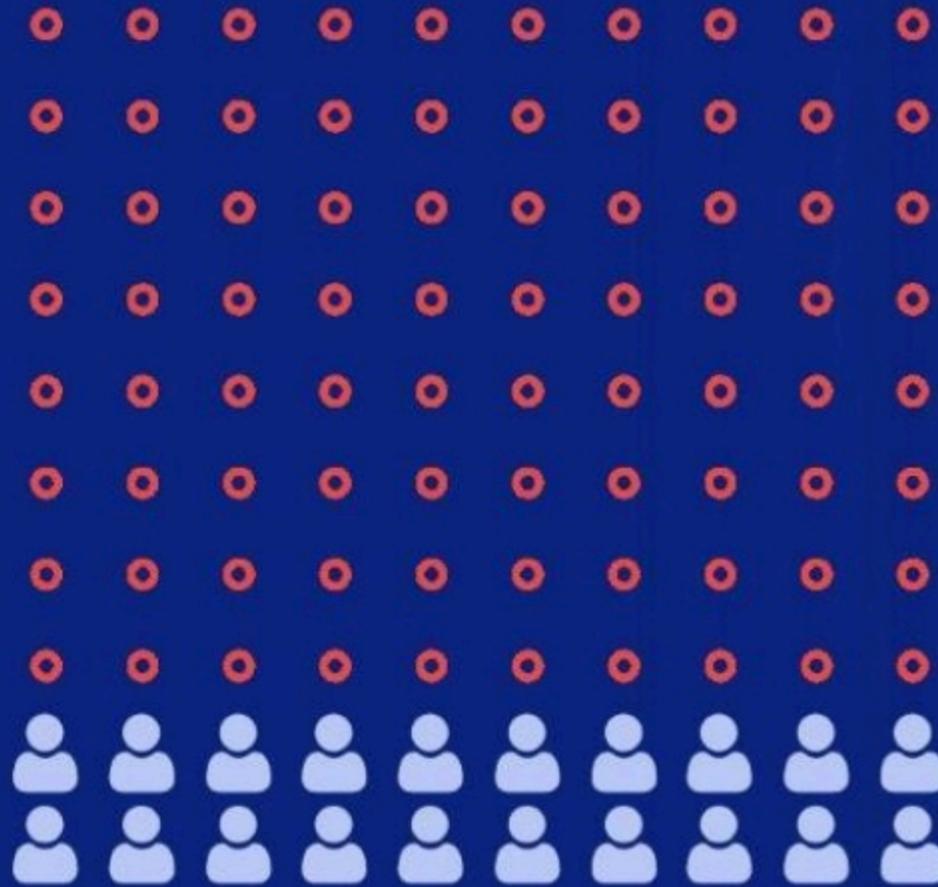


Sharpist

**We empower
enterprises to
retain and grow
their talent**



**Most employees
are not engaged
at work.
Enterprises cannot
fix this at scale.**



80%
not engaged
employees



Executive summary

The online learning market today

The problem

80%

of employees are not engaged at work

The opportunity

\$150B

of the \$300B market pushed from offline to digital

Company overview

Sharpist a holistic platform for **one-on-one digital coaching and learning**

Market-leader in DACH

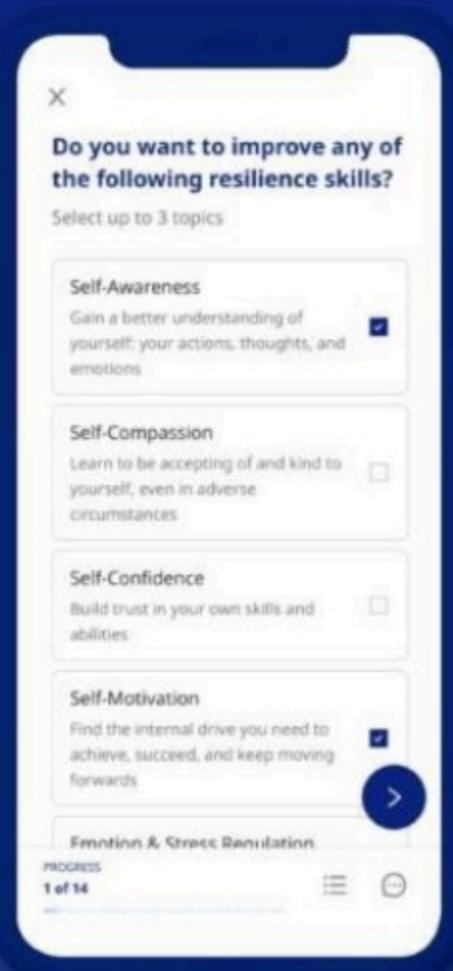
--- y-o-y ARR growth --- q-o-q in TCV bookings --- projected ARR FY 2021 --- gross margin

