



# Making business education accessible for 5 billion people.





## Problem

97% of the world's population does not have access to business education or training.

## Solution

We are a social impact start up making business education accessible for 5 billion people. We tackle 11 key barriers to education and provide a double bottom line investment.

## Market Size

Total addressable market = \$24 billion - \$48 billion

## Traction

3,000+ users in 107 countries.

## Status

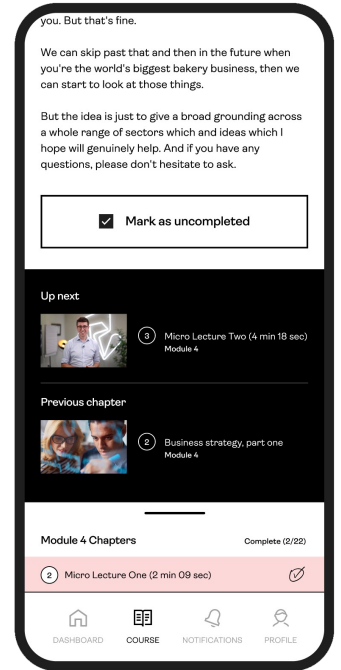
Proof of concept achieved. Next goal is achieving product market fit.

# How do we provide our service?

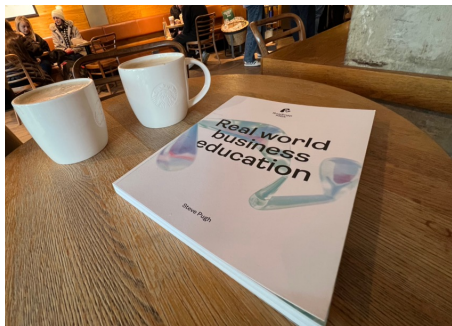
- We deliver our service using video, print and online classroom sessions.
- Users love our physical books and unique content.
- We believe we can innovate faster and provide a better user experience than our rivals, plus capitalise on things like the Metaverse as they develop.
- We are conscious of low bandwidth solutions for developing nations.



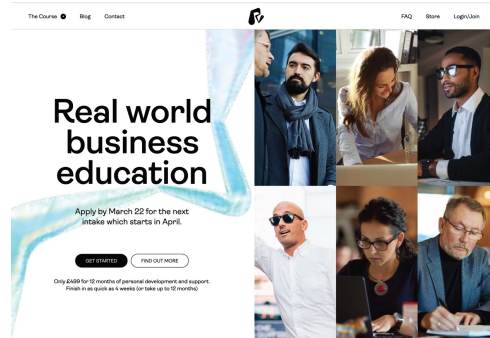
360 virtual classroom



App launched Feb 2023



Books



Website



Livestreams and Podcasts



LIVE classroom sessions

# The business model we are going to follow?

## Replicate the Freemium success of Duolingo

Launched in 2012 Duolingo is a language-learning education platform that offers over 100+ courses across 40 languages. The platform enables anyone to learn languages for free or pay \$7 each month for a premium service. They have 43 million monthly active users & 500m downloads. In 2022 the company was valued at £4Bn.

Duolingo didn't try and compete with university language courses, but it did make language education accessible. They also developed the ability to cross-sell other products and services. We are looking do the same thing for business education.



**duolingo**

**User base: 94% FREE  
6% paid**



# The founder

## Steve Pugh Founder and CEO

Background: Management  
Consultant + Engineer

3x Masters Degrees , including  
an International MBA

Expert in growing small to mid  
sized businesses.

Understands the market (over  
20,000 hours + personal  
learning & development  
experience)

Lived experience of growing up  
poor and not being able to  
access business education.



