

Elevate 360

The Professional Development Ecosystem

A Modular SaaS Framework for Lifelong Growth, Intelligent Recognition & Human-Centered Innovation

"Built for professionals. Powered by ecosystems. Guided by AI. Driven by purpose."

Presented By

CMO – Azmi Mohd Sabtu

9 June 2025

www.elevate360.com

June 2 – June 13**PHASE 1: Pre-Reka Foundation & Strategic Priming**

Key Activities:

- Cultural Induction
- Tools Training
- Agile Simulation
- Intro to Elevate360
- Mini Challenge

**June 16 – July 23****PHASE 2: Reka Lab Tech Immersion**

Key Activities:

- AI/ML Basics
- MVP building
- Mentor Reviews
- Skill Tagging

**July 24 – August 30****PHASE 3: Elevate360 Alpha Build Sprint**

Key Activities:

- Sprint 1: LMS
- Sprint 2: Dashboard
- Squad Rotations
- Documentation

September 1 – 30**PHASE 4: Real-World Simulation & Product Communication**

Key Activities:

- Client Simulation
- Marketing Campaigns
- Soft Launch
- Growth Hacking

**October 1 – 31****PHASE 5: Reka Lab Venture Sprint**

Key Activities:

- Micro-product Ideation
- Pitch Decks
- Demo Day
- Leadership Eval

**November 1 – December 13****PHASE 6: Final Projects & Career Funnel**

Key Activities:

- Final Showcase
- Portfolio Development
- Career Coaching
- Hiring Decisions



Skill Competency Mapping

Product Design

Core Skills : UX/UI, Wireframing, Prototyping

Tools / Frameworks : Figma, Whimsical

Assessment Method : Live design review, usability test

Development

Core Skills : Frontend, API, Git workflows

Tools / Frameworks : React, GitHub, Postman

Assessment Method : Code review, feature completion

Content

Core Skills : Copywriting, Storytelling, Branding

Tools / Frameworks : Canva, Notion, Grammarly

Assessment Method : Campaign pitch, content calendar

Marketing

Core Skills : Persona mapping, Ads, Analytics

Tools / Frameworks : Meta Ads, Google Analytics

Assessment Method : Mock campaign metrics

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"The Operating System for Human Growth in a Decentralized World"

What Is Elevate360?

Elevate360 is a :

- Modular,
- SaaS-powered
- Professional development ecosystem
- Comprehensive Lifelong learning Platform
- Social Networking Platform
- Network-of-Network
- Comprehensive Credential and Proof Platform
- Individual Professional Records



The Problem We're Solving

- People switch careers more often than ever.
- Learning happens everywhere — but often goes unrecognized.
- Community and trust are rising, while degrees and job titles decline in influence.
- Most platforms are institution-centric, not user-centric.
- The data is everywhere — but it doesn't speak to each other.

Main Design Rationale

**Growth is
Continuous (Kaizen)**

The question is how fast you want to grow?

**Growth is
Everywhere**

The question is what is the grow you want?

**Growth is
Unique**

The question is how will you benefit from your grow?



Habit

Desire

Reward



The Growth

Formal Learning

Structured, curriculum-based learning delivered by accredited institutions or organizations. It often leads to recognized certifications or qualifications and follows a set syllabus.

Example : Taking a diploma course in digital marketing at a university, or earning a Google Project Management Certificate on Coursera.

Experiential Learning

Learning through hands-on experience, reflection, and real-world problem-solving. It focuses on doing, observing, and refining based on feedback.

Example : Building a prototype as part of a hackathon, starting a small online business, blogs, competitive games, etc.

Informal Learning

Unstructured, self-directed learning that happens spontaneously during daily activities or interactions. There's no official curriculum or certification.

Example : Watching YouTube tutorials to learn Excel, listening to a podcast about leadership, or reading industry blogs/articles in your free time.

On-The-Job Training

Skill development that occurs within the workplace during normal job duties, usually under the guidance of a supervisor, trainer, or mentor.

Example : A junior developer learning new programming techniques while contributing to a real project, internship, apprenticeship, shadowing, etc.

Social Learning

Learning that occurs through observing, interacting with, and receiving feedback from peers, mentors, or communities. It's often collaborative and discussion-based.

Example : Participating in a community Slack group to share resources and insights, learning soft skills from peer feedback, or joining a peer review group on Elevate360.

Off-The-Job Training

Training that occurs outside of regular job duties and the physical workspace, often in structured settings like workshops, online courses, or bootcamps.

Example : Attending a weekend leadership workshop, completing a self-paced online course after work hours, or enrolling in a part-time evening class for upskilling.

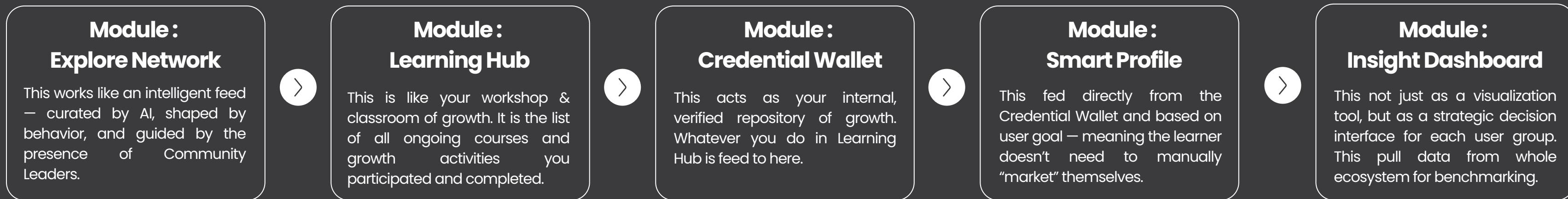
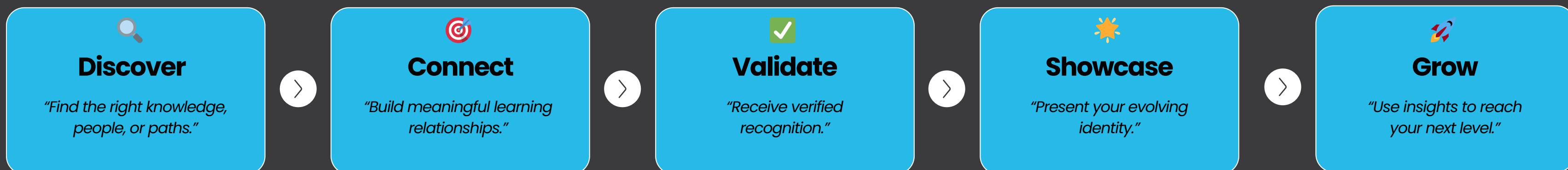
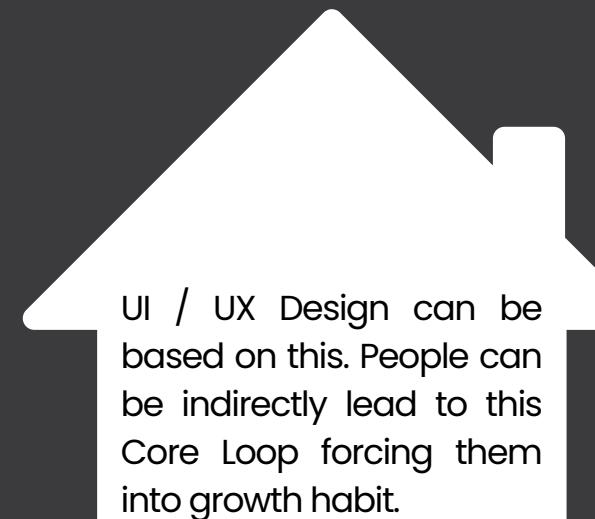
The Five Pillars of the Elevate360 Ecosystem

"How Elevate360 Empowers Growth Through Identity, Role, and Purpose"



Seamless Gamification Integration

Core Loop [The Growth & Trust cycles] + Bartle's Taxonomy

UI / UX Design can be based on this. People can be indirectly led to this Core Loop forcing them into growth habit.