Sharpist reaches all employees with individualized digital coaching



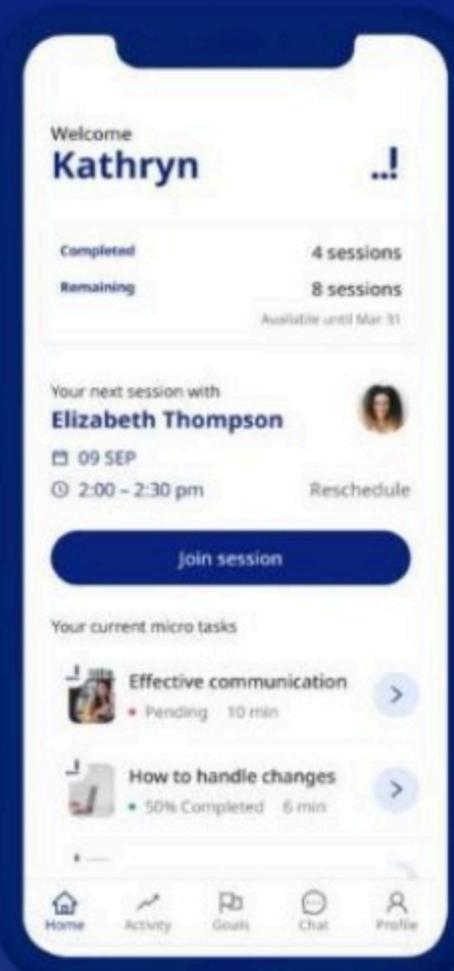
01 Goals assessment

98%
license activation



02 Coach matching

92%
first match accuracy



03 Video coaching

92%
session utilization



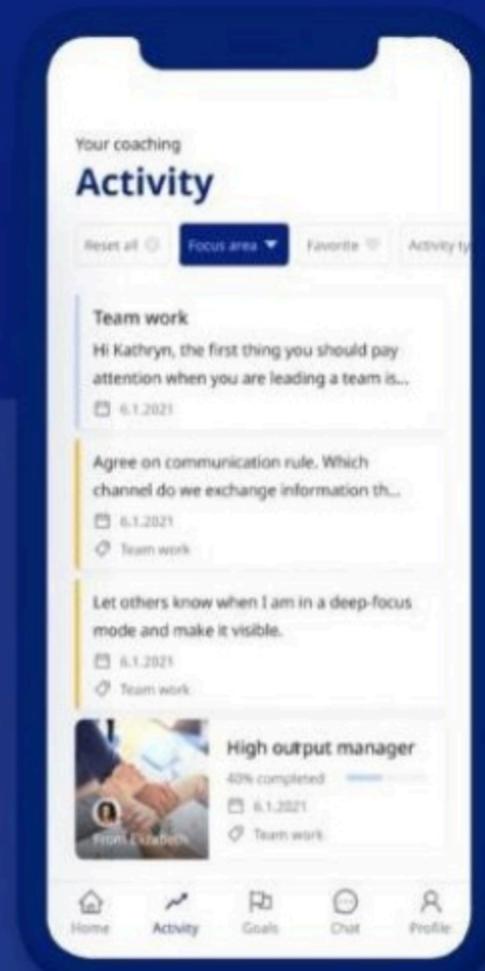
04 Micro tasks

95%
upvotes



05 Activity and tracking

5x
mobile interactions



One-on-one coaching is just the beginning. We have created a corporate learning ecosystem for every stakeholder.



