

RISEGUIDE

Reinventing
self-improvement with
role models approach



Max Savchyn

- Bachelor's in Marketing and a Master's in Business Development, University of Kyiv-Mohyla Academy
- Brand & Business Strategy at Yarche (ex-Fedoriv), Kyiv
- Product Manager at Genesis, Cpamatica, Kyiv
- Founder of sipsome.coffee startup, Kyiv
- MBA at Ivey Business School, #1 business school for 9 years straight in Canada
- Senior Product Manager at Boosta, Berlin
- Product Lead at RiseGuide
- Into bouldering and tennis, total nerd about tea and coffee, invested in longevity gadgets, and absolutely obsessed with micro-learning and self-improvement

Good thing I'm not the only one

~\$65B з CAGR 8%

Self-Improvement ринок -
великий і має значний ріст.

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Підсилює тренд *booming social media*.

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Немає clear-winner

Є десяток лідерів і довгий хвіст.
Гравців багато, гігантів мало -
“Amazon” в ніші немає.

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Role models are the key

Люди вчаться у людей, а не з книг. Найпопулярніший жанр в Америці - це автобіографія.



StudyFinds

Research, in a nutshell.

6 in 10 Americans credit celebrity role models for getting them through tough times

OCTOBER 9, 2022

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by Chris Melore

NEW YORK — Six in 10 (59%) Americans credit a celebrity with helping them push through some sort of “limit” in their lives, new research reveals. A recent poll of 2,000 U.S. adults over the age of 30 finds people have overcome a tough time personally (44%), taken on a challenge they didn’t think they could do (44%), and improved their physical health and nutrition (41%) thanks to a celebrity role model.

Sixty-nine percent say they’re more likely to respond positively to **celebrities** if they know they’re struggling with a similar issue.

- Memoirs and Biographies is the #1 best-selling hard copy book, non-fiction book category on Amazon
 - It comes in ahead of
 - [Self Help](#)
 - Religion and Spirituality
 - Health, Fitness, and Dieting
 - Politics and Social Science
- For e-books, memoirs and biographies come in second behind religion and spirituality.
- 31% of Americans say biographies are their favorite book genre.
- Almost 50% of non-fiction books on the NYT BSL are biographies or memoirs.
- Of 2,025 non-fiction books to have reached the NYT BSL, almost 900 were biographies or memoirs.

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GET UP TO 50% OFF THIS FATHER'S DAY

OFFER ENDS SOON

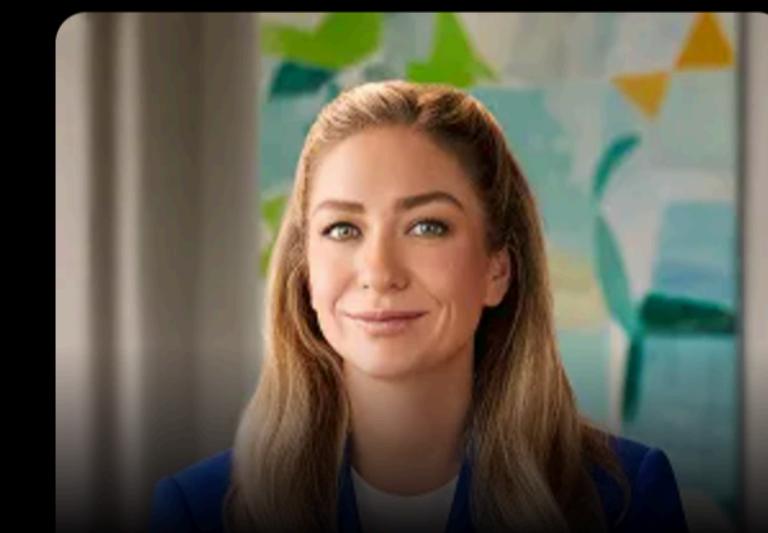
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Strahinja Banovic
CH • 1 review



I don't recommend this platform.

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I really wish I hadn't paid for it. They claim to offer masterclasses, but in reality, it's just a bunch of anecdotal interviews. You don't actually learn anything practical.

I watched around 10 of their masterclasses, but I only managed to finish one — mostly because the content just isn't useful. It's not the worst thing ever, but it definitely doesn't live up to what they promise. If you're expecting skill-building, look elsewhere.



Jocelyn Harris
US • 1 review

It is an expensive podcast platform with shady payment practices

It is an expensive podcast platform. While entertaining it is not "classes" when I went to cancel they stated I should keep it until it expires since they charge the entire year upfront. They stated they would remind me



