

# THE PITCH DECK - TEASER 2020

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# Kokoro goes beyond the engagement survey to transforms employee experience.

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*Employee experience describes the cumulative impact of what people encounter, observe, or feel at work.*

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# **Kokoro is a SaaS solution that captures actionable insights resulting in a future-ready organisation.**

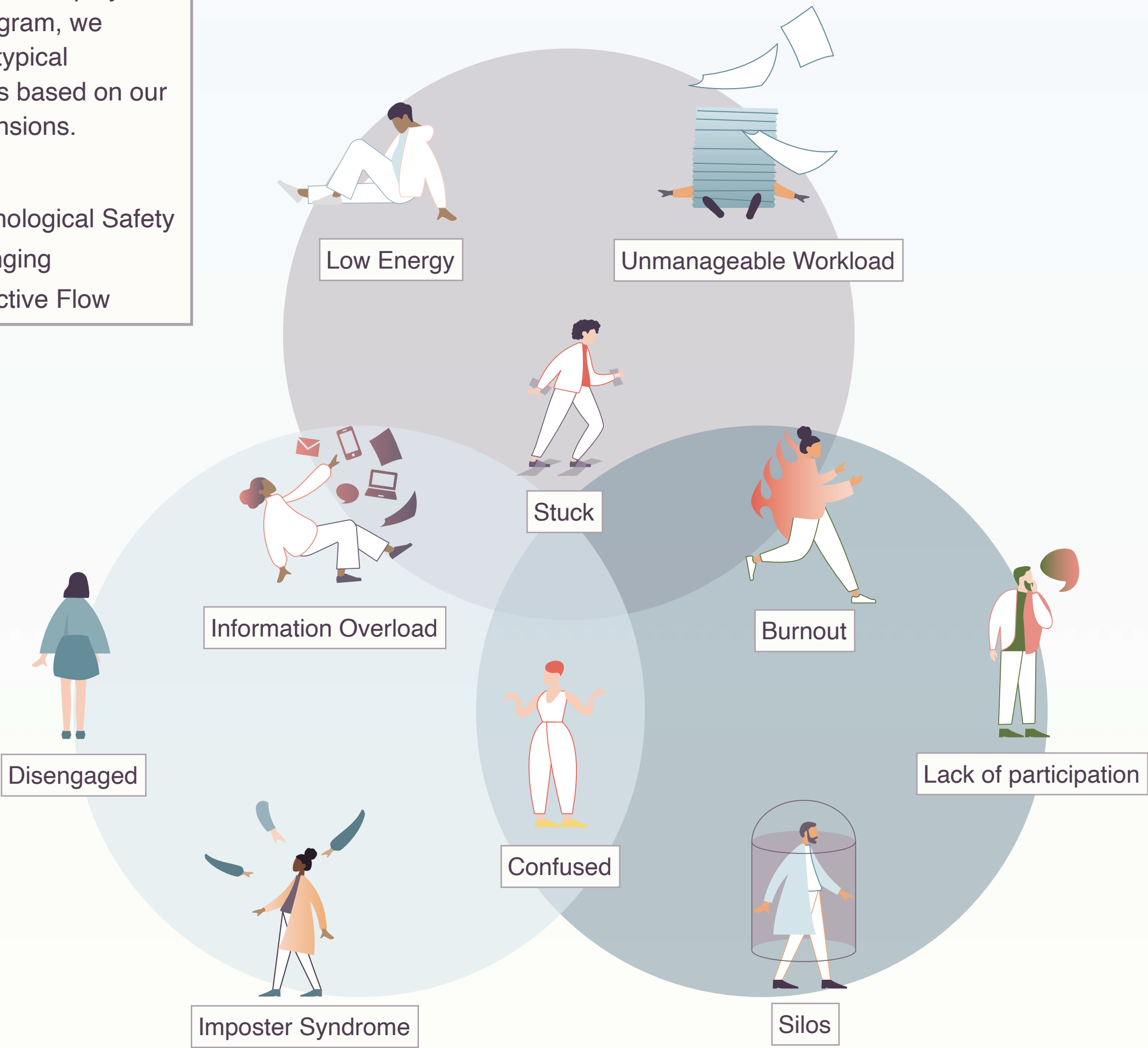
*We focus on Psychological Safety, Belonging and Collective Flow to move and improve employee experience.*

