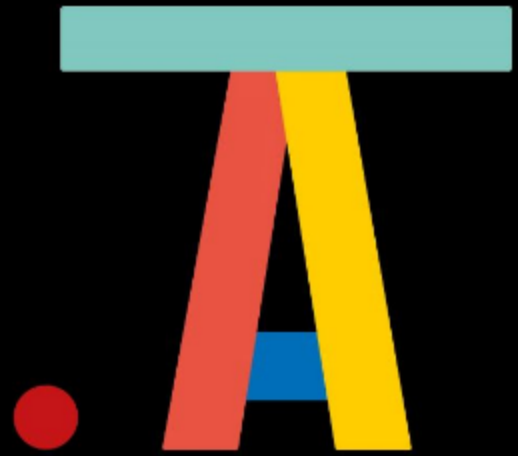


WORKADEMY

FOSTERING A LEARNING CULTURE THAT MEETS BUSINESS GOALS

OLGA FILIPOVA
OLGA.FILIPOVA@THEWORKADEMY.COM

INEFFICIENCIES IN CORPORATE TRAINING

ONLY 10% OF THE YEARLY BUDGETS DELIVER RESULTS *





EMPLOYEES NEED MORE TRAINING TO PERFORM BETTER

55% say they need additional training to perform better in their roles



WASTED MONEY AND RESOURCES

357.5B spent yearly in L&D



INVISIBLE IMPACT ON BUSINESS

only **10%** of the yearly budgets deliver results *

THE SHIFT TOWARDS REMOTE AND HYBRID WORK HAS MADE TRADITIONAL CORPORATE LEARNING IMPRACTICAL AND INEFFECTIVE

* https://hbr.org/2022/07/build-learning-into-your-employees-workflow

METHODOLOGY-DRIVEN LEARNING MANAGEMENT SYSTEM

ALIGN TRAINING WITH BUSINESS GOALS



REDUCE TIME TO APPLY KNOWLEDGE

Focuses on assessments over content, enhancing **knowledge application**

✅Our clients say they were able to reduce the time it takes to onboard new hires by half



DIDACTICAL, FAST, ALIGNED WITH BUSINESS

AI generated course outlines utilizing backward design methodology to **align training** with **business outcomes** + WYSIWYG for **fast L&D adjustments**



DEEP ANALYTICS AND INSIGHTS

Data-driven evaluations help companies constantly improve training quality

✅Our clients say that by using analytics insights they were able to improve their courses in way that passing rates increased by 15% in half a year

WORKADEMY

WORKADEMY | A creator platform for **fast-growing companies** with **integrated Smart Course Builder and AI content generation** technology that **helps employees** in the company **build meaningful training**

Learning Objectives

Using our unique integrated wizard and AI-powered suggestions based on proven methodology (Bloom's taxonomy)

Evaluation

Asking simple questions to assess the achievement of learning objectives.

Content

That helps answering those questions. Use the WYSIWYG editor and AI-generated content to build it and keep it up to date

Company Grows

With goal-oriented short courses and deep analytics

READY TO GROW 689% IN ‘26

€8K
MRR

2,316
courses created in 2023

21 paying
clients

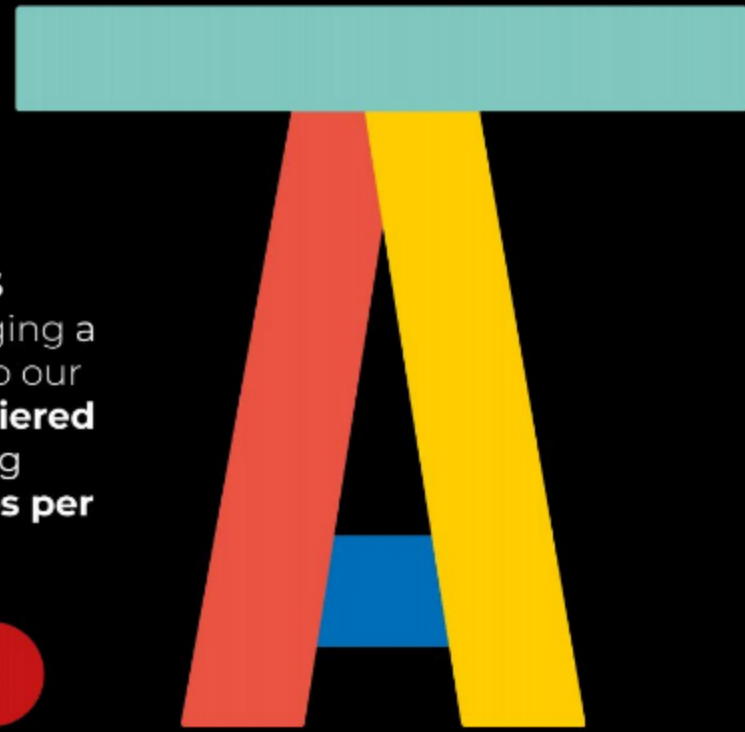
18 hot leads
in a **110+** deals pipeline

