

Automate Human Performance

to fill the gap between
training and business results



Robert Feeney | B. Wayne Barkley | [Ringorang.com](https://ringorang.com)

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Problem

Classrooms, eLearning, Manuals, Emails, Posters, PowerPoint



**Corporate
Training**

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**Behavior
Change**

Solution

Advertising techniques + Learning science
Clinically proven and published.



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**Measurable
Behavior Change**



Solution

We have worked with incremental learning nudges and used gamification before, but what we can do now using your A.S.K. Methodology is different. Connecting learning to individual habits and business goals through Ringorang® and measuring those as performance is definitely next level.



- Ken S., Business Segment Leader of the Consulting Academy
at a Fortune 50 Tech Firm

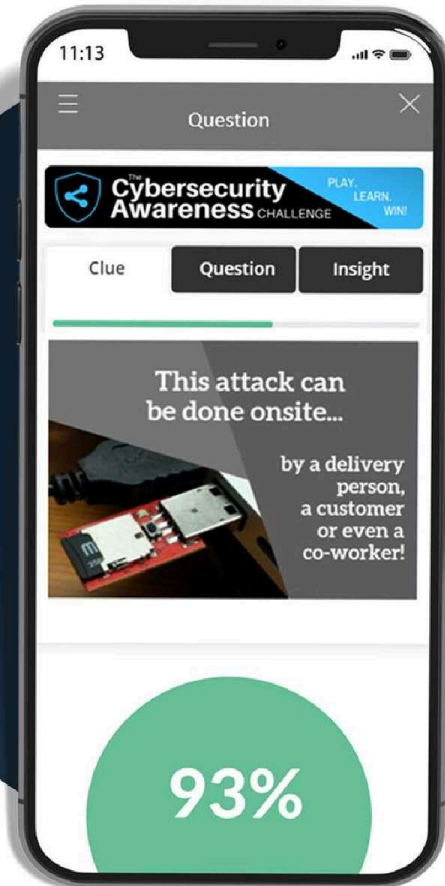


Value of Behavior

This is a Salesforce.com sized opportunity!

| Industry | Metric | Amount Paid |
|------------------------------------|---------------------------------------|----------------|
| Financial Services | 2018 penalties, fines | \$4.8 Billion |
| Construction, Manufacturing, etc. | Cost of Injuries (medical, admin) | \$95.2 Billion |
| Corporate Training | Cost of facilities, trainers, vendors | \$83 Billion |
| Chronic Illnesses (Diabetes, etc.) | Direct health care treatment costs | \$1.1 Trillion |

Sources:
Financial Services: ComplySci, The True Cost of Being Non-Compliant, Injuries: CDC, Medical Expenses of 35.5B, Administrative Expenses of \$59.7B, Corporate Training: 2019 Training Industry Report, Chronic Illness: Milken Institute, The Costs of Chronic Disease in the US



The Key is Repetition

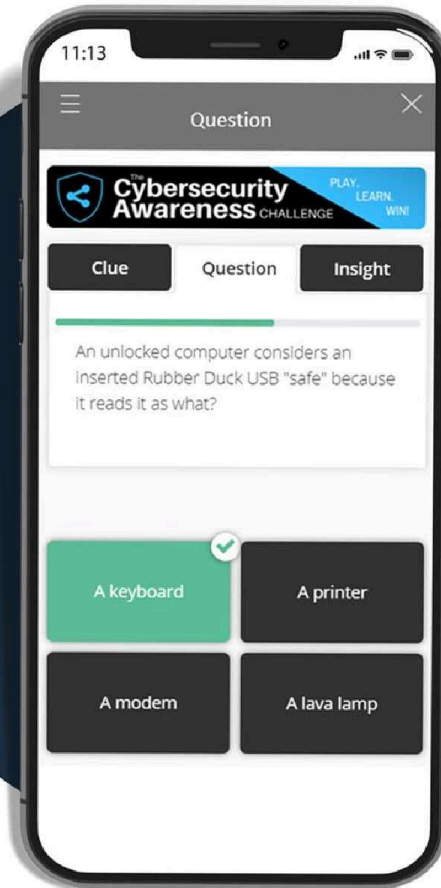


On the in-between moments of the day, learners are invited to a timed question sequence.

