

ENTELECHY[®]
A C A D E M Y

www.entelechy.academy

Founding concept

Entelechy

[en·tel·e·chy | en-'te-lə-key]


NOUN philosophy
the actualisation of potential.

[*Aristotle*] The condition of a thing whose essence is fully realised; actuality.

[*Vitalism*] The vital force that directs an organism toward self-fulfilment.

Character determines destiny

Entelechy Academy is the world's first EdTech platform that enables the development of Character Qualities which enhance all skills.



We believe everyone has the capacity to shape their Character Qualities to become their best self.



Definitions



Entelechy	Entelechy Academy Limited
EP	Entelechy Platform (MVP)
CBI	Confederation of Business Industry (180,000 employers, 8m employees)
C&G	City & Guilds (global awarding body)
LPI	Learning & Performance Institute (global awarding body)
CPDSO	Continuing Professional Development Standards Office (global awarding body)
ATP	Accredited Training Provider
20% OTJ	20% Off-The-Job (20% component of Apprenticeship Training)
KSB	Knowledge Skills Behaviours (that which is taught in the 20% OTJ)
AofA	Association of Apprentices
AELP	Association of Education & Learning Providers
HMSD	Hi Mum! Said Dad (platform build subcontractor)
PMO	Professional Membership Organisation
SaaS	Software as a Service

The ask

£1m for a 13.7% stake @ PMV £6.9m

35x ROI based on valuation after 4 years

Unit size is £20,000 (4,000 shares @ £5.00/share)

EIS available



61% FUNDED

PROBLEM	SOLUTION	HIGH-LEVEL CONCEPT	UNFAIR ADVANTAGE	UNIQUE VALUE PROP
<ul style="list-style-type: none"> Major lack of work-ready young employees (highly technically trained, lacking in core 'soft' human skills) UK has slid from #1 to #30 in global productivity league tables – creating a 'soft skills crisis' with inadequate and ineffective current educational solutions Ofsted downgrade threat to apprenticeship ATPs 	<ul style="list-style-type: none"> A web/mobile app to develop the required competencies that enable greater employability and fulfilled potential Actionable personalised micro-learning pathways creating Lifelong Learners through improved Character Disruptive EdTech solution to provide in-app Character-based mentoring Signature – highlights 'this is who I am' vs 'this is what I have done' through micro-credentials that can be added to a CV and LinkedIn profile via Credly 	<ul style="list-style-type: none"> A self-directed masterclass in Character A mentor in your pocket <p style="text-align: center;">Bite-sized learning to think better, work better and be better – in all areas of life.</p>	<ul style="list-style-type: none"> Unique framework and industry standard-setting taxonomy that codifies 77 in-demand Soft Skills with 54 underpinning Character Qualities Pre-clearance for accreditation by 3 global educational awarding bodies First-mover advantage; 3 years head start 5-star rated (buyer & learner) user-tested prototype Blue Chip Advisory Board and Investor roster Leadership team worked together for 3+ yrs, combining 90+ years' experience in education, coaching & mentoring 	<ul style="list-style-type: none"> In-app Character-based development Enables lifelong learning through our unique heptagogy Innovation: Character Qualities, being addressed for the first time Disruption: Rewarding what is learnt vs what is taught Turning innate capabilities into powerful personal assets
ALTERNATIVES	KEY METRICS	CUSTOMER SEGMENTS	CHANNELS	EARLY ADOPTERS
<ul style="list-style-type: none"> No direct competition Self-help sector eLearning programmes Self-explored content Existing provision is inadequately mapped against apprenticeship standards 	<ul style="list-style-type: none"> £30m + Sales Pipeline Net Promoter Score Monthly Engaged Users Greater employability Greater productivity Greater self-esteem Improved retention Lower dropout rates and higher achievement rates in apprenticeships 	<ul style="list-style-type: none"> 1.4m UK apprentices 4.0m PMO members 2.0m UK Uni students 7.4m Total targets To achieve 478,000 learners within 4 years (6.5% of total target) Scalable into other B:B segments and eventually B:C and overseas 	<ul style="list-style-type: none"> Direct B2B sales Partnerships with AELP & AofA Social media Email marketing Webinars Content marketing Events PR etc. 	<ul style="list-style-type: none"> 20+ x Apprenticeship employers and ATPs incl Hull City Council, Raytheon, JCB, Aspiration 20 more being added via JV with AELP 2 x PMO pilots in Q4 2022 1 x UK University pilot in Q4 2022
COST STRUCTURE			REVENUE STREAMS	
<ul style="list-style-type: none"> Apprenticeships: a Sales Director, CMO and 2 junior sales support staff will cost approximately £200k pa PMOs: we have built in a 25% Cost of Sales, which will cover the costs of a sales manager plus a revenue share to the PMO that will undertake the marketing direct to their members Universities: we have assumed a cost per university of £1.5m, with £600k operating costs (team of 6, plus events and social media marketing) to run the Entelechy Academy Society on campus, generating £900k profit per university, per year Other: All other central team and operating costs remain fixed at around £180k pcm once we reach cruising altitude, and are reasonably fixed thereafter throughout the 4-year projections timetable, including an estimated £75k pcm for ongoing outsourced development costs to an award-winning platform development partner with 'skin in the game' 			<ul style="list-style-type: none"> Revenues commenced in Q4 2021 Pipeline of £1.4m of revenues between Nov 2021 and Sept 2022 (excl. sponsorship) Long-term sales pipeline of £30m+ BIG (£140-£200m) niche opportunity to quickly create 'intel inside' industry standard in the apprenticeship market due to Ofsted's pressure on Accredited Training Providers Income generated from selling individual learner licences (in bulk) to 200+ ATPs, learners undertaking CPD via a revenue-sharing partnership with 100+ PMOs, and Universities Apart from a small additional data storage cost per learner, beyond a 30,000 pa breakeven level of learners, additional sales generate a 95%+ gross margin 	

How we make money

Entelechy income is derived from selling individual learner licences (in bulk) to:

1.4m UK apprentices

4.0m PMO members

2.0m UK University students

7.4m Total targets

To achieve 478k learners within four years (6.5% of total target).

Apart from a small additional data storage cost per learner, beyond a 30,000 pa breakeven level of learners, additional sales generate a 95%+ gross margin.

1.4m UK apprentices – initially via 200 ATPs (Accredited Training Providers) who represent more than 50% of all new apprentice starts each year. Over time to 300 smaller ATPs.

Between now and the end of June we will sign up 25-30 ATPs on an MVP beta trial programme with 100 learners (£10,000 per company) each on programme.

The Association of Education & Learning Providers (AELP - the governing body for all of the top 800 ATPs) are collaborating with us on a paid-for outreach programme to sign up 20 large ATPs; together we will undertake a 12-month efficacy study.

This creates the pipeline springboard to sell many more licences after the trial ends.

which will coincide with when we have evolved the MVP into the full SaaS tech solution that will be developed over the next 6 months from the fundraising we now seek.

The Association of Apprentices and AELP, have suggested that we can achieve a 50% market share of the 20% Off-The-Job component of an apprenticeship within 5 years (we're only projecting 10%) given our:

- 3-year head start
- First-mover advantage
- Unique, scalable solution
- Price point

How we make money

4m CPD members of the 129 royal chartered Professional Membership Organisations have to do 30 hours of CPD per year. There is no current provision of CPDSO accredited learning in human skills (needed to become a leader, manager, director, partner).

We would have a unique offer in a market where 78% said they would buy or try it in a PMO market research study conducted by BritainThinks. Our product costs £100 pa per learner vs an average cost of £2,000 for other CPD courses, which learners universally describe as a 'necessary evil'.

Sales will be made to individual members via PMO promotions and

partnerships as well as marketing to employers on behalf of their members. Our 4-year financials show a 5% market penetration (vs the 78%).

2m UK University students – paid for by the university. Our 4 year projections assume we get to 5 (out of 130) x universities each with an average of 25,000 students.

