



## INVEST IN THE 2.0 COLLECTIVE

# advancing everyday professionals to their 2.0 by minimizing career friction

### LEAD INVESTOR



#### Rich Smith

The 2.0 Collective strives to help people achieve greater economic mobility through career coaching at scale. As someone who dropped out of college and had to navigate a long and arduous career path alone, I subscribe to the notion that people can live more robust lives by empowering them to discover and achieve their career goals. Even now, as an investor, I am still someone who could benefit from their coaching services. Lynn and Garrett are exactly the right people to fix this. They possess the tenacity and grit required to build this type of business, the requisite skills to succeed in doing so, and an uncanny ability to mobilize and leverage the power of community to help them get it done. They also possess an enormous amount of empathy and desire to help those in need—people who feel stuck in life, or their careers, and are striving to improve their circumstances—because they’ve been there. If this describes you, or someone you know, then I sincerely hope you will join me in supporting their vision. With the ongoing layoffs happening across industries, inflation at record-setting levels, and economic instability we face in the years to come, I can’t think of a better time for The 2.0 Collective to exist. There are many people left jobless, or stuck in jobs they are overqualified for, and the impact of providing guidance for those people can’t be understated, as they comprise the majority of today’s workforce. Ultimately, The 2.0

Collective is striving to create a world where businesses are able to better recognize and retain star talent, and where star talent can more easily find challenging, and fulfilling careers. This is a world in which I wish to exist, and I hope you do too. They have already managed to help dozens of people with the limited resources they have, and I am excited to see the full scale of impact they can have with so many of us behind them.

**Invested \$5,000 this round & \$10,000 previously**

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[the20.co](http://the20.co) Charlotte NC    

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## Highlights

- 1 1,000+ person waitlist, grown from a private 30-member pilot
- 2 3 year retention (and still going!) from initial beta users
- 3 Techstars S23 company - among the top 1% of startups! (only 16% of these have companies failed)
- 6 Massive TAM - 158M+ professionals that feel unfulfilled in their work
- 7 LOIs from companies at the ready when we launch our B2B side

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## Our Team



**Garrett Evans** COO, Co-Founder

Scaled and sold first company before college graduation. Leadership in last company

Secured and sold first company before college graduation. Leadership in last company from startup, through acquisition, to IPO. Triple major in finance, applied mathematics, and economics in business. 3 dogs, 1 cat.



**Lynn Luong** CEO, Founder

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## Advancing everyday professionals to their 2.0 by minimizing career friction

Through a career-long membership, the ambitious and high-achieving learn to navigate their day-to-day within a self-learning hub of resources like...

👉 daily career support

📖 a ML-powered resource database

👥 hyperlocalized community

The 2.0 Collective is defining what it means to hustle – whether you want to diversify or thrive in your 9-5.

**"Doing it all" looks different. Burnout does not.**

*People spend over 1/3 of their lives at work, and for many of us it's actually much more. When you find your life's work, it's creative, all consuming and contagious. - Brianne Kimmel, Worklife VC*

# A MARKET OF [UNHAPPY] PROFESSIONALS



## ZACH

Start-up Founder  
Innovator,  
Sustainability Champion

VENTURE FOR AMERICA FELLOW

STARTUPS ENTREPRENEUR

PASSIVE LOOKER

### 80%

are leaving because they're  
concerned about their career  
advancement

SHRM



## BRIGITTE

Community Manager  
Corporate Leader,  
Gamechanger

PROPERTY MANAGEMENT

SELF-STARTER CORPORATE LEADER

ACTIVE LOOKER

### 72%

say the pandemic caused them to  
rethink their skills

THE PULSE OF THE AMERICAN WORKER SURVEY



## DOMINIC

Investment Associate & Operator  
Growth and Impact Creator,  
Globe-Trotter

INVESTMENT MANAGEMENT

STARTUPS PODCAST HOST

UNTRADITIONAL PATH

### 57%

of companies can't meet their  
career advancement needs

BRANDON HALL GROUP

## \$250/HR

NOOMII

sometimes up to \$2000/hr  
or a 3-6mo. commitment of \$5,000

You've heard it before... ✓ College ✓ First Job ✓ Married ✓ Dog ✓ House ✓  
Baby ... now what?

