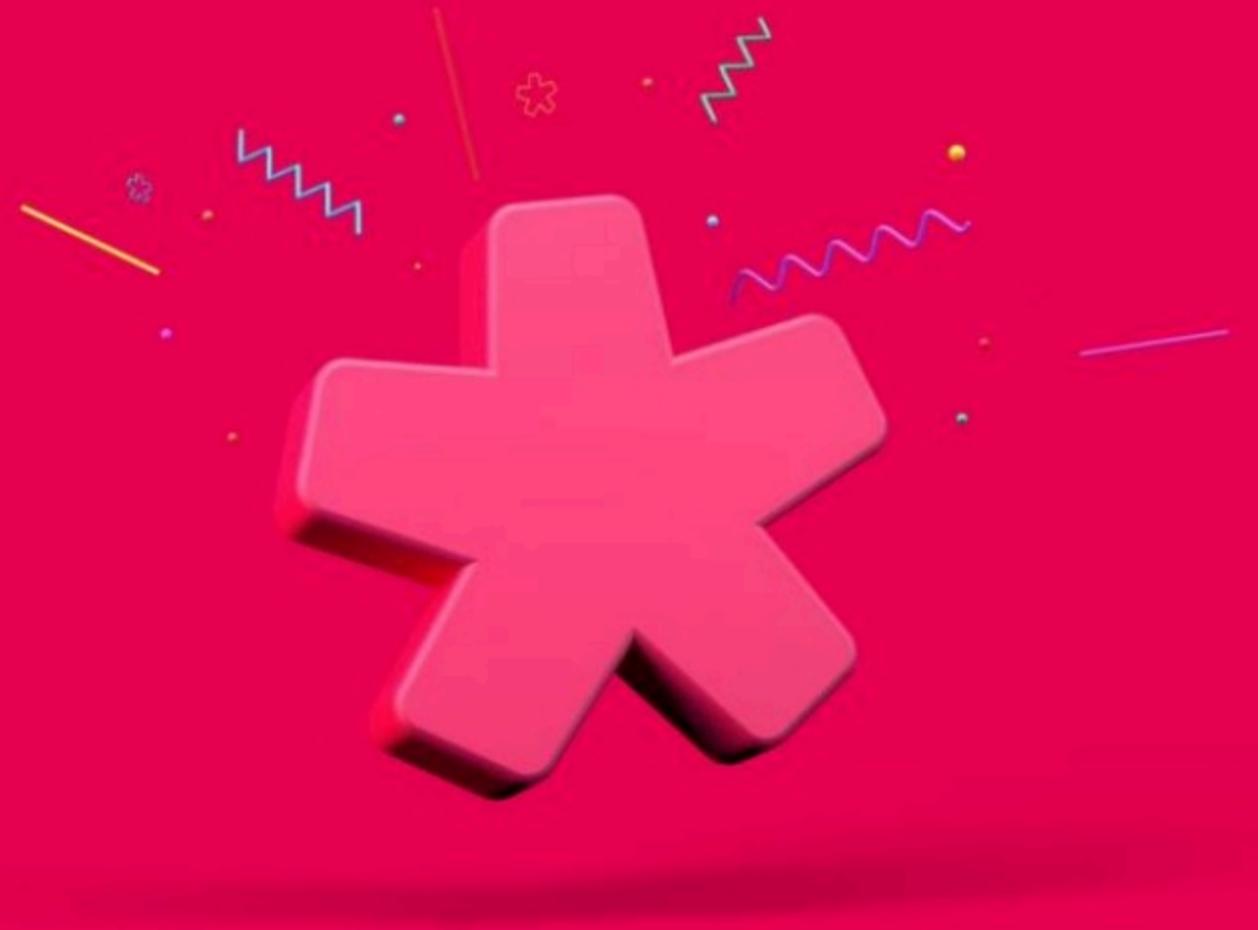




## Presentation - May 2021

Jamie True, Patrick Walker & Jack Bekhor



# Meet the Founders



**Patrick Walker**

Patrick has served as a senior executive at Facebook, Instagram and YouTube, and as CEO at online video platform Rightster. He was an Asia correspondent for the BBC, and holds an M.Ed. from the Harvard Graduate School of Education.



**Jamie True**

Jamie has a record of building and scaling businesses from start to completion. He has four successful exits under his belt including LifeWorks, a global leader in corporate wellbeing which sold to HR consultancy Morneau Shepell in 2018.