Operating Costs

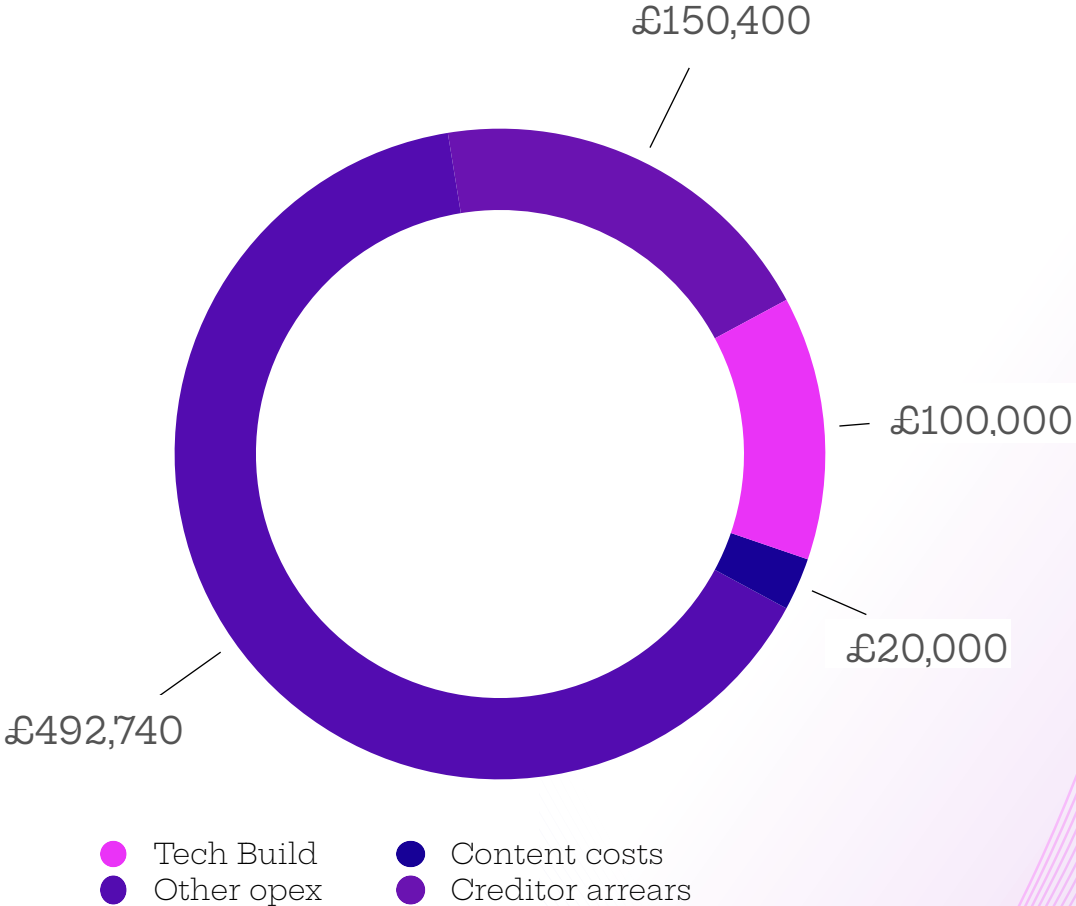
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In Universities, we have assumed a cost per university of £1.5m, with £600,000 operating costs (team of 6 plus events and social media marketing) to run the Entelechy Academy Society on campus, generating £900,000 profit per university per year.

In Apprentices, a Sales Director, CMO and 2 junior sales support staff will cost approximately £200k pa. All other central team and operating costs remain fixed at around £180,000 pcm once we reach cruising altitude, and are reasonably fixed thereafter throughout the 4-year projections timetable, including an estimated £75,000 pcm for ongoing development costs.

Use of funds

5 months	
Jan 22 - May 22	
£	
Equity Funds raised R2	1,000,000
Grant income	0
Revenues	278,000
Total	1,278,000
Tech Build	(100,000)
Content costs	(20,000)
Other opex	(492,740)
Creditor arrears	(150,400)
Use of funds	(763,140)
Surplus funds	514,860



Summary Financials

Year end	Year 1 - Mar-22	Year 2 - Mar-23	Year 3 - Mar-24	Year 4 - Mar-25
	£	£	£	£
Grant Income	-	-	-	-
Apprenticeships	114,000	2,167,800	8,533,560	14,306,712
University Sponsorship	-	1,500,000	4,500,000	7,500,000
PMOs	-	4,800,000	13,680,000	20,988,000
Revenue	114,000	8,467,800	26,713,560	42,794,712
<i># Cumulative Apprenticeships</i>	<i>1,140</i>	<i>21,678</i>	<i>85,336</i>	<i>143,067</i>
<i># Cumulative PMOs</i>	<i>0</i>	<i>48,000</i>	<i>136,800</i>	<i>209,880</i>
<i># Cumulative Learners</i>	<i>1,140</i>	<i>69,678</i>	<i>222,136</i>	<i>352,947</i>
<i># Number of Universities</i>	<i>0</i>	<i>1</i>	<i>3</i>	<i>5</i>
<i># Number of University Students</i>	<i>0</i>	<i>25,000</i>	<i>75,000</i>	<i>125,000</i>
Cost of sales	(14,125)	(1,950,975)	(5,854,695)	(9,134,139)
Gross profit	99,875	6,516,825	20,858,865	33,660,573
<i>Gross margin</i>	<i>87.6%</i>	<i>77.0%</i>	<i>78.1%</i>	<i>78.7%</i>
Operating Costs	(670,481)	(2,556,781)	(2,851,118)	(2,853,705)
EBIT	(570,606)	3,335,044	16,007,747	27,306,868
<i>EBIT margin</i>	<i>-500.5%</i>	<i>39.4%</i>	<i>59.9%</i>	<i>63.8%</i>
Interest payable	0	0	0	0
EBT	(570,606)	3,335,044	16,007,747	27,306,868
<i>EBT margin</i>	<i>-500.5%</i>	<i>39.4%</i>	<i>59.9%</i>	<i>63.8%</i>
Taxation	103,936	(647,804)	(3,055,617)	(5,202,450)
EAT	(466,670)	2,687,240	12,952,129	22,104,417
Cash flow from operating activities	(521,491)	2,829,927	15,440,353	26,933,673
Closing Cash Balance	988,750	3,864,730	18,830,031	5,920,672
Avg Monthly Cash Burn	55,873	213,065	237,593	237,809
Dividends	-	-	-	36,787,415
Valuation (higher of 6.5 x revenue or 10 x EBIT)		55,040,700	173,638,140	278,165,628
Price/Share		£34.56	£109.03	£174.66
Round TWO - £20,000 units	Investment (20,000)			Exit value 711,895
PMV	6,963,130		IRR ROI	3459% 35.6

CAP Table

Undiluted	# 1p shares	% of Equity
Founder Shares	1,000,000	62.8%
Investors	392,626	23.5%
R2 Lead Investor	200,000	13.7%
Total	1,592,626	100.0%

Diluted	# 1p shares	% of Equity
Founder Shares	1,000,000	55.5%
Investors	422,626	22.4%
R2 Lead Investor	200,000	12.1%
Management Team Trust	180,300	10.00%
Total	1,802,926	100.0%

UK productivity falls

“In the UK, 88% of young people, 94% of employers and 97% of teachers say Life Skills are as or more important than academic qualifications.”

Google ‘The future of the classroom’

Over the last 40 years, the UK has fallen from #1 to #30 in global productivity. Of this lost productivity, £8.4 billion per year is blamed by employers on a severe lack of Soft Skills in young recruits.

The focus on STEM subjects has created technically skilled people who are still not fit for employment. According to the CBI, 25% of school leavers consider themselves ‘not work-ready’, and 45% of employers agree.

There is no common taxonomy for Soft Skills, which are often misunderstood. Consequently, courses in Soft Skills are designed with an inappropriate pedagogy, assessing what is taught rather than what is learnt.

These courses have no impact on the Soft Skills deficit, prolonging the lack of work-readiness affecting productivity.

Offering content about what a Soft Skill is, and testing knowledge on what was taught, does not make people capable in that Soft Skill. Human competencies cannot be learned the same way as technical skills. And meanwhile, the Soft Skills pedagogy is omitting a critical ingredient: **Character Qualities.**



What the papers say



CBI
Employers and Lifelong Learning

“A huge challenge for employers will be to go beyond training and development and bringing about a cultural shift towards lifelong learning as common-place and part of an employer’s workforce planning. This shift will not be easy – learning can be a daunting experience for some people.”



Deloitte
Millennial Survey

“Looking forward, about eight in 10 millennials say that on-the-job training, continuous professional development and formal training led by employers will be important to help them perform their best.”



HM Government
Future of Skills and Lifelong Learning

“A policy to increase lifelong learning needs to address the underlying factors driving a person’s openness to learning in later life – including issues such as self-confidence and awareness – and not just the provision of learning.”

Solution | the Entelechy framework



Example of one of our Aspirations:

Discerning	Excellent	Reliable	Responsible	Analytical	Disciplined	Attentive to Details
Calm	Wise	Fair	Decisive	Grounded	Practical	Managing Crisis
Fair	Gracious	Independent	Collaborative	Organised	Assertive	Delegating
Authentic	Expressive	Harmonious	Calm	Trusting	Fair	Managing People
Disciplined	Independent	Analytical	Detached	Openminded	Perceptive	Researching
Strategic	Analytical	Decisive	Practical	Purposeful	Perceptive	Strategy Development
Accountable	Disciplined	Efficient	Organised	Reliable	Responsible	Managing Time

A MANAGER OF SYSTEMS

54 Character Qualities

Personal	Interpersonal	Performance	Acumen	Nurture	Impact
Adaptable	Collaborative	Accountable	Analytical	Calm	Committed
Authentic	Compassionate	Analytical	Assertive	Encouraging	Competitive
Confident	Empathetic	Calm	Decisive	Fair	Creative
Courageous	Forgiving	Committed	Detached	Honest	Influential
Curious	Gracious	Disciplined	Discerning	Humble	Optimistic
Energetic	Grateful	Assertive	Grounded	Sincere	Pioneering
Expressive	Harmonious	Encouraging	Openminded	Trusting	Purposeful
Intuitive	Humorous	Competitive	Perceptive	Vulnerable	Strategic
Self-aware	Kind	Excellent	Practical	Wise	Visionary

Our 54 Qualities are the core focus of learning.

By “BEING” these Qualities you can do and become what you aspire to be.

