The Idea

Know Won

The Marketplace for Mentorship

Enthusiasts

Enthusiasts are people who looking to be mentored, trained or taught for to see specific outcomes in their life and career.

Organizations

Organizations are people or groups who offer some type of mentorship, training or teaching service.

Organizations provide talent that can perform mentorship and training.

KnowWon

Is the meeting place between these two groups of people.

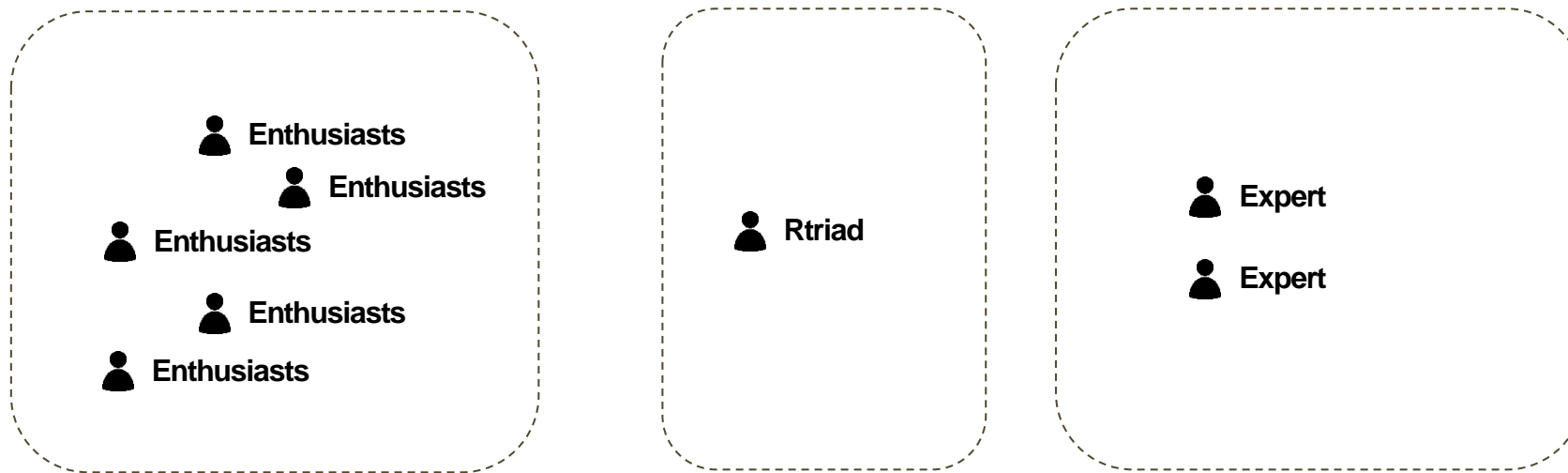# Invest in <u>Social</u> Outcomes

Job Placement
New Skills
Certifications
Gigs
Know Thy Self

Rtriad is the First Proof-of-Concept Organization

Enthusiasts

Enthusiasts

Enthusiasts

Enthusiasts

Enthusiasts

Rtriad

Expert

Expert

In One Year…

Enthusiasts **Enthusiasts**
Enthusiasts
Enthusiasts **Enthusiasts**
Enthusiasts
Enthusiasts
Enthusiasts
Enthusiasts **Enthusiasts**

Rtriad

Block Builders

Girls Who Code

Company A

Company B

Expert **Expert**

Expert

Expert

Expert **Expert**

Note: The software product may need a name change if Rtriad wants to "brand" its mentorship program as "KnowWon"

The Competition

All these sites focus on employer or organizations. None of them allow the user to select an experience and organization that works for them.
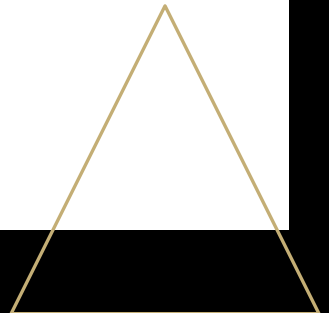
We want to have a **marketplace** where all these companies can expose their mentorship "services" and their mentors, so the mentee can choose the experience that works best for them.

Know Won

Knows it all

Know Won

The Marketplace for Mentorship

Enthusiasts

Enthusiasts are people who looking to be mentored, trained or taught for to see specific outcomes in their life and career.
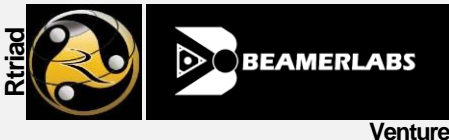
Organizations

Organizations are people or groups who offer some type of mentorship, training or teaching service.

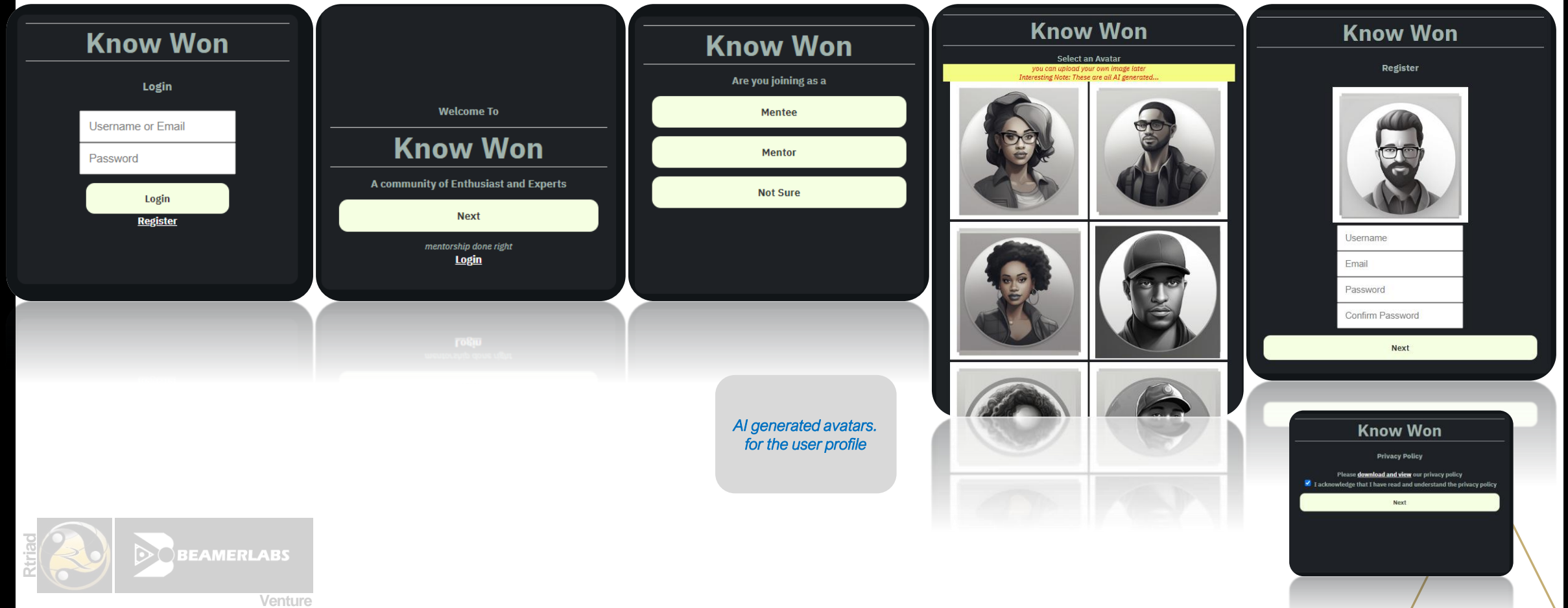Organizations provide talent that can perform mentorship and training.

KnowWon

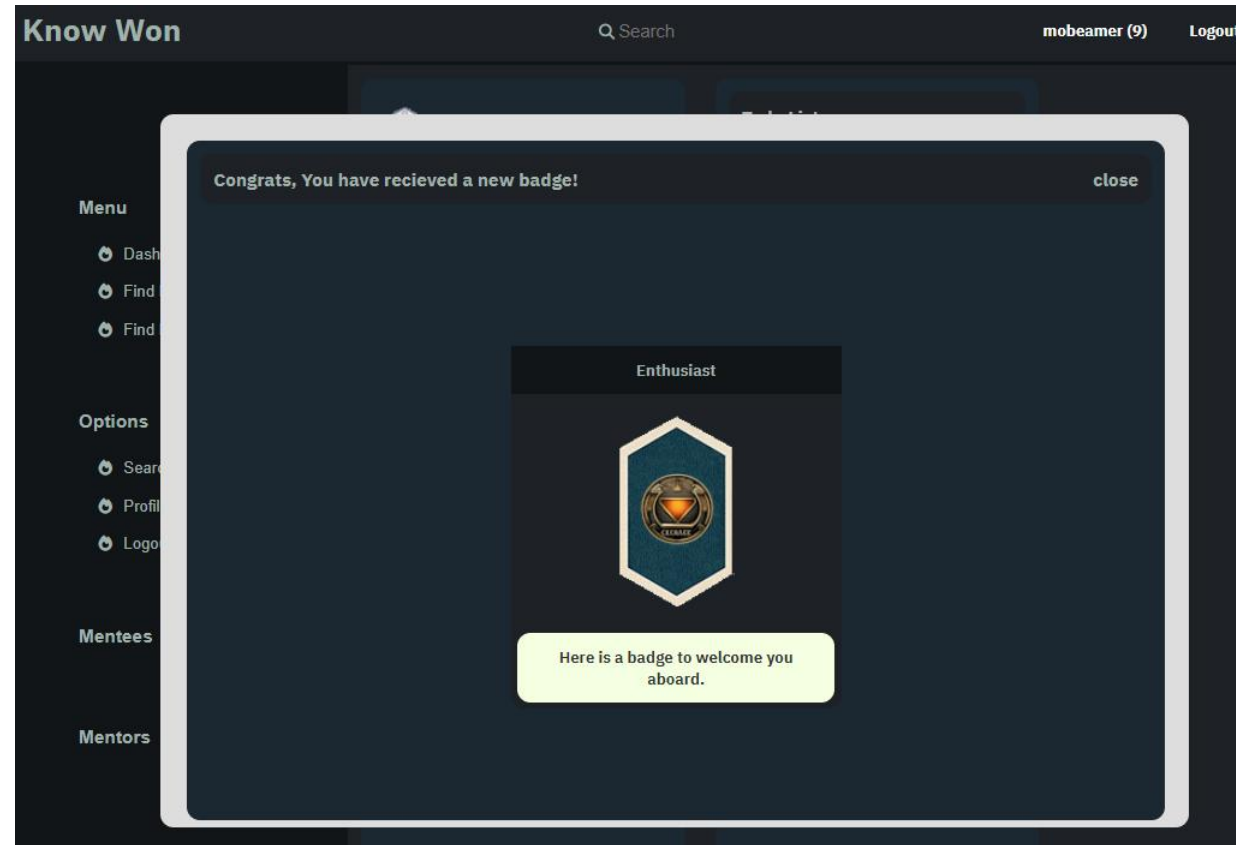Is the meeting place between these two groups of people.

