

ENTELECHY[®]

A C A D E M Y


[en-'te-'le-key]

[Aristotle] The condition of a thing whose essence is fully realised. The actualisation of its fullest potential.

INVESTOR DECK | 2022

Character determines destiny

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



**Turning innate capabilities
into powerful personal assets**



The problem we solve

Given the news in Q2-2022 about record levels of employment and record low levels of unemployment, here are 3 factors that are creating the perfect storm of a multi-faceted talent crisis that Entelechy solves.



- 1 Recruitment Wars**
There is a record number of 1.8m job vacancies (800k above the 1m unemployed), which means pressure on retention is increasingly fierce.
- 2 Massive Brain Drain**
>350,000 over 50's have removed themselves from the workforce. This is a massive brain drain of mid and senior management talent.
- 3 Huge Search for Jobs**
90% of the job community is actively thinking about planning a change in job or career, 75% are proactively doing something about it. Competition for graduate jobs will be very high as a result.

Opportunities that exist

Soft Skill Crisis

- The UK has slid from #1 to #30 in global productivity league tables – creating a ‘soft skills crisis’ that costs the economy £billions.

Lack of work-readiness

- Current educational solutions are inadequate and ineffective, causing a major lack of work-readiness in young employees – who are highly technically trained but lacking in core human skills.

Organisational Shift

- Organisations such as Sky are now advertising for talent saying ‘we don’t care about your CV, not even if you have a degree. Send us a video showing us ‘who you are’.

Compatible Framework Exists

- Our framework of human skills can be used to retain and develop employees in the very skills that the soft skills crisis has caused.

[See “UK Productivity falls”](#)

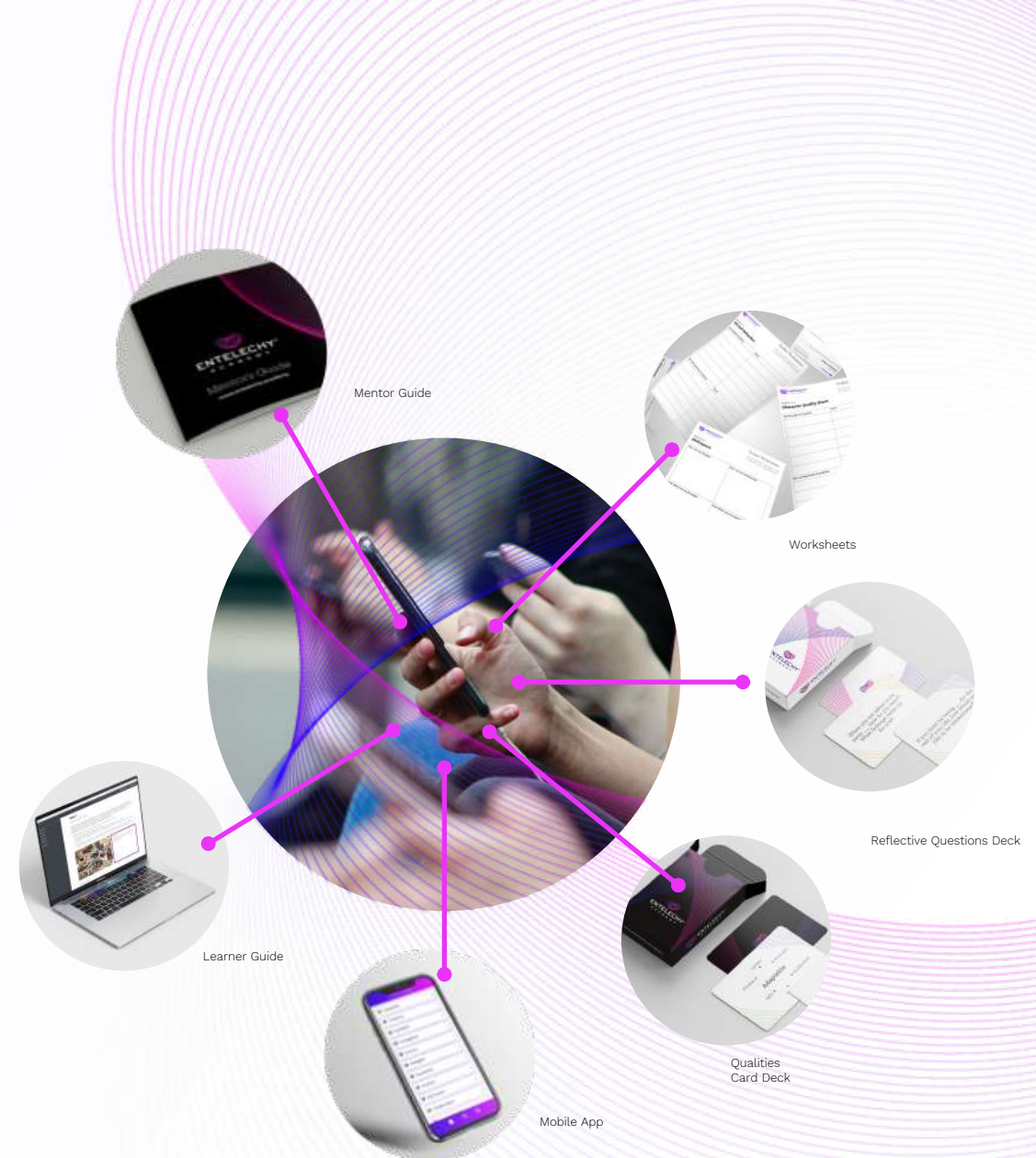
[See “What the papers say”](#)

Solution -> Platform

Developing the Character Qualities that enhance all skills

- A web/mobile App to develop and showcase the required competencies that enable greater employability, career progression and personal fulfilment
- Actionable and personalised micro-learning pathways creating lifelong learners through improved character
- 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

See here our [Signature product feature](#).



Features & benefits

For Learners

- Discover and develop 54 specific Character Qualities
- Plan a personal learning path
- Learn from the community
- Build new habits and a learning mindset for a better life
- Learn in the flow of work / anytime, anywhere
- Build a Signature to showcase Character

For Employers

- Increased productivity
- Decreased employee churn
- Employee well-being

[Features in Detail](#)

