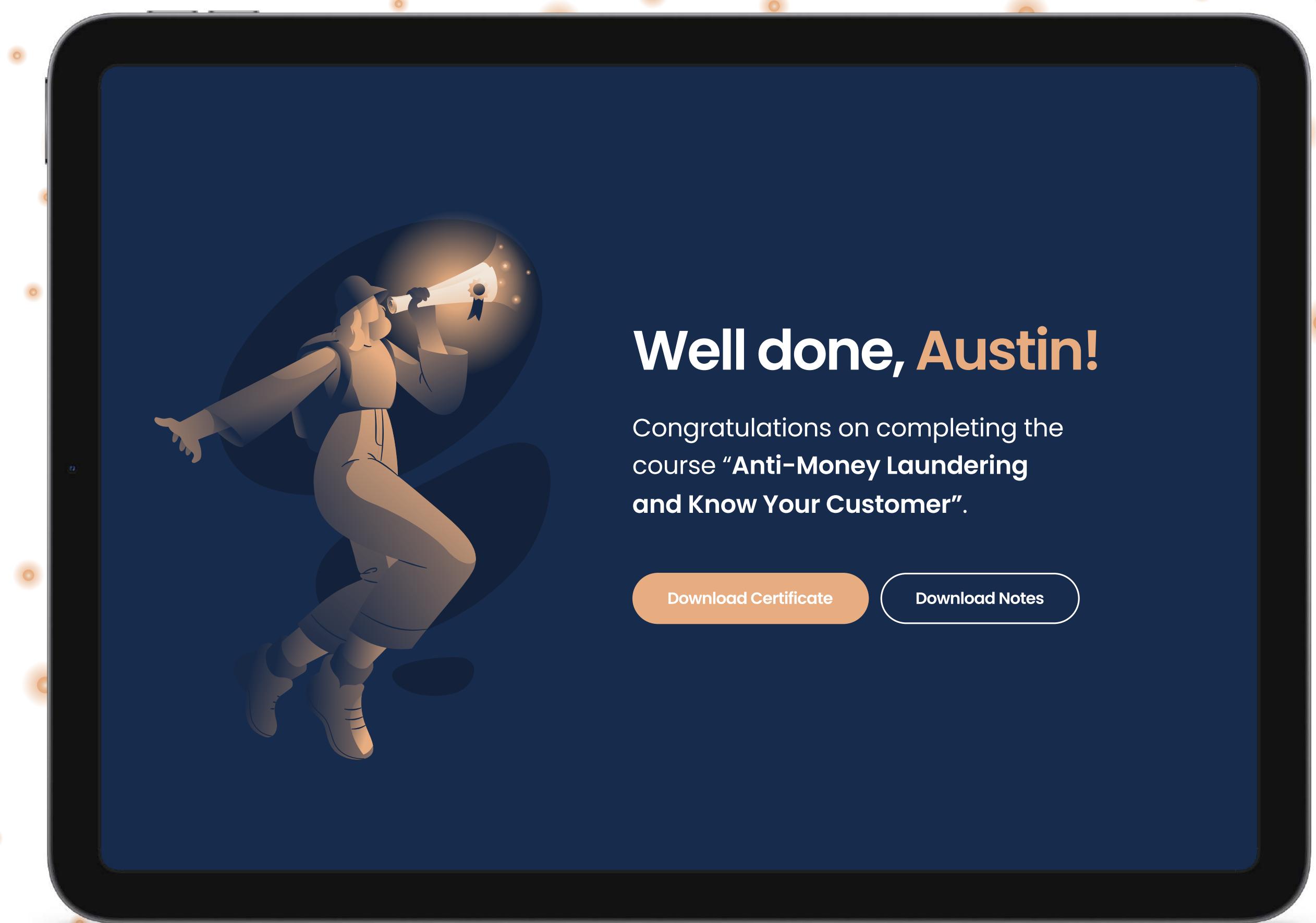


**COMPLØK**  
E-learning

# All-In-One Online AML Training Centre



**Well done, Austin!**

Congratulations on completing the  
course “Anti-Money Laundering  
and Know Your Customer”.

[Download Certificate](#)

[Download Notes](#)

# The Story of Complok E-learning

While working on leading positions in several banks during the biggest money-laundering scandals that hit Estonia, Mari-Liis discovered that the financial market lacks AML and compliance proficiency. So, **she established an Estonian consulting firm Complok with a mission to increase compliance awareness all over Europe.**

Soon she had a team of experts by her side, ready to provide consultancy and training on all AML topics. As **the financial institutions from multiple jurisdictions were lining up to receive high-quality training**, the market demand for a new provider was proven.

However, the COVID-19 changed the social interaction dynamics, and **Complok moved the courses online**. Zoom was an obvious choice but soon displayed its deficiencies – frequent problems with internet quality, time zone differences, training process tracking problems, too generous certification handouts, etc. Technical limitations killed the substance.

