



Established Premium Human Capital Brand Transforms to Lead the Future with an Enterprise-Level SaaS & AI Solution designed to Make Culture Visible via a One-Stop-Shop Survey Platform

From Covid to remote workforces to a new insistence by employees for companies to have a purpose beyond just making money, the workforce has taken a dramatic turn and leaders are scrambling to keep their employees from joining "The Great Resignation." The best way to address this challenge is to have a compelling culture that is conducive for employees to thrive. Decision-makers need to be able to see culture in order to make wise decisions & prevent costly mistakes. EDA's HR Tech platform is a mission-critical for creating and maintaining a compelling culture with high levels of employee engagement.

INVESTMENT HIGHLIGHTS

- Proprietary, GDPR & CJS compliant, must-have business productivity software
- A **one-stop-shop for all employee surveys** with easy to change customizable templates
- Uses AI to capture real-time sentiment/ tone
- Learns each organization's culture norm over time and send predictive alerts when there is significant change
- Includes customer survey templates eliminating need for any other survey platform
- Continuous additions of new features and benefits
- Predictive, mobile, scalable, global, affordable, and sticky

\$2-\$5 Million Equity Raise

MARKET PROBLEM

Decision-makers need to be able to see culture in order to make wise decisions & prevent costly mistakes.

OUR SOLUTION

EDASurveys will win in the marketplace by helping clients create a compelling cultures that attract and retain top talent.



The Problem: No Visibility on Culture

- Boards are being held accountable for culture and risk mitigation
- The number one reason for M&A failures is culture clash; potential employees want to know the culture before they accept a job
- Employers must find new ways to attract, manage and engage the workforce



Our Solution: To Make Culture Visible

- **Leaders** can be proactive & create a conducive environment for their employees
- **Boards** can ask good strategic questions of management and hold them accountable with data
- **Investors** can mitigate the risk of culture clash make wise decisions on mergers and acquisitions.

INNOVATIVE PROPRIETARY TECHNOLOGY

- \$2,500 customer acquisition cost (CAC)
- \$27K avg spend per customer on license fee with some upsell for an ~ 7 years = lifetime per customer ~ of \$200K
- TAM of over \$10B globally with 170k companies with over 100 employees in the US alone
- EDA is uniquely positioned to gain CEO and board-level endorsement and is globally respected and connected with easy access to decision-makers, world-class technology, and a seasoned and diverse leadership team

How Much We Need

\$2M minimum (18-month runway)
Up to \$5M (accelerated roll-out and runway to IPO or other major monetization event)

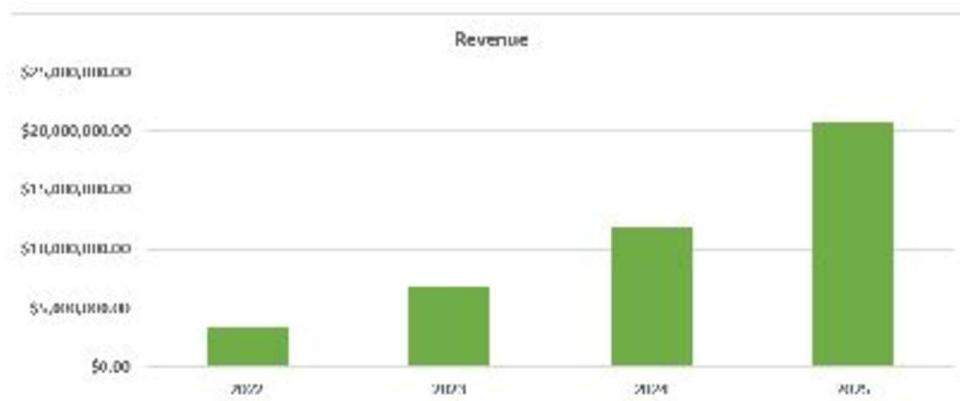
How We Will Use It

Sales & Marketing
Technology Development
Team Acquisition & Retention
Product Development