<https://www.linkedin.com/in/stevendanielpugh/>



## Nominated for Purpose Entrepreneur of the Year 2023

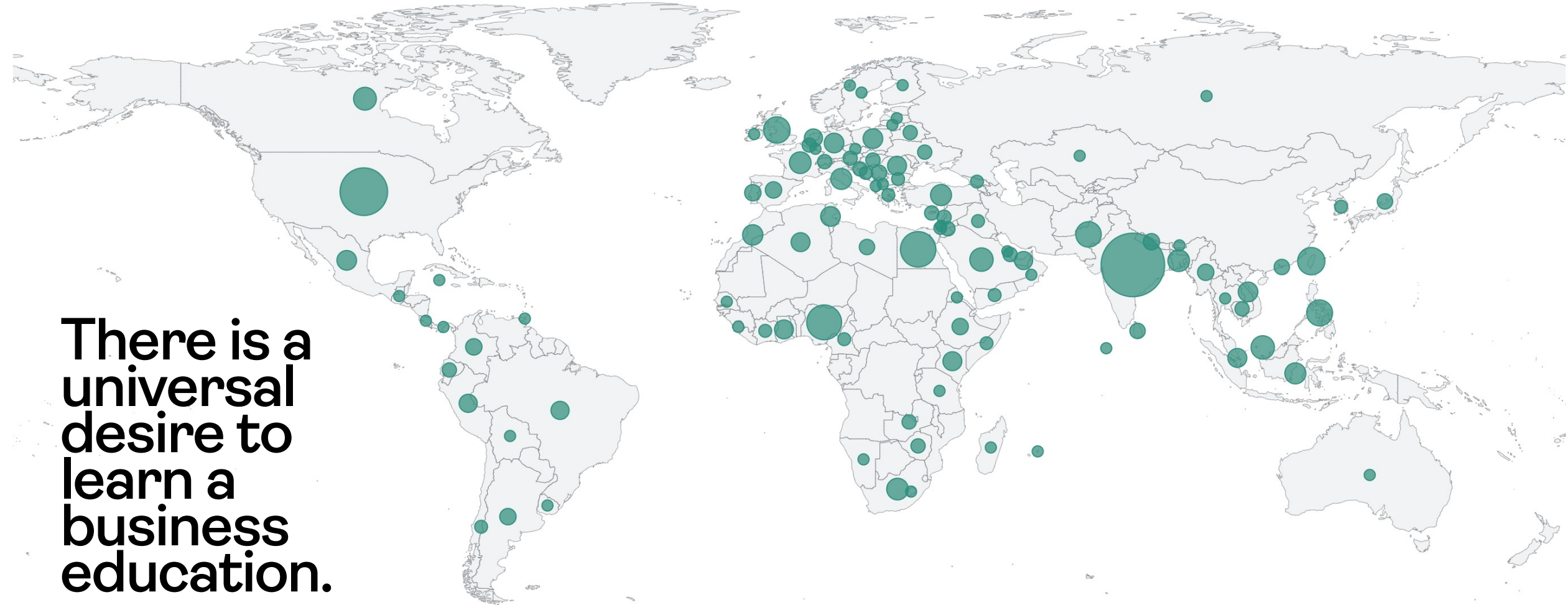


# Traction



**3,000+ users  
in 107 countries.**

**There is a  
universal  
desire to  
learn a  
business  
education.**



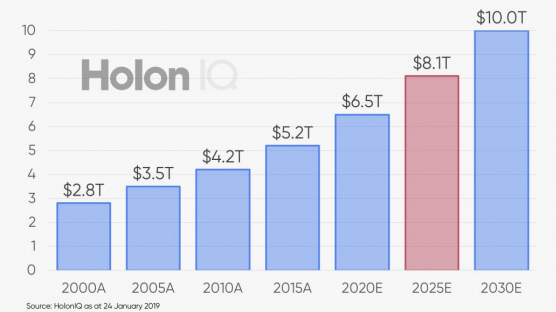
# Total Addressable Market



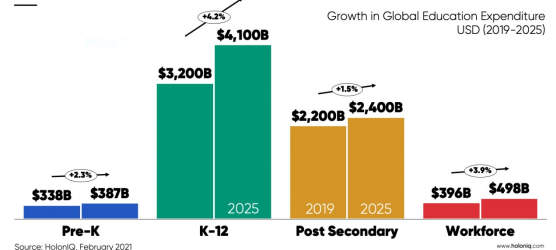
## \$24 billion - \$ 48 billion

- Global education and training expenditure is expected to reach \$8.1 Trillion by 2025 and \$10 Trillion by 2030, however this covers all age groups and areas of learning.
- Workforce education accounts for approximately 6% of this, estimated to hit \$498 Billion by 2025, however this too covers all aspects of people's jobs.
- Through reviewing competitors we have identified 80 million users who each spend \$300 - \$600 per year, equating to \$24 billion - \$ 48 billion per annum.
- 41% of Gen Z want to start a business, which is 29,520,000 who may have interest in our service.
- The UK also has 412,815 business and management students, equating to £11.4 Billion and the USA has 1.9 million business students spending on average \$102K for tuition, worth \$ 193.8 Billion. Whilst this is a different target market it does show a userbase who are spending money and to whom the Roadmap MBA would be an excellent support material.
- The global consulting sector is worth \$250Bn, which we would be entering too (using software).