As a next step, **Mari-Liis partnered up with her cousin, Maarja-Liisa Soe, to create fully online courses using an external e-learning platform**. After the production and delivery of the firsts courses, it turned out that conventional e-learning platforms don't have what it takes to meet financial sector needs in a cost-effective way. External partners are too slow to enhance their platforms, commission fees are high, and the financial sector does not trust random sites to host their employees' personal data.

**Logically, the idea of building an entirely new digital ecosystem for financial sector training emerged**, and the two strong women gathered a team to test the waters. Endless discussions lead to the decision to create the best All-In-One AML training centre in the World!



# AML training is mandatory by law.

Regulatory landscape is constantly evolving.

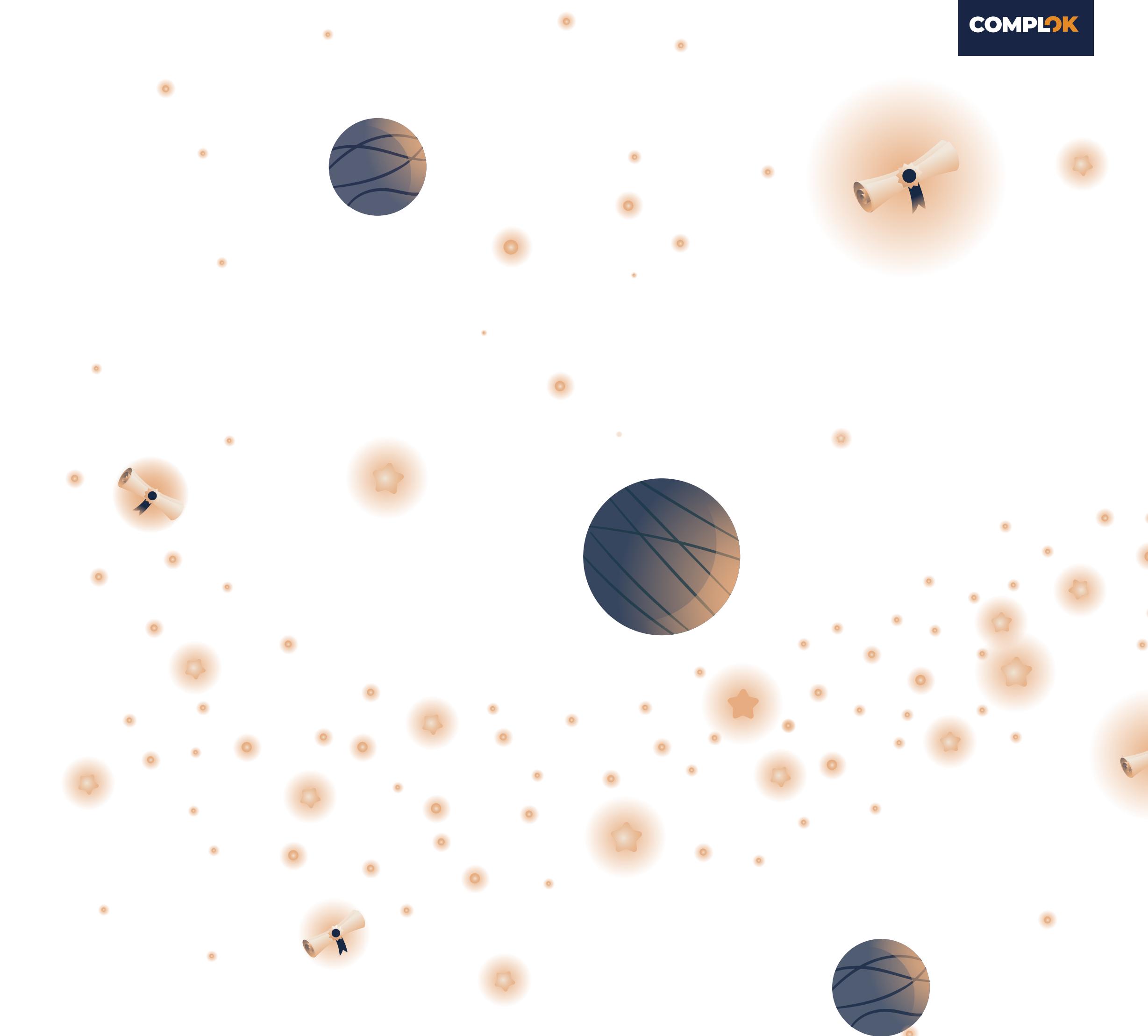
Financial Institutions need a rolling **training plan** and get their employees **AML certified**

The **market faces deficit** of AML experts, lecturers and high-quality training courses

Financial Institutions' in-house AML **resources are exhausted** to develop AML training

Financial Institutions are constantly searching for new solutions to **fill their training demand**

Financial institutions **might be imposed a fine** if they don't train their employees regularly



