

EDA's SaaS platform makes culture visible to decision-makers as the one-stop-shop for all surveys.



Enterprise-Level SaaS & AI Platform designed to

Make Culture Visible

to the Leaders, the Board, the Investors, & Potential Employees

\$1 Million Equity Raise | 2021

Creating Compelling Cultures that Last

Through Trusted, High-Quality Partnerships since 1982

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Highlights

- 1 Software designed to make culture visible revolutionizing real-time leadership decisions through actionable insights
- 2 EDA's strategy is to capture employee sentiment through a robust AI and one-stop-shop survey platform
- 3 We believe SW solution is scalable & enables sticky SaaS and AI revenue and profits w/ long-term recurring revenue
- 4 The company, run by an experienced team, is revenue-generating and expected to be profitable by 2022 (not guaranteed)
- 5 EDASurveys beta product is in use, with a full offering expected to be available in early 2022
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- 6 EDASurveys is targeted to a large addressable market of \$10B - 170k companies w/100+ employees in the US
- 7 Boards are going to be held accountable by investors for ESG metrics including human capital, leadership, & governance
- 8 EDA has an established global human capital brand w/marquis clients, access to the "top of the house" and 500,000+CRM

Our Team



Bonnie Hagemann

Bonnie has founded and led companies, led and outsourced functions for large corporations, designed products, ran biz dev, taken products to market, and coached and advised over 200 CEOs and Senior leaders on leadership, strategy & culture.

Because success and expertise building a world-class, "top of the house" Human Capital firm, we know that being able to have a visibility on culture is key going forward. Leaders need to be able to create a compelling culture, boards need to be able to hold management accountable & investors need data to make good Q&A decisions.



Demetri Poulidakis

Demetri is a world-class lead developer and CTO, best known for building the Elitium crypto-currency platform. He has also built powerful, secure platforms for Adobe and PlayStation.



Laura Kiernan

Laura is the CEO & Founder of High Touch Investor Relations. She has raised billions of dollars in corporate funding and is recognized by Institutional Investor as a top IRO with more than two decades of experience in IR, finance, and accounting



Gian Colombo

Gian is known for bringing technical and strategic perspectives to a wide range of business problems. He has designed simulations for the Department of Defense, developed front-end UI for networking applications, managed learni



Kelli Adams

Kelli is known by our clients as a trusted business partner, certified HR professional, executive coach, experienced HR/talent leader, and a strategic advisor with a passion for aligning people and strategy.



Amy Sullivan

Amy manages all day-to-day operations, vendor relations, contracting as well as provides a wide range of administrative and logistical support. She brings over 19 years of experience in diverse environments.



Traci Clayton, PhD

Traci co-leads and provides business development for EDA's premium services. Some of her impressive work includes her role as the North American leader and Managing Principal for the Talent Management p



Scott Dannemiller

Scott co-leads and provides business development for our premium services. He designs and delivers clients solutions and staffs and manages major client projects.He was an early leader in technical training and delivery working for large compan



Kevin King

Kevin has over thirty years of experience including extensive experience working with and for "Big 4" consulting firms delivering strategic engagements and driving transformational change. He has worked with clients domestically and internationally.

Pitch

EDA INC

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Investment Highlights

The Problem: Decision-makers need to be able to see culture in order to make wise decisions & today, there is no clear way. For example, boards are being held accountable cultures that they often are kept from seeing & the #1 reason for M&A failures is culture clash.

Our Solution: EDA's proprietary enterprise technology solution is designed to make culture visible

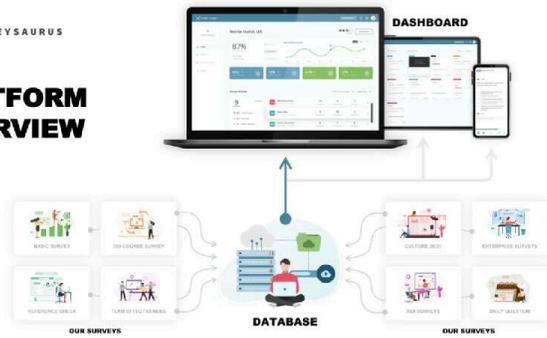
1. To the leaders so they can be proactive & create a conducive environment for their employees
2. To the board so they can ask good strategic



- 3. To **investors** so they can vote with their pocketbooks on investments and make wise decisions on mergers and acquisitions.
- 4. To **potential employees** so they can make informed employment decisions.



PLATFORM OVERVIEW



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STRATEGIC DASHBOARDS

- ✓ Leaders will have culture at their fingertips & can drill down to the team level
- ✓ APIs add additional input (financials, employee, & stock history)
- ✓ The Board, Investors & Potential Employees will have a high-level view on culture
- ✓ It will be CEO Endorsed
- ✓ It will be predictive - sending an alert when there is a tone change in the organization.



Vision: To Make Culture Visible to the Leaders, the Board & the Investors by becoming the One-Stop-Shop for all Employee Surveys



Investment Highlights

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- ✓ Highly scalable from the largest company to the smallest and across every geographic region
- ✓ Sticky because once a company starts using our platform for their culture survey and 360s they will not want to change platforms.
- ✓ One-stop shop for all employee surveys with easy to change templates
- ✓ Easy, clean, & attractive (like an iPhone for corporate surveys & culture)
- ✓ HR & Leadership Development's best friend
- ✓ Use AI to capture sentiment/tone and providing a predictive alert when there is significant change



Creating Compelling Cultures That Last

Run by an Experienced, Well-Connected Team

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Creating Compelling Cultures That Last

Competition Analysis

	EDA	CultureAmp	PfSense	Qualtrics
One-stop shop for all employee &	✓			

customer surveys				
Visibility on Culture for the boards, the investors & potential employees	✓			
Predictive	✓			
Use AI to capture sentiment	✓	✓	✓	✓
Real time actionable insight	✓	✓	✓	✓
Self-service model: Customer controls their own data	✓	✓	✓	✓

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EDA INC Coaching Compelling Outcomes That Last

Capital Raise | Searching for \$1 Million

How Much We Need	How We Will Use It	How You Will Get An ROI
\$1,070,000	Sales & Marketing Technology Development Team Acquisition & Retention Product Development	IPO in 4 to 5 Years

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**The above slide contains forward-looking projections that are not guaranteed.*



- ✓ **Top-tier Team:**
 - CEO with 30 years experience starting, acquiring, selling and leading businesses, designing, building & selling products and building winning teams & who is highly respected advisor to the corporate o-suite, leading executives and as a leadership thought leader
 - CTO who has built high-performing platforms for Ethereum crypto currency, Adobe and Prologika
 - CFO/FL leader who has raised billions of dollars from start-ups to public companies & who is ranked in the top 3 FL experts for buy-side & sell-side M&A on Wall Street
- ✓ Targeted to a large, unlimited addressable market of over \$70b with limited competition
- ✓ 170,000+ US Companies alone with over 100 employees
- ✓ Anticipated average annual spend per customer is \$27K with a 7.4 year expected average lifespan yielding a \$200K average spend per customer
- ✓ Expect an IPO exit for investors in 4 to 5 years
- ✓ 3-pronged sales approach
 - Our leaders will reach out to top-of-the-house leaders, board members and investors
 - Our enterprise sales team will target organizations with 100+ employees for direct sell & professional service firms as resellers
 - Both groups will work to reach the coaching market where we have created a strategic approach to gain their loyalty.

Pro Forma



\$2.5K cost of customer acquisition

\$27K avg per customer for the next 7 years = lifetime value approximately \$200K per customer

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Downloads

[Press Release EDA 2021 Trends in Executive Development final.pdf](#)

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