# TREAT THE PROBLEM, NOT JUST THE SYMPTOMS

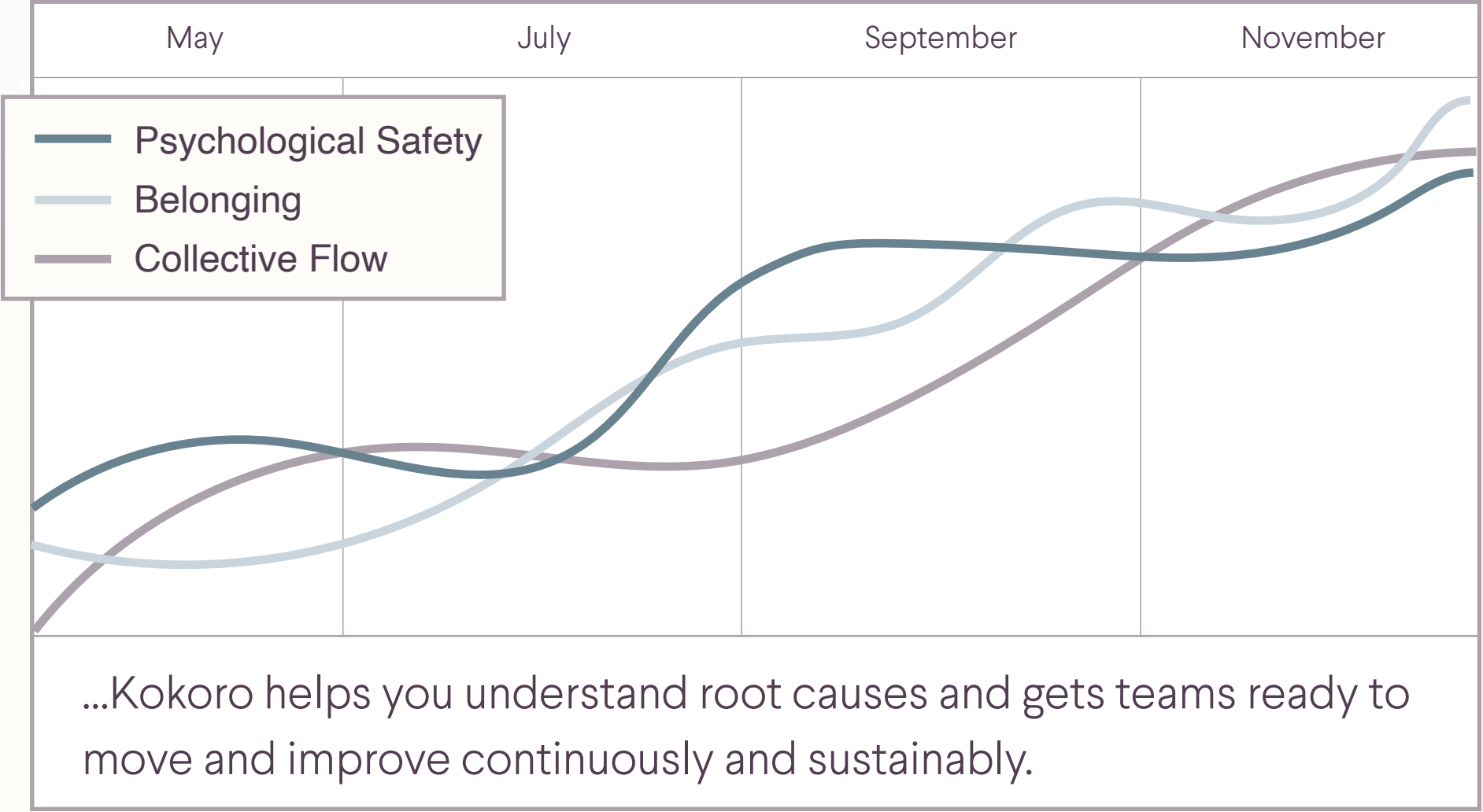
Below, each employee in the diagram, we highlight typical symptoms based on our key dimensions.

**Key:**

- Psychological Safety
- Belonging
- Collective Flow

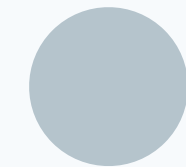


While our competitors jump straight from symptoms to the quick 'fix'...



## THE THREE DIMENSIONS EXPLAINED:

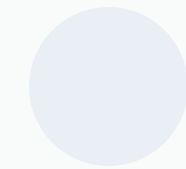
*Employee experience improves by strengthening these three dimensions*



### **PSYCHOLOGICAL SAFETY GENERATES SPEED**

In high-performance teams, there is a sense of confidence that the team will not embarrass, reject, or punish someone for speaking up.

**+ INNOVATION, + LEARNING, + DECISION MAKING**



### **BELONGING SETS A COMMON DIRECTION**

Belonging is an existential need. Our brain uses a lot of available resources to worry whether we fit in and belong. Inclusion releases these resources and enables commitment.

