



Impact
WorkTech
Accelerator

COHORT ONE KICKOFF!

Today

- Why Impact WorkTech?
- Expectations
- The program and how you can help
- About the Mentors
- About the Investors
- The Impact Platform
- Questions

THE COHORT

CONFIDENTIAL – PENDING

Alinear	Productivity meets wellness.	Connect Us	EX, Relationships, Performance
BillionMinds	Personal Effectiveness Coaching Marketplace	Equitas	Interview app focused on minimizing bias
Bobbl	Gamified, mobile, early career recruiting	Ikigai Data	Career data and insights
Career Ear	Career coaching and education. Candidate focused.	Shaka	Culture and engagement

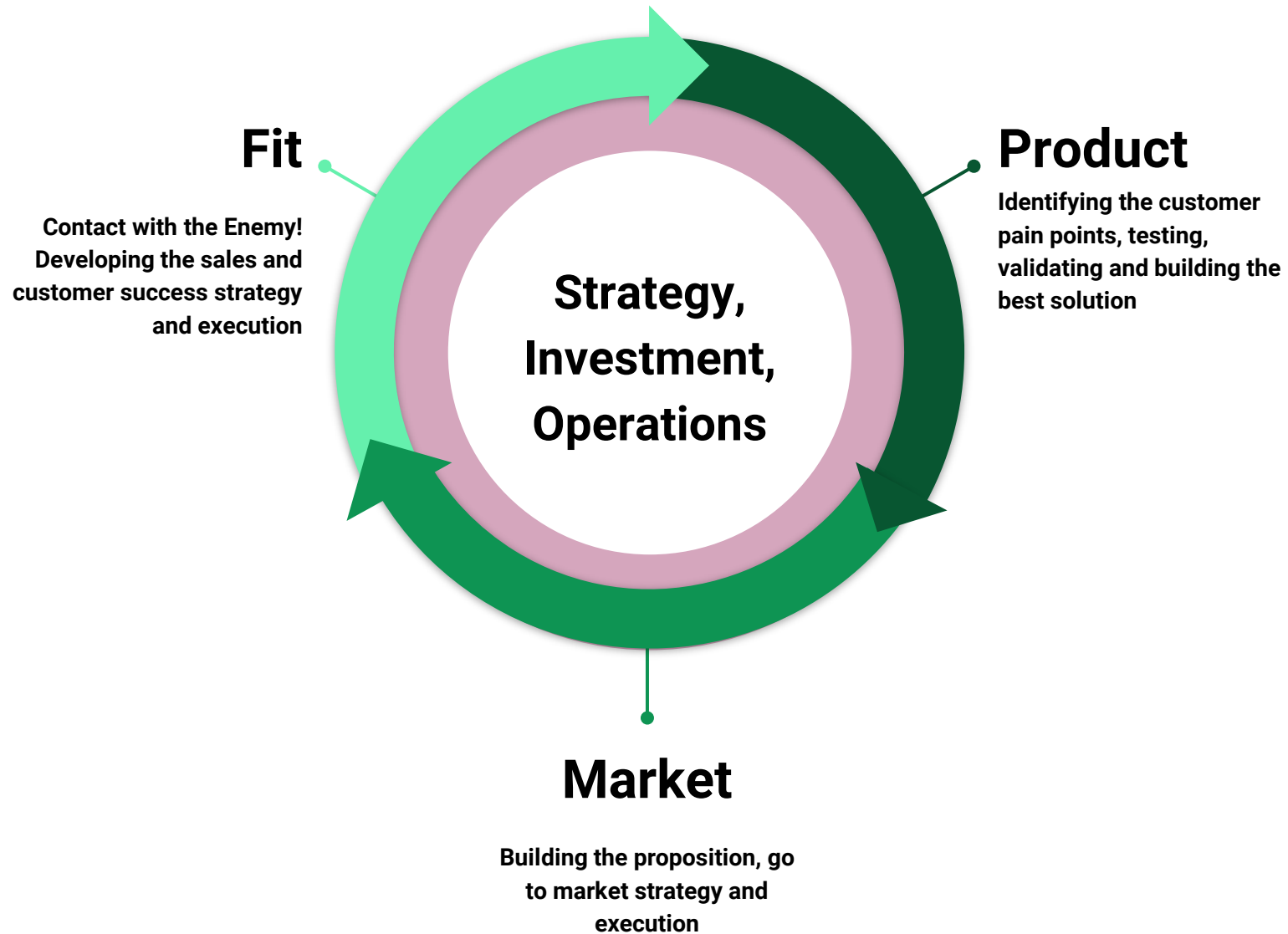
Why?

