Selfsuite®

Elevator Pitch

The Problem

Young people (13-24) are faced with the daunting task of making informed decisions about their education journey, career opportunities and long-term employment prospects.

Technology has brought about unprecedented and accelerated rates of change to the jobs landscape and an increasing risk of mass unemployment.

Optimum education, training and development choices are vital to equip today's youth for a future of uncertainty.

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The Challenge

It is in the interest of parents, educators, governments and entire economies to promote appropriate capabilities and elevate the proficiency of their national workforce.

The computational tools are currently not available to young people to motivate and facilitate truly informed decision-making and learning planning.

Selfsuite™ proposes to enable this urgently needed capability and transform life prospects one person at a time.

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The Vision

Innovative Individualised Inclusive Imperative

The Solution

A completely private and secure intelligence network, designed explicitly for the personal benefit of the individual user.

Leverage the same spectrum of data-streams, processing and interpretation capabilities, that are widely exploited by governments, financial markets, research analysts and commerce.

Open-up these resources to the individual, in a user-friendly gameplay oriented platform, that is powerful and fun to use over the course of a student's formative years.

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This is not a social networking platform

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The Target Market

6 million students in the UK.
At present at various stages of decision-making for their future.

3.3 million in Canada
3.2 million in Australia
63.8 million in the United States of America

A potential user base of 76 million English speaking students.

Plus 400 million across Europe and 980 million globally.

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The Revenue Goals

Within 36 months from launch in the UK a user base of 2.5 million students will have been acquired.

At 3 years:

Direct UK Revenue: £30 million per annum

Indirect UK Revenue: £10 million per annum

International Revenue: £20 million per annum

The Investment Opportunity

Series A funding £1.5k to £5m:
MVP to Market Validation Launch Bundle to full UK Rollout

Series B and C funding £20m to £60m:
Advanced technological, systems and A.I. devlopment and international expansion.

Note: The platform will be made available for licence on a joint venture basis, in all appropriate foreign territories.)

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Valuation & Exit

The valuation for all territories is forecast to be £180 million after 36 - 48 months.

The founders wish to hand over majority control of the company to a purchaser after between 60 and 72 months dependent on the stage of development of the business and its market valuation.

The Development Team

Glenn Greenhill
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Edward Jones (USA)
Toby Hudson
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Advisors:
Colum Elliott-Kelly: Filament A.I. London
Professor Francis Green: UCL/LLAKES
Professor Tony Kelly: Southampton University

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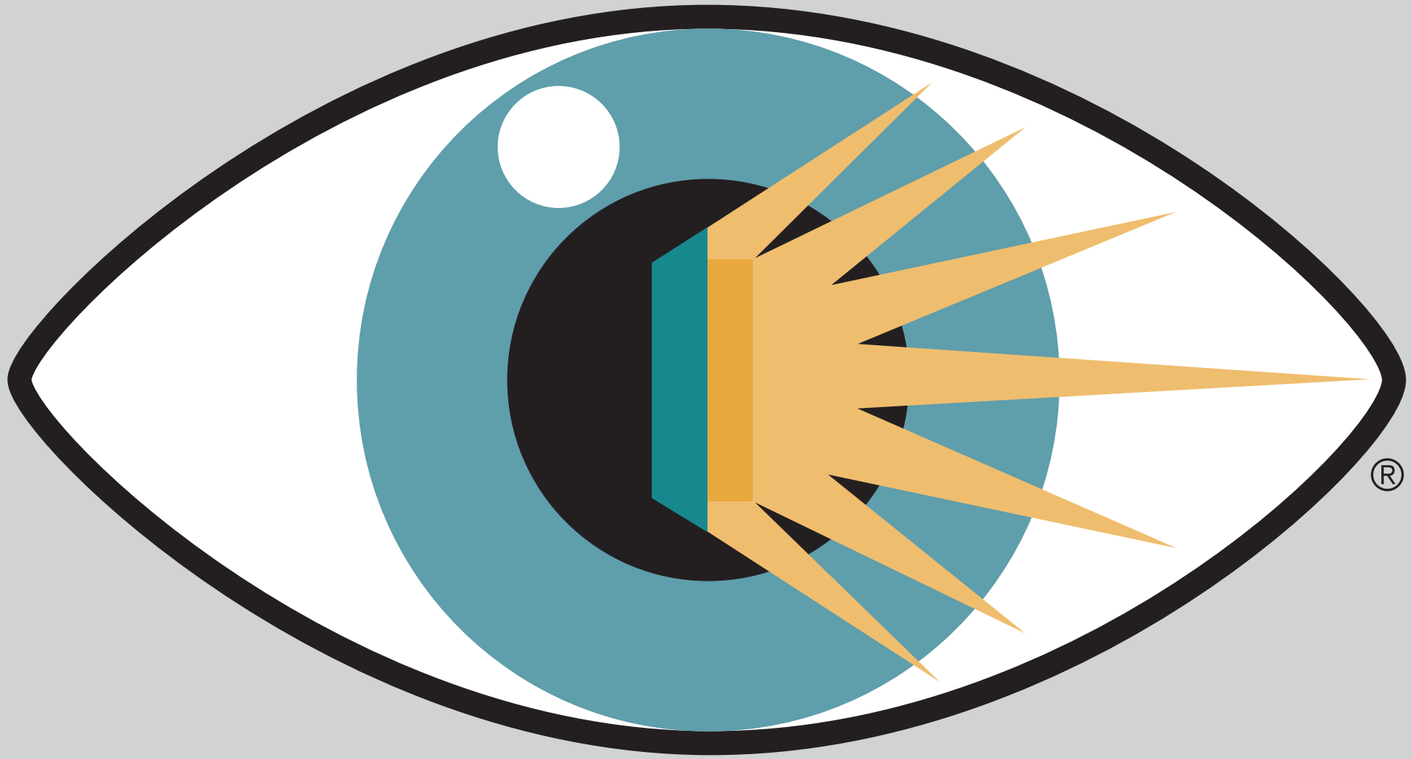

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design your tomorrow

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