**Holon IQ** Global. **Education & Training Expenditure**  
Global Education & Training Expenditure, Trillions USD



**Holon IQ** Global. **Education Growth (2019-2025)**  
Growth in Global Education Expenditure USD (2019-2025)



<https://www.globallearninglandscape.org/>

<https://www.consultancy.uk/consulting-industry/amp/global>

# Target customers

## Individuals



- People who want to progress their career, who likely feel the burden of student debt, or are put off by 'overly academic' expensive or time consuming options
- These people will often be from poor / middle class backgrounds.
- Want some form of certificate / sense of achievement

## Small – Medium sized companies



Small businesses who want to up-skill their teams but can not afford the premium options or the staff time out the office.

They want to keep their key people happy and providing learning and development, but want it to be simple quick and easy.

They want “real world practical skills” not theory.



# Our competition



Universities and Business Schools



Other alternative MBAs & challenger universities



Private Sector Courses



Others



Harvard Business School



The Business School for the World\*



The Power MBA

marie forleo's B-SCHOOL



altMBA



Mini MBA IN MARKETING



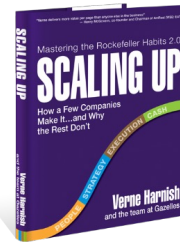
QUANTIC SCHOOL of BUSINESS & TECHNOLOGY

- Accredited programmes
- In person & online learning
- Prestigious
- Promote their alumni networks and career potential
- Links with employers

- Growing prominence
- Good online presence
- Slick branding
- Not specifically aimed at smaller businesses



Dale Carnegie™



- Business focussed
- Clear design and layout
- Considered expensive for small businesses



Mindvalley



- Business Coaches
- Magazine articles
- Ask a friend
- Books / Blogs
- Chat GPT / AI

udemy

SKILL SHARE.

YouTube



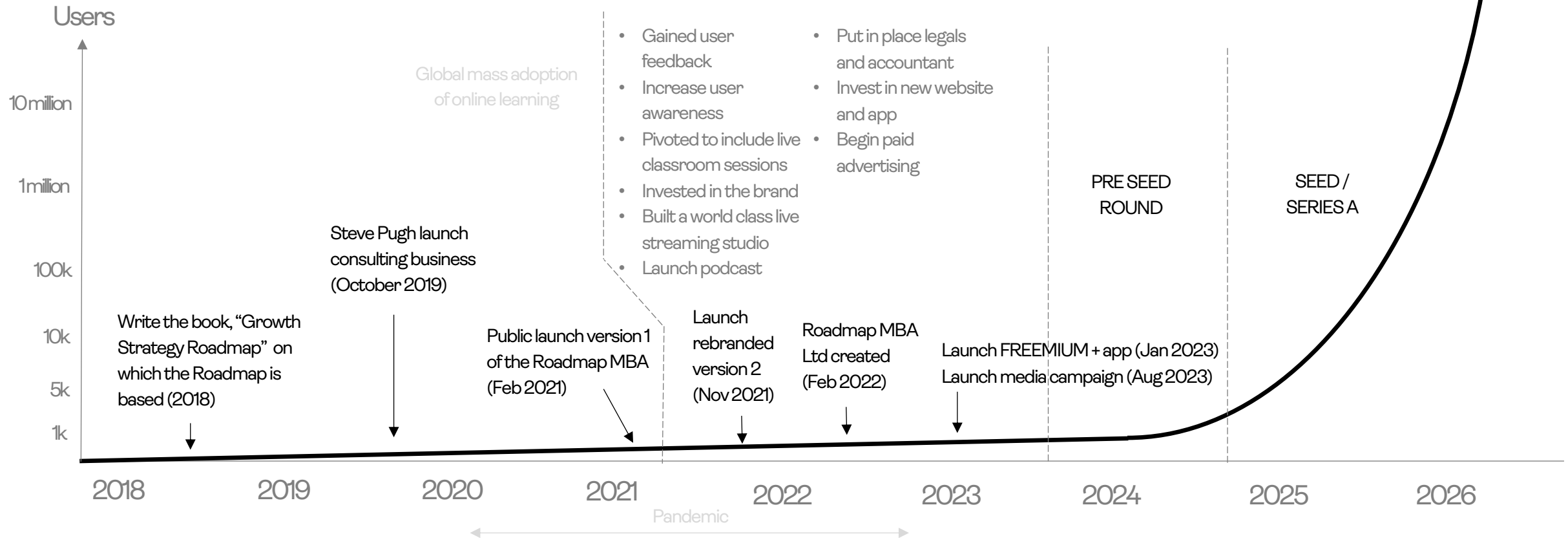
# Where are we in the journey?