Projected
689% growth in ‘26 (after seed)

3 tiered package billed yearly
based on the **number of users ***



We are a **SAAS product**, charging a **monthly fee** to our clients with **3 tiered pricing** starting from **300 euros per month**



Top 5 for **Digital Education Start-up** of the year 2021 by Digital Education Awards

*** Up to 200 users – yearly 3,600 EUR**
Up to 700 users – yearly 9,000 EUR
Up to 2000 users – yearly 15,600 EUR

INTEGRATIONS AND TECH



ANTHROPIC AI

Free Auto-generated content with Claude v2



API FIRST

REST API that can integrate with any frontend technology (including mobile apps)

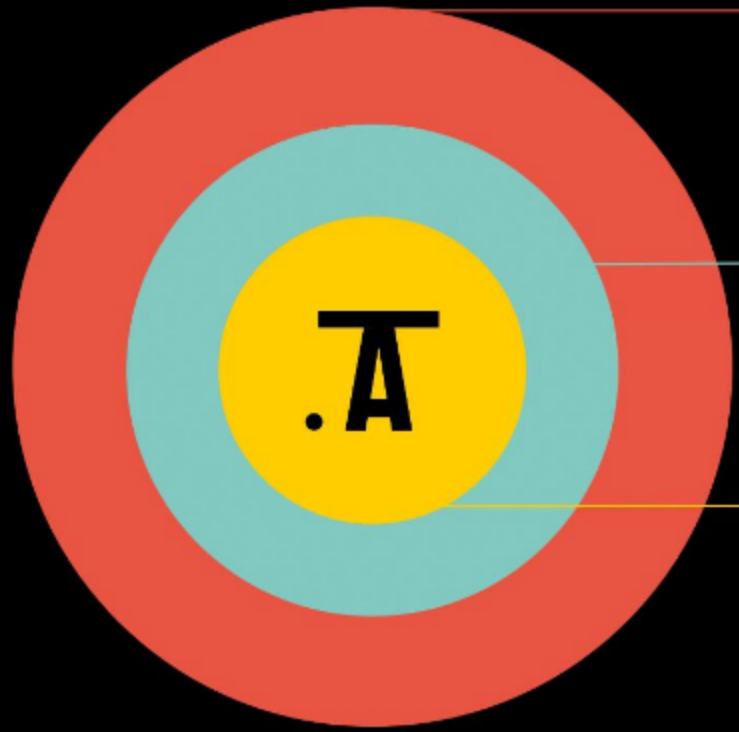


HR TOOLS' INTEGRATIONS

Allow admins to manage their staff using their favorite **HR tools in just a few minutes**

Personio bambooHR deel. bob RIPPLING stripe Revolut

THE E-LEARNING AND LEARNING MANAGEMENT SYSTEM MARKETS ARE CONTINUOUSLY GROWING ****



€163B *
Global corporate training market

€23B **
Global LMS market

€2B ***
WORKADEMY'S Market Opportunity

* Global Corporate Training Market size is poised to grow from USD 163.58 billion in 2022 to USD 487.3 billion by 2030, growing at a CAGR of 8% in the forecast period (2023-2030)

** The global LMS Market size is projected to grow from $23.35 billion in 2024 to $82.00 billion by 2032, at a CAGR of 17.0%.