Starts with a Clue...



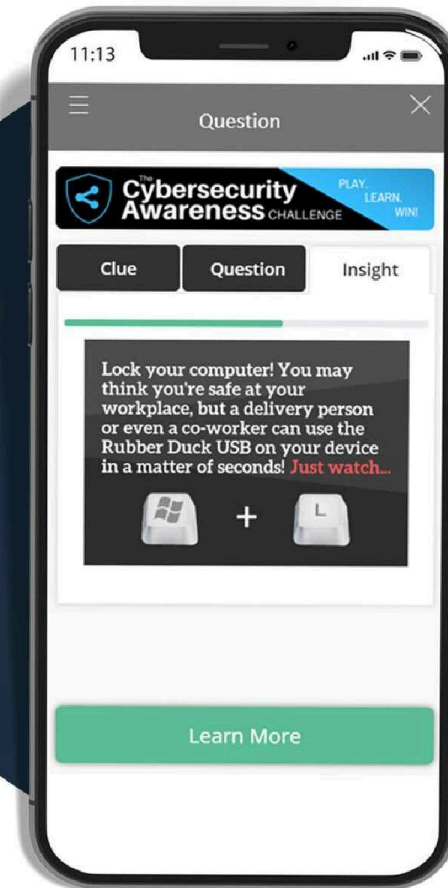
Then a multiple-choice question tests their instant recall.



Finish off with...

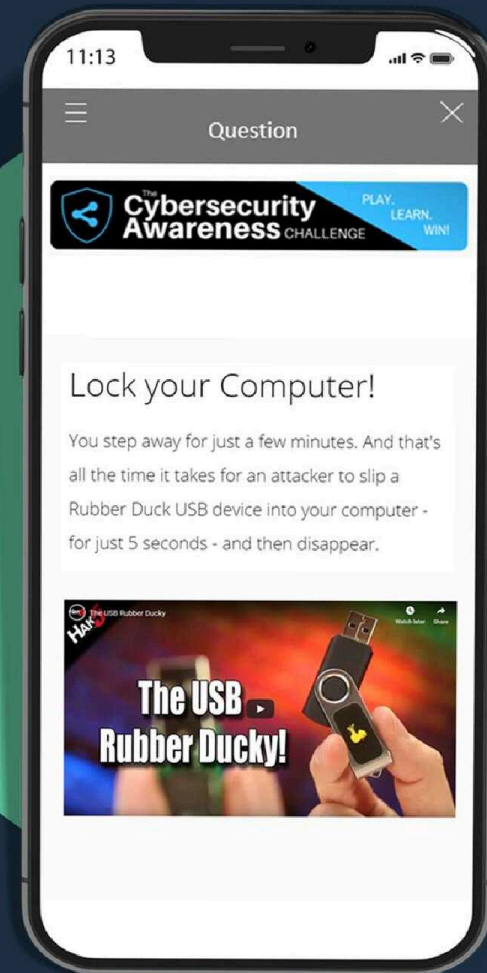
An Insight on one thing for the learner to know or do.

With curiosity, learners can learn more...



Let the learner spend another 60 seconds revisiting your org's content.

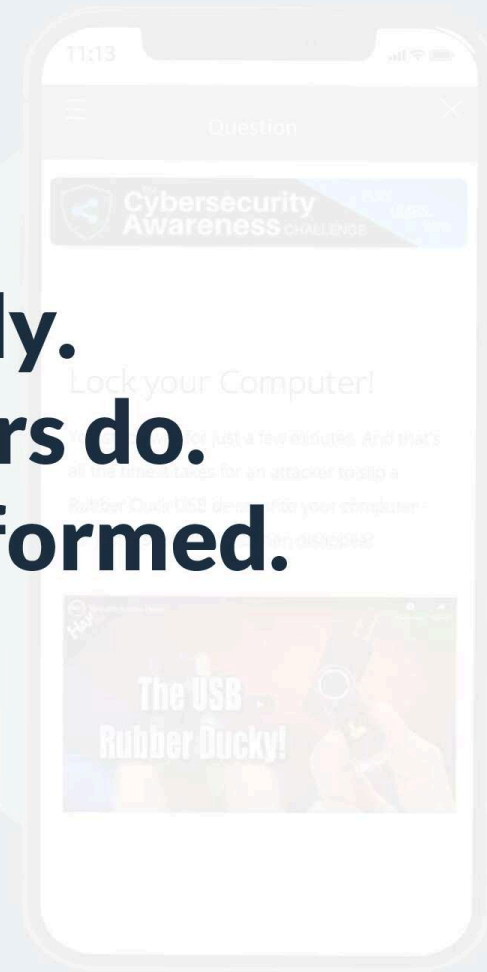
Then on with their day.