**Jack Bekhor**

Jack's background lies in finance and operations, having co-founded LCR Telecom, and joined Grapple Mobile as a director and COO. He's partnered with Jamie on multiple projects, including co-founding LifeWorks.

# What is Uptime?

Uptime is an app that hacks knowledge from leading books, courses and documentaries, providing actionable insights - quickly and effortlessly in 5-minute stories.

## Discover

5-min Hacks from the world's best books, courses & documentaries



## Watch

thousands of inspiring insights & ideas



## Learn

from the best authors, creators, and expert teachers



## Inspire

and share these key insight Hacks today



## Empower

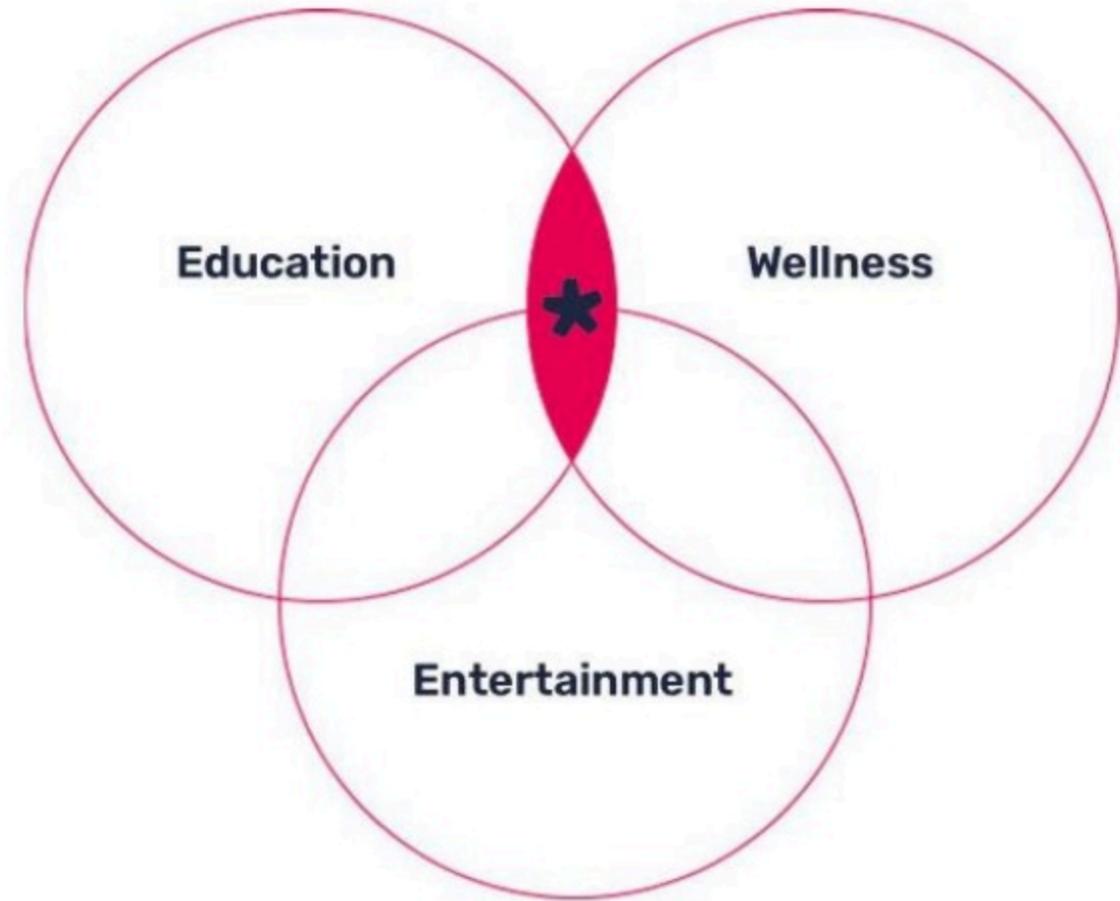
your mind with our actionable insights



# Our Market

- The global education technology market was valued at \$89 billion in 2020 and is on course to grow to \$285 billion in the next seven years
- 'Soft Skills' which impart knowledge, and help make you a more rounded individual make up 62% of this market
- Only 2% of the \$5 trillion global learning market is digitised

# Our Value



## Our Team

Uptime is a passionate group of dreamers, doers and builders from 20 countries. We bring our experience and deep sense of purpose from innovative media and technology brands as designers, engineers and entrepreneurs.

