UCanDO

Achieve your dreams with UCanDO

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What do U aspire to do?

Qualities of a Good **Manager**

A DAY IN THE LIFE OF A CEO

Creating and implementing organization, vision and direction

Leading, guiding and evaluating executive leaders

Soliciting guidance from Board of Directors

Creating an organization that will grow and flourish

Leah
Senior Software Engineer
@ BigTech

- Bachelor Degree in 2017
- Wants to be promoted
- Professional fulfillment
- Higher salary

Pay $$ for a career coach ❌

Find a mentor through my limited contacts ❌
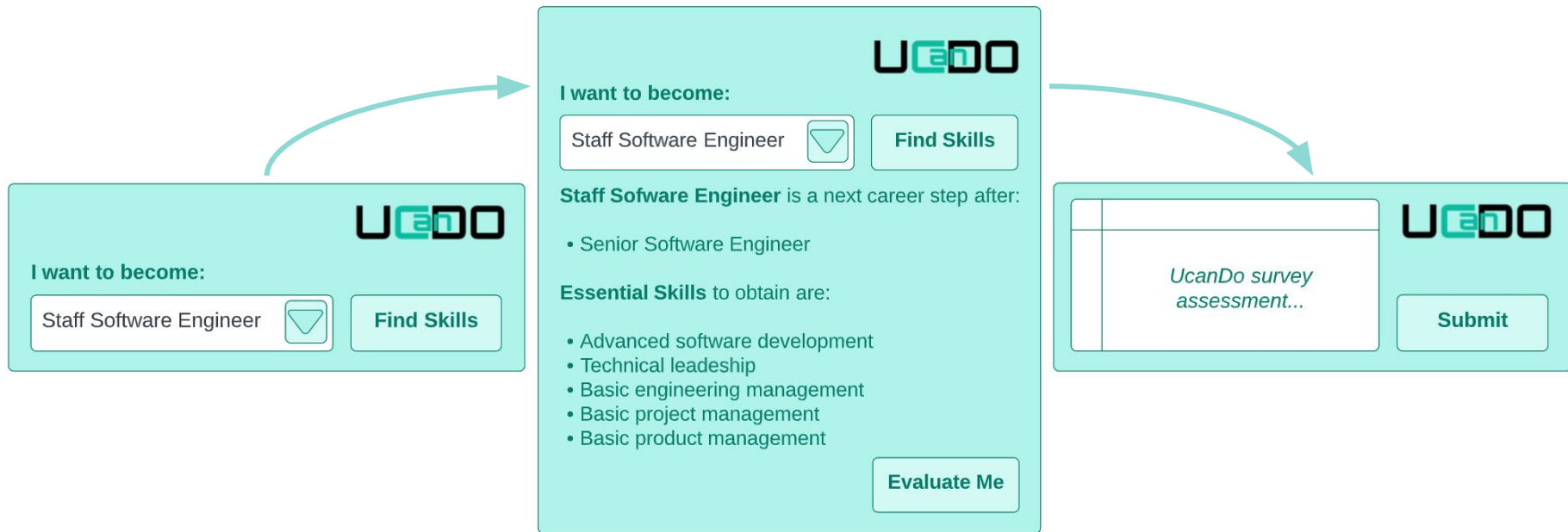
Pay $$$ for inflexible, formal education ❌

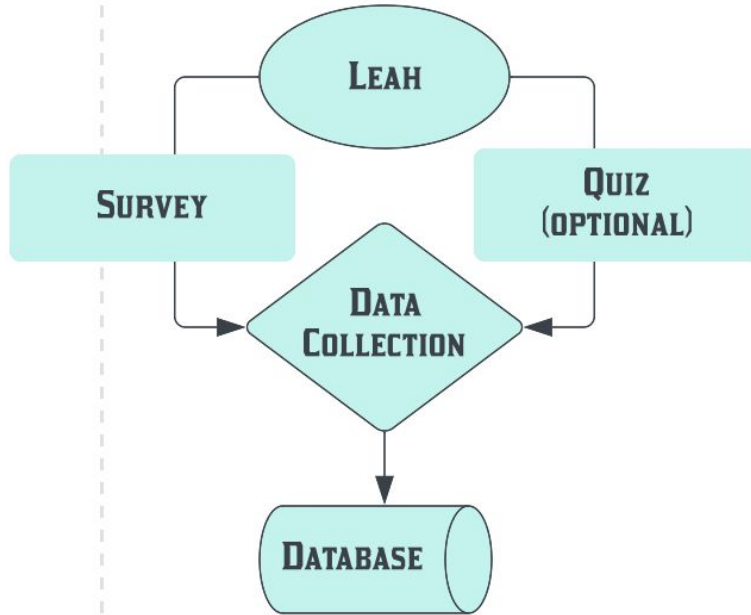Wade through overflow of content online ❌

Imagine Leah's new journey start...