## Problem

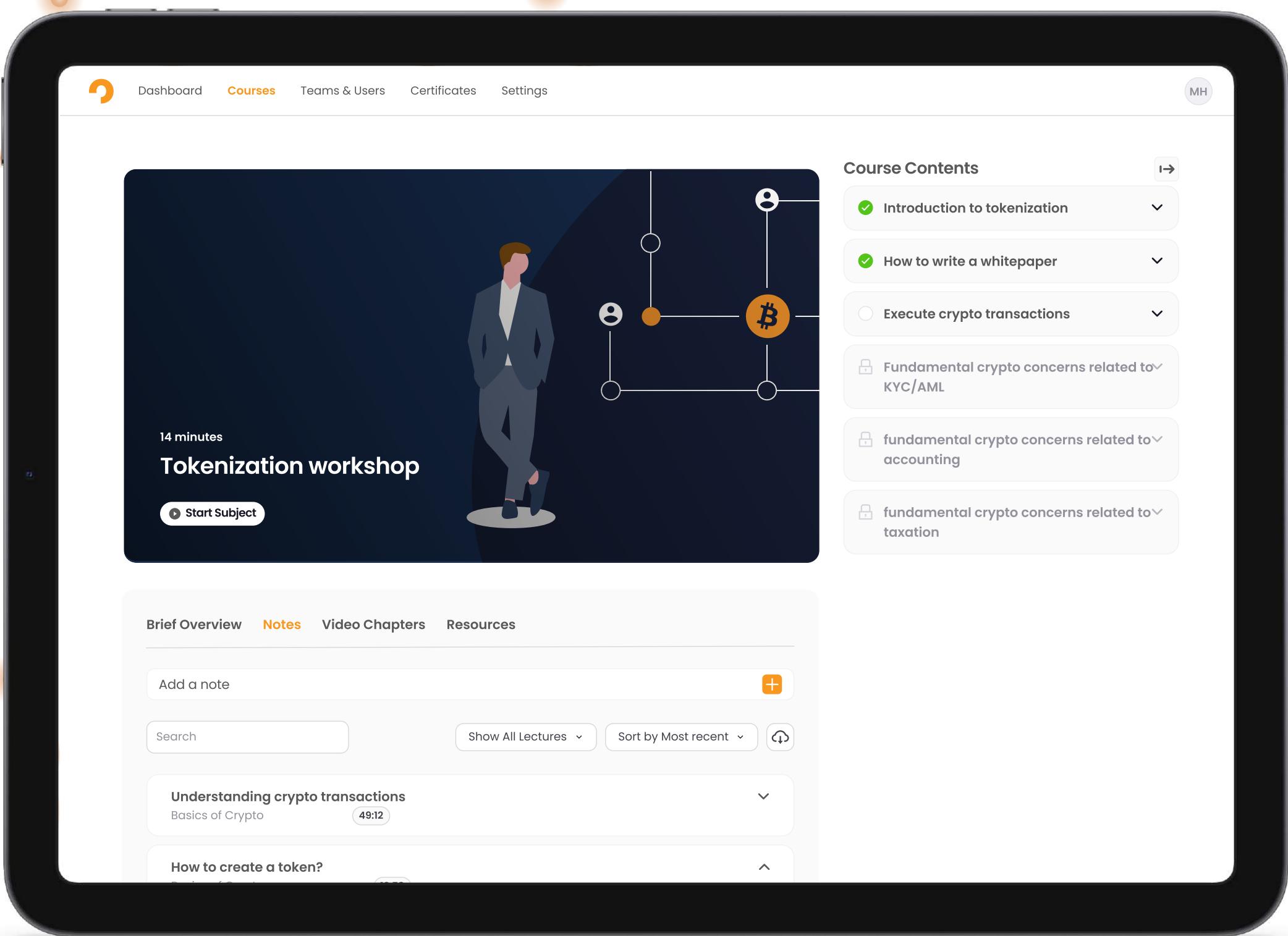


**Financial Institutions struggle to find a professional and agile training provider who could:**

- ✓ Deliver **high-quality AML training**
- ✓ Deliver the training to an **unlimited number of employees**
- ✓ Ensure that employees are completing the training and **qualify for the certificate**
- ✓ Ensure that the certification is **recognized by market experts**
- ✓ Provide regularly updated trainings. **Regulatory landscape is constantly evolving**, and trends are subject to change that need immediate actions

# Solution: All-In-One Online AML Training Center

COMPLOK



We offer **high-quality AML training** to an unlimited number of employees on our E-learning platform

Delivering courses on an e-learning platform is a spin-off of Complok and it features:

- ✓ Possibility to train unlimited number of employees simultaneously
- ✓ Individual learning experience; there is no need to gather people together physically
- ✓ Suitable for all working hours and time zones
- ✓ Enables tracking the learning process and conduct knowledge tests automatically
- ✓ Certificates are given out to the ones who have gained the knowledge and passed the tests
- ✓ Lecturers can set-up their courses at the time suitable for them
- ✓ New employees can be trained instantly
- ✓ Dynamic content creation:

**14 days**

to adapt an existing AML course according to customers' needs

**28 days**

to create and design a specific on-demand AML course

## E-learning platform developed for one purpose only: get your employees AML certified.

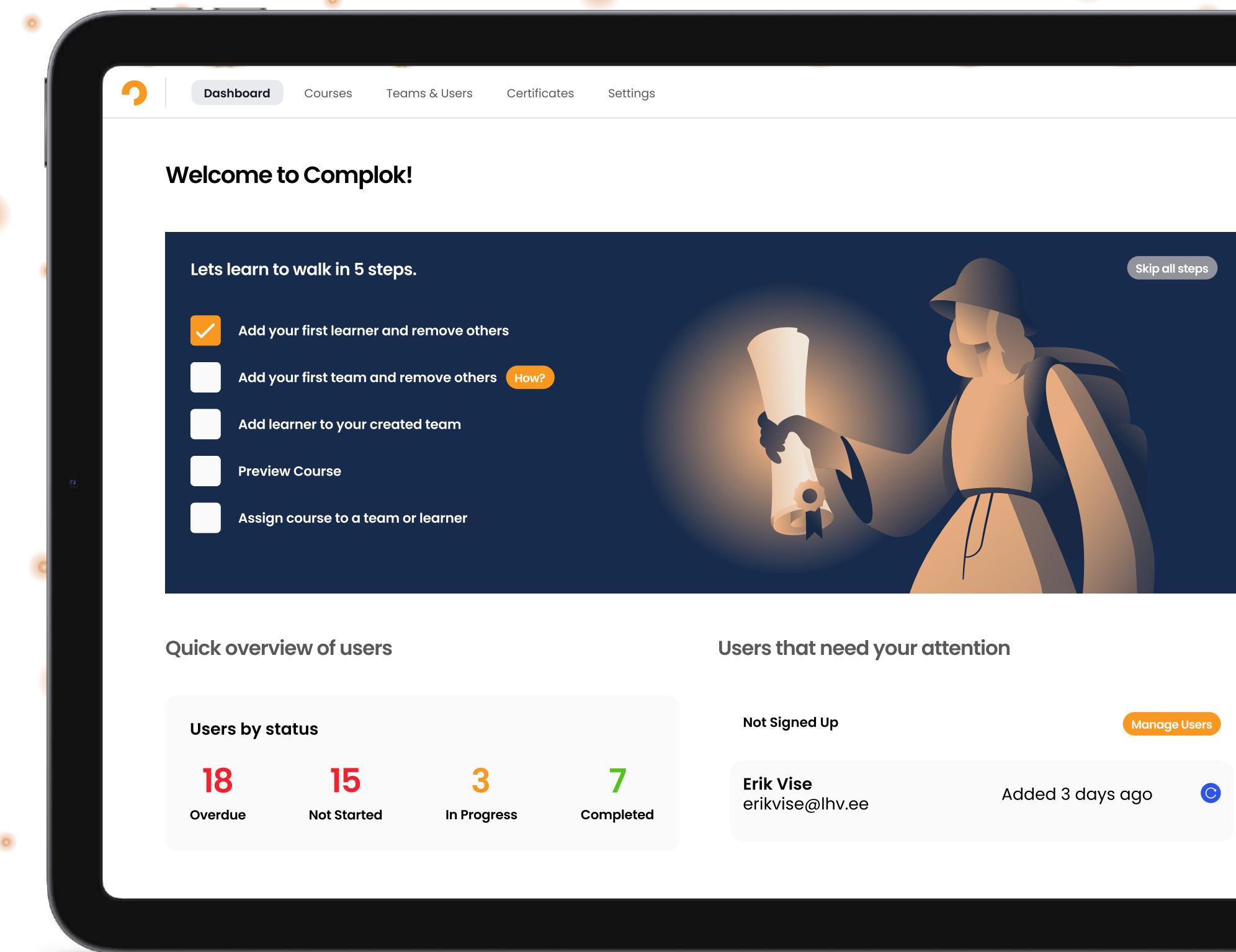
### Benefits of having an in-house platform:

#### For customer:

- ✓ Content oriented
- ✓ High level of cyber security: customer's database is securely kept
- ✓ Customer's HR has full access to employees' statistics and certificates
- ✓ Certificates based on blockchain technology
- ✓ White-labeling functionality
- ✓ No distracting bells and whistles
- ✓ No adverts, no spam

#### For us:

- ✓ Not depending on external partner
- ✓ No commission fees
- ✓ We can react faster to customers' needs
- ✓ We can provide higher level of cyber security as we have our own database
- ✓ We can make IT developments regarding customer's needs



# E-learning is trending

COMPLINK

**Global E-learning market value was at USD 144 Billion in 2019 and is expected to reach USD 374.3 Billion by 2026**

E-learning platforms have been witnessing an exponential uptake by the education and corporate sectors over the past three to five years.



