



**TRANSFORMING THE HEALTH AND WELLBEING OF
100 MILLION PEOPLE.**

**GUIDING THE WAY PEOPLE SUCCESSFULLY NAVIGATE THE FUTURE OF WORK
BY MEASURING AND IMPROVING ADAPTABILITY, AT SPEED AND SCALE**

Our **BIG WHY** - Massive Transformational Purpose (MTP)

To unlock the secrets of
human adaptability,
ensuring **no-one is left behind**
in the fastest period
of change in history.

To Inspire and unite the best of humanity

OUR MOONSHOT:

**To open up the frontier of human adaptability.
Transforming the health and wellbeing of 100M people by 2030.**

Guiding the way people successfully navigate the future of work, by measuring and improving adaptability at speed and scale.

OUR FOCUS:

**Building a platform and apps to enable AI driven AQ assessments
and personalized coaching, at speed and scale.**

Achieving THE globally recognized - 'AQ Index'.

OUR NICHE:

**Deep AI powered adaptability assessments and coaching.
Delivered through a unique conversational AI chatbot user experience.**

*Building a worldwide movement for a 'new operating system for change'.
A marketplace for continual growth and the global authority for AQ.*

Change is accelerating

(Covid 19 has catapulted us into a new future reality)

Industry 4.0; how we work, where we work
and what we do is radically different...

We are in an adapt or die world, *and many can't keep up*

This is driving an economic and mental health pandemic

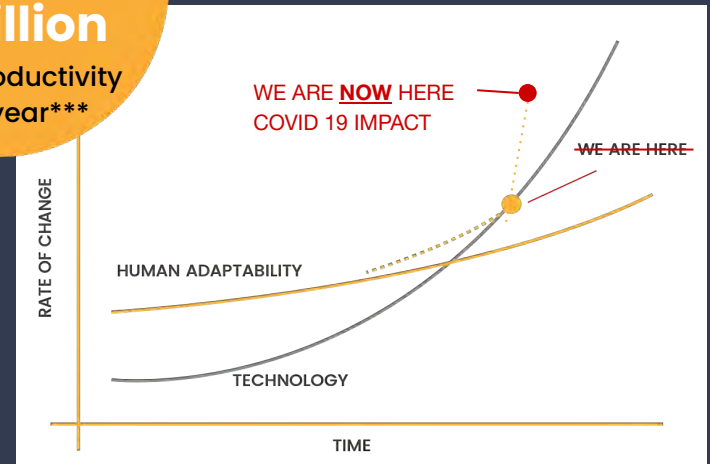
40% of jobs
that exist today
will not exist in
10 years time*

375 million
may need to switch
occupations and
learn new skills**

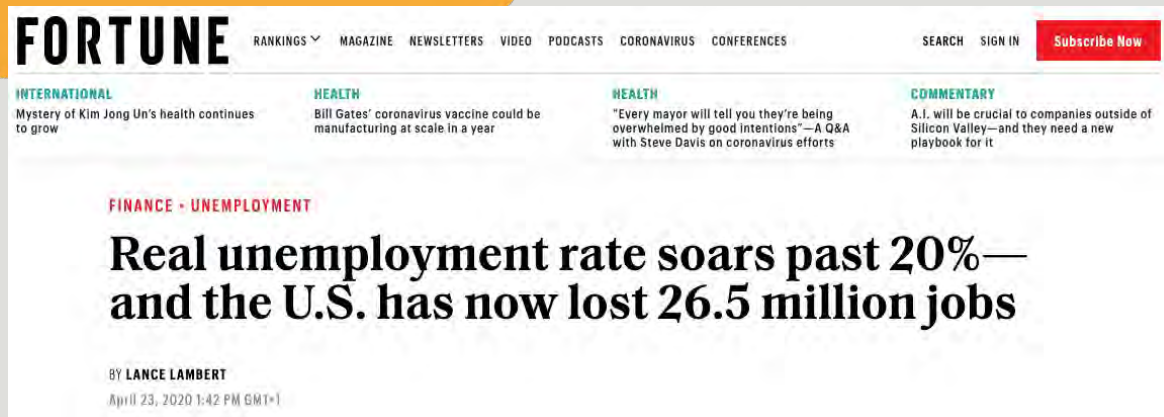
Problem: Rapid change, increased uncertainty, anxiety and stress is resulting in catastrophic economic and mental health impact for millions failing to adapt fast enough.