Your journey begins with the question:

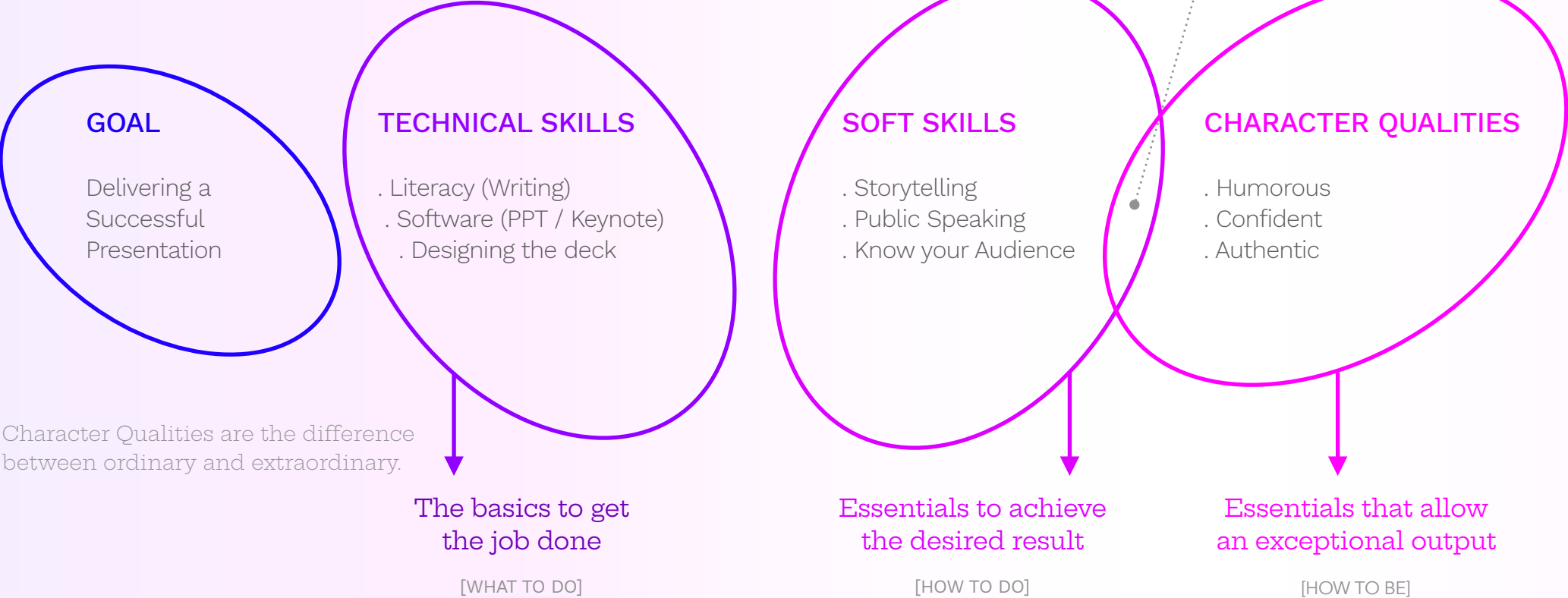
Which of these could I improve?

Anyone can choose and develop the 54 Character Qualities that enable them to master any skill.

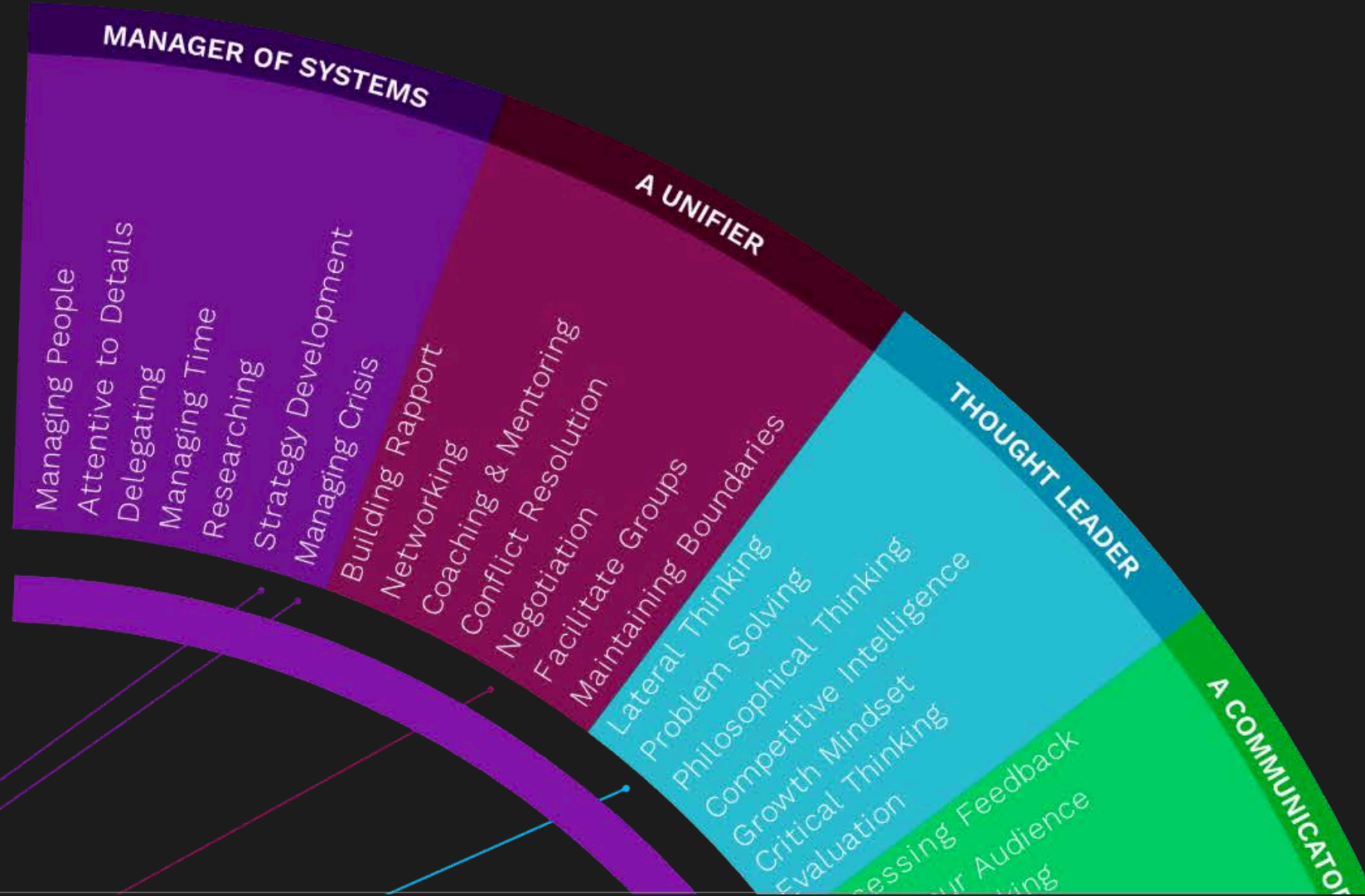
Character: the missing element

Example of the interaction between Goals, Soft Skills and Character Qualities

Entelechy focuses on the dynamics between Character Qualities & Soft Skills



We join the dots



Entelechy intellectual property

A framework for Character-based development.

Fully-researched framework,
helping the learner develop
character in bite-sized chunks.

A powerful learning journey.

An approach to learning designed
with the principles of coaching and
mentoring at heart.

Rewarding what is learned

...not what is taught

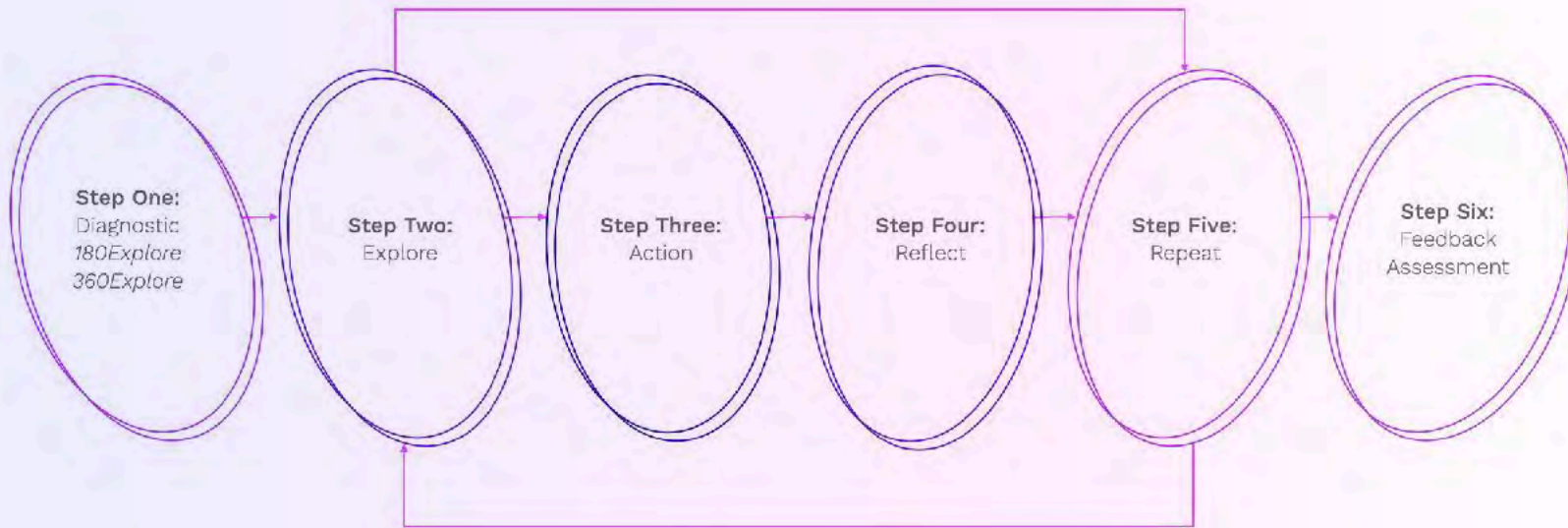
The “Qualifications Culture” leads educators to reward what is taught. Facilitators look to outcomes through the prism of statistics that benefit the educator, not the learner.

Entelechy rewards the learner for what they have learned; for the impact it has on their life.