Rtriad BEAMERLABS

Venture

Registration Process

Know Won

Login

Username or Email

Password

Login

Register

Know Won

Welcome To

Know Won

A community of Enthusiast and Experts

Next

mentorship done right

Login

Know Won

Are you joining as a

Mentee

Mentor

Not Sure

Know Won

Select an Avatar

you can upload your own image later
Interesting Note: These are all AI generated...

*AI generated avatars.
for the user profile*

Know Won

Register

Username

Email

Password

Confirm Password

Next

Know Won

Privacy Policy

Please **download and view** our privacy policy

☑ I acknowledge that I have read and understand the privacy policy
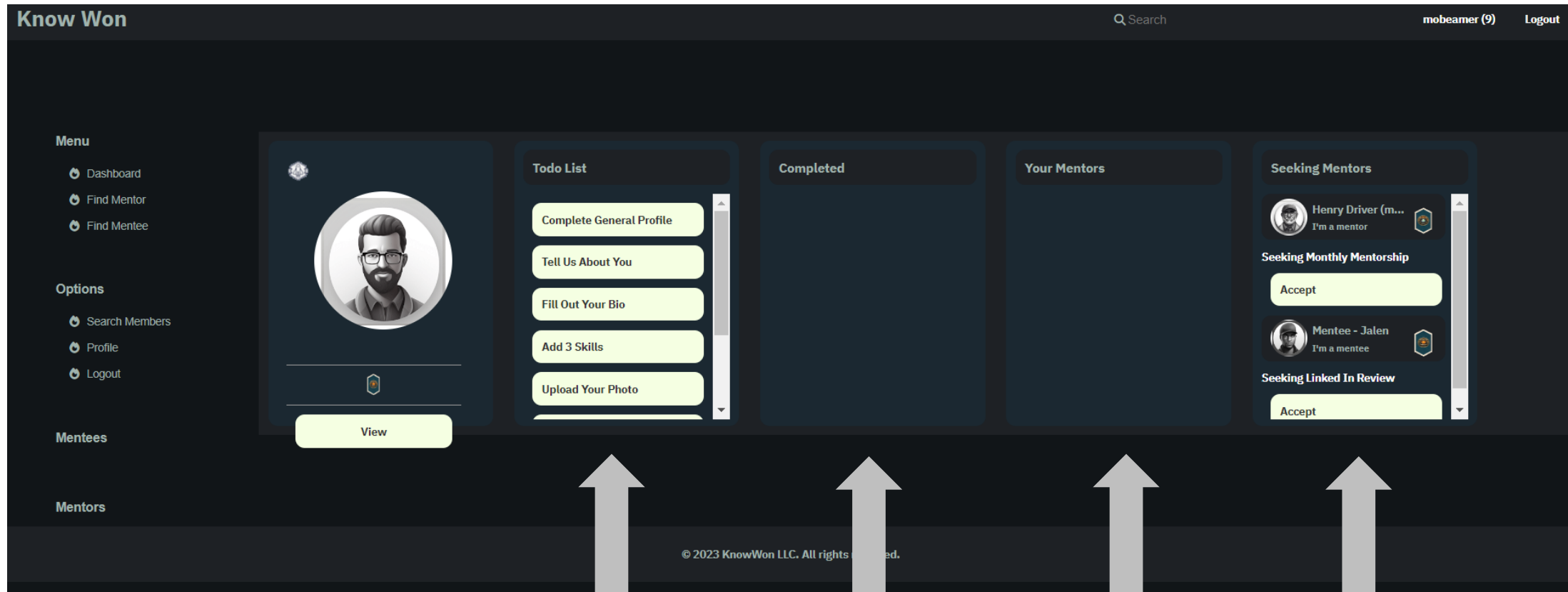
Next

Rtriad

BEAMERLABS

Venture

Gamification

We are using game theory to encourage adoption and usage of the apps.

Badges can show things like:
- Level of participation
- Level of dedication
- Level of expertise
- Accomplishments

The Dashboard

Know Won

Q Search   mobeamer (9)   Logout

Menu
- Dashboard
- Find Mentor
- Find Mentee

Options
- Search Members
- Profile
- Logout

Mentees

Mentors

Todo List
- Complete General Profile
- Tell Us About You
- Fill Out Your Bio
- Add 3 Skills
- Upload Your Photo

View

Completed

Your Mentors

Seeking Mentors

Henry Driver (m...
I'm a mentor

Seeking Monthly Mentorship
Accept

Mentee - Jalen
I'm a mentee

Seeking Linked In Review
Accept

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We keep track of the thier to do list

Keep track of their accomplishments

Any mentors or mentees they have connected with

People seeking mentorships

Rtriad   BEAMERLABS

Venture

Editing the Profile

Know Won   🔍 Search   mobeamer (9)   Logout

Menu
- 🔥 Dashboard
- 🔥 Find Mentor
- 🔥 Find Mentee

Options
- 🔥 Search Members
- 🔥 Profile
- 🔥 Logout

Mentees

Mentors

Johnny

I'm a developer

View

General Info

John

O

Deer

Johnny

I'm a developer

http://linkedin.com/in/johndee

About Me

I am a full stack developer
with 3 years of experience.
I'm looking for help in
getting into cyber security. I
really like securing systems.

Bio

2 years at Acme Inc
* React mobile app
* Unit Testing
* Front End Developer

1 year at Realtors.com
* QA Testor
* Javascript Developer

Skills

Type here...   Add

❌ Javascript

❌ Azure Certified

❌ React

Profile Image

Drop files here
or

Choose File   No file chosen

Upload
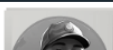
or Select an Avatar

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Users must fill out certain parts of their profile to be able to request mentorship

We plan to enhance this with additional information.

User can upload their own photo or use our AI generated avatars

Viewing the Profile

This is how the profile appears to a mentor.

Each users security level will dictate how much of a user profile can be seen.

A new/guest user would only be able to see their avatar and about information.

The Marketplace

Know Won

mobeamer (9)   Logout

Q Search

Menu

🔥 Dashboard
🔥 Find Mentor
🔥 Find Mentee

Options

🔥 Search Members
🔥 Profile
🔥 Logout

Mentees

Mentors

Selected

Linked In Review
Have your linked in profile reviewed by a mentor

~~$19.99~~
For a limited time, its on us
Start

Resume Review
Have your resume reviewed by a mentor

~~$29.99~~
For a limited time, its on us
Start

3 Month Mentorship
Work with a mentor for 3 months on specific goals

~~$19.99~~
For a limited time, its on us
Start

Monthly Mentorship
Meet with a mentor once a month

~~$59.99~~
For a limited time, its on us
Start

ISC Certified in Cyber Security
Gain the solid foundation of cybersecurity knowledge employers are looking for, from an association they trust. Develop new skills you can apply in day-to-day work. (ISC)2 members report

$650
Discounted Rate
Start

mpTIA Security+
CertMaster Learn for Instructor-led Training

CertMaster Labs for hands-on reinforcement of learning

CertMaster Practice for exam

$1799
Discounted Rate
Start

Become a Mentor
Apply to become a mentor, someone will look over your profile and background and give you mentorship access. This typically takes 24 hours to turn around.

~~$199.99~~
We are actively looking for mentors
Start

Once started, the request is routed to a specific mentor
OR the request is put on the general channel and shows up on everyone's dashboard
At this point a mentor can accept the mentee's request.

The Marketplace

Once accepted as a mentee, Johnny will appear in the mentors list.

Johnny's mentorship request for a Linked In Review shows up on all Mentor's dashboards.

They can now accept Johnny as a mentor for this event.

Searching

Users can search and find specific mentees to connect with.

Viewing the Profile

An Active Dashboard

Know Won   Q Search   mobeamer (9)   Logout

Menu
- 🔥 Dashboard
- 🔥 Find Mentor
- 🔥 Find Mentee

Options
- 🔥 Search Members
- 🔥 Profile
- 🔥 Logout

Mentees

Mentors
Henry Driver (m...
I'm a mentor

Johnny
I'm a developer
View

Todo List
- Upload Your Photo
- Request a Resume Review

Completed
- Complete General Profile
- Tell Us About You
- Fill Out Your Bio
- Add 3 Skills
- Connect to Linked In

Your Mentors
Henry Driver (m...
I'm a mentor

Seeking Mentors
Henry Driver (m...
I'm a mentor

Seeking Monthly Mentorship
Accept

Mentee - Jalen
I'm a mentee

Seeking Linked In Review
Accept

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Active Mentors and Mentes are listed here

Still has a few things to do…

Has completed some things…

Their mentors

People seeking mentorships

Mentorship

Know Won

Q Search   demo-mentor (2)   Logout

Mentor and Mentee Profile is easily available

Menu
- Dashboard
- Find Mentor
- Find Mentee

Options
- Search Members
- Profile
- Logout

Mentees
Mentee - Jalen
I'm a mentee

Johnny
I'm a developer

Mentors

Johnny
I'm a developer
View

Henry Driver (m...
I'm a mentor
View

Events
New Event

Mentoring
Linked In Review
Open

Mentor Tasks
Complete   Cancel
☐ Review the linked in url
☐ Send mentee an email review

Mentee Tasks
New Task

PENDING - Update your Linked In Profile (**delete**)

PENDING - Review Feedback from mentor (**delete**)

PENDING - Update Linked In Profile (**delete**)

Add a meeting or an event…

The task that the mentor needs to complete.

