



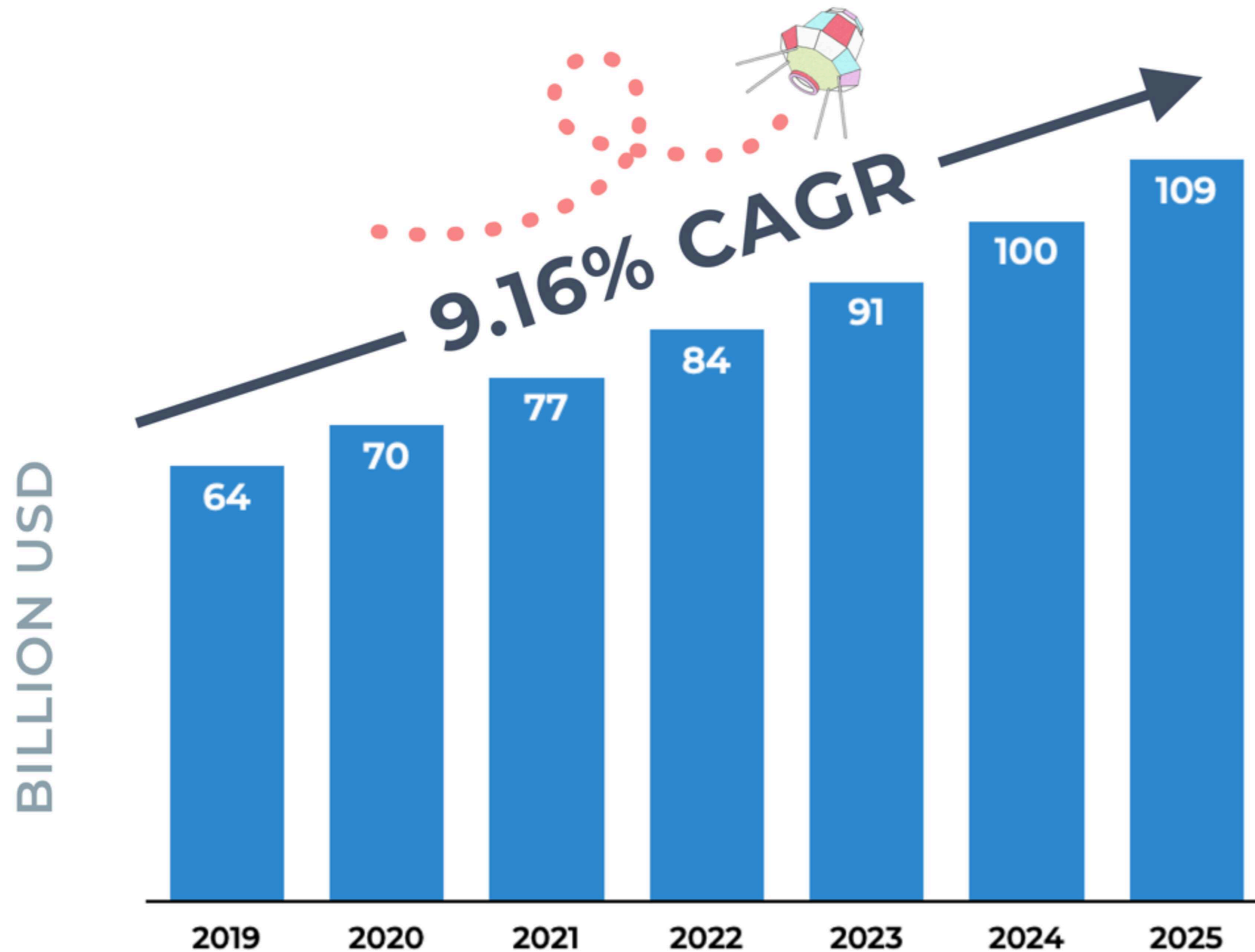
# Premium Short-Form E-Learning

PRE-SEED



# MARKET

**The professional e-learning market is huge and growing fast.**



**~\$109  
billion**

**by 2025**

[PR Newswire]

## PROBLEM

# Workers know that continuous learning is becoming critical.

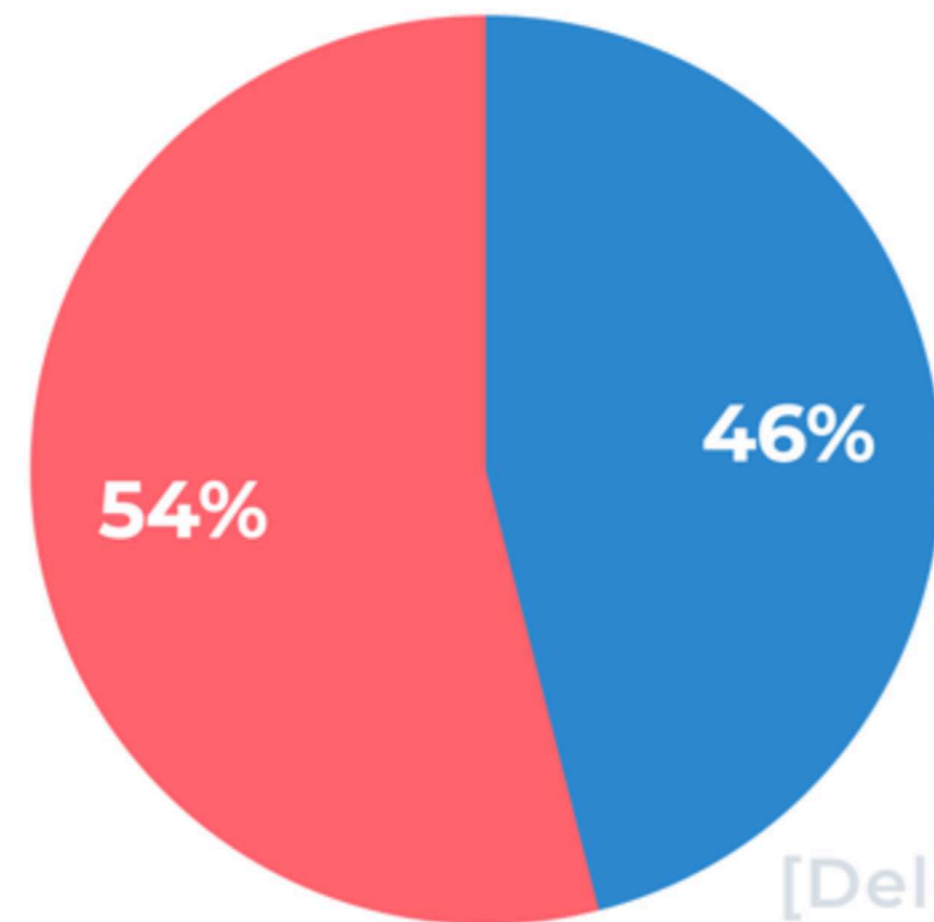


Their peers are getting ahead.