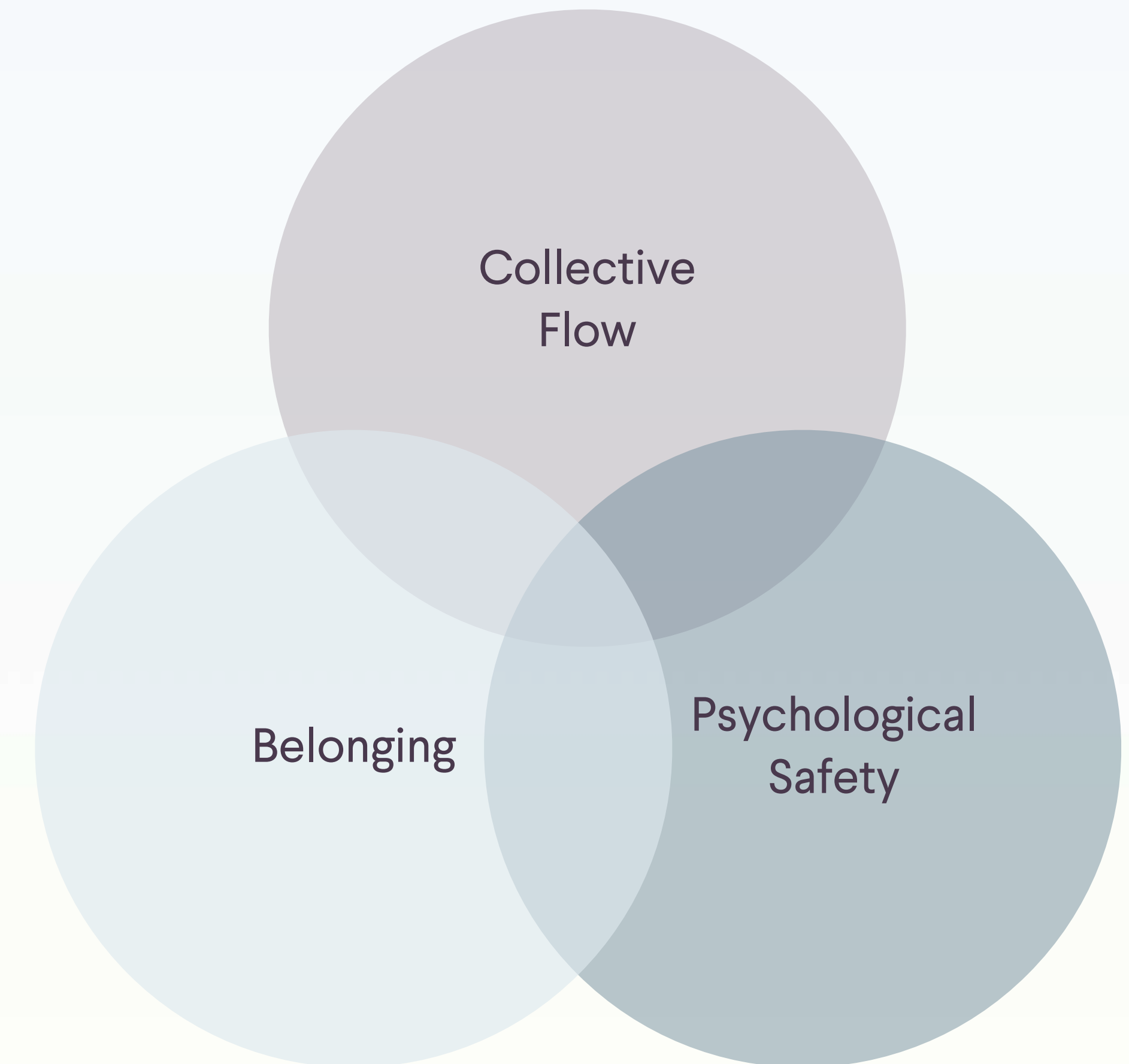
**+ ENGAGEMENT, + INCLUSION, + SATISFACTION**



### **COLLECTIVE FLOW CREATES STAYING POWER**

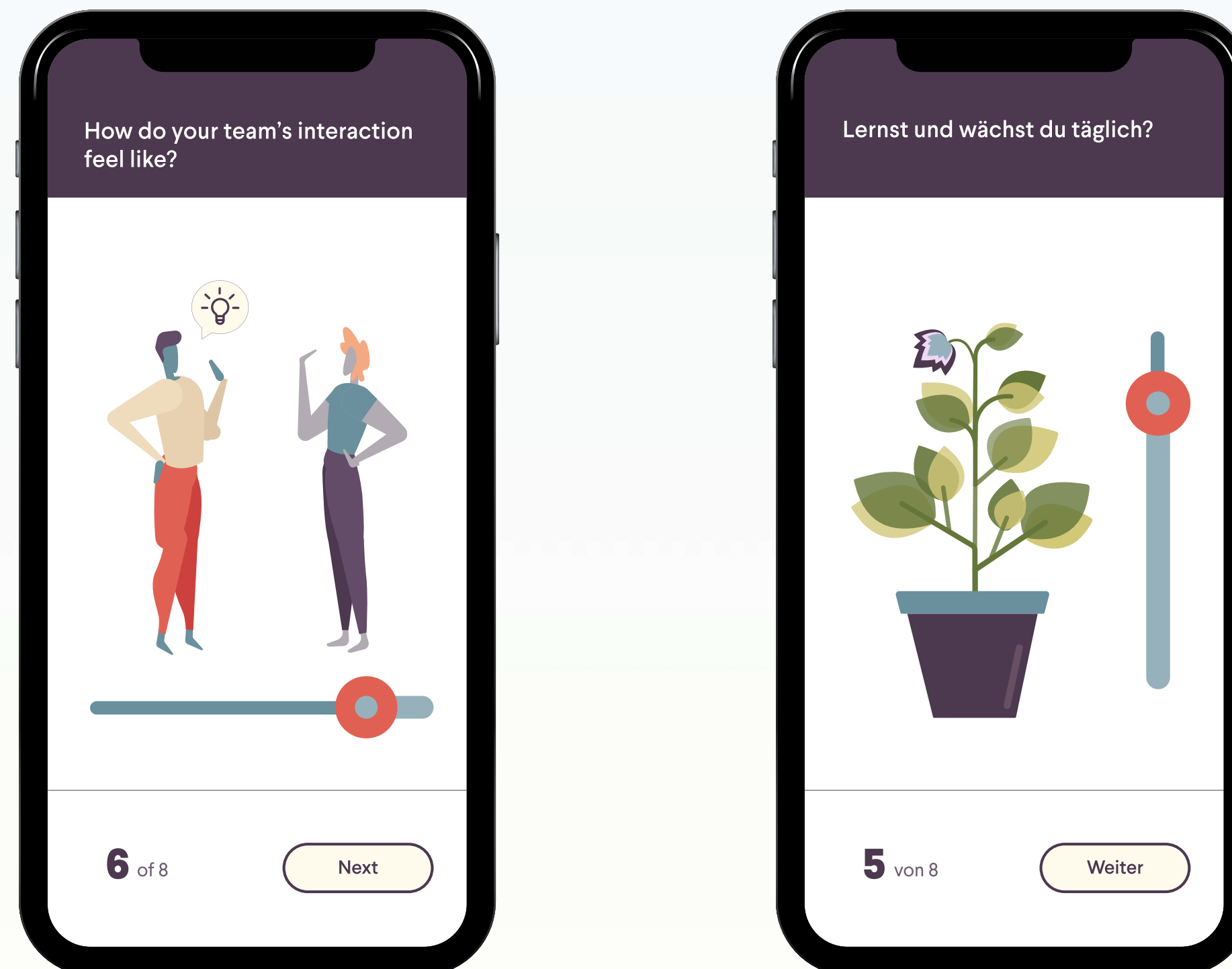
When teams find a state of flow, productivity and focus become contagious. Kokoro creates the ideal environment for this to happen.