UCanDO

I want to become:

Staff Software Engineer ▽   **Find Skills**

Staff Sofware Engineer is a next career step after:

• Senior Software Engineer

Essential Skills to obtain are:

• Advanced software development
• Technical leadeship
• Basic engineering management
• Basic project management
• Basic product management

Evaluate Me

UCanDO

I want to become:

Staff Software Engineer ▽   **Find Skills**

UCanDO
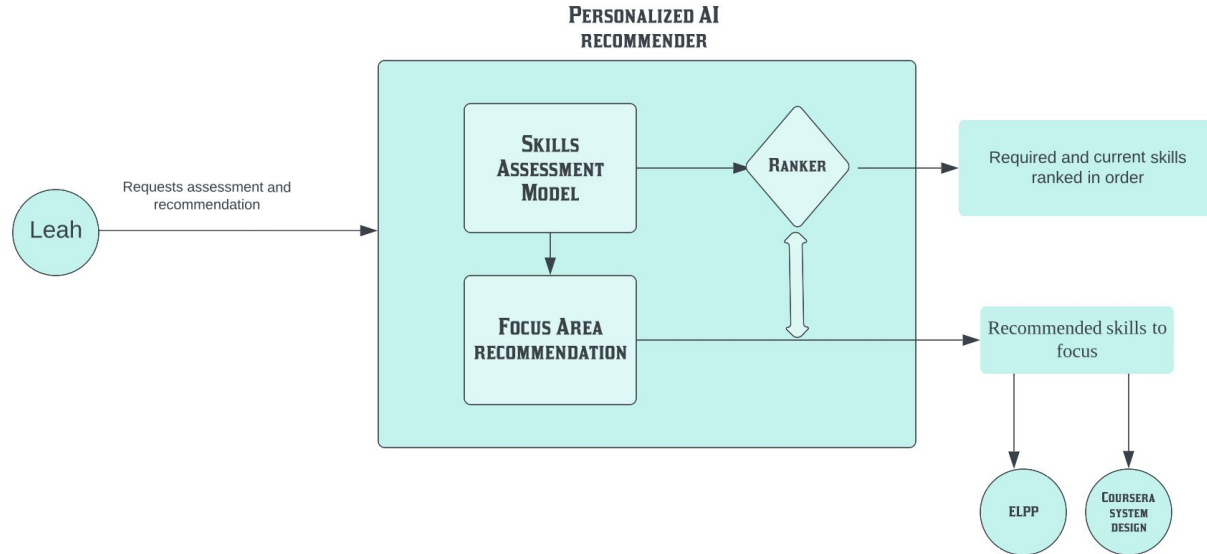
UcanDo survey assessment...