New tech is seen as an unprecedented threat.

TIME SPENT ON PROFESSIONAL LEARNING/WEEK



[Deloitte]

● <1 hour    ● >1 hour

**43%** of people think AI/automation will be able to do their job within five years.

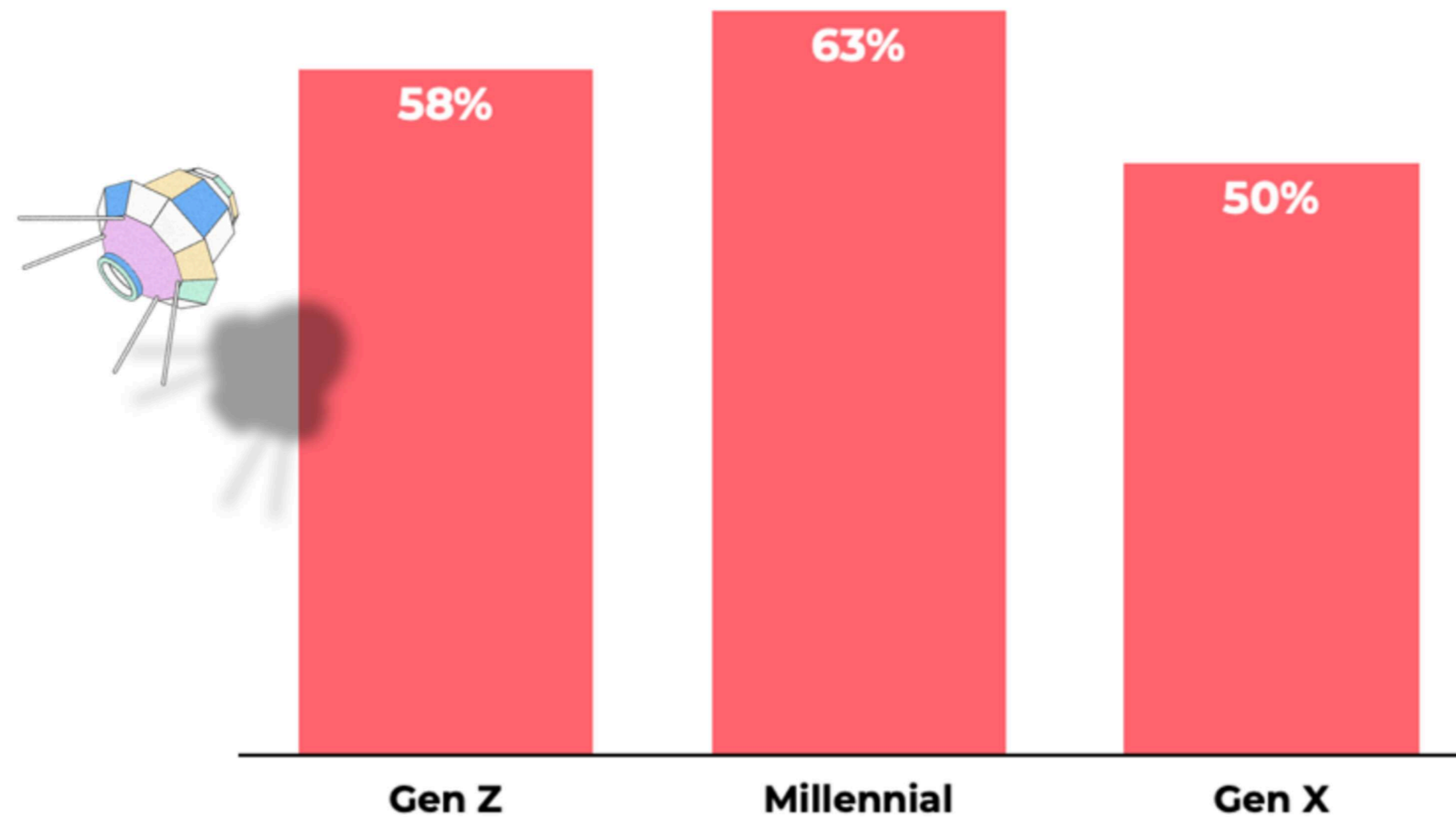
[Udemy]

## PROBLEM

**But most people don't have significant time for learning and turn to short-form content.**

% OF PEOPLE WHO AGREE THAT TIME IS THE BIGGEST BARRIER TO LEARNING

*i.e. articles,  
newsletters,  
podcasts, Twitter*



[LinkedIn]

## PROBLEM

# Learning from short-form content is painful and inefficient.

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### High Friction

Managing content sources is burdensome.

Hard to tell what is worth consuming upfront.

Prioritizing what to read can be paralyzing.



