

BetterManager

Everyone deserves to **thrive** at work.

Stéphane Panier

CEO & Co-Founder

John Topping

President & COO



We believe

“Management is one of the most noble of professions, if it’s practiced well. No other occupation offers as many ways to help others learn and grow, take responsibility and be recognized for achievement, and contribute to the success of a team.”

- Clayton Christensen



Broadening access to high-quality leadership development to managers at every level can help create a world where **thriving at work is the norm.**



BetterManager

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The pandemic has exacerbated pre-existing management challenges.

It's past time to revisit & reinvent how we prepare managers at every level to lead.



THE REAL COST OF EMPLOYEE DISENGAGEMENT

\$7Tn

Low engagement levels cost the global economy \$7Tn in lost productivity every year.

MANAGERS STILL MATTER

70%

of the variance in team engagement is explained by the quality of the manager or team leader.

SKILLS GAPS CONTINUE TO PERSIST

10%

of mid-level managers feel well-equipped to handle the challenges of their role.

What we're building

A platform that organizations everywhere depend on to develop all levels of leaders in the flow of work.



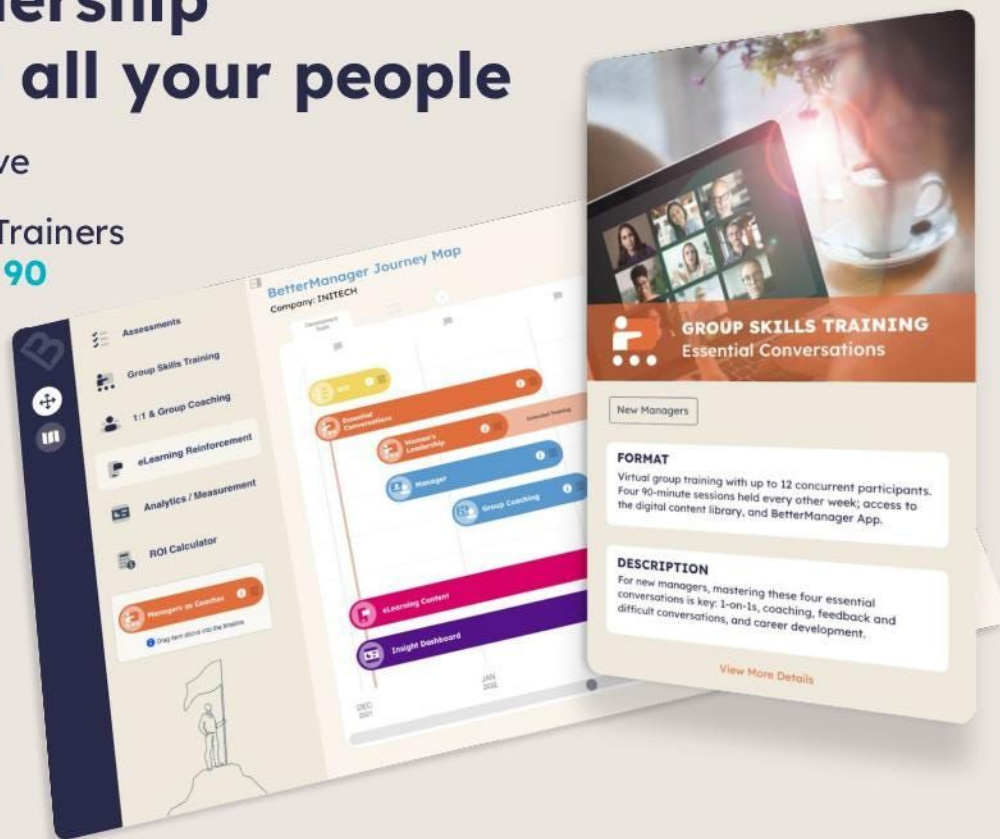
BetterManager is the leadership development platform for all your people

100% Virtual | Easy to Implement | Proven Effective

Global Network of the Most Qualified Coaches & Trainers
As Evidenced by an **Industry-Best NPS Score of 90**