Submit

...easy as 1-2-3!
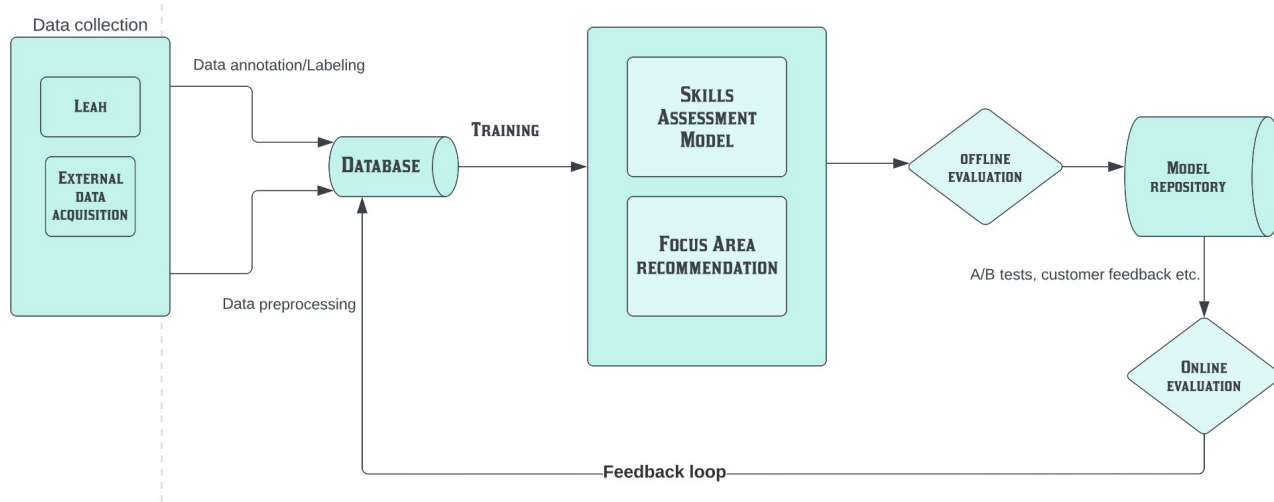
4

UCanDo Survey Assessment

- Current Role
- Desired Role
- Demographics
- Skills
- Preferences
- Resources
- History

UCanDO Inference Architecture

- **Rank** skills based on the survey
- **Recommend** focus areas to develop
- **Provide** information on relevant courses

UCanDO Training Architecture

- **Feedback** on the course content
- **Tracking** customer skills development
- **Growing** knowledge of customer behavior

UCanDO is...

Personalized roadmap is ready!

Your skills are:

- Advanced software development
- Technical leadeship
- Basic engineering management
- Basic project management
- Basic product management

Focus Area #1: Technical Leadership
- Unit #1: Strategy
- Unit #2: Negotiation
- Unit #3: Risk Management

Get Access

Affordable

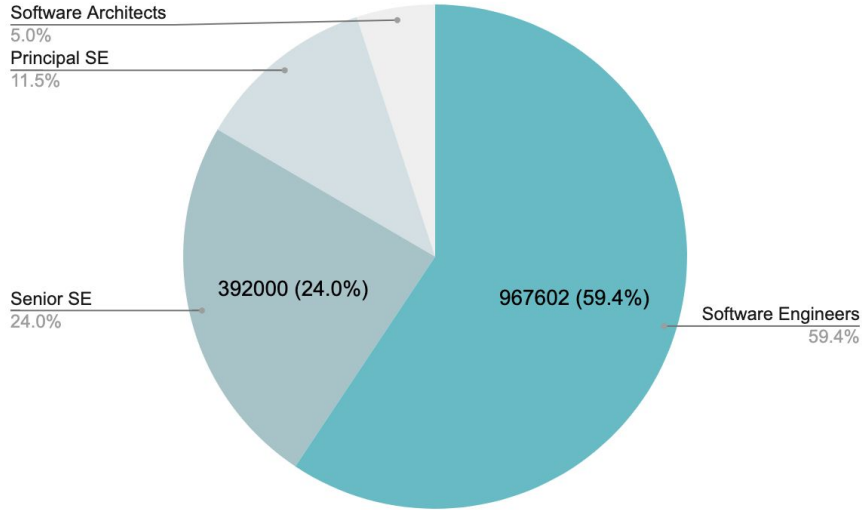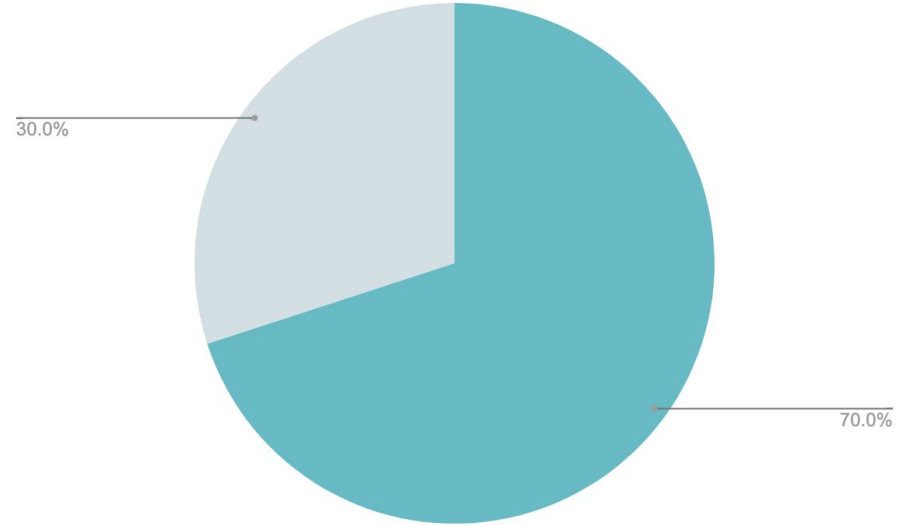**Flexible**

