



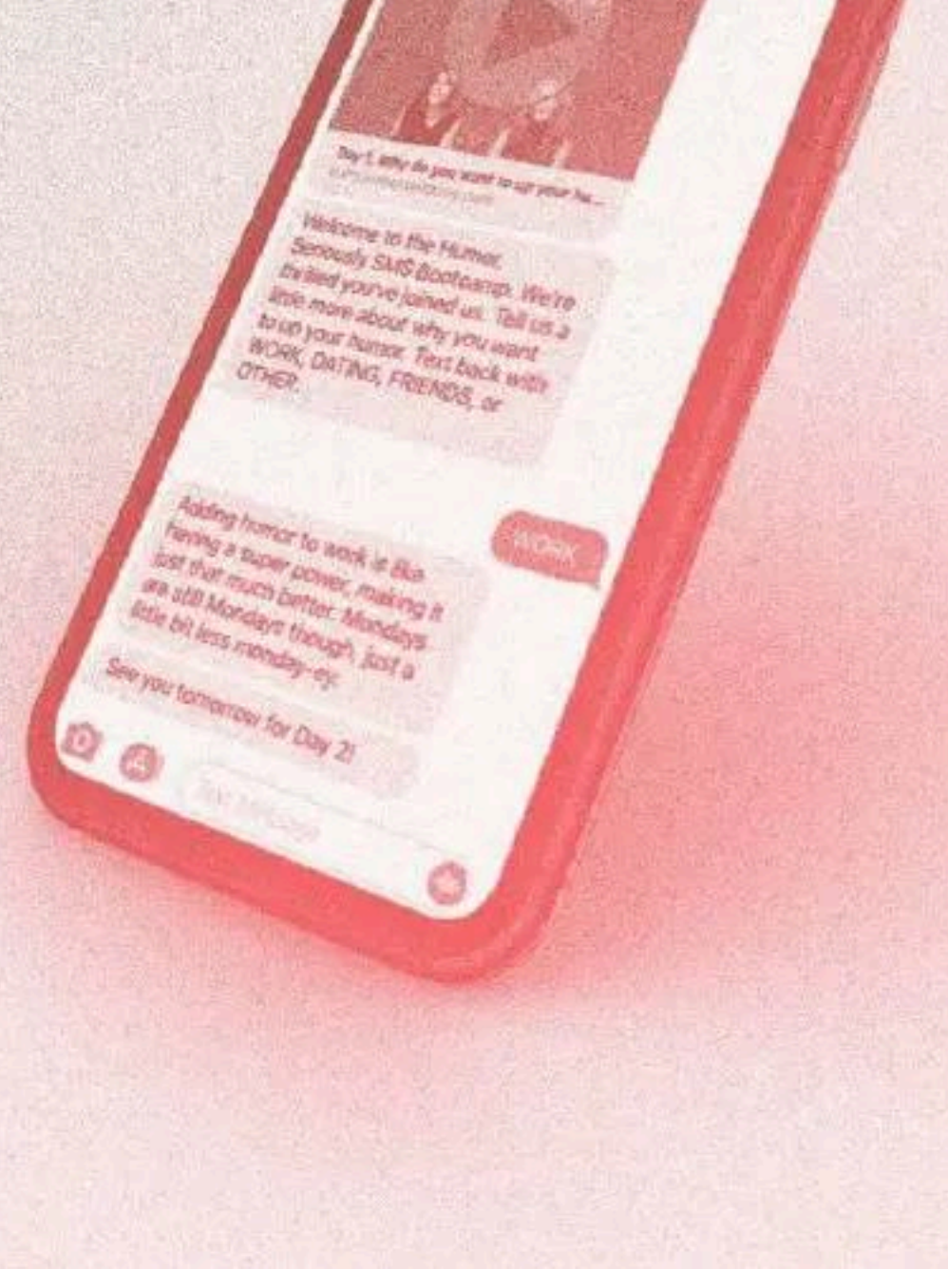
AUTHORITATIVE

Transforming expertise into scalable learning experiences

AUTHORITATIVE 2021 / CONFIDENTIAL

We build learning experiences for the Creator Economy.

Our unique two-way messaging platform offers a new kind of learning experience, allowing creators to efficiently deliver rich media content directly to their audience, wherever they live and work.



AUTHORITATIVE 2021 / CONFIDENTIAL

2

The Opportunity

Creators currently see a low ROI from course platforms, where discoverability is a challenge and they lose the connection with their audience.