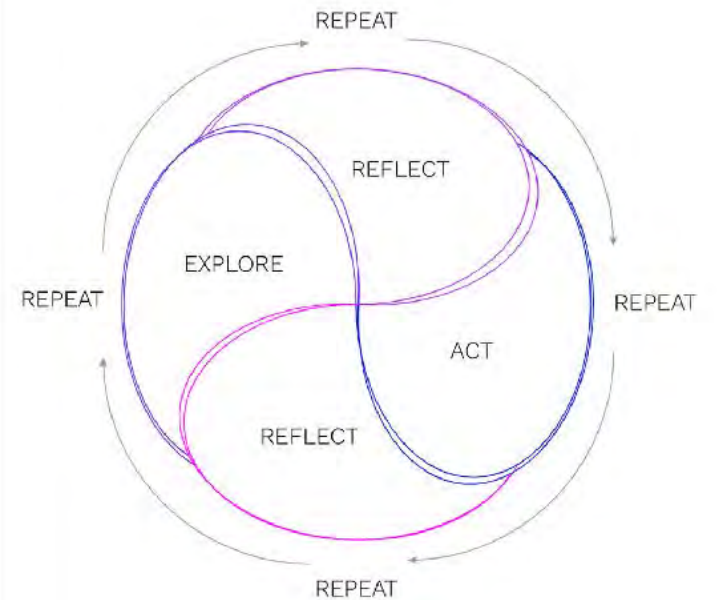


The Learning Journey

There are six clearly defined steps in our journey. Learning these one by one empowers the learner with the mindset for continuous development.



Genuine empowerment for the learner comes with the freedom to choose the next step in the journey, and becoming their own mentor.



Developing Character Qualities to enhance all skills

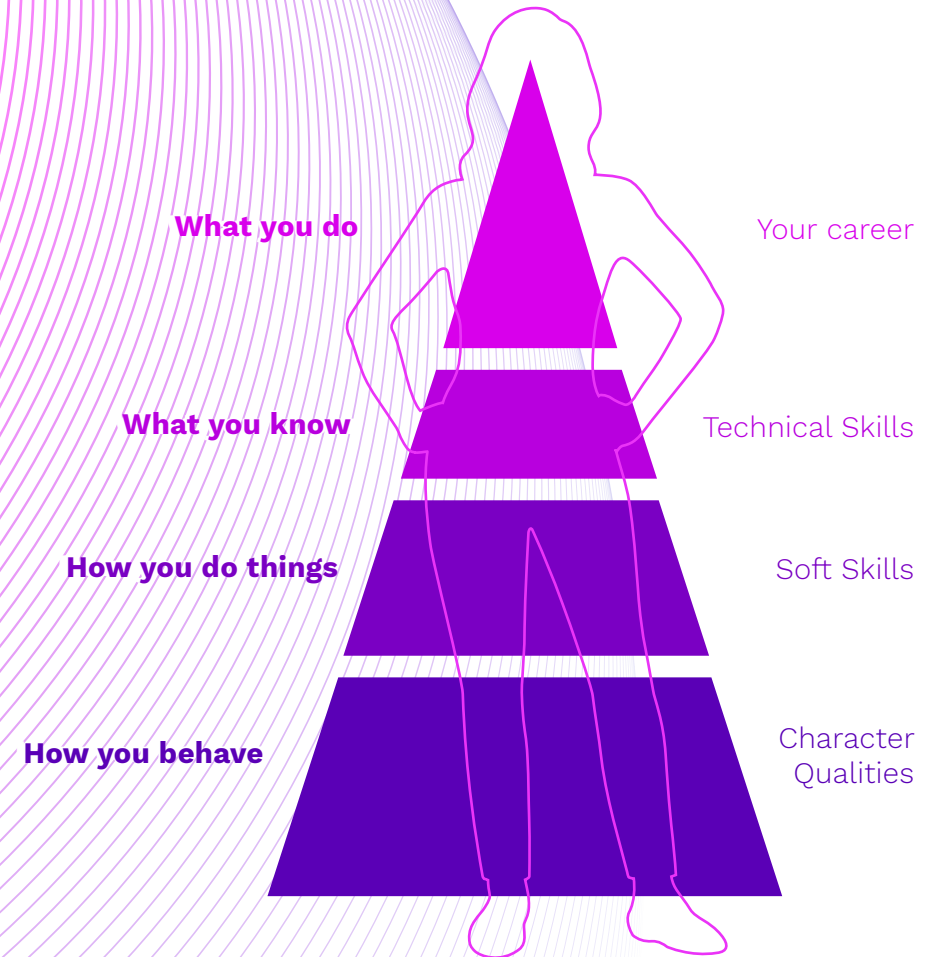
The Head of Training for a \$3bn global change management consulting firm recently told Entelechy that something interesting happens in professional services firms when sending new starters (regardless of seniority) on a week-long Time Management course during their first year of employment.

When retested 1, 6 and 12 months later, the residual learning applied is zero, zero and zero. Like almost all teaching, most people can recite what they were taught in the course, but they simply don't – or can't – apply it.

EA asked the Head of Training if he could have seen better time management if, during the course, they had been taught to be accountable, responsible, disciplined, organised, efficient and reliable; and then test those Character Qualities in a 360. He simply asked 'Why has no one ever thought of this before?'

The main reasons why are mostly related to standardised score testing (eg. Fred scores 74% at being disciplined Vs Amy who scores 81%). We simply can't 'score' human competencies in the same way we score a test in Maths or English. **We can, however, measure their development.**

Our innovation is integrating the missing component, Character Qualities, into a grid of goals and behaviours – and being able to measure what is learned, not what is taught.



What sets us apart

Personal Pathways

The learner chooses the Quality to focus on. The learner chooses their path through the journey.



Lifelong Learning

The learner develops a learning mindset. These learning behaviours carry individuals through life.



Impact

The learner is awarded a Badge when genuine impact has been evidenced on a Character Quality.



The Difference | From ordinary to extraordinary

Until now, employers have mistakenly assumed that all humans are somehow 'pre-programmed' with competence in these innate Qualities. They aren't.

Like all other skills, they need to be honed in order to be mastered and reach their full potential.

The basics to get the job done

[WHAT TO DO]

Technical Skills

GOAL

OUTCOME

Essentials to achieve the desired result

[HOW TO DO]

Soft Skills

Essentials that allow an exceptional output

[HOW TO BE]

Character Qualities

Example

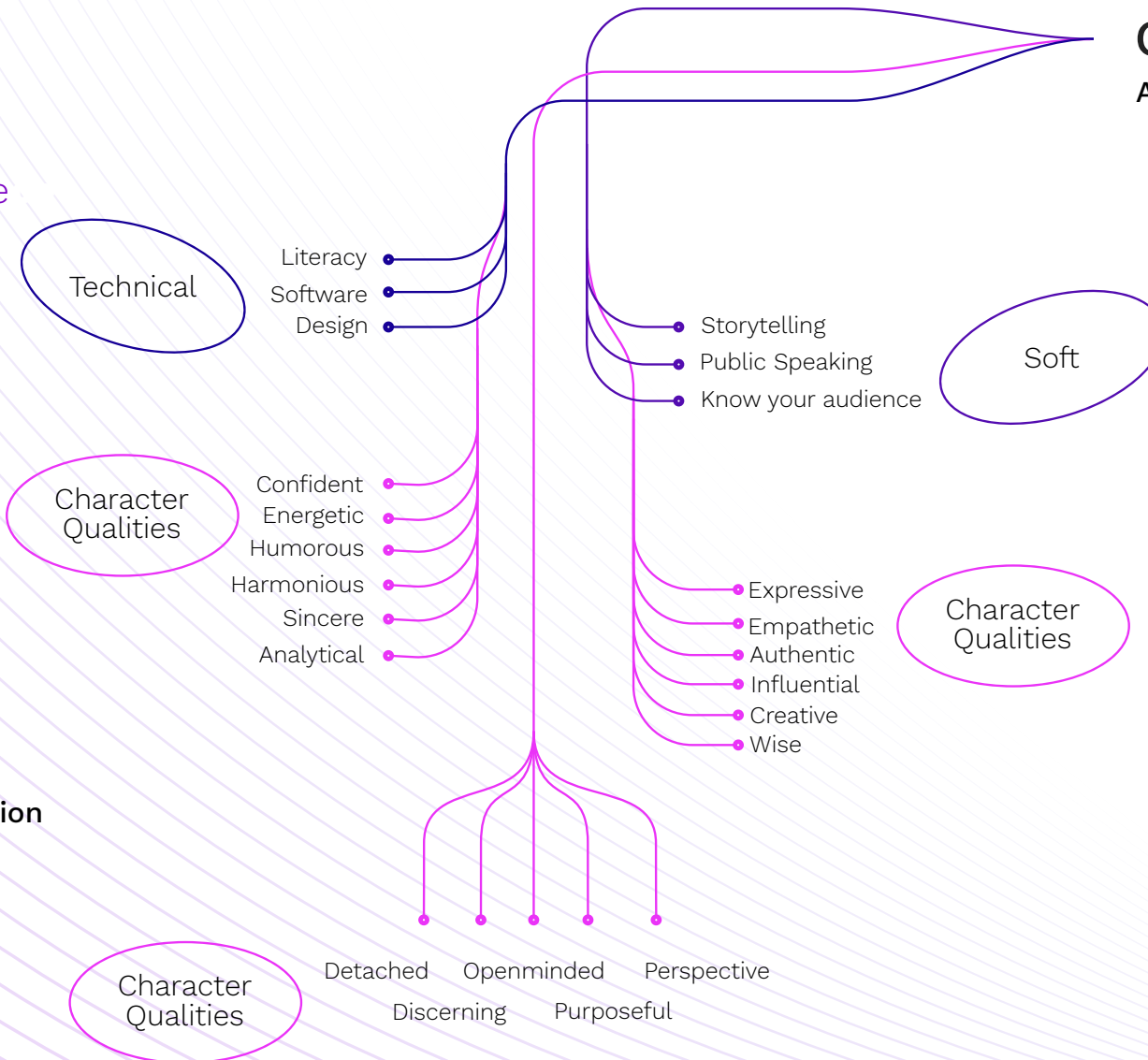
Competences that influence choices, behaviours and enhance all skills.