Self-paced

Efficient

...a personalized roadmap

Software Architects
5.0%

Principal SE
11.5%

Senior SE
24.0%

392000 (24.0%)

967602 (59.4%)

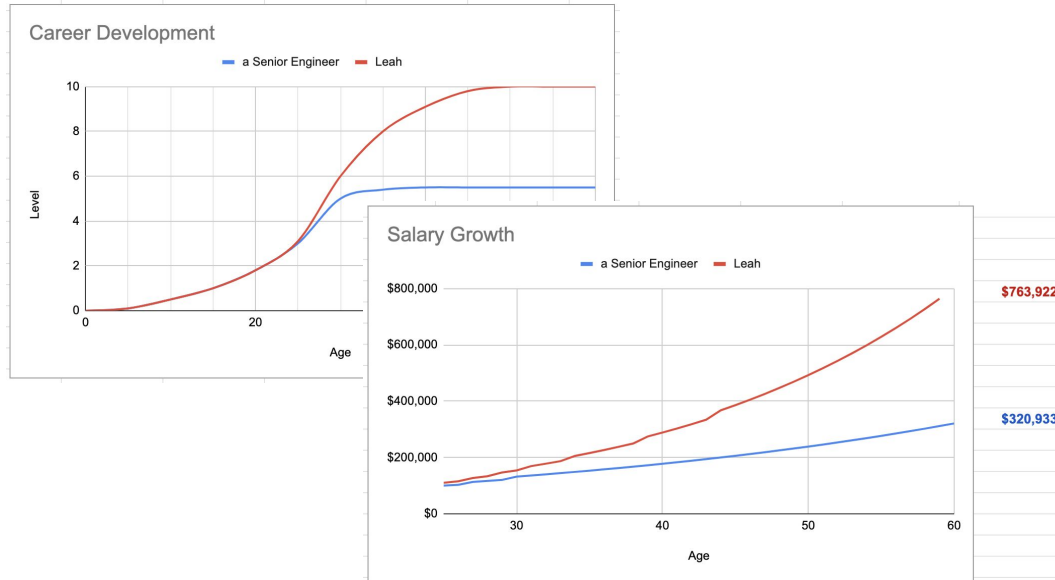Software Engineers
59.4%

30.0%

70.0%

1.63 million of Software Engineers and Senior Software Engineers[1]