Opinions Matter
US • 1 review

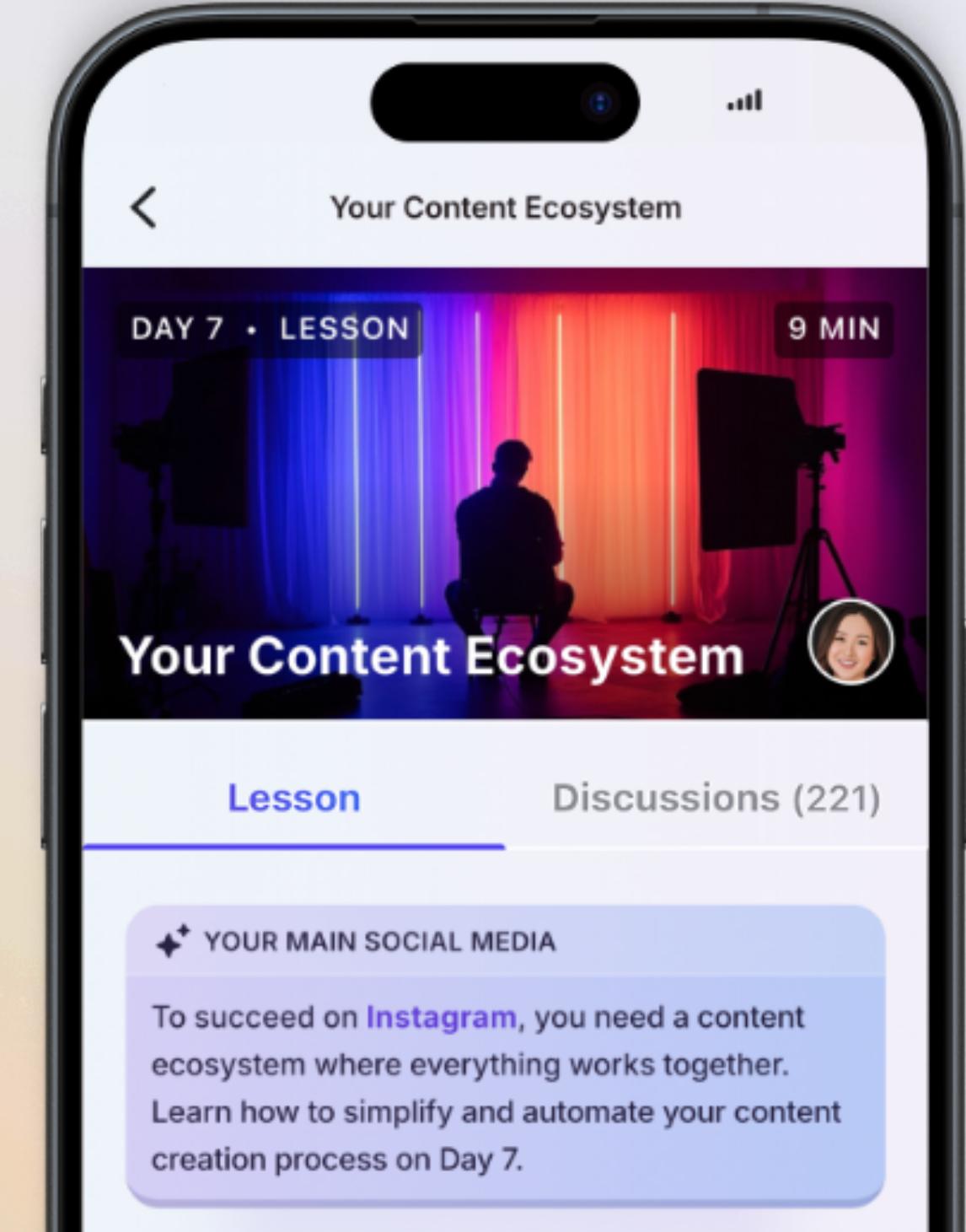
