# LEAD

**PEOPLE ANALYTICS FOR MENTORSHIP & RETENTION**

# A mentorship platform that understands the people in your organization.

*$550 Billion lost due to poor leadership ability.*
-Forbes

*51% of workers are looking to leave their jobs.*
-Gallup

*75% of the reasons people quit come down to their managers.*
-Gallup

**Managers do not have the data and tools to retain talent.**

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**Modern Mentoring Is The Key To Retaining Millennials.**
-Forbes

**If you're not helping people develop, you're not management material.**
-Harvard Business Review

**Those intending to stay with their organization for more than five years are twice as likely to have a mentor. (68 percent) than not (32 percent)**
-Deloitte

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**The most important insights about company culture revealed during mentorship interactions.**

✅ Anonymous reporting shows data down to the team level

✅ Collect personality profiles that improve with use

✅ Gauge overall sentiment of an organization by analyzing language

✅ Identify problems staff is experiencing

✅ Aggregate key information used to succeed

✅ Track cognitive diversity, growth, and retention with clean data and surveys
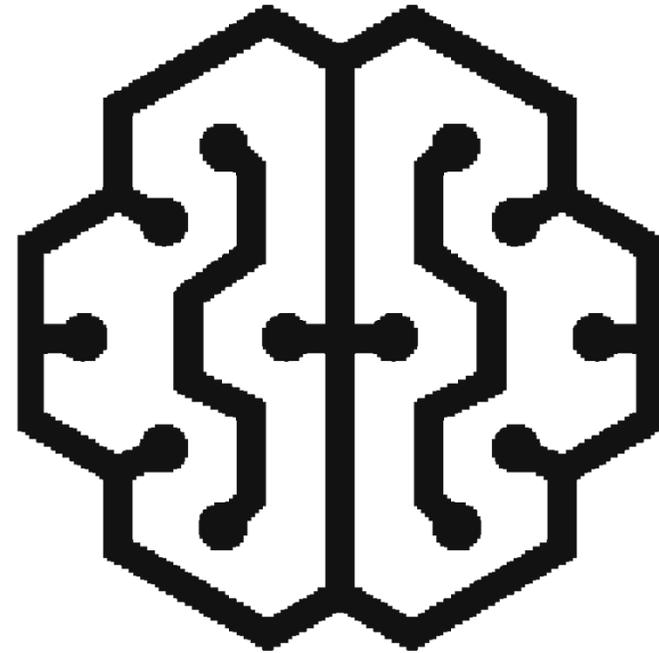
# How does LEAD work?



**Individuals interact on our Product**
Mentorship collaboration, goal setting, text chatting, personality profiles, anonymous reporting, deployed surveys with AI assistant.

**Inputs text and behavioral data from available work applications**

**Anonymize data, ML & NLP Scans for HR issues**

**Reports HR initiatives at the team level**

- Mentorship program insights
- Employee needs and wants
- Potential leaders
- Emotion and sentiment
- Legal risks
- Productivity
- Conflict

"I need to grow our HR department"
"The sales manager is a creep"
"Current promotion rounds were unfair"
"The office temperature is too warm"

# Current Traction

**1000 Users with a 10x matching rate and 2 paying companies**

The Vault and Girls in Tech Phoenix are our paying customers.

**1 signed MOU with public company**

5 more organizations in the short term pipeline

**$600K**

**Raised for current seed round**

(not counting 310k raised for pre-seed)

