



**Learning Using Cognition & Intelligence.**

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**Employee engagement through  
retained learning elevates their skills  
and transforms their future.**

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# PROBLEM - **\$8.8 Trillion** Is The Cost of Low Employee Engagement

**30%** of Americans are not engaged at work

**\$101.8 Billion** spent in the US on training in 2023

Costing UK Economy **£257 Billion** annually

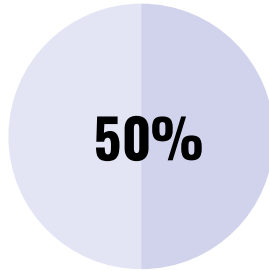
KSA Corporate Training Projected to Surge at **\$17.7 Billion** by 2030

# OPPORTUNITY

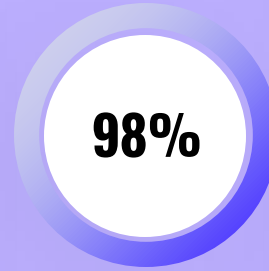
The **pandemic + technology shift has accelerated the need** for impactful learning and engagement.



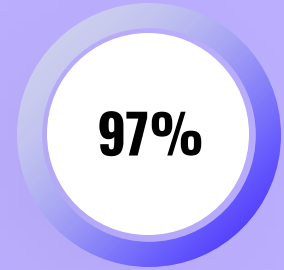
more people are  
expected to work  
remotely  
(post-pandemic)



more businesses  
feel that employee  
engagement is a priority  
(post-pandemic)



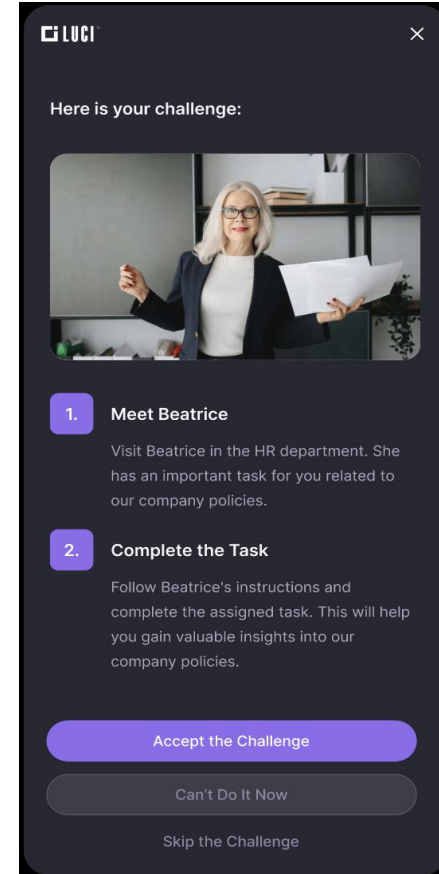
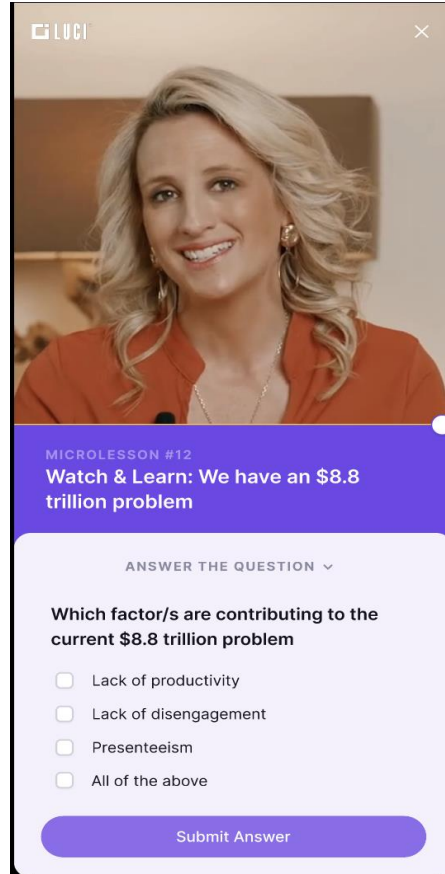
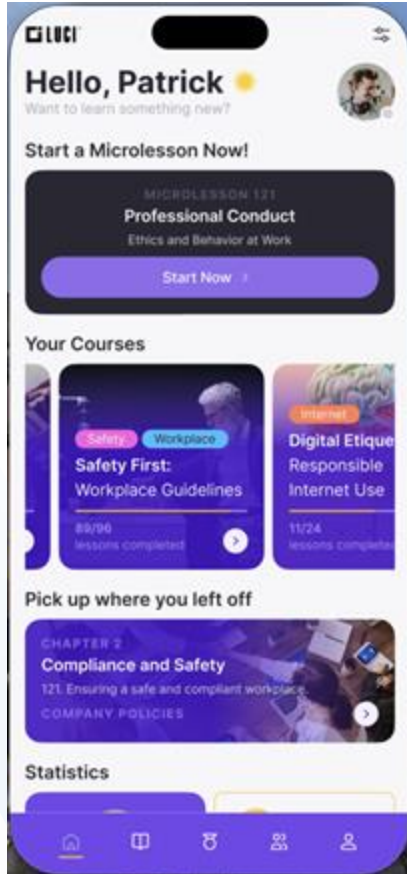
**of learning content  
has not been digitized**