Traditional online courses struggle to sustain learners' attention, limiting the lifetime value of any individual user.

Live instruction is not scalable.

Learners are eager to learn from trusted creators.

Lack of accountability and interaction in one-way communication lowers outcomes or benefits.

Friction on third-party platforms depresses engagement and leads to a reduced willingness to spend.

AUTHORITATIVE 2021 / CONFIDENTIAL

3

Our Solution

Our proprietary two-way messaging platform makes it possible to create inexpensive and efficient learning products that are easy to monetize and provide great user experience. Creators come with their own audiences, enabling us to scale with them.



Easy to produce
with better outcomes.



Easy to distribute
as content is pushed to learners.

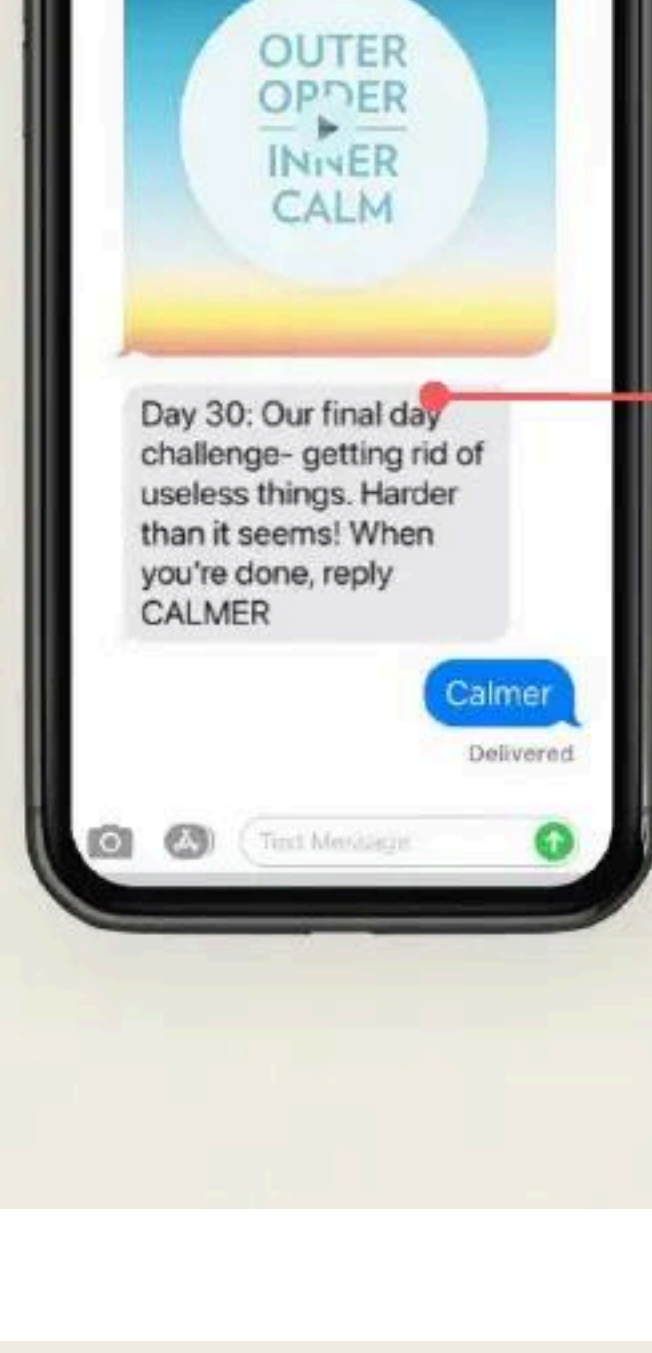


Revenue Growth
because we scale with creators.