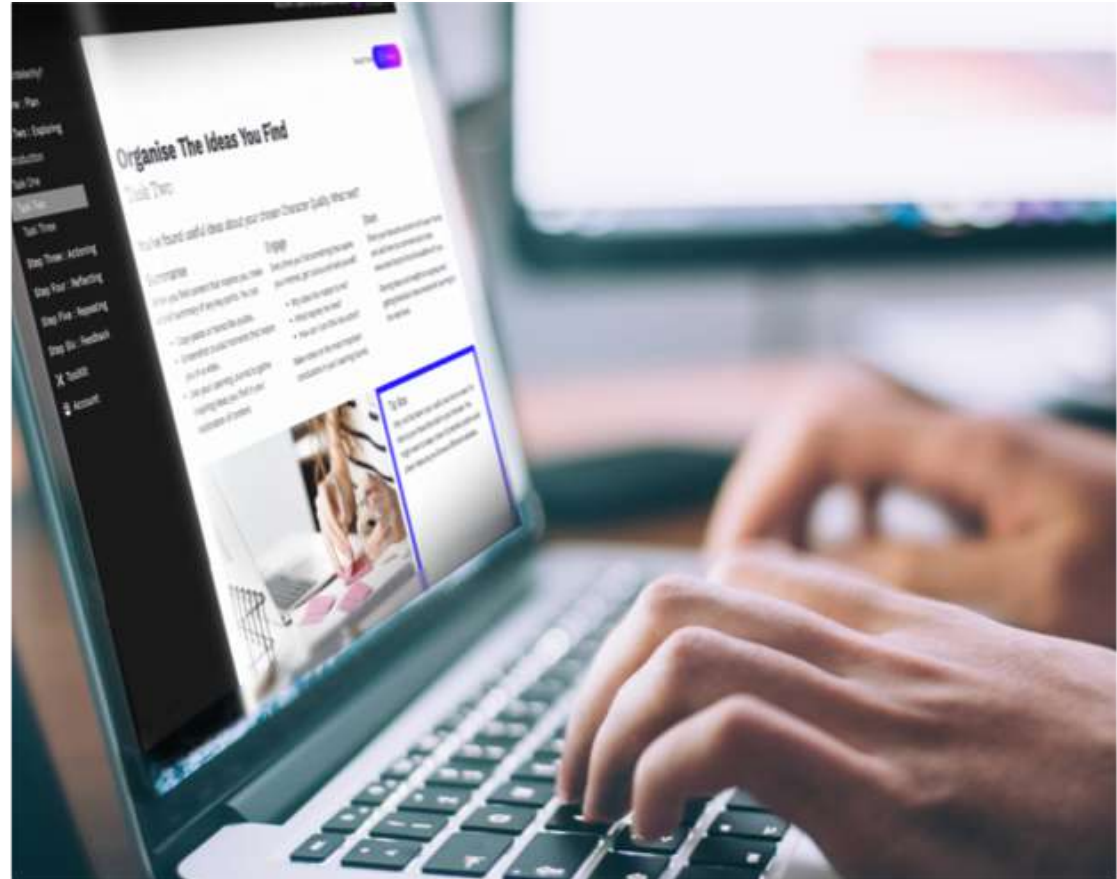
Apprenticeship MVP web platform demo

Click below to explore

- 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 > 24-hour Email Support

Username: demo
Password: demo1234

[Login](#)



MVP App

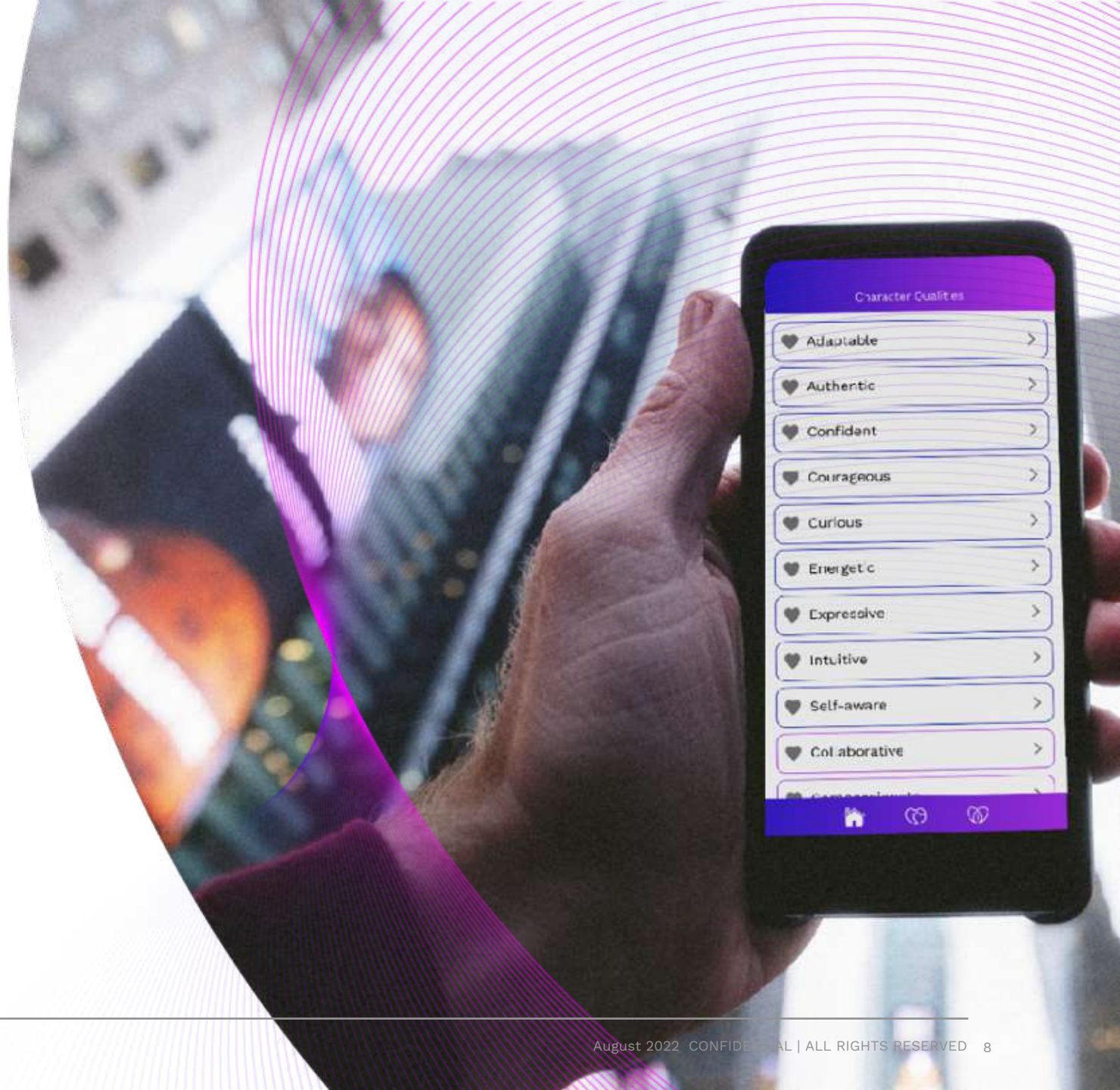
Download to explore

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

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

[APPLE STORE](#)

[GOOGLE PLAY STORE](#)



Coming October | Fully automated SAAS

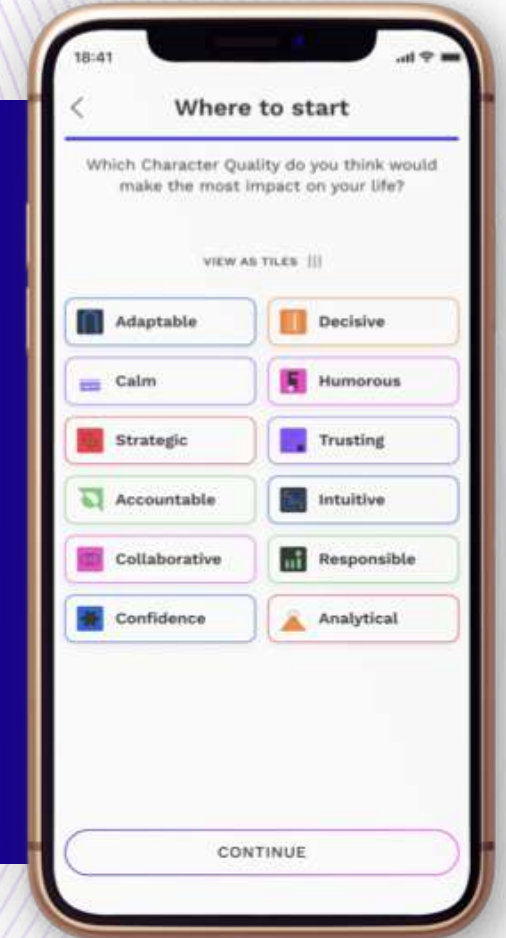
Our award-winning partners HEX are building something extraordinary for launch in October 22