### Low Quality Learning

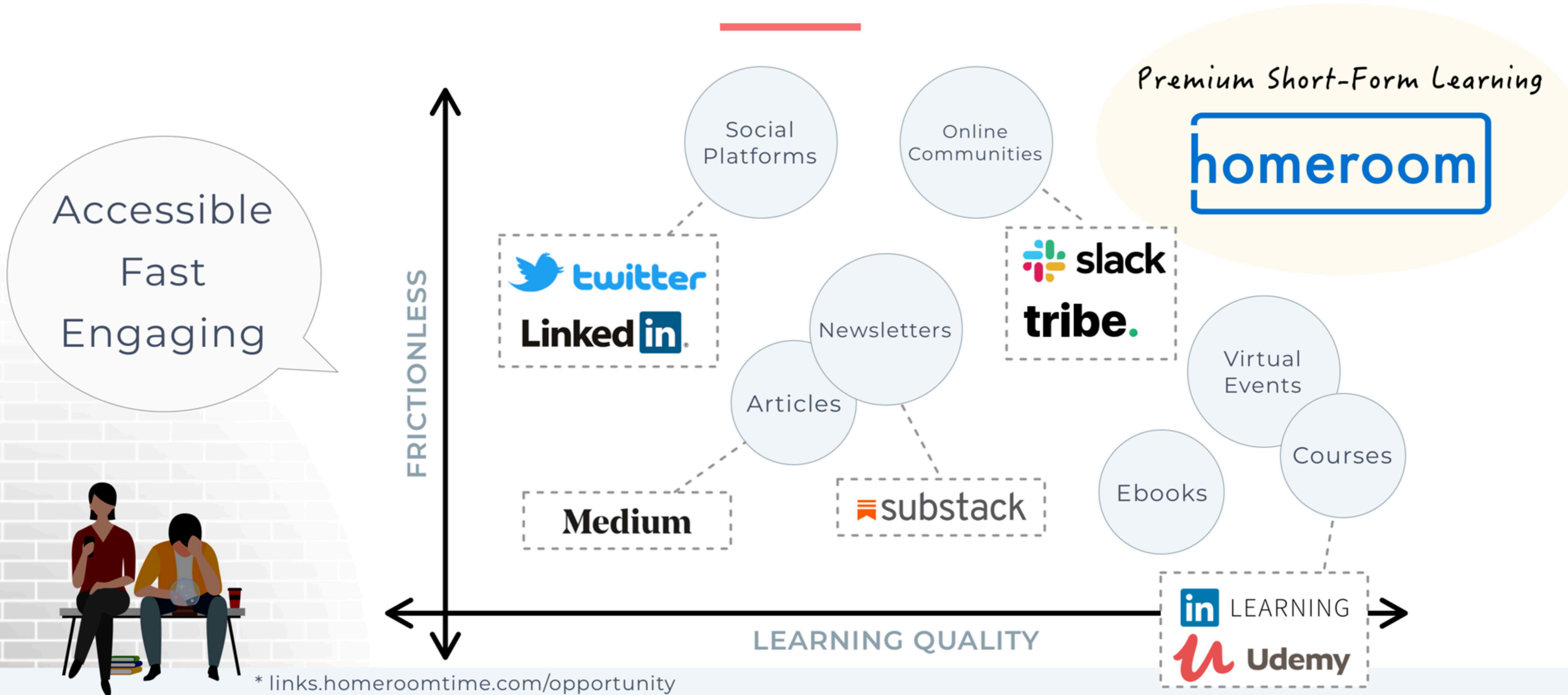
Personal growth areas are ignored.

Newness of content is overvalued.

Hard to remember what is read.

# PROBLEM

**Frictionless, quality learning from short-form content will define a new \$12.2 billion market category by 2025.\***



# PLATFORM

## Homeroom is needle-moving weekly article collaboration with peers.

### Effortless Starts

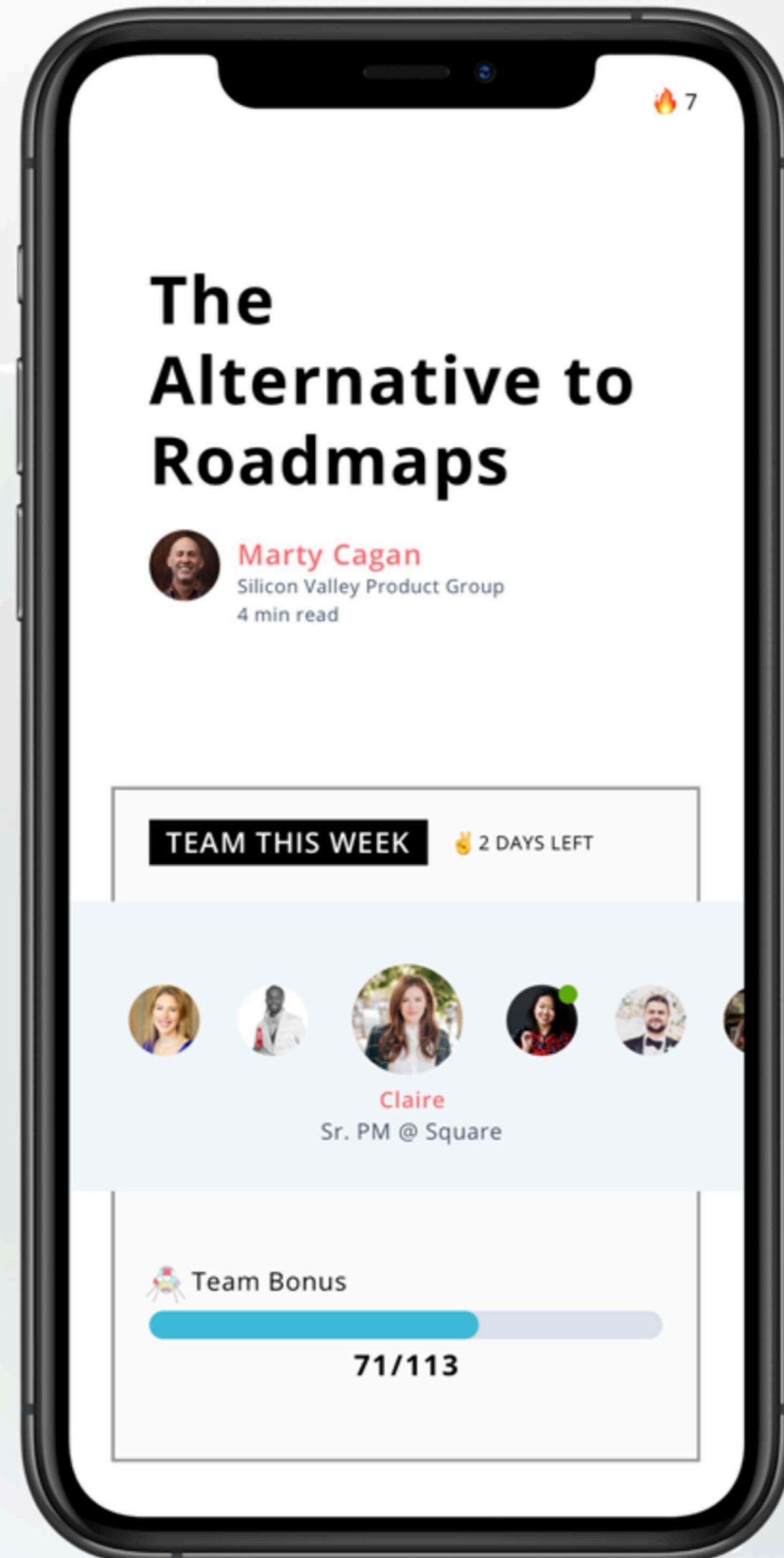
Tap the app and start reading.

### Personalized Article Selection

Read what will directly address learning opportunities.

### Weekly Article Teams

Work with peers toward weekly engagement goals.