GOAL

Create and deliver a successful presentation

OUTCOME

An outstanding presentation

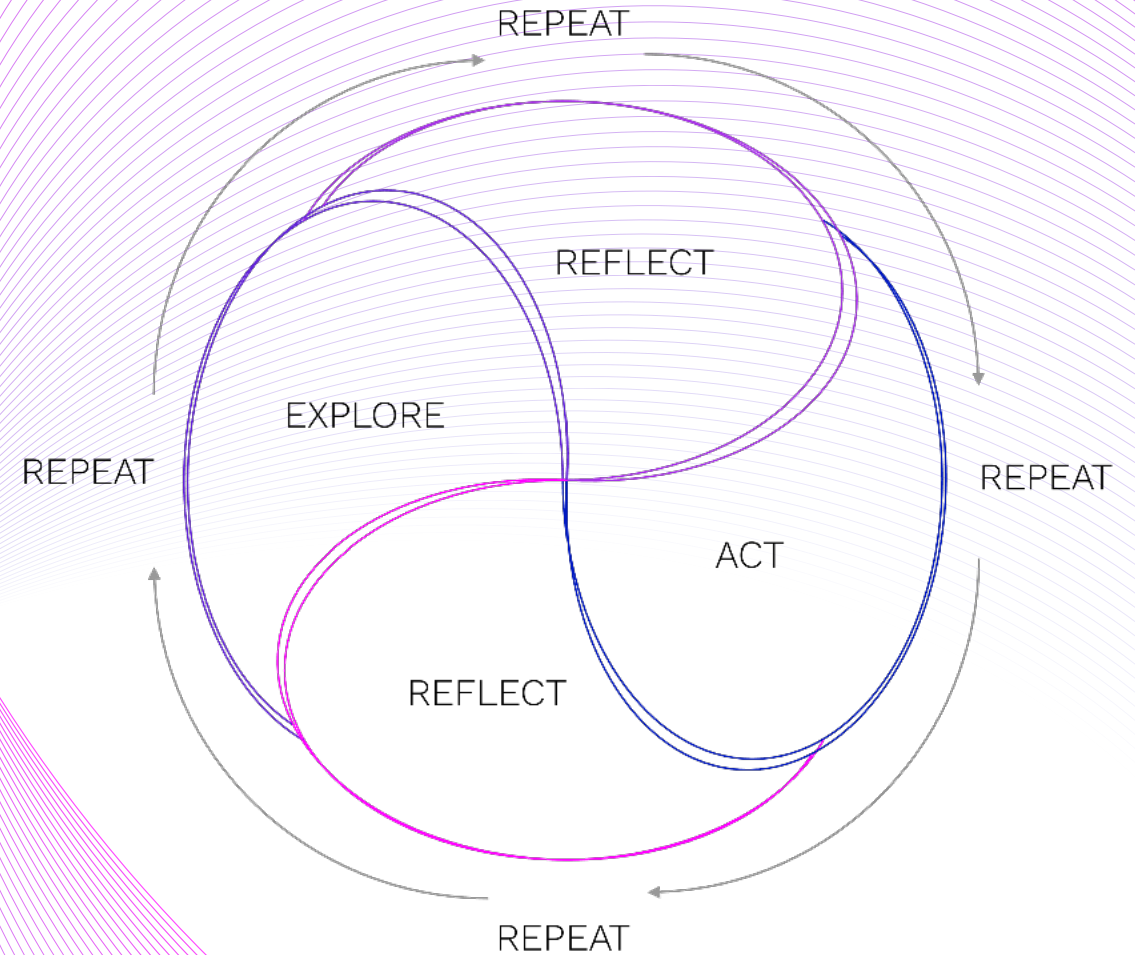


A paradigm shift in training

For decades, employers have been struggling with the lack of Soft Skills and work-readiness of applicants and their workforce.

Entelechy is designed to revolutionise the traditional approach – from knowing to becoming. By prompting action, reflection, tracking progress and rewarding evolution, Entelechy recognises what is learned, not what is taught.

Action-based learning drives learners into a continuous habit of exploring, reflecting and applying what they learn in the workplace and in their daily lives.



Aspirations

| Skills underpinned by Character Qualities

Entelechy has codified the 77 Soft Skills required by employers within a matrix of 54 Character Qualities that ensure the development of each Skill.

This is achieved by learning, measuring and rewarding progress in the six most appropriate Qualities for each skill.

Our 11 Aspirations are each comprised of 7 Soft Skills and include being: a unifier; a leader of people; a driver of innovation; emotionally intelligent; intellectually curious; and my authentic self.

For the first time, learners can not only choose what they want to do, but most importantly, who they want to become.



EP (MVP)

| Entelechy Platform

The EP delivers the resources to support learners to improve Character, Behaviours and Soft Skills, with access to a range of online and offline tools.

- 01 > Character Qualities Cards
- 02 > Reflective Questions Cards
- 03 > Learner Guide
- 04 > Line Manager Guide
- 05 > Mentor Guide
- 06 > Train-The-Trainer Package
- 07 > Assessment and Tracking Tools
- 08 > Learner Diagnostic Tool
- 09 > Best Practice Support for Mentors
- 10 > Internal Marketing Assets
- 11 > 48-hour Email Support



Mentor Guide



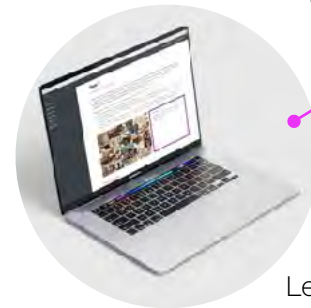
Worksheets



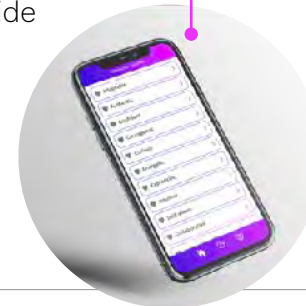
Reflective Questions Deck



Qualities Card Deck

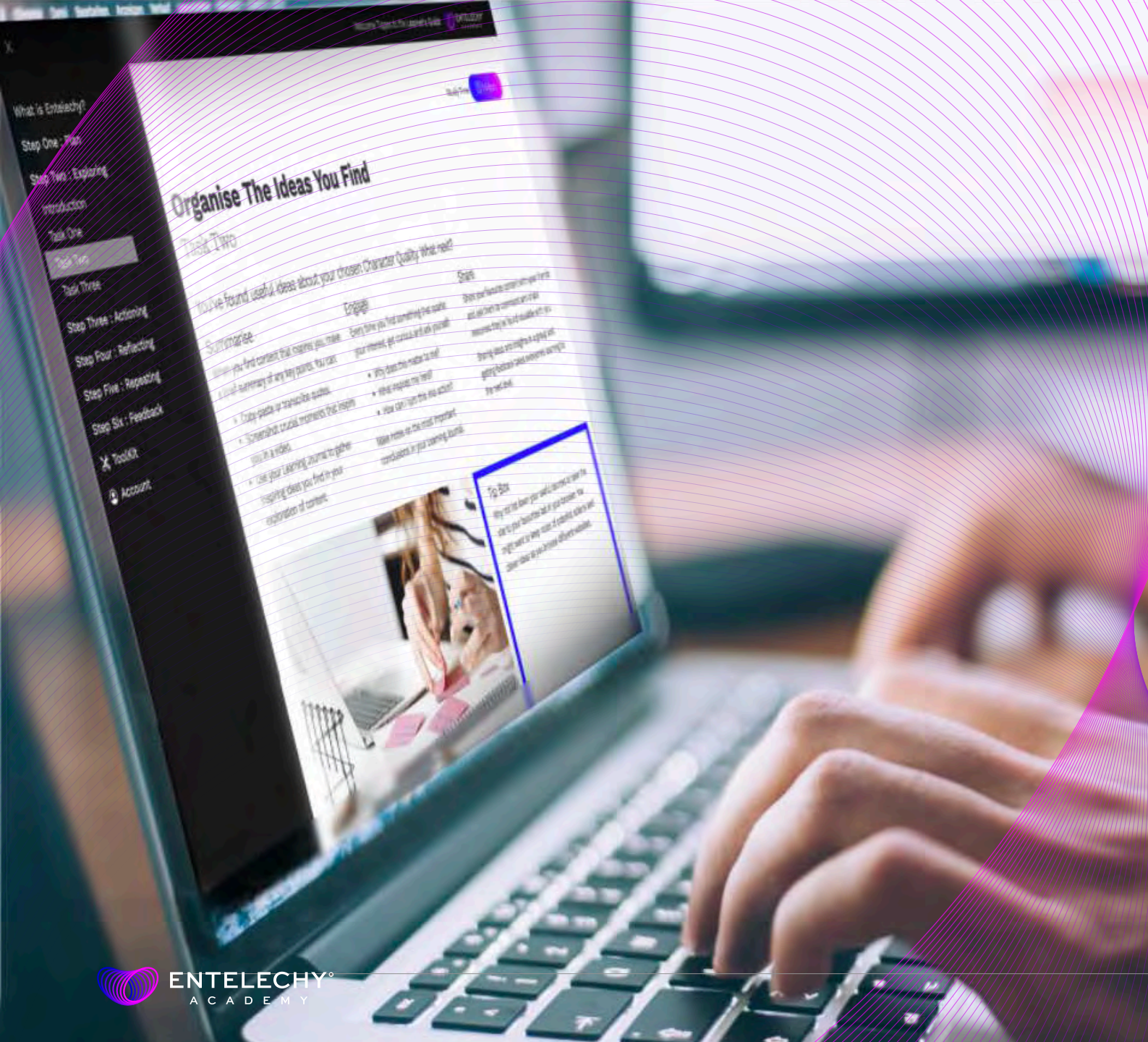


Learner Guide



Mobile App





Demo

| Click below to explore

The unique Entelechy 'innovation' is the learning of Character Qualities, in their own right.