SOURCE: FACTS & FACTORS

**Covid-19 affected the way corporate learning is conducted**

**62%**

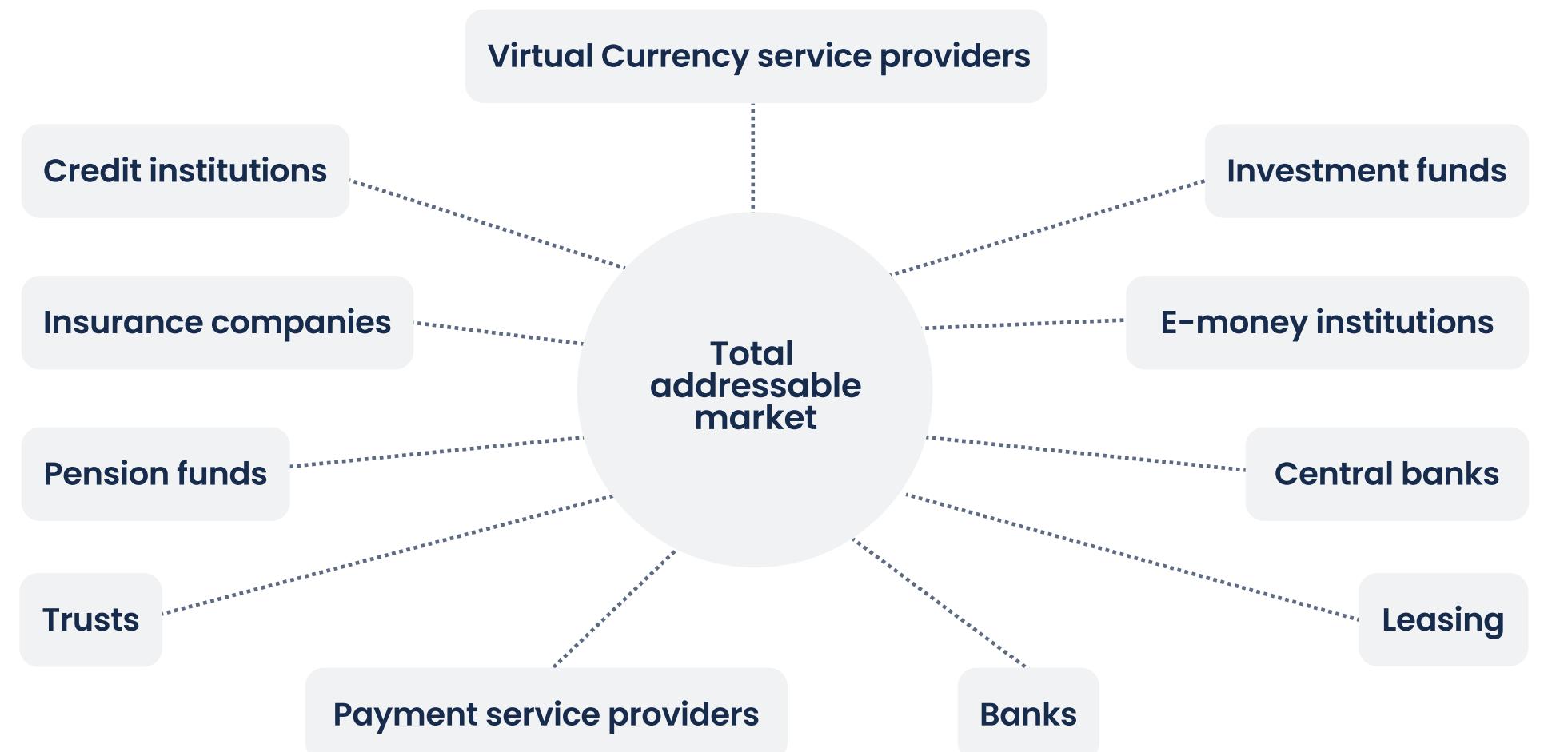
of businesses affected by changes due to covid-19 are spending more on training in 2021

**56%**

of companies are retooling their training programs

SOURCE: EDGEPOINT LEARNING

# Target Market



In EU our target market is  
**5,5 mln** financial  
institutions' employees

**1,23%** of all EU  
population is working in a  
financial institution

## Our potential clients are across EU and Beyond

For the first 15 months, our focus will be on the EU market. After that, we will broaden our horizons **beyond the EU: India, Russia, Africa, UK, Asia, etc.**

For instance:

### Estonia

470 Crypto Firms

### Luxembourg

14 000 Investment Funds

### Lithuania

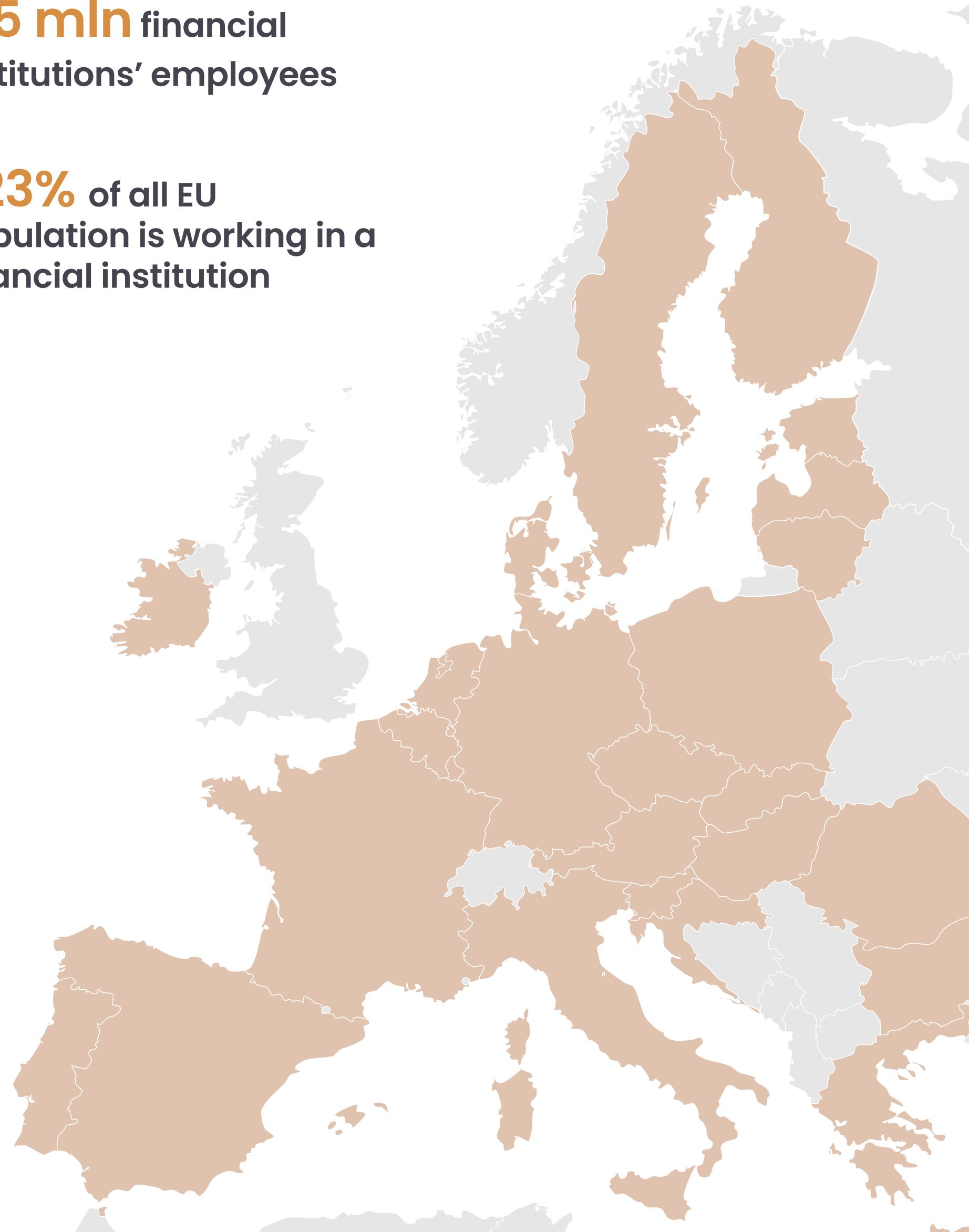
210 Payment & E-Money  
Institutions

### Germany

1800 Banks

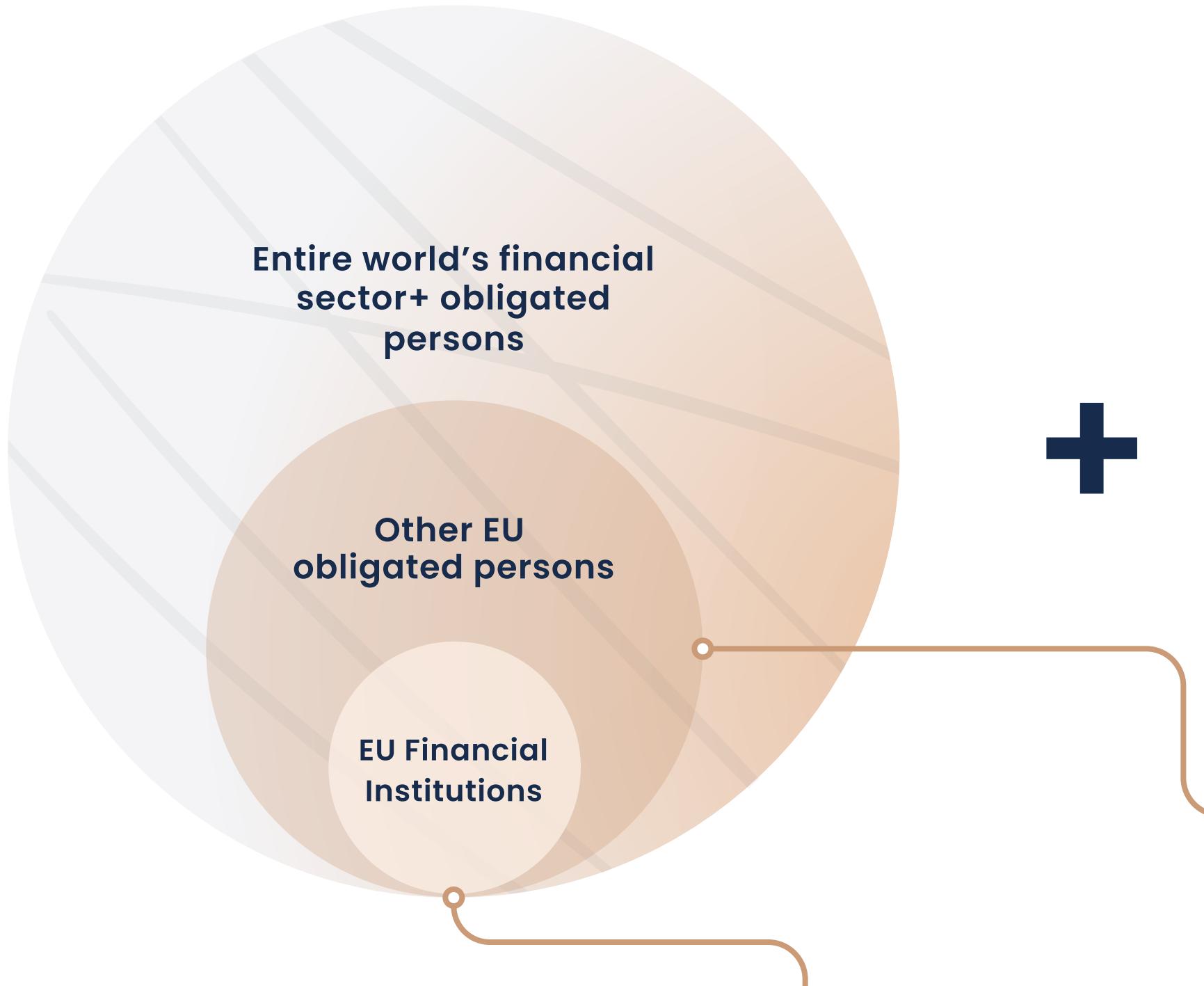
### Malta

500 Casinos



# Market Cap

In addition to financial institutions AML training is mandatory for:



- ✓ Gambling operators
- ✓ Notaries
- ✓ Lawyers
- ✓ Tax advisors
- ✓ Accountants
- ✓ Cross border cash and security transportation service providers
- ✓ Estate agencies
- ✓ Etc
- ✓ Traders where cash is more than 10k
- ✓ Currency exchange

# Competitive Landscape

Features	Law and Audit Firms	Coursera, Udemy, Coursy, etc	Training Firms	AML Subject Matter Experts	In-house training	<b>COMPLOK E-LEARNING</b>
TRAINING	Content creation	✓	✓	✓	✓	✓
	F2F training	✓	✓	✓	✓	
	Online F2F training	✓	✓	✓	✓	
	On-demand trainings	✓	✓	✓	✓	✓
	AML industry specific courses	✓	✓	✓	✓	✓
E-LEARNING PLATFORM	Online course production know-how (voice over, script, graphic design)					✓
	Live overview of participants' progress	✓				✓
	Possibility to learn at your own time	✓				✓
	Possibility to interface with company's own software					✓
	Role-based user rights with notifications and reminders					✓
	Training audit trail	✓				✓
	Online certification that complies with industry standards					✓
	Mobile friendly training	✓				✓

# Our Competitive Advantages

COMPLOK

## All-In-One compliance courses on an E-learning platform

- ✓ Specific industry-based expertise
- ✓ International network of independent content experts
- ✓ Tailor-made AML courses
- ✓ In-house developed e-learning platform
- ✓ Capability to deliver training to an unlimited number of employees
- ✓ White-labeling possibility