Depression & anxiety cost the
global economy
\$1 trillion
in lost productivity
every year***

61%
of employees
have experienced
mental health
problems due
to work****



ADAPT OR DIE



77% of CEOs report not finding workers with the skills they need as the no.2 threat to their business. Sighting, neither technical or digital skills, but **human skills as most important and hardest to find, with adaptability in the top 5.**

PWC 20th Anniversary CEO Survey.

NO INDUSTRY IS SAFE FROM DISRUPTION & TRANSFORMATION

The level of work displacement is unprecedented. The pressure for people upskill & reskill to find new employment is a global and industry wide problem.



Who is next?...

Training and supporting people to improve their adaptability will drive a positive, healthy future for all. Shifting from risk of collapse and survival to growth and thriving happiness.

Big Opportunity

IN TODAY'S ACCELERATING WORLD,
EVERYONE MUST ADAPT TO STAY RELEVANT &
ENSURE POSITIVE MENTAL HEALTH



no way to **measure**
adaptability



no clear or **scalable**
way to improve it

Click to play – Platform demo



Our Solution

- ✓ Measure employees, applicants and leaders' adaptability in a **unique and engaging way**
- ✓ **Instant**, personalised dashboard **report**
- ✓ AI and machine learning for **Predictive actionable insights**
- ✓ Complete your first assessment in **under 30 mins.**

OUR BUSINESS MODEL - Driving revenue in 3 ways

<i>Proposition</i>	<i>Detail</i>	<i>Pricing</i>	<i>3 Year (Accumulative Targets)</i>
Assessments AQme AQCareer & AQTeam	Initial fee to take team assessments Via conversational chatbot interface	Range \$35- \$65	3 Year target: 1 Million assessments
AI Coaching Platform Subscription & marketplace	1. Subscription - AIDA - Personalised AI coachbot 2. Marketplace consultants, software & partners - Rev share	\$6 - \$16 p/month 15% appointment fees	3 Year target: 10% of AQme assessments converted to AIDA coachbot subscription
Licencing & Affiliates Consultants Certification	Certification-Fee for training consultants & coaches, delivered digitally and annual licence to access community support	\$950 per certified coach - <i>monthly subscription model</i> \$79 - + \$250 <i>annual licence membership, recurring revenue</i>	3 Year target of 2,500+ certifications

ALTV \$21k Estimate per average corporate client
(Based on 300+ AQme assessments over 3 years + 30 AIDA subscribers).

Additional Revenue
Data on adaptable organisations for investment funds, and mergers & acquisitions.

SURVIVING & THRIVING IN ACCELERATED CHANGE REQUIRES A NEW COMPETITIVE ADVANTAGE



Reduce workplace stress and overwhelm



Invest in **adaptable leadership development**



Promote effectively, by matching AQ
competencies to roles



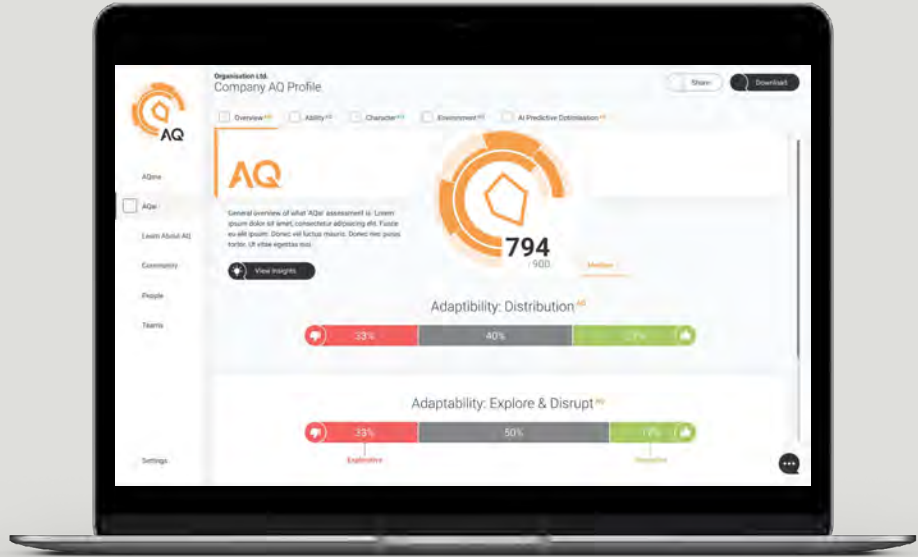
Identify those at risk early and provide
support to reskill and upskill



