

Career Transformations eLearning & Analytics Dashboard



HARVARD

Business Analytics Program



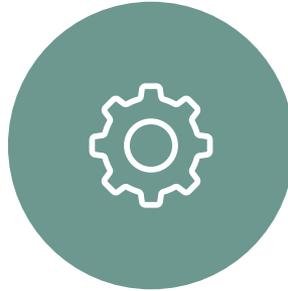
Highest Unemployment Rate Since Great Depression

Moving Average of 22,722,250 over Last Four Weeks*



Unemployed Workers

This is a sample text.



Small Businesses Closing

This is a sample text.



Employers Challenged to Bring Back Workers?

"I'm making more on
unemployment"



Freemium “Career Transformation” Training

eLearning sharing principles producer used to reinvent career 8 times over 30+ years



Career Transformation Course

This is a sample text.

01



#NoCredentials: Stories of Innovation & Transformation

This is a sample text.

02



Zoho People & Analytics Dashboard

This is a sample text.

03

Market Size

Add some context to your pain point by including information about your specific industry

2020

Employed by Small Businesses

30 million small businesses employing 59 million

By June 2020

Small Business that Could Vanish During Coronavirus

Good scenario - 20% lost and employees - 11.8 million

By December 2020

Career Transition Subscribers

Just 10% - 1.2 million - Data collected from Freemium version to prepare Analytics Dashboards for insight on how they are "UpSkilling" or "ReSkilling"



Data2Develop, LLC Business Model / Plan

Tell your audience more about your business model in this slide



Technology & Expertise

Detail the technology you plan to use to achieve your business goals, as well as your business expertise



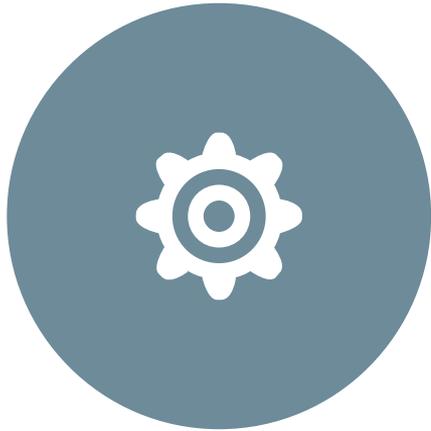
Competition

Companies in your niche you plan to compete with

Competitors	Market Leader	Rising	Not doing great	Notes
Our Business	✓			---
Competitor A	✓			---
Competitor B		✓		---

Why We are Better?

Experience in Small Business, Private Sector, Publicly Traded, M&A Organizations, Academic and U.S. Government



Tools & Expertise

Tools and partnerships in place to address needs of unemployed

Team

Former business owners, executives, public and private sector experience

Ready to Grow

Certified on tools to meet demand and needs of industry professionals and government

Measuring Success

The metrics that matter

How will we define & measure success?



Internal Dashboards

Analytics including # of enrollees, time on course, completion rates, use of job aids referenced in course and book



User Surveys

Feedback on Course and Career Transition Activities.



Focus Groups Feedback

Several Focus Groups - Healthcare, Recent Law School Graduates and HBAP graduates to provide insight on full eLearning course development

Data2Develop, LLC Leadership Team

Key Members of Leadership Team



Cheryl Christensen
CEO and Founder



Bruce Christensen
Director Video Productions



David Gillie
Managing Associate



Lilian Gillie
Managing Associate

Roadmap, metrics milestones

Planned Roadmap with Key Milestones to Prepare for Brand Recognition



eLearning Released #1

A condensed version of a Career Transformation eLearning sharing a couple of principles the CEO has used to transition careers

#NoCredentials Released #2

First book in a series of 3 released related to credentialing in today's fast changing economy.

Analytics Dashboard Released #3

People Analytics dashboard sharing insights learned from those that participated in freemium version and resources published in book