Modular USP Framework - 'Software-as-a-Services [SaaS]'



Discover

"Find the right knowledge, people, or paths."

Explore Network

Discovery-as-a-Service (DaaS)

Powered by community and algorithmic curation, ensuring no one left out.

Learner & Professional

Social Space just like any social media.

Trainer, Educator & Mentor

Staying abreast with ecosystem trends especially in-terms of training gap.

Employer & Community Leader

Survey and recruit potential talents or community members.

Modular USP Framework - 'Software-as-a-Services [SaaS]'




Connect
"Build meaningful learning relationships."

Learning Hub

Learning-as-a-Service (Laas)

Comprehensive Learning and training link with industry relevancy and national taxonomies. Data is fed to the Credential Wallet.

Learner & Professional

Participate in online course and training here. Verified offline course & training participation here.

Trainer, Educator & Mentor

Create, manage, and learning material and other Training content.

Employer & Community Leader

Publish institutional training programs , invite trainers and mentors to develop relevant content on their behalf.



Modular USP Framework - 'Software-as-a-Services [SaaS]'



Validate

"Receive verified recognition."

Credential Wallet

Verification-as-a-Service (Vaas)

Makes achievement portable, verifiable and trustworthy. This is your unique cloud data storage.

Learner & Professional

Total /list of Certificates & endorsement received.

Trainer, Educator & Mentor

Total /list Certificate & Endorsement Given.

Employer & Community Leader

Total /list contribution towards knowledge /skill /behavior relevancy acknowledge & highlighted.

Modular USP Framework - 'Software-as-a-Services [SaaS]'



Showcase

"Present your evolving identity."



Smart Profile

Identity-as-a-Service (IDaaS)

Your verified professional persona. Portable [Unique Personal QR-Code]. Dynamic. Actionable.

Learner & Professional

Latest & High value Certificate & Endorsement.

Trainer, Educator & Mentor

Top 3 Successful Trained / mentored Professional.

Employer & Community Leader

Top 3 Successful Employee or Community members.

Modular USP Framework - 'Software-as-a-Services [SaaS]'




Grow
“Use insights to reach your
next level.”

Insight Dashboard

Analytics-as-a- Service (AaaS)

Pulls data across the entire
Elevate360 ecosystem,
enabling benchmark against
sector-wide trends, regional
standards to global patterns.

Learner & Professional

Knowledge / Skill / Behavioral
leaderboard

Trainer, Educator & Mentor

Top 1000 talents market
share : How many of these
top 1000 in your industries
have ever trained or
mentored by you.

Employer & Community Leader

Top 1000 talents market
share : How many of these
top 1000 in your industries
are working for you or part of
your community members

Central Module & USP

"The Backbone of Integrity, Intelligence & Systemic Coordination"

Module: Explore Network

This works like an intelligent feed – curated by AI, shaped by behavior, and guided by the presence of Community Leaders.

Module: Learning Hub

This is like your workshop & classroom of growth. It is the list of all ongoing courses and growth activities you participated and completed.

Module: Credential Wallet

This acts as your internal, verified repository of growth. Whatever you do in Learning Hub is feed to here.

Module: Smart Profile

This feeds directly from the Credential Wallet and based on user goal – meaning the learner doesn't need to manually "market" themselves.

Module: Insight Dashboard

This not just as a visualization tool, but as a strategic decision interface for each user group. This pulls data from whole ecosystem for benchmarking.

Integrity-as-a-Service (IaaS)

Governance, moderation, and trust infrastructure – built-in

Detect and verify and approve user profile, credential and affiliation ensuring user integrity, preventing fraudulent data.

Review & approve new course/module submissions before publishing.

Monitor content quality, plagiarism, and relevance.

Module: Admin Console

The backbone of governance in Elevate360, enforcing quality, trust, and moderation rules across all user types.

Module: AI Mentor

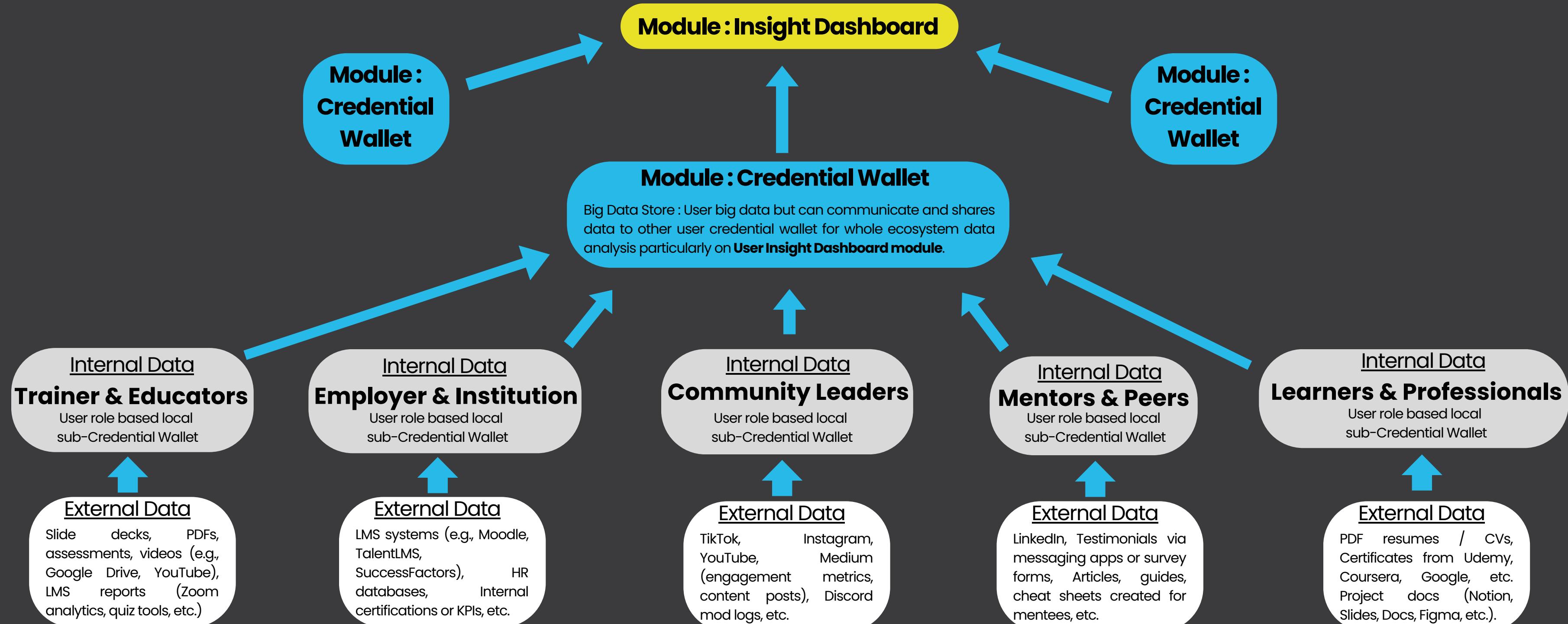
User companion – not just a recommender, but a behavioral engine that adapts to each user's goals, actions, and evolving identity.