**current & existing  
content is not utilised by  
employees.  
For companies, this can  
save millions of dollars  
as they already have  
their content and don't  
need to outsource  
learning and training.**



# Solution - LUCI



# CONTRACTS PENDING



**Current LMS – Cornerstone Learning**  
**Employee – 10,000**  
**Revenue +/- USD600,000 p.a**



**Current LMS – Skillsoft Percipio**  
**Employee – 2,500**  
**Revenue +/- USD150,000 p.a**



**Current LMS – Oracle**  
**Employee - 40,000**  
**Revenue +/- USD2.4 million p.a**



**Current LMS – Oracle**  
**Employee - 400 Student – 5,000**  
**Revenue +/- USD50,000 p.a**

# CHANNEL PARTNERS



**Mimi Nicklin – Empathy Everywhere**

**International best-selling Author  
Multi-award winning CEO  
Fortune 500 Coach**

MIMI:YOUYOU 800% GROWTH

THE EMPATHY FOR BREAKFAST SHOW 85,000+ REACH

17,800+ (INSTAGRAM) 26,400+ (YOUTUBE) 4190+ (FACEBOOK)

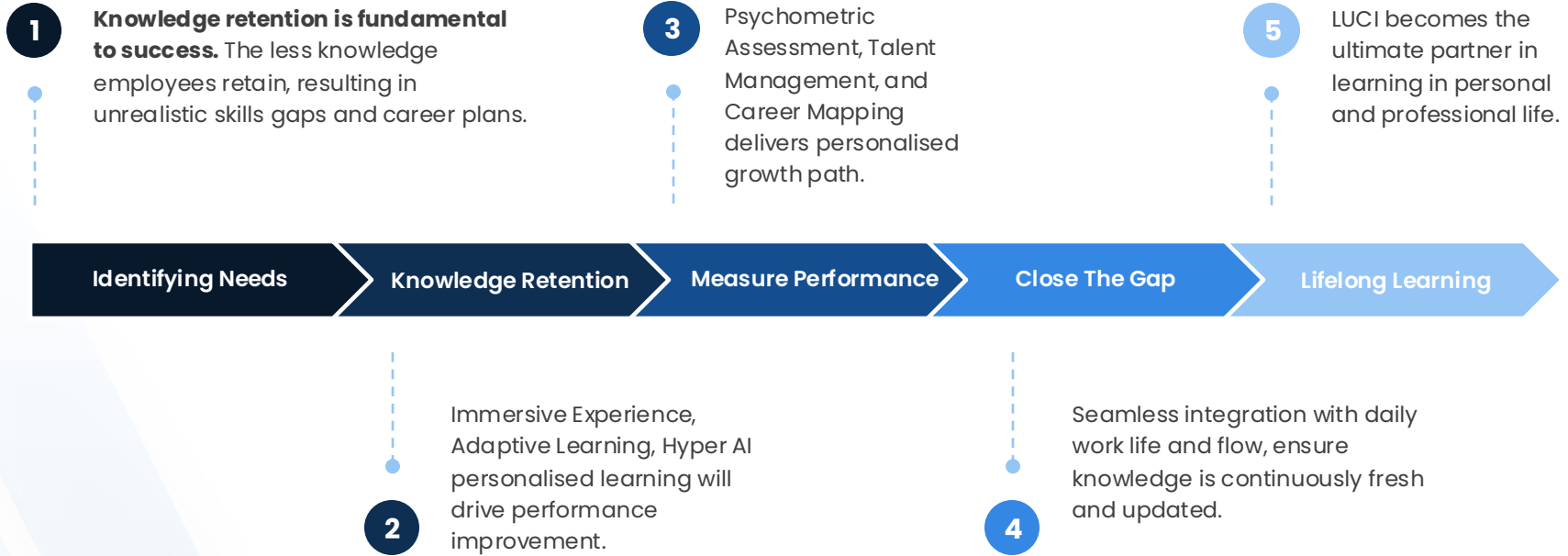
3450+ (TWEET) 10,100+ (LINKEDIN) 16,500 STUDENTS



