

Learning is broken and we're here to fix it!

Learnie
Community Microlearning

Certified
B
Corporation
PENDING

mylearnie.com
Park City UT
Technology
Software
Main Street
Education
\$28

LEAD INVESTOR

Spencer Pearson - J&J enterprises

I am investing in Learnie because I believe in the EdTech space as a new innovative way for many cohorts to learn. Anything from learning something for personal enjoyment and entire sectors of a corporation for uniform training purposes. I personally know someone involved in development of this app and have met the CEO Pete and really like his vision of where this project is going in the future. I am investing in the future.

Invested \$25,000 this round

Highlights

- 1 2020 Education & Training Market - \$5.4 Trillion 2025 Education & Training Market - \$7.3 Trillion
- 2 2020 EdTech Market - \$227 Billion 2025 EdTech Market - \$404 Billion
- 3 Mobile Community Microlearning is a perfect fit for distracted, disengaged and deskless workers.
- 4 Peer-to-peer learning creates greater retention of subject matter than other learning systems.
- 5 Learnie sells cost-effective private community microlearning cohorts to organizations of all sizes.
- 6 Learnie is a public benefit corp. and was recently granted pending B Corp status from B Labs.
- 7 As an impact business, we help learners become critical thinkers and reach their maximum potential.
- 8 Further, we donate an Enterprise license to a qualifying nonprofit when we sell to the Enterprise.
- 8 Further, we donate an Enterprise license to a qualifying nonprofit when we sell to the Enterprise.

Our Team

Pete Mastin CEO

Pasteonate about about learning and development (L&D). He enjoys exploring new use cases for video that improve the human condition.

Our Leadership team has decades of experience at the highest level of global learning technology and edtech. To compete in today's Digital Economy, modern learners must be lifelong learners. Learnie delivers bitesize, realtime content that hones critical thinking capability and helps these learners maximize their human potential.

Michael LeFort Head of Impact

Lifting communities through social impact programs...

Tamara Kowal Creative Goddess

Social impact is the secret ingredient.

Jordan Harris Head of Community

Removing boundaries and empowering people so that we can redefine community.

Kurt Wallace Blockchain Sherpa

Decentralizing and empowering lives through the use blockchain technology

Danny Cortes Velandia Head of Engineering

Development and design for super duper apps and products

Bill Mastin Board Member & Advisor

Edtech for 20+ years working globally on all kinds of systems and content.

Our Deck

Welcome to the **Learnie** Investor Deck

SO, WHAT'S THE PROBLEM WITH LEARNING TODAY?

LEARNING IS BROKEN. IT'S EXPENSIVE, INACCESSIBLE AND BARELY FACILITATE RETENTION!

HOW DOES LEARNIE SOLVE THIS?

Annotated by us with our microlearning burst technology!

Learnie delivers on-demand, community microlearning that hones critical thinking capability and helps modern learners maximize their potential.

Why Learnie

Learning is Broken: Most Organizational Knowledge Is Lost

Ever hear of the 70:20:10 rule? It's how we ACTUALLY learn on the job.

On the Job Self-Learning

70%

Traditional Learning Methods (LMS)

10%

Social or Assistance from Peers (Peer-Learning)

20%

Learnie addresses 90% of the way that people learn today. Community Generated Content (CGC) saves organizations time and money while increasing retention.

Learning is Broken: Retention

Learners train/collaborate with other people with their newfound knowledge

I TAUGHT MY PEERS!

69%-90% Retention

I TOOK A CLASS AT WORK.

30%-45% Retention

I TOOK A LMS CLASS ONLINE.

10%-26% Retention

*Study by Josh Bersin - L&D Analyst

Learning is Broken: Distracted, Deskless Workers + Costs

Distracted Learners
A recent study found that the average human attention span has fallen from 12 seconds in 2000 to 8 seconds today. It is reported that goldfish have a 9-second attention span.

Deskless Workers
Forbes notes that 2.7 billion workers worldwide are deskless, that's 80% of the global workforce.

High Cost of LMS's
The traditional LMS product is expensive and produces low retention.

The Solution: Mobile Community Microlearning

Mobile First

Microlearning

Community Engagement

User-Generated Video

Cognitive Breaks

Private Cohort-Based Knowledge Share

Learnie Solution

Free For Everyone

Our award-winning free app is available to all mobile users in the app stores and web version.