**** source

WE FILL IN THE GAPS

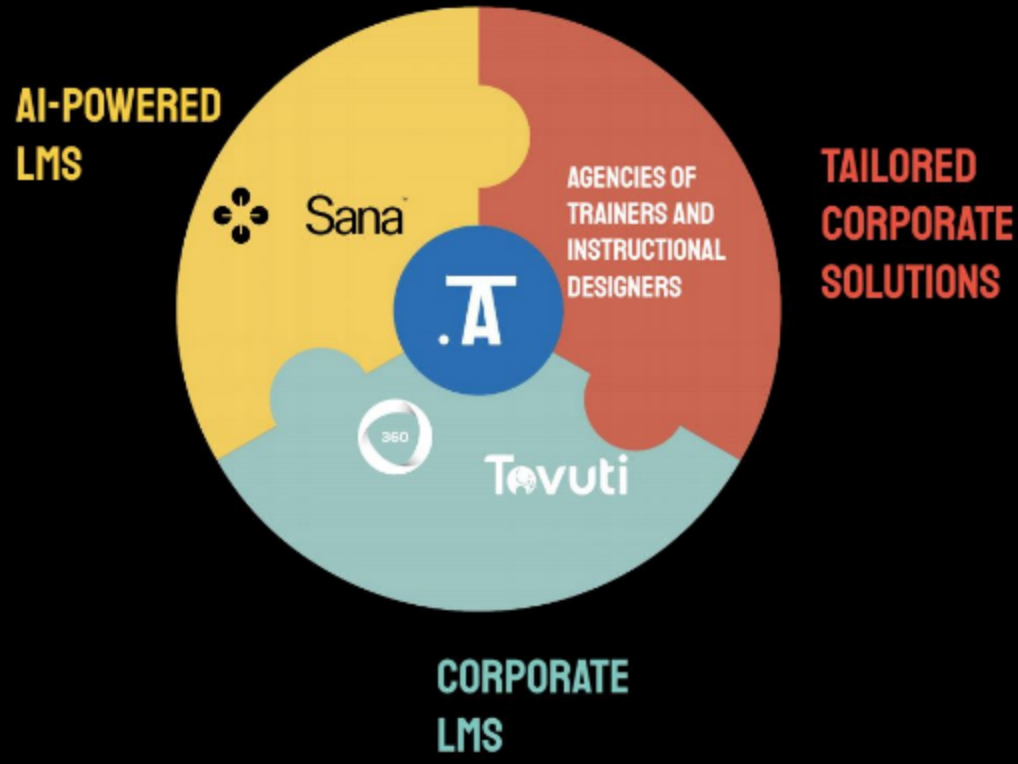
OUR COMPETITIVE ADVANTAGE:

Optimized for people with
no prior e-learning experience

Auto-generated course outlines
through deep instructional expertise

Powerful analytics module
bringing ROI metrics to decision makers

Achieve growth through trainings
Learning outcomes aligned with company objectives



DREAM TEAM



OLGA Filipova
CEO



RUI Vilão
CTO



ANNA Liashenko
Learning & Development



VANESSA Costa
Illustrator



DMITRII Kukushkin
UI developer



OLEKSIY Sokolov
Business Development



ANTON Chygarev
Digital Marketing

THIS IS YOU!

INVESTOR

45 Years
Software development and design

25 Years
E-learning, Instructional Design, L&D

15 Years
Management and partnerships

Ex-Feedzai
From zero to unicorn

Past Investors: **Impala Search, Magnetic Marten, Janos Barberis (Super Charger), Aspersus, Patrick Hulsen, Michael Jäger(Cremanski), Alexander Filipov**