Let the learner spend
another 60 seconds
revisiting your org's
content.

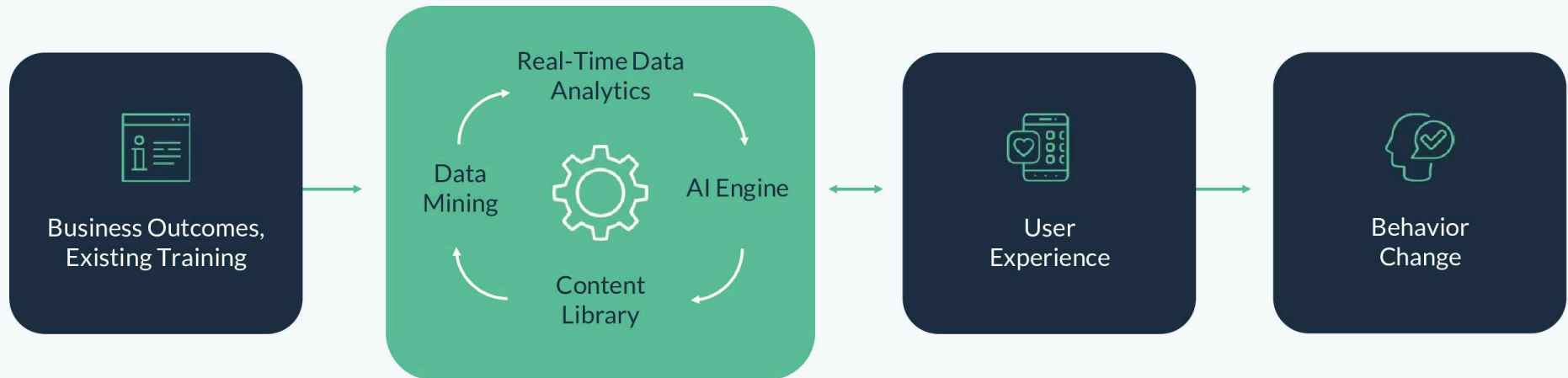
Then on with their day.

**Repeat daily.
Like advertisers do.
Until habits are formed.**



Human Centered Design

Easy to sell, Easy to adopt, Easy to use



Upcoming advancements include
AI and Machine Learning to
optimize content and reporting

Testimonials

Whether it be for internal purposes or for customers we serve around the globe, when it comes time for a reinforcement tool, I can't think of anything better than Ringorang®.



- Michael Crain, Sales Trainer to Apple, Amazon and SAP

Ringorang is category-defining. It turns training into daily learning and behavior change.



- John B., Learning Design Lead, Fortune 50 Tech Firm

In the digital transformative world we're in now with millennials and people from all age groups and backgrounds, having a standard classroom training around boring or complicated subjects doesn't help you retain much learning. But rather interactive games, fun things, and excitement help generate more adrenaline, help you relearn, help you retain more information. Ringorang® does that so well.



- Cary Sholer, Senior Technical Program Manager, Microsoft

Eight months into the program now, and my participants have been using it on a routine and regular basis. They get two Ringorang® messages a day... They all said 'this is very useful, please do not stop.'