General public can consume and learn from Learnie for free in the public cohort

Person who wants to share knowledge - is able to easily create learnies (Easy as TikTok)

Learnie

Enterprise with Subscription

Our enterprise version is subscription-based with enhanced features and will also be free/discounted to mission-based and B community organizations.

Enterprise Admin can add Learnie to a private enterprise cohort - which profits the content creator and enriches the members of the private cohort

Member of private enterprise cohort - creates learnies for co-workers (other members to learn from)

Learnie the company is...

An Award-Winning User-Generated Mobile Community Microlearning Platform

Certified B Corporation

A Mission Driven Public Benefit Corporation (PBC) and We Have Also Been Approved B Corp Certification With The Nonprofit, B-Labs

Innovating A Global Marketplace Grounded in Blockchain

Learnie Enterprise brings private, cohort-based Community Microlearning to businesses and organizations to capture the power of their communities and make learning easier, faster and more cost-effective.

Learnie Traction

- Mature App, developed and deployed in production in both App stores (iOS and Google)
- App has already won a number of awards starting in 2020:

- Learnie (the company) became a **Certified B-Corp** through B-Labs in 2021
- Learnie has successfully implemented an Equity Crowdfunding effort with over \$54,000 committed to date. (<https://we1under.com/learn2>)
- Learnie accepted and is progressing through the NewChp accelerator
- Learnie has deployed app in 2 channels (App Sumo and GSuite) and is working through the Salesforce Marketplace
- Learnie has successfully sold app to 3 customers (Direct, Via App Sumo and Via in-app purchase)
- Strong mature team assembled and behind the wheel!

Team Learnie

Seasoned Technology, EdTech & Social Impact Team

- Worked on startup ventures for decades
- Successful exits

Bill Mastin
Board Member of Career in EdTech for 20+ years, Work-sleep

Pete Mastin
CEO 20+ years in technology startups.

Tamara Kowal
Head of Creative Creative Content on screen, paper and content

Jordan Harris
Head of Community Acquisition Community Engagement and content creation

Danny Cortes Velandia
Head of Development 10+ years as an app developer

Kurt Wallace
Head of Product Development Blockchain Sherpa

Michael LeFort
Head of Brand and Marketing Marketing & Impact

*Click Heads for LinkedIn Profiles

Addressable Market

Community Learning for Enterprises, Schools And Organizations

- Learnie is initially US Focused - 28M SMB companies in US
- Nonprofits in US employ 11M+ employees
- US TAM - \$60B. SAM - \$30B.
- 1% in sales from Serviceable Addressable market estimated at \$200M
- Learnie is launched on web and app store versions with in-app purchases and SaaS subscription model

2020*
Global Education & Training Expenditures
\$5.4 Trillion
US Only Spend
\$227 Billion

2025*
Global Education & Training Expenditures
\$7.3 Trillion
US Only Spend
\$404 Billion

*Source - IHSIG

Go-to-Market

- Verticals:** Financial Services, Impact Brands, Healthcare/Wellness, HR, Technical Training
- Solutions:** Learning communities, Deskless workers, Sales Pitch Tank, B2C marketing, People/Employee engagement, Social Emotional Learning (SEL)
- Impact Brands:** There are 4500+ Impact brands in the world who want to work with other impact brands
- Channels:** Learnie Enterprise will be sold on the Salesforce Marketplace, App Sumo, Google (GSuite) Marketplace and other channels. We have already successfully sold on App Sumo, launched on GSuite and are close to launching on Salesforce (going through security audit)

Financial Plan

Core platform developed in 2020, Built team and plan in 2021

- Enterprise License Sales as a disruptive & affordable learning & training option
- Investment to fuel sales and marketing critical to accelerate growth
- Identified Verticals: **Healthcare Systems, Financial Services, Impact Brands, HR and Training Technology** using ABM and sales strategies

	2022	2023	2024
Projected Revenue	\$2,400,334	\$6,144,100	\$10,687,550
Costs	\$1360,900	\$2,383,640	\$4,903,883

*Qualified model upon request

Forward-looking projections cannot be guaranteed.

Downloads

- [Learnie Investor Infographic 0701211 .pdf](#)
- [Learnie at-a-Glance.jpg](#)
- [Learnie Ecosystem.jpg](#)
- [Learnie Enterprise ATAGlance.pdf](#)