OUR ASK

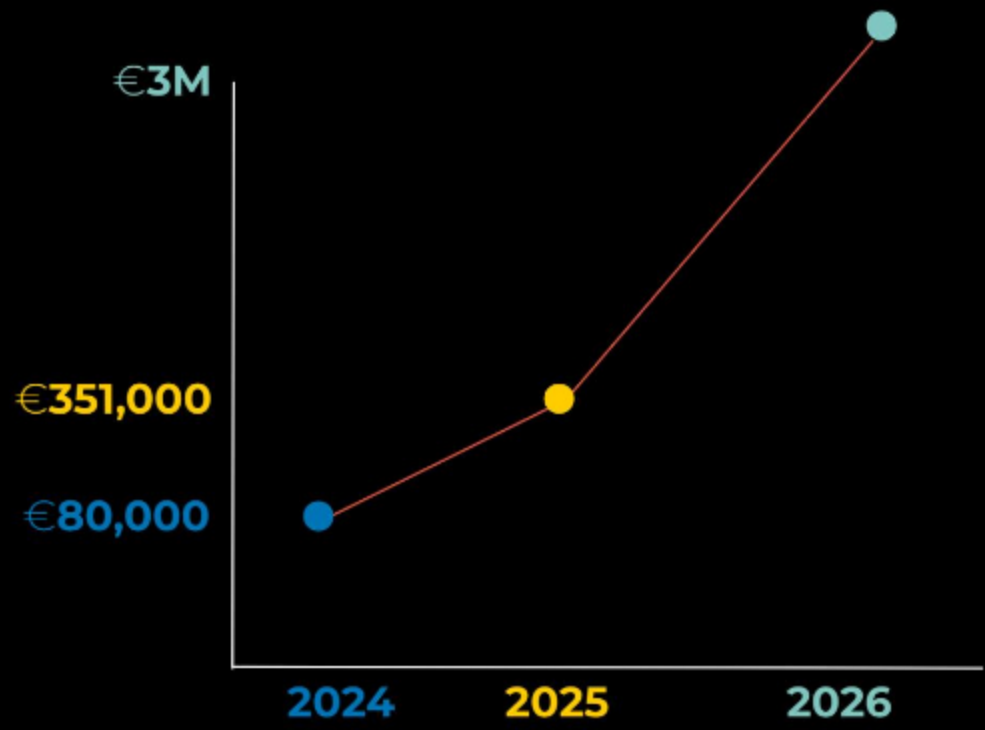
1. WE WANT YOUR MONEY



ANGEL/VC INVESTOR

€200,000

Increase traction through marketing efforts



2. TO DO THIS

MRR	USAGE	SALES
380K	85%	8%
Outbound educational mktg	completion rate	funnel conversion



THANK YOU

OLGA FILIPOVA

CEO & CO-FOUNDER

OLGA.FILIPOVA@THEWORKADEMY.COM

SUPPORTED BY

FOUNDER INSTITUTE

SUPERCHARGER Ventures

LOYAL

Open Campus

APPENDIX

ON THE MARKET SINCE 2021

2021-2022

POC

- First 8 customers
- Defined the ICP
- Launched L&D Happy Space event
- Partnership with content providers, L&D communities
- Integration with HR tools, video editing tools
- Marketing strategy
- Started with SMM

1M VALUATION

2023-2024

Germany

- Triple customers base
- Strong marketing campaigns, demand generation
- Sales: convert existing pipeline, generate new leads
- Gather feedback from existing clients and polish UI and UX and existing functionality
- Smart Course Builder based on AI and instructional design
- Start Google and FB ads

2M VALUATION

2025-2026

English speaking countries in the EU

- Grow customer base to 250
- Full EU coverage
- Strong SMM
- Integrations with communication tools and more HR tools
- At least 1000 attendees on the webinars
- AI-based recommendations for content curation
- Start LinkedIn ads
- TikTok strategy

7M VALUATION

2027-2030

USA

- Duplicate customer base
- Expansion to the USA
- Launch marketplace
- Skills and AI-based adaptive learning (LXP)
- International conferences and fairs
- Develop Android and iOS apps

18M VALUATION

2030-2035

LATAM

- Grow customer base to 10K
- Expansion to the LATAM and the rest of the world
- Through marketing and sales activities become the first content creation platform for corporate learning
- Class marketplace for B2B training providers

90M VALUATION

SE Ranking · ED ERA · IMPALA SEARCH · Elvatech · greencubator · СЛУЖБА ПОРЯТУНКУ ДІТЕЙ · IFES International Foundation for Electoral Systems · Council of Europe · BACKSTAGE

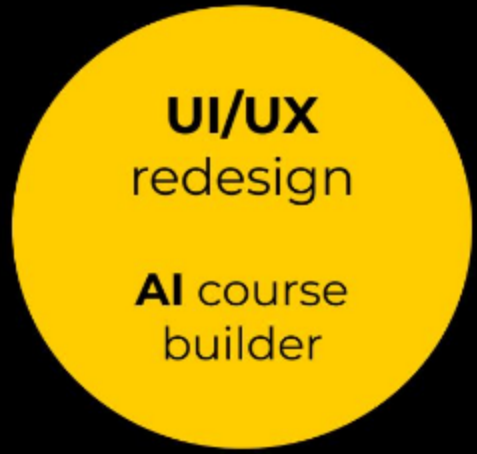
RST SOFTWARE MASTERS · SHORELINE · CREMANSKI & COMPANY YOUR DIGITAL SALES EXPERTS · TechGDPR · magellan · PRO/GAMERS GROUP

PROGRESS IN THE LAST 6 MONTHS (BY JULY 2024)



One of the new clients – our first big client from the USA

3 clients in half a year is a few clients, but we unlocked a gigantic US client (AARP) to open other US doors



Major redesign release based on **RnD** on the best learning practices and **AI** course builder.