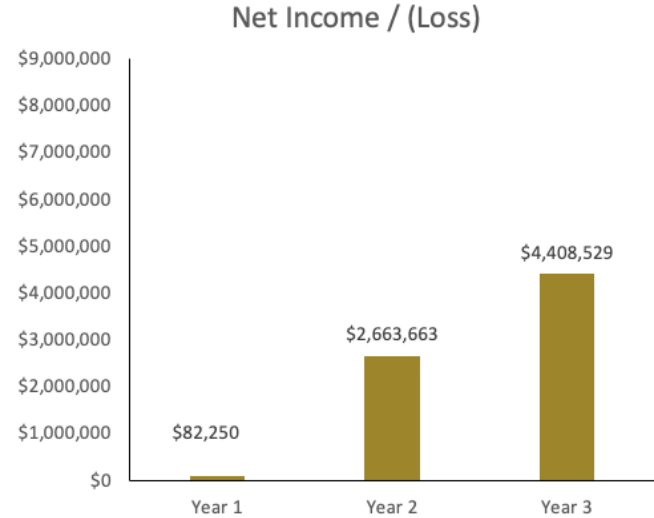
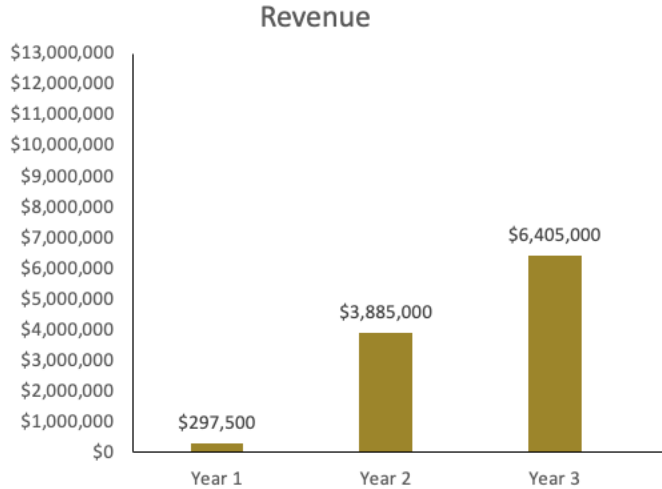
**Dr. JJ Kennedy – npn Hub**

**Professor  
Psychologist  
Behavioural Neuroscience  
Master Neuroplastician®**

# FUTURE ROADMAP – 1 to 3 YEARS



# FINANCIAL PROJECTION



## Approximate Annual Contract Values (ACV)

### Small to Medium

~ ACV \$5,000 to \$30,000 p.a

### Mid-Market

~ ACV \$30,000 to \$100,000 p.a

### Enterprise

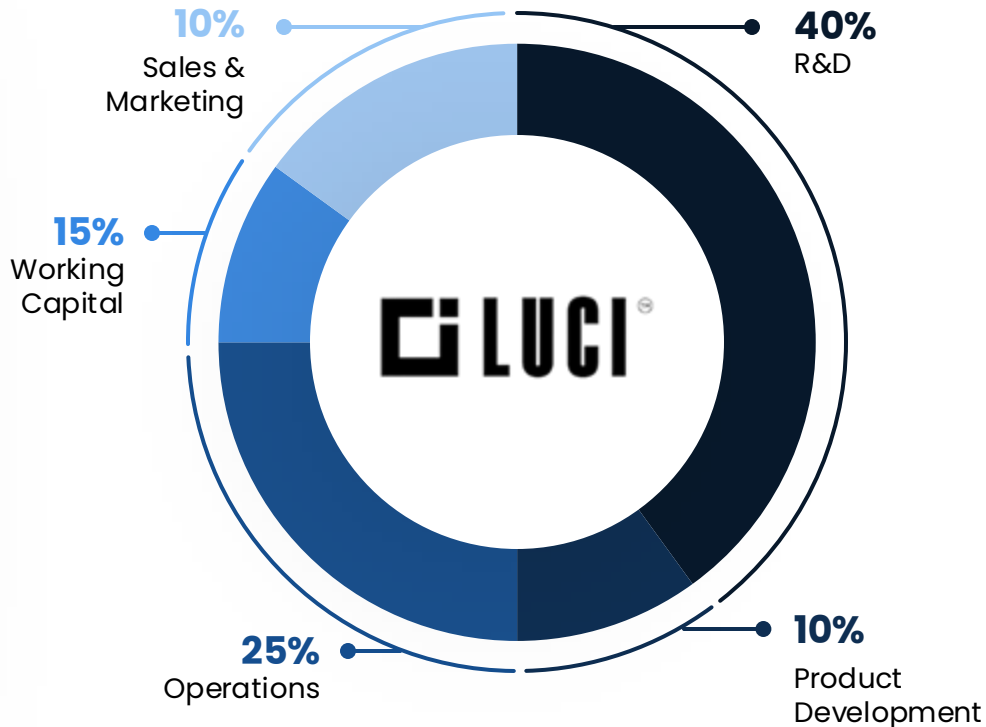
~ ACV \$100,000 to \$500,000 p.a



# USE OF FUNDS



We are seeking a total of USD 1 million to accelerate the platform development, to serve current pending clients.



# MEET THE TEAM

## Leong Cheah

*Principal Founder*



### Experiences

- Fractional CHRO
- HR Facilitator in CIPD
- Learning & Development Design
- Accredited Neuroplastician®
- HRTech System Design
- Enterprise, Multi-National, Startup Experience

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## Chrissie Bettencourt

*COO & CSM*



### Experiences

- Fractional COO & CCO
- College Professor
- Chief of Staff
- HRTech System Design
- Academic Contributor
- Enterprise, Government, Startup Experience

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