**+ PRODUCTIVITY, + TEAM PERFORMANCE, + FOCUS**



# THE KOKORO PULSE SURVEYS

*Everything begins with the right questions*



Say Goodbye to repetitive questionnaires, respondent fatigue and response bias. With our **innovative**, visual and interactive surveys, your people stay engaged and participation rates skyrocket.

Kokoro surveys **adapt** to every team's specific needs. They are not only **fun** and **immersive**, but bring together all the latest research on team performance – **curated** for you without being dry and dreary.

Try it for yourself:

Demo English:

[\*\*HTTPS://BEKOKORO.COM/DEMO/EN\*\*](https://bekokoro.com/demo/en)

Demo German:

[\*\*HTTPS://BEKOKORO.COM/DEMO/DE\*\*](https://bekokoro.com/demo/de)

# EMPLOYEE EXPERIENCE PREDICTS BUSINESS PERFORMANCE<sup>1</sup>

Tracking it with Kokoro has a measurable, positive impact on key metrics:

**2x**

**CUSTOMER  
SATISFACTION**

industry-adjusted NPS scores

**25%**

**GREATER  
PROFITABILITY**

compared to competitor

**2x**

**INNOVATION**

Doubled the revenue from new  
products and services in the last 24  
months

<sup>1</sup>Source: MIT CISR Research Study 2016, <https://www.avanade.com/~media/asset/thinking/mit-research.pdf>

# TRANSFORMING EMPLOYEE EXPERIENCE IMPACTS THE KPIs THAT MATTER

*You cannot buy happiness, but you can quantify the impact of happier employees*

DIMENSIONS	IMPACT →	KPIs	<div><div>+</div><div>→</div><div>-</div></div>	X %
PSYCHOLOGICAL SAFETY	}	PRODUCTIVITY		+12% <sup>1</sup>
		WORK PERFORMANCE		+56% <sup>2</sup>
SENSE OF BELONGING		EMPLOYEE TURNOVER		-50% <sup>2</sup>
		WORK-RELATED ACCIDENTS		-40% <sup>1</sup>
COLLECTIVE FLOW		SICK LEAVE		-75% <sup>2</sup>

More information on figures and KPI projections:  
1. <https://www.gallup.com/workplace/236198/create-culture-psychological-safety.aspx>  
2. <https://hbr.org/2019/12/the-value-of-belonging-at-work>



# Kokoro collects formative real-time data to get you ready for the future.

*Formative data is data that does not just sum up the past, but can be used **dynamically** to **anticipate** the future.*

# ANONYMOUS AND TRANSPARENT INSIGHTS YOU CAN ACT ON

*The greatest value of a picture is when it forces us to notice what we never expected to see.<sup>1</sup>*