Bootstrapped to build platform and gain user feedback on MVP

Prove concept

Accelerate

90% of money spent on building the product.

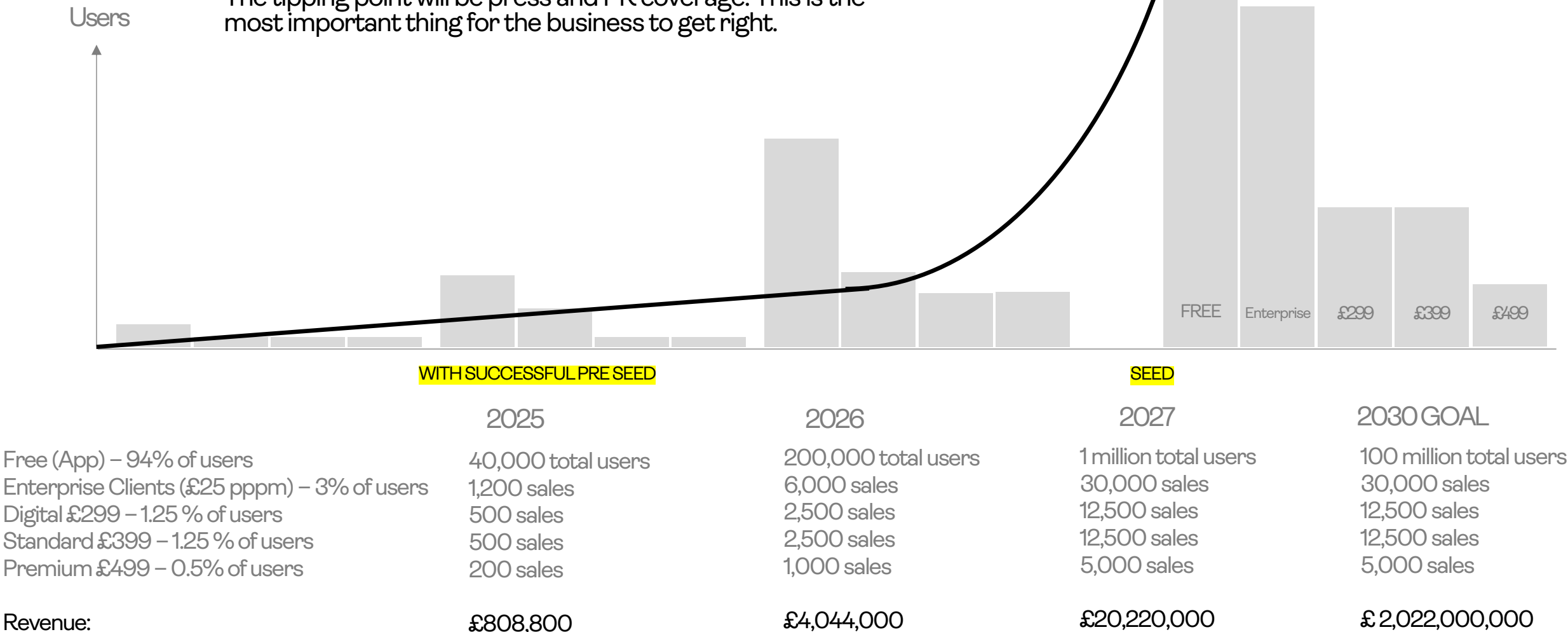


# Projections



Roadmap  
MBA®

The tipping point will be press and PR coverage. This is the most important thing for the business to get right.





# Why now?

- Post COVID online learning is commonplace and accepted.
- Cost of living crisis - people looking for cheaper options.
- More people than ever want to start a business (64% in the UK).
- Businesses have had their training budgets slashed, but still need support.
- Universities looking to put their prices up (£24k per year mentioned, UK)
- Popular culture now accepting and supportive of challenger brands.
- Strong demand for organisations with a positive community mission.
- Investors looking for organisations that can grow in a recession.
- Positioning for ~30% market share of the African youth population, expected to grow by 100million by 2040





## Our ambition

- We want over 100 million active users on the platform and replicate the success of Duolingo.
- Have offerings in multiple languages: English, Chinese, Hindi, Spanish, French + sign language
- Help improve millions of people's lives, especially those who otherwise would not have had access to business education
- To do this profitably!