The unique Entelechy 'disruption' is rewarding how Character Qualities are learned vs taught.

Entelechy have built an MVP called EP (Entelechy Platform) which has already started generating cash-flow.

Username: demo
Password: demo1234

[VIEW INTRO](#)

App

| Download to explore

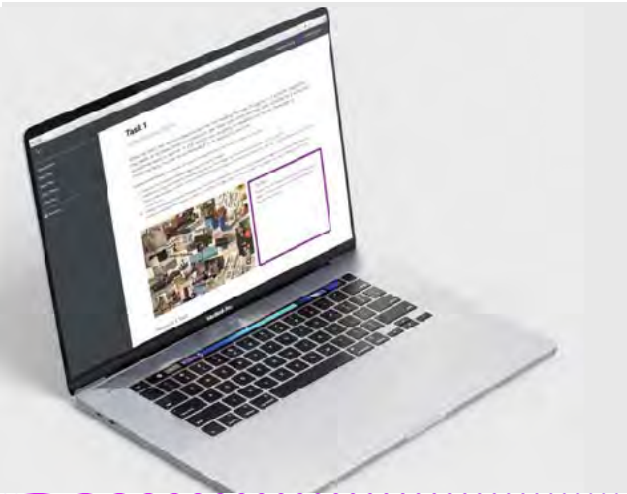
Venture into 54 Character Qualities and be inspired by 54 powerful questions.

The Entelechy Explorer App helps expand your journey into Character, human skills and behaviours.

APPLE STORE

GOOGLE PLAY STORE

Stage 1 | MVP



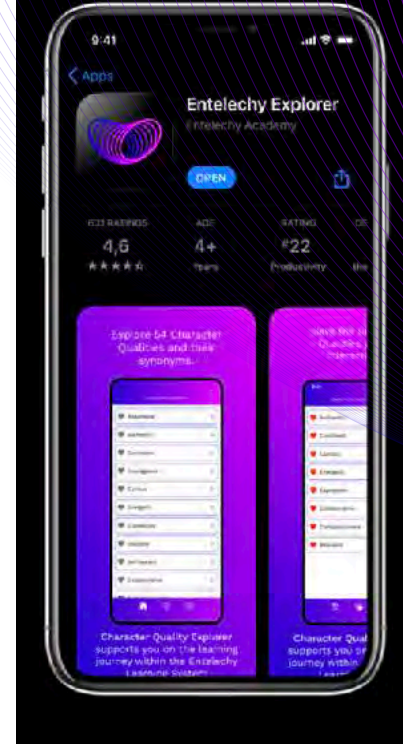
The Entelechy Framework and Journey is fully realised in our Minimum Viable Product (MVP).

Our MVP marks the start of our road map. We have a rigorous system of feedback, reflection and iteration working closely with our early adopters. With vital customer feedback, we evolve to offer the best product for our learners.

Stage 2 | Ongoing iteration

Comprehensive plans include iterating the product based on user-testing and best practice.

- IMPROVED ONBOARDING
- INCREASING MULTIMEDIA CONTENT
- COMMUNITY FORUM
- AUTOMATED 360EXPLORE AND ASSESSMENT
- DIGITISED ACCREDITATION
- DEVELOPMENT OF SIGNATURE™
- AND MUCH, MUCH MORE



Stage 3 Fully automated SAAS

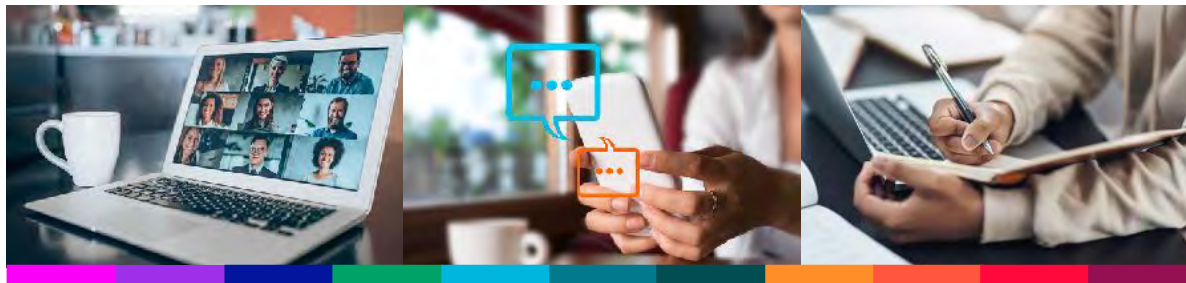
A tech solution that automates the journey and enhances connectivity to enable the best human-focused learner experience.

The SaaS comes with an in-app community, in-app messaging, NotePad, and a data dashboard, to put Character-based development in everyone's hands.

Product Road Map

Four of the features on our roadmap are key requirements to turn our MVP into the full spec tech solution and fully unlock the £30m sales pipeline. These are:

- > Community Forum, 54 areas for UGC peer learning & support
- > Digitised 360, how I see myself vs how others see me
- > Signature, digitised badges & certifications; 'this is who I am'
- > Digitised Assessment & Accreditation



Our early adopters

Our partners and clients have a strong appreciation of the value of coaching and mentoring in the development of employees.



Entelechy Heutagogy

The UK Government life skills initiative is “committed to developing people and equipping them with the skills they need as people and workers.”

Entelechy’s research indicates that improving Character competence, delivers in-demand Soft Skills when developed in an integrated way.

The ‘Soft Skills gap’ continues to be well documented, and no intervention has ever solved the problem, until now.

The missing human skills were recently [set out in this report](#) aimed at employers, written by McKinsey for the World Economic Forum: the first document that clearly sets out the need for learning Soft Skills and combining them with Character Qualities.

[This report](#), by the World Economic Forum, substantiates that young people recognise the importance of Soft Skills.

Industry leaders confirm that Entelechy has a ‘3-year head start’ on any known competition, with an IP significantly advanced on the McKinsey matrix.

Current teaching methods assess what is taught, not what is learned.

With Character Qualities (e.g. kind, adaptable and resilient), the Entelechy Heutagogy assesses that the learner understands what each one means and, more importantly, that the learner has become more kind, adaptable, and resilient.

Then, the learning and these new behaviours are both validated by one trained assessor, and a third-party.

More than learning, this journey is about ‘becoming’.

The case for Character

Character is the foundation of success in all areas of life

We believe that we all have the same set of innate capabilities to reach our full potential. And by working on 'skills' and 'Character' we can excel and become our entelechy. Character can be learned – just like any skill. Character competencies are innate in every human being, and they are easy to unlock and develop.

More than being key to success, imagine how much better the world would be if everyone developed their Qualities.

The Entelechy approach translates innate Character into Human Competence. It is a framework that sets out what we need to evolve to become our best selves.

Mission: Turning human Qualities into powerful personal assets.

The case for Character

The UK government's focus on lifelong learning, together with an agenda to democratise education, is welcome. Everyone should indeed have the opportunity to realise their potential. There are, however, two areas of concern which Entelechy addresses.

First, we need to acknowledge Character as a missing ingredient in the learning matrix, to prevent a repeat of old failures in learning outcomes.

Then, the Government must resist a culture of default outcomes. There is a danger that this focus on lifelong skills will be filtered through Ofqual and become a subset of qualifications criteria, which will fail. There is a deep need to avoid the regurgitating of an ineffective pedagogy under a new heading.

The issue is not one of skills, and whether these are technical or soft. The problems of work-readiness identified by the CBI are a matter of Character. We are human 'beings', not human 'doings', and it is how we show up that defines our success.

Character is the foundation of our success in all areas of life. If we can be educated in how to 'be' better, we will 'do' better by extension. The only barrier to unleashing this potential has been the lack of appropriate methodology – until now.

The Entelechy approach, based on years of research and backed by studies conducted by BritainThinks and YouGov, codifies Character, Soft Skills, and behaviours for the first time. A framework of 54 Qualities defines what we need to evolve to become our best selves, articulated with the skills we need to thrive.

The ultimate manifestation of this pedagogy is a self-directed learner practising daily acts of development. With extensive experience and research into effective learning, we have engineered an approach that both rewards and assesses the development of Character.



City & Guilds recognises the power of this model to unleash learners' potential. The 140-year-old organisation was so impressed by our team and approach that they are willing to offer Assured Status from launch. C&G will be joined by the Learning & Performance Institute (LPI) and the Continuing Professional Development Standards Office (CPDSO).