- Dr. Michael Broom, Leadership trainer to Google, NASA and Provident Health



Revenue Model

High Margin at Scale

Platform Subscription

Direct: \$5/user/mo
VAR: \$1/user/mo

Additional Revenue

- Professional Services
- Knowledge Conversion
- Campaign Optimization
- High-Volume Content subscriptions
- Partnerships with content providers

Platform Marginal Costs
\$ 0.05 / user / mo



Go-To-Market Strategy

- ✓ **Professional Services Partnerships**
Fortune 500 Tech Consultancies offer Ringorang for change adoption when delivering customer solutions
- ✓ **Direct Sales**
Fortune 500 Tech Companies use Ringorang for sales enablement

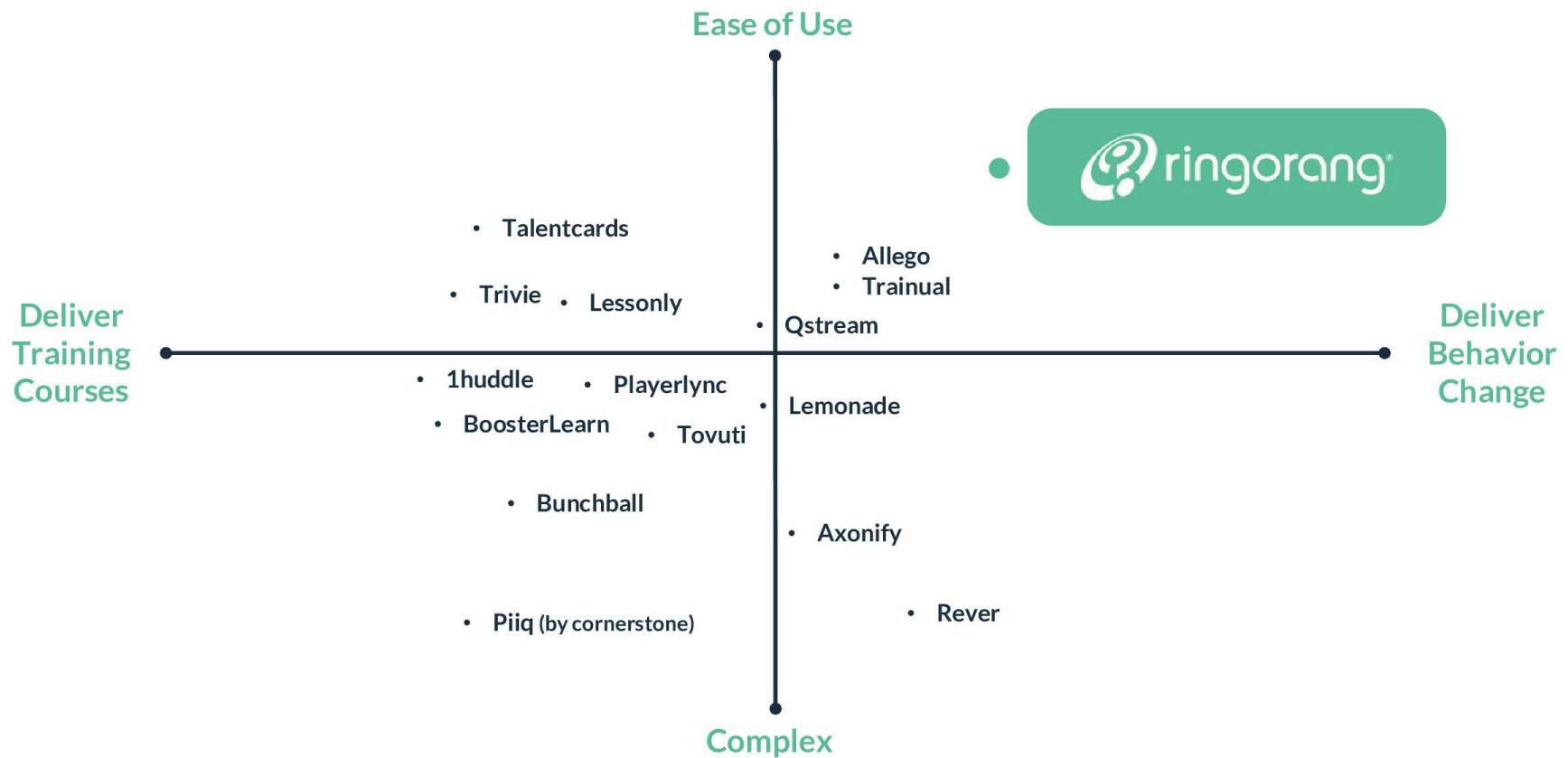
Clue

Question

Insight



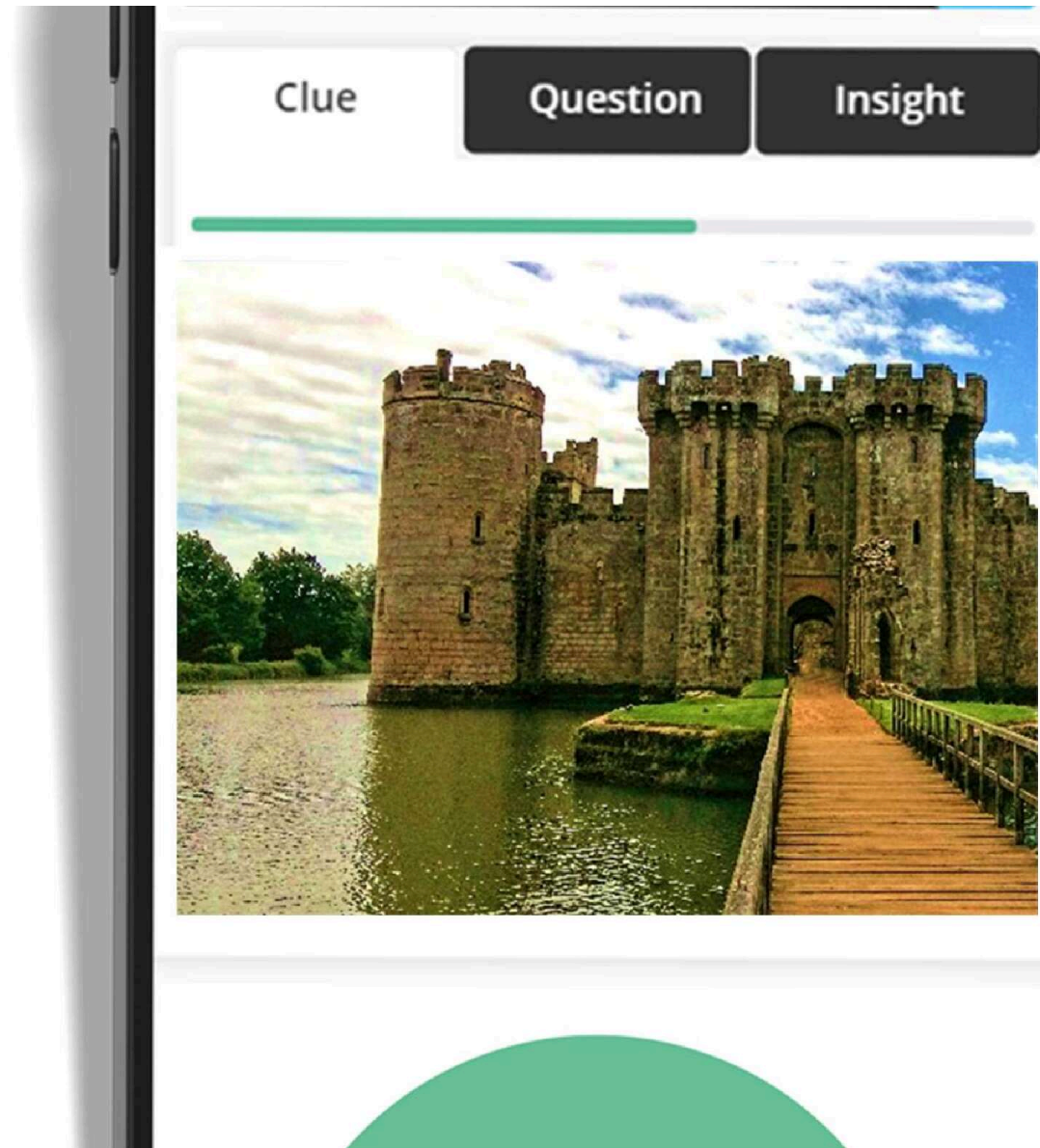
Competitive Sample





Competitive Advantages

- ✓ Clinically Proven Methodology
- ✓ Patented Technology
- ✓ Mature Enterprise Product
- ✓ Low Cost and Low Adoption Time
- ✓ Content Network Effect