Industry experts consider our AI course builder be the best on the market so far



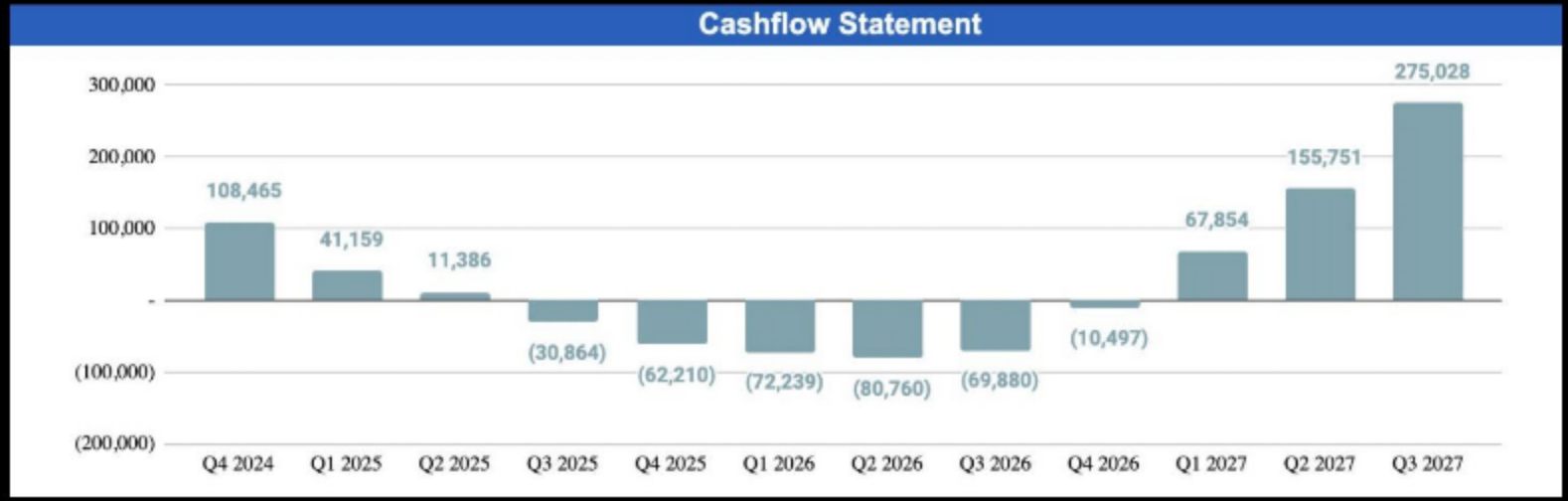
On LinkedIn

We are also growing our audience on instagram and facebook, and prepare TikTok strategy for the seed round

*** It might seem that our growth was bad, and therefore we are not worth investing in. However, we shifted the focus to getting deep feedback from our existing clients and implementing major changes in the product. Right now, the potential customers evaluate us against our biggest competitors that have 80M+ in funding. We've been also testing content, webinars, and ads on Google and Facebook, while running repositioning strategies for PMF. Right now we are ready to launch big campaigns and massive cold outreaches.**