# Market Size

70% of Fortune 500 companies have mentorship programs - SAP
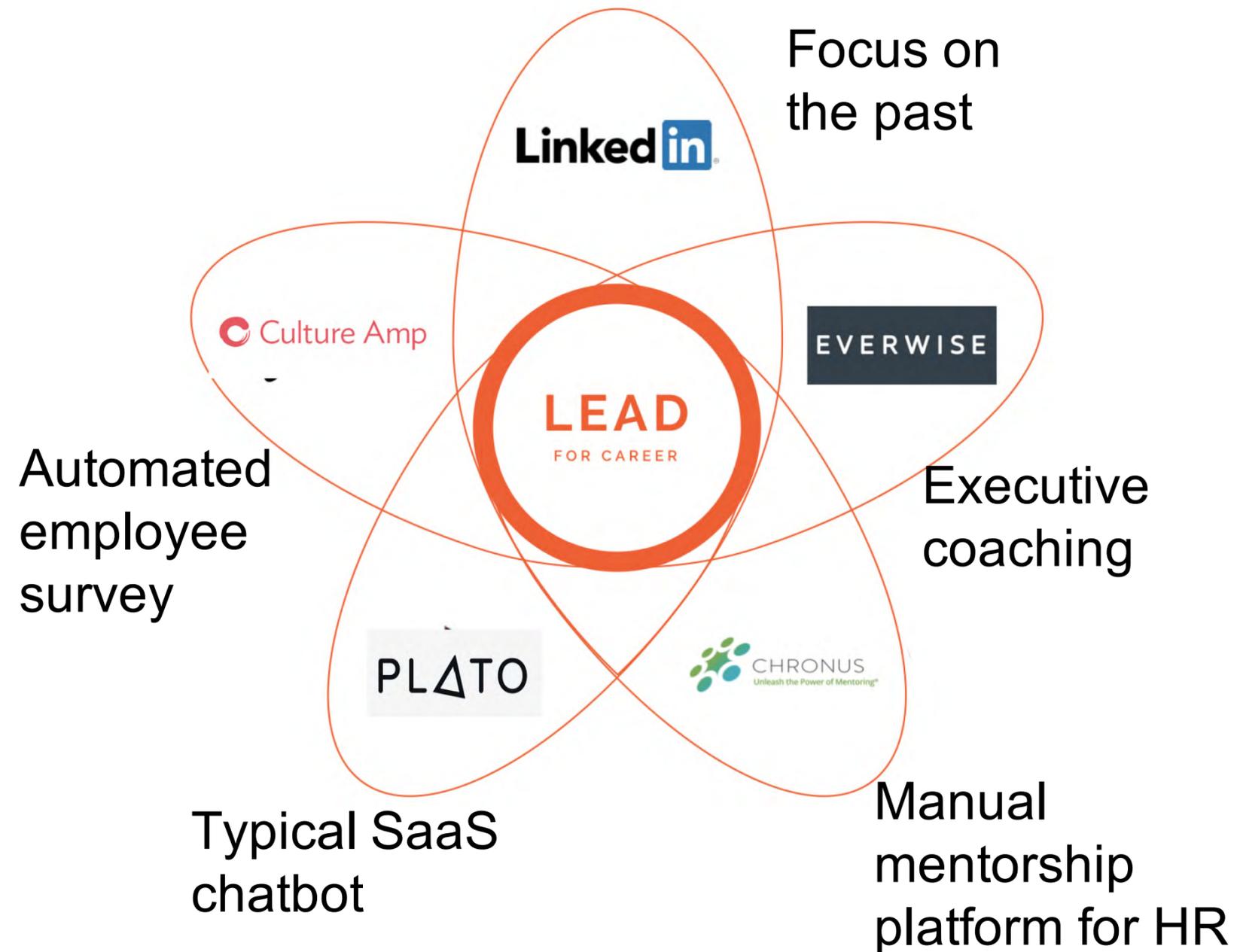
HR software market size is expected to exceed USD $10 Billion by 2022 - Society for HR Management

Global workforce management software market is projected to grow to $7,520 Million by 2021 - Technavio

Workforce Analytics Market Worth $1.87 Billion by 2025 | CAGR: 16.0% - Grand View Research, Inc

Emotion Analytics Market to Rake in Around US $25 Billion by 2023 with 17% CAGR - Reuters

# Competitive Advantage



Focus on the past

Executive coaching

Manual mentorship platform for HR

Typical SaaS chatbot

Automated employee survey

- Focus on the future by improving employee career trajectory.

- Cross-organization mentorship.

- Lifetime user value. User access doesn't depend on the company's payment status or one's job changes.

- Analysis of clean data Vs. survey data.

- Targeted mentorship suggestion.

- Anonymous reporting and interaction.

- Scheduling and goal setting.

- Increased access to deal flow, capital, and talent.