Intelligence-as-a-Service (IaaS)

A cognitive companion for personalized progression

Data Interoperability & Ecosystem Integration - Concept

"Seamless data flows. Internal harmony. External amplification."



Module Customization Concept

"Modular Design enable sub-modular custom module specific & exclusive for certain stakeholder needs but are integrated to the default module"

**Default Module:
Explore Network**

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Integration ↑

Integration ↑

Integration ↑

Integration ↑

Integration ↑

**Custom Module:
Explore Network**

Custom Features & Design

**Custom Module:
Learning Hub**

Custom Features & Design

**Custom Module:
Credential Wallet**

Custom Features & Design

**Custom Module:
Smart Profile**

Custom Features & Design

**Custom Module:
Insight Dashboard**

Custom Features & Design



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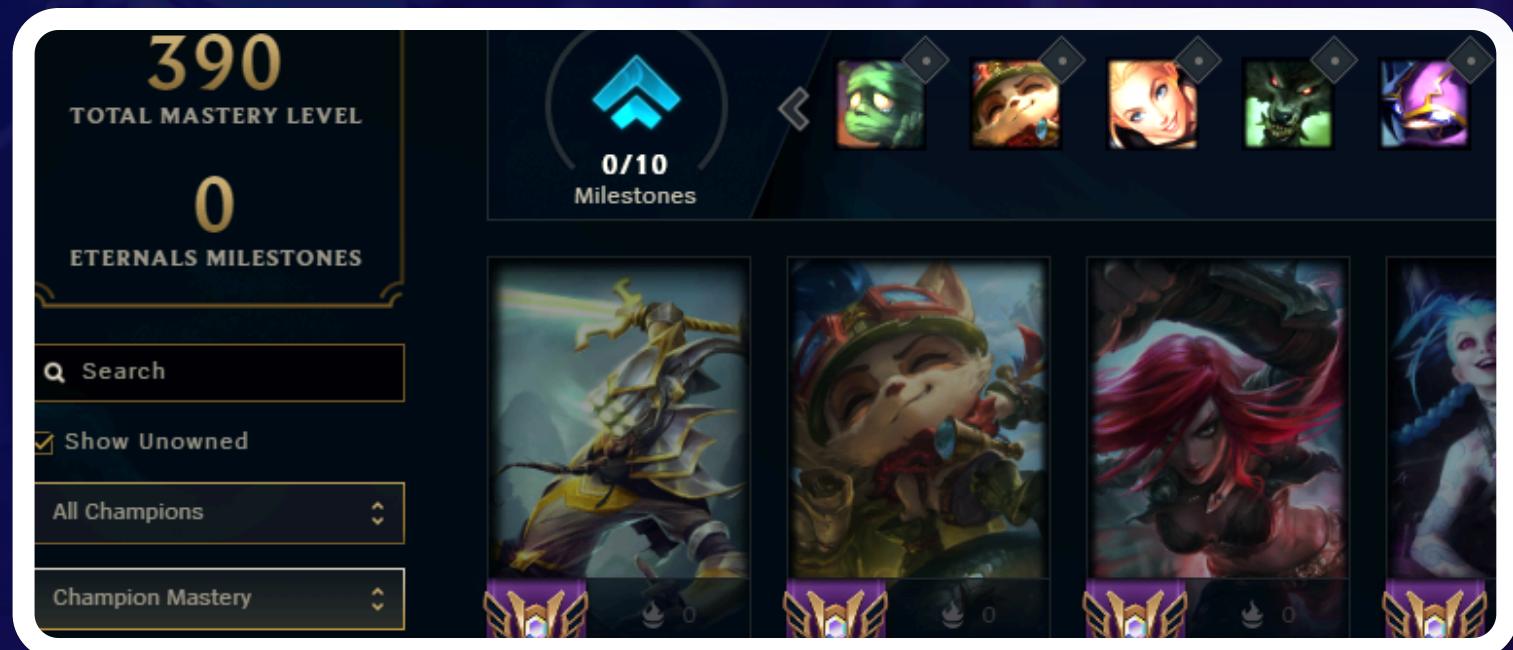
WELCOME TO:

HIGH-ELO GAMIFICATION ARCHITECTURE

A NEW ERA IN
PROFESSIONAL
DEVELOPMENT

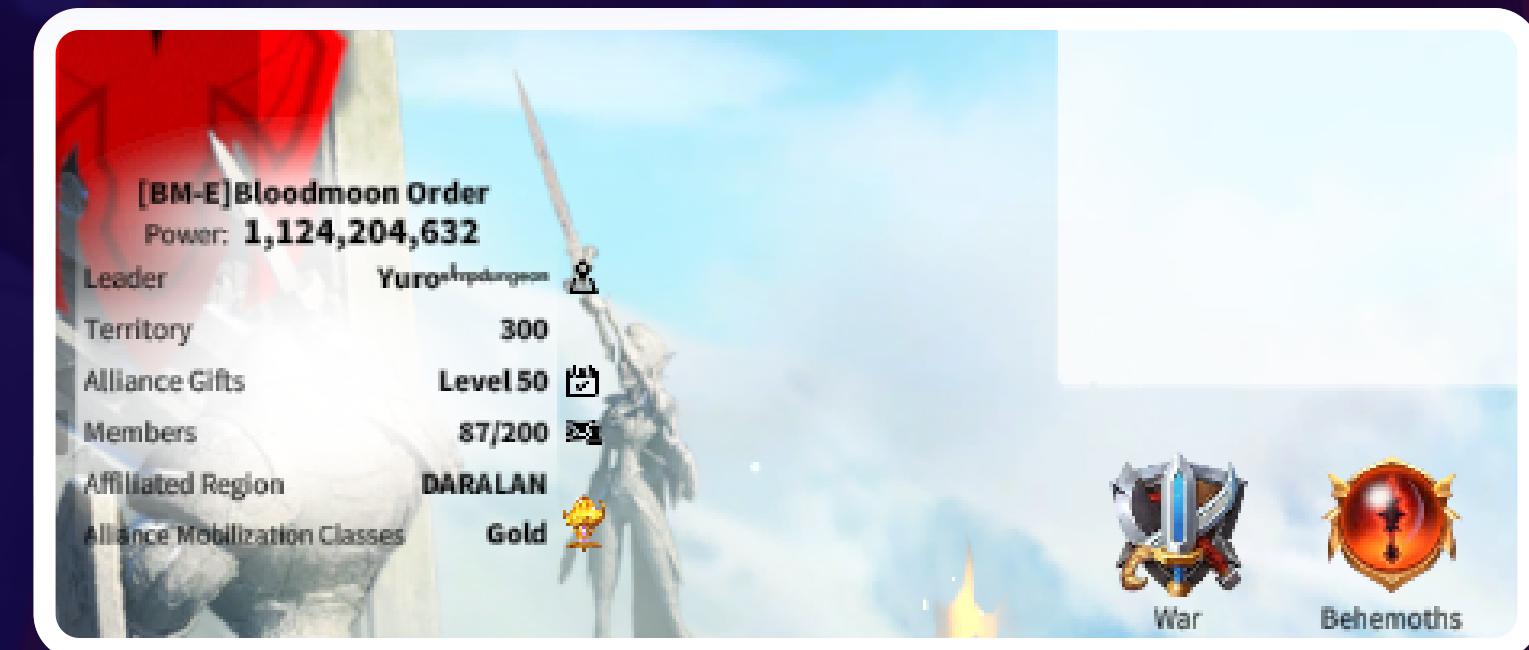
GAME START

SMART PROFILE MODULE



MASTERY LEVEL

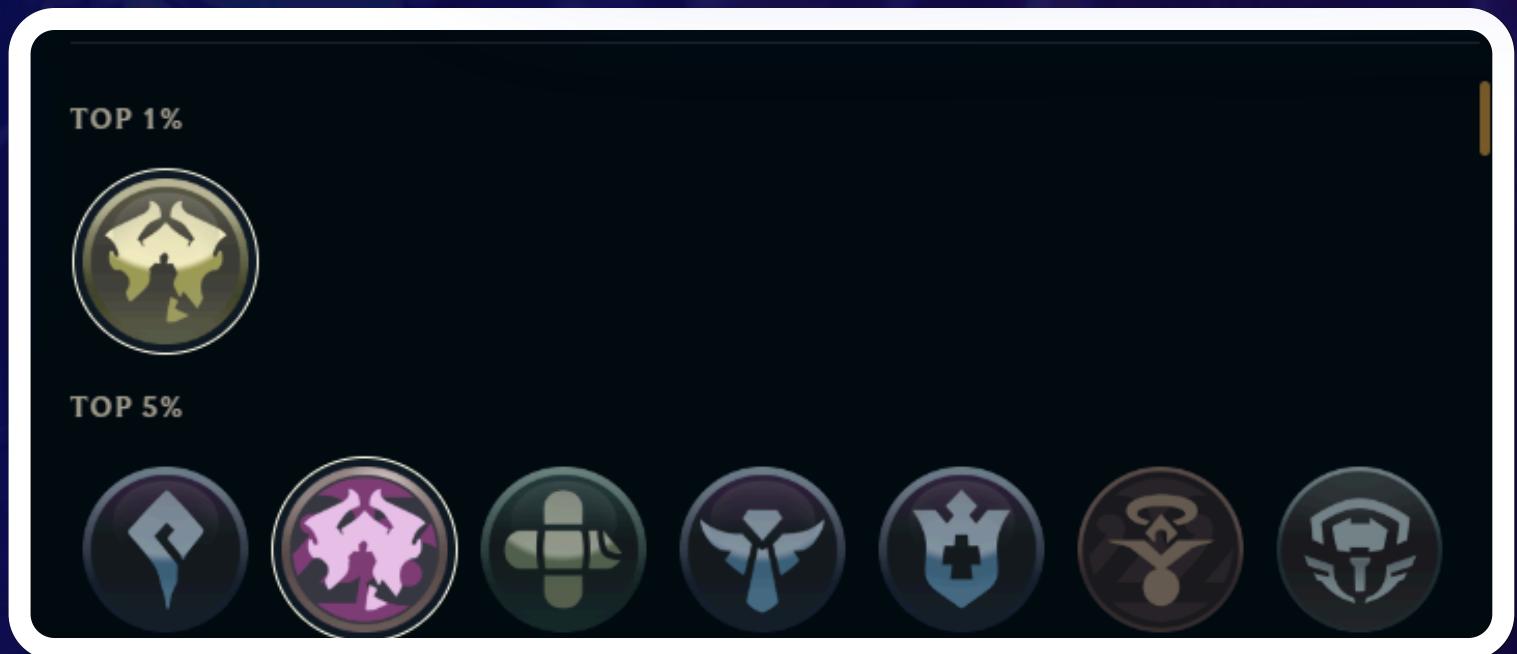
Learners and professionals gain experience points by completing training quests, participating in events, and receiving mentor validations. Their profile reflects sector-specific mastery, and they unlock new badges, titles, and status over time.



GUILD SYSTEM

For Employers and Community Leaders, it functions like a Guild system. Their level rises with every verified outcome generated by their members. Higher-level “guilds” gain access to advanced Insight Dashboard capabilities and can spotlight their programs more visibly across the network.

