2022 Opportunities

Discussion Document

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Empiric Learning
CONFIDENTIAL

PREAMBLE

This document contains; an overview of an investment thesis regarding the workforce development sector.

THESIS

Workforce Development is a large and rapidly growing pain point worldwide on government, corporate and "student" customers. Economies are feeling the strain of a mismatched talent pool. Companies are realizing that their patriarchal relationship with the workforce is inefficient and no longer compelling to the workforce. Workers are learning to take greater agency for their labor, imposing consumer-grade expectations on learning solutions. Combined with a track record of limited proven impact and minimal stakeholder confidence, the workforce development sector is poised for a wholesale transformation.

DIMENSION	CURRENT	2.0
CUSTOMER	B2B	B2C + Enterprise
INDUSTRY STRUCTURE	No logical structure with artificial boundaries (see Corporate L&D landscape chart)	Standard communications market structure (content/channel/audience)
CLOCKSPEED	Annual budget cycles	30-90 days
PRODUCT	e-Learning Video Face-to-Face	Video Metaverse (incl. Game and VR)
VALUE	Cost Content	Speed to skill Solution design
EXTENSIBILITY	Limited inter-industry standards and sharing.	Fully unified models and measures (AI/Neuroscience/Other)

NET

The opportunity exists to create a "2.0 Ready" company that captures disproportionate value and highest value market positioning.