- ✓ Live overview of participants' progress and training audit trail
- ✓ Online certification that complies with industry standards

Dashboard Courses Teams & Users Certificates Settings

Go back

Anti-Money Laundering and Know Your Customer

Created by: Riina Orgla and Mari-Liis Kurg

21st February, 2021 3 hours, 12 minutes English Estonian, Spanish, Russian

Continue Learning

**Requirements**

- An electronic device with online video-viewing or downloading capabilities
- To be interested in anti-financial crime, compliance, managing sanctions risks
- Will not need business or legal expert knowledge, but a basic understanding is helpful
- Will not need working experience or previous

**What you will learn**

- ✓ Supervisory body and recent changes in Financial Intelligence Unit
- ✓ MLRO/Compliance Officer Civil and Criminal Liability, Fit and Proper, legal obligations
- ✓ Risk Management: 3 Line of Defence, how to conduct ML/TF Risk assessment and elements for Risk Appetite Statement
- ✓ Explain Know Your Customer (KYC) in the

51%

# B2B Business Model and Customer Journey

COMPLOK

## Base pricing

Number of employees	1h course	Adaption	On demand course	Create your own course
1 to 10	€99 per employee	€1499 per course	€2499 per course	€999 per course
11 to 25	€79 per employee	€1499 per course	€2499 per course	€999 per course
26 to 50	€59 per employee	€59 per employee	€2499 per course	€999 per course
51 to 100	€49 per employee	€49 per employee	€49 per employee	€999 per course
101 to 250	€39 per employee	€39 per employee	€39 per employee	€9 per employee
251 to 500	€29 per employee	€29 per employee	€29 per employee	€9 per employee



## New Sale

AML annual mandatory training for all Financial Institutions' employees.