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

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

[SEE THE SNEAK PREVIEW](#)

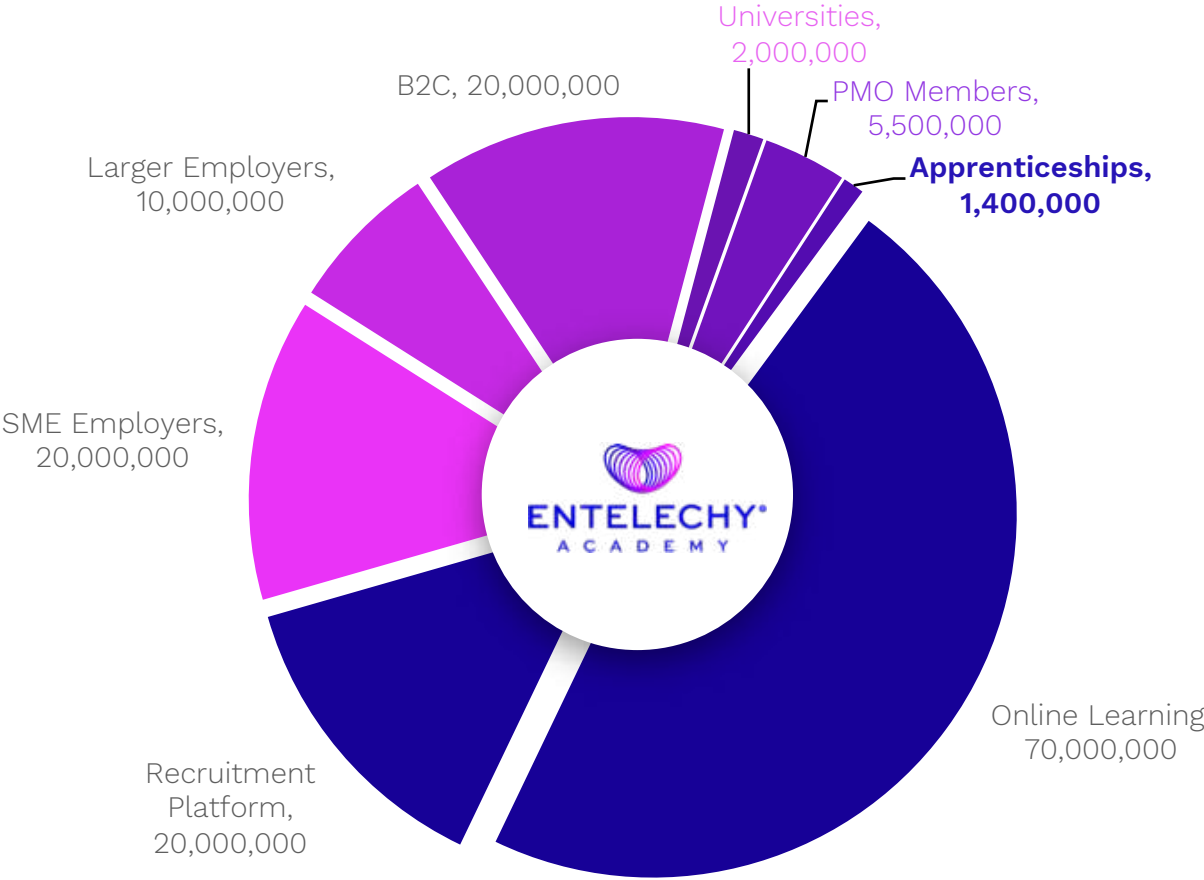
Hex is the digital product and growth agency partnering with Entelechy. Hex has a successful track record in helping founders and brands create outstanding digital products and bring people to them. Their client roster ranges from Harvard University and Transport For London (TFL) to Michael Kors and Wilson. They have embraced Entelechy as the soon-to-be game changer that is making a global statement.



The addressable UK market

There is significant demand for Entelechy

Entelechy (£119.99/year or £14.99/month including VAT) will establish a multi-channel route to market for our digital (SaaS) EdTech solution with escalating revenues derived from increasing uptake, initially in the UK, and quickly thereafter, internationally.