### Crisp, Beautiful Re-formatting

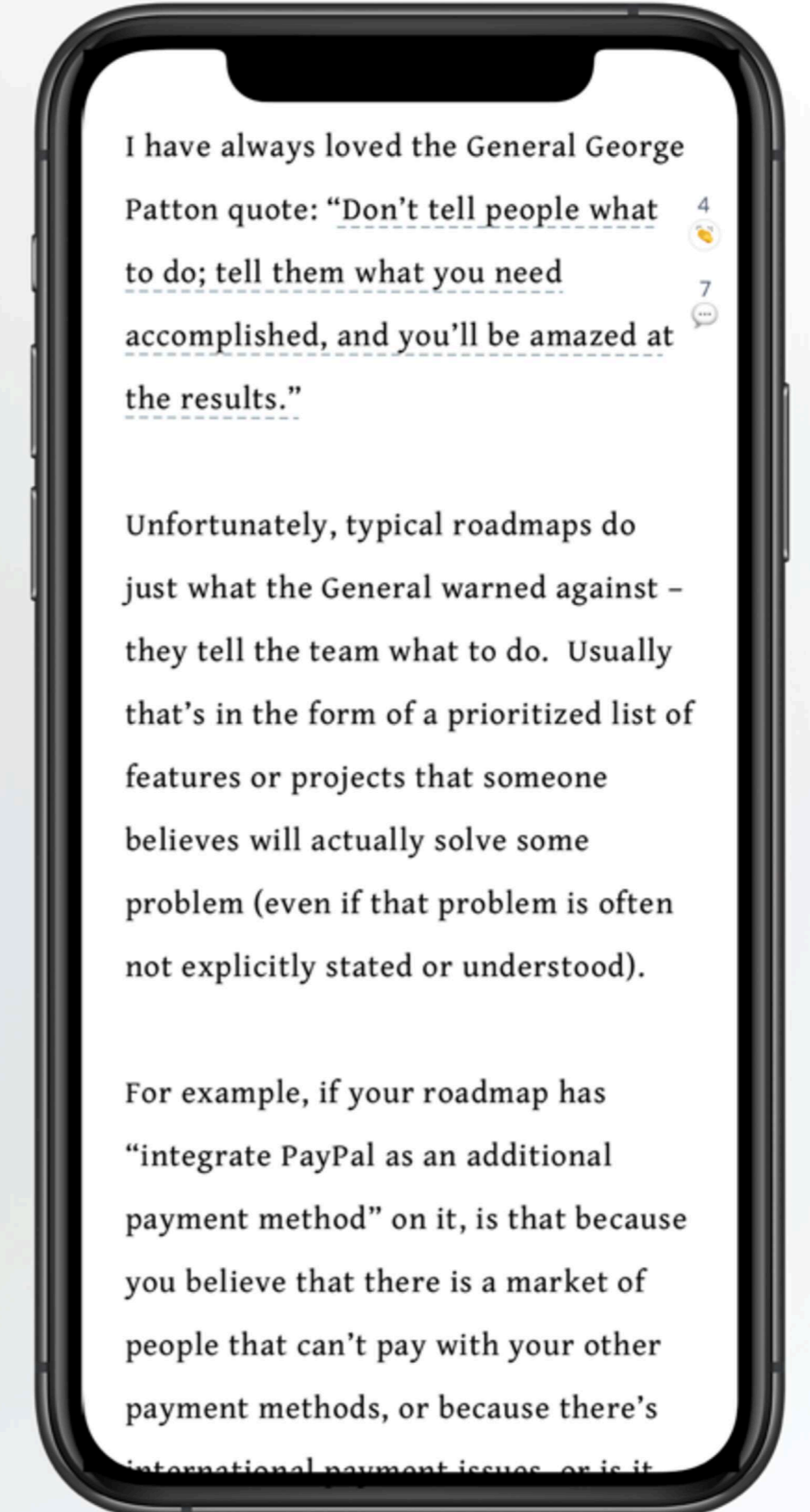
Read delightfully.

### Collaborative Engagement

Easily discuss and react to passages with your **Article Team**.

### Premium Footnotes

Get exclusive perspective from featured subject matter experts.



# Designed around the latest in Behavior Change Science.

## THEORY

## APPLICATION



Theory of Planned Behavior

Established weekly cadence.



Self-Efficacy

Small size of task encourages belief in ability to complete it.



Social Cognitive Theory

Mobile provides less burdened environment for learning triggers than email (where old habit lived).



Social Learning

Team of peers and team engagement bonuses encourage weekly check-ins.



Tailoring

Personalized articles and tooling.



# Strong Alpha Traction

Alpha opened on **April 14th, 2020**

## First role-specific community:



Product  
Managers

## Up next:



Marketing



Design

**1,000+** invite requests with no marketing.

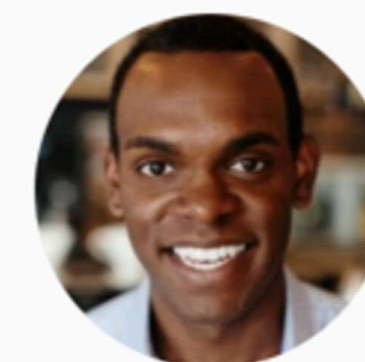
**90%** 3 month retention of paid accounts.

This format is GENIUS.



**Ellen Rudolph** ✓  
Product Manager  
Oscar Health

I love what you all are doing.



**Jon Bell** ✓  
Sr. Product Manager  
Netflix

I really didn't think this could be such a game changer.



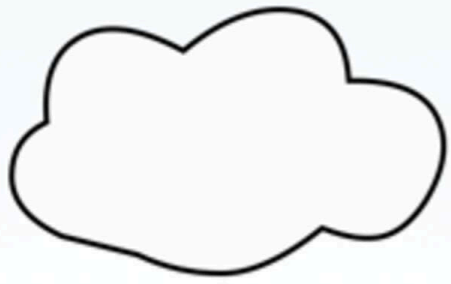
**Mike Czubakowski** ✓  
Group PM  
Castlight

# We have first-mover-advantages that include high switching costs.



## Digital Portfolios

Participation results in a high fidelity profile of your learning for external use.



## Unique Social Graphs

Your connections are created by who you learn alongside.

**homeroom**

## Status Format

Unique gamification accumulates status over time.

# Our first community has given us a toehold into organizations with worldclass talent.

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# Better, faster, more affordable than today's premium e-learning.