Editable by Mentor

The task that the mentee needs to complete.

Editable by Mentor and Mentee

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Rtriad   BEAMERLABS
Venture

The Strategy

Our core mission is to create a marketplace between people and organizations for the purpose of mentoring people for career and personal growth.

Our guiding principle is to make the process of mentorship, career and personal growth simple, fun and engaging.

MISSION & VALUES

People looking for mentorship in career and personal growth

Organizations looking to provide mentorship capabilities

Initially we will focus on organization and people that are in the technology sector. Long term we want the platform to be able to be leveraged for any type of mentorship.

Customer Acquisition: We would begin by partnering with organizations that provide mentorship. We would want the organizations mentees and mentors to use the platform as part of the technology platform the organization utilizes.

TARGET AUDIENCES

Currently KnowWon has a small, single page web page that leads people to buy a membership.

The membership onboarding is not fully automated and there is opportunity to optimize the process.

KnowWon is self funded and has no capital reserves.

There is an MVP product to facilitate the marketplace.

CURRENT STATE

There are 3 founders to the company with expert skills in: Identity Access Management, Software Development and Project Management. This team is most likely sufficient to get the product to an MVP state but would not be large enough to sustain rapid growth of the application.

TEAM

SWOT Analysis

STRENGTHS

Unique Value Proposition: We believe this is a first of its kind marketplace. We have not found any other marketplace for mentorship that brings organizations together to provide mentoring opportunities. We think this gives us a first to market competitive advantage.

Knowledge Strength: Since we are working so closely with Rtriad, we can leverage the experience they have had with mentorship programs from the past 2 years. Our team is also especially excited and motivated to solve this problem.

WEAKNESSES

Financially, KnowWon is self funded and has little to no capital in reserves

Efforts by the development team and founders is being done on a "sweat" equity basis.

The founders are working full time jobs as well as running several other businesses. This means that requests for work on KnowWon needs to be well thought out, prioritized and focus during its initial rollout period.

The current onboarding and maintenance of a KnowWon member could be optimized and automated.

OPPORTUNITIES

Rtriad has around 200 potential mentees and 10 mentors that this could be marketed to.

The founders have been in numerous conversations with organizations that provide mentorship and are looking for "help"

There are a number of engagers to KnowWon that would be willing to blog, train and post in order to promote the marketplace.

THREATS

Since we will be collecting data, the loss of that data would be impactful to the application.

The app could be easily replicated and if so another marketplace could be created rapidly, leading to a dilution of services in our marketplace.

Our Customers

Customers

In general, our customers fall into two buckets

Organizations

Organizations are people or groups who offer some type of mentorship, training or teaching service.

Organizations provide talent that can perform mentorship and training.

Enthusiasts

Enthusiasts are people who looking to be mentored, trained or taught for to see specific outcomes in their life and career.

Customers (Organizations)

The Coach

Traits:
Age: 30 to 60 years old
Career: Coaching
Location: US
Salary: 80K
Education: College or Higher
Temperament: Enjoys helping

Description:
Will is a certified therapist. He offers coaching services to help with career growth. His primary focus is on people in their mid-career. He gets most of his clients through word of mouth, has a small web presence and is using a variety of SAS products to run his business.

Buying Decision Factors:
- Low cost is a big factor
- Wants to have a front door
- Wants to land more clients

Offered Services
- $50 – Introduction package
- $199 – 3 session coaching package
- $299 – Annual Conference
- $2,000 – Annual coaching package

Purchased - $199 – KnowWon Org Package I

The IT Training Organization

Traits:
Age:
Career:
Location:
Salary:
Education:
Temperament:

Description:
Dean runs a training organization. He offers training classes for a variety of subjects. He has a large web presence. His customers have a portal that has all the material and contact information for his training not found one and is starting to feel desperate.

Buying Decision Factors:
- Cost is a not a big factor
- Looking for potential customers
- Doesn't want to detract from his existing web footprint.

Offered Services
- $1,000 – Training XYZ
- $299 – Build an App in 24 hrs
- $200 - XYZ – Job Placement Mentorship

Purchased - $1,000– KnowWon Org Package II

Large Organization

Traits:
Age:
Career:
Location:
Salary:
Education:
Temperament:

Description:
Acme Products is a $50M company with 300 employees. They just started an internal mentorship program. They would like have an application to help them manage the mentorship program.

Buying Decision Factors:
- Cost is not a large factor
- Integration with their systems
- Need to know their data is secure

Purchased Products or Services
- $10,000 – KnowWon Org Package III
  - Private Installation
  - Install & Implementation
  - Support Service Contract

Customers (People)

The Low Wage Transitioner

Traits:

Age:	30 to 60 years old
Career:	Anything outside of IT
Location:	SC, NC
Salary:	< 60K
Education:	College or Higher
Temperament:	Driven and Disciplined

Description:
Darrius is a football coach in his mid 40's. He's decided to start a career in IT. He's heard it is a lucrative field. He's making around $55K a year and wants to provide more for his family.

Buying Decision Factors:
- Low cost is a big factor
- Wants to know that higher paying job is achievable in a short time frame
- Wants to know they can have someone who can help them along the way.

Purchased Products or Services
- $3,000 - Rtriad – IT Career in a Year
- $699 - Rtriad – ISC Certification
- $1200 - Rtriad – AZ 400 Certification
- $200 - XYZ – Job Placement Mentorship

The College Student

Traits:

Age:	20 to 30 years old
Career:	First Job
Location:	SC, NC
Salary:	0
Education:	College
Temperament:	Seeking employment

Description:
Sean just graduated from UNCC with a degree in computer science. His GPA was only a 2.5 as he was taking care of his son while in school. He's been looking for a job but has not found one and is starting to feel desperate.

Buying Decision Factors:
- Low cost is a big factor
- Can they get him a job
- How "hard" is the work, he's a little fatigued from school

Purchased Products or Services
- $199 – Life Catalyst – Purpose Training
- $299 – Build an App in 24 hrs
- $200 - XYZ – Job Placement Mentorship

The Mid Level Manager

Traits:

Age:	30 to 45 years old
Career:	10+ years of Exp in IT
Location:	US
Salary:	100K to 150K
Education:	College, MBA, PHD
Temperament:	Wants Career Growth

Description:
Shannon has held a job in IT for 12 years. She wants to grow in her career by learning to manage a team or get that next big role

Buying Decision Factors:
- Cost is not a large factor
- Connecting with the right mentor
- Feeling like she is supported in moving forward

Purchased Products or Services
- $199 – Life Catalyst – Purpose Training
- $199 – Mentorship
- $2,000 – Executive Coaching

Pricing

Organizational Pricing

Package I	Package II
$59 - Onboarding	$299 - Onboarding
$49/month	$49/month

Package I

Suitable for a single mentor or training with a limited catalog of 5 to 10 items.

Can add up-to 5 mentors to the app.

Services, Products, Mentors and Mentees would appear in the global market place.

Handles payment processing for the items in the catalog (via Shopify)

Does not integrate with orgs Active Directory.

Unable to customize look and feel.

KnowWon adds a $10 charge for each service purchased by a user for this organization.

Package II

Suitable for a larger organization with a large catalog (10+ services)

Can add mentors to the app, each mentor added would be an additional $49/month.

Services, Products, Mentors and Mentees would appear in the global market place.

Handles payment processing for the items in the catalog (via Shopify)

Does not integrate with orgs Active Directory.

Unable to customize look and feel.

KnowWon adds a $5 charge for each service purchased by a user for this organization.

Enthusiasts Pricing

Package I

Free

This is the default package that all users are assigned when they first register with the web application.

Able to Register and Join

See Free Services Offered by Organizations

See SOME mentors and mentees

Create Bio

Search for services/mentorship

Package II

$10/ month ($120/yr)

This is the first upgrade the user can take after registering.

All features in prior package plus:

See all mentors and mentees.

Enhanced Search functionality

Able to purchase any service from any organization in the global market place.

Package II

$25/ month ($300/yr)

This is the highest level membership a user can have.

All features in prior package plus:

KnowWon Email Address

Office 365

Access to Rtriad KnowWon content for free.

$10 monthly coupon on any service they purchase in the app.

Special discounted services from different organizations.

Organization Structure

Organization

Board

- Rtriad
- Beamer Labs
- Brown LLC

CEO

Accountable for All Things
- Sets Vision
- Annual Goals
- Hold others accountable
- Seeks Funding

CFO	CTO	CMO	COO	HR
Handles all things Finances	Handles all things Technical	Handles all things Sales	Handles all things Operations	Legal

CFO

Handles all things Finances
- Cash Flow
- Profit Statement
- Run Rate
- Budget
- Forecasts
- Actuals

1 Assistant

CTO

Handles all things Technical
- Project Management
- Software Development
- Estimates

1 PM

3 Developers

CMO

Handles all things Sales
- Marketing
- Selling the Product
- Bids
- Use Cases for CTO

1 Salesperson

1 Marketer

COO

Handles all things Operations
- Servers
- Customer Onboarding
- Support
- Staff
- Etc

1 Assistant

HR — On Demand/Virtual

Legal — On Demand/Virtual

Open Position

Cap Table

Current	
50%	Rtriad
24%	Markus Beamer
25%	Clyde Brown
1%	Kevin Robinson

Expenses

Expenses Details

	Startup Costs	Monthly Expenses	Annual Expenses
	70K	**56K**	**665K**

Expenses	Monthly Forecast	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Year 1
Payroll Costs	$ 46,833.33	$ 140,500.00	$ 140,500.00	$ 140,500.00	$ 140,500.00	$ 562,000.00
Office Space	$ 1,800.00	$ 5,400.00	$ 5,400.00	$ 5,400.00	$ 5,400.00	$ 21,600.00
Equipment Costs	$ 716.67	$ 2,150.00	$ 2,150.00	$ 2,150.00	$ 2,150.00	$ 8,600.00
Hosting Costs	$ 1,423.33	$ 4,270.00	$ 4,270.00	$ 4,270.00	$ 4,270.00	$ 17,080.00
Legal and Accounting Costs	$ 1,216.67	$ 3,650.00	$ 3,650.00	$ 3,650.00	$ 3,650.00	$ 14,600.00
Marketing	$ 2,300.00	$ 6,900.00	$ 6,900.00	$ 6,900.00	$ 6,900.00	$ 27,600.00
Loan Costs	$ 1,200.00	$ 3,600.00	$ 3,600.00	$ 3,600.00	$ 3,600.00	$ 14,400.00
Total	$ 55,490.00	$ 166,470.00	$ 166,470.00	$ 166,470.00	$ 166,470.00	$ 665,880.00