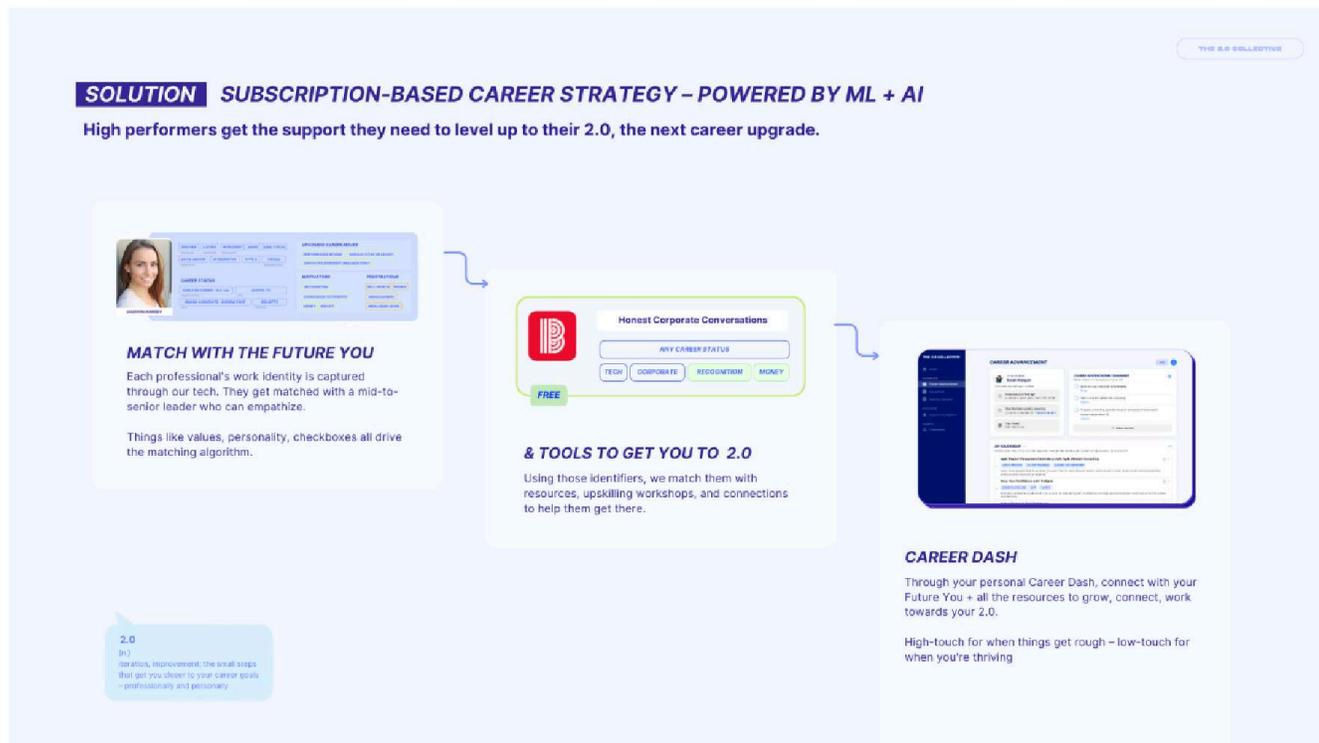
Modern professionals are evolving what traditional "checkboxes" look like. On top of that, the pandemic caused everyone to reconsider their livelihoods and whether what they're doing is actually making them happy. *And* they're moving to where their dollars stretch farther and quality of life doesn't cost them an arm and a leg.

With everyone's pushing off the traditional checkboxes, they're trying to do it all for their careers. Checkboxes, today, look more like working for a startup, starting a business, becoming a unicorn, investing in ethereum, making 6 figures by 25... all while finding love, having the puppy, and so on.

So how does one try to do it all, especially at the height of information overload? We can't do it all by ourselves. We're currently mapping out our careers in our heads. LinkedIn is a black hole. Your friends and family might try, but what's game-changing for them might not be for you. There's so much going on, no wonder everyone is burnt out, leaving their jobs and feeling alone. We need a

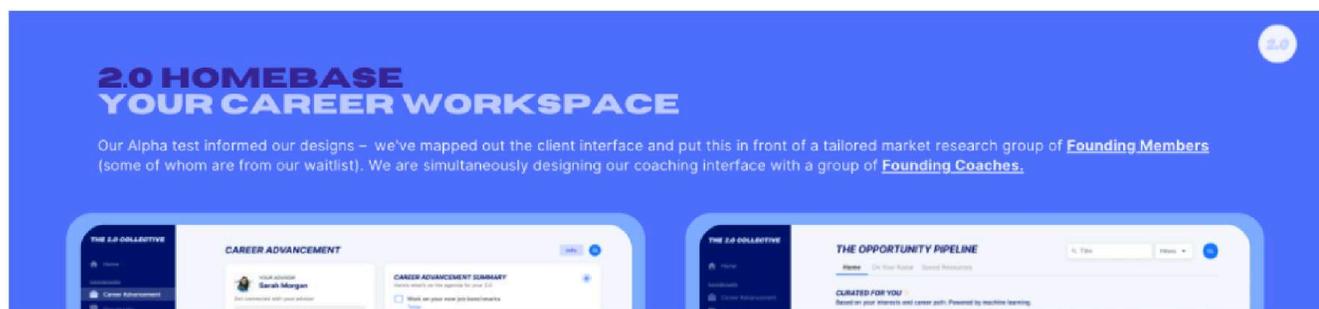
new approach.

We're launching the future of work where anyone can be a triple threat *and thrive at it.*



The 2.0 Collective is a collaborative workspace for everyday professionals to manage and advance their careers – the go-to when you are freaking out (the good and bad).

Our tech houses the *Career Dash*, *The Opportunity Pipeline*, and hyper-localized *Collectives*. This is Career Strategist's superpower – to become faster, smarter for members.





- ended up negotiating up to 118K
- absolutely hated her current role, hit her ceiling as a leader in her space
- moved into a senior consulting role with 0 prior experience within 30m of being laid off from current role due to merger
- got her severance, full benefits, vested stock in lump sum, and negotiated 8K over offer

*Tools used: Ikigai, Maslow's Hierarchy of Needs, Miro, proprietary calculator for making decisions (i.e. where to move, which offer to take), nailing Discovery calls and not applying to a single LinkedIn/Indeed posting, 2.0 Identifier Method, +many many more.*