**homeroom**

**\$199/year**

## Platform Access

Weekly Articles

Content Library

Skills Library

Social Directory

Sharable Profile

## Market Alternatives

### Course Libraries

 LEARNING

~\$239/year

 treehouse

~\$300/year

### Advanced E-Learning Programs

**REFORGE**

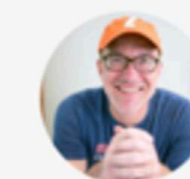
\$3,495+

### Premium Communities

 On Deck

\$1,990+

# Growth Drivers and Milestones



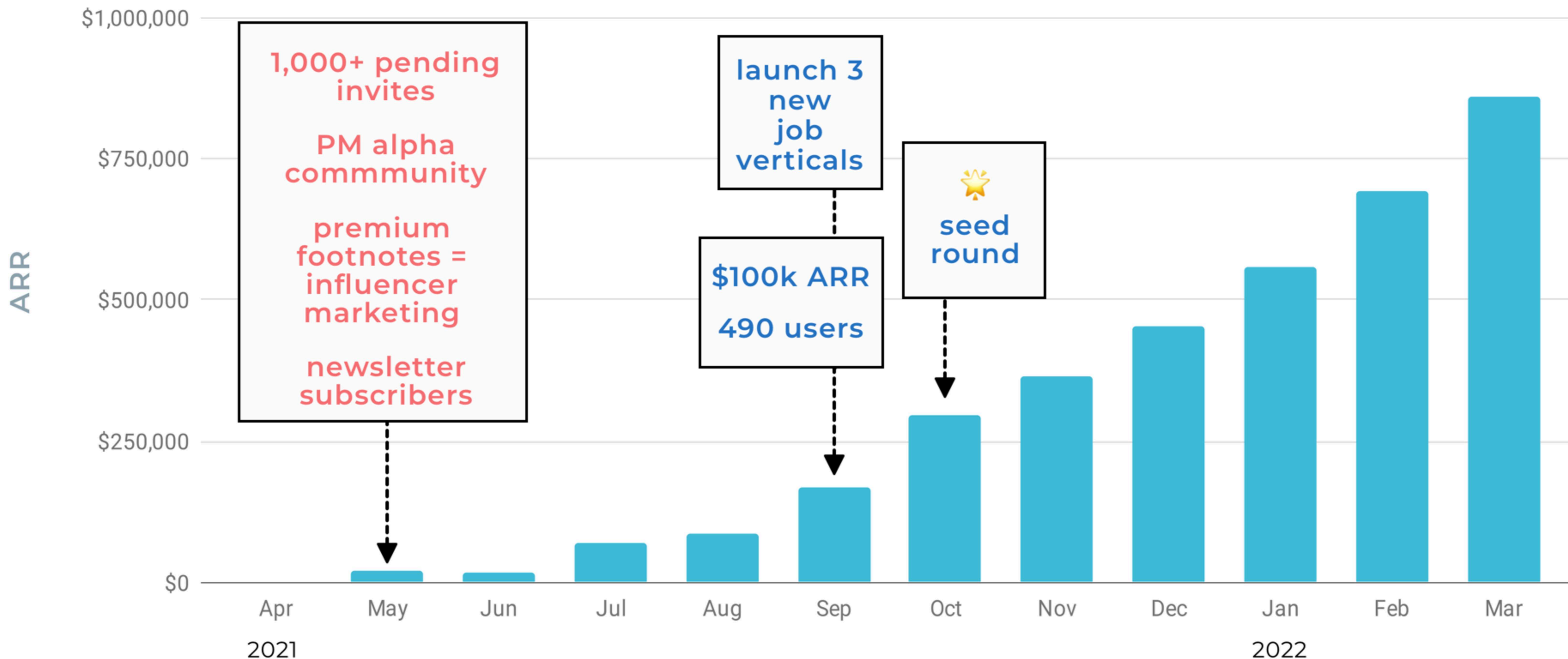
Michael Sippey   
@sippey

CPO at **Medium**

really excited about what this team is doing



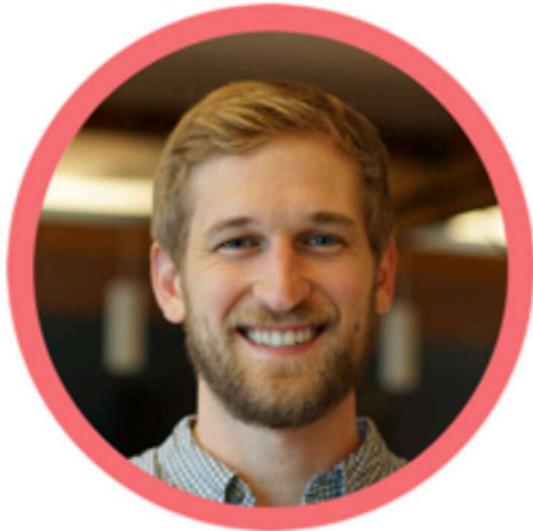
Growth Drivers      Milestones



Disclaimer: These projections are not guaranteed.

# Team

## Erik Spangenberg



**Founder/CEO**  
📍 New York, NY



octerra

Head of Product



WAKE FOREST  
UNIVERSITY

BA, MA in Management

## Blue Somogyi



**VP of Engineering**  
📍 New York, NY



DigitalOcean

Senior Software Engineer



PRINCETON  
UNIVERSITY

School of Engineering

## ADVISORS

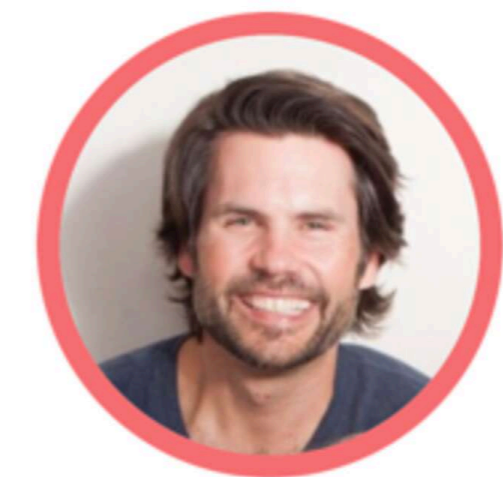
### Roo Harrigan



Head of Special Projects,  
Office of the CTO



### Matt Sonefeldt



VP of Investor Relations



# Financing

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We are seeking **\$250K** through **Wefunder**

## Use of funds:

10% towards marketing (social media content)

53% towards software development

30.5% towards operations (product and community leads)

6.5% towards Wefunder fees

# Appendix

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# Why Now

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SOCIAL LEARNING ON RISE



**54% of people want more collaborative learning.**

EXTRA LEARNING IS NOW CRITICAL



**Competition for high paying jobs is rapidly accelerating.**

The popularity of remote work increased 9% in 2019.



