

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
Market Research	10%	Competitor analysis, local market insights

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

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