

$200K
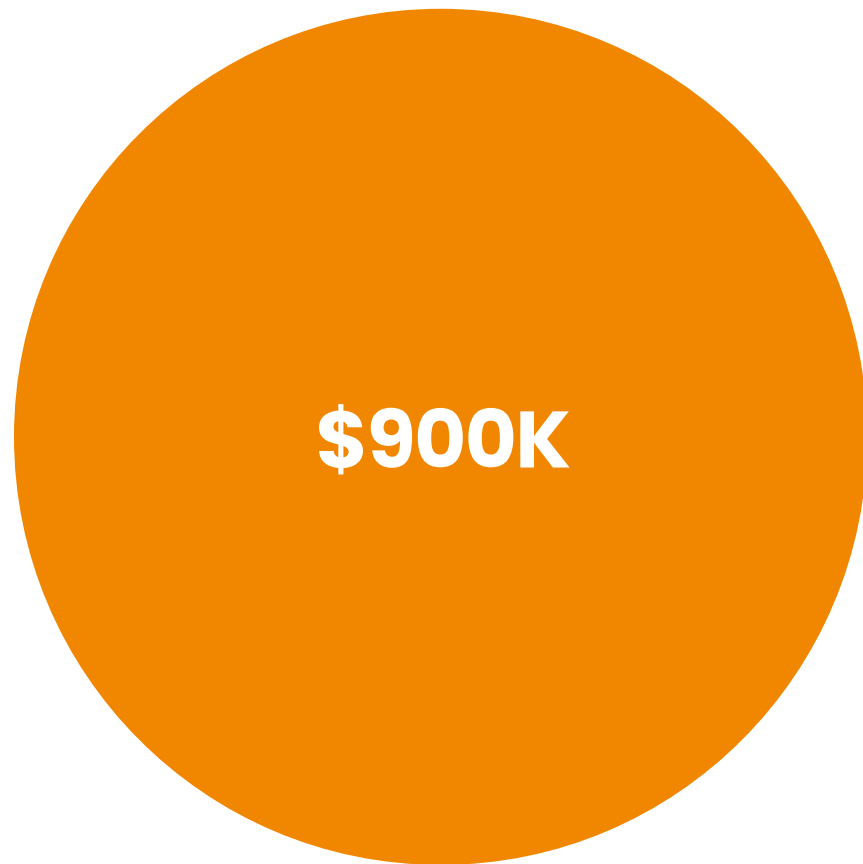
Team Expansion

Marketing/Operations Budget

Financial

We're looking to raise $1.2 million to scale and sell our training program to businesses, school boards and parents

$200K

$100K

$100K

$600K

2 Designers

Marketing Budget

Operations Budget

$100K

$100K

6 engineers / coaches

1 Product Owner

1 Marketer

Meet the Team!

We are a small team of UWaterloo co-op students and alumni who work completely remote.

We're looking to expand our team!

Vithushan Namasivayasivam
Founder

Lavan Nithianandarajah
Lead Engineer

Lyn Michelle Cruz
Lead Designer