

## Lighting the way to measurably better workplaces



**The “get insights now solution”**

Leverage our scenario planning tool to understand *tangible goals* to make sure you're on track to meet people goals.

Receive recommended actions based on forecasts to understand how hiring, promotion, and retention initiatives will impact goals and to *grow a diverse employee leadership pipeline.*

illoominus.com Atlanta GA  

### Highlights

- 1 In one year, achieved a product in market with paying customers (\$100K ARR)
- 2 Customers include the 2nd largest US Telco, Cox, and 3 unicorns: Pendo.io, Greenlight, + Clearcover.
- 3 Data and research published in places like MIT Sloan Review.
- 4 HR Exec, the largest HR marketplace, said if anyone is going to solve this problem, it's this team.
- 5 Backed by groups like Techstars and Plug and Play.

### Our Founder



**Noelle London** Founder

Most recently, Noelle launched and ran the Accenture Ventures US-South program and her team was charged with leading joint go-to-market strategies with Accenture's startup partners and investment portfolio helping startups scale into Fortune 2000 clients.

## Helping People Leaders understand the impact of people investments.. for the very first time.



 **Overview**

We provide organizations with the confidence, efficiency, and clarity around which investments in their people are driving results.

Noelle London, Founder + CEO  
noelle@illoominus.com



**Our World-Class Team**

Noelle London, Founder + CEO  
noelle@illoominus.com

Frank Thering, Lead of Product  
@for

Milla Stevens, Co-Founder + Analyst  
@for

Geoffrey Smith, Head of Operations  
@for

## HR is changing rapidly and continuously



## HR is expensive. We still don't understand what works.

**\$5T**

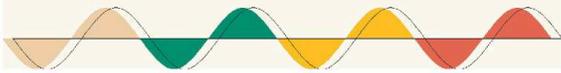
The amount U.S. companies spent on HR through benefits, payroll, employee programs

**16**

The average no. of tools a company uses

**98%**

The percentage of HR professionals who admit that they are burned out.

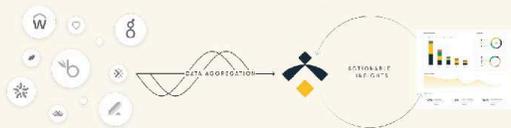


## illuminus

We are quickly becoming the **leading platform for organizations to measure the impact of investing in people.** This way, *for the very first time*, we can understand what drives results + can provide actionable insights + recommendations.

## Why Us?

We've proven a need in the market by initially launching an *intentionally built the easiest to implement, People data solution* to help organizations track + manage progress towards their goals.



Along the way, customers asking to use our infrastructure to help them answer large strategic HR questions.

## We help HR adapt & respond

We connect HR systems and data sources helping to give the full picture of what's happening.

illuminus is becoming the first recommendation engine that allows HR to respond quickly and measure outcomes from their investments in people.



### Understand

- Insights + progress tracking
- Internal + external benchmarks
- Automatic reporting
- Forecast + scenario planning



### Move to Action

- Integrations to HR systems
- Expand HR Use Cases
- Actionable recommendations
- Measure business case + ROI



### Plan Ahead

- Investment mapping
- Business cases + ROI Analysis
- Real-time best practice newfeed
- Data to support workforce planning

DATA MATURITY →

## Why this is the right time for Illuminus



All of these changes in HR are use cases for our platform.

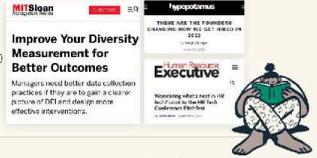
With the Great Resignation...



When you are noticing women dropping out of the workforce at a higher rate, can you better understand which healthcare benefits is more likely to retain women of your company?

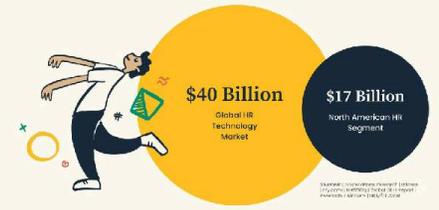
## In just one year live, look at *what we've done*:

- HIGHLIGHTS**
- Product launched in market
  - Paying customers (\$100K ARR booked) with one co-design partners
  - Teachers + Play and Play booked
  - HR Executive Pitchfest Top 6 finalist
  - Research and data shared in publications like MIT Sloan Review



TRUSTED BY BRANDS LIKE: pendo GREENLIGHT COX clearcover

## Our Market



## Go To Market



Forward-looking projections cannot be guaranteed.

## HR needs an easy, turnkey, predictive solution to understand which initiatives *drive results*.

FEATURES	workday	adp	talent	board	illuminus
Built for HR	☑	☐	☐	☐	☑
Easy implementation	☐	☐	☐	☑	☑
Across local reports	☐	☑	☑	☑	☑
Predictive Analytics	☑	☑	☐	☐	☑

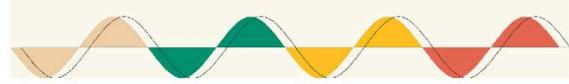
Building complex, internal tools is 10x more expensive and 10x more time-intensive.

This has been the only option for most companies until today.

## We're raising \$500K

50% committed to current round, SAFE note at \$6M Post Money. This gets us to product-market fit and a path towards repeatability.

- 12 MONTH RUNWAY**  
In the next 12 mos. we will EXCEED our REVENUE.
- OUR TEAM**
- Convert Existing Pipeline
  - Replatform for scale
  - CEO
  - Product Leader
  - Sales Lead
  - Full-Stack Engineer



Only \$100k of the \$500k will be solicited through this Wefunder offering. Additionally, forward-looking projections cannot be guaranteed.

We support leaders in creating measurably better workplaces. **Join us.**

Learn more at [illuminus.com](http://illuminus.com)



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