

# The world's largest B2B/B2C SaaS powered coaching and training platform

[PITCH VIDEO](#) [INVESTOR PANEL](#)



[viveka.world](#) Marina del Rey CA Technology Software SaaS Marketplace B2B

[OVERVIEW](#) [UPDATES](#) [WHAT PEOPLE SAY](#) [ASK A QUESTION](#)

## Highlights

- 1 300% growth in the last 6 months and new SaaS set to trigger even greater momentum
- 2 CEO won Female Entrepreneur of the Year at 2018 StartCon
- 3 1,500 coaches on platform. 20,000 coaches accessible
- 4 New enterprise SaaS product launch in Q1 2021 - currently 80% completed
- 5 Executive team w/ 100+ years experience in tech & marketing
- 6 \$360B total addressable market. Growing at >7% per year.
- 7 Featured in Forbes, Yahoo! Finance, Global Newswire and Coaching Life Magazine.
- 8 Board of Advisors with 150+ years experience successfully navigating multiple IPOs & exits.

## Our Team



**Katja Kempe** CEO & Founder

Female Entrepreneur Of The Year 2018 Asia Pacific COO Jones Day Australia Global Strategy Manager Herbert Smith Freehills

"Exploring our full potential as humans is my passion and I've been privy to personally meet and work with some of the world's most elite coaches, who helped me in my most pivotal moments. I wanted this opportunity to be available to billions." - CEO Viveka is our way to support in times of hardship and growth, and consciously support evolution.



**Bobby Spencer** CTO Chief Tech Officer

CEO of software engineering company of 22 developers



**Johannes Riedl** CIO Chief Innovation Officer

Global Client Partner NETSOL, previously KPMG



**Anay Patel** Digital Marketing Manager

Founder of YugenWay Author & Public Speaker

### LEAD INVESTOR

**Charles D Nolan Jr** Chairman at NR International

I strongly believe in the concept and its need in the marketplace. The connection of professional practitioners to clients has historically been "one of word of mouth", despite the importance of the decision to most clients. Why should this be the case in today's world of technology based high connectivity? The need is one that has been waiting to be solved, and Viveka will accomplish it! I have successfully invested in many private placement offerings over the years. In my experience the difference between success and failure is mostly determined by the people executing the business plan. My decision to add additional money to my first round investment is principally based on how I have witnessed Katja and her team execute so far. Katja Kempe is an enormously talented and tireless woman who brings a wealth of experience to the table. She has been widely recognized for her previous successes. I am most impressed by her ability to be resourceful and creative if things don't go exactly as planned. This is a critical element in launching a successful new venture. Katja's ability to lead her team, while adeptly pivoting to handle unexpected changes and challenges continues to build my confidence in this opportunity. I am excited to increase my investment and take a larger role as "Lead Investor".

**Invested \$50,000 this round & \$100,000 previously**



**Ralf Hirt** Growth Advisor

Vice President Double Click Chief Revenue Officer Tune Lead Mentor German Accelerator Tech

## Pitch

### Invest in Viveka: Where knowledge leads and experts connect

Now more than ever, individuals need coaches for support; and companies need to support their employees' performance and well-being for increased satisfaction and productivity.

Viveka pairs both companies and individuals with coaching experts and provides the software to fulfil the entire coaching experience. V-Coach, our coaching SaaS, features calendar integration, automated client notifications, an accountability tracker, and video communications. V-Coach is fully developed, and we're already making headlines with our MVP!

Our new enterprise SaaS is also a game-changer. V-Corp supports HR teams to administer the end-to-end coaching process with a fully customizable, white-labelled curriculum builder, centralized budget management, and reporting. V-Corp will launch in Q1 2021 and is in its final development phase.



We Have Traction, and We're Ready to Scale

Since launching our new marketplace in March 2020, we've signed up over 1,500 coaches, generated \$120K in ARR, and received strong accolades from industry leaders.



"I spent so much time grueling over: How do I touch my market? How do I let my market know that I exist? Viveka handles that.. Viveka is your answer."

**Lisa Nichols**

Internationally celebrated Motivational Speaker and Transformational Coach



"V-Coach allows coaches to seamlessly manage their coaching workflows. A software like this brings structure and automation to the coaching process."

**Ajit Nawalkha**

Founder of Evercoach, the world's leading coach training platform, and Co-Founder of Mindvalley



"We onboarded two recommended Viveka coaches to our Tata coach network, which is available to 700,000 employees of the Tata Group. Working with Viveka has been seamless and effortless. Thank you."

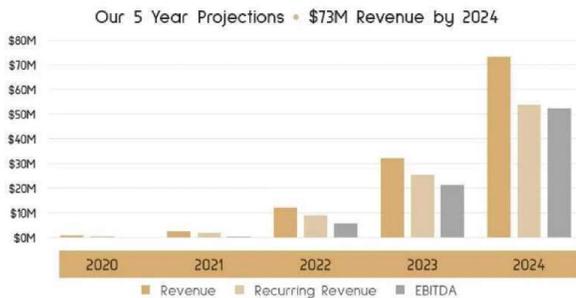
**Akanksha Jain**

CHRO Tata Group India

## Our Revenue Forecast is Bright

Our MRR has grown 300% in the last six months alone. Our growth is backed by a robust business model, a multi-channel marketing approach, and a multi-faceted competitive advantage.