## Realisation of value

- Trade sale to larger entity
  - ✓ Existing provider looking to add new original content to their platform.
  - ✓ Established Pre-K / K-12 providers looking to expand into the professional business education market, utilising their existing customer base as they progress in age.
- Floatation or Public listing

# Cap table



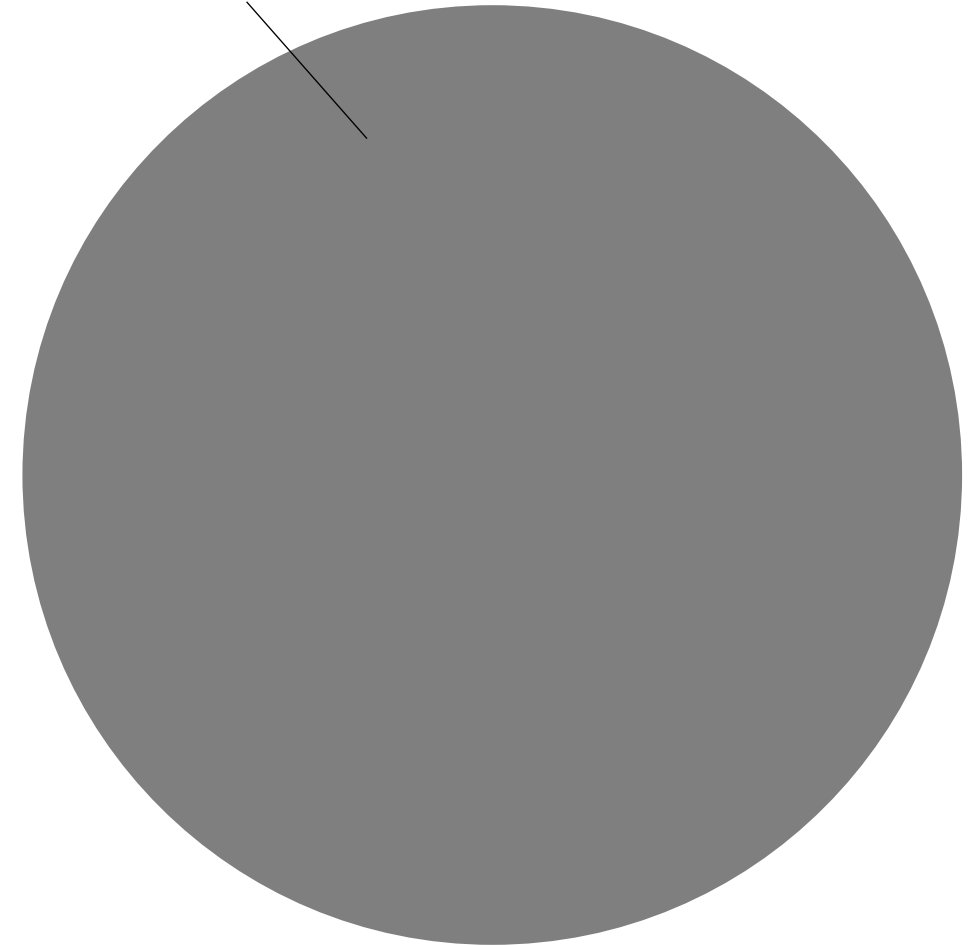
Steve Pugh - 100%  
Invested \$300k

## Milestones achieved

- Launch early MVP. Gain feedback. – ACHIEVED
- First 1,000 users – ACHIEVED
- Paying private customers (B2C) – ACHIEVED
- Paying business customers (B2B) – ACHIEVED
- Launched new online platform – ACHIEVED
- Launching iOS and Android app – ACHIEVED

## Next milestones

- First £1m revenue (3,350 sales at £299)
- First 1,000,000 users





# Let's change the world



Steve Pugh  
Founder and CEO  
[steve@RoadmapMBA.com](mailto:steve@RoadmapMBA.com)  
+44 (0) 7518492982



Roadmap  
MBA®

# Want to find out more?

## Appendix



**The problem we solve:**

**We support people who don't feel they have access to traditional business education.**

**Our mission is making business education and training accessible to 5 billion people.**



# Accessible does not simply mean free.

**Creating something that is genuinely accessible means overcoming barriers which would otherwise reduce the likelihood of taking a course of action.**

Barriers to business education traditionally include: cost, time, overwhelm, previous academic qualifications, physical location, language (including sign language), web accessibility, complexity, delivery method, knowing where to start, intimidation of starting something new, self-doubt that users should 'know this already', previous bad experiences of education, fears about exams or tests ... plus many more.