- **Executive Quality 1:1 Coaching**
- **Group Coaching**
- **Group Training**
- **Actionable Assessments, and**
- **E-Learning Reinforcement**

To drive individual growth aligned to business outcomes

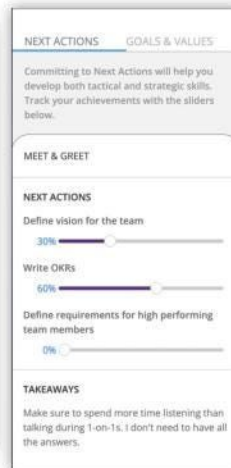
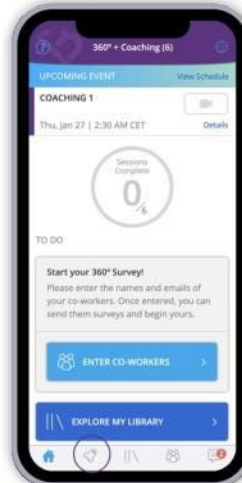


Our current tech platform



HR Intelligence Dashboard

Delivers actionable insights and measures the progress of your people leaders against industry benchmarks for high performing managers and teams.



BetterManager App

A one-stop shop for all program content and action planning, scheduling of sessions and connection with coaches between sessions.

Explosive Growth Healthy Business Metrics \$XX million projected in 2022

Gross Profit Margin 20xx



Client Retention Rate

>90%

Customer Satisfaction



YoY Revenue Retention/Growth

2021 over
2020: xxx%

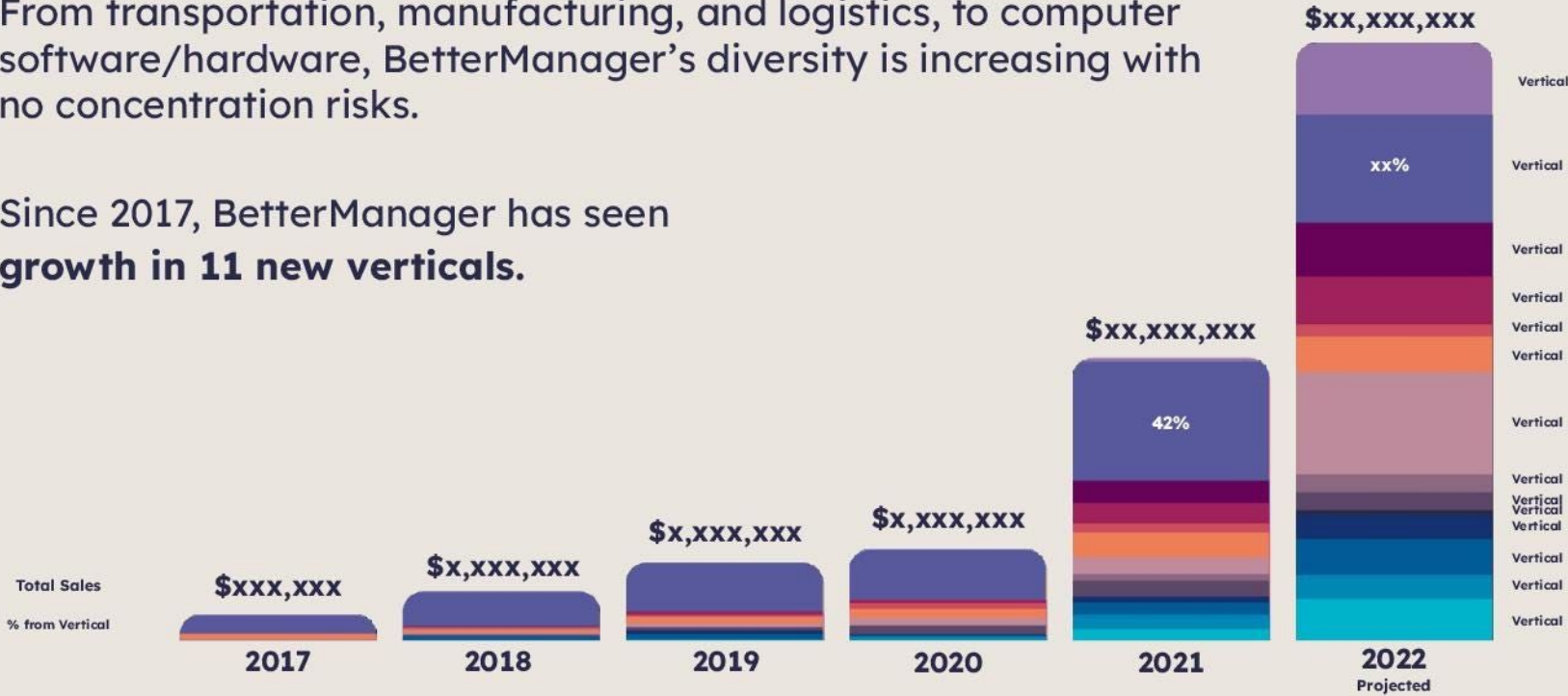
BetterManager Annual Sales (20xx-2022E)