# Free for individuals, low cost for companies

- Individuals influence company to adopt LEAD mentorship

- LEAD gains access to more data after we prove our ROI on mentorship data analysis

## Mentorship Free

### FREE

- Free App & Website Access

- Limited access to mentorship searching & management system

## Mentorship Basic

### $4.99 / Person

- Unlimited access to mentorship searching & management system

- Organization Internal Mentorship Program Insights

## Mentorship + People Analytics

### $8.99 / Person

- Internal mentorship program insights
- AI Assistant
- Anonymous reporting
- HCM (WorkDay etc), Slack, Task distribution channel (Jira, SalesForce) integration
- People analytics report based on the aggregated team data
- Industry benchmark on a team level
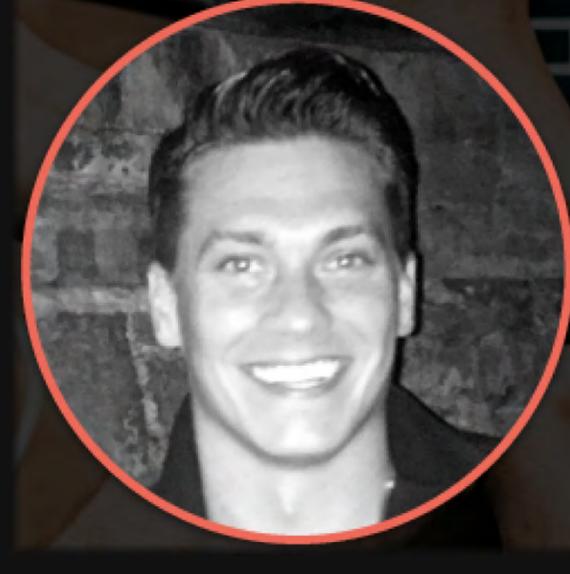
# Leadership Team

## Serial Entrepreneurs + 4 employees



**Yumi Alyssa Kimura**

Founder & CEO

Passionate serial entrepreneur since age 18. Former Country Manager at Meitu pre $5B IPO. Grew Meitu Japan user base to 20M, MAU by 60% and sales by 8X.



**Peter Pakalski**

Sales & Marketing Leader

Oversaw $30 million+ in personal acquisitions and exits. Experience as co-founder, venture capital EIR, and TechStars alum.



**Nenad Milanovic**

CTO

15 years engineering leadership experience. Founder of Clockify and Skipel (NLP), both with successful exits, including from one of the world's largest tech companies.
3 pending patents in NLP