70% of professionals from 20 to 30 years old are seeking career advice[2]
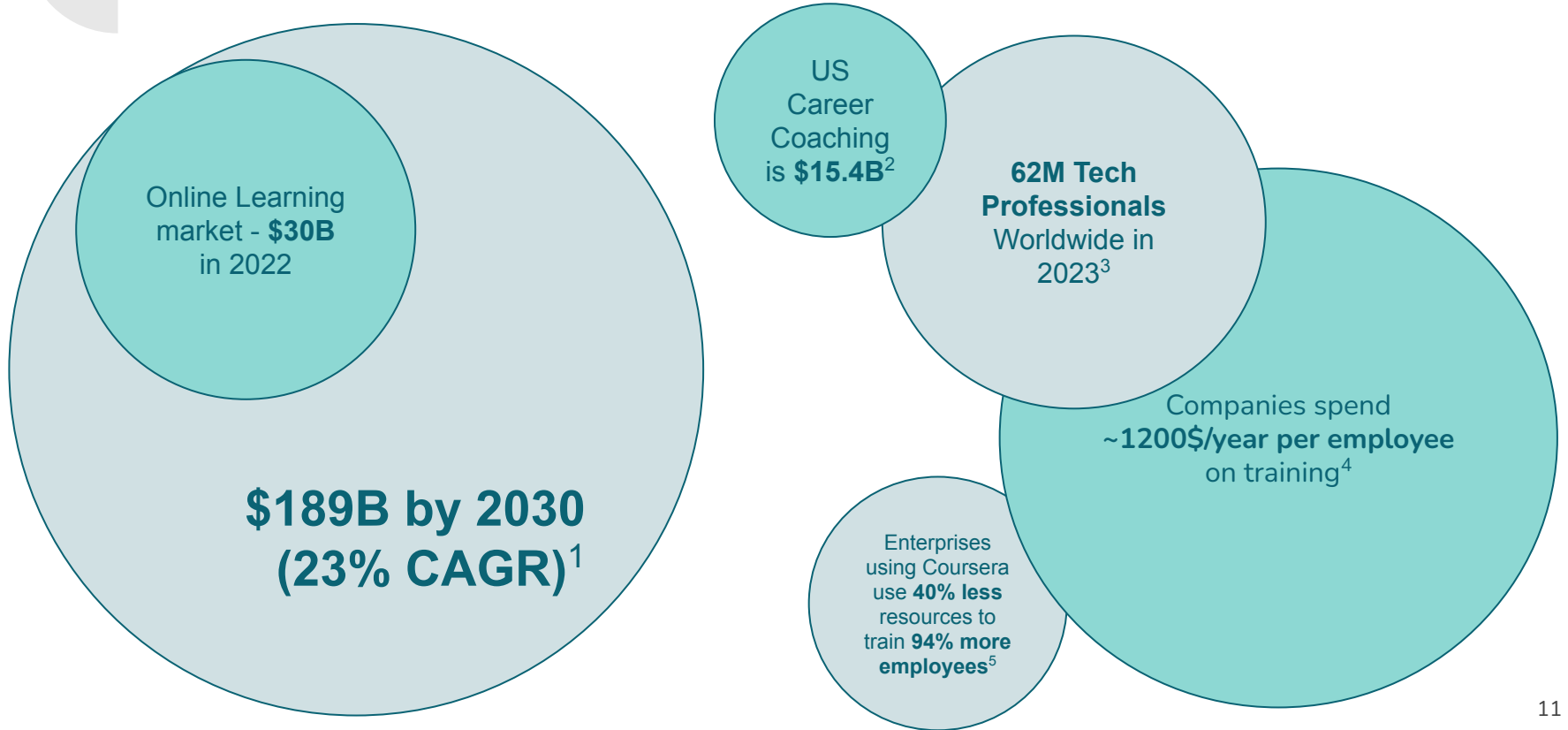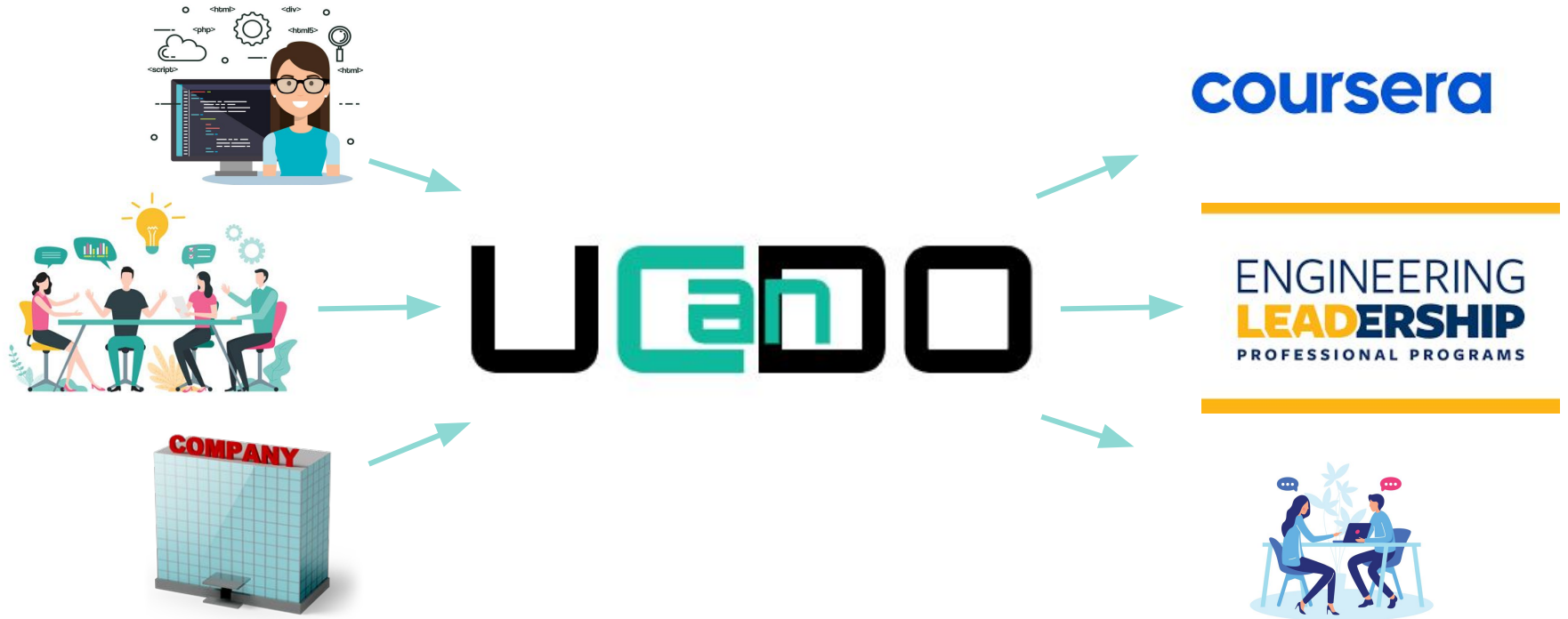
What is in it for U?