Channels to Market

APPRENTICESHIP PROGRAMMES

1.5m UK apprentices

For most Accredited Training Providers (ATPs) the existential threat is that an Ofsted downgrade would remove their accreditation and ability to operate, if significant improvements are not made to:

'Ofsted's three I's' - **Intent, Implementation, Impact** - Impact being the biggest requirement from employers.

By targeting apprenticeships that are mandated to impart Soft Skills, Behaviours and Attitudes as part of their off-the-job training (20% OTJ) we can create the 'intel inside' of the OTJ component and achieve a 50% market share within 4 years, despite only projecting at 10%.

Our MVP has already started generating revenues with a small number of ATPs (including Hull City Council and Aspiration) who are engaging in Beta Testing before a bigger role out in Q2 2022.

UNIVERSITY STUDENTS

2m UK University Students

A £1.5 sponsored pilot will be run in Sep 22 at a top 10 UK university, with a planned roll out to 4 more universities over the following 3 years. Each university should generate a profit of >£900k pa.

PROFESSIONAL MEMBERSHIP ORGANISATIONS (PMO)

4m members; 129 Royal Chartered Institutes

A pilot with one PMO with over 100,000 members will be launched during 2022 – with a rollout to more over time.

The CPD Standards Office will accredit Entelechy so that the 30 hours learned on our platform can be used for compliance in Continuing Professional Development (at £100pa vs £2,000pa currently per learner) in a subject that will make learners work-ready and that is promotable to management or partnership.

In an independent market research study at 11 of the largest PMOs, BritainThinks interviewed 25 individuals at 5 different career stages, and 78% said they would 'buy or try' this product.

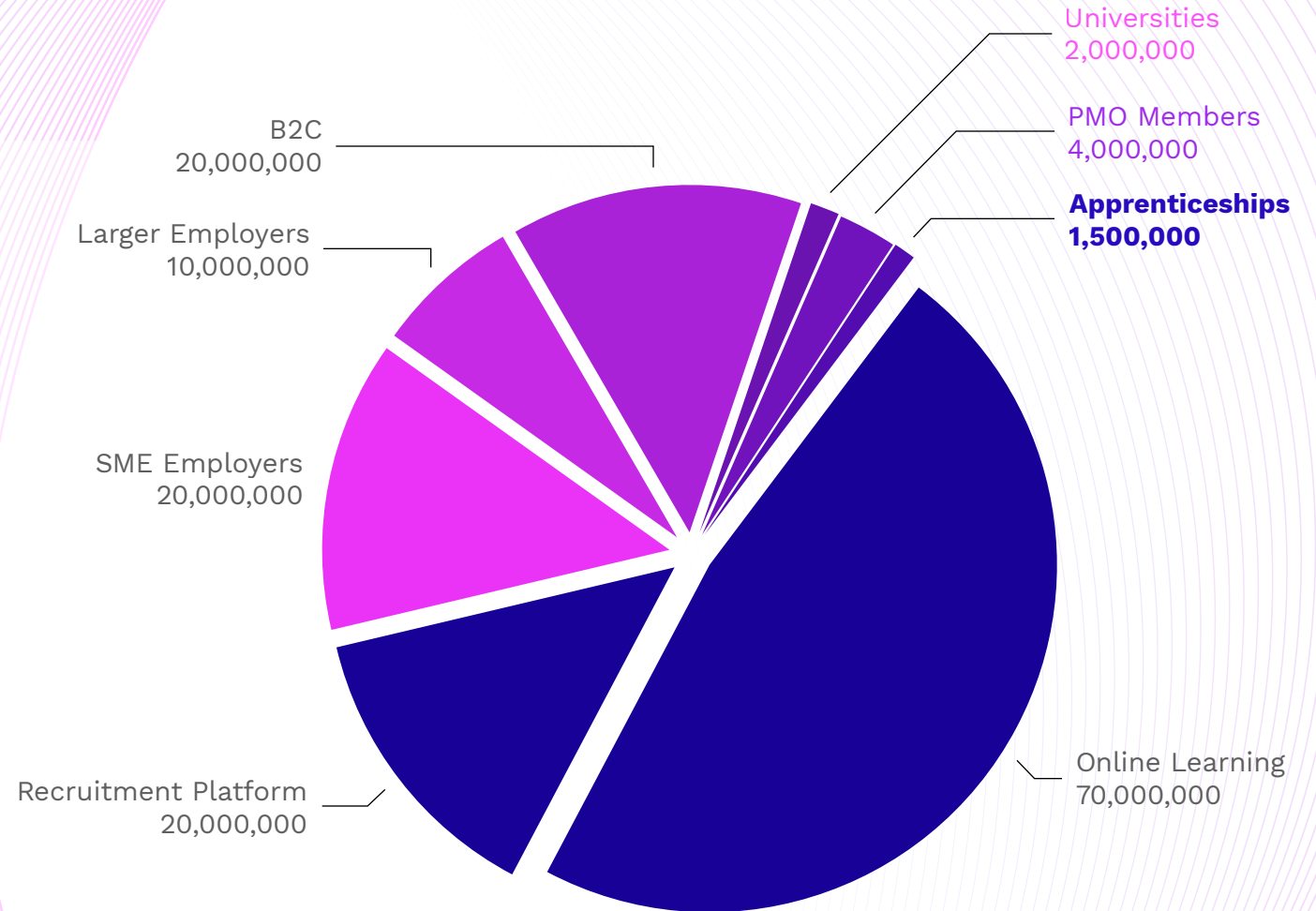
Achieving 5% market share within 4 years (200,000 learners) will generate £20m/pa of revenues. This can be achieved with 3 PMOs.

The Addressable UK Market

There is significant demand for Entelechy.

Entelechy (£100.00+vat/learner/yr) will establish a multi-channel route to market for their digital (SaaS) EdTech solution with escalating revenues derived from increasing uptake, initially in the UK, and quickly thereafter, internationally.

The initial market is UK ATPs, FE/HE Colleges and Employers.



Competitive Landscape

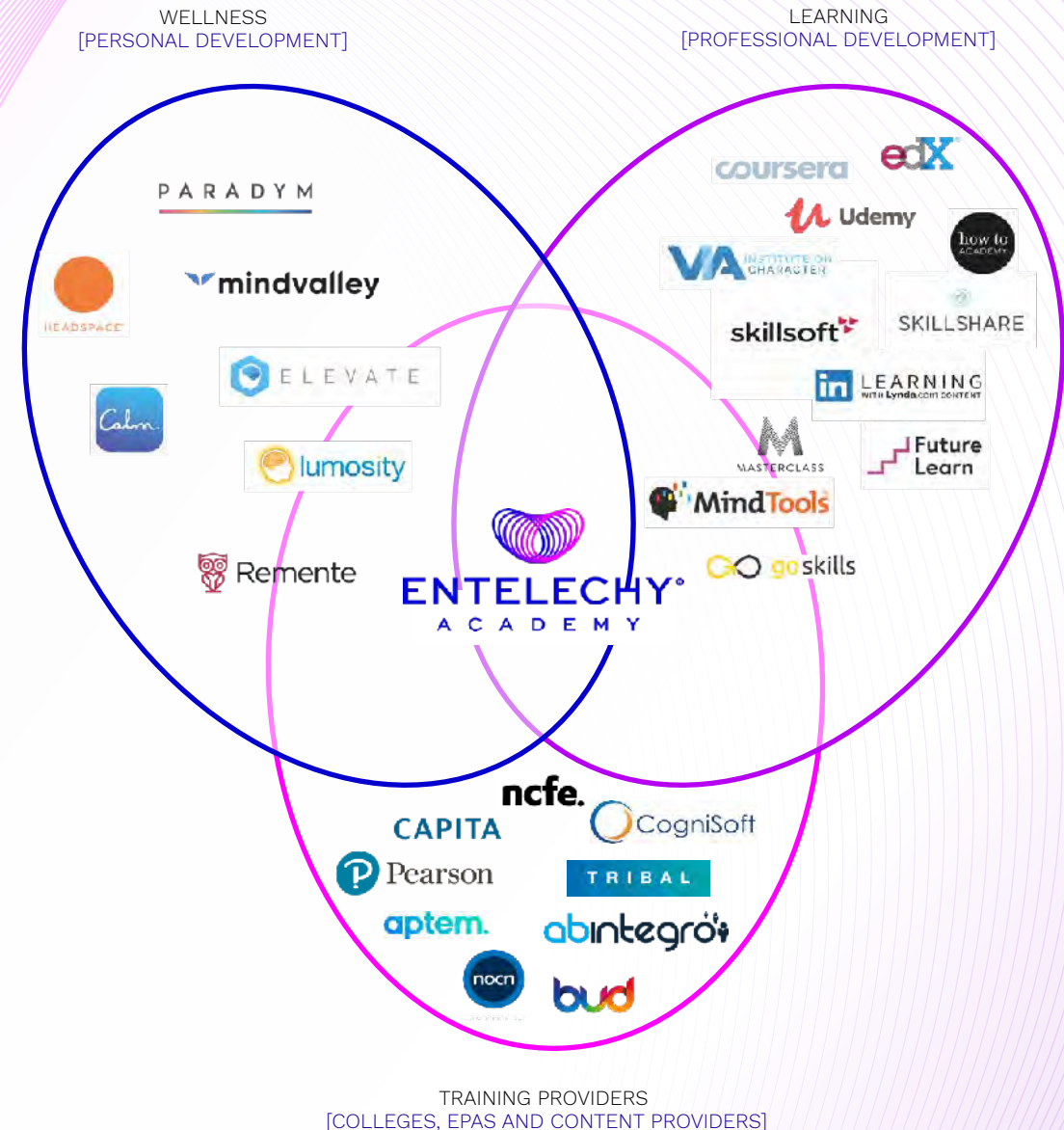
Entelechy has no direct competition. Despite initially targeting our solution at a niche market of 1.4m UK Apprentices, that niche can create a business worth over £100m within 3 years, by achieving only 10% market share.