Startup Expenses	Monthly Forecast
Web Development	$ 50,000.00
Hosting and Infrastructure	$ 5,000.00
Legal And Accounting Costs	$ 10,000.00
Marketing	$ 5,000.00
Total	$ 70,000.00

Revenue

Revenue Estimations – Break Even

Mentors (Organizations)

	Month 1	Month 2	Month 3	Q1	Q2	Q3	Month 10	Month 11	Month 12	Q4	Annual
Price $49.99	Num Customers 25	Num Customers 30	Num Customers 36	Num Customers 36	Num Customers 64	Num Customers 112	Num Customers 135	Num Customers 162	Num Customers 195	Num Customers 195	Num Customers 195
Growth 20%	$1,250	$1,795	$2,154	$5,198	$9,700	$23,380	$8,106	$9,691	$11,695	$29,492	$67,771

Mentees (Enthusiasts)

	Month 1	Month 2	Month 3	Q1	Q2	Q3	Month 10	Month 11	Month 12	Q4	Annual
Price $10.00	Num Customers 25	Num Customers 37	Num Customers 54	Num Customers 54	Num Customers 167	Num Customers 512	Num Customers 743	Num Customers 1,078	Num Customers 1,564	Num Customers 1,564	Num Customers 1,564
Growth 45%	$250	$1,078	$1,543	$2,871	$10,277	$23,380	$21,059	$30,545	$44,314	$95,918	$132,446

Purchased Services

	Month 1	Month 2	Month 3	Q1	Q2	Q3	Month 10	Month 11	Month 12	Q4	Annual
Price $5.00	Num Purchases 19	Num Purchases 28	Num Purchases 41	Num Purchases 41	Num Purchases 125	Num Purchases 384	Num Purchases 557	Num Purchases 809	Num Purchases 1,173	Num Purchases 1,173	Num Customers 1,173
Pct Purchasing 75%	$94	$139	$203	$203	$1,354	$4,155	$2,786	$4,043	$5,865	$12,694	$18,405

Total Revenue

	Month 1	Month 2	Month 3	Q1	Q2	Q3	Month 10	Month 11	Month 12	Q4	Annual
	Num Customers 50	Num Customers 67	Num Customers 90	Num Customers 90	Num Customers 231	Num Customers 624	Num Customers 878	Num Customers 1,240	Num Customers 1,759	Num Customers 1,759	Num Customers 1,759
	$1,594	$3,011	$3,899	$8,272	$21,331	$50,915	$31,951	$44,279	$61,874	$138,104	$218,622

By month 12, our monthly revenue is covering our total expenses.

Revenue Estimations – Aggressive

What happens if we have 80% growth for 12 months

Mentors (Organizations)

	Month 1	Month 2	Month 3	Q1	Q2	Q3	Month 10	Month 11	Month 12	Q4	Annual
Price $99.99	Num Customers 20	Num Customers 24	Num Customers 29	Num Customers 29	Num Customers 51	Num Customers 90	Num Customers 108	Num Customers 130	Num Customers 156	Num Customers 156	Num Customers 156
Growth 20%	$2,000	$2,636	$3,195	$7,830	$14,097	$23,380	$11,861	$14,297	$17,132	$43,290	$88,597

Mentees (Enthusiasts)

	Month 1	Month 2	Month 3	Q1	Q2	Q3	Month 10	Month 11	Month 12	Q4	Annual
Price $49.99	Num Customers 20	Num Customers 36	Num Customers 65	Num Customers 65	Num Customers 380	Num Customers 2,218	Num Customers 3,993	Num Customers 7,188	Num Customers 12,939	Num Customers 12,939	Num Customers 12,939
Growth 80%	$1,000	$2,744	$4,960	$8,704	$53,978	$23,380	$304,335	$547,833	$986,130	$1,838,298	$1,924,360

Purchased Services

	Month 1	Month 2	Month 3	Q1	Q2	Q3	Month 10	Month 11	Month 12	Q4	Annual
Price $10.00	Num Purchases 15	Num Purchases 27	Num Purchases 49	Num Purchases 49	Num Purchases 285	Num Purchases 1,664	Num Purchases 2,995	Num Purchases 5,391	Num Purchases 9,704	Num Purchases 9,704	Num Customers 9,704
Pct Purchasing 75%	$150	$270	$488	$488	$5,310	$31,005	$29,948	$53,910	$97,043	$180,900	$217,703

Total Revenue

	Month 1	Month 2	Month 3	Q1	Q2	Q3	Month 10	Month 11	Month 12	Q4	Annual
	Num Customers 40	Num Customers 60	Num Customers 94	Num Customers 94	Num Customers 431	Num Customers 2,308	Num Customers 4,101	Num Customers 7,318	Num Customers 13,095	Num Customers 13,095	Num Customers 13,095
	$3,150	$5,649	$8,643	$17,022	$73,385	$77,765	$346,143	$616,040	$1,100,305	$2,062,488	$2,230,660

Revenue Estimations – 100,000 Mentees

What happens if we get to 100,000 mentees?

Mentors (Organizations)

		Month 1	Month 2	Month 3	Q1	Q2	Q3	Month 10	Month 11	Month 12	Q4		Annual
Price $99.99		Num Customers 40	Num Customers 66	Num Customers 109	Num Customers 109	Num Customers 491	Num Customers 2,210	Num Customers 3,647	Num Customers 6,018	Num Customers 9,930	Num Customers 9,930		Num Customers 9,930
Growth 65%		$4,000	$8,133	$13,436	$25,569	$119,328	$23,380	$449,447	$741,629	$1,223,709	$2,414,784		$2,583,061

Mentees (Enthusiasts)

		Month 1	Month 2	Month 3	Q1	Q2	Q3	Month 10	Month 11	Month 12	Q4		Annual
Price $49.99		Num Customers 160	Num Customers 288	Num Customers 519	Num Customers 519	Num Customers 3,030	Num Customers 17,673	Num Customers 31,812	Num Customers 57,262	Num Customers 103,072	Num Customers 103,072		Num Customers 103,072
Growth 80%		$7,998	$21,949	$39,574	$69,521	$430,493	$23,380	$2,424,483	$4,364,077	$7,855,359	$14,643,920		$15,167,314

Purchased Services

		Month 1	Month 2	Month 3	Q1	Q2	Q3	Month 10	Month 11	Month 12	Q4		Annual
Price $10.00		Num Purchases 120	Num Purchases 216	Num Purchases 389	Num Purchases 389	Num Purchases 2,273	Num Purchases 13,255	Num Purchases 23,859	Num Purchases 42,947	Num Purchases 77,304	Num Purchases 77,304		Num Customers 77,304
Pct Purchasing 75%		$1,200	$2,160	$3,893	$3,893	$42,360	$247,088	$238,590	$429,465	$773,040	$1,441,095		$1,734,435

Total Revenue

		Month 1	Month 2	Month 3	Q1	Q2	Q3	Month 10	Month 11	Month 12	Q4		Annual
		Num Customers 200	Num Customers 354	Num Customers 628	Num Customers 628	Num Customers 3,521	Num Customers 19,883	Num Customers 35,459	Num Customers 63,280	Num Customers 113,002	Num Customers 113,002		Num Customers 113,002
		$13,198	$32,242	$56,902	$98,983	$592,181	$293,848	$3,112,519	$5,535,171	$9,852,108	$18,499,799		$19,484,810

Next Steps

2025 Q1 Deliverables

From the
CEO

For the:
CFO

Financial Plan

2025 Budget

A summary of expected expense from each area for the 2025 year. Itemized by expect month expenditure. This template will be used in future budget plannings.

Transactions

A template that other groups can use to track all transactions as they occur. Will be in excel until we are past $50K in revenue then will transition to Intuit.

Run Rate

A document that shows how long before we run out of money. Will need to account for all known items in the budget and forecast.

Budget vs Actuals

A document that shows what we actually spent vs what we had budgeted for.

For the:
CTO

Dev Plan

2025 Stories

A summary of functionality that will be done in 2025 within the application.

Finances

Actual and Forecasted cost to maintain the app. Includes people, technology, licensing and other technical costs.

Dev Run Rate

Collect metrics on rate and cost at which we can deliver functionality to the user

Talent

A set of documents with description of skills needed to develop the application. List of areas which can be accelerated by hiring additional talent.

Documentation

User Flow

Document(s) that explain how customers are onboarded and maintained with the application.

Maintenance Flows

Document(s) that explain how the application is maintained. Deployment, installation, upkeep, regular routines.

SDLC

Document(s) that explain how the application is scoped, developed, tested and deployed.

For the:
CMO

Marketing Plan

2025 Budget

A summary of expected marketing expenses month over month. This template will be used in future budget plannings.

Sales Goals

New Customer Goals per month Expected visit/user targets for each virtual presence.

Marketing Plan

A timeline of all marketing activities that will take place in 2025. With budget for that activity.

Customer Profiles

A document that explains each of our customer profiles.

Functionality

A document listing out what functionality is needed in order to sell the services better.

Capabilities

A document listing out what current capabilities the application has.

Events

A list of events that we are committed to, this includes posts, training, articles and social activities.

2025 Q1 Deliverables

For the:

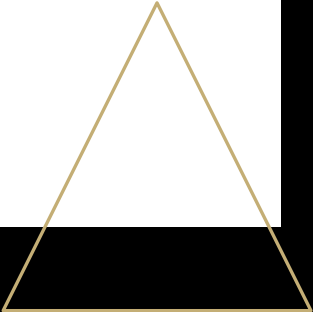HR

TBD

For the:

Legal

TBD

Notes and Comments

- Maybe not limit it to Technology
- Additional Customer Profiles (upper manager)
- Back into pricing, (find out expenses) Take a closer look
- Maybe put together a timeline (Year Long)

- Only 2 packages for enthusiasts
- Don't offer package 4 for organizations, out the gate

- What's the exit strategy…

- If we were to seek funding…how would we articulate that, can we estimate it.