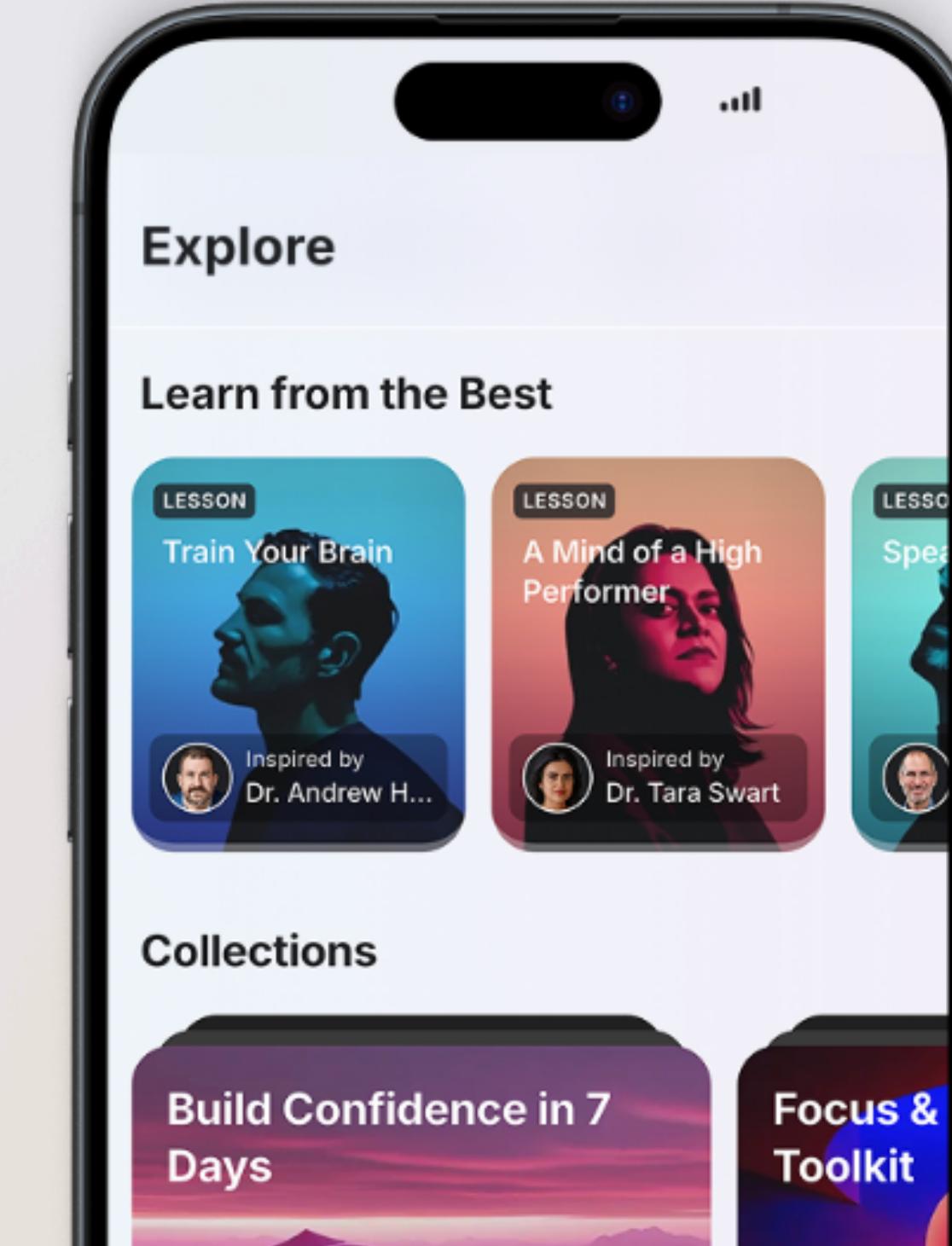
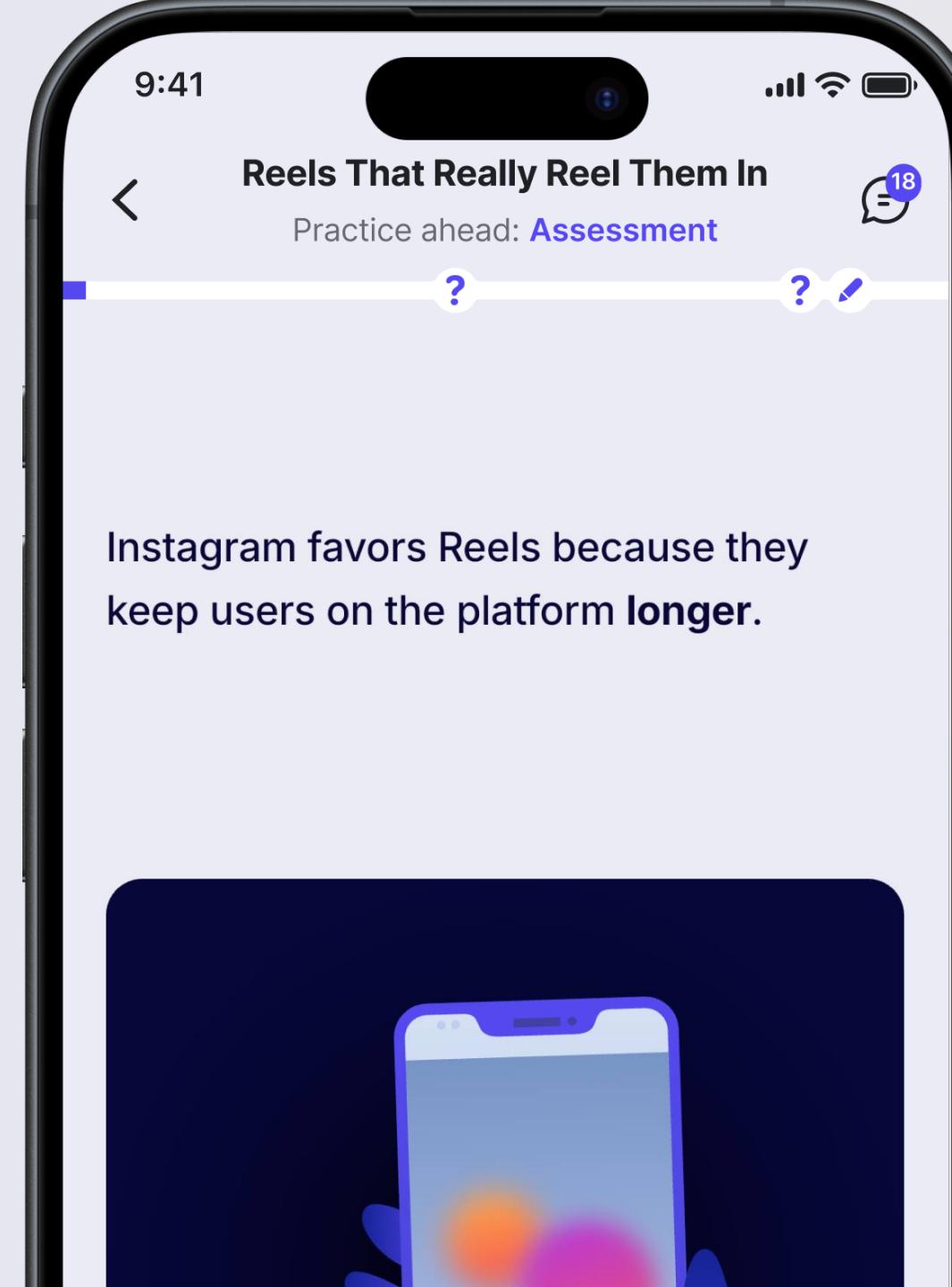
Classes suck & here's why...