## Our Tech

Uptime's AI and proprietary technology allows for agile content identification, scaling, and publishing. Our unique *multimodal* format is scientifically proven to assist learning and knowledge retention.

## Our Backers

Uptime has raised \$19m from leading global investors including Chad Hurley (YouTube Founder), Huda Kattan (Huda Beauty founder), Chris Messina (#Hashtag founder), Lord Alliance (N Brown PLC), Sir Terry Leahy (ex Tesco CEO), Jon Claydon (ex Omnicom), Mark Knopfler (Dire Straits) and Facebook executives.



# Mission

To inspire anyone to learn and thrive in our fast-changing world.

# Vision

We fuse great technology with human curation to create micro-learning experiences from leading books, courses and other knowledge sources - in tappable five minute stories. We see a future where this knowledge is accessible, fun and social.

By focusing simultaneously on social impact and long-term profitability, we're creating an ecosystem where all of our stakeholders will enjoy the benefits of sustainable growth and personal fulfilment.

# Why Now?



## **We have limited time**

We deliver knowledge and value fast so you can get on with your life. We're the digital antidote to addictive tech, endless search and doom-scrolling.

## **We have information overload**

Uptime cuts through the noise by carefully selecting, distilling and delivering actionable knowledge from only the most reputable and relevant sources, everyday.

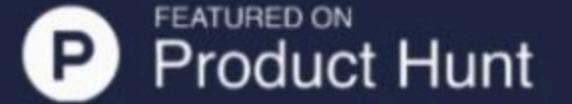
## **We have limited resources**

Books and courses are expensive and rarely completed. We provide an engaging experience so your money and effort aren't wasted. And the full content is only one click away.

## **We have limited attention spans**

Youth are more distracted than ever and find it hard to focus. Our tappable, "multimodal" text, image and audio format is fast, fun and scientifically proven to aid retention.

# Endorsement



4.8★

App Store ratings

4★

Google Play ratings

"Uptime has a crucial role to play in making education and knowledge more accessible and affordable. I'm delighted that Who Cares Wins is featured on the platform, helping to spread the message to more people that they can have a positive impact on the world if they choose to do so."

**Lily Cole**, environmentalist and author of *Who Cares Wins*

"Uptime has quickly become one of the few apps I open and use every day. It's brilliant that companies like Uptime are making knowledge more accessible to people across the world."

**Mark Knopfler OBE**, singer-songwriter and lead guitarist in *Dire Straits*

"Not everyone can wander into a magic shop and find the person that will change the trajectory of their life. But with an app like Uptime, they can more easily access the books and documentaries that could give them the inspiration and motivation to take the first steps into making that big change."

**James Doty**, MD, Stanford professor and author of *Into The Magic Shop*

★★★★★

"I'm so happy I came across this app. Is so easy to use and so useful. I can learn so many things in such as 5 min. Just carry on with a great work"

**Kasienia**

★★★★★

"Amazing app for readers. It has helped me a lot already. Thank you so much."

**wolfsbanechaser**

★★★★★

"Very little keeps me engaged for more than minutes. Visually, mentally and emotionally this app buzzes me, inspires me and makes me tingle inside :)) thank u uptime"

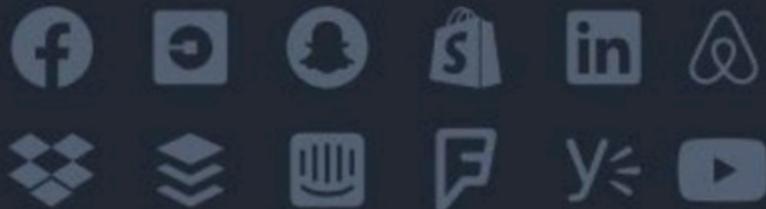
**mwkab101**

# Our aspirations by end 2022

- App Store Rank: Top 5 Education App globally
- Users: Over 2M Users
- Premium Subscribers: 200K
- Geographies: Global  
(English speaking + Key languages)
- 7,000+ Knowledge Hacks from the world's best and most reputable books, courses, documentaries and other knowledge sources
- B Corp Certification



Onwards &  
\*uptime



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