- Kevin, Markus and Clyde to discuss Incorporation
  - Me & Clyde
  - Crowdsource
  - Investors to buy out Rtriad for 200K
  - Performance based Equity
  - 5th Open Equity

- How feasible is this…

Other Thoughts

- **PDF Flyer**
- **Monthly/Bi-Monthly Posting on Linked-In**
- **Monthly Blog Entry focused on KnowWon**
- **Monthly Email**
- **Radio Advertisement**
- **Billboard Advertisement**
- **KnowWon new member graphic**
- **KnowWon NFT**
- **Congratulation announcements**

Go to www.knowwon.com

Click Join

Register account (free)
- Gets them limited access to see sharepoint/information page/events
- Links to paid membership

Pay for membership
- Gets them full access to sharepoint/app/etc
- What path is next??? (mentoring, events, assignments, jobs, gigs???)

General Expenses
- Web Hosting Costs - $30/month
- App Hosting Costs - $50/month

Per Member Expense:
- Office365 Subscription - $9/month
- Data Charges - $1/month
- Mentor Payment - $10/month
  - Assumes a mentor has 10 mentees and is paid $100 per month to meet with each of them 1 time a month

Total Monthly Expenses: $1,980
*assuming 100 Member and 10 Mentors
(need a template spreadsheet for this)

Revenue
- $20 / month / member
- 100 member
- 2,000 / month

Q1 Goals
- Document the Member Types
- Document the Engagement Paths for each Member Type
- 2 Blog Posts
- Consolidated Member List
- Start Emailing the List
- Open KnowWon App
- Marketing Flyer
- Plan and market 1 event per month for 2025

Q2 Goals
- 2 Blog Posts
- Email Output
- Google Adword campaign for KnowWon App
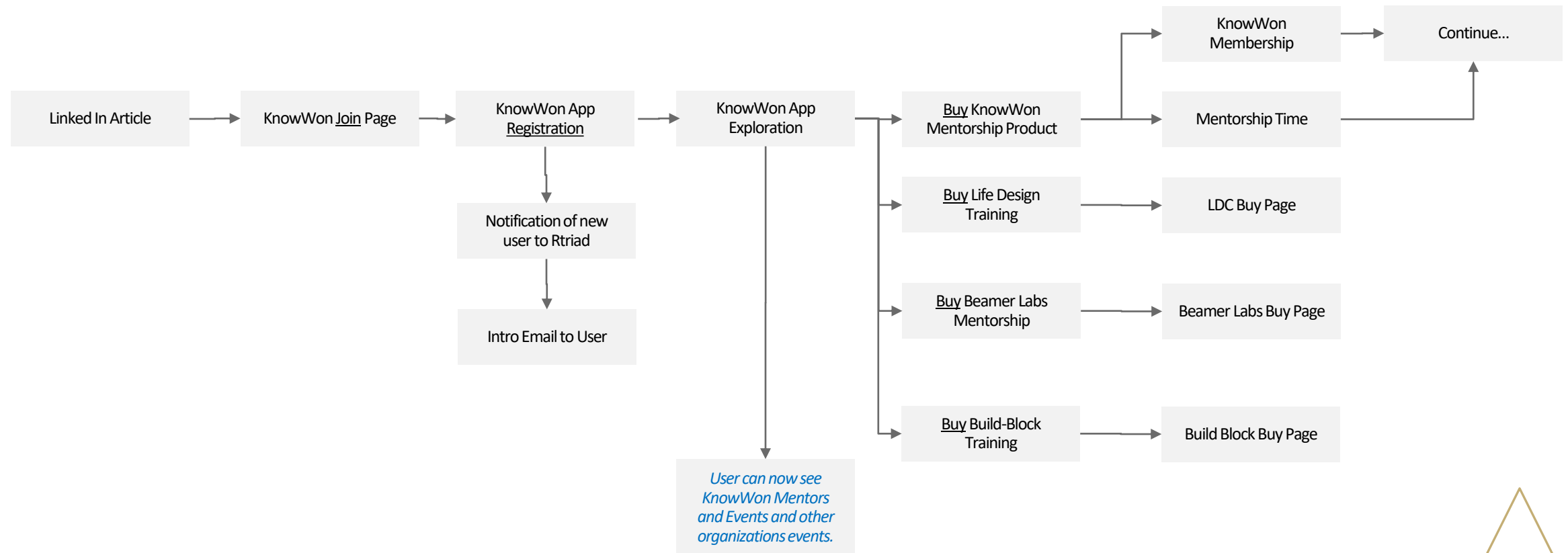- 10 Paying Mentees
- 3 Active mentors

Q3 Goals
- 2 Blog Posts
- Email Output
- 100 Paying Mentees
- 10 Active mentors

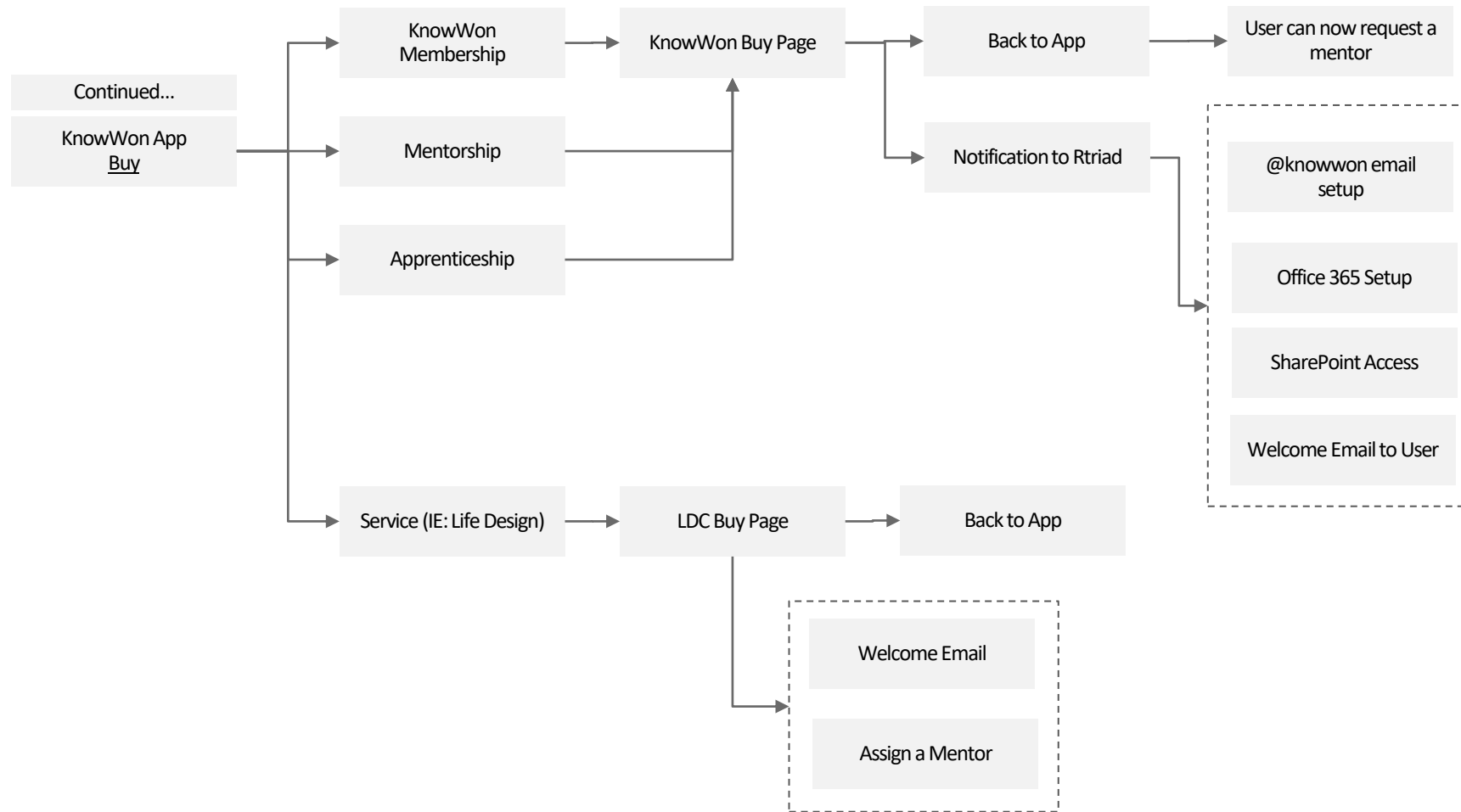**Q4 Goals**
- 2 Blog Posts
- Email Output
- 1 Annual Event
- 1,000 Paying Mentees
- 100 Active mentors

Mentee User Story – The Buy

```
Linked In Article → KnowWon Join Page → KnowWon App Registration → KnowWon App Exploration
```

KnowWon App Registration → Notification of new user to Rtriad → Intro Email to User

KnowWon App Exploration → *User can now see KnowWon Mentors and Events and other organizations events.*

KnowWon App Exploration →
- Buy KnowWon Mentorship Product → KnowWon Membership → Continue…
- Buy KnowWon Mentorship Product → Mentorship Time → Continue…
- Buy Life Design Training → LDC Buy Page
- Buy Beamer Labs Mentorship → Beamer Labs Buy Page
- Buy Build-Block Training → Build Block Buy Page

Mentee User Story – The Buy

KnowWon Todo List

Blog Articles
One Blog Article a Week (Rotate through
mentors, mentors should use)

Newsletter
The blog entry of the week goes in the newsletter
as well as any upcoming events
(Do we have software to handle newsletter signups
and track who to send the news letter to?)