It sucks. I was a subscriber.

They imply these people will TEACH you...that means they show and explain how you do it. Instead I feel they spend 99% of the time telling you what they did or what you should do, but (and here's the key) they don't TEACH you HOW to do it. Class after class was them essentially telling their story, or things they've done. Great...now tell me HOW to do

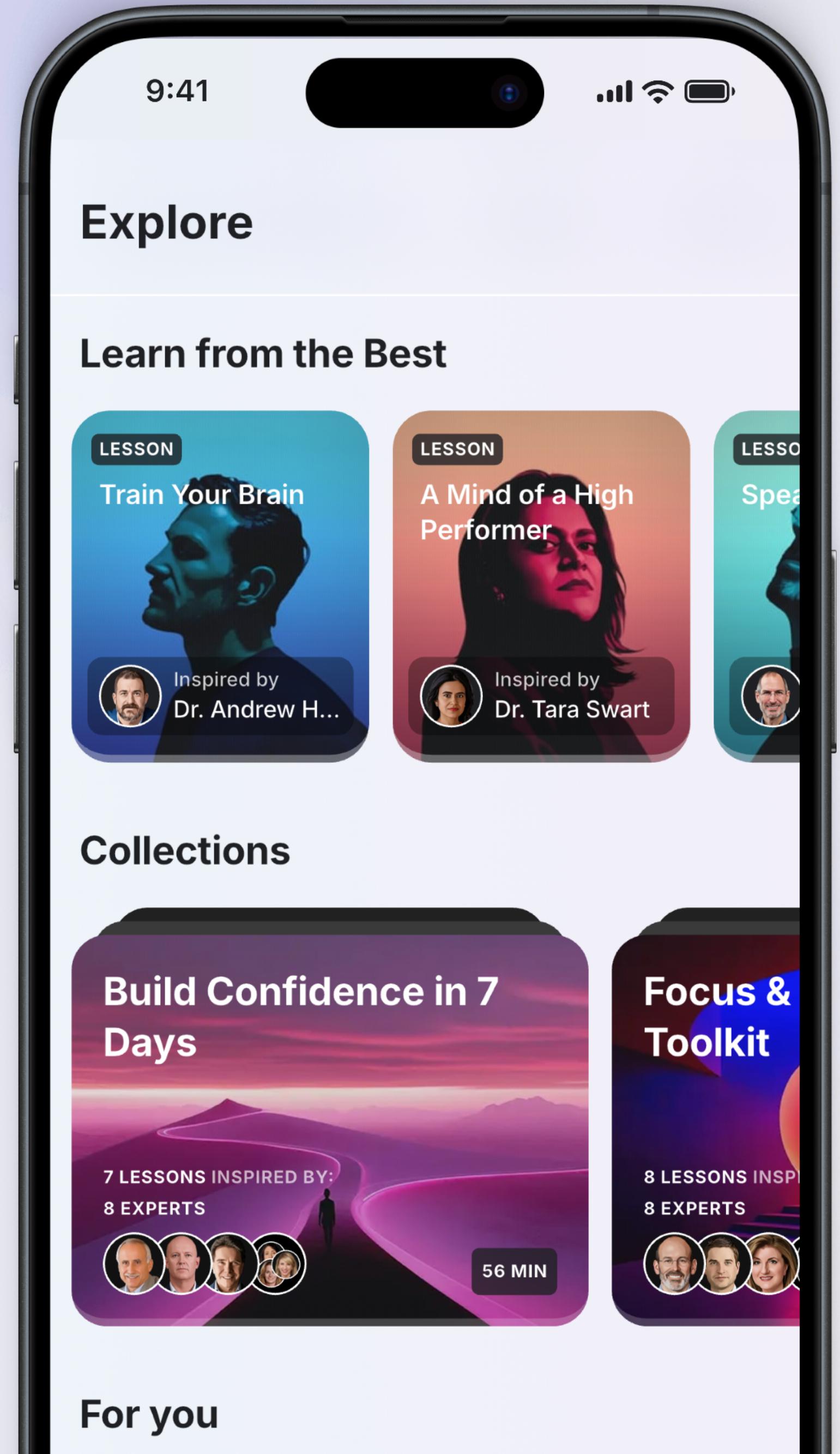
OUR SOLUTION

Bite-sized learning App covering personal development topics and teaching life principles on examples of successful people



Self-Actualisation





What we believe in

Self-actualisation is what everyone should be pursuing.