Despite only projecting 10% market share, the management, apprenticeship bodies and senior industry participants are confident that Entelechy can achieve over 50% of market share in that same timeframe due to:

- a) Lack of competition
- b) 3-year head start
- c) Severe Ofsted threat of downgrading ATPs not covering Character, behaviours and attitudes.
- d) Price point

Entelechy can create the 'intel inside' of 20% OTJ training and become an industry standard for all apprenticeships. 100% market share would be worth >£250m in revenues just from this one channel by 2025.

>> Click to access [Competitor Analysis](#) and the [Addressable Market](#)



Product Market Fit & Proof of Concept

We are confident that Entelechy is creating an innovation that solves the employer-employee development need. The proof of concept has been validated by our sales pipeline and public endorsement by 2 leading apprenticeship bodies and by 3 global awarding bodies.

Employer benefits

- ▶ 250% ROI from Soft Skills training.
- ▶ 89% of new hire staff turnover is due to a lack of Soft Skills.
- ▶ Entelechy only costs £100+vat/learner/yr.
- ▶ 89% of firms see work and character attributes as a key factor when recruiting (but without a standardised tool to compare candidates such as our [Signature](#) feature).

Entelechy solves 3 issues that matter most to employers.

1. Employee Wellbeing
2. Increased Productivity
3. Decreased Employee Churn

What do employers think of Soft Skill training?

CBI/Pearson Education and Skills Survey Report 2019

“Wider character, behaviours and attributes are considered to be the most important consideration when recruiting school and college leavers.”

“Being ‘work-ready’ remains a priority, with two in five (40%) reporting that they (employers) are dissatisfied or very dissatisfied with wider character, behaviours, and attributes.”

What do learners think of Entelechy?

HMSD User Testing

“I never thought of this before, and it’s so intuitive! I loved doing the 360 and even getting to know all these Qualities I didn’t realise I had. Why aren’t they actually teaching this in school?”

“I like that this is CPD accredited and we can have real Certificates in the Qualities we work on. Makes me feel like I’ve achieved something just by being better. And my manager has great feedback about me too.”

“Loved the mentor, the tools, the process – loved everything about it. And the feeling of getting each Badge is also great.”



Competitive Moat

Entelechy's IP will be protected and provided cheaply to learners. This creates a barrier to entry that protects us in the market while disrupting the current state-of-the-art solutions and undermining them completely. We aim to grow quickly. Our (theoretical) competitors (ATPs) are in fact our customers.

The greatest barrier to entry/competition is the £m+ cost to build and launch a viable alternative solution. Entelechy can become the industry standard 'intel inside' component of the 20% OTJ training; an independent operator, able to sell to the entire market because of its first-of-its-kind innovation, low use-cost and ease-of-access. Most ATPs buy in content and write their own training plans, hence the inconsistency and skills gap. They are more likely to buy Entelechy than try to compete with it.

[Read the complete Features & Benefits.](#)

The Executive team

With over 90 years of combined experience in education our team has worked together for many years curating know-how and creating IP on their specialist topic: The Development of Character.

[VIEW FULL PROFILES](#)



David CM Carter | Founder

Serial Entrepreneur with over 30 years as World's Leading CEO Mentor, Founder of Merryck & Co. and best-selling author of *Breakthrough*.



Amy Hackett-Jones | Ops

Over 20 years' international experience in high-performance coaching, general management & team development across multiple sectors.



Indy Agnihotri | Finance

Over 20 years' providing strategic services as Finance Director, having worked for firms such as Ernst & Young; and 10 years' experience in coaching.



Steve Barker | Sales

Over 25 years' leadership, sales and marketing experience in the education and skills sector internationally, including apprenticeships & universities.



Teresa Lopes | Brand

Over 20 years' experience in strategy and creativity, specialising in Core Branding; with 18 years in personal development.



Jonathan Cox | Marketing

Over 20 years' marketing across a variety of industries and businesses from micro start-ups to international blue chips, 10 of those in L&D.



Jake Shepherd | Design

Has led UK campaigns for projects such as Hammerson and UBS, and countless bespoke projects, including 10 years' instructional design.



Racheal Smith | Learning

Over 20 years' experience in education as a leader in schools, author, and a Chief Examiner for Pearson.



Anna Manley | Community

Over 15 years' teaching experience, including 6 years supporting those challenged by traditional educational methodology.

Partners

Hi Mum! Said Dad

HMSD is an award-winning digital product and innovation consultancy with specialists in strategy, UX, UI, prototyping, user-testing, native IOS/Android development, reporting and data analytics.

Having already helped with insight research and product prototyping that proved invaluable to our initial R&D-based understanding of the market, HMSD are now embedded in our team as our technology partner.

> Link to the [HMSD Journey](#) so far.

AofA

The [Association of Apprentices](#) has agreed to be our Innovate UK Grant claim partner. This is a massive endorsement of Entelechy from the industry body that oversees the apprenticeship market for apprentices.

In partnership with Entelechy, AofA will co-design, co-manage and co-disseminate the AELP longitudinal study to ensure efficacy for apprentices. [Jason Holt](#), one of the Founders of the Association of Apprentices, has also joined our Advisory Board.

AELP

[AELP](#) is the UK's largest trade association for state-funded, work-based learning provision, representing over 750 organisations delivering apprenticeships, traineeships, and study programmes. They'll undertake a longitudinal efficacy study of Entelechy vs status-quo provision vs a control group, then disseminate the outcome to their members, industry, and government. This is a great endorsement of Entelechy from this industry body.

Assurance & Accreditation

Entelechy's innovative and disruptive learning journey has received pre-clearance for accreditation at launch by City & Guilds, The Learning & Performance Institute and the CPD Standards Office – three globally recognised awarding bodies. This will allow learners to gain digital badges (via Credly) that they can post on their CV and LinkedIn profile – demonstrating 'this is who I am' as well as 'this is what I have done' through their CV.

> Link to [Accreditation Summary](#).

Advisory Board & Investors

Entelechy has 17 shareholders, 10 of whom were shareholders in a previous business (which is a strong recommendation both for the vision and the Entelechy Team, and - in particular - the Entelechy Founder, David CM Carter.)

Shareholders include Peter Pereira Gray (CIO of the Wellcome Trust's \$40bn fund), Simon Lee (former Chairman and CEO of RSA), Philip Buscombe (former Chairman & CEO of Lyceum), Jonnie Goodwin (Head of Alvarium Merchant Bank), William Humphreys (Founder of Oxford Royale Academy), and many distinguished others.

> Link to [Advisory Board profiles](#).

Funding

Between July 2020 and February 2021 Entelechy raised @£300k to build a 5-star rated (buyer & learner user-tested) prototype and collated and curated all of our IP.

The prototype (along with other supporting materials) was used to gain pre-approval by the 3 awarding bodies and thereafter build our sales pipeline. Further funds (@£370k) were raised between March 2021 and October 2021 that enabled 3 other key initiatives.

1. Build our October 2021 MVP launch product for several beta testing pilot partners e.g. Hull City Council between now and the end of Q1 2022 (Estimated revenues @£200k)
2. Build a >£30m sales pipeline from only 27 UK Apprenticeship Training Providers (ATPs) and employers for the full-spec-tech solution when built.
3. Put detailed work into designing several complex and key components of the full-spec SaaS tech solution to save time during its' build.

OTHER FUNDING

[Fundsquire](#) will arrange a loan facility which will be secured against our March 2021 and March 2022 R&DTC claims, our InnovateUK grant claim (which is paid quarterly in arrears + 1 month).

EQUITY FUNDING

Entelechy now seeks to raise a round of £1m @£5.00/share for a 13.7% stake at a PMV of £6.9m and an ROI of 35x within 4 years.

The only other dilution will be a 10% equity stake for the Entelechy Team which is activated only once we achieve 50,000 paying learners.

We do not anticipate requiring any further funding after this round given the opportunity to fund expansion from both revenues and University sponsorship.

Compliance & Governance



RISK REGISTER

Entelechy has deployed a comprehensive risk and mitigation register which is reviewed regularly. [Link here.](#)

PROJECT PLANNING

Entelechy uses ASANA to manage all activities to ensure 'joining the dots'. [Link here.](#)

EFFICACY

Entelechy Efficacy Standards. [Link here.](#)

Entelechy has built everything based on the industry gold standard efficacy framework developed by [Pearson](#).

Entelechy Academy Limited at [Companies House](#)

What we believe

**Everyone is unique.
And everyone can
contribute something
positive to the world.**

1

Character is key to performance, success and fulfilment – in any area of life.

2

Every human is born with great potential that can be nurtured to its fullest.

3

Purpose, character and willingness to evolve should mean as much as knowledge, experience and technical competence.

4

Understanding our own Qualities leads to recognising and honouring them in others. That gives place to more harmonious and productive environments.

5

Each one of us is here to embody and create something that no one else can. When we do, the whole world benefits.

Driving values

PEOPLE

Human First

Human nature and meaningful connections. Not clients, colleagues or partners, but people - just like us.

PRODUCT

Holding the Vision

Belief, and commitment to become the best version of ourselves - as people, as a team and as a resource.

PURPOSE

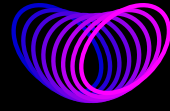
Making a Difference

We want to have a positive impact on people, who manifest a positive impact on society.

Now and into the Future

Become your best self
to cope with changing times.
And, above all, to flourish.





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