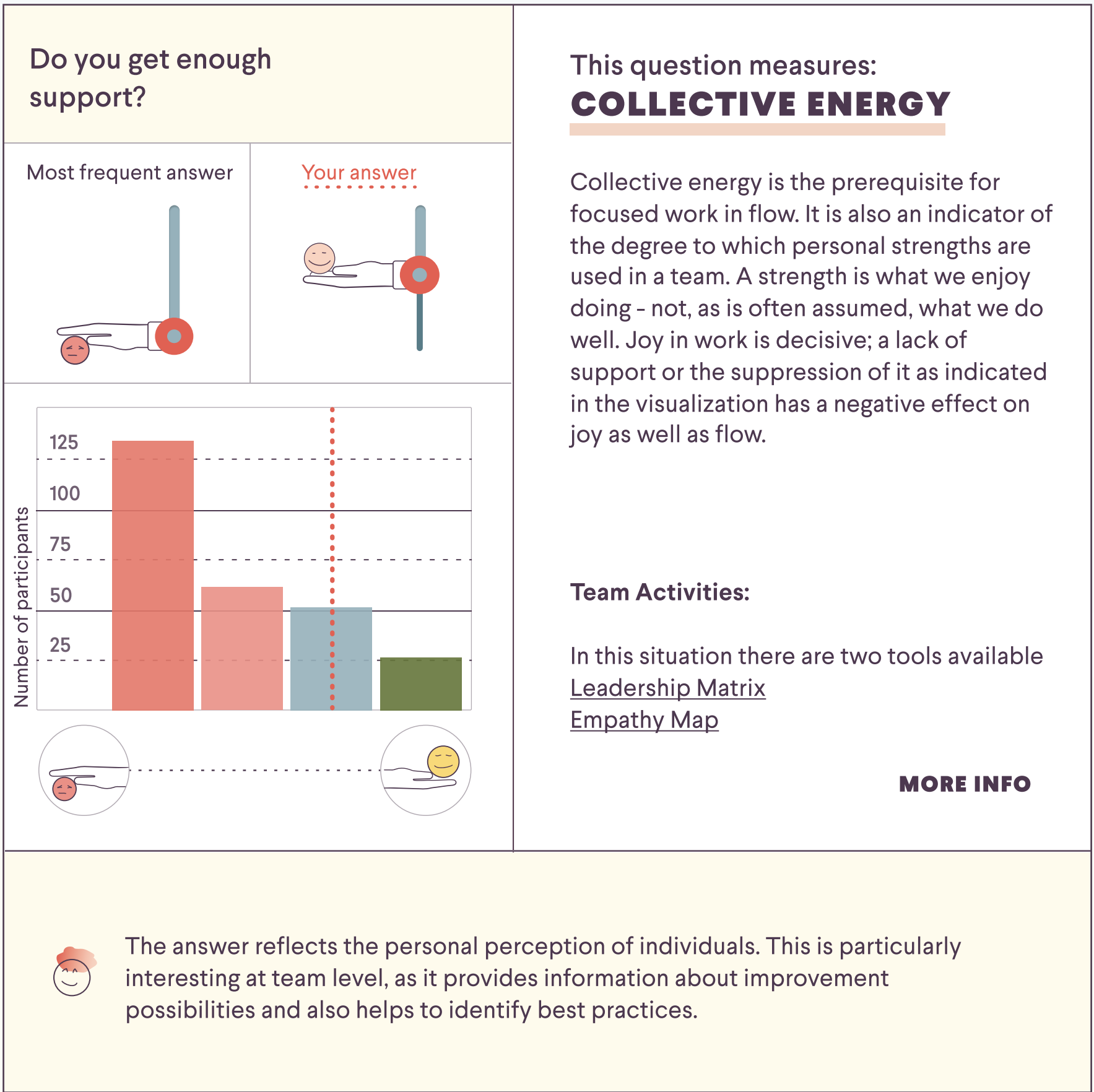


Our goal are **data-informed**, rather than data-driven, teams and organisations. With Kokoro Learning Analytics, you don't need to spend hours trying to work out what it all means – we make sure you get **reliable**, **actionable** and **relevant** data you can work with.

<sup>1</sup>John Tukey

# TURNING INSIGHTS INTO ACTION

*Don't ask the question if you're not prepared to act on the answers.*



# A GROWING MARKET OPPORTUNITY IN 2021

Our overall market comprises several areas, such as business intelligence, workforce