Competitive landscape

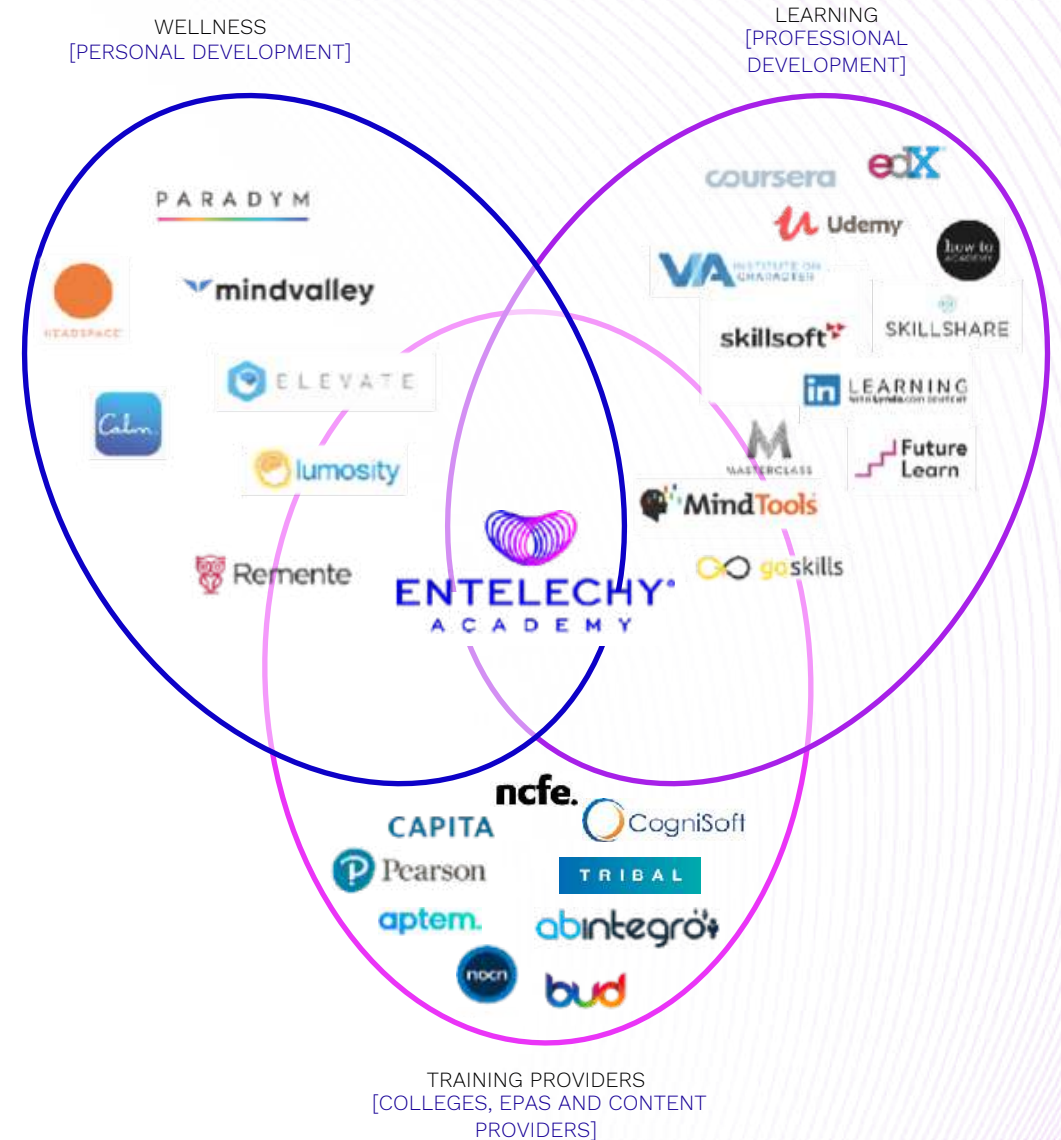
Entelechy has no direct competition

Indirect competitive segments:

- Self-help sector
- e-Learning programmes
- Existing provision is inadequately mapped against apprenticeship standards

All training providers are, in fact, potential customers

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



Competitive analysis

PROVIDER	SOFT SKILLS	CHARACTER QUALITIES	BEHAVIOURS	ASSESSMENTS AND EVIDENCE
Entelechy Academy	✓	✓	✓	Unique and Effective
Online L&D Platforms	✓	✗	✗	Tick Box
Online Personal Development Platforms	✗	✗	✓	N/A
Training Providers, Colleges, EPAs and Content Providers	✓	✗	Partial	Traditional

Competitive advantage

- We have created a unique framework and industry standard-setting taxonomy that codifies 77 in-demand Soft Skills with 54 underpinning Character Qualities.
- **Accreditation** by 3 global educational awarding bodies
- **First-mover advantage**; 3 year head start
- **Leadership team** worked together for 3+ yrs, combining 100+ years' experience in education, coaching & mentoring

Qualities BE						Soft Skills DO		Aspirations BECOME
Authentic	Responsible	Discerning	Fair	Wise	Purposeful	Living Ethically		BOLD IN THE FACE OF CHANGE
Encouraging	Perceptive	Openminded	Honest	Curious	Self-aware	Fostering Intercultural Competence		
Compassionate	Collaborative	Harmonious	Forgiving	Resilient	Organised	Managing Uncertainty		
Self-aware	Authentic	Intuitive	Kind	Reliable	Assertive	Applying Personal Morals		
Kind	Empathetic	Compassionate	Humble	Trusting	Wise	Creating Psychological Safety		
Courageous	Collaborative	Responsible	Optimistic	Practical	Fair	Living Sustainably		
Collaborative	Adaptable	Committed	Openminded	Reliable	Influential	Transferring Skills		
Self-aware	Intuitive	Curious	Wise	Calm	Vulnerable	Growing Spiritually		EMOTIONALLY INTELLIGENT
Disciplined	Organised	Responsible	Committed	Humble	Openminded	Continuous Improvement		
Self-aware	Forgiving	Intuitive	Grounded	Kind	Disciplined	Practicing Mindfulness		
Committed	Disciplined	Harmonious	Intuitive	Adaptable	Sincere	Practicing Self-care		
Detached	Grounded	Openminded	Forgiving	Trusting	Calm	Letting Go		
Openminded	Perceptive	Adaptable	Curious	Resilient	Self-aware	Learning from Experience		
Openminded	Discerning	Grateful	Intuitive	Adaptable	Curious	Gaining Perspective		
Expressive	Organised	Discerning	Efficient	Confident	Sincere	Briefing		A COMMUNICATOR
Expressive	Self-aware	Gracious	Grateful	Kind	Encouraging	Processing Feedback		
Analytical	Detached	Discerning	Openminded	Perceptive	Purposeful	Knowing Your Audience		
Confident	Energetic	Expressive	Humorous	Empathetic	Sincere	Public Speaking		
Confident	Intuitive	Energetic	Expressive	Encouraging	Influential	Selling		
Expressive	Empathetic	Wise	Authentic	Influential	Creative	Storytelling		
Intuitive	Empathetic	Creative	Visionary	Curious	Openminded	Visualising		
Organised	Resilient	Analytical	Perceptive	Creative	Purposeful	Active Learning		MY AUTHENTIC SELF
Adaptable	Courageous	Self-aware	Committed	Optimistic	Resilient	Being Coachable		
Accountable	Decisive	Discerning	Openminded	Committed	Persuasive	Goal Setting		
Expressive	Self-aware	Escalator	Optimistic	Authentic	Committed	Personal Branding		
Humorous	Energetic	Intuitive	Competitive	Adaptable	Harmonious	Playing		
Authentic	Courageous	Compassionate	Forgiving	Decisive	Assertive	Saying No		
Authentic	Self-aware	Harmonious	Discerning	Calm	Wise	Achieving Balance		
Empathetic	Calm	Encouraging	Humble	Vulnerable	Curious	Active Listening		INTELLECTUALLY CURIOUS
Authentic	Expressive	Collaborative	Empathetic	Humorous	Sincere	Connecting		
Openminded	Influential	Assertive	Decisive	Perceptive	Organised	Consulting		
Expressive	Curious	Honest	Courageous	Calm	Committed	Managing Conversations		