\$ USD 000's EOY	2020	2021	2022	2023	2024
REVENUE	92	2,517	12,200	32,162	73,348
RECURRING REVENUE	38	2,004	8,938	25,515	53,788
EXPENSES	394	2,403	6,492	10,925	20,940
EBITDA	(302)	113	5,707	21,237	52,408
GROSS MARGIN	-329%	4%	47%	66%	71%
# Coaches V-COACH	145	853	3,455	11,859	32,905
# Companies V-CORP	-	44	126	285	514
HEADCOUNT FTE	5	14	32	47	67



 >70% Recurring Revenue  
 >32K Coaches by 2024  
 >500 Companies by 2024

This graphic contains forward-looking projections that cannot be guaranteed.

\*\*The above section contains forward-looking statements that cannot be guaranteed.\*\*

We Have a Clear

# we have a Clear Competitive Advantage

Our secret sauce lies in the combination of our SaaS solutions, AI, global reach, and easy-to-use marketplace—setting us ahead of the competition in a category of our own.

We have experts for every kind of service—from career, to mindfulness, to leadership—and our SaaS takes the legwork out of the administrative tasks for both HR teams and coaches.

Here is What We do:

	<b>Marketplace:</b> Aggregator, Advanced Matching through AI
	<b>B2B Learning &amp; Development SaaS:</b> Outsourcing Of Learning & Development Processes, Automated & Impact Driven
	<b>COACH SaaS:</b> Standardizing Coaching Sessions For Quality Control
	<b>COACH DATA/INFORMATION:</b> Vetting, Client Assessments, Insurance, Certifications Through Partnerships

And Here's How the Competition Compares...

Global Coverage	✓	×	×	×	×
Wide selection of Coaches	✓	✓	✓	✓	×
Smart Analytics	✓	✓	×	×	×
Coach SaaS	✓	×	×	×	✓
B2B	✓	✓	✓	×	×
B2C	✓	×	×	✓	×
Marketplace	✓	×	×	✓	×

# Our Team Knows How to Innovate, Scale, and Exit

With over 100 years of combined experience, our team and advisory board have the collective expertise to continue Viveka's trajectory as a market leader and exit successfully.

Our CEO has 20+ years of global strategy, management, and coaching experience and won Female Entrepreneur of the Year APAC 2018 StartCon. And our CTO & CIO have 30+ years of tech, consulting, and design thinking experience.

 +15 years Mgmt & Strategy +15 years Coaching COO Jones Day Australia Global Strategy Manager HSF <b>Katja Kempke</b> Female Entrepreneur of the Year APAC 2018 StartCon CEO/Founder	 +20 years Tech +10 years Entrepreneurship CEO & Founder Twire CTO Slidecatcher Team of 20+ Developers in Node, PHP, Java, SQL, C. <b>Bobby Spencer</b> CTO Tech		
 +20 years Tech +10 years Consulting Global Client Partner at NETSOL Technologies Senior Manager Deloitte Specialties: Test Management, Quality Assurance, Outsourcing <b>Johannes Riedl</b> CIO Innovation	 +10 Years Digital Marketing Progressive digital marketing leader Specialties: growing brands through paid and organic strategies, social media and customer research. <b>Anay Patel</b> Digital Marketing		
 <b>Gavin Bell</b>	 <b>Ralf Hirt</b>	 <b>Ullas Naik</b>	 <b>Jeff Babka</b>

<p><b>Legal Advisor</b></p> <p>10+ years Global CEO &amp; Managing Partner of HSF &amp; Freehills</p> <p>3 X BRW CEO of the Year for Professional Firms</p> <p>Non-Executive Director &amp; Board Member of 5 companies</p>	<p><b>Growth Advisor</b></p> <p>Business Development Expert.</p> <p>Specializes in Strategic market and segment expansion, operations, partnerships, and more.</p>	<p><b>Investment Advisor</b></p> <p>Seasoned Seed and angel investor, venture capitalist and entrepreneur with investment experience in nearly 350 companies.</p> <p>Founder of seed stage venture firm Streamlined Ventures Silicon Valley.</p>	<p><b>Financial Advisor</b></p> <p>+40 years Finance &amp; Operations, CFO at &amp; global public &amp; private companies backed by financial sponsors successfully completing 3 dual-track, IPO/Sale transactions, incl. NYSE</p> <p>IPO of the Year 2005</p>
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## The Market is Huge – and Hungry

Reliable coaches are hard to find, and (until now) there was no centralized marketplace to streamline the process. We believe Viveka is the only marketplace of coaches worldwide that offers businesses an expansive database of coaches, SaaS to fulfil all training on site, centralized curriculum & budget management, and global coverage - all in one place.



\*Source: U.S. Bureau of Economic Research

## We Have a Clear Roadmap for the Future

Growth doesn't happen by chance, which is why we have a clear roadmap for the future. By investing now, you'll get in at our current valuation ahead of these game-changing landmarks. Invest today for a piece of tomorrow.

\*The below shows forward-looking projections that are not guaranteed.

**Q2 2021**

- Digital Marketing Team Onboarding (CMO x1 & Digital Marketer +1)
- Significant Ad Spend Increase (Search Engine & Social Media)
- Strategic Partnerships (domestic health insurers, HRM & coaching institutions)

**Q3 2021**

- Growth Hacking Launch (Coach Competition & Gamification)
- Viveka App Launch iOS & Android

**Q4 2021**

- Strategic Partnerships (international health insurers, HRM & coaching institutions)
- Inaugural Event Launch California (500 pax)

INVEST IN  Viveka

Did you know...?

Did you know you can use your Alto IRA to invest in Wefunder campaigns? [See our step-by-step guide here.](#)

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## Downloads

[Viveka\\_Jan\\_2021.pdf](#)

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