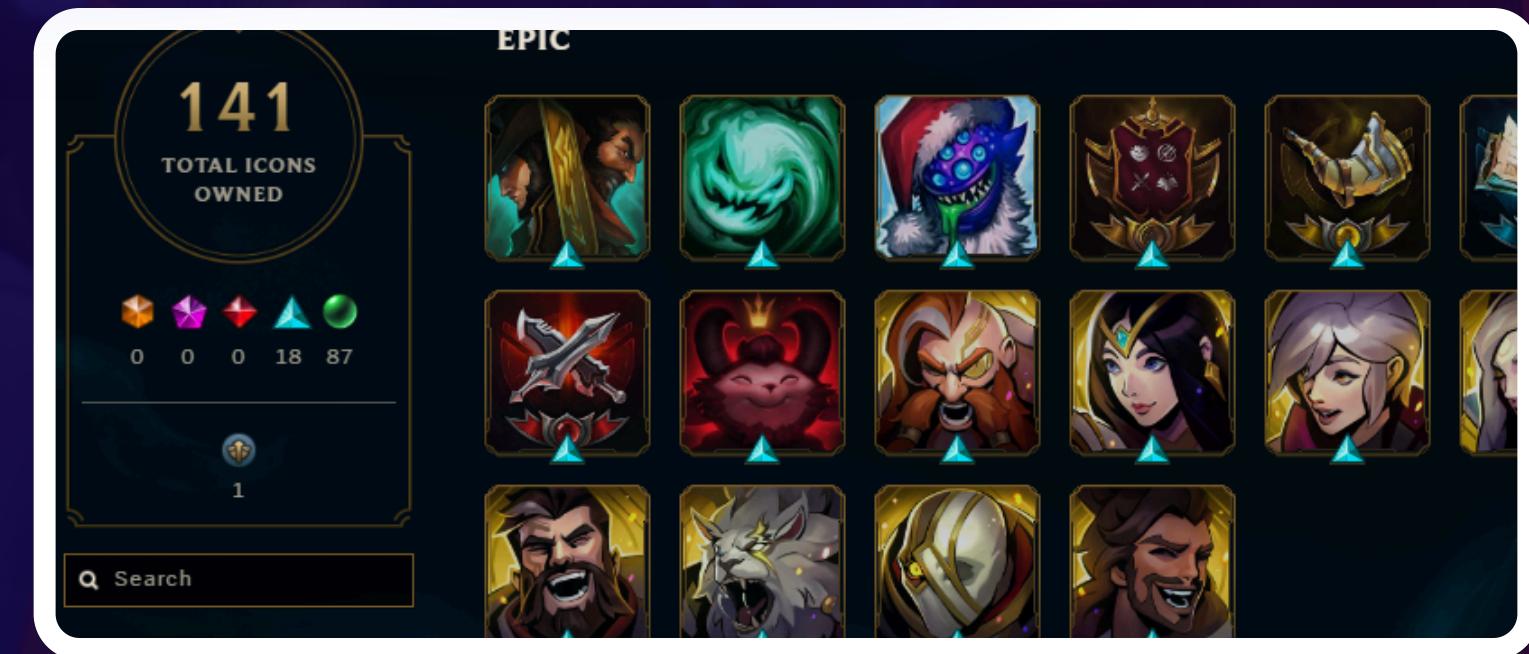
CREDENTIAL WALLET MODULE



TROPHY COLLECTION

The Credential Wallet is the user's treasure vault – a visual archive of their verified journey. But more than just storing certificates, the wallet features a full achievement system built on rarity, quality, and impact. Think of it as a trophy room with layers of depth.

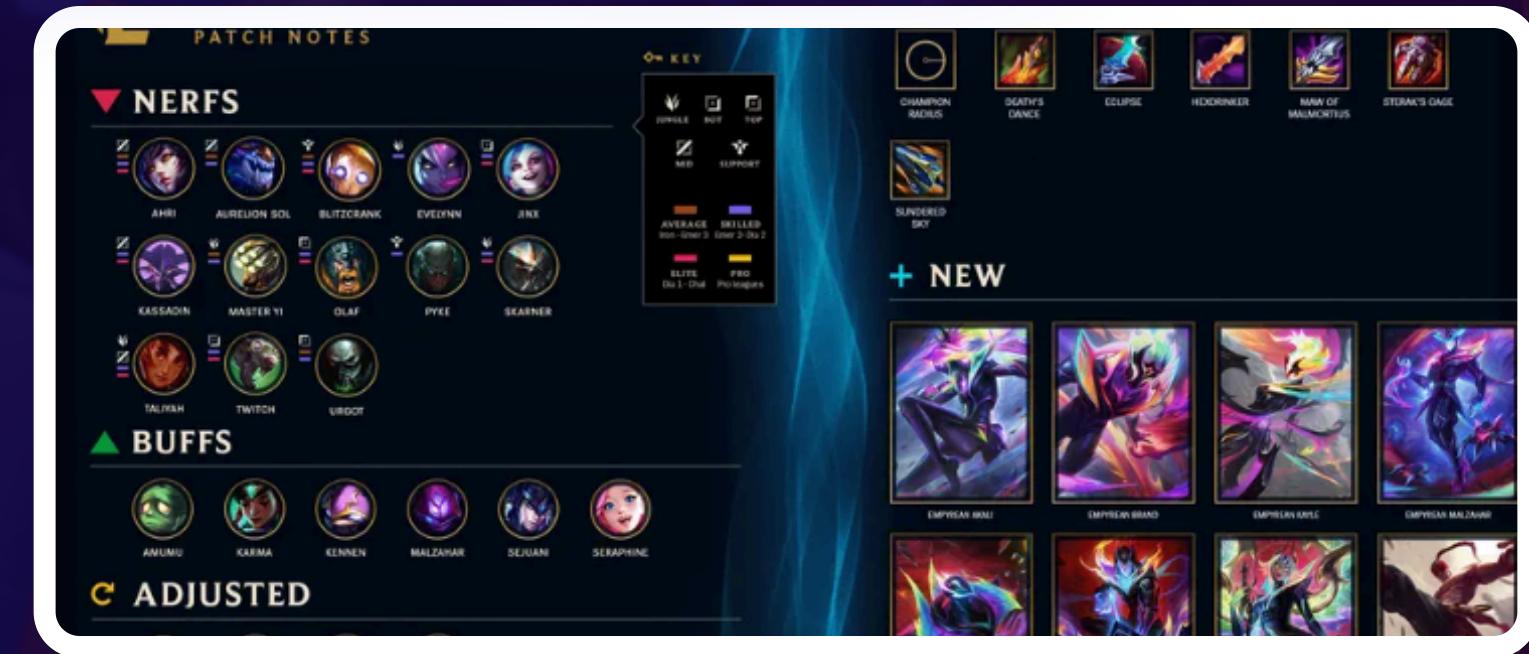
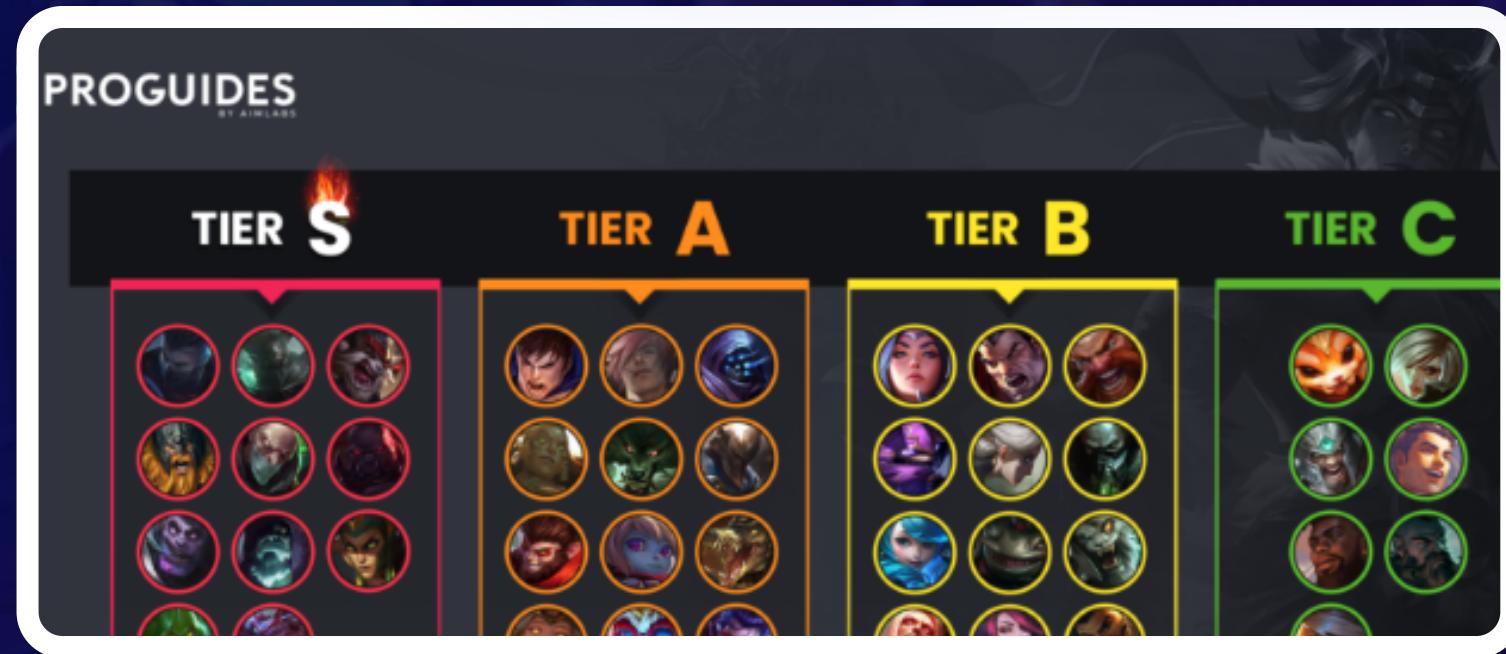
---PLUS---