## What is our insight?

"There are millions of people who feel that there are parts of their job that they're not trained to do; write a strategy, manage a team or sell to customers ... and business owners are often looking for ways to outperform the competition with traditional MBA courses often being prohibitive on cost, time, or the content they teach is aimed at large multinationals and not businesses like theirs."





# Why target 5 billion people?

In acknowledging the range of customers we're trying to serve, we are creating a product which is genuinely accessible to a global population.

This does not mean making something worse, it is a statement which guides our principles.

Nearly half the world lives on less than \$5.50 a day. We have built our business so that the members who choose to pay, cover the costs of those who can't.





# Accessible at different times of day, in different time zones

We know people have different schedules. We also know that people want to learn, even if they're in a different time zone.

From this we're creating a schedule which will work for anyone in any time zone to still be able to join a classroom session at a time which suits them, even if they're an early riser or work late night.



In 2022 we have four regular time slots, however as the business progresses we will grow into a bigger team offering more flexibility and support around the world.

**Drop-in Classroom Sessions**  
**TUESDAY - Session One**

00:00	Sydney, Australia
22:00	Shanghai, China
19:30	Mumbai, India
18:00	Dubai, UAE
17:00	Moscow, Russia
16:00	Berlin, Germany
15:00	London, UK
15:00	Lagos, Nigeria
11:00	Rio de Janeiro, Brazil
10:00	New York City, USA
07:00	Los Angeles, USA

Find joining details: [www.RoadmapMBA.com](http://www.RoadmapMBA.com)

**Drop-in Classroom Sessions**  
**TUESDAY - Session Two**

05:00	Sydney, Australia (+1 day)
03:00	Shanghai, China (+1 day)
00:30	Mumbai, India (+1 day)
23:00	Dubai, UAE
22:00	Moscow, Russia
21:00	Berlin, Germany
20:00	London, UK
20:00	Lagos, Nigeria
16:00	Rio de Janeiro, Brazil
15:00	New York City, USA
12:00	Los Angeles, USA

Find joining details: [www.RoadmapMBA.com](http://www.RoadmapMBA.com)

**Drop-in Classroom Sessions**  
**THURSDAY**

16:00	Sydney, Australia
14:00	Shanghai, China
11:30	Mumbai, India
10:00	Dubai, UAE
09:00	Moscow, Russia
08:00	Berlin, Germany
07:00	London, UK
07:00	Lagos, Nigeria
03:00	Rio de Janeiro, Brazil
02:00	New York City, USA
23:00	Los Angeles, USA (-1 day)

Find joining details: [www.RoadmapMBA.com](http://www.RoadmapMBA.com)

**Drop-in Classroom Sessions**  
**FRIDAY**

21:00	Sydney, Australia
19:00	Shanghai, China
16:30	Mumbai, India
15:00	Dubai, UAE
14:00	Moscow, Russia
13:00	Berlin, Germany
12:00	London, UK
12:00	Lagos, Nigeria
08:00	Rio de Janeiro, Brazil
07:00	New York City, USA
04:00	Los Angeles, USA

Find joining details: [www.RoadmapMBA.com](http://www.RoadmapMBA.com)



# What does a dream solution look like?

- Your own personal business coach / career coach.
- Ask questions in real time, as if you're speaking to a real person.
- Ask in your own language (any language) using voice.
- Interact with an AI version of your chosen mentor, either on a screen or AR / VR.
- Different mentor choices / different avatars.
- Gives useful practical answers based on real world experience from the Roadmap content
- Become a trusted friend and advisor over time.



## Where are we now?

- We currently do this in-person on the live classroom sessions (premium feature)
- We have a Typeform model of providing user guidance and custom feedback (BETA)
- We can film in 360 and have also experimented with VR
- Going to try the Apple system when launched
- This would be better with AI
- Language translation is a challenge. Internet bandwidth is also a major challenge







# World Wide Web Consortium (W3C) Web Accessibility Initiative



We are working towards the World Wide Web Consortium (W3C) Web Accessibility Initiative (WAI) standards to make the web accessible to everyone.

This includes (but is not limited to) overall layout and design, subtitles as default on all videos, alternative text on images, colour and contrast, clear language, removing auto-play on videos, an easy to use user-interface