

**Vertical**

Education, Recruiting & HR,  
Software B2B, E-Commerce

**Target market:**

B2B (Business-to-Business)

**Stage**

Seed: MVP available &  
received first market feedback

**Revenue-Stage:**

Post-Revenue

**Investment sum:**

750000 EUR

**Number of founders:**

1

**Founded in:**

2016

**Legal form:**

Ltd.

**HQ:**

London, United Kingdom

**Contact:**

info@capmatcher.com

## Progressive learning as an employee: Minority Stake Investment Opportunity in a Education/ Recruiting & HR/ Software B2B/ E-Commerce-Vertical

The startup offers a professional development platform for workplace learning. The platform is designed for employees to achieve their development goals, connecting them to the best learning opportunities (courses, coaching, conferences, books and more) as well as supporting them to apply their learning at work, thus helping businesses to both develop and retain top talent (with attrition being a major cost for businesses). The most important key figures of this startup are included in this exposé. The questions were raised in a 60-minute process while the founders answered all questions.

### General Business Model

**Realization of profits:** SaaS (Software as a Service), Market place

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### Product

**Problem:**

Employers want to attract and retain top talent. One of the major factors in doing this is giving employees the opportunity to continuously develop. Businesses fail here as they have little idea on the development goals of their employees, and managers do not have regular development conversations with their direct reports. At the same time, employers struggle to get a sense of the ROI on learning and what impact it's had on their workforce. Employers often have learning and development budgets which go unspent as employees don't know what is the best thing they can do. HR teams are not up to speed on the best providers to work with and spend unnecessary time managing requests for learning - sourcing the right content, liaising with vendors, dealing with finance.

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**Solution:**

The platform of the startup empowers employees to 'own' their learning and development. Employers can choose to allocate a personal learning allowance to be spent on courses, coaching, conference, books and more. The startup curates the very best learning opportunities as recommended by 100+ industry experts and peers to guide the employee. At the same time, it supports the employee in achieving their development goals through Personal Development Planning tools. These are reminders between the employees/managers, making the development visible and providing accountability. It also allows their manager to play a more active role in supporting the employees on the journey.

**USPs:**

The platform is truly engaging as seen by their engagement stats of 50%+ monthly engagement (with usual HR / Learning platforms seeing 10-20% at best.) It's a mixture of content and the great recommendations making workplace learning something desirable vs being something expected (eg for compliance etc.).



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**Market****Prioritized geographic market:**

United Kingdom

**Market size (expected):**

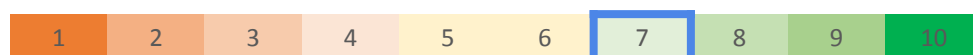
1 Bio. - 5 Bio. Euro

**Market growth (expected):**

5%

**Competitive environment:**

Yes, few competitors.

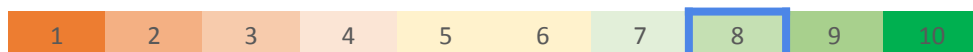
**Expected Switching Costs:****Financials**

According to the founders, the following sales and earning numbers were generated during the last three years.

Year	2016	2017	2018
Revenue	30000	35000	82000
Profit	0	0	0

**Scalability:**

Opinion of the founders as to which degree costs increase in an increase of revenue. Low values values (bad scalability) indicate that costs grow linear or overproportional in terms of revenues.



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**Team****Number of founders:**

1

**Number of founders with a proven entrepreneurial background:**

1

**Total size of the team:**

12

**Background of the team:**

Founded Enternships.com, a portal that connects students and graduates to work placements in over 7000 start-ups and SMEs. Youngest recipient of the Queen's Award for Enterprise Promotion in 2013. Co-Founder of Startup Britain, a national entrepreneurship campaign supported by the government. Graduated with First Class Honours in Economics and Management from the University of Oxford in 2008 and was appointed as the world's youngest Young Global Leader (at 26) by the World Economic Forum in 2012

**Traction**

17 clients; retained all clients and expanded into new markets with them;  
Secured first couple of enterprise clients as part of the new focus on Enterprise such as Vitality and Informa

**Investment****Investment sum:**

750000 EUR

**Use of proceeds:**

Sales, Marketing, Expansion of the team, Improvement of the product

**Number of currently invested Business Angels oder VCs:**

20

**Preferred stake:**

Minority Stake