- Because George wasn't doing an accelerator.
- Until he was
- Gareth has been wanting to create a work tech-focused fund
- A strong desire to give back
- We think we can make a difference and do this differently than what's available now.
- Financial model a work in progress **by design**

Clarifying Financials

- No cost to be a part of Cohort One, benefit from the content and the mentors.
- No cost for ongoing access as an alumni.
- If funding is received through Impact WorkTech, we'll have an agreement in place for 6% of the investment
- After the cohort, we may work together to advise you through to the next round. This would be under a separate advisory agreement.

WorkTech Structure



PRODUCT – MARKET – FIT – FINANCING – OPERATIONS – SALES & MARKETING

Cohort 1 will run 6 to 7 weeks. Future cohorts will run 8 or 9 weeks.

Cohort attends 1 or 2 live/recorded structured sessions per week

Questions to answer in advance

Content to review

Deliverables may be requested after session

All recorded – all available to interested mentors

Cohort engages mentors based on topics of interest, discussions in platform, or session interactions.

Connections and communications via platform/app

PRODUCT – MARKET – FIT – FINANCING – OPERATIONS – SALES & MARKETING

Weeks 1 - 2	Weeks 3 - 4	Weeks 5 - 6	Weeks 6 - 7
Cohort/Mentor Meet up	Target market and customers, buyer personas	Pitch decks, one pagers, and outreach	
Intro to IWT	Value props and messaging	Creating the right biz structure	
Cohort Briefs	Buyer journey mapping – key touchpoints	Preparing your team for growth	Building a growth engine
Market Landscape/Categories	Product/Market/Fit Review Feedback	Review of financial structure	Sales and marketing funnel
Early-Stage Financing	Independent/Angel Investor Panel	Prioritizing for growth	Role of customer success
Product/Market/Fit Intro			Sales engagement and resourcing
Product Operating System			Program Wrap

← 1:1s, AMA, Networking, Platform Messaging →

Investors

FUNDS



INDEPENDENT INVESTORS

Five of the mentors have identified themselves as potential angel/independent investors

Mentor Expectations

MENTORS

As little as 1 hour/month

As much as you can

- 1:1s
- 1:many
- AMAs
- Respond in platform

OPERATIVES

Everything in Mentors ... and...

- Deliver a talk on a topic of your choice
- Get more involved in the content
- Sit in on sessions when available

MENTORS

Diane Smith	CEO & Co-Founder	Gr8 People
Liz Wessel	Co-Founder & CEO	WayUp
Athena Karp	CEO & Founder	HiredScore
Trish McFarlane	Founder	H3HR Advisors
Madeline Laurano	Founder	Aptitude Research
Josh Akers	President, North America	VONQ
Lorna Hagen	Chief People Officer	Guild Education
Chris Powell	CEO	Talmetrix
Kyle Lagunas	Head of Talent Attraction, Sourcing & Insight	GM
Amy King	Co-Founder & CEO	PeopleMatter
Jason Ku	Founder	Pirical
Terry Baker	CEO	PandoLogic

MENTORS

Todd Grierson	Strategic GTM Partnerships	BambooHR
Imo Udon	SVP	Mozilla
Felix Bensberg	Investment Manager	Talent Venture Group
David Hain	CEO	Gotham Growth Group
Yair Reimer	CEO	Intoo US
Miles Jennings	Founder & COO	Recruiter.com
Jason Corsello	Founder & GP	Acadian Ventures
Thomas Otter	Founder	Otter Advisory
Michael O'Dell	President	Talent.com

Platform Demo

The shoe is on the other foot now.

Next Steps and Questions

- Look for email to log into platform and update profile
- Identify areas where you'd like to lean in
- Make sure MeetUp is on your calendar
- Look for Deep Dive Calendly link in Cohort One Group
- iPhone and Android apps are imminent
- Marketing tools coming by Wednesday afternoon
- Press release and website updated by EOW