Diversity of Clients

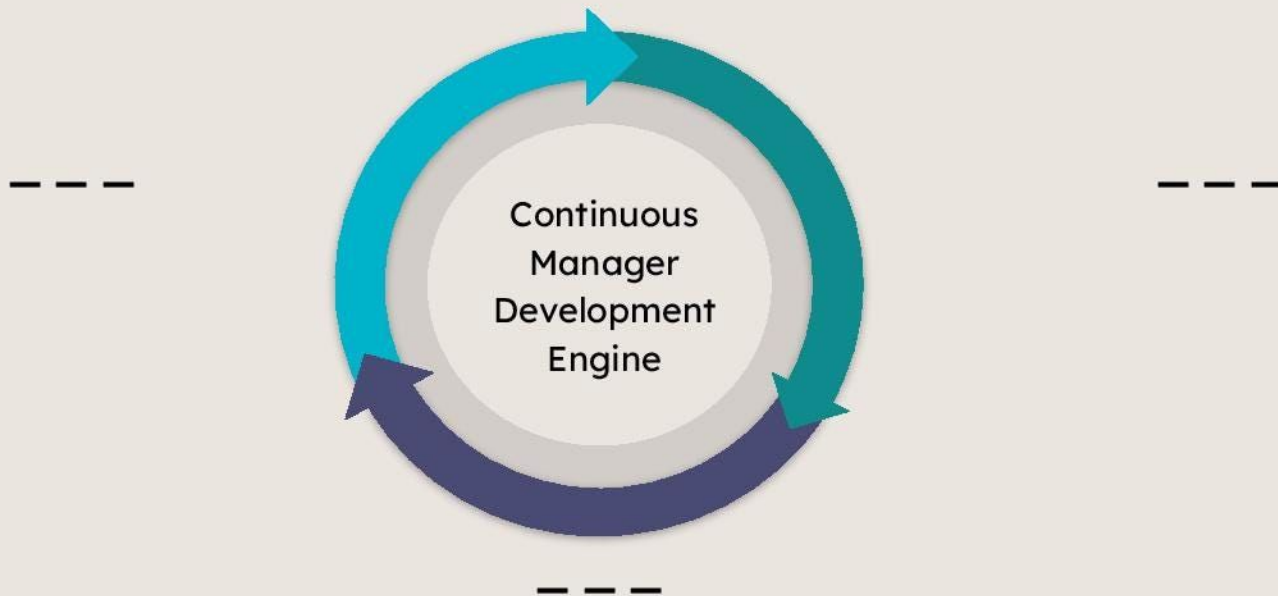
From transportation, manufacturing, and logistics, to computer software/hardware, BetterManager's diversity is increasing with no concentration risks.

Since 2017, BetterManager has seen **growth in 11 new verticals.**



Product Strategy:

How We Scale



More than just logos

- ★ 200+ organizations who trust us with their people development
- ★ Key channel partners who accelerate our access to the Global Fortune 500

GUIDEWELL

Chegg®

Amplitude

GLADSTONE
INSTITUTES

LOGICALIS

GENERAL
DYNAMICS

Capital One

Ferrara
CANDY COMPANY

RADISSON
HOSPITALITY

DRAFT
KINGS

zenoti

VERKADA

Malwarebytes

GEICO

SmartRecruiters

New
Relic.