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

PEOPLE

INNOVATION

Qualities BE	Soft Skills DO	Aspirations BECOME
Authentic, Encouraging, Compassionate, Self-aware, Wise, Courageous, Substantive, Self-aware, Disciplined, Humane, Calm, Expressive, Responsible, Fair, Gracious, Independent, Analytical, Detached, Openminded, Perceptive, Strategic, Purposeful, Perceptive, Accountable	Using Ethics, Fostering Intellectual Curiosity, Managing Uncertainty, Inspiring Personal Growth, Promoting Technological Safety, Using Substantive, Transferring Skills, Showing Gratitude, Collaborative Engagement, Inspiring Motivation, Teaching Soft Skills, Calling On, Learning From Experience, Self-Reflection	BOLD IN THE FACE OF CHANGE
Self-aware, Humane, Curious, Wise, Open, Substantive, Disciplined, Responsible, Communicative, Humble, Openminded, Soft-skills, Focusing, Altruistic, Decisive, Adaptable, Resilient, Calm, Gracious, Independent, Analytical, Detached, Openminded, Perceptive, Strategic, Purposeful, Perceptive, Accountable	Showing Gratitude, Collaborative Engagement, Inspiring Motivation, Teaching Soft Skills, Calling On, Learning From Experience, Self-Reflection	EMOTIONALLY INTELLIGENT
Expressive, Organised, Discerning, Efficient, Confident, Resilient, Self-aware, Decisive, Safe, Humane, Encouraging, Analytical, Detached, Openminded, Perceptive, Strategic, Purposeful, Perceptive, Accountable	Writing, Promoting Feedback, Showing Fair Influence, Public Speaking, Inspiring, Managing, Creative, Mentoring, Active Learning, Being Constructive, Goal Setting, Personal Branding, Playing, Teaching, Achieving Balance	A COMMUNICATOR
Authentic, Expressive, Responsible, Fair, Gracious, Independent, Analytical, Detached, Openminded, Perceptive, Strategic, Purposeful, Perceptive, Accountable	Active Learning, Being Constructive, Goal Setting, Personal Branding, Playing, Teaching, Achieving Balance	MY AUTHENTIC SELF
Disciplined, Curious, Expressive, Responsible, Fair, Gracious, Independent, Analytical, Detached, Openminded, Perceptive, Strategic, Purposeful, Perceptive, Accountable	Active Learning, Connecting, Consulting, Managing Commitments, Dealing, Questioning, Developing Core, Inspiring Motivation, Managing Time, Managing People, Researching, Strategy Development, Managing Time	INTELLECTUALLY CURIOUS
Authentic, Expressive, Responsible, Fair, Gracious, Independent, Analytical, Detached, Openminded, Perceptive, Strategic, Purposeful, Perceptive, Accountable	Active Learning, Connecting, Consulting, Managing Commitments, Dealing, Questioning, Developing Core, Inspiring Motivation, Managing Time, Managing People, Researching, Strategy Development, Managing Time	A MANAGER OF SYSTEMS
Authentic, Expressive, Responsible, Fair, Gracious, Independent, Analytical, Detached, Openminded, Perceptive, Strategic, Purposeful, Perceptive, Accountable	Active Learning, Connecting, Consulting, Managing Commitments, Dealing, Questioning, Developing Core, Inspiring Motivation, Managing Time, Managing People, Researching, Strategy Development, Managing Time	A MANAGER OF CHANGE
Authentic, Expressive, Responsible, Fair, Gracious, Independent, Analytical, Detached, Openminded, Perceptive, Strategic, Purposeful, Perceptive, Accountable	Active Learning, Connecting, Consulting, Managing Commitments, Dealing, Questioning, Developing Core, Inspiring Motivation, Managing Time, Managing People, Researching, Strategy Development, Managing Time	A THOUGHT LEADER

Revenue model

£119.99/year or £14.99/month (inc VAT)

5.5m CPD Professionals (B:C)
2.0m UK University students (B:C)
1.4m UK Apprentices (B:B)
20.0m Corporate employees (B:B)
28.9m Total targets

GOAL: To achieve 254k learners within three years

BREAKEVEN: 2500 licenses/month

Strategic partnership discussions underway with Pearson and The Open University

Click below to see our high-level Go-to-Market Strategies

- ◆ [GTM CPD Professionals](#)
- ◆ [GTM UK University Students](#)
- ◆ [GTM Corporate Employees](#)
- ◆ [GTM UK Apprentices](#)

Product market fit & proof of concept

Entelechy has created an innovation that solves the employer-employee Soft Skills need. 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 standardized tool to compare candidates such as our [Signature](#) feature).

What do employers think of Soft Skill training?

CBI/Pearson Education and Skills Survey Report 2019

“Wider character, behaviors 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.”

Testimonials

“Entelechy Academy are the first to offer a system and structured curriculum for behaviours and the development of Character Qualities – both of which are essential for success for both a career and in everyday life.”

Rachel Thomas
Aspiration Training



“With the introduction of the new apprenticeship standards and the emphasis on behaviours we saw the work Entelechy have done as being very beneficial to support us on this new path in a structured and systematic approach.”

Amanda Skinner
Construction Apprenticeship
Manager Hull City Council



“Doing the 360 was really a moment of self-realisation. Knowing what others see as my strengths and growth opportunities was really rewarding and really productive.”

Tom
(Learner)

“It kind of becomes an everywhere, every time thing. Once you get into the habit of exploring and learning things, it becomes easy to use anything and everything to learn something new. It turns these empty moments into something really productive.”

Nicola
(Learner)

“I felt quite excited by the tasks, they are so creative. And I also loved the fact that it felt like the whole experience was about me. It kind of empowered me to choose what I want to explore and to do real world actions that actually have an impact.”

Charis
(Learner)

“I wish everyone everywhere would do this. At least once! Could you imagine how awesome the world would become?”

Tabby
(Learner)

Traction with early adopters

- Strategic partnership discussions underway with Pearson, McGraw Hill and The Open University
- Apprenticeship employers and ITPs incl Hull City Council, Raytheon, JCB, Aspiration, LSVN, The Skills Network
- 10x PMO pilots in Q4 2022
- UK university students in Q4 2022
- 1000+ employee enterprise customers in Q4 2022



Assurance & accreditation

Entelechy's innovative and disruptive learning journey has received accreditation by NCFE, 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.

Click to see our [Accreditations & Endorsements](#)



Traction with deals

In less than 8 weeks, we plan to launch EA2, our full mobile SaaS product

Deals (Interested in investing in Entelechy)



- The world's leading education company
- Working with 3 of their divisions to incorporate Entelechy into their customer offer



- A core learner base of 170,000 learners doing qualifications
- They see a lot of interest for paid for licenses from Entelechy from their 12m Open Learn customers



- One of the "big three" educational publishers that publishes educational content, software, and services
- Interested in providing a ready-made solution that is accredited, community-based, happens in the flow of life and work.

The Entelechy team

With over a century of combined experience in coaching, mentoring, and education, our team has worked for many years creating IP on their specialist topic: The Development of Character.

[VIEW FULL PROFILES](#)



David CM Carter | Chairman & Founder

A serial entrepreneur otherwise known as ‘the World’s leading CEO Mentor’, with 40+ years’ track record in creating innovative businesses, and mentoring leaders and influencers around the globe. This is the entelechy of David’s career and his legacy project, where he gathered brilliant minds in education, coaching and professional organizations to support millions in becoming the best version of themselves.



Amy Hackett-Jones | COO

Amy has over 20 years of international experience in Performance Coaching and General Management. She develops operational strategies, and builds business development solutions, public relations and networks. She’s the engine behind a culture of positivity, collaboration and constant development. Her coaching-driven approach to business is borne of her commitment to developing authentic, self-aware and conscious leaders.



Indy Agnihotri | CFO

A Strategic Finance Director specialising in Corporate Finance, with 25+ years’ leadership experience within exciting, high growth businesses. His passion for entrepreneurship, and 15 years of overlay experience in coaching and mentoring, make him invaluable in supporting groundbreaking projects – from raising investment capital and improving financial performance to providing strategic guidelines and designing for social impact.



Philip Mayling | CTO

For over 12 years, Philip has bootstrapped and scaled two SaaS products in hugely competitive markets and currently works with some of the world’s biggest organisations. His passion lies in translating highly complex technical concepts into easily understandable user-focused language. He took on Entelechy for the opportunity of making a significant impact on current issues and future generations.

