



Intelligent Corporate Education System

panda-training.com

We're on a mission of evolving corporations into
agile, adaptable, scalable corporations of tomorrow

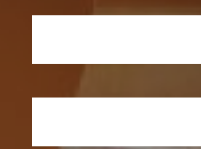
We are the only provider of scalable digital end-to-end platform allowing both deep analysis of the demand (company's capability gaps) and supply (training service providers) enabling a data-driven match.



Capability
Assessment



Supply
Analysis



Data-Driven
Match

Problem

“ Our key challenge is that we can't just fire all the employees and hire new ones. ”

- Rajeev Suri, CEO, Nokia

Growth Companies

- Skill gaps
- Lack of capability assessment
- Non-existent learning systems
- Non-existent training & education provider network

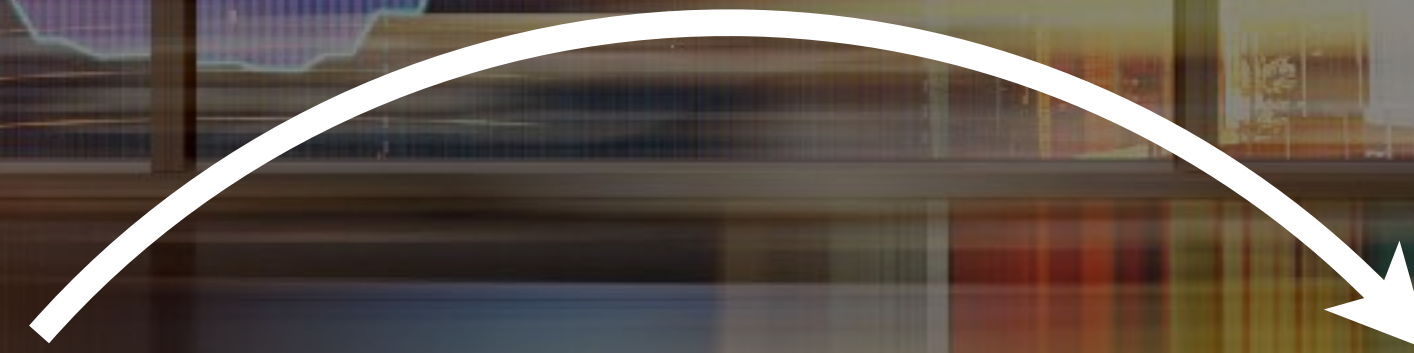
Corporations

- Skill gaps
- Lack of future skills awareness
- Ineffective learning systems
- Current network doesn't cover skills of the future

?



Old Skill Set



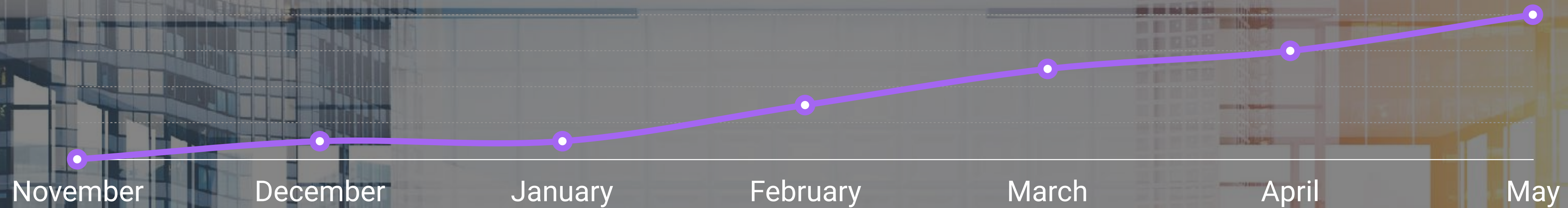
Future Skill Set

Solution



Traction

Number of Clients



High-Potential Clients

amiedu



vainu



S-RYHMÄ

FCG

Despite operating on the market for a very short time our clients have already re-ordered training from us.