Learner

HR Customer

Coach

Key features

Mobile & web learning experience system

Micro learnings



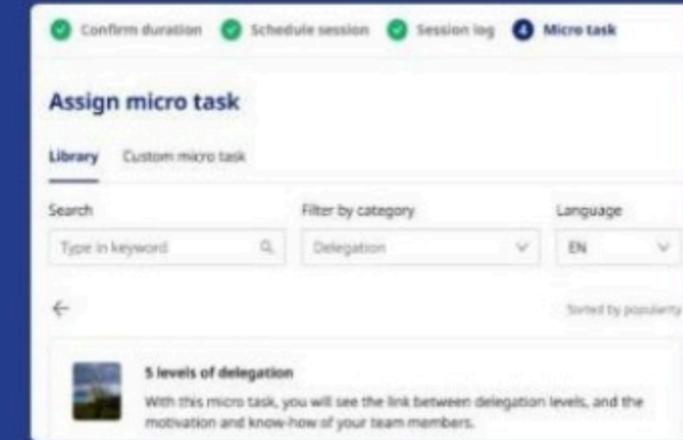
People analytics dashboard

Cohort-based learner onboarding



Digital content library

Algorithmic coach matching



Their impact

92% coaching session utilization
200% increase in Micro Task completion rate

100% HR customers engaged in tracking progress on 32 focus areas every month
98% learners activated on time

80% coaching sessions with coach-assigned Micro Tasks
92% first match accuracy



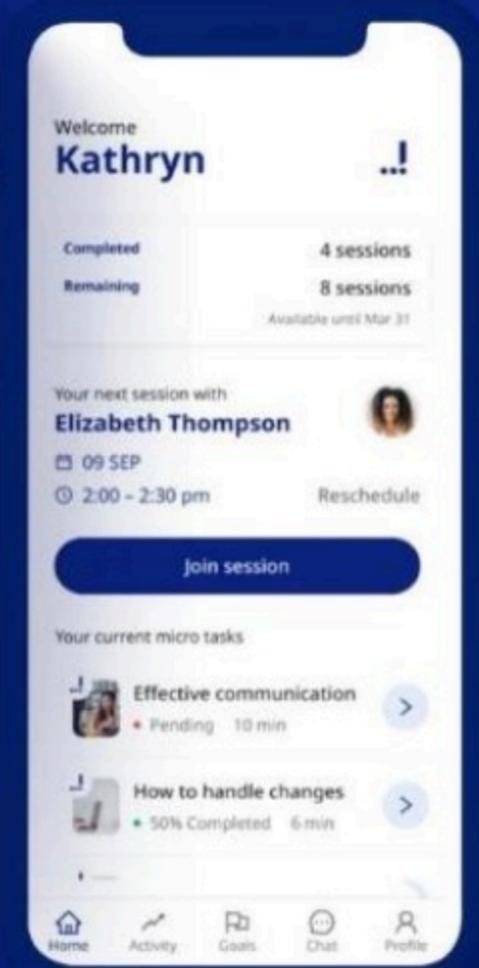
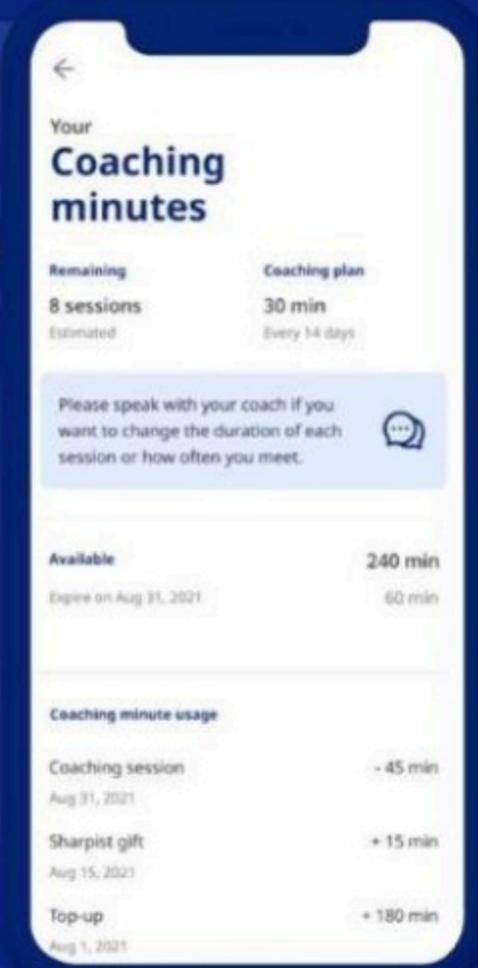
The #1 interface for people development of the future. The winning learning experience of today.