analytics, leadership development and strategic employee development. All of these areas are growing from 7% to 15% annually, with a strong focus on workplace analytics, employee experience and performance.

**TAM (Total Addressable Market), composed of:**

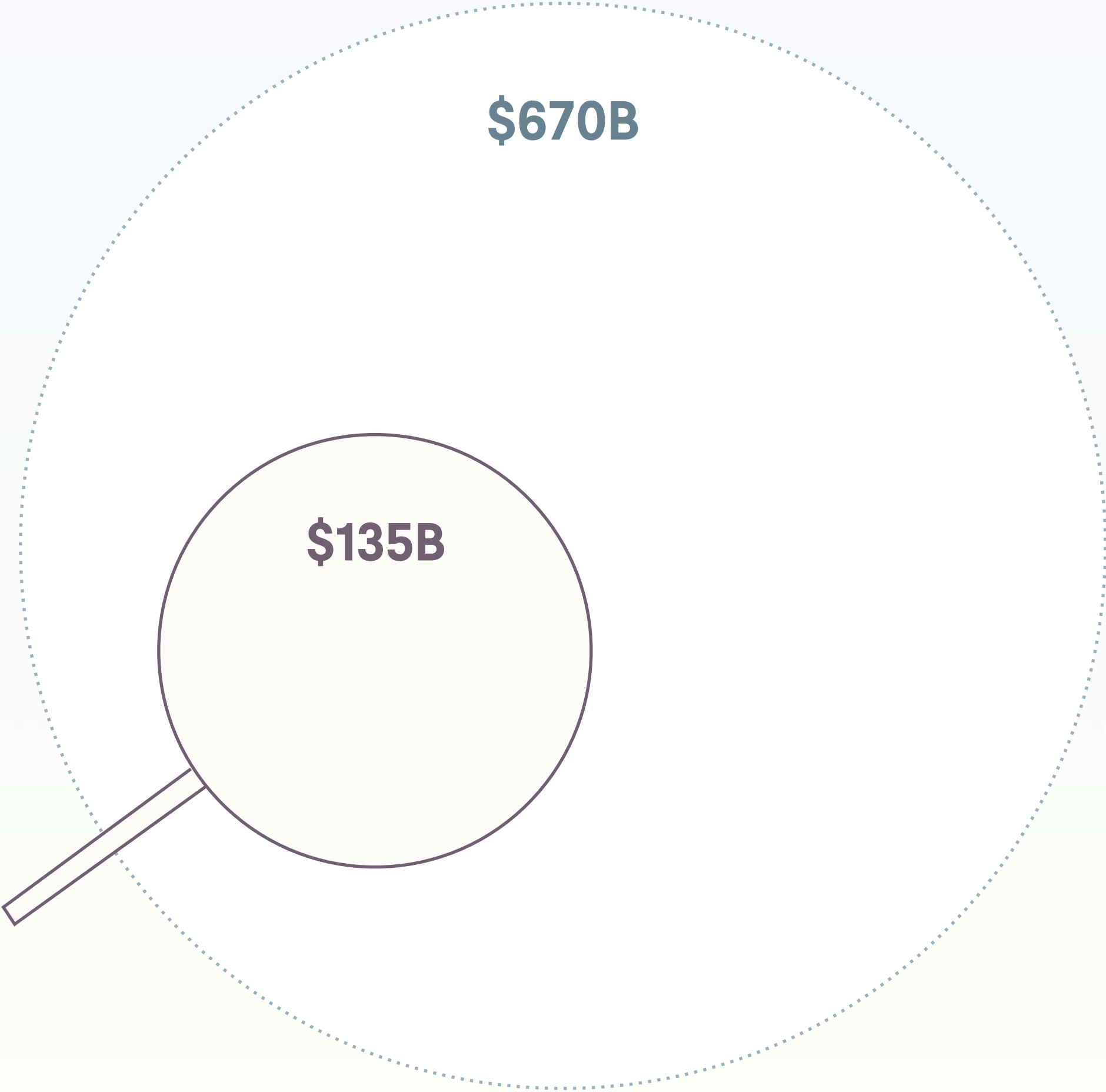
- Global Learning & Development (L&D) Market (\$375 billion in 2021 of which 43% will be North America)<sup>1</sup>
- Global Corporate Wellness (\$65 billion in 2021)<sup>2</sup>
- E-learning (\$230 billion in 2021)<sup>3</sup>
- Workforce Analytics Market US (\$1 billion in 2021)<sup>4</sup>

