

# 360Learning Strategic Growth & Expansion Plan (2025–2026)

**Date:** November 2025 | **Confidential:** Matrix Intelligence

## Quarterly Strategic Roadmap

Quarter	Key Initiatives	Success Metrics
Q1 2025	AI analytics deployment, mobile UX enhancement	+15% user engagement
Q2 2025	APAC market entry (Singapore, Australia)	\$25M quarterly ARR
Q3 2025	Launch premium collaborative features	Mid-market penetration: 25%
Q4 2025	LATAM feasibility study (Brazil, Mexico)	CAC reduction to <\$900
Q1 2026	LATAM rollout, mobile-first onboarding	ARR target: \$150M

## APAC Market Expansion Strategy

Investment Area	Allocation	Strategic Focus
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Tech Infrastructure	\$50M	Upgrade APAC offices and IT systems for regional scalability
Talent Acquisition	+15% budget	Local hiring and workforce development programs
Marketing & Brand	20% global budget	APAC-specific brand awareness campaigns
Strategic Partnerships	\$15M	Local tech firms, universities, NGOs for market penetration

## LATAM Expansion Framework

Element	Details	Risk Assessment
Target Markets	Brazil, Mexico, Chile, Colombia	Medium market maturity
Competitive Advantages	Cost-efficiency, growing corporate learning demand	Strong differentiation potential
Key Challenges	Localization requirements, regulatory compliance	High implementation complexity

# Financial Performance Targets

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Key Metric	Current Baseline (2024)	2025 Target	2026 Target	Growth
CAC (Customer Acquisition Cost)	\$1,200	\$950	\$850	-29% total reduction
ARPU (Average Revenue Per User)	\$8–12	\$12–15	\$15–18	+45% expansion
ARR (Annual Recurring Revenue)	\$85M	\$127M	\$178M	+109% total growth

# Strategic Implementation Priorities

Priority Level	Strategic Initiative	Timeline	Expected Impact
HIGH	Reposition AI as intelligent learning core vs productivity tool	Q1-Q2 2025	Competitive differentiation vs Docebo
HIGH	Accelerate mid-market capture in APAC and LATAM regions	Q2 2025 - Q1 2026	35% market penetration target
MEDIUM	Monetize collaborative advantage through premium feature tiers	Q3 2025	ARPU increase to \$15-18
MEDIUM	Strengthen mobile experience for emerging markets adoption	Q4 2025	67% mobile adoption rate