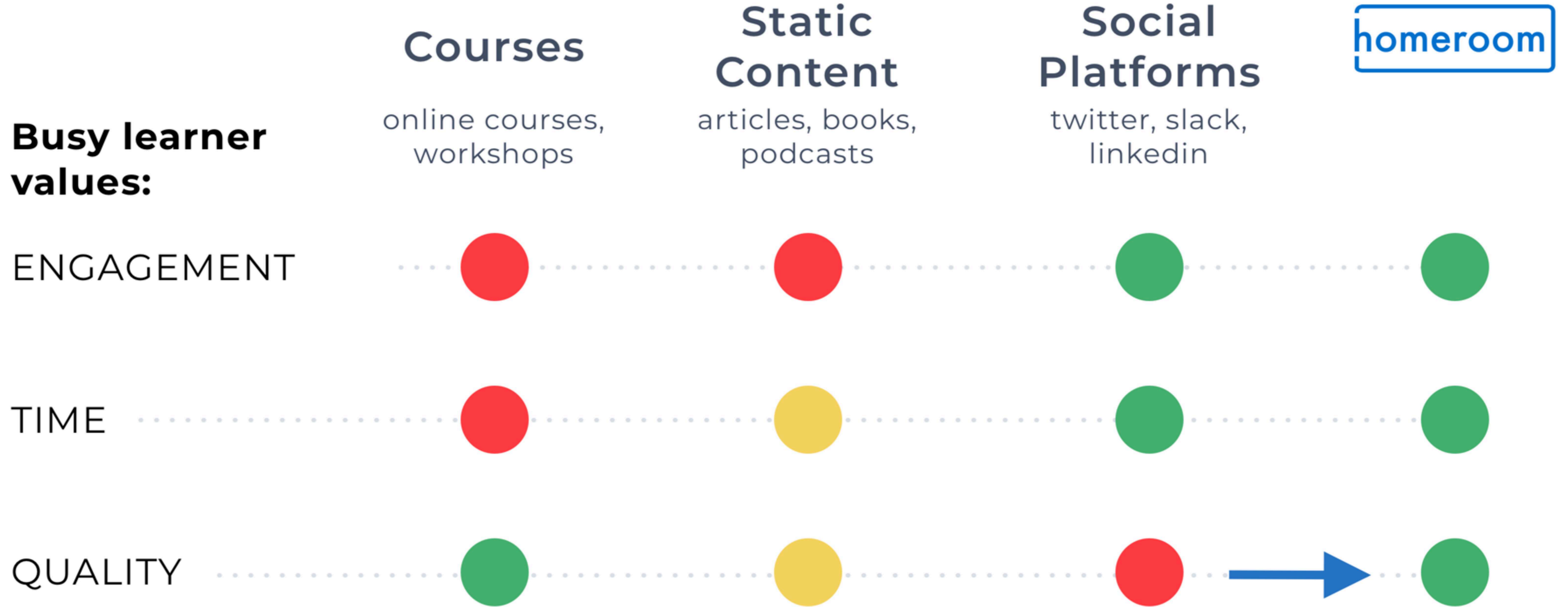
**Roles are changing faster.**

43% of people think AI/automation will be able to do their job within five years.



**58% of people say the biggest barrier to learning is time.**

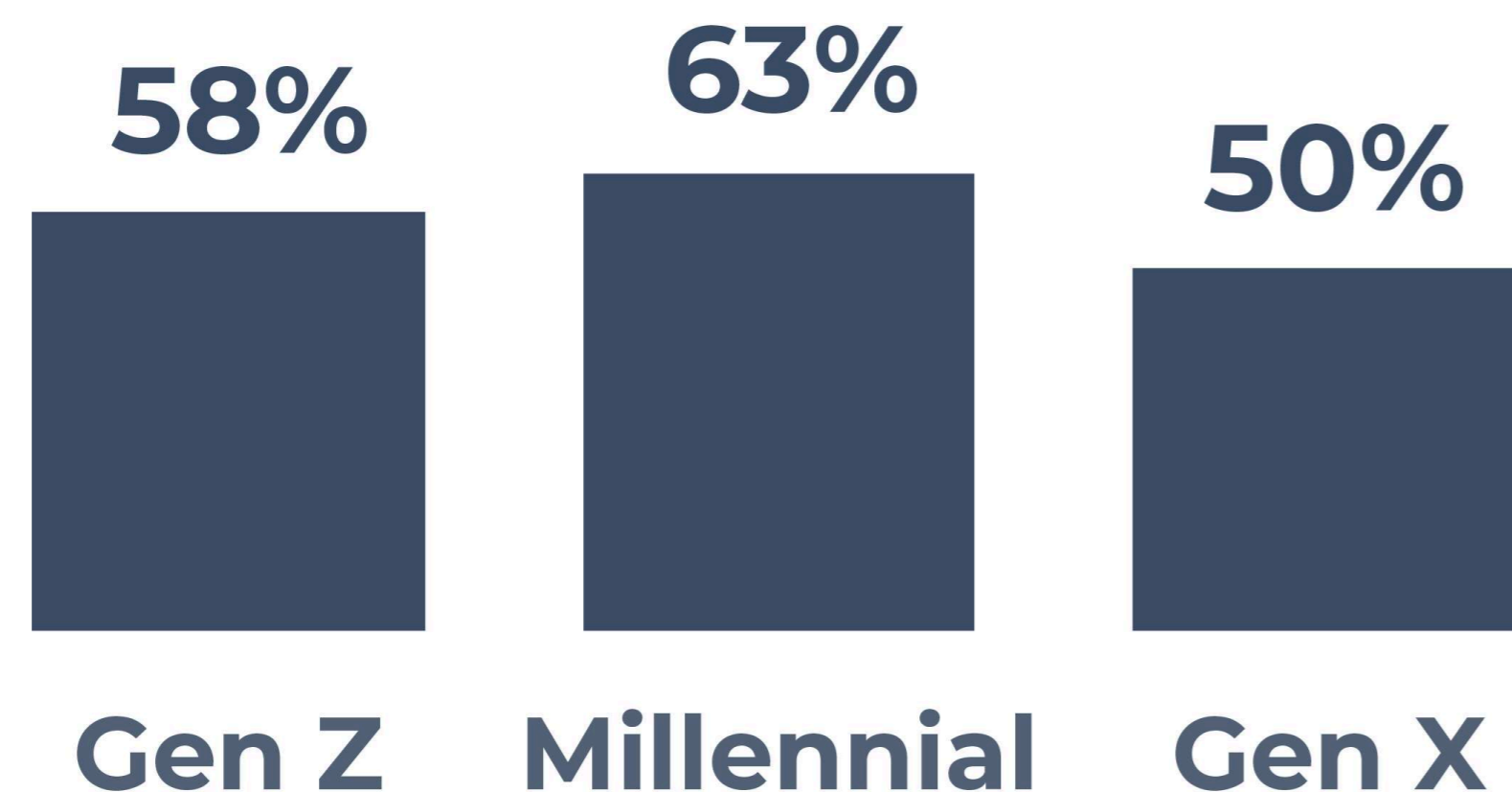
# Classroom quality meets social learning for the first time.



