

### A Scalable People Development Training System: Delivers a 239% ROI for Corporates & SMEs

**We offer modular leadership training that can be used to drive a company's strategy by translating it into skill-sets. It improves individual's skills whilst having fun learning – so makes it more effective. We call it agile training; practical knowledge, and know-how in a mix of on- and offline modules. We have successfully run such programmes with corporations (e.g. T-Systems Int.) and SMEs (e.g. AutoScout24, Payback) with positive feedback from employees, executives and financial officers.**

**It is a proven system that asks for being scaled!**

#### Situation & Opportunity

As the traditional training market is decreasing (~ 20% since 2009), **new solutions are in demand.** Bigger organisations are looking for company-wide and **cost-effective solutions** – mixed on- and offline training. But conventional training companies have difficulties developing engaging online solutions, and online companies do not have the knowledge with regard to leadership development. **External research clearly confirms our viewpoint and a strong demand from companies across industries and countries. OnO-Line has the opportunity to be an early-mover.**

**Market Size:** Overall T&D market: DE €3.1 billion; UK £2.04 billion [UK]: **1<sup>st</sup> markets DE and UK**, followed by DK and KSA

**Products:** A skill-set-package is made up of ~5 competencies, each one coming as an eWorkBook, a Web-based Training, a face2face workshop followed by an online workshop.

**Proof: Tried & tested. 13 Competency modules have already been produced** and delivered successfully. Additional **7 country-focused programmes were produced and delivered** for a client with 1000 participants worldwide.

**Business Model:** One-off production costs with **large-scale opportunities.** One-time sell with price range from **£15K(\$)-£108K(L)**, followed by a trainer licencing model. **Break-even** is expected to be in Q4'2015.

**Competitors:** Most companies are focussing on technical skills. Some companies in our area are: UK: [Q&A](#), [Skill-soft](#), DE: [Haufe-Akademie](#),

**Competitive Advantages:** **Skilled team** with business background, real market experience, successful start, proven systems delivering **measurable successes.**

#### Company Milestones

**Status-quo:** **OnO-Line** is a **spin-off** of [GPi Ltd](#) (Global Performance Improvement), which operates since 2005 in the international L&D Market. The 1<sup>st</sup> learning modules have been funded through the GPi revenues and internal resources.

**Proof of Sales:** We are focussing on **one type of package** and intend to sell 16 by the end of 2015.

**Use of Investment:**

**Driving growth:** standardise sales channels/ processes, drive marketing, produce / sell further packages, establish a brand.

**Scaling:** As soon as we have reached 30+ customers with 8 buying larger packages, we intend to develop further skill-sets.

#### Management Team

The **2 directors** both have leadership experience in international SMEs and corporations. They have **successfully worked together** in the international L&D Market for more than 5 years.

**Rhys Marc Photis MBA – CEO – An entrepreneur** with **proven track record** in setting up businesses in various markets around the world and 9 years as head of an L&D consultancy.

**Kerstin van Eckert MA – COO – A communication expert, facilitator and mediator** with vast experience in people & organisational development and **5 years as MD of an L&D consultancy.**

**Location:** OnO-Line is based in **London, UK**

#### Financials

**Amount sought:** 1<sup>st</sup> round **£100K-£150K**

**Exit:** Targeting **strategic sale in year 5**

Financial Figures	Year 0 (2014)	Year 1 (2015)	Year 2 (2016)	Year 3 (2017)	Year 4 (2018)	Year 5 (2019)
Sales Phase A Packages [S / M / L]	1 / 0 / 0	13 / 3 / 0	19 / 7 / 1	18 / 6 / 3	18 / 7 / 5	20 / 6 / 7
Turnover (£K)	25	744	1,765	2,511	4,404	5,884
Pre-tax profit/loss (£K)	(64)	158	886	1,654	3,382	4,751