Linked In Article

Blog

Facebook

Newsletter

KnowWon Join Page

Todo Item: Redo the page so that there is only two calls to action

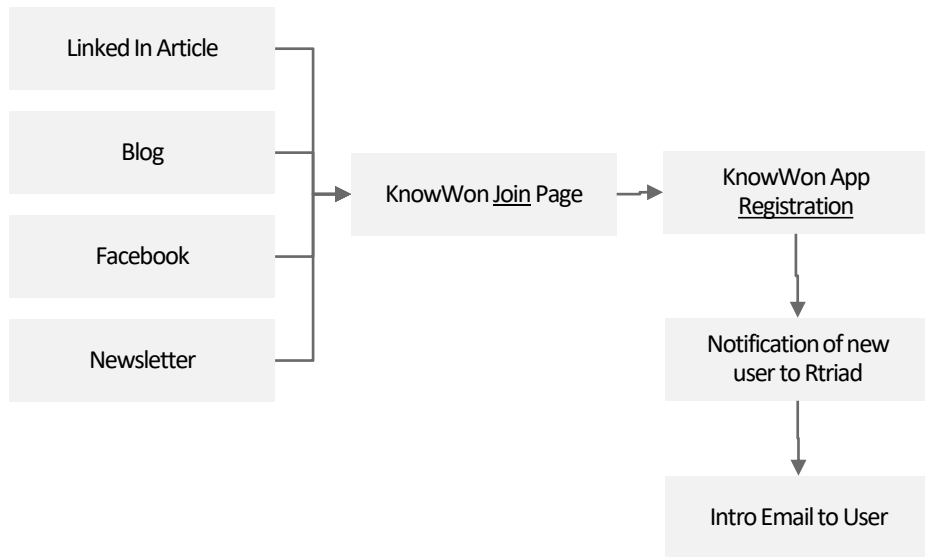Join the Newsletter

Register for the KnowWon App

KnowWon

Welcome to KnowWon

KnowWon knows IT all!

CONTACT US

Free Self-Paced Training & Exam Voucher
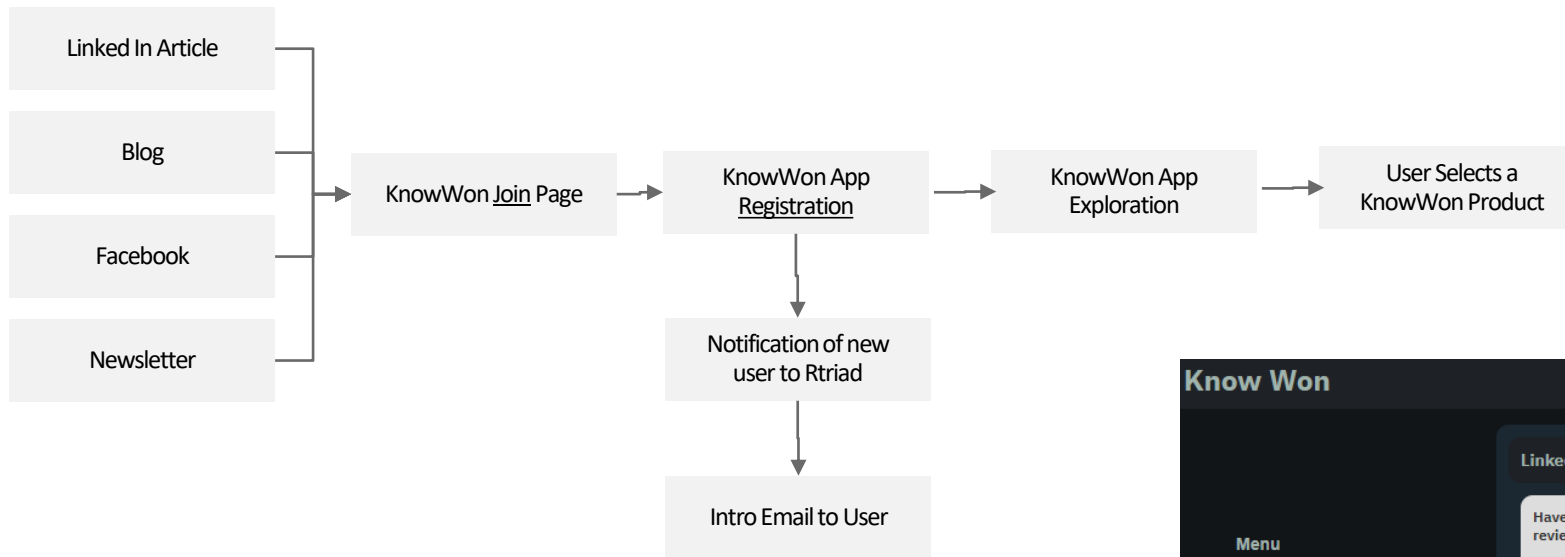
```
Linked In Article ─┐
                   │
Blog ──────────────┼──→ KnowWon Join Page ──→ KnowWon App
                   │                            Registration
Facebook ──────────┤                                │
                   │                                │
Newsletter ────────┘                                ▼
                                           Notification of new
                                              user to Rtriad
                                                    │
                                                    ▼
                                            Intro Email to User
```

Todo Item: Make app know where user is coming from, automate the notification to Rtriad. (could just be a report)
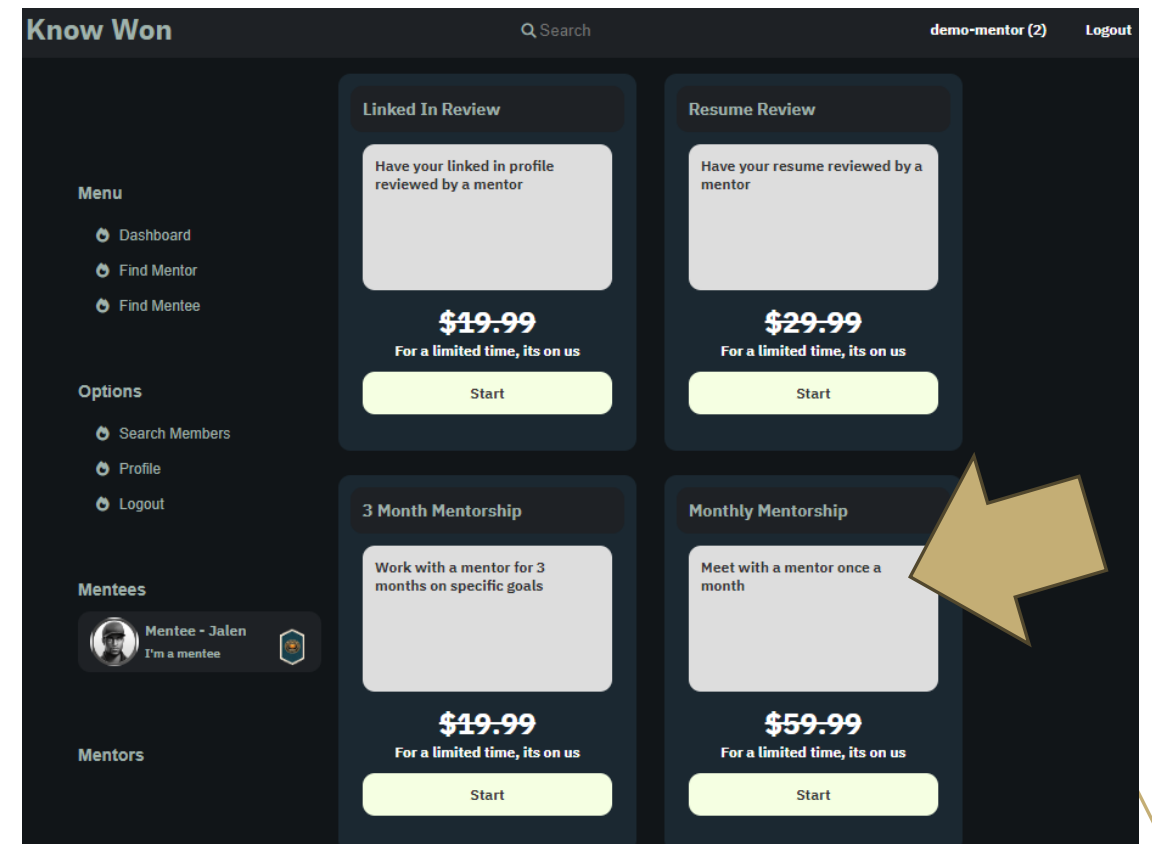
Todo Item: Craft Welcome Email

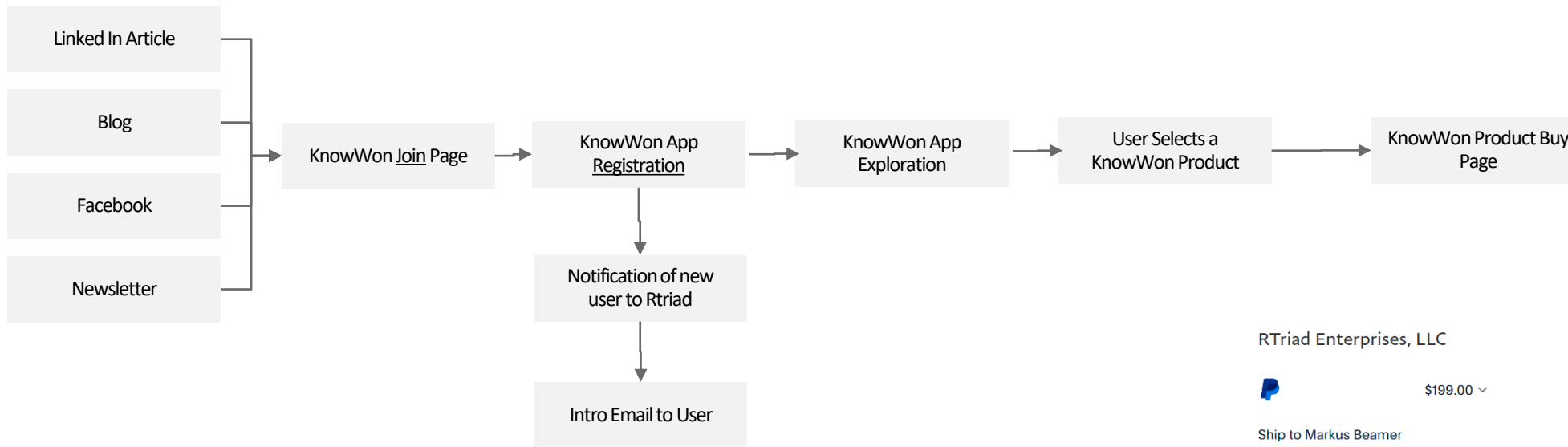**Todo Item**: Automate adding user to KnowWon Domain/User List

Know Won

Login

| Username or Email | ••• |

| Password |

Login

Register

```
Linked In Article ─┐
                    │
Blog ───────────────┼──→ KnowWon Join Page ──→ KnowWon App ──→ KnowWon App ──→ User Selects a
                    │                            Registration      Exploration      KnowWon Product
Facebook ───────────┤                                │
                    │                                ↓
Newsletter ─────────┘                          Notification of new
                                                user to Rtriad
                                                     │
                                                     ↓
                                               Intro Email to User
```

Todo Item: Because the user was referred to from Rtriad/KnowWon, KnowWon products and services appear first.