Coaching credits

May 2021

---% **increase** in booked coaching sessions, due to higher flexibility

Foundation for learning offerings beyond coaching



Group coaching

June 2021

---% **gross margin** for coaching in groups

- Premium content
- Cohort analytics

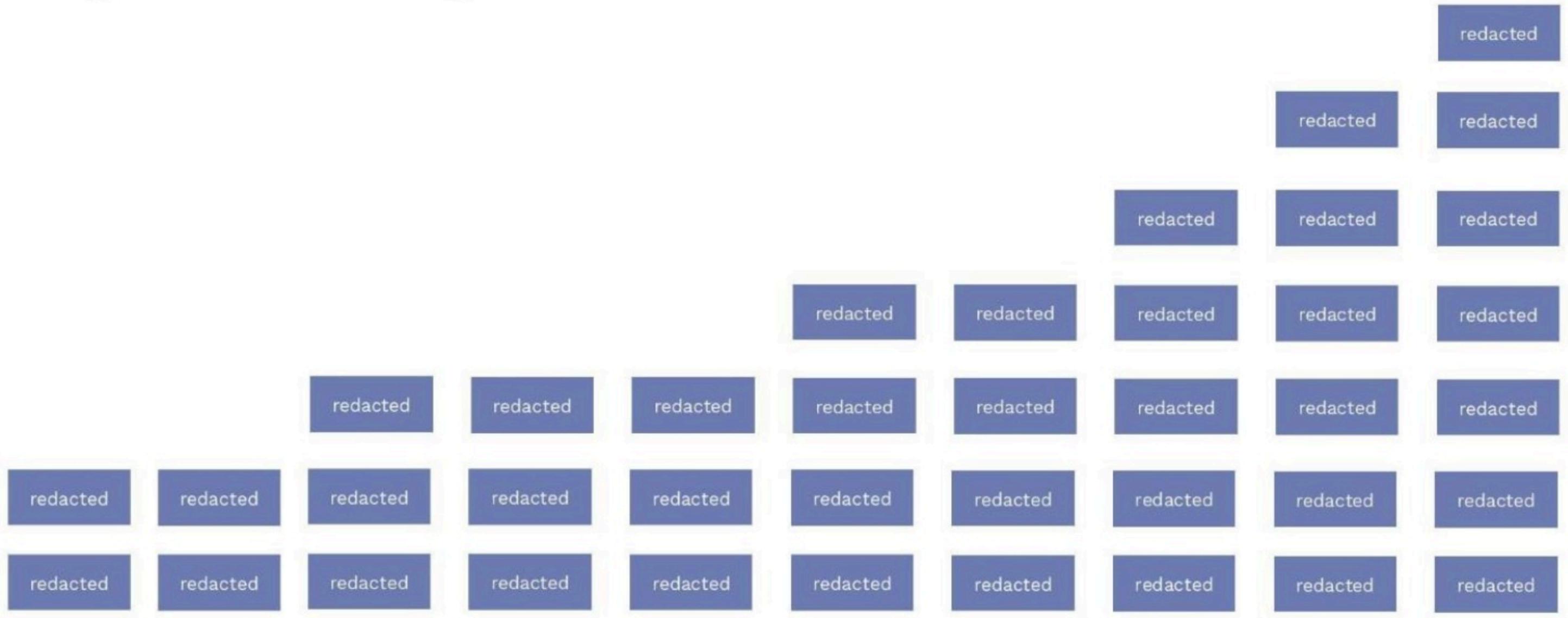


High engagement digital coaching unlocks a \$300B+ market





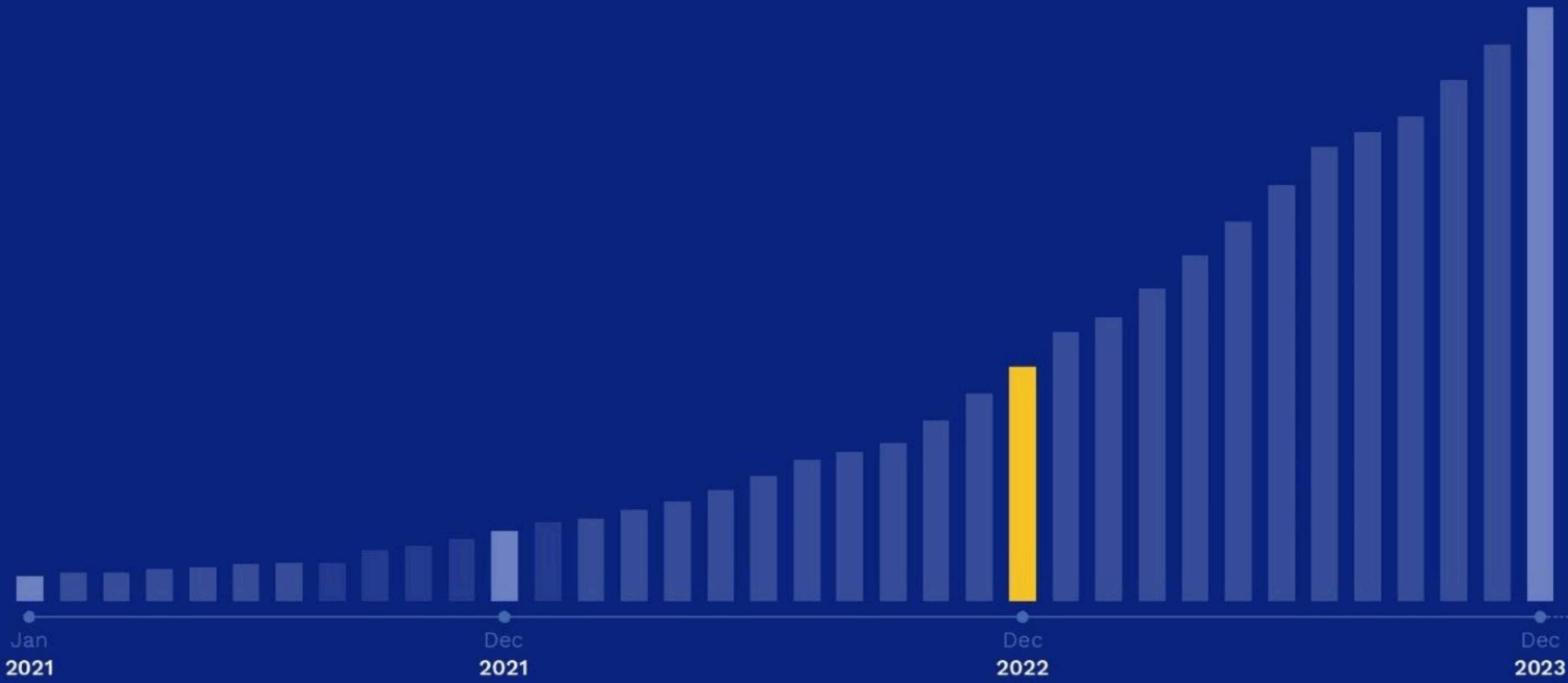
Buyers are convinced. Our enterprise client base has grown extensively over the last 12 months.



2020

2021

ARR Redacted



Our team consists of veterans in SaaS and HR



Hendrik Schriefer
CEO, Co-Founder
Business Punk Top 10
thinker in HR for 2021

ROCKET



Fabian Niedballa
COO, Co-Founder

GET
YOUR
GUIDE



Khurram Masood
CPO

Forbes Contributor,
Co-Founder
ALU McKinsey
& Company



Tine Schlaak
VP Sales

McKinsey&Company
Next Generation
Women Leaders UDACITY



Dr. Jonas Vransy
Regional VP Sales

Google LinkedIn



Karla Calinawan
VP Customer Success

EVERFI



Joshua Hoffman
VP Engineering

Inventor of
Prometheus SOUNDCLOUD



Luigi D'Angelo
Head of Network Ops

GET
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GUIDE Booking.com



Samir Keck
Head of People

FLIXBUS zalando

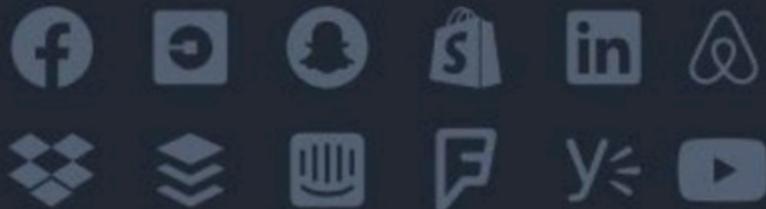
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KPIs
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