AUTHORITATIVE 2021 / CONFIDENTIAL

4

Messaging – SMS + WhatsApp



Audio instruction

Acknowledgement of completion

Text instruction or content pushed



AUTHORITATIVE 2021 / CONFIDENTIAL

9

Cohort Learning – Individual content

Audio + Text instruction, arrives in the morning

Individual members respond



Pushed into Apps

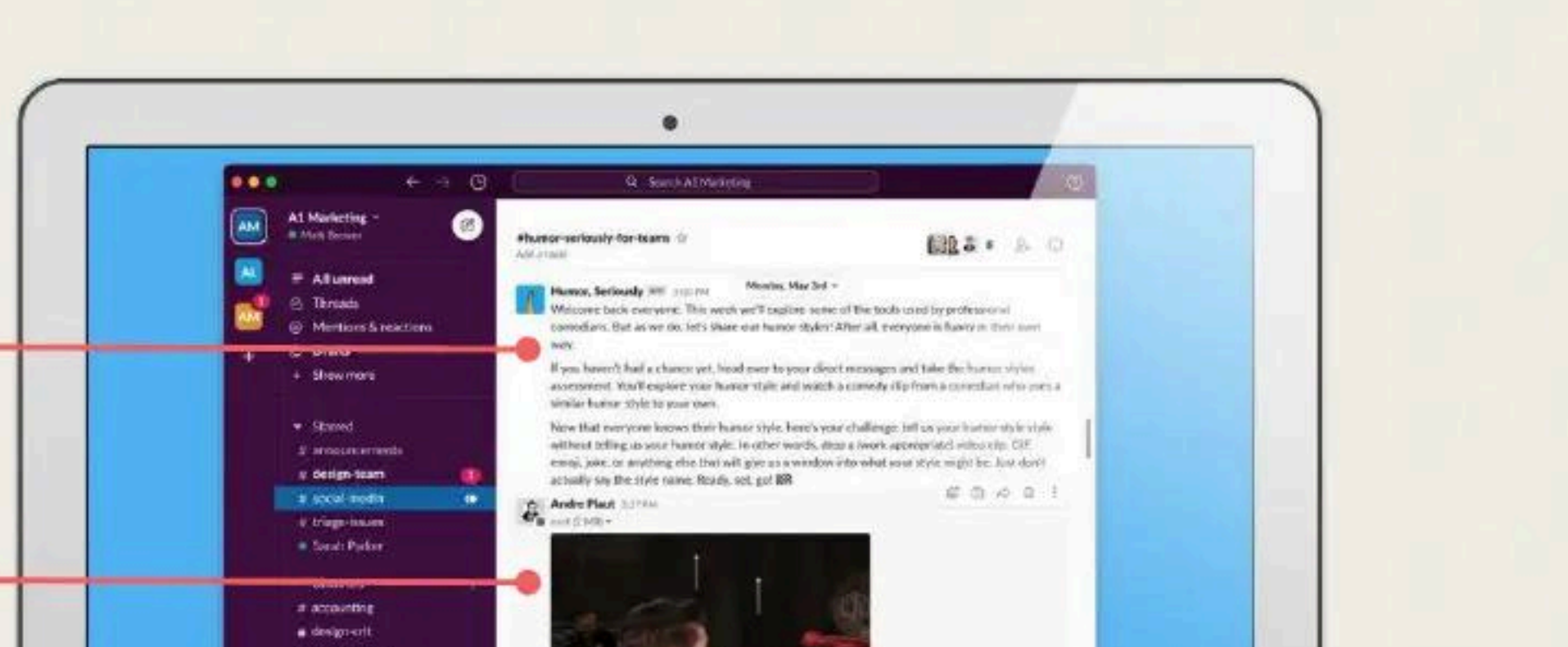
9

Cohort Learning – Facilitation content

Private group channel – members invited by admin

Facilitation content.

Group discussion on the day's learning shared here



10

Technology Platform

Proprietary AI-driven, two-way delivery platform.

Messaging-network agnostic, utilizing personalization, gamification, *NLP, delivering a rich-media experience for users and cohorts.

Planned conversion of course management tools to self-service, that enable creation and optimization of all content, and provides analytics.



AUTHORITATIVE 2021 / CONFIDENTIAL

AUTHORITATIVE 2021 / CONFIDENTIAL

Context

We occupy a unique space at the convergence of four elements central to the Creator Economy: education, owned-audience, messaging, and two-way communication.



AUTHORITATIVE 2021 / CONFIDENTIAL

3

Team



Christy Fletcher
Co-Founder/Co-CEO



Jacob Lewis
Co-Founder/Co-CEO/President



Gene Cohen
Co-Founder/CFO



Eric Rles
Board/Investor



Andre Plaut
VP, Product



Dionysis Revisios
VP, Engineering



Rachel Meier
VP, Operations



Paul Bae
VP, Marketing

AUTHORITATIVE 2021 / CONFIDENTIAL

AUTHORITATIVE 2021 / CONFIDENTIAL

Thank You.



AUTHORITATIVE 2021 / CONFIDENTIAL