



# Forefront

Developing Culturally Smart  
Leaders at Work



# 6 SHOTS

#ALTONSTERLING





I QUIT.

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# The Professional of Color Dropout Rate

*Millennials of color are*

**3X** MORE LIKELY

*to quit their jobs*

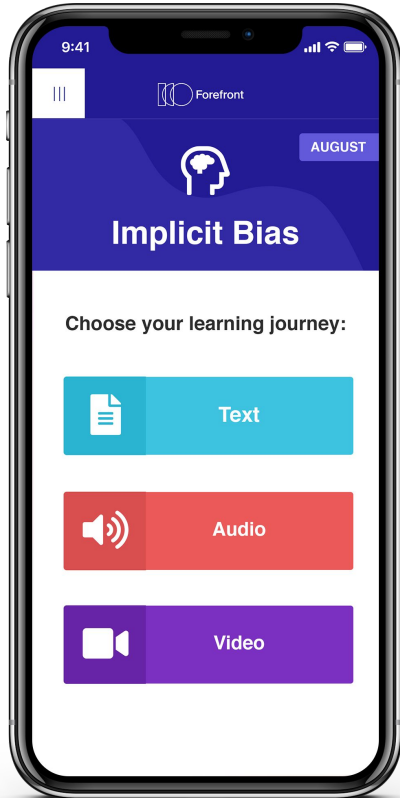
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*High turnover is costing companies*

**\$30.5B** PER YEAR

# Meet Forefront

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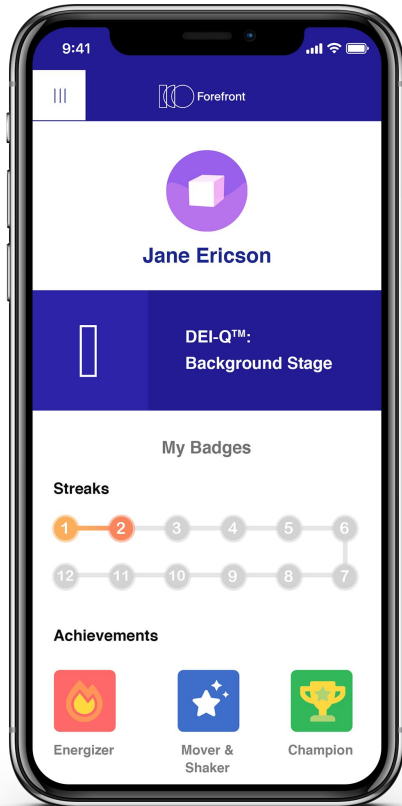


A guided and gamified mobile application that enhances your intercultural literacy while helping you expand your network at work.

**Designed for companies to deliver to their employees.**

# How it Works

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Monthly bite-sized lessons

Skill-based Peer Group Sessions

HR Dashboard

# Revenue Model

## Self-Starter

/ 20 to 100 Users

/ \$40 / User / Yearly

## Enterprise

/ 2000+ Users

/ \$12 / User / Yearly

In our pipeline, we have leading companies with an opportunity value of \$1M in revenues:





# We spent 2+ years building a curriculum to teach intercultural competence

**Customer  
Discovery**  
20+ Partners

**Sales  
Revenue**  
\$170,000

**Capital  
Raised**  
\$255,000

**Impact**  
 35%  
Engagement

## Our Clients



## Our Thought Leadership



## Our Champions





**Your \$35k will help us:**

- Create a Beta Product
- Beta Pilots
- Go-to-Market

# Our Team



**Yulkendy Valdez**  
*Co-Founder and  
CEO*



**Josuel Plasencia**  
*Co-Founder and  
President*



**Clynton Caines**  
*Lead Engineer*



**Adam Falkner**  
*Head of Learning*



**Dr. Jennifer Cohen**  
*Head of Customer  
Success*



## Advisory Board

Including leaders from Accenture, Viacom, SAP, JP Morgan, AT&T, Kapor Center, and Toast



## Media