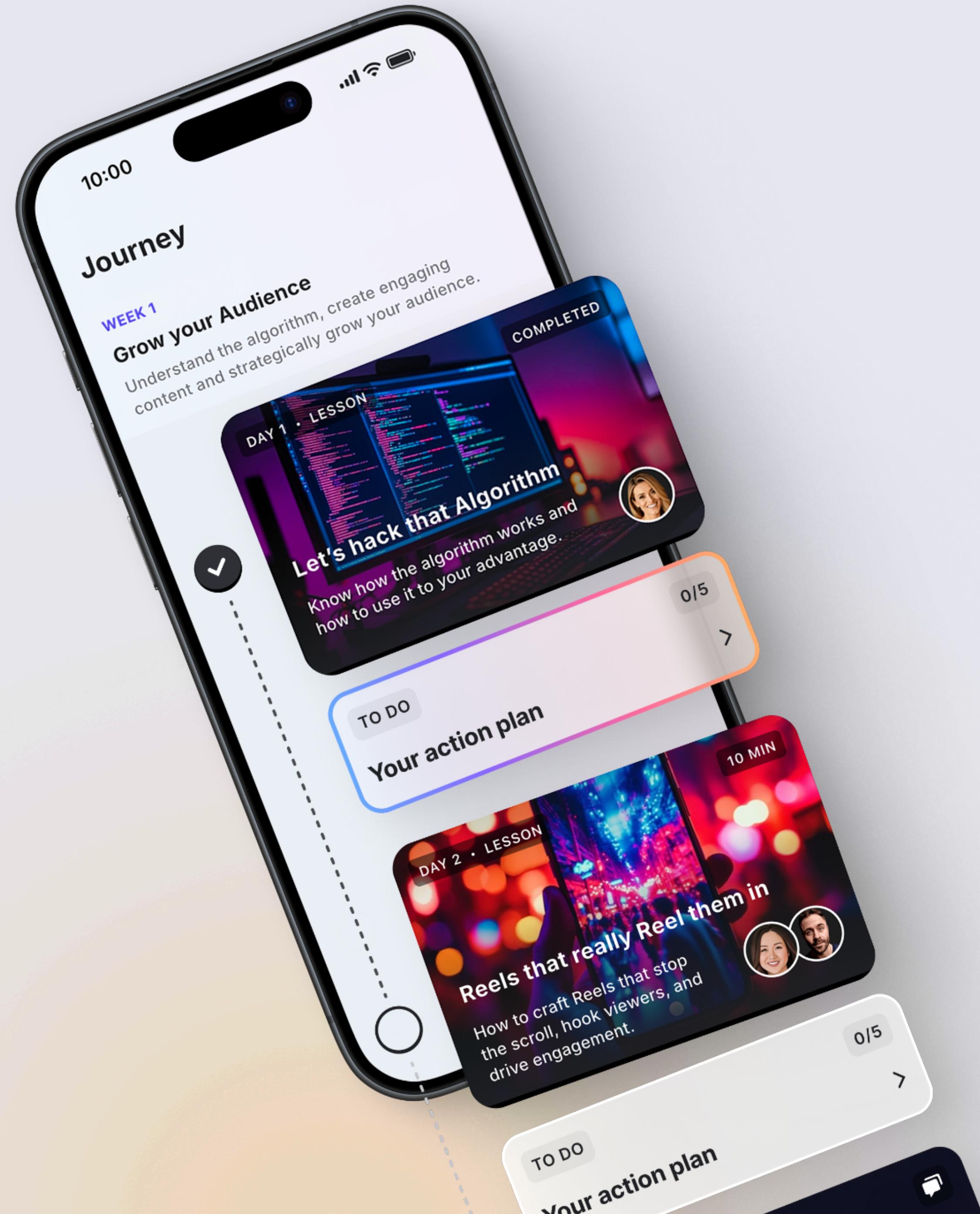
Bring the power of role models to everyone.

If one biography can change a life – RiseGuide can change millions.