**= \$670B**

**SAM (Serviceable Available Market):**

By 2021, SAM in Europe will be around 20% of TAM. This is approximately \$135 billion that will be spent on L&D and Workforce Analytics.

**= \$135B**



Sources:

1. <https://trainingindustry.com/wiki/leadership/the-leadership-training-market/>
2. <https://www.forbes.com/sites/colleenreilly/2018/12/19/2019-these-three-wellbeing-trends-are-here/#20d82a815766>
3. <https://markets.businessinsider.com/news/stocks/e-learning-market-to-hit-us-200-billion-by-2024-1005334047>
4. <https://www.marketsandmarkets.com/PressReleases/workforce-analytics.asp>

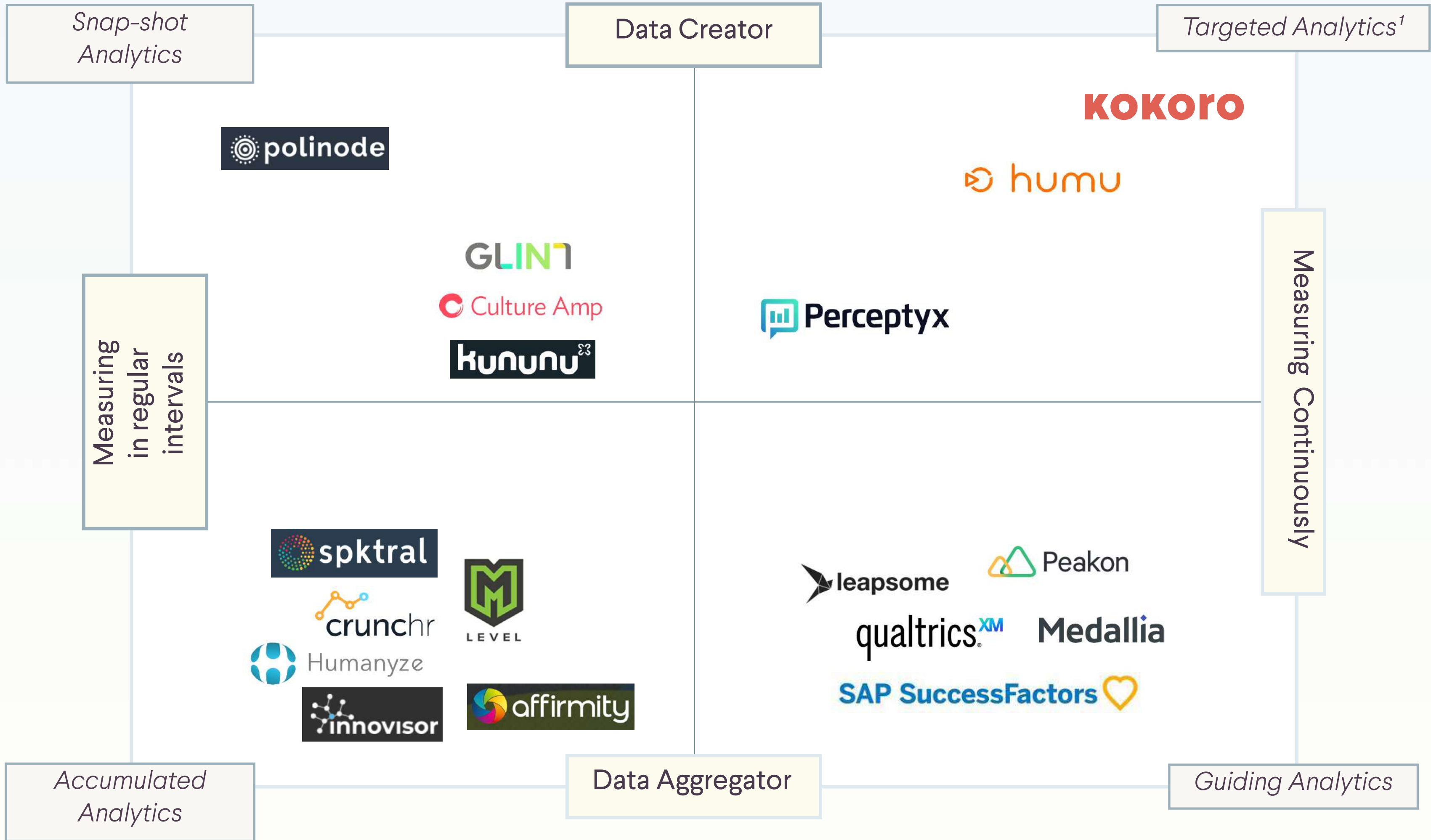


PRICE-PERFORMANCE COMPARISON DIRECT COMPETITORS

	KOKORO	Kununu Engage owned by XING	Humu raised 41 Mio.	Peakon raised 68 Mio.
STANDOUT FACTOR	We enable self-directed teams and organisational transformation on all levels	HR feedback tool & ties in with Kununu employer rating platform	Trademarked Nudges to change employee behaviour	HR tool with exhaustive data analytics for HR professionals
DATA QUALITY	Our data analytics support learning and new work structures	Data function is feedback and evaluation	Data determines pre-defined instructions for action	Data based on classical surveys
CUSTOMER BENEFIT	We create positive dynamics in dealing with transformation	Feedback and communication platform	Responsibility for change lies with individuals	Top-down personnel management tool
PRICE	€3-7 per employee/month (depending on subscription model)	€3 per employee/month	from €6000 for 3 months	€3-5 per employee/month (only from €5000 yearly)

# POSITIONING MATRIX

Kokoro creates the data you need to stay agile and **future ready**. New work needs new metrics; the challenges we are facing tomorrow cannot be mastered with the data accumulated in the past.



<sup>1</sup>Targeted analytics focus on the smallest unit of value creation: the team.

# FINANCIAL PROJECTIONS IN EUROS

	2020	2021	2022	2023
REVENUE	129,323	1,158,588	4,327,740	7,173,920
EXPENSES	(344,092)	(1,544,410)	(3,954,159)	(6,155,675)
EBITDA	(214,769)	(385,822)	373,581	1,018,245
INVESTMENT	750,000			2,500,000*
CASH BALANCE (EOP)	539,738	152,672	414,179	3,626,950

*\*Projected Series A funding in 2023*

# FINANCIAL PROJECTIONS IN EUROS

## TRACTION SINCE AUG. 2018

Alpha launch with over 250 people with random large groups and teams at events.

Team beta tool used with 140+ teams in EU and US in 140 @ different companies and SMEs

Paid Beta with over 300 people **(46,000EUR)** @ Germany's biggest independent creative agency

Market Version 1.0 of tool scheduled for Sept. 2020

## EST. VALUES OF DEALS AND LETTERS OF INTENT (90K ARR):

Grabarz and Partner (Signed)

Stagg and Friends (L.O.I.)

Casa im Leben (L.O.I.)

Appiscale (L.O.I.)

VIU Eyewear (L.O.I.)

We Bandits (L.O.I.)



## THE ASK

Round open for Pre-Seed Investors:

**€750,000**

Capital Raised:

- Closed first angel round of €130,000 in AUG 2018
- Closed second angel round of €160,000 in JUL 2019