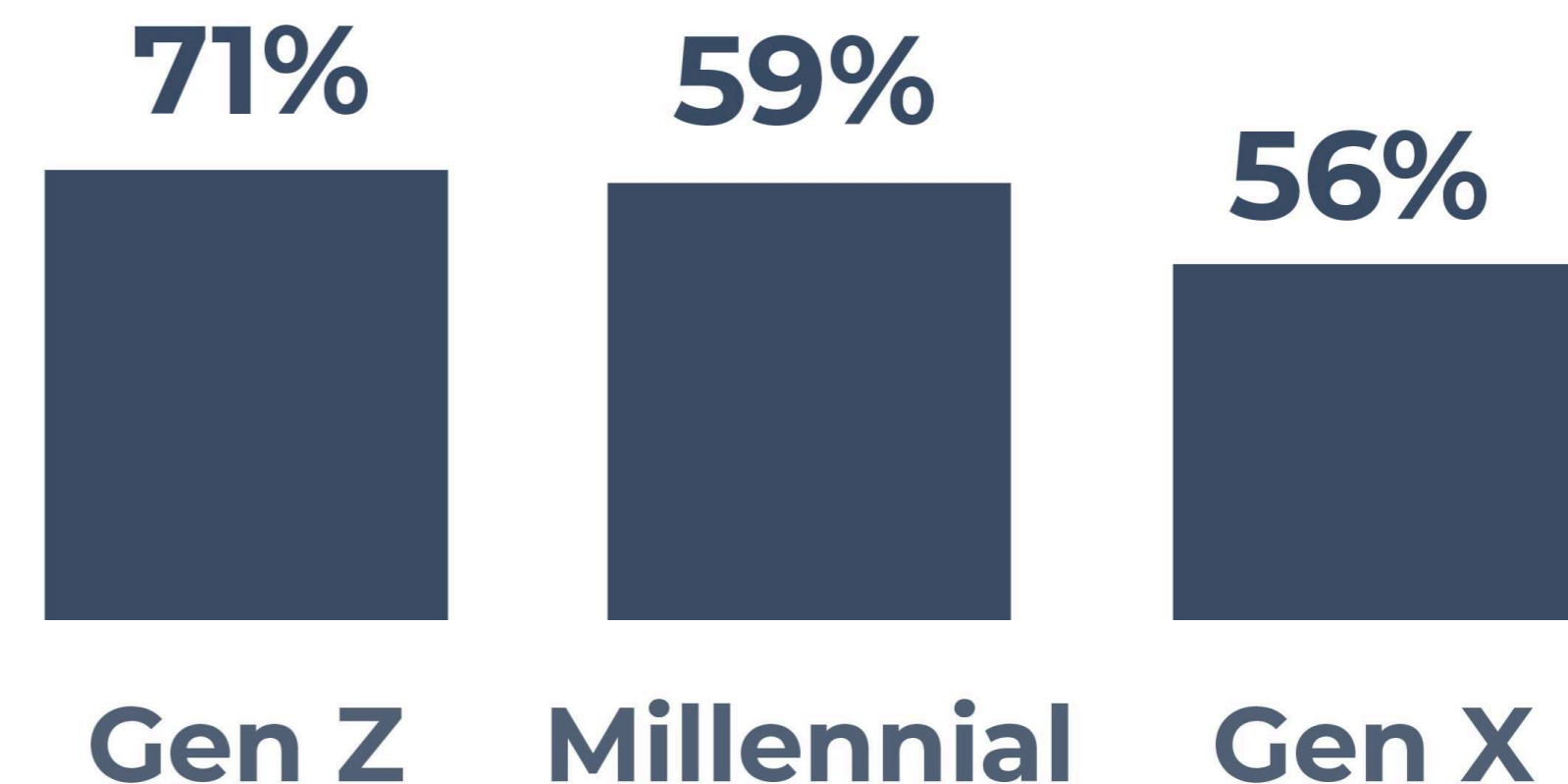
**Opportunities to learn have become so valued by professionals** that they are now the 2nd most influential factor in workplace happiness. *[Deloitte]*

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But people think it's **too hard to find time.**