TROPHY RARITY

Each badge comes with a rarity tier – from Common to Mythic – based on the difficulty & performance of the activity. For instance, a Mythic badge (Shows only 1% of users have this trophy) might be awarded only to users who consistently outperform KPIs in on-the-job training for five cycles in a row.

INSIGHT DASHBOARD MODULE

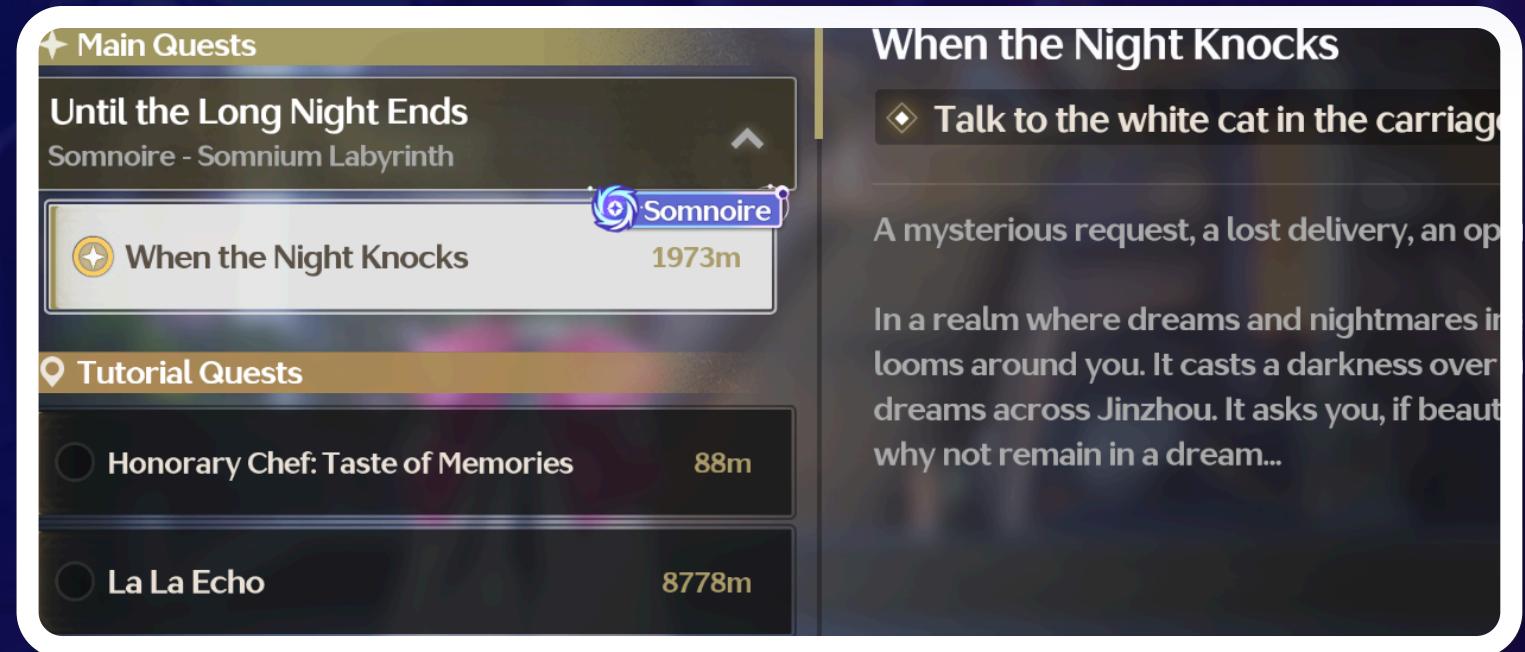


META TIER-LIST SYSTEM ---PLUS--- SEASON-BASED SYSTEM

This contributes to acting like a MOBA-style build planner or strategy map. Users can build their "professional builds" – strategic configurations of knowledge, skill, and behavior growth tailored to specific sectors, goals, and job roles. From win-rate, min-max methods, early-mid-late game, etc.

A dynamic, season-based system inspired by games, where real-world trends, market shifts, and environmental factors act as modifiers that reshape the "meta" of career and learning strategies, just as games evolve with patches, balance changes, or seasonal events that alter playstyles.

LEARNING HUB MODULE



Main Quests

- Until the Long Night Ends

Somnoire - Somnium Labyrinth

 **Somnoire** 1973m

 When the Night Knocks

Tutorial Quests

- Honorary Chef: Taste of Memories 88m

 La La Echo 8778m

When the Night Knocks

 Talk to the white cat in the carriage

A mysterious request, a lost delivery, an opportunity... In a realm where dreams and nightmares intermingle, a shadow looms around you. It casts a darkness over your dreams across Jinzhou. It asks you, if beauty can be found in the shadows...