## Upsale

Annual subscription of a particular training.  
Recurring training.

## Cross Sale

Any other compliance related training:  
GDPR, Fraud, Crypto Assets, Conflict of Interest etc.  
Specific practical courses designed together with AML software providers.

# Turnover Projection

2021 Q4	Turnover
5 customers with 5 employees	$5 \times 5 \times €99 = €2475$
4 customers with 18 employees	$4 \times 18 \times €79 = €5688$
3 customers with 38 employees	$3 \times 38 \times €59 = €6726$
2 customers with 75 employees	$2 \times 75 \times €39 = €5850$
1 customer with 175 employees	$1 \times 175 \times €29 = €5075$
<b>TOTAL</b>	<b>€25 814</b>

250k

+ 100 000

Onboarding first 5 customers with  
over 250 employees

125k

100k

75k

50k

25k

Q4 2021

Q1 2022

Q2 2022

Q3 2022

Q4 2022

250k

125k

100k

75k

50k

25k

Q4 2021

Q1 2022

Q2 2022

Q3 2022

Q4 2022

# Seed Round Breakdown

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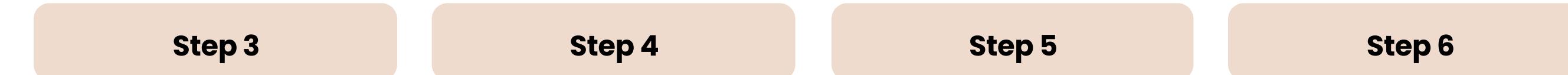
8 months - Proof of Concept



E-learning platform  
MVP launch

Onboarding  
first customers

15 months - Scaling



Hiring people

Improving content development

Contracts with local representatives

Building global network and marketing

We have previously raised  
€100 000 pre seed from angel  
investor for which we:

- ✓ E-learning platform MVP launch
- ✓ Produce 6 AML courses
- ✓ Onboard first customers
- ✓ Deliver 100 hours of AML courses

We are seeking €1 000 000  
seed financing to:

- ✓ Enhance e-learning platform development
- ✓ Improve content production
- ✓ Translate platform and content into different languages (RUS, EST, ESP)
- ✓ Hire people
- ✓ Strengthen sales & support
- ✓ Broader marketing

Our objective is to:

- ✓ Release one new course per month
- ✓ Continuously enhance learning experience
- ✓ Double the number of customers quarterly
- ✓ Triple the turnover annually

# Our Team & Key Partners

## Core team



**Maarja-Liisa Soe**  
Co-Founder

Previously: Government Office  
of Estonia



**Andres Kurg**  
Fraud Expert

Previously: Estonian Central Bank



**Mari-Liis Kurg**  
Co-Founder/CEO

Previously: SEB Bank,  
Nordea Bank, ING Bank



**Riina Orgla**  
AML, KYC, CTF Expert

Previously: Nordea Bank



**Merit Leib**  
AML Expert  
AML transaction monitoring

Previously: Swedbank



**Henri Vaher**  
AML Expert  
AML transaction monitoring

Previously: Swedbank

## Supported by

### Marketing & Sales



**Marju Sokman**  
Marketing Expert

### Platform and Technology



**Paul Oskar Soe**  
Software Engineer



**Erik Kaljumäe**  
Software Engineer  
SCRUM



**Dominik Sklyarov**  
UX/UI Engineer



**Kerli Aava**  
UI Designer



## Contact us

### Mari-Liis Kurg

Co-Founder [in](#)

+372 5559 0339 | [mariliis.kurg@complok.eu](mailto:mariliis.kurg@complok.eu)

Mari-Liis is a Financial Professional and Compliance Expert specialised in Financial Crime Prevention. With over 15 years of experience in the heavily regulated financial sector, she is a recognized expert in Anti-Money Laundering, Know Your Customer, Combating Financing of Terrorism, and economic sanctions compliance. She has held senior Compliance positions within Baltics, Nordics and Benelux regions (SEB Bank, Swedbank, Coop Pank, Nordea Bank, ING Bank) concentrating on risk assessment and regulatory compliance, ensuring adherence to policies, procedures, and laws. She's experienced in setting risk appetite, assessing AML/KYC risks, product risks, creating policies and investigations and leading the AML enforcement programs.

### Maarja-Liisa Soe

Co-Founder [in](#)

+372 5554 5709 | [maarjaliisa.soe@complok.eu](mailto:maarjaliisa.soe@complok.eu)

Maarja-Liisa is an expert on communication management, international relations and liaisons. She has been working for the Government Office of Estonia as a Head of Program when Estonia celebrated its centenary. The celebration program lasted almost three years and brought together around 5000 different projects and events. Successful leading of the nation-wide project from ideation to executions brought a high-level recognition - she is the youngest Estonian prized with an Orden of the White Star by the President of the Republic of Estonia.