For you

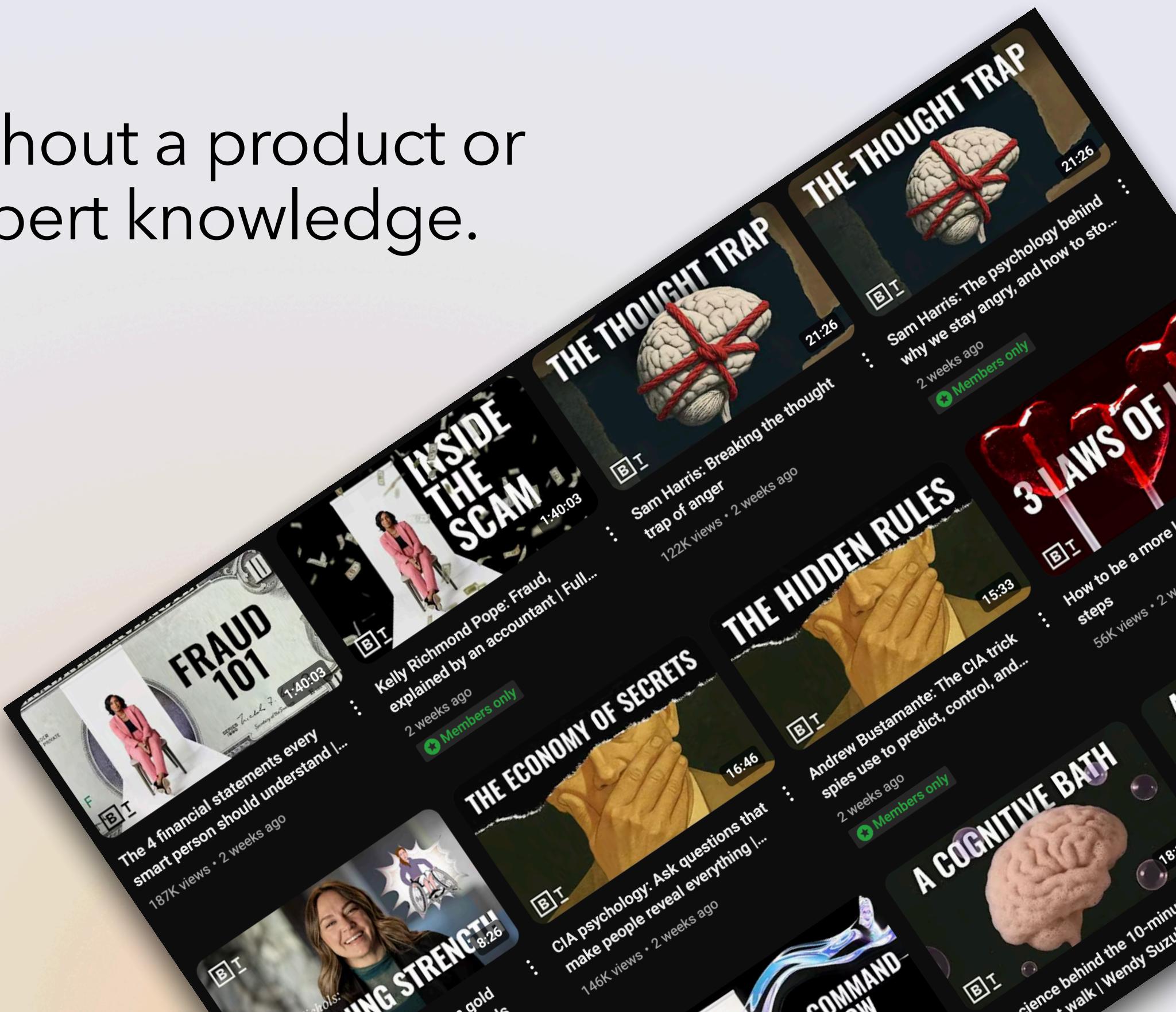
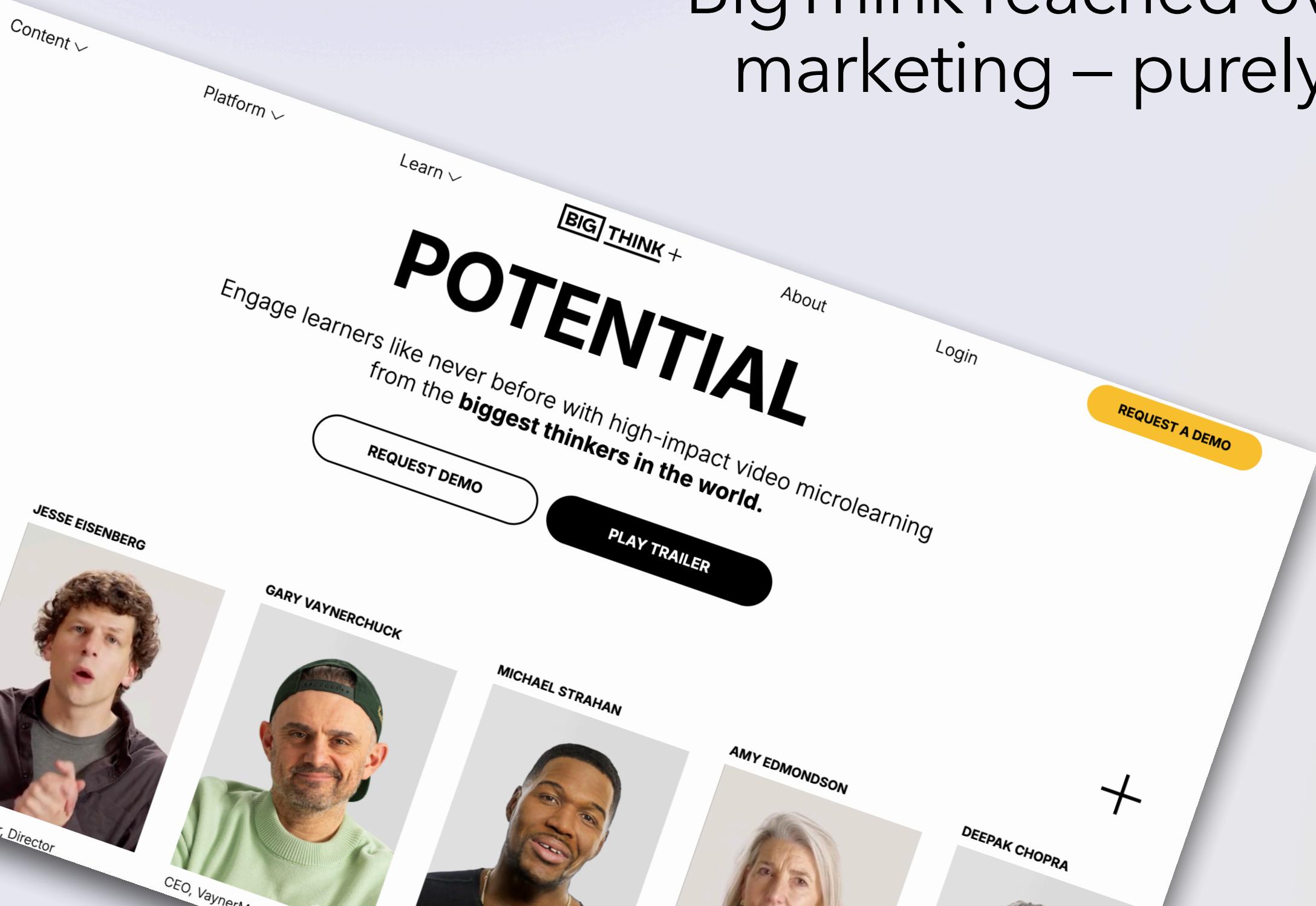
RiseGuide transforms real success stories into daily actions.

