



**Accelerating software
engineers' growth**



The Team



Shem Magnezi
Co-Founder & CTO

- Engineer for over 15 years
- Vast experience in both startups and big-cos
- Staff engineer @ WeWork
- Senior engineer @ Facebook
- Obsessed with growing engineers
- Public speaker and blogger
- Favorite games growing up: Championship manager, Dangerous Dave



Alon Carmel
Co-Founder & CPO

- Seasoned Entrepreneur and Product Manager
- Senior PM @ WeWork in charge of \$1B product
- Selected as one of the top 10 PMs in Israel
- Won Techcrunch50 award and Seedcamp
- Favorite games growing up: Space Quest, King's Quest, Dune



On Freund
Co-Founder & CEO

- Operating Partner at PICO
- Global Head of WeWork Labs
- VP Engineering, VP Product @ WeWork
- VP Engineering @ Handy
- Favorite games growing up: Goblins, Duke Nukem 3D, Lemonade Stand

We've worked together for several years, and share a **common passion:**
helping software engineers learn and develop.



The Ever Growing Problem

To succeed in today's market, developers need to acquire, practice, and master more skills than just how to code...

Team Communication **Senior Mindset** Using New Tools

Working on Production Soft Skills Scaling a System

Code Review Monitoring Crisis Response Task Ownership

Receiving & Providing Feedback Project Management **Debugging**

Research Solutions Articulating Problems

Hours of Hands on Practice



What's Happening Today?



Online courses are ubiquitous, but have <4% completion rate, and are too theoretical



Large enterprises spend time and money on academies, internal advocacy, code challenges, etc...



Engineers spend large portions of their time both learning and mentoring



But midmarket co's don't have that luxury; trial-by-fire is a common tactic, but can lead various disasters, and is not predictable enough



**Wilco's mission is to empower every developer,
regardless of their background or skill level,
to unlock their full potential.**



Who Are We?

Wilco is the platform for software engineers to practice their hands-on skills.

By joining a fantasy company, developers can embark on quests that simulate real life experiences at a software company, and accelerate their professional growth.



Wilco's Solution

1

Engineers Join a Fantasy Company to mimic real-life scenarios, using the same technology stack as their current employer

2

Engage in a continuous game-like experience comprised of challenges using different technologies and tools

3

Seamless experience work through your regular IDE, monitoring tools, project management tools and more