Accelerate **innovation teams** to drive rapid
breakthroughs



Recruit & identify high-adaptors to secure
your future



Improve alignment and speed up on-boarding
for **mergers and re-structures.**



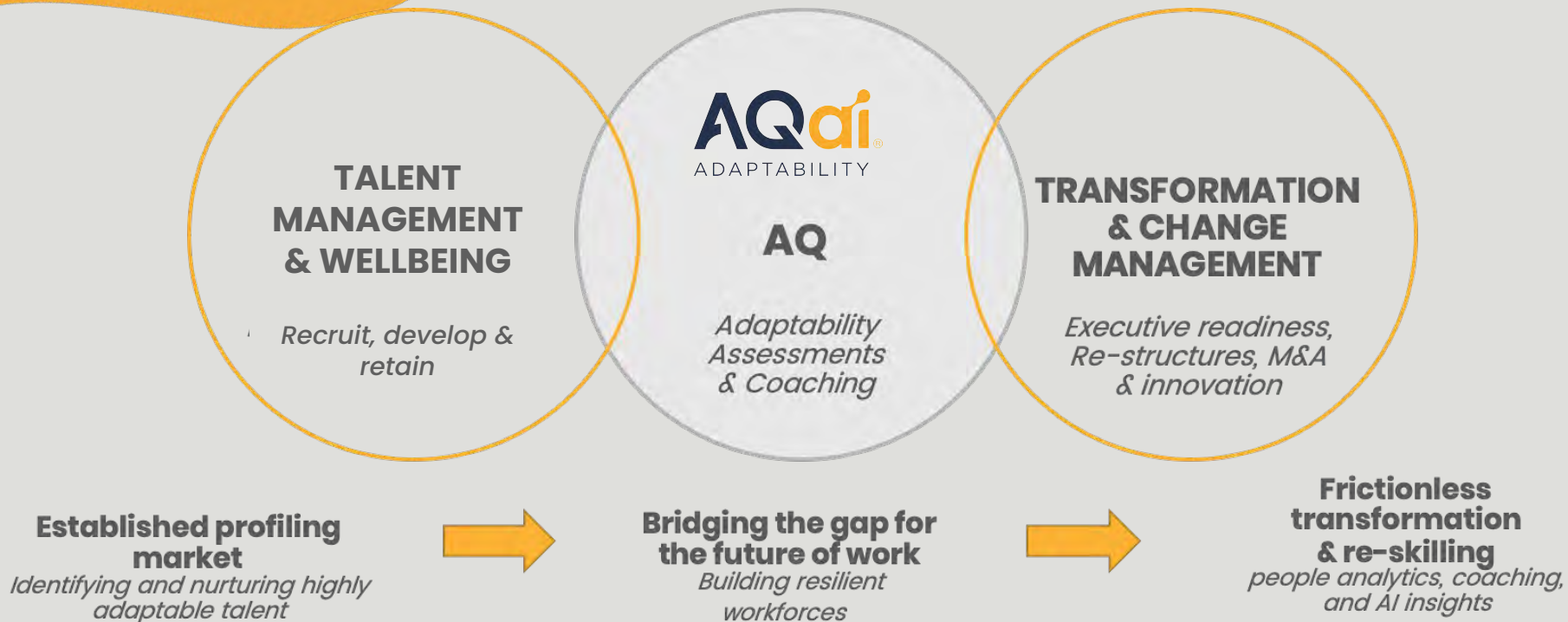
Drive transformational change.



Executive readiness

Health Tech & Education Tech

A SaaS and aiCaaS* business to scale personalised coaching, supporting people and teams through exponential change.