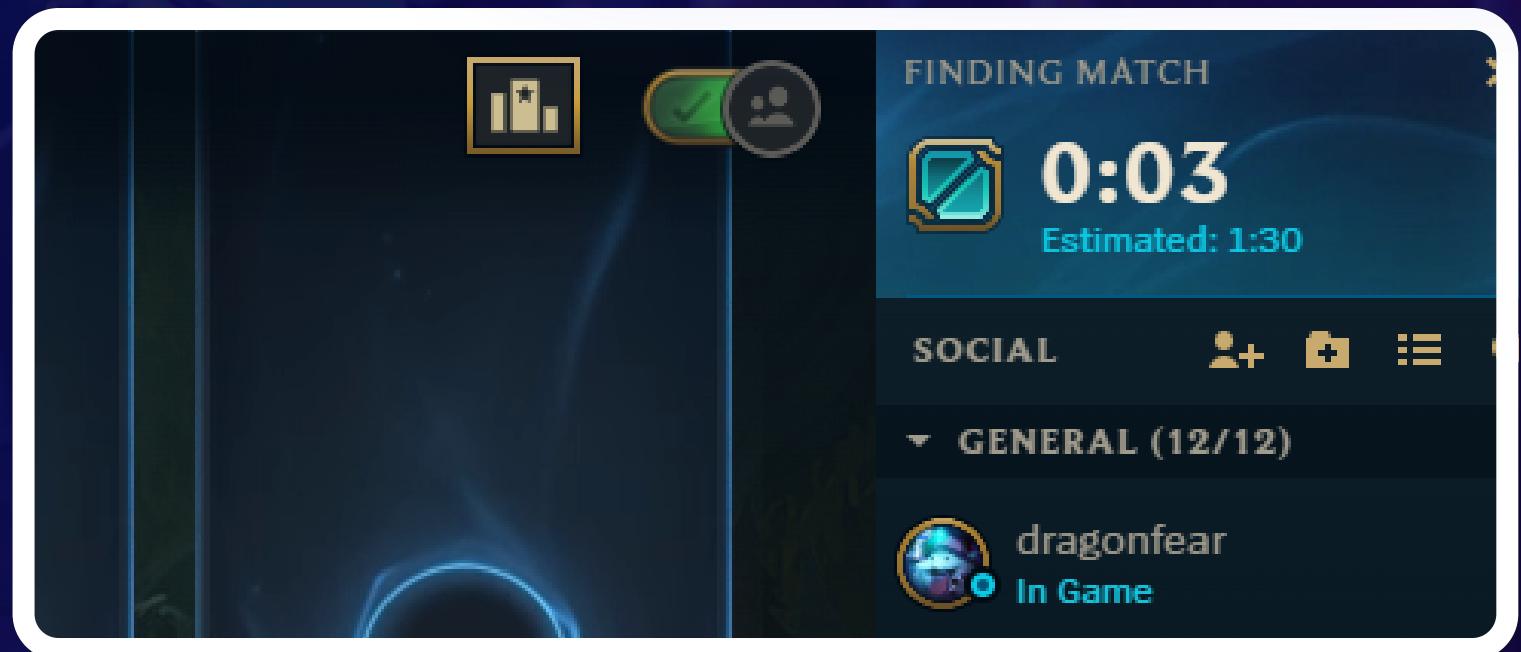
QUESTBOARD & EVENT SYSTEM

Every course, program, or challenge is framed as a quest. There are Main Quests, like completing a sector-aligned certification; Side Quests, like attending a short seminar or joining a peer challenge; Dailies and Weeklies, which build habits and reward consistency; and more.

COMPETITIVE GAMING

Gaming as Video games, particularly competitive ones, serve as powerful platforms for experiential learning, fostering measurable growth in knowledge, skills, and behavior that mentors can verify through gameplay observation, in-game statistics, or reflective discussions.

EXPLORE NETWORK MODULE



QUEUEING SYSTEM

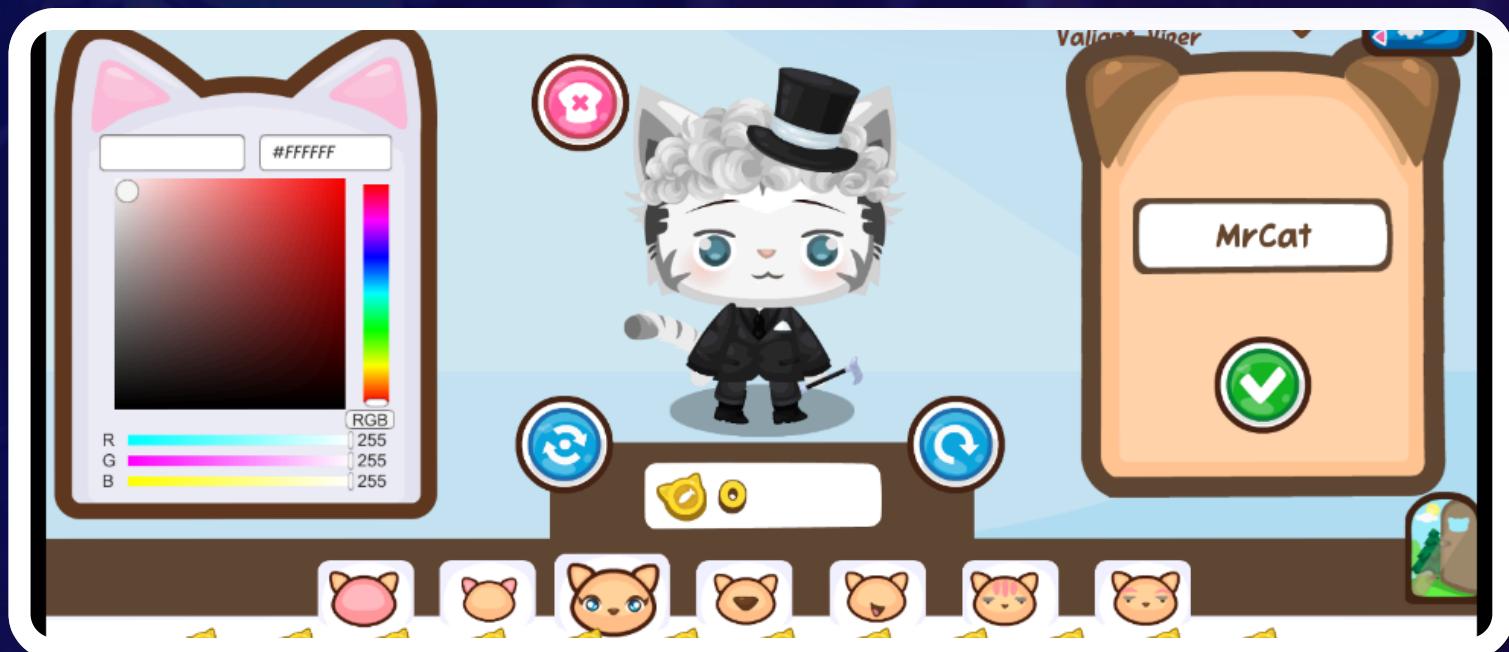
Users queue into opportunities and discover what lies beyond their immediate circle. Instead of passively browsing, users can actively queue for growth opportunities based on sector, interest, location, and goal. A learner might be matched with a trainer's soon-to-launch workshop, etc.