UNIT ECONOMICS PROJECTED

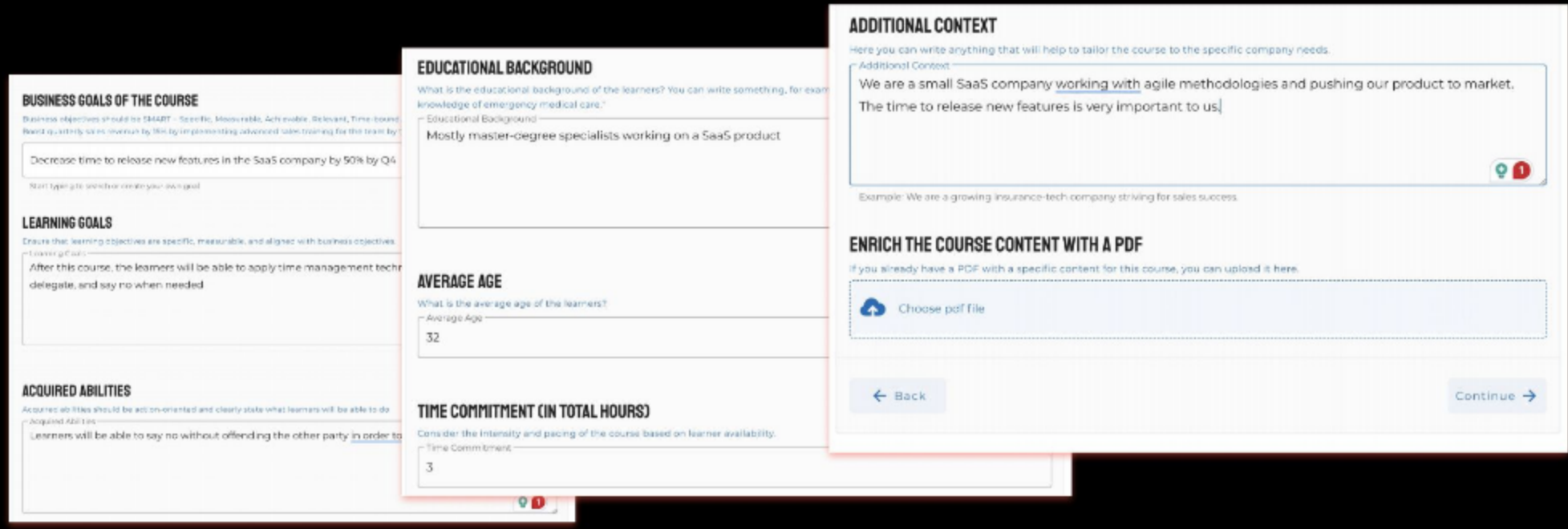
	2024	2025
Existing clients	22	-
New Clients	18	91
MRR	€12,000.00	€29,291.00
ARR	€144,000.00	€351,492.00
LTV	€10,000.00	€10,000.00
Churn	10%	10%
Marketing	€80,000.00	€194,000.00
Infrastructure	€4,500.00	€10,800.00
Operational	€126,000.00	€393,000.00
Burn Rate / month	€42,000.00	€50,000.00



STEP I – FOLLOW THE GUIDE

3 STEPS TO BUILD YOUR TRAINING PROGRAM

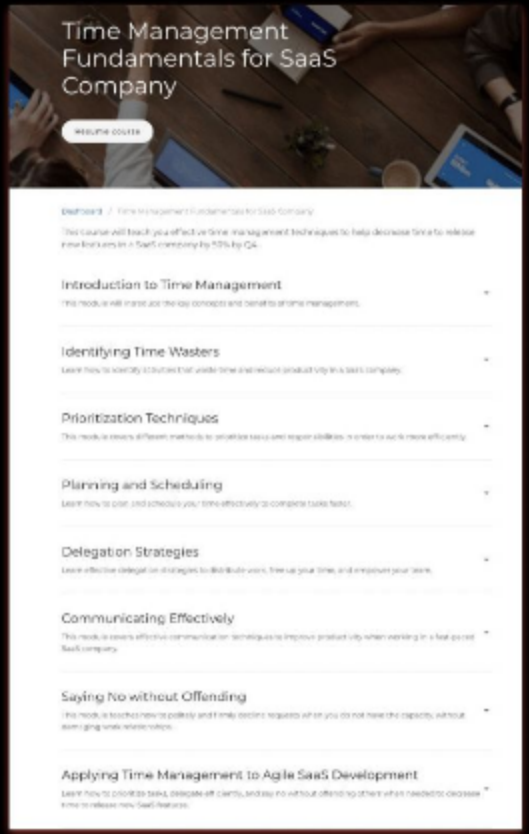
Answer the Guiding Questions to Create your Training with AI Course Builder