2 Year Product Roadmap

AQme & AQteam

AQ Assessments for individual employees and team, with actionable insights to boost AQ (Available Now)

AQ Career coming in 2021

AQ Certification (Q4 2020)

AQ training for consultants, coaches and L&D professionals & annual licence to access community learning and solution upgrades

Marketplace: Enhancing AQ

Engage with our trusted specialist partners, chosen specifically for their experience, results, and their mindsets (2021)

Pioneer Packages

Assessments, certification and consultancy, with a dedicated client success human (Available Now)

AQ Masterclasses (2021)

Virtual learning and growth opportunities delivered by the world's leading thinkers in all facets of AQ. From micro-learning experiences, to deeper interactive group experiences. All accessed virtually via a monthly subscription

AIDA (2022)

The future of personalized digital coaching through AI and machine learning, leveraging digital-twin technology

BIG Market Opportunity

Bottom up TAM (3B Employed)*

Based on \$34 Avg assessment value
\$75 annual AIDA coach subscription

*Source The Guardian

2011

TAM - Total Available Market

100% of employed population –
assessed & subscribed to coaching platform

\$325B

SAM - Serviceable Available Market

10% of employed population – assessed
& 5% subscribed to coaching platform
With current business model – target 50+ employee firms.

\$21B

SOM - Serviceable Obtainable Market

Our aim within 5 years

**1.5M annual assessments (0.05% of global employees)
& 600k annual subscribers (0.002% of global employees)**

\$95M

**Annual Rev
by 2025
(45% recurring)**

Early traction



AQ

Trademarked
In the UK

BETA 1.0 LAUNCH

Announced May 2019

Launched July 1st

55 Company signups

25 Accepted in program

1000+ beta users

EARLY ACCESS LAUNCH

Announcing Jan 2020

Started March 2020

150+ Company signups

35 Accepted in program (target)

5,000+ Early Access Users (target)

Early Paid Client Programs
@ \$9,500 each



GO TO MARKET

1. Establishing Affiliates & Distribution Partners



Capita Scaling Partners (CSP) -

In due diligence process to enter portfolio. 3-5 year partnership.

Capita, \$4.6B Rev, 63,000 employees - Largest L&D and recruitment provider in Europe

Driving direct growth from their ecosystem, 9,000 clients,

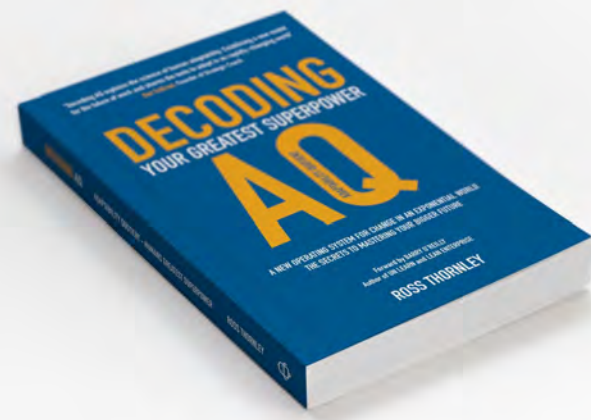
Providing 2 full time business development team members and 1 part time analyst

Example, ww.adepto.com 6X revenue growth in 18 months, CSP drove 65% of that growth.



2. Leveraging Networks - Hacking HR (80k community) - March 2020 Global Conference Sponsorship

Impact: 100+ HR leaders (CHRO's and Directors) completed their AQ assessments on our platform - from 75 different companies, across 28 countries. Including some amazing brands and massive employers; Fedex, Comcast, Merck, Philips, Transferwise, North-Western University, HP, Bayer, and Macy's.



Owning the AQ space...

Book Launch Q4 2020

(95% content complete – Draft 1 Approx. 30,000 words)



GO TO MARKET

3. ★

AQ Documentary Film

We are currently shooting a short film with **Nick Nanton** (15X Emmy Award winning Director.) With world renowned business leaders. Scheduled for premier Sept 2020.