Career Development

Salary Growth

Improved Performance

Career Opportunities

$$$

Professional Fulfillment

- Coursera market research of 550,000 enterprise learners
  - 90% reported positive career outcomes
  - 83% stated their productivity increased
  - 20% enterprise learners raised their skills to intermediate or advanced levels

UCanDO Opportunities

Online Learning market - **$30B** in 2022

$189B by 2030 (23% CAGR)[1]

US Career Coaching is **$15.4B**[2]

62M Tech Professionals Worldwide in 2023[3]

Companies spend **~1200$/year per employee** on training[4]

Enterprises using Coursera use **40% less** resources to train **94% more employees**[5]

11

UCanDO Empowers Learning

Scaling UCanDO

Phase 1: Personalized Roadmap focused on Course content

- Existing course content aggregator
- Community of learners
- Software Engineering career track

Phase 2: Non-Course content and Enterprises

- Blogs, events, research, publications, etc
- Dynamic learning journey updates
- Customized solution(s) for Enterprises
- Engineering Management career track

Phase 3: Services

- Platform for coaching, mentoring, recruiting and other job based services
- Senior leaders aspiring to be C-Suite

13

UCanDO Competition

	Number of Users	Number of Courses	Market Segment	Business Model	Personalized Path	Community	Non-Course content	Career Services (Coaches, Mentors, Recruiters, Jobs)
UCanDO		**Aggregator of Courses**	End Users Enterprises	Referral Subscription	➕	➕	➕	➕
coursera	92M+	7,000+	End users Enterprises	Subscription	➖	➖	❌	❌
in LEARNING	27M+	16,000+	End Users Enterprises	Subscription	➕	➕	❌	➕
udemy	54M+	213,000+	End users Enterprises	Per course Subscription	➖	❌	❌	❌
SKILL SHARE	24M+	34,000+	End User	Subscription	➖	➖	❌	❌