Know Won   🔍 Search   demo-mentor (2)   Logout

Menu

🔥 Dashboard
🔥 Find Mentor
🔥 Find Mentee

Options

🔥 Search Members
🔥 Profile
🔥 Logout

Mentees

Mentee - Jalen
I'm a mentee

Mentors

Linked In Review

Have your linked in profile reviewed by a mentor

~~$19.99~~
For a limited time, its on us

Start

Resume Review

Have your resume reviewed by a mentor

~~$29.99~~
For a limited time, its on us

Start

3 Month Mentorship

Work with a mentor for 3 months on specific goals

~~$19.99~~
For a limited time, its on us

Start

Monthly Mentorship

Meet with a mentor once a month

~~$59.99~~
For a limited time, its on us

Start

Linked In Article

Blog

Facebook

Newsletter

KnowWon Join Page

KnowWon App Registration

Notification of new user to Rtriad

Intro Email to User

KnowWon App Exploration

User Selects a KnowWon Product

KnowWon Product Buy Page

Todo Item: Because the user was referred to from Rtriad/KnowWon, KnowWon products and services appear first.

RTriad Enterprises, LLC

$199.00

MB

Ship to Markus Beamer
3009 Grande Heights Dr, Charlotte, NC 28269

Change

Buy now, pay later. **See offers**

Pay with

WELLS FARGO BANK
Checking ••••7461 Preferred
Backup: Visa ••••0163

$199.00

Wells Fargo Bus. Platinum Debit
Debit ••••0888

Chase Freedom Visa
Credit ••••0163

Complete Purchase
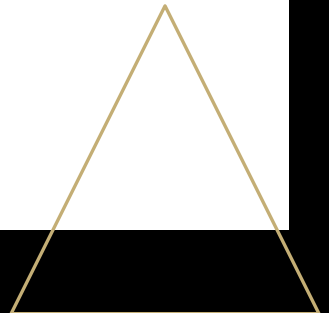
Payment method rights

A community of

Enthusiasts

People who are excited and eager to learn. Seeking growth and change in their life.

and

Experts

People who are knowledgeable in their field. Seeking to teach, mentor and grow others.

Apprentice Learning Model

Our community members pick where they find the most value from the below three segments.

Enthusiast

Introduction the career space

Set career goals

Set the learning track

Measure progress

Using Curated Learning Path

Notes: how do we separate Rtriad's apprenticeship and other partners

Anyone can join at any one of these three points

Journeyman

Real world projects

Gig based Revenue Stream

Paired with an Expert

Career Mentorship

Job Placement

Revenue from this Group

Expert

Reach Back Mentoring

Hold Workshop sessions

Grow your network

Creating Curated Learning Paths

Revenue from this Group
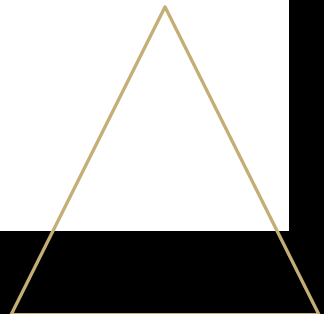
Revenue Model

Pay them Learn

KnowWon pays apprentices to learn for one year.

Term:
Scholarship/Stipend/Subscription/Training

Cost to train one apprentice:

$20/hour
20 hours a week
For one year

Total Costs: $20,800

Admin Overhead: 10% = $2,080

Job Placement

KnowWon job hunters agree to a 5-year subscription after landing their first paid position.
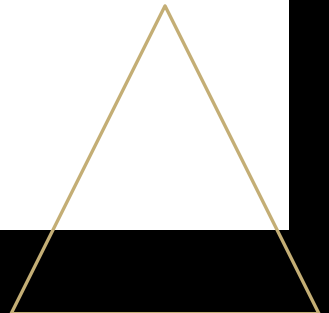
Subscription Fee:

$500/month
5 years

Total Revenue: $30,000

Alternative: Charge Placement company $2K to $5K for placement

They Pay us Back

As an employed person, they still work with KnowWon for career growth but also contribute back to the community.

We also receive part of the money from gig based work facilitated by KnowWon

Revenue Model

Pay them Learn

KnowWon pays apprentices to learn for one year.

Cost to train one apprentice:

$20/hour
20 hours a week
For one year

Total Costs: $20,800

Admin Overhead: 10% = $2,080

Only do this for one year, let it create a marketing story. In year 2, we pay no-one let the marketing drive folks into the program.

Job Placement

KnowWon job hunters agree to a 5-year subscription after landing their first paid position.
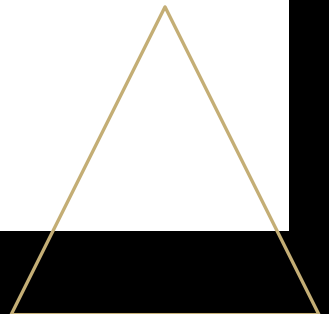
Subscription Fee:

$99/month
Lifetime (Est 20 years)
Or
5% of salary increase year over year

Total Revenue: $23,700

They Pay us Back

As an employed person, they still work with KnowWon for career growth but also contribute back to the community.

We also receive part of the money from gig based work facilitated by KnowWon

Investor ROI
$1M investment

Investment

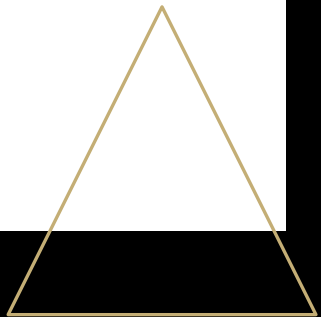**With $1M invested we would be able to train 48 apprentices and experts.**

Revenue

In 5-years those apprentices and experts will have paid back: $1.4M

Profit

ROI of 40% ($400K)

Added benefit, KnowWon members are available for hire by investing company.

Questions

Know Won

knows it all
a career accelerating community

a two-minute pitch deck on who we are

What Does Your Executive Team Look Like?
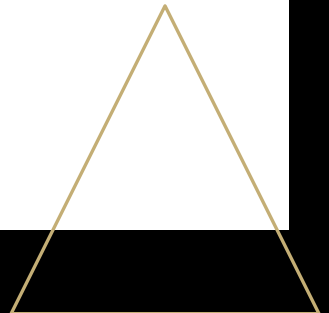
Kevin Robinson

20+ years in identify management. Microsoft veteran, multiple business owner, startup coach

Clyde Brown

20+ years in project and program management. International project manager. Governmental and corporate background
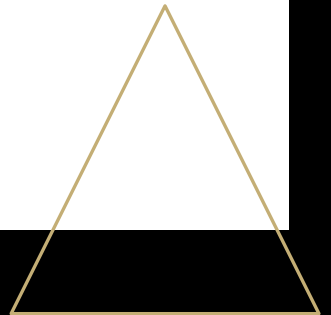
Markus Beamer

20+ years in data management. Enterprise level architect, full stack developer, startup coach and mentor.

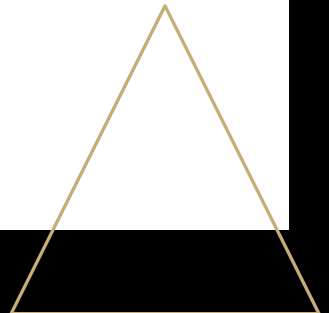# Why does someone stay with KnowWon long term

TBD

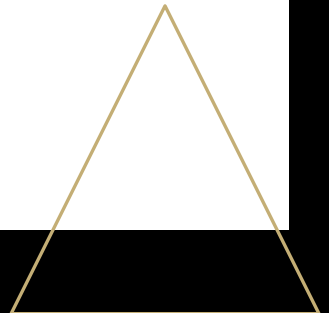# What other sectors could we apply this model to (model = the human capital engine)
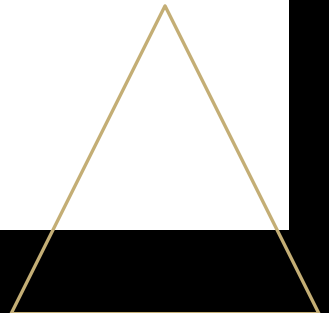
TBD

Can someone do it in less than a year

TBD

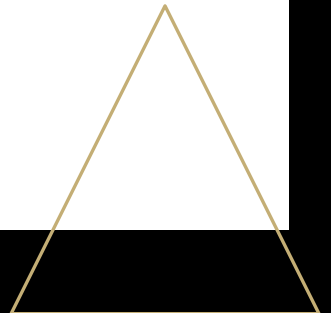# We need the Million to prove the process/product, overtime you can make the million back plus more…

TBD

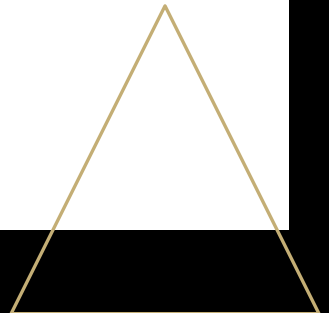# What if some wants to get paid but do "nothing" (hanger-ons)

TBD

Thoughts

Subscription Cost: $30
Charging: $99/year
$70 – Net per user
$840/year

Customer Acquisition Costs
$200K – Marketing Campaign
10K - People
$200 – net per person

$8.4M – net overall

What Valuation are you giving KnowWon?

Remember

We are not focused on being a revenue generation machine.

Our primary focus is on career growth across as many people as we possibly can.

1 Year Outlook

Our program has the potential to assist 100 people in career growth at year 1.

Each person would be paying an average annual subscription of $5,000.

In year three we anticipate that we would have an annual gross revenue of $500K.

3 Year Outlook

Our program has the potential to assist 1,000 people in career growth at year 3.

Each person would be paying an average annual subscription of $5,000.

In year three we anticipate that we would have an annual gross revenue of $5 Million.

5 Year Outlook

Our program has the potential to assist 5,000 people in career growth at year 5.