4

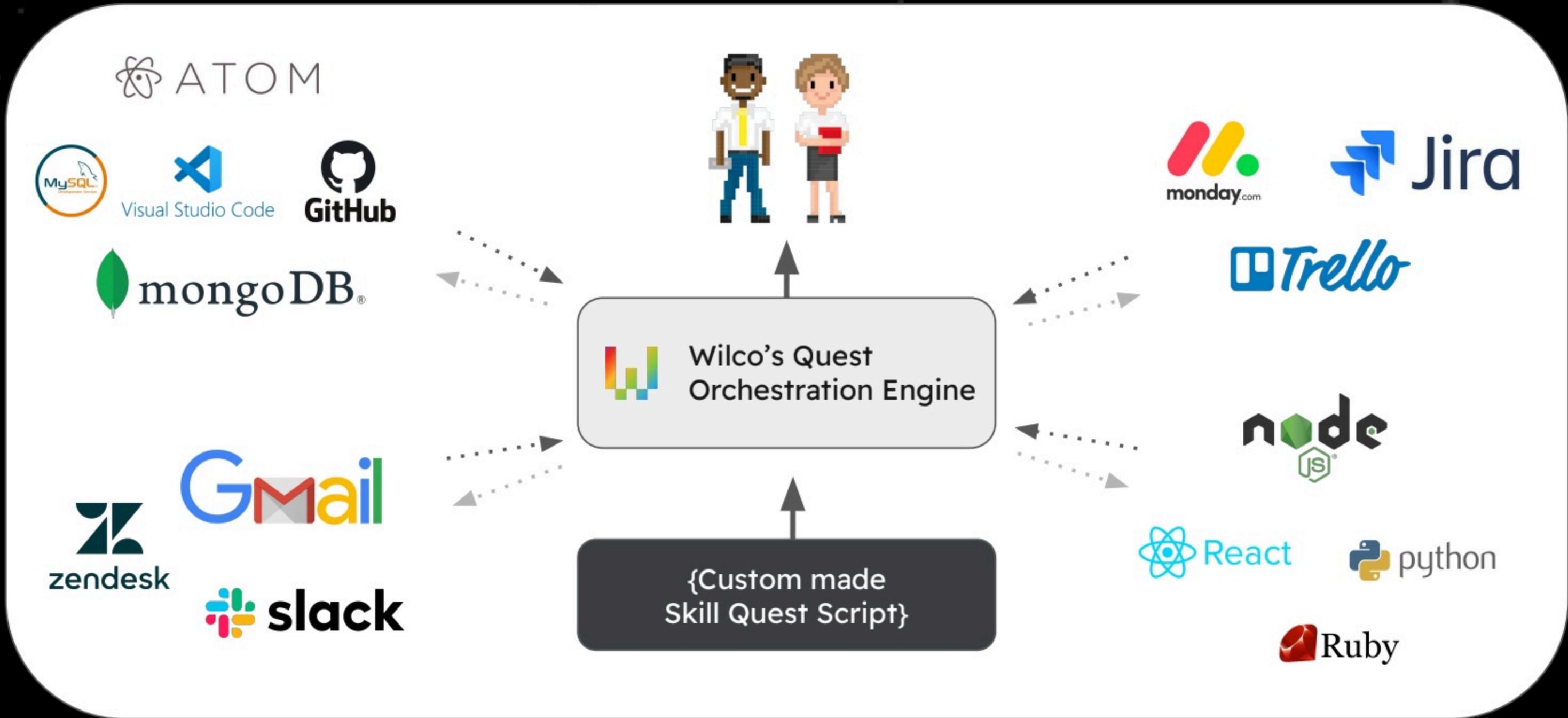
Grow soft skills and senior mindset by facing real-life problems as well as non-tech challenges

5

Management view the engineers growth and progress on the platform



Wilco's solution is customizable & adapts and connects to common tools





Scale vs. Customization



Quests by the community
will cover a wide
range of stacks and
content



Quests by Wilco
will cover the vast
majority of common
tech stacks



**Quests developed
by companies** will
cover customized
curriculum



The Wilco Effect

Engineering

- Engineers get practical experience in an engaging way
- Senior engineers spend less time mentoring others and more time developing

Organizational

- Organizations get visibility into the growth of their engineers
- Managers can customize to their technologies, standards and practices

Community

- Reduce the experience gap for underrepresented populations
- Software platforms can market themselves by building quests and releasing to the public
- Anyone can build quests for their personal brand/portfolio



Product Experience: Homepage

2302400Alex

Your XP represents your growth and your level on Wilco, the more you play the more you get

Hello Alex! 🖐️

Welcome to your incredible growth journey with Wilco!

In your first quest you take a role in a new bleeding cutting edge superpowerd start-up that was looking for the one to take them above and beyond.

So hold your keyboard tight and get started, the guys at anythink can't wait to meet you.

Current quest

Our Journey Begins...

ONBOARDING

Debug Performance API MongoDB

42% completed

Est. 4 hours

Continue →

Invite more friends and have more fun

+10

<https://app.wilco.gg/invite/HjsaA25g>

Invite friends

Enjoying your time on Wilco?

Share your thoughts on the quests so that we can make them even better!

Give us your feedback



GTM Strategy - A Community First Approach

Content Marketing

Create content that will drive organic traffic as well as position Wilco as thought leaders and the go-to-destination for practice.

Coverage

Through PR, Podcasts, Newsletters and more, create a breadth of coverage around Wilco's solution and message.



PLG

Create growth from viral triggers within the product, encouraging users to share with their networks. Incentivize Wilco community members to champion within their companies.

Guerilla Marketing

Partner with existing communities as well as build an engaged social presence and community of our own.

Influencers

Work with influencers and thought leaders as well as create a referral program for community members who have klout.

** Paid channels will be used for dedicated campaigns*



Market Validation: Monthly active users

REDACTED



Market Validation: Beta users from

REDACTED



Market Validation: Content Partners

REDACTED