➕ Provided   ➖ Basic   ❌ Not Provided

UCanDO Financials

Net Income
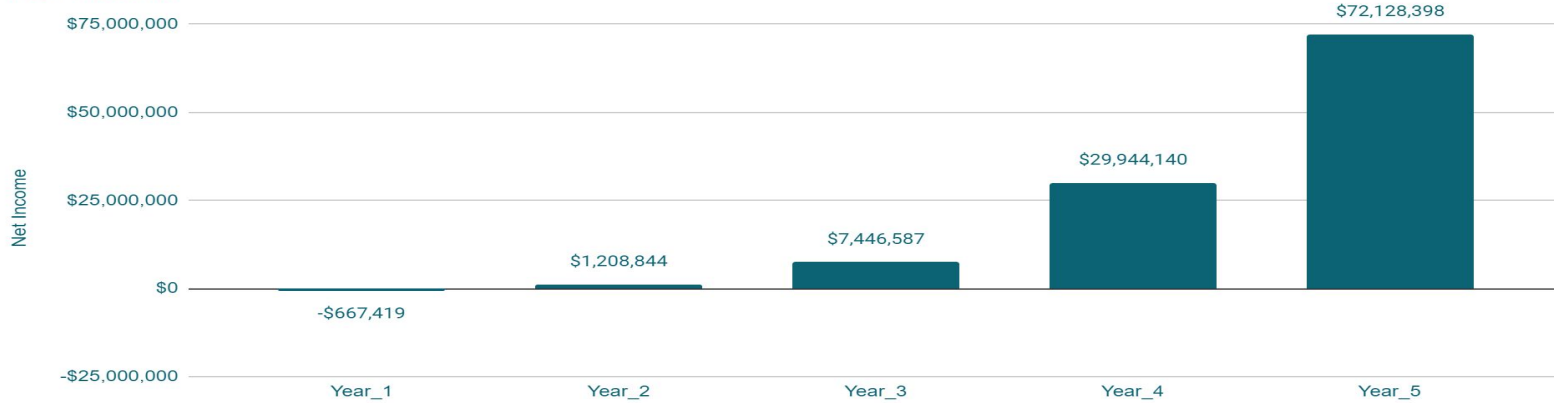
	Phase 1	Phase 2	Phase 3
Business Model	Free to Target User(s) Courseware Referral Fees	+User subscription model +Enterprise NRE/Licensing	+Service Professional Model
GTM	Target SW Engineers through Google Ad Words Social Media	+Enterprise HR / Career Development +SW engineers aspiring to be Managers	+Market to coaches, recruiters, job posting providers +Those aspiring C-suite

UCaDO

Olga Pronina
CEO

Saurabh Tripathi
CTO

Yanping Du
CFO/CMO

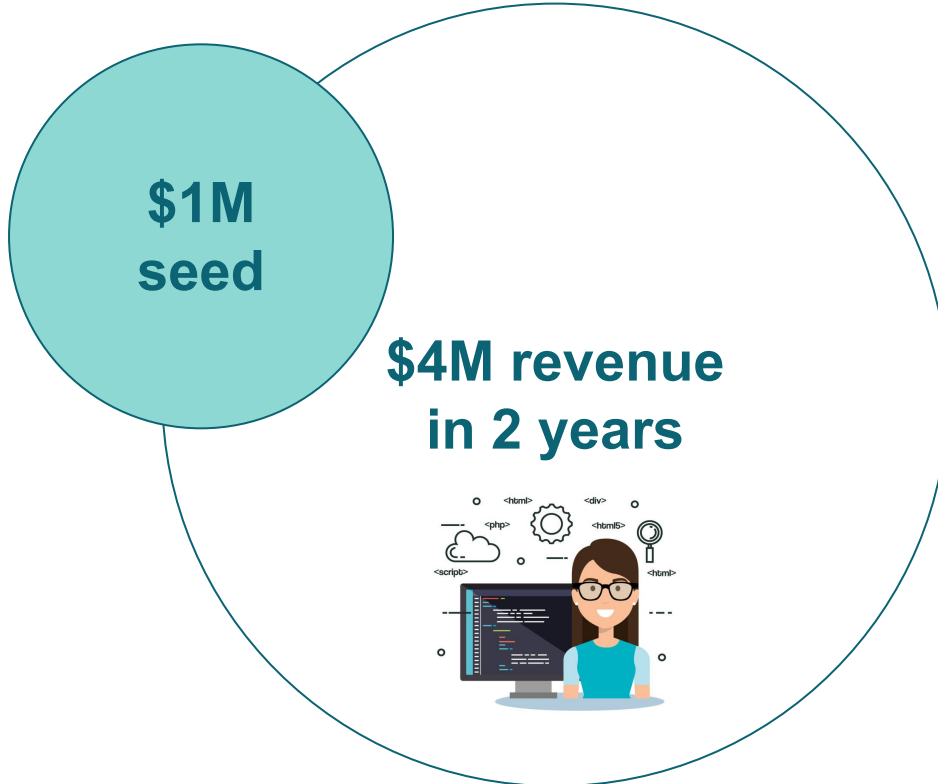**Nandini De**
VP of Engineering

Brad Carpenter
VP of Product
Management

You can help us…

$1M
seed

$4M revenue
in 2 years

….UCanDO

Thank You