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Racheal Smith | Head of Learning & Insights

A true believer in young potential with over 20 years of experience in education. Her career includes leadership and influence roles such as Head of Faculty, Chief Examiner, leading educational research, structuring qualification frameworks, and as a respected author of educational material. With a Masters in Education and a creative spirit, Racheal is determined to transform Learning and equip people with the Qualities they need to thrive.



Jake Shepherd | Head of Product

A creative thinker with over 20-years' experience as Creative Director and digital producer who has branded businesses, led national campaigns and developed successful online products. He has a knack for turning complex problems into systems that communicate them in simple, engaging ways. He took on Entelechy to create a 1st to market product that will be a game-changer in education and professional development.



Teresa Lopes | Head of Brand

A Branding specialist with international cross-industry experience helping organisations shape their purpose, express their vision and tell their stories in inspiring ways. For over 20 years, Teresa has thrived in the space between strategy and ingenuity while breaking the mould of what could be expected from a creative. Her purpose is to imprint 'Human soul' into branding to inspire people and organisations to have a positive impact on the world.



Jonathan Cox | Head of Marketing

Jonathan has spent 20+ years marketing across a variety of industries and businesses. From start-ups to international blue chips, each has provided lessons that enhanced his ability to deliver. Having worked in learning and development for 9 years, Jon has a passion and energy for helping others achieve their best. He is excited to be part of the team that is disrupting the market and that will help society.

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Sophie de Schwarzburg-Gunther | Govt Relations

Sophie has a global perspective, born in London and having lived in New York and Australia. Over her 30-year career, she has evolved an international corporate, political and media network. Sophie is also the Founder & CEO of Capital Strategy, which offers advisory services in public affairs, international business development, new market entry & accelerated business growth. Sophie loves mentoring the next generation at the start of their careers.



Anna Sheard | Head of Community

Anna's passion for supporting people to achieve their ambitions led her to 20 years in the education and employment market. Her work ranges from regional business coaching to award-winning national education programmes, and organisational frameworks for skills recognition with global organisations. Having worked across public and private sector, Anna has embraced Entelechy to empower people to succeed in life and work.



Anna-Marie Manley | Head of Training

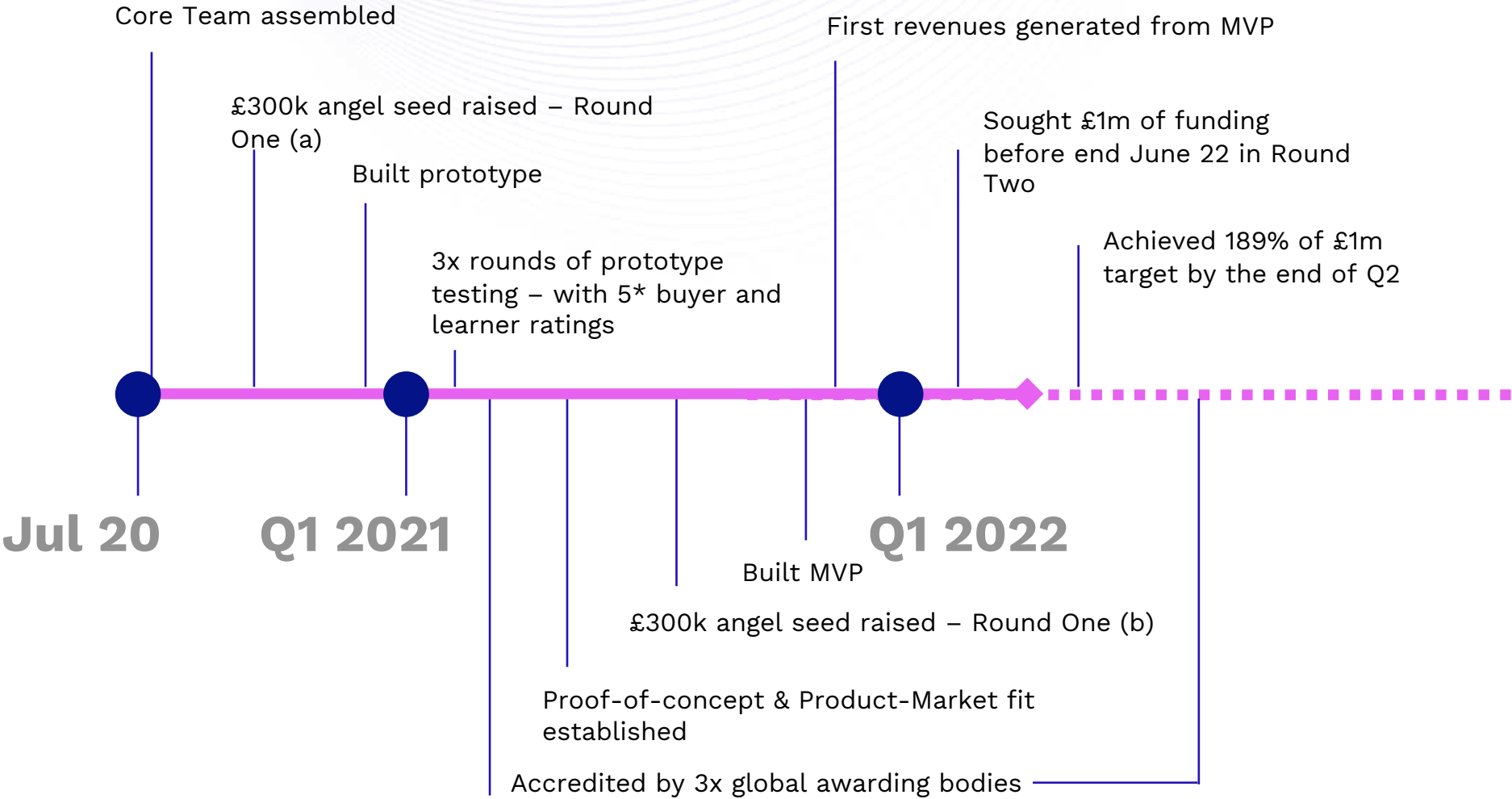
Anna has been teaching and mentoring for more than 15 years – most recently taking a special interest in young people who face challenges within the mainstream methodology of education in the UK. She believes that the world's need to fit assessments into quantitative frameworks constrains individuals' strengths and that the promise that there is a better you that you can pursue is, in itself, revolutionary for many young people and adults alike.