PimaCommunityCollege

Dropbox

quadient
Because connections matter.

momentive

CHARGEURS ★ PCC
FASHION TECHNOLOGIES

square
trade

Danby

GLENCORE

The opportunity: a massive global market



The leadership development and performance management market space is booming.

\$357.7B

Leadership training
investments worldwide

- Training Industry, 2020

\$28B

2022 soft skills
training market study.

- IMARC Group, 2020

\$11.2B

Business Coaching in
US market size 2022.

- Ibis World 2021

\$1.93B

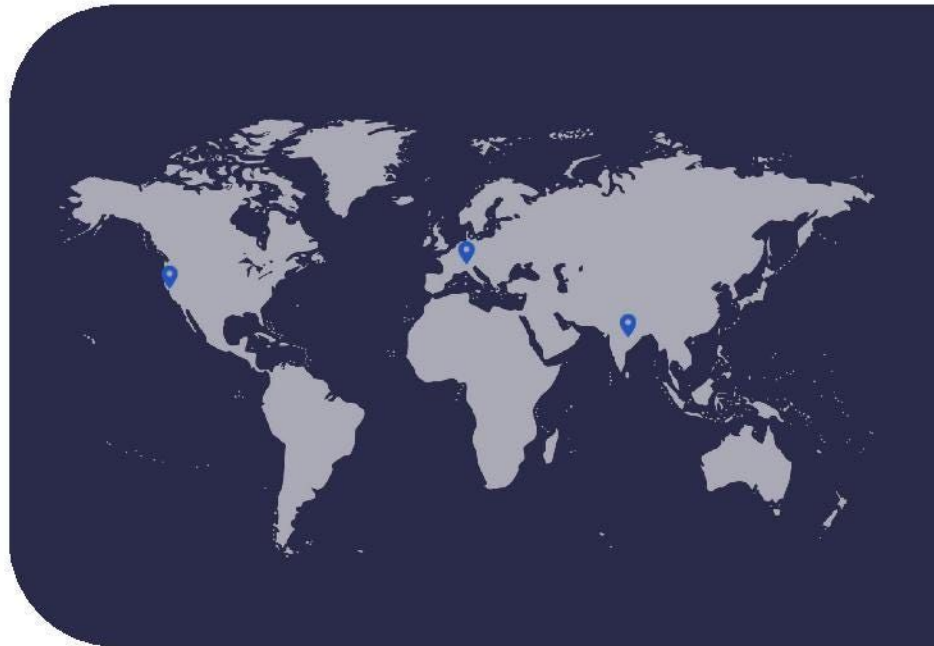
Performance management
market growth from 2021-25

- ICF 2020



Everyone deserves to **thrive** at work.

Poised for continued global expansion



- ✓ Successfully launched offices in North America and Europe.
- ✓ $\frac{1}{3}$ of new customers since xxxx have been international clients.
- ✓ Currently offering coaching and leadership training in 15+ languages

The experience to deliver our vision



Stéphane Panier

Chief Executive Officer
Co-Founder



Booz | Allen | Hamilton



John Topping

President &
Chief Operations
Officer



Wendy Hanson

Chief Program Officer
Co-Founder



Will Corley

Chief L&D Officer &
Co-Founder



Tim Bradbury

Chief Revenue Officer



**Quinn
McLaughlin**

Chief Technology
Officer



Kate Rath

Vice President,
Customer Success



Chris Wells

Vice President,
European Sales



**Valerie
Littlefield**

Vice President,
Program & Product
Integration



Karen Benz

Vice President,
Coaching



Competitive Landscape

Our ability to deliver **high-quality, comprehensive, and continuous leadership development journeys** to people leaders at all levels is **second to none**.