4. ★

Keynotes & Events

HR Tech Startup Week - Feb 2019 - Product showcase

United Nations - 2019 Vienna - Future of work - Innovation & adaptability

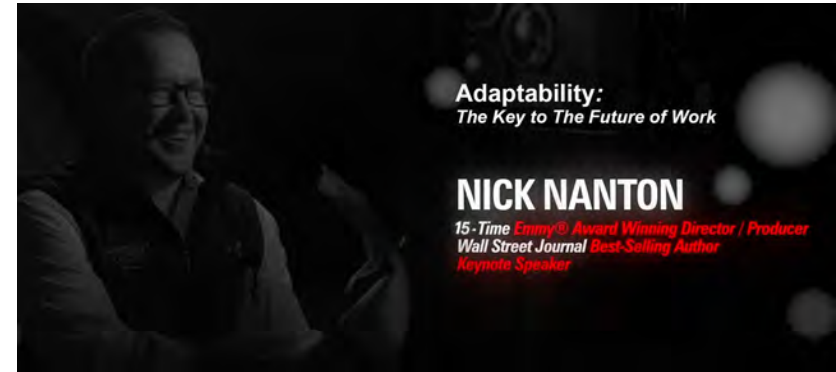
AI & Robotics Conf - 2019 London - Talent Wars 2.0

5. ★

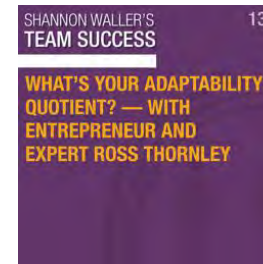
Content & Marketing Automation

6. ★

DECODING AQ Podcast *(New episodes every week)*



Benchmark AQ index report published Nov '19



+ Global top 20 Business PODCAST interview

Our team



ROSS THORNLEY [in](#)

CO-FOUNDER & CEO

Author, speaker and Founder of 4 successful businesses (one exit). Including award winning global brand & marketing agency for over 17 years (*employing 80+ people in that period*).



MIKE RAVEN [in](#)

CO-FOUNDER & CBO

Holistic Business graduate from Schumacher College. 18 Years in marketing & innovation with global brands inc. Sony, Vodafone, UN, Thomson Reuters.



LEE GROOMBRIDGE [in](#)

COO, FD & INVESTOR

Founded a number of startups, senior management in scale ups and highly experienced in working with investors and Chairman at Board level.



CHARLIE PENWARDEN [in](#)

PRODUCT LEAD

A user experience focussed specialist, with expertise in chatbot and AI product development. A passion for mental wellbeing, with an advanced diploma in Cognitive Behavioural Therapy.



SUZANNE BIRKETT [in](#)

PROGRAMME MANAGER

Business analyst and customer service focused leader. 10 years at LV= followed by tech startup and multiple successful product launches.



DR. NICOLAS DEUSCHEL [in](#)

HEAD OF RESEARCH

Professor of organisational behaviour. Former HR VP for a fortune 500, & past consultant at McKinsey & Roland Berger.



PRASHANT CHAUDHARY [in](#)

LEAD DEVELOPER

Highly experienced Angular 2+, React, Node.js and Laravel developer.



PHIL GODDARD [in](#)

UX & DESIGN LEAD

Creative product designer with 20 years' experience in interactive media and mobile. UX design lead for Flow XO and AutoTrader.



LEE RICHTER [in](#)

ADVISOR & INVESTOR

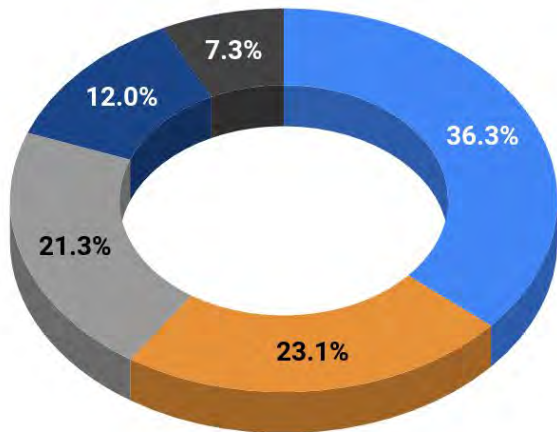
Marketing and distribution, San Francisco Bay top 100 women in business.

Seed round Investment **\$1.3M**

Business has raised \$500k pre-seed round 2019 - leading UK & North American investors

£190k secured to date

Use of seed investment



- Core Team
- R&D Development & Build
- Operations
- Marketing & Events
- Contractors & Partnerships

EARLY ACCESS CLIENTS WHO HAVE APPLIED



CHANNEL PARTNERS IN DEVELOPMENT



UK INVESTORS – (£50K SEIS & FULL EIS AVAILABLE)



Thank you

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ADAPTABILITY