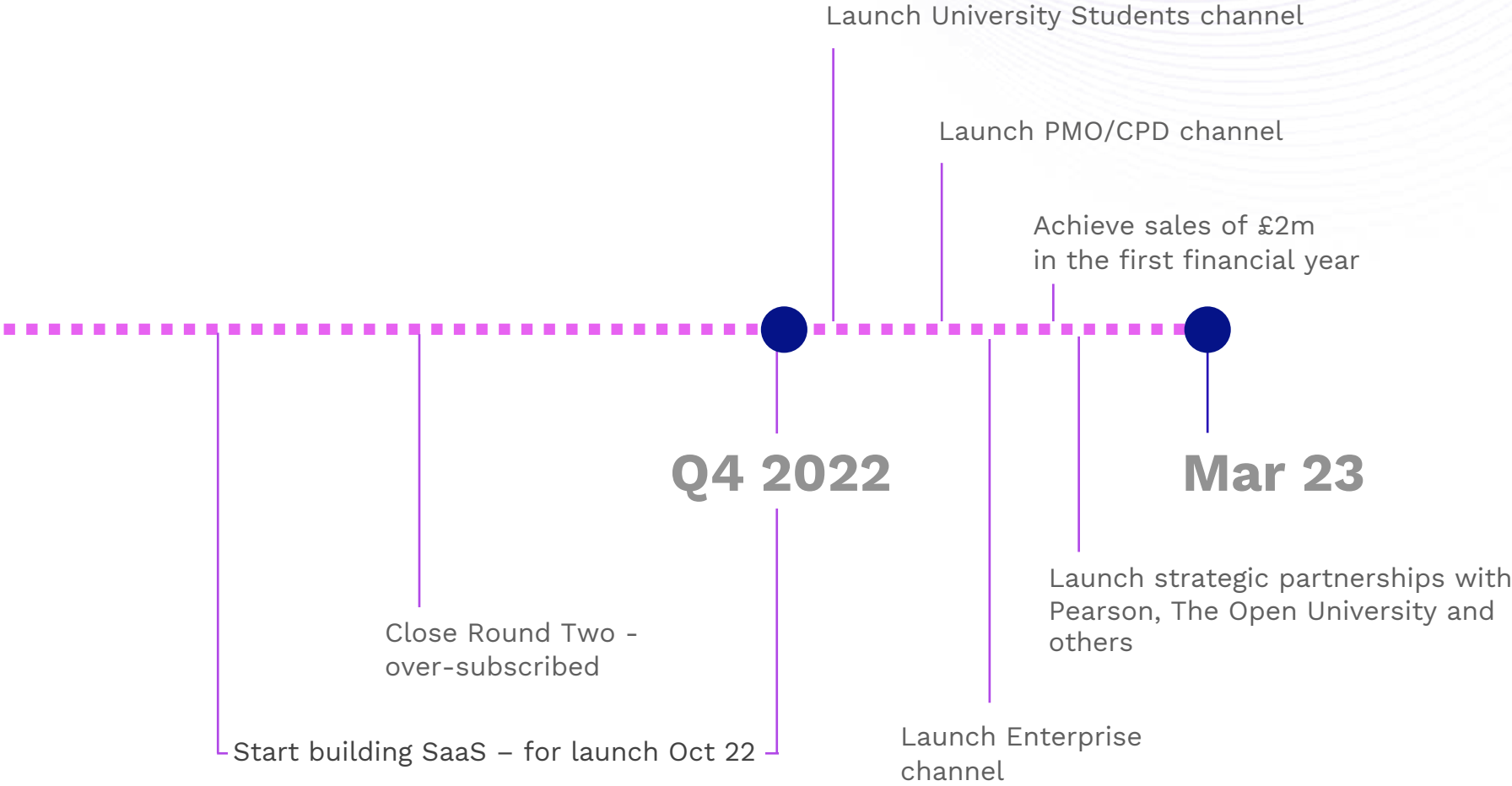
Mike Alcock | Head of Enterprise

Mike has over 27 years' leadership, sales and marketing experience in the e-learning industry, of creating and selling new and innovative SaaS training solutions that meet the needs of learners and employers. Mike brings his broad industry knowledge, unparalleled sales success, and considerable industry presence to drive exponential sales and growth in the Enterprise sector.

Milestones



Growth roadmap



Fundraising

Entelechy Academy has 30 investors

- ◆ £668k was raised between July 20 and December 21 in Round ONE from 19 Angel investors at a PMV of £5.4m.
- ◆ £2.1m has been raised between Jan 22 and June 22 in Round TWO at a PMV £6.8m from 12 new investors.
- ◆ Francis Hornak (£800k) has joined the board as NED.

◆ Round TWO will stay open until we have raised a further £1.3m.

◆ EIS is available
Unit size is £50,000 (10,000 shares @ £5.00/share) This will create a £1.4m cash balance on 1st October when EA2 launches.

◆ Sales of £2m are projected in the financial year to 31st March 23.

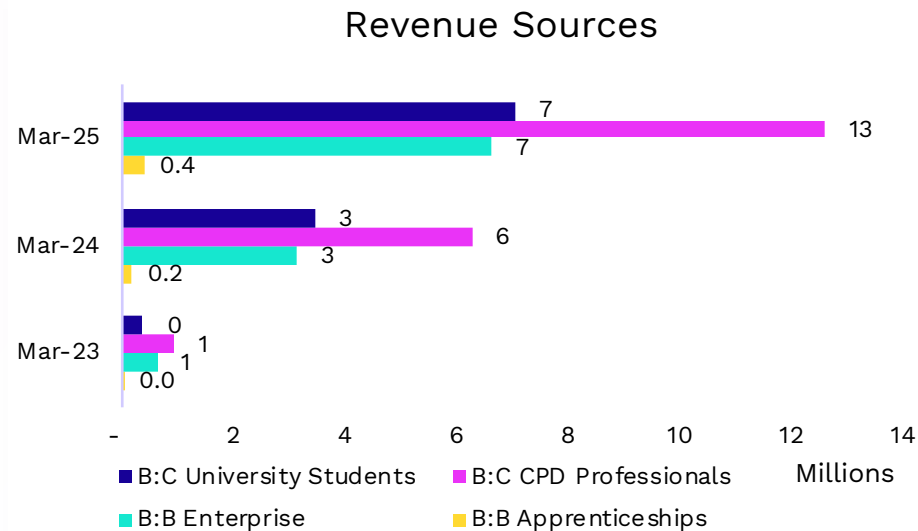
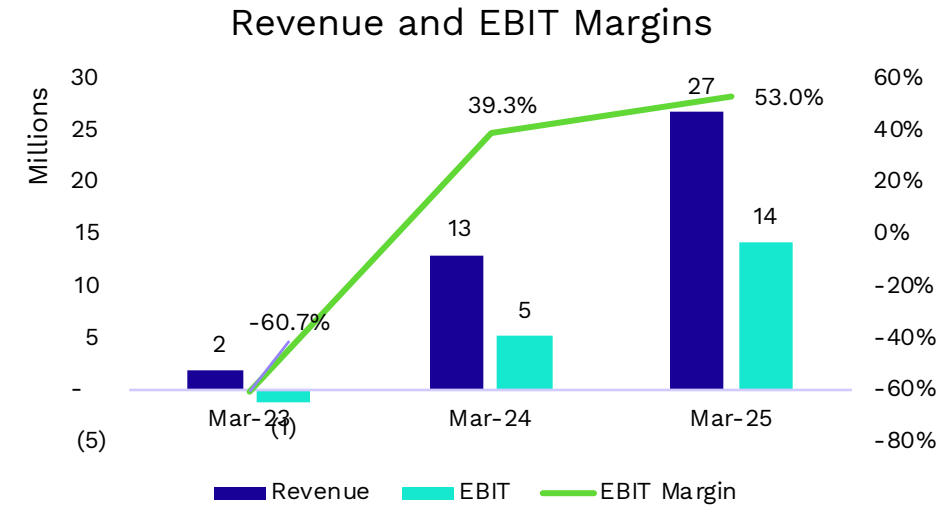
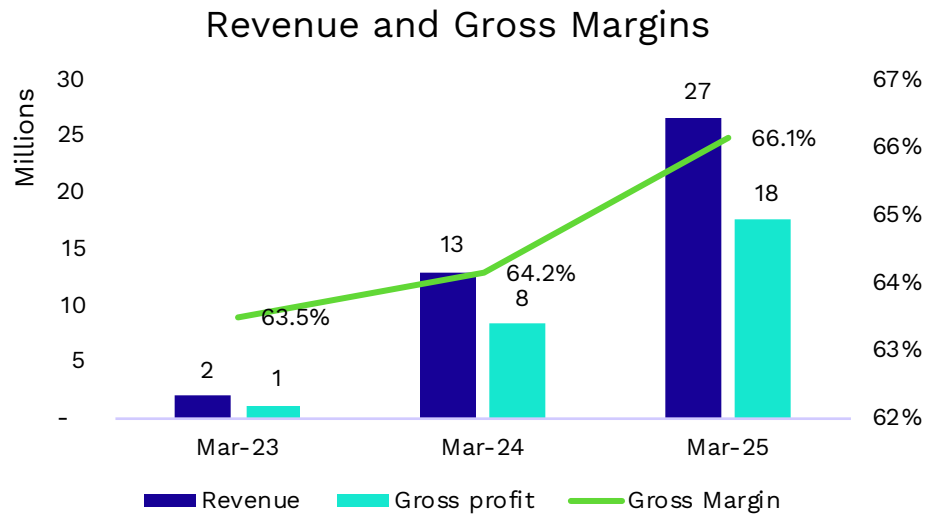
◆ Monthly profitability starts in March 23 when the cash balance will be £1m.