ICF Certified Coaches	✓	✓	✓	✓	Not required	Not required
Coaching Experience (min.)	5 years	No minimum	No minimum	3 years	No minimum	✗
Leadership Experience (min.)	10 years	No minimum	No minimum	No minimum	No minimum	✗
1:1 Coaching	✓	✓	✓	✓	✓	✗
Group Coaching	✓	✓	✗	✓	✗	✓
Webinars	✓	✓	✗	✗	✗	✗
Training	✓	✗	✗	✗	✗	✓
Standalone E-Learning	✓	✗	✓	✗	✓	✓

Financials

Funding to date:

—

(\$k)	2020	2021	2022 (P)	2023 (P)	2024 (P)
BOOKINGS	—	—	—	—	—
REVENUE	—	—	—	—	—
COGS	—	—	—	—	—
GROSS PROFIT	—	—	—	—	—
-PCT.-	—	—	—	—	—
TOTAL OPEX	—	—	—	—	—
OPERATING PROFIT	—	—	—	—	—

Figures are based in US dollars rounded to the nearest 1000.



Use of proceeds



Key Hires

Engineering
Product
Marketing



Expand R&D Team



Expand Sales & Marketing



Scale Operations Accordingly





The future of work has arrived. It's time to **thrive**.

Stéphane Panier
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John Topping
President & COO
john.topping@bettermanager.us



Additional Information



BetterManager

Everyone deserves to **thrive** at work.

\$8.2B was invested in EdTech in 2021

Buoyed by ongoing digital transformations in how we live, learn and work, U.S. edtech companies raised \$8.2 billion of investment capital in 2021.

This is the largest sum the industry has ever seen — 4x more than the \$2.2B raised in 2020.

INDUSTRY COMP



★ Valued at \$1.7B in February '21 with \$100m ARR

★ Now valued at \$4.7B

2021's 20 Biggest U.S. Edtech Investments

Company	Stage	Round Size	Valuation	Primary Sector
Articulate	Series A*	\$1.5B	\$3.75B	Workforce
Kajabi	Growth	\$550.00M	\$2B	Consumer
Course Hero	Series C	\$380.00M	\$3.6B	Higher Ed
PresenceLearning	Growth	\$350.00M	N/A	K-12
BetterUp	Series E (Oct.)	\$339.00M	\$4.7B	Workforce
Age of Learning	Growth	\$300.00M	\$3B	Consumer
MasterClass	Series F	\$225.00M	\$2.75B	Consumer
Amplify	Growth	\$215.00M	\$790M	K-12
Handshake	Series F	\$200.00M	\$3.5B	Higher Ed
360Learning	Growth	\$200.00M	N/A	Workforce
Andela	Series E	\$200.00M	\$1.5B	Workforce
GoGuardian	Growth	\$200.00M	N/A	K-12
Degreed	Series D	\$183.00M	\$1B	Workforce
Guild Education	Series E	\$150.00M	\$3.8B	Workforce
BetterUp	Series D (Feb.)	\$146.75M	\$1.7B	Workforce

Traditional approaches to leadership development must evolve

We can't keep managing like *this*

Amid the shift to hybrid work and record-high turnover, keeping employees feeling supported, adequately skilled, and satisfied has become paramount for employers.

87%

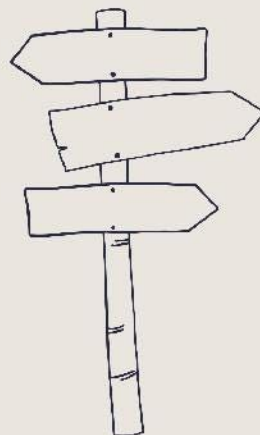
of executives are currently experiencing or anticipating a **skills gap in the workforce**.

2/3

of employees cite they would leave their jobs due to **lack of growth and training opportunities**.

40%

of workers will require reskilling of up to six months by 2024.



Key Advisors



Dawnet Beverley
Corporate Leader



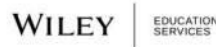
Gary Milrood
Strategic Advisor



Dr. George Woods M.D.
Neuroscience Leader



Dennis Bonilla
Technology Strategist



Gordon Freedman
Education Advisor



Simone Brunozzi
Technologist



Tamar Elkeles Ph.D.
Chief Learning Officer



Zia Syed
AI Engineering Leader



Amit Sevak
Global Education Expert



Duane Hughes
DEI Expert



Coleen Collins
Global HR Expert

