

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

The image shows the Learnie app interface with three screens. The first screen is titled "Getting Your Cuckoo Clock Up and Running" and features a video thumbnail and a "Learn More" button. The second screen shows a woman speaking in a video call. The third screen is titled "What are the four skill areas?" and lists: 1. security, 2. legal, 3. negotiation, 4. marketing, 5. data networks, 6. social media, 7. pricing for condition and current market. Below the screens are the App Store and Google Play download buttons.

LEAD INVESTOR

Spencer Pearson JKJ enterprises

I am investing in Learnie because I believe in the Ed tech 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 a 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

[Learn about Lead Investors](#)

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.

Our Team

Our Team



Pete Mastin CEO

Passionate 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

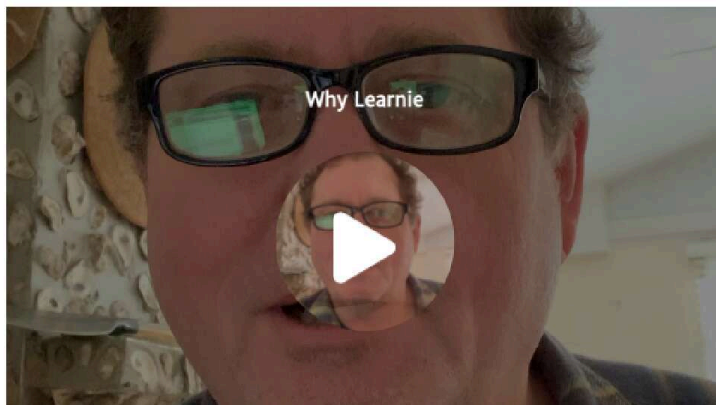
SO, WHAT'S THE PROBLEM WITH LEARNING TODAY?

LEARNING IS BROKEN... IT'S EXPENSIVE, INACCESSIBLE AND DOESN'T FACILITATE RETENTION!

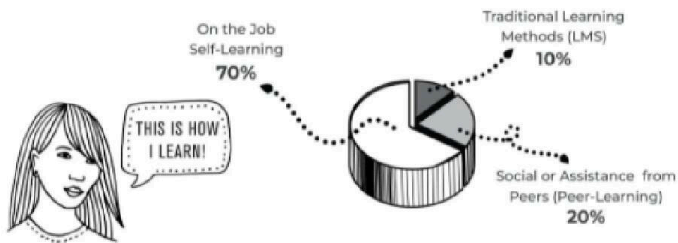
HOW DOES LEARNIE SOLVE THIS?

Annotated by us with our microlearning burst technology!

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



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.



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

<https://doi.org/10.1016/j.ched.2019.103200> model for learning and development



Learning Is Broken: Retention



I TAUGHT MY PEERS!

Learners train/collaborate with other people with their newfound knowledge

69%-90% Retention



I TOOK A CLASS AT WORK.

Standard training and some engagement

30%-45% Retention



I TOOK A LMS CLASS ONLINE.

Standard training

10%-26% Retention

*Study by Josh Bersin - L&D Analyst



Learning Is Broken: Distracted, Deskless Workers + Costs

Distracted Learners

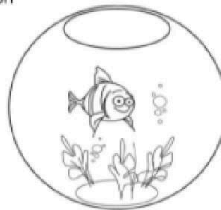
A recent study found that the average human attention span has **fallen** from 12 seconds in 2000 to **8 seconds today**. It is reported that **goldfish have a 9-second attention span**.

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
- User-Generated Video



- Microlearning
- Cognitive Breaks



- Community Engagement
- Private Cohort-Based Knowledge Share



Learnie Solution

Learnie

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.



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



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

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



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://weunder.com/learn-2/>)
- Learnie accepted and is progressing through the NewChip 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 w/ Career in EdTech for 25+ years, short-sleeper



Pete Mastin
CEO 50+ years in technology startups.



Tamara Kowal
Head of Creatives. Creative Goddess on screen, paper and canvas.



Jordan Harris
Head of Community Activation. Community engagement, entrepreneurs, creating situations 'easy yes' is attained.



Danny Cortle
Development & Design. 10+ years as an app architect and developer.



Kurt Wallace
Business Development & Blockchain. Sherpa.



Michael Lefort
Head of Impact and Marketing. The "Country Doctor" of Marketing & Impact.

*Click Heads for LinkedIn Profiles



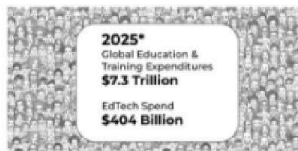
Addressable Market

Community Learning for Enterprises, Schools And Organizations

- Learnie is initially US Focused - 28M SMB companies in US
- Nonprofits in US employe 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



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Global Education & Training Expenditures
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EdTech Spend
\$227 Billion



2025*
Global Education & Training Expenditures
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*Source - HolonIQ



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)



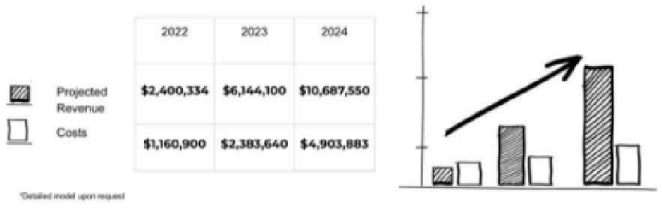
- **Impact Brands:** There are 4500+ Impact brands in the world who want to work with other impact brands
- **Channels:** Learnie Enterprise will be sold on the Salesforce Marketplace, App Sumo, Google (GSuite) Marketplace and other channels. We have already successfully sold on App Sumo, Launched on 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



Forward-looking projections cannot be guaranteed.

Downloads

[Learnie Investor Infographic 070121 1 .pdf](#)

[Learnie at-a-Glance.jpg](#)

[Learnie Ecosystem.jpg](#)

[Learnie Enterprise AtAGlance.pdf](#)