How You Will Get An ROI

IPO or be acquired in
4 to 5 Years

PRO FORMA



Revenue

\$3.8M

\$6.7M

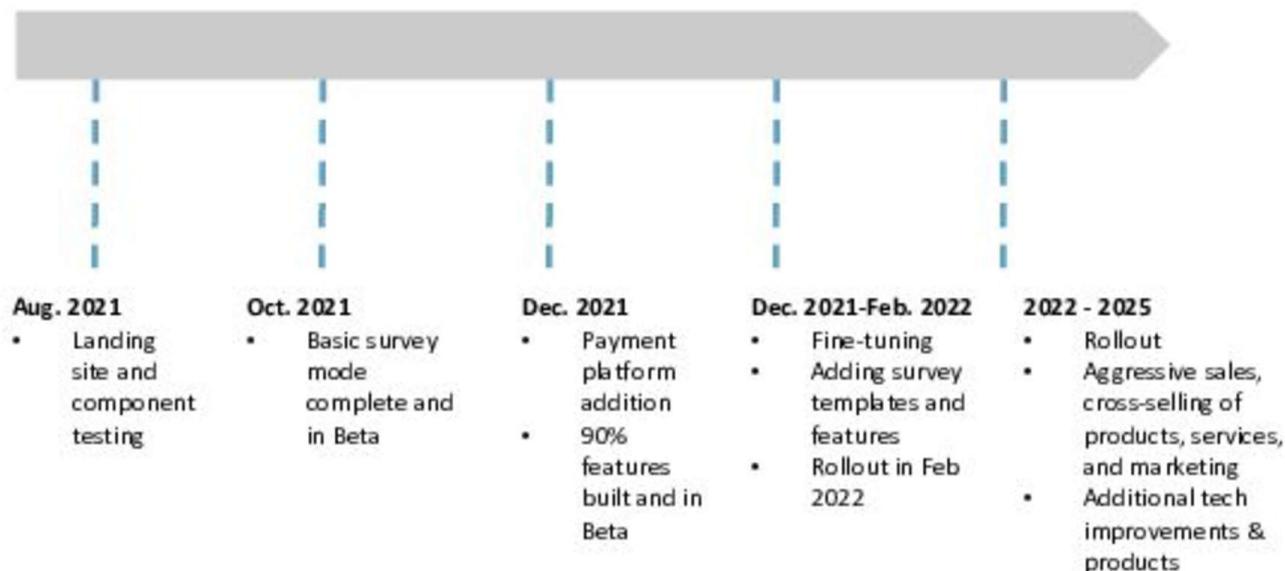
\$11.8M

\$20.8M

HIGH-IMPACT STRATEGIC SALES APPROACH

1. Our leaders will use their access to c-suite leaders, board members, and investors for culture dashboards.
2. We will build an enterprise consultative sales team who will target organizations with 100+ employees for direct sales and they will have customer support liaisons for excellent customer onboarding and support.
3. Our coach-the-coach certification for corporate internal coaches and former executives will not only teach coaching skills but will also equip them with every tool they need all through the EDA Surveys platform.

TIMELINE | 2021-2025 +



TOP-TIER SEASONED TEAM



1. Established, super-connected CEO with 20+ years experience starting, acquiring, selling and leading businesses, designing, building & selling products and building winning teams. Highly respected advisor to the c-suite and leading academics. Leadership and HR Tech thought-leader. Founder of WomenExecs on Boards, published author and LinkedIn Learning Expert.
2. World-class CTO who has built high-performing, highly secure, platforms for Elitium crypto currency, Adobe and PlayStation. Serial tech entrepreneur, US native living in Austria.
3. Top-ranked CFO/IR Leader who has raised billions of dollars from start-ups to public companies.
4. World-class UI/UX designer and team who are experts in providing premium customer onboarding and support.

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| *Quote goes here*

Wefunder has raised hundreds of millions for startups that later went on to raise over \$5 billion in follow-on funding from venture capitalists.

Can you vouch for John?

VOUCH FOR JOHN

LEARN MORE

About Wefunder

We help anyone invest as little as \$100 in the startups they believe in. We're also a Public Benefit Corporation with a mission to keep the American dream alive. We aim to help 20,000 founders get off the ground by 2029.

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