◆ A 10% Management Team Equity Pot of 200,000 shares @ £5.00/share will be activated once the above fundraising has been completed and team members transfer from subcontractor to payroll status.

◆ We believe that shares will be worth >£85 (17x ROI) by 31st March 2025.

◆ Depending on revenue generation, and scaling opportunities, we may look at a Round THREE in 2023, however we intend to avoid that, and scale the business based on revenue growth.

Summary financials



CAP Table

Current	# 1p shares	% of Equity
Founder Shares	1,000,000	57.5%
Investors	738,128	42.5%
Total	1,738,128	100.0%

Post R2 Oversubscription	# 1p shares	% of Equity
Founder Shares	1,000,000	50.00%
Investors	738,128	36.91%
R2 oversubscription	261,871	13.09%
Total	1,999,999	100.0%

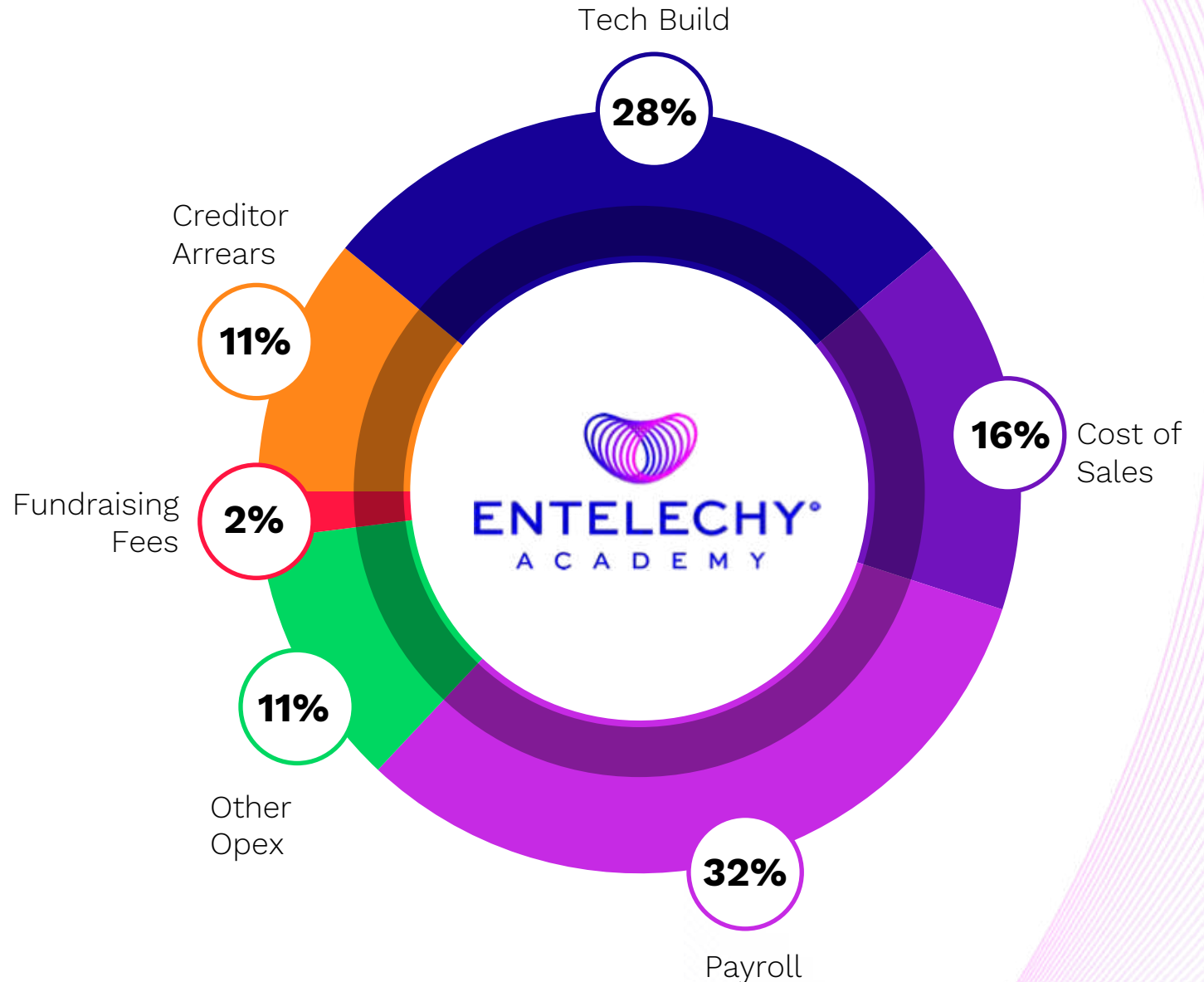


Post R2 oversubscription, MTT and options	# 1p shares	% of Equity
Founder Shares	1,000,000	41.37%
Investors	925,128	38.28%
R2 oversubscription	261,871	10.83%
MTT + other options	230,002	9.52%
Total	2,417,001	100.0%

Use of funds

We are planning to raise £2M for a runway of 12 months to achieve the expected growth.

We already have a commitment for £1m



Advisory Board & Investors

Entelechy has 30 shareholders, 10 of whom were shareholders in a previous business (which is a strong recommendation both for the Entelechy Vision and team, and - in particular - the Entelechy Founder, David CM Carter).

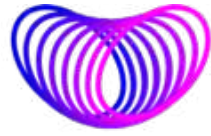
Shareholders include:

- Peter Pereira Gray (CIO of the Wellcome Trust's £50B 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

See our [Advisory Board profiles](#)

See our [Compliance & Governance](#)





ENTELECHY[®]
ACADEMY

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