Total funding to date: €290,000

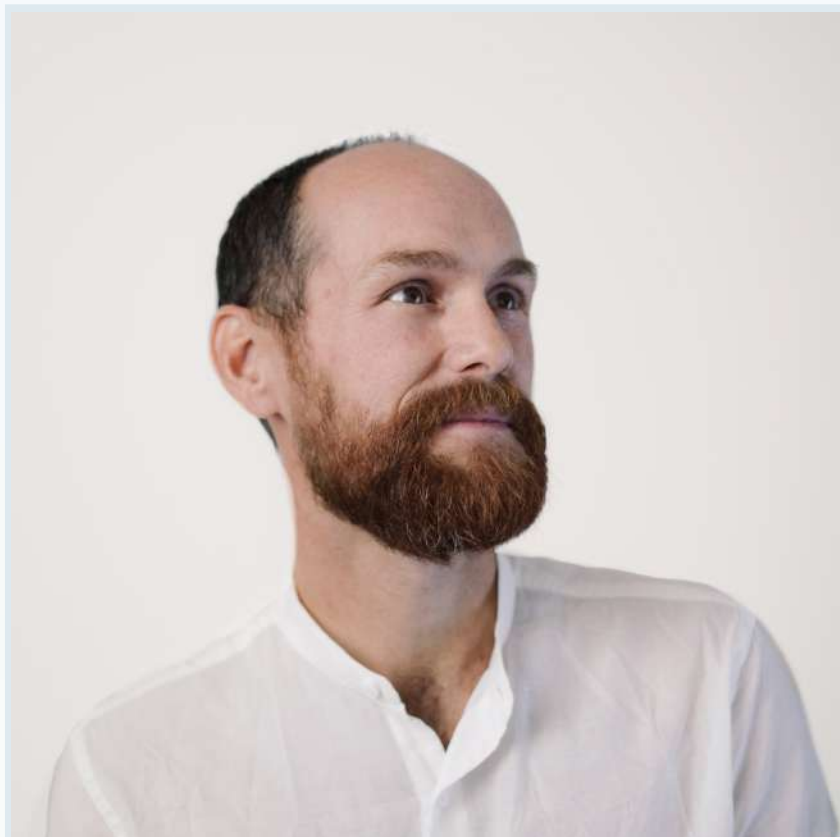
# FOUNDERS TEAM



**Imran Rehman**

Founder

Imran is a leadership coach and organisational development and change consultant. Building robust-dynamic structures for teams and organisations, so they are ready for the future, is his passion. This is what he has specialised in as a coach, whilst accompanying leaders and teams in various organisations (such as Lufthansa, NASA, hospitals and financial institutions) in over 70 countries.  
<https://www.linkedin.com/in/imranrehman/>



**Shawn Ardaiz**

Founder

Shawn is an innovation expert, entrepreneur and generates regenerative business models. Originally from Silicon Valley, Shawn has been working with companies and entrepreneurs around the world for more than 15 years to create the conditions for continuous innovation and has served as a consultant to Fortune 500 companies.  
<https://www.linkedin.com/in/shawnardaiz/>



**Stefanie Kuhnhen**

Founding Partner

Stefanie is managing partner at Grabarz & Partner in Hamburg and author of Das Ende der Unvereinbaren Gegensätze. As a manager, she has decades of experience in the implementation of successful organisational structures. Her theses on Key Emotional Indicators and Bottom Up Healing are an integral part of the Kokoro philosophy.  
<https://www.linkedin.com/in/stefaniekuhnhen/>

## CORE TEAM

Kokoro is the platform for self-organized, self-directed teams that work agile and successfully master new challenges in complex and uncertain situations. This is exactly the kind of team we want to be ourselves; the conditions under which teams have proven to work more successfully, effectively and efficiently - and happier - are also lived and constantly developed in our own team.



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**Verena Snurer**

Experience Design

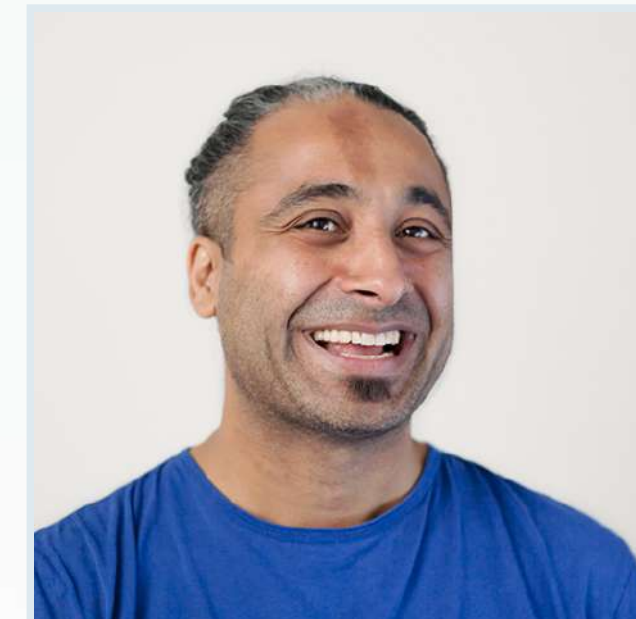
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# ADVISORS AND INVESTORS



**Kevan Jones**  
Leadership Expert



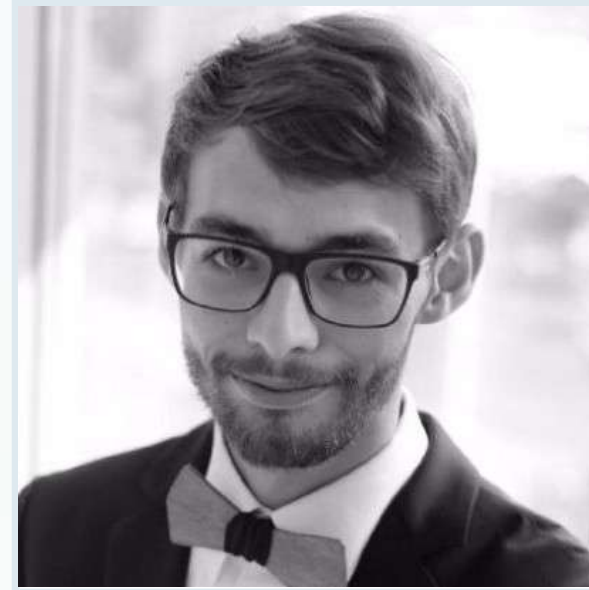
**Pavlos Stampoulidis**  
Psychometric Expert



**Dirk Freytag**  
Lead Investor & Sales  
Consultant



**Göran Göhring**  
Investor



**Julian Amelung**  
Investor &  
Tech Consultant



**Sarah Hoffman**  
Investor & People  
Analytics Expert



**Erhard Neumann**  
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