Roadmap





Team



Robert Feeney
Vision / Product



B. Wayne Barkley
Operations



Kathy Hughes
Sales



Drew Lincoln
Customers



Kim Swartz
Founding Board
Member



Rudiger Wolf
Founding Board
Member

**150+ years of
successful
business
experience**

Market Opportunity

U.S. Addressable Market (in millions of users)

SMBs: 60
Enterprises: 40
Philanthropies: 75
Chronic care: 150

325M x \$5/mo TAM
20M x \$1/mo SOM



\$19.5B

Annual US Revenue Potential
(TAM)

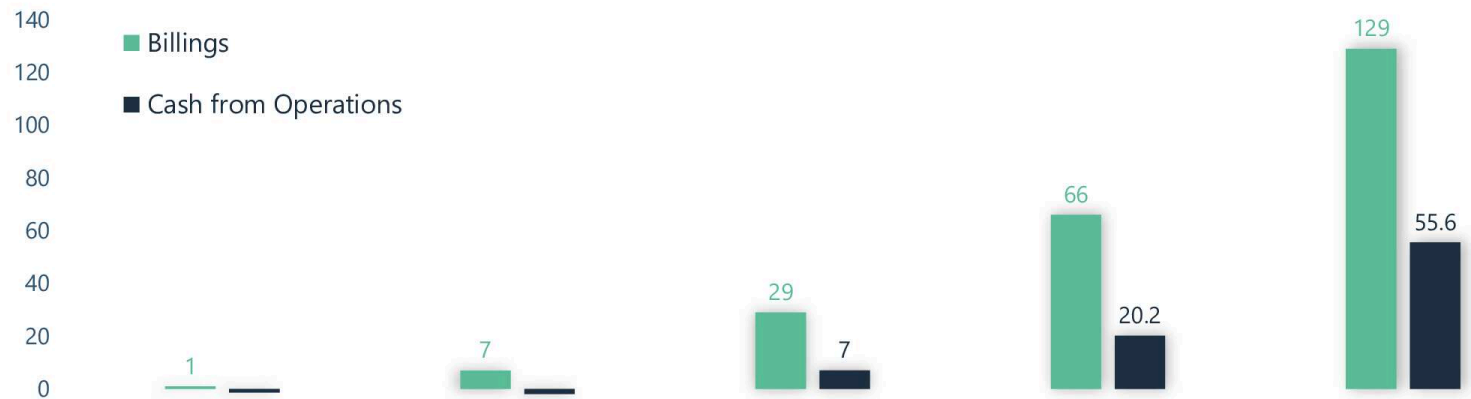
\$0.2B

Annual Revenue Modelled -
5 years (SOM)



Cash Pro Forma

Annual USD in Millions



| (\$ millions) | 2021 | 2022 | 2023 | 2024 | 2025 |
|--------------------------|-----------------|----------------|----------------|-----------------|------------------|
| Billings ARR** | 1 .02 | 7 .5 | 29 5 | 66 24 | 129 58 |
| Cash from Ops | (1.1) | (1.5) | 7.8 | 21.2 | 56.6 |

** part of billings

Estimated Projections and not guaranteed.



Use of Crowd Funds

Minimum Fundraise Target

\$250,000

20% technology development - create browser-based version of the app which will enable an enterprise license and significant revenue capture with our existing Fortune 1000 customers; 18% cost of fundraise; 62% working capital - to i) serve as a bridge to continue CF raise (up to add'l \$4MM) with audited financials, and ii) close more revenue deals with customers.

Maximum Fundraise Target

\$1,070,000

15% technology development - Gen 2 version of the Ringorang app which will include data mining and machine learning on the front end to automate as much as 80% of the tasks that now require human intervention; 18% cost of fundraise; 15% sales and marketing - to hire more sales staff and launch a targeted online digital media campaign; 52% working capital - to i) serve as a bridge to continue CF raise, close more revenue deals with customers.

Solution

Advertising techniques + Learning science
Clinically proven and published.



Success for your

**People
Organization**



The statements made herein, including “forward looking” statements, are subject to and qualified by the full text of the applicable offering documents, particularly under the heading “Risk Factors”, which should be reviewed before investing.