Each person would be paying an average annual subscription of $5,000.

In year three we anticipate that we would have an annual gross revenue of $25 Million.

Assumptions

$5,000 annual subscription fee ($415/month)

What Valuation are you giving KnowWon?

Remember

We are not focused on being a revenue generation machine.

Our primary focus is on career growth across as many people as we possibly can.

1 Year Outlook

Our program has the potential to assist 100 people in career growth at year 1.

Each person would be paying an average annual subscription of $1200.

In year three we anticipate that we would have an annual gross revenue of $120K.
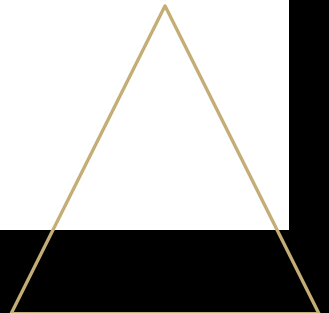
3 Year Outlook

Our program has the potential to assist 1,000 people in career growth at year 3.

Each person would be paying an average annual subscription of $1,200.

In year three we anticipate that we would have an annual gross revenue of $1.2 Million.
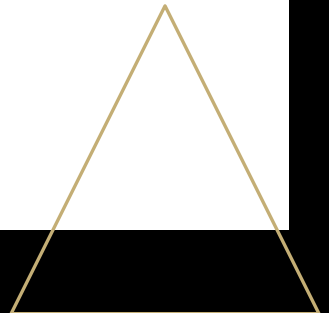
5 Year Outlook

Our program has the potential to assist 5,000 people in career growth at year 5.

Each person would be paying an average annual subscription of $1,200.

In year three we anticipate that we would have an annual gross revenue of $6 Million.

Assumptions

$1,200 annual subscription fee ($99/month)

What Does Your Training Program Look Like?

Curated

An apprentices first meetings will discover their career path.

An expert will help create a training program. This could involve free online tools, paid online tools, on-hands workshops, in-class training.

Adaptable

There are many different types of learning path, we allow the apprentice to select a path that is most likely to lead to success.

Accountability

The KnowWon community, specifically the experts and KnowWon administration team holds KnowWon enthusiasts accountable for progression through training.
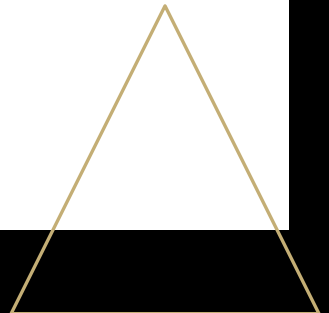
Are you a non-profit?

For-Profit

KnowWon is a for-profit business.

The executive team seeks financial stability for themselves (and family) first.

Additional profits are then put back into the program.

The measure of our success is career fulfillment by our community members.

Mission over Money
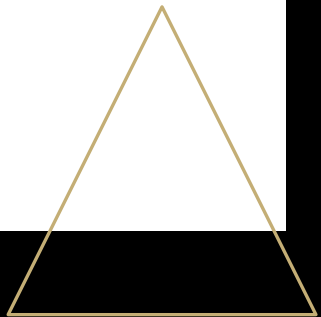
The executive at KnowWon is focused on delivery of the mission over income generation.

We have all joined this company for the mission and vision over the profits.

Investing Partners

We fully understand our investors needs to re-coup their initial investment dollars.

Our plan is to buy back equity at a 10% to 50% markup within 5 years of the original investment.

Who do you partner with?

Rtriad
A cloud-based solution firm, specializing in Authentication, Security and DevOps

Microsoft
We work with Azure technology and Microsoft's online training facilities.

Alluviate Technologies
Learning software as a service. Community based training programs in technology.

I want to be a software developer…

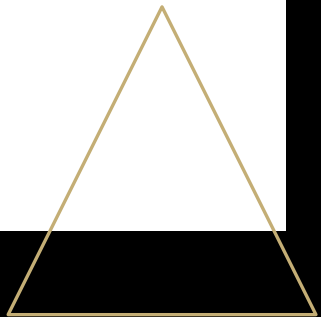| Month 1 to 3	Month 4 to 6	Month 7 to 9	Month 10 to 12
AZ-900 - Certification Learn the basics of cloud development *	**AZ204 – Certification** Learn how to build a full web application *	**AZ404 – Certification** Become a Microsoft recognized expert. *	**On the Job Training** Work with Experts on a "live" project. Safe environment, large safety net. Little reponsibilty to deliver, focus on learning what it means to work on a team.
HTML and CSS Learn the basics of web development	**Your First App** Build a web application for your portfolio **	**Journeyman – Project 1** Build a web application for your portfolio **	**Journeyman – Final Project** Build a final project to show off your skills. **
JavaScript Programming Learn how to write code	**Tools of the trade** Learn GIT, Branching, Use Case writing and estimation	**Assist New Developer** Pair with a new apprentice, learn how to communicate with peers.	
Advanced Programming Concepts Learn how to write code	**Agile Development** Learn what Agile development is, different types of agile, working with boards, stories and scrum masters		

We don't require passing of the certification. We do require you to study and make at least 3 attempts.

** We do require the projects. Demonstration of skills learned is more important than test passing skills.

I want to be a DevOps Engineer…

Month 1 to 3

AZ-900 - Certification
Learn the basics of cloud development *

GIT
Learn the basics of code repository practices

DevOps
Define and learn what dev-ops developers do

Azure DevOps
Learn the Azure DevOps Portal

Month 4 to 6

AZ204 – Certification
Learn how to build a full web application *

Your First App
Build an automated deployment process for a web application in azure. **

Automation
Learn how to automate tasks with scripts

Windows vs Linux
Learn the differences between windows and linux deployments. Explore different tools for DevOps.

Month 7 to 9

Automate Testing
Learn tools and techniques for automated testing.

Automate Security
Learn tools and techniques for automated security checks.

Automate Code Check
Learn tools and techniques for automated code screening and checks.

Automate Databases
Learn tools and techniques for automated database deployments.

Month 10 to 12

On the Job Training
Work with Experts on a "live" project. Safe environment, large safety net. Little reponsibilty to deliver, focus on learning what it means to work on a team.

Journeyman – Final Project
Build a final project to show off your skills. **

* We don't require passing of the certification. We do require you to study and make at least 3 attempts.

** We do require the projects. Demonstration of skills learned is more important than test passing skills.

I want to be a security expert…

Month 1 to 3

Month 4 to 6

Month 7 to 9

...to 12

AZ-900 - Certification
Learn the basics of cloud development *

TBD

On the Job Training
Work with Experts on a "live" project. Safe environment, large safety net. Little reponsibilty to deliver, focus on learning what it means to work on a team.

Journeyman – Final Project
Build a final project to show off your skills. **

We don't require passing of the certification. We do require you to study and make at least 3 attempts.

*** We do require the projects. Demonstration of skills learned is more important than test passing skills.*

I want to be a Scrum Master…

Month 1 to 3

Month 4 to 6

Month 7 to 9

to 12

AZ-900 - Certification
Learn the basics of cloud development *

On the Job Training
Work with Experts on a "live" project. Safe environment, large safety net. Little reponsibilty to deliver, focus on learning what it means to work on a team.

Journeyman – Final Project
Build a final project to show off your skills. **

TBD

* We don't require passing of the certification. We do require you to study and make at least 3 attempts.

** We do require the projects. Demonstration of skills learned is more important than test passing skills.

I want to be a Project Manager…

Month 1 to 3

Month 4 to 6

Month 7 to 9

...to 12

AZ-900 - Certification
Learn the basics of cloud development *

TBD

On the Job Training
Work with Experts on a "live" project. Safe environment, large safety net. Little reponsibilty to deliver, focus on learning what it means to work on a team.

Journeyman – Final Project
Build a final project to show off your skills. **

* We don't require passing of the certification. We do require you to study and make at least 3 attempts.

** We do require the projects. Demonstration of skills learned is more important than test passing skills.

I want to be a Data Scientist…

Month 1 to 3

Month 4 to 6

Month 7 to 9

to 12

TBD

AZ-900 - Certification
Learn the basics of cloud development *

On the Job Training
Work with Experts on a "live" project. Safe environment, large safety net. Little reponsibilty to deliver, focus on learning what it means to work on a team.

Journeyman – Final Project
Build a final project to show off your skills. **

We don't require passing of the certification. We do require you to study and make at least 3 attempts.

*** We do require the projects. Demonstration of skills learned is more important than test passing skills.*

Organizational Pricing

Package I	Package II	Package III	Package IV
$59 - Onboarding	$299 - Onboarding	$5,000 - Onboarding	$10,000 - Onboarding
$49/month	$49/month	$100/month	$0/month

Package I

Suitable for a single mentor or training with a limited catalog of 5 to 10 items.

Can add up-to 5 mentors to the app.

Services, Products, Mentors and Mentees would appear in the global market place.

Handles payment processing for the items in the catalog (via Shopify)

Does not integrate with orgs Active Directory.

Unable to customize look and feel.

KnowWon adds a $10 charge for each service purchased by a user for this organization.

Package II

Suitable for a larger organization with a large catalog (10+ services)

Can add mentors to the app, each mentor added would be an additional $49/month.

Services, Products, Mentors and Mentees would appear in the global market place.

Handles payment processing for the items in the catalog (via Shopify)

Does not integrate with orgs Active Directory.

Unable to customize look and feel.

KnowWon adds a $5 charge for each service purchased by a user for this organization.

Package III

For organization that want a stand alone instance of the application. We will maintain and host the solution.

Unlimited number of mentors.

Services, Products, Mentors and Mentees would not appear in the global market place.

Payment processing will be handled by organization (with integration)

Integrates with orgs Active Directory.

Customize the look and feel.

KnowWon adds a $1 charge for each service purchased by a user for this organization.

Instances is on a Shared infrastructure, with data and code separate from any other instance of the product.

Package IV

For organization that want a stand alone instance of the application that sits behind their firewall (on-prem).

Unlimited number of mentors

Products, mentors and mentees would not appear in the global market place.

Payment processing will be handled by organization (with integration)

Integrates with orgs Active Directory.

Customize the look and feel.

KnowWon would NOT charge any additional feed for purchases of services.

Instance can be installed within an orgs network.

It would be on the org to purchase/provide the needed hardware.