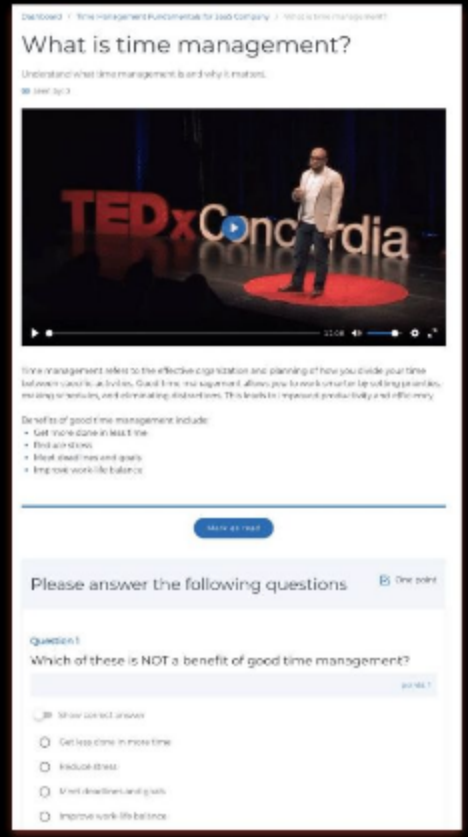


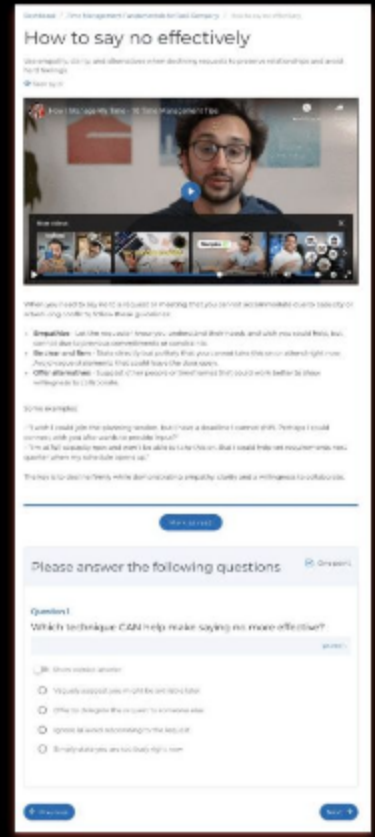
STEP I – FOLLOW THE GUIDE

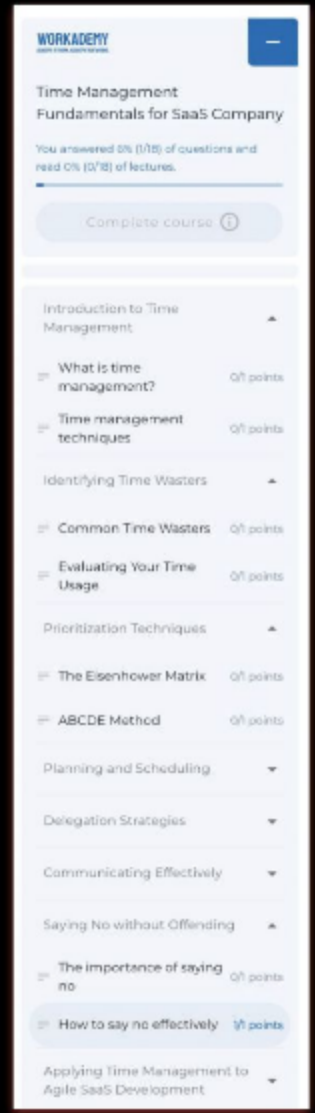
3 STEPS TO BUILD YOUR TRAINING PROGRAM

Enjoy the course outline, assessments, and some content





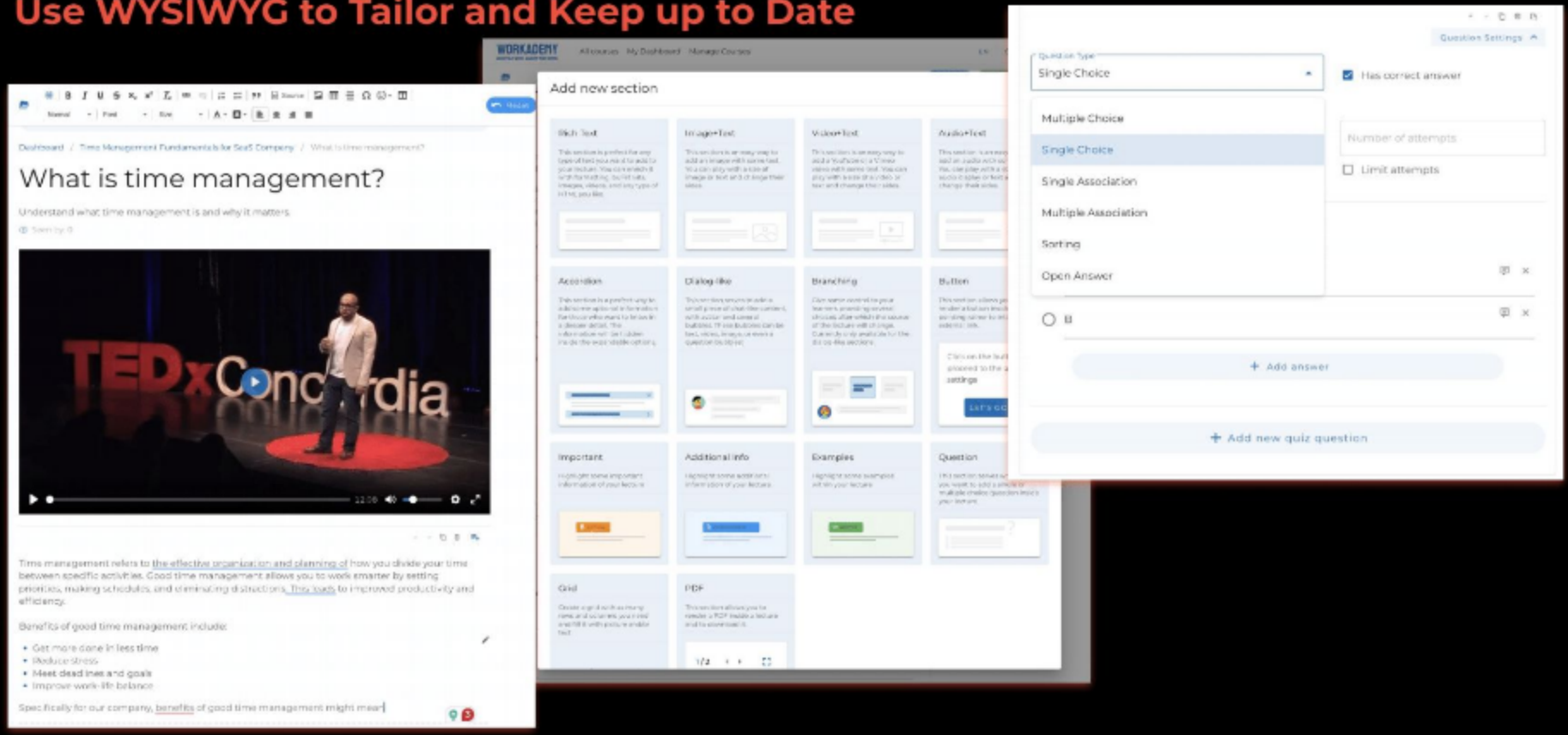