“ Panda gives certainty in trying out external trainers from their own network to experiment and helps to discover the diamonds among the rocks. ”

- Anniina Kontinen, Project Manager, FCG Koulutus

“ A service like this should have been possible a decade ago! ”

- Anri Helokangas, HR & Talent Management, Studentwork

A Multi-billion Market

Worldwide Training
Outsourcing

\$149.4B*
↑10.4% Yearly

Addressable
market

\$7.5B - \$14.9B

Panda market share

\$375M - \$750M

*TrainingIndustry.com

Competition



To become a market leader we need:

- 50000 Users
- 200 Customers
- 250 Employees median
- 5000 Service Providers

Competitive Advantage:

- Digital & cloud based
- End-to-end process including assessment, suppliers & evaluation

Business Model

Transaction Commission (10%)

Average transaction is EUR 5K.
We expect at least 3 transactions
per lifetime value of a client

Per User Assessment Fee (5 EUR)

Average assessment is 250 employees
We expect an average of 6 assessments
per lifetime value of a client

Ideal Client

Growth company with 100–500 employees

Underdeveloped HR processes

Rapid expansion

Unawareness about capability gaps

Fast-moving industry going through transition

Marketing

CAC — EUR 3K

LTV — EUR 9K

Average Leadtime — 3 Months

Content Marketing

Featured at trainingindustry.com

2000+ reads per article published

Featured at NYDLA Podcast

Brand Building at Key Events

Speaker at Global Silicon Valley Summit

Facilitator at Dare to Learn

Presence at Slush, Arctic15 & VivaTech

Outbound Marketing

Direct sales CTR 25%

Organized six events
for service providers and HR

After seed round will hire CMO

Team



Lauri Paloheimo

Sales

Has experience as a sales director in Finnacta (best salesman, managing the team of 25 people) and varaa.com(SaaS start-up).



Dima Syrotkin

CEO

Founder of an NGO AIESEC Turku and a social business You 2.0. Trained on various leadership development conferences such as NaLDS'15, IASHINGTON'15 & KaMMSum.



Milan Saric

CTO

Milan is an IT consultant, who did a number of successful IT projects for various startups around Europe

Key Vacancies:



CMO



**Sales Director
in Holland**

Team

Our Employees

2 Sales
1 Marketing
5 Developers

Board of Advisors



Michael Hanf
Executive Partner
Taival Advisory



Veera Rautio
Corporate Coach
& Trainer
Presense Oy



Hani Olsson
Communications &
Brand Management
Hansel



Hanna-Kaisa Lindfors
Training Manager
*Business
Coaching Institute*



Henri Virta
CFO
Megical

Finance Assumptions

Average value of a growth company client is EUR 1.5K

Average value of a corporate client is EUR 12K

Once we reach a critical mass of 50K users we're able to leverage big-data monetization

Finance



	2017	2018	2019
Revenue	EUR 100K	EUR 330K	EUR 1.2M
Expenses	EUR 300K	EUR 500K	EUR 800K
Customers	60	200	1000
Profit	EUR -200K	EUR -170K	EUR 400K

Execution Plan

Product

Expansion

HR

2017

Needs Assessment
Marketplace
Education & Media Content
Company Management
Payment
Messaging

Amsterdam

Sales: 4
Marketing: 3
Development: 10

2018

Big Data Analysis
AI Recommendations
P2P Learning
Service Provider Availability

London

Sales: 13
Marketing: 11
Development: 13

2019

Advance Big Data
Machine Learning
Trial VR

New York City

Sales: 30
Marketing: 15
Development: 15

Investment Needs

Seeking:

EUR 200K

Already Committed:

EUR 200K from Finnish Funding Agency for Innovation
(Tekes)

Expenses:

We need to hire a CMO and allocate EUR 130K into
sales & marketing budget

We need to expand the development team to realize the
full product development potential for EUR 50K

Runway EUR 220K