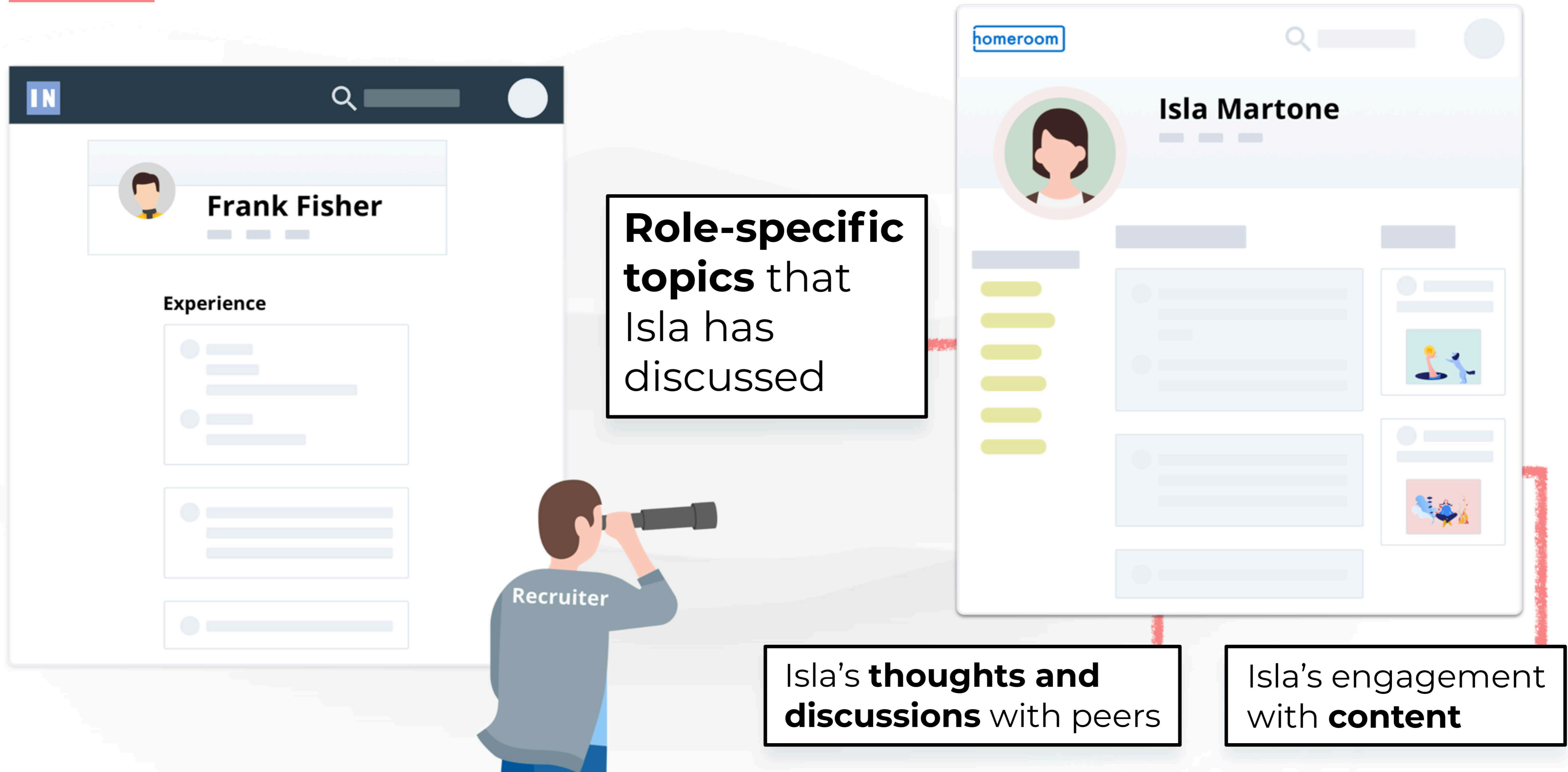


And they **want more collaborative learning.**



*[LinkedIn Learning Report 2019]*

# Profiles are a rich portfolio that set you apart.



# Data from users consistently getting in the weeds with Skill Pages supports a proprietary growth loop.



**NOW**

Article

Skill

Job

Career Path

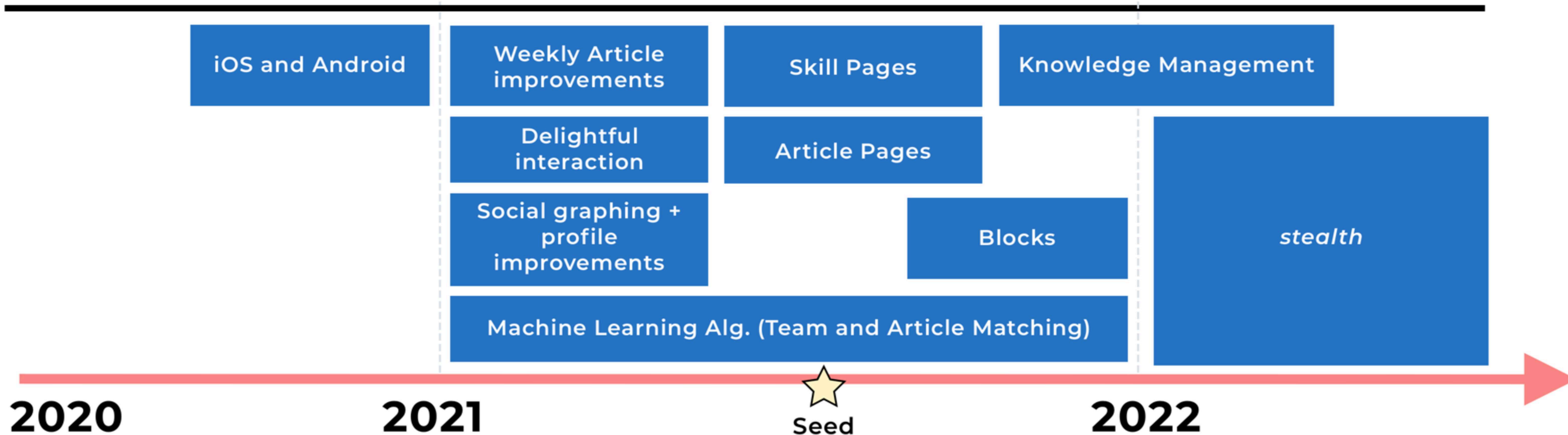
**EVENTUALLY**

# Team and Product Roadmap

Team Building



Product



2020

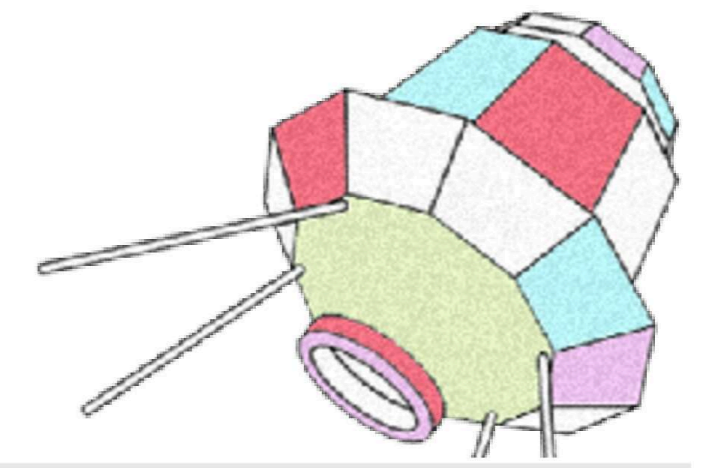
2021

Seed

2022

Disclaimer: These projections are not guaranteed.

# Key Results



Q1 2021	Q2 2021	Q3 2021
<p>Obsess over weekly participation</p> <ul style="list-style-type: none"><li>- Tasteful game mechanics that delight</li><li>- Accruing value of profiles</li><li>- Habit-forming loops</li></ul>	<p>Weekly participation cont.</p> <ul style="list-style-type: none"><li>- More engagement between similar users</li></ul> <p>Retention of target segment</p> <ul style="list-style-type: none"><li>- Mounting loss of content</li><li>- Weekly Topic format experiments</li></ul>	<p>Virtuous loops</p> <ul style="list-style-type: none"><li>- Penetrate teams via Slack app</li><li>- Make profiles more valuable for public use</li><li>- Make content more sharable</li></ul>
<p>&gt;10% of WAU post &lt;15% churn</p>	<p>&gt;30% of WAU post &lt;10% churn</p>	<p>Viral co-efficient &gt; 0.5 &lt;7% churn</p>