3 STEPS TO BUILD YOUR TRAINING PROGRAM

STEP 2 – TAILORING

Use WYSIWYG to Tailor and Keep up to Date

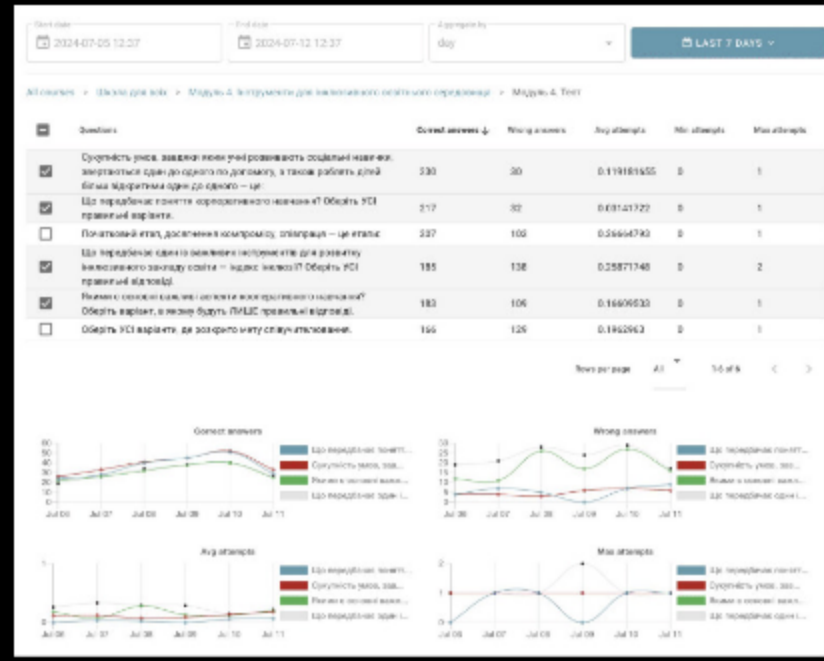


3 STEPS TO BUILD YOUR TRAINING PROGRAM

Use Analytics Insights for Continuous Improvement

STEP 3 – IMPROVE





PREDICTABLE BUSINESS MODEL