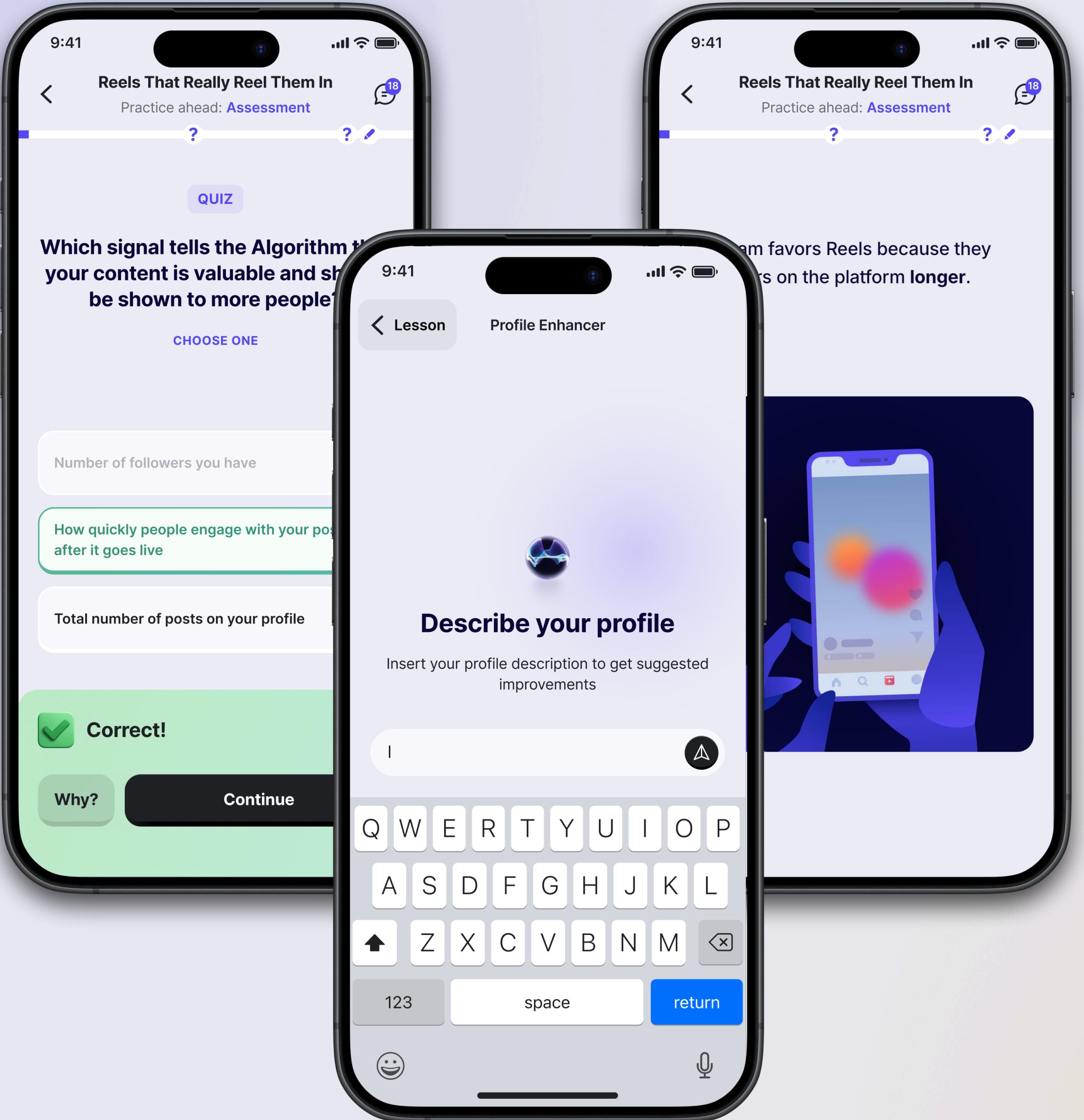
Thus, thanks to the RiseGuide product, users get access to practical advice from such leaders as Andrew Huberman, Simon Sinek, Richard Branson, Steve Jobs, and others.



It works!

BigThink reached over \$20M ARR without a product or marketing – purely by collecting expert knowledge.





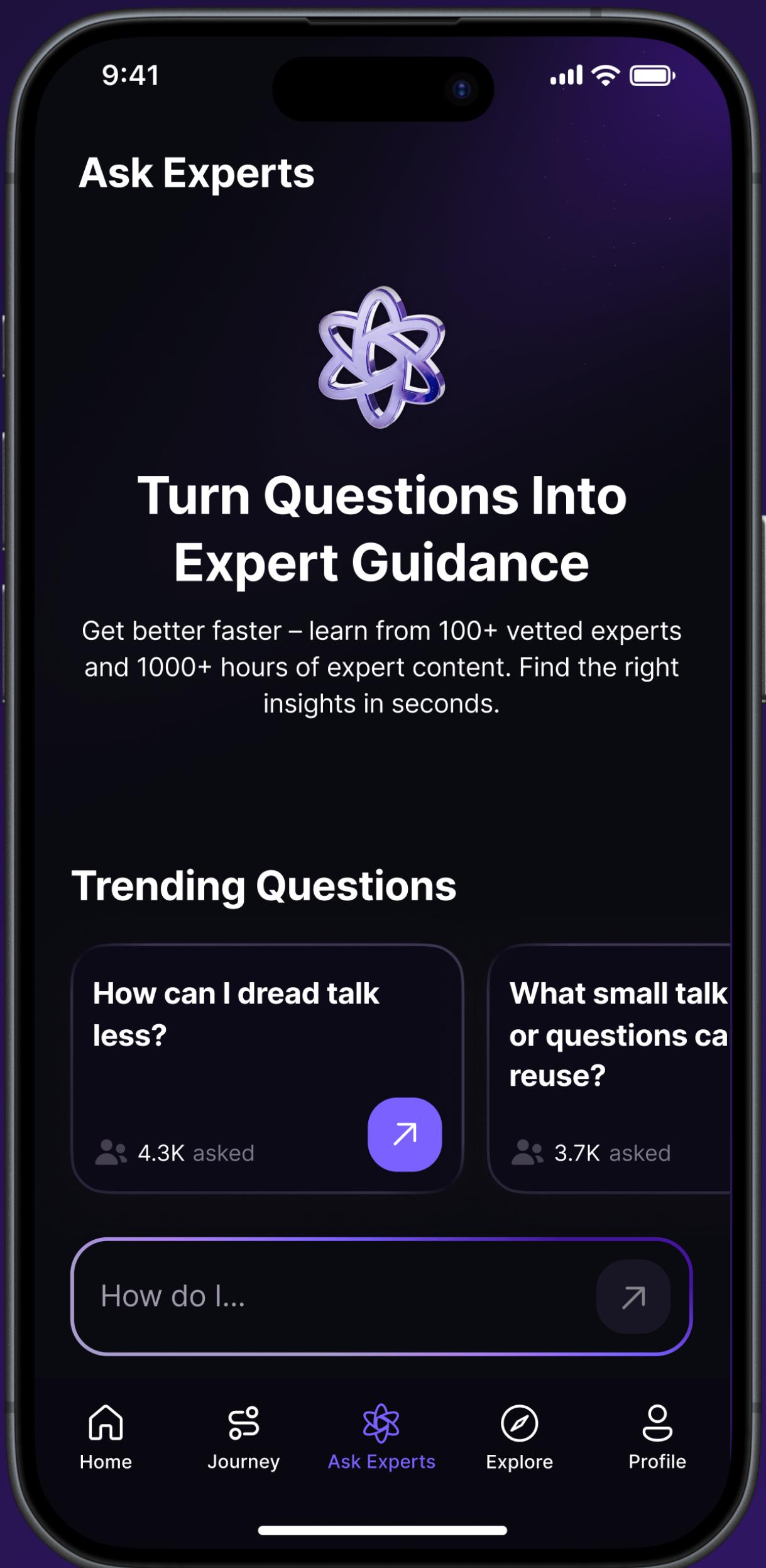
Innovate to make studying addictive

Algorithms have made social media incredibly addictive, and people feel like they're getting worse every day.

Let's make learning just as powerful – so people feel like they're getting better every day.

Search Engine for Expert Knowledge

SEEK - to make learning
even more effortless



Looking for 3Hs



Forbes

<https://www.forbes.com> › t... · Перекласти цю сторінку · :

The Dream Team: Hipster, Hacker, and Hustler

22 серп. 2012р. — “To run an efficient team, you only need three people: a **Hipster**, a **Hacker**, and a **Hustler**.” When I look at the better teams I’ve been a part of, this has ...

Socials and Q&A