GPS-BASED GROWTH FINDING SYSTEM

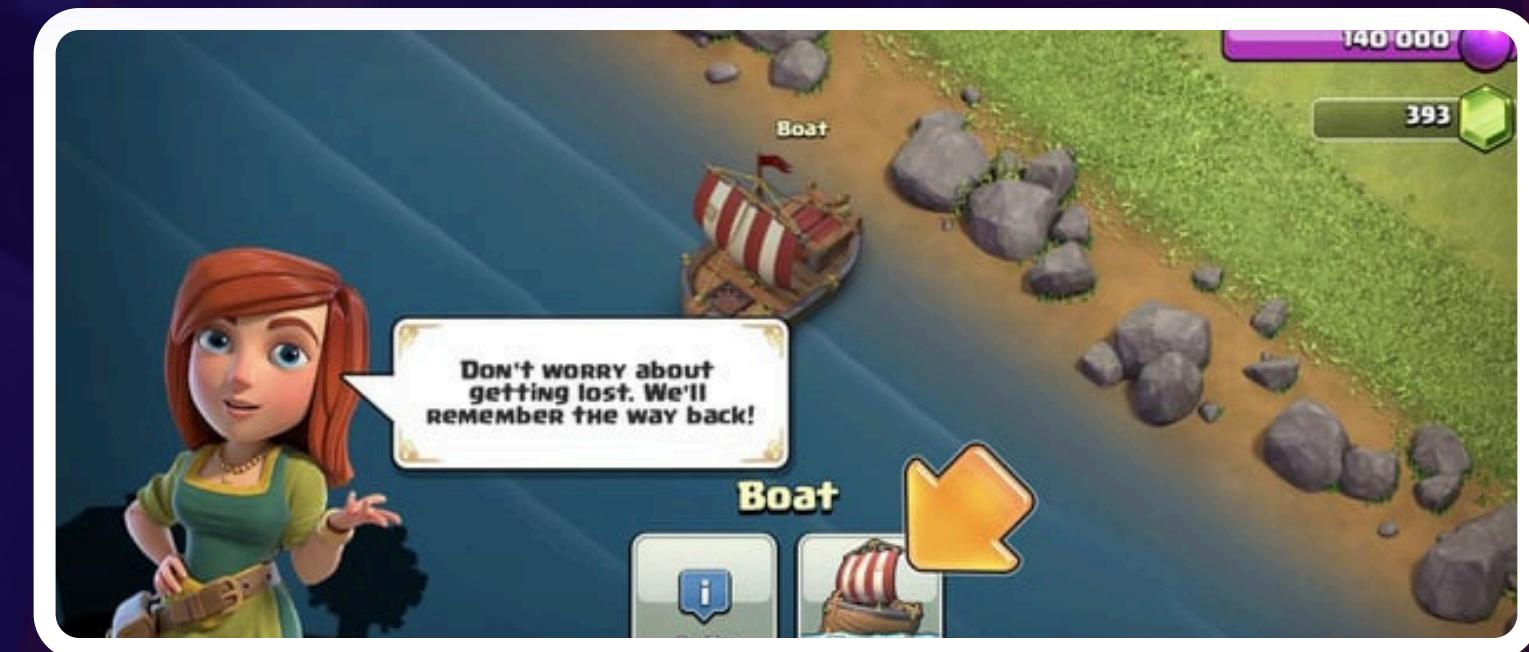
Enabling users to view a map and locate top professionals, mentors, and trainers in specific areas (if they permit visibility) or identify locations hosting online growth activities (if they permit visibility).

AI MENTOR MODULE



COMPANION CUSTOMIZATION

A customizable virtual companion that grows with the user. It can be visually styled, assigned a personality type, and even accessorized based on the badges and levels achieved.

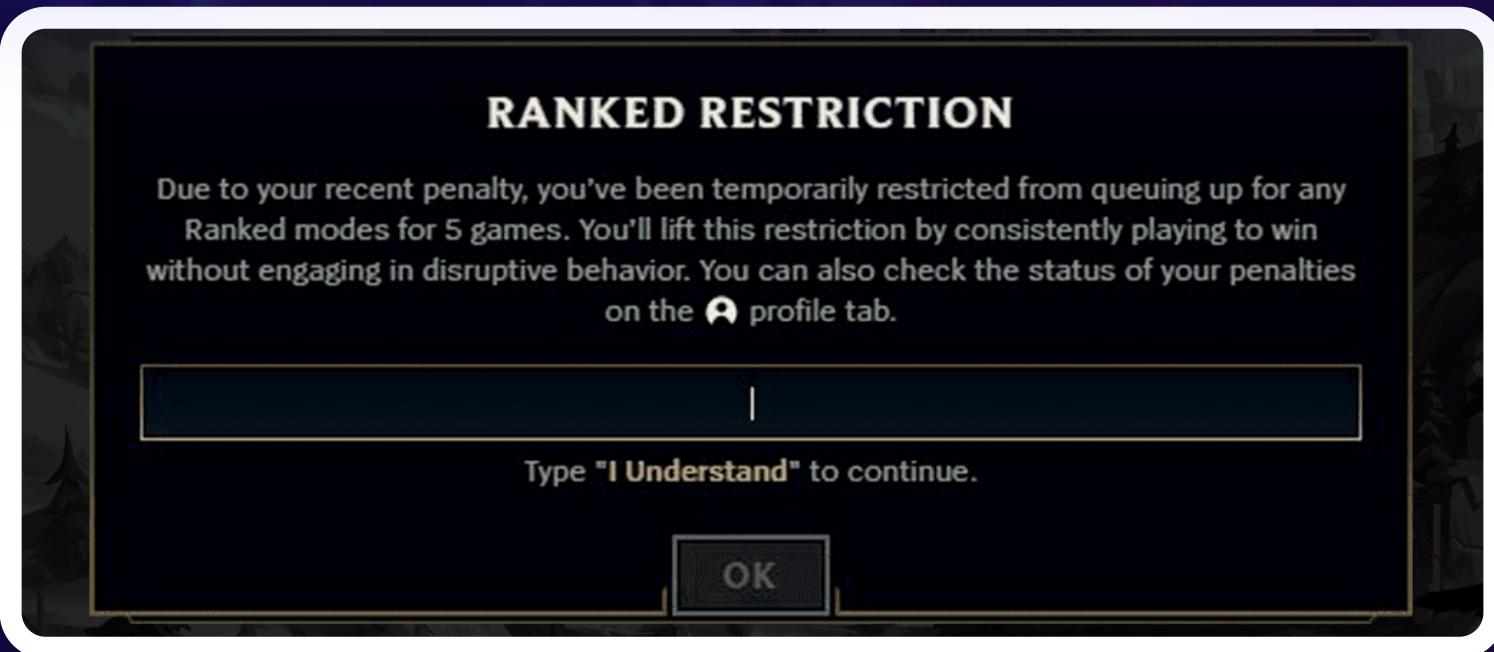


TUTORIAL SYSTEM

As a living tutorial, alert system, growth planner, and mentor – all rolled into one. For institutions, the AI Mentor can become an extension of their development strategy, guiding entire teams through personalized journeys.

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ADMIN CONSOLE MODULE



ANTI-CHEAT SYSTEM

In any fair and competitive system, integrity is essential – and that's where the Admin Console comes in. Like an anti-cheat system in online games, the Admin Console monitors platform integrity.

Thank You

Presented By

CMO – Azmi Mohd Sabtu

09 June 2025

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