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# Partial List of Advisors

**Beate Chelette**

CEO @ The Growth Architect
Growth hacker

**Piotr Feliks Grzywacz**

Former Google Head of HR for
APAC

**Kuniyoshi Mabuchi**

Director of Facebook Japan

**Alex Bowe**

Ph.D., in data science, Expert in
ML/NLP, ML,

**Eva Helén**

Expert in employee retention &
diversity in Tech industry

**Jeremy Glassenberg**

Founder of Box's developer
platform, Product expert

**Adam Traidman**

CEO & Co-Founder @ Bread
($32M ICO), blockchain expert
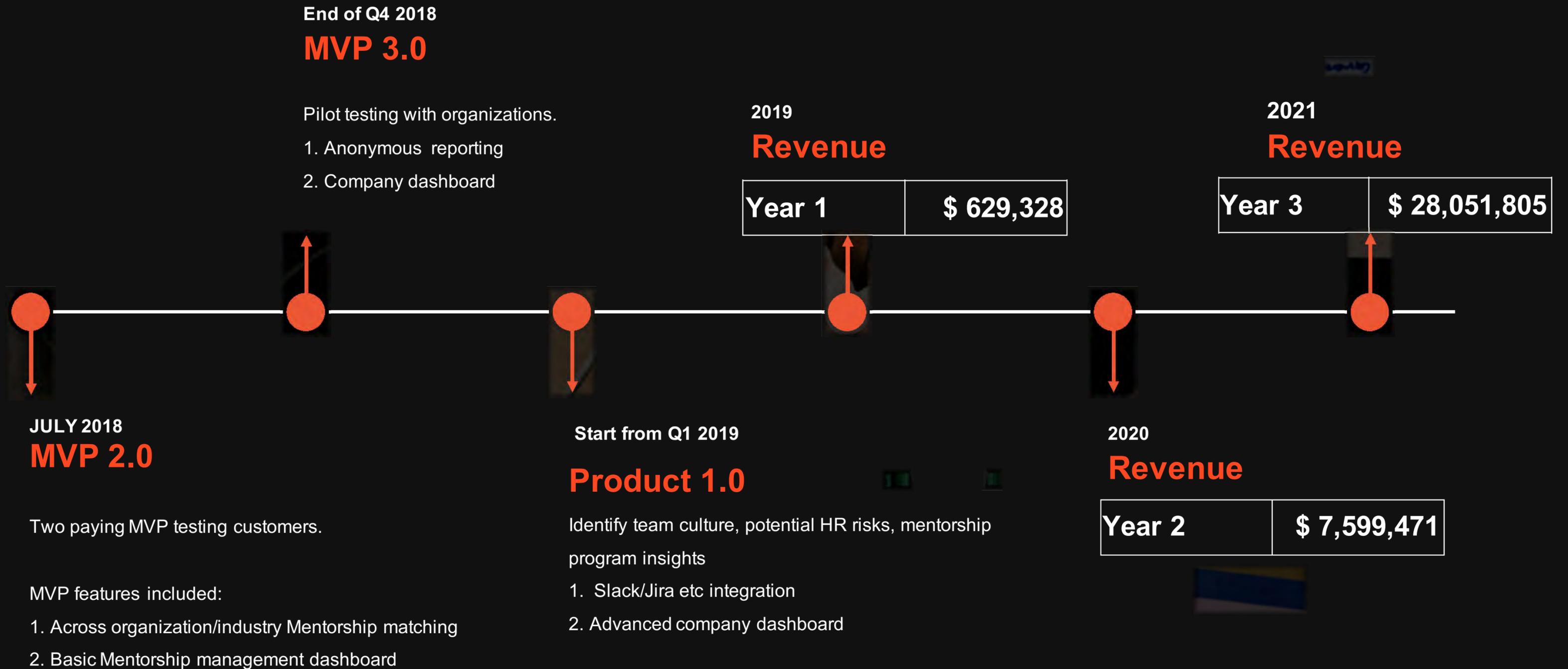
**Tom Kosnik**

Ex-Adjunct Professor at Stanford
Engineering School

**Jad Tarifi**

Head of Google AI research on
deep learning models.
Ph.D., in data science, expert in AI
and neuroscience.

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# Road Map

**End of Q4 2018**

## MVP 3.0

Pilot testing with organizations.

1. Anonymous reporting

2. Company dashboard

**2019**

## Revenue

| Year 1 | $ 629,328 |
|--------|-----------|

**2021**

## Revenue

| Year 3 | $ 28,051,805 |
|--------|--------------|

**JULY 2018**

## MVP 2.0

Two paying MVP testing customers.

MVP features included:

1. Across organization/industry Mentorship matching

2. Basic Mentorship management dashboard

**Start from Q1 2019**

## Product 1.0

Identify team culture, potential HR risks, mentorship program insights

1. Slack/Jira etc integration

2. Advanced company dashboard

**2020**

## Revenue

| Year 2 | $ 7,599,471 |
|--------|-------------|

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# Investment & Use of Funds

- Completed first round 2017

- Raising $1M ($600K commitment)

- Exit is most likely a strategic partner in the HRM/HCM space such as SAP, Workday, or Oracle

- Build out reporting function and sales pipeline

Cushion
14.6%

IP & Patents (Unli...
0.6%

Operations
20.5%

Software and Equi...
3.0%

Sales and Marketi...
30.6%

Product Dev
30.6%

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# LEAD

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# Case Study

**Customer Need Use Case**

**Problem:** You hear this story every day. A tech firm can not increase employee diversity and retain its top talent because it is fighting the industry average turnover rate of 1.1 years. Replacing takes 42 days and costs 200% of a hires salary.

**LEAD Solution:** A LEAD mentorship program is set up that matches mentees with senior management and career coaches. It starts collecting team data. Guided support improves employee morale and provides a sense of growth and belonging.

LEAD looks over HCM, keywords, surveys, mentorship interactions, anonymous chatting, and more to show that female engineers are leaving at an accelerating rate (a common problem).

Women show negative sentiment towards a manager that constantly refers to them as "sweet heart" and is promoting male team members at a higher rate.

Keyword extraction and sentiment analysis shows "Low social responsibility" and "poor office temperature" are common phrases.

Executives place managers in a LEAD mentorship program that combats sexiest attitudes. Increased behavior training is instituted. The company begins hosting events that donate to local Girl Scout Troops.

**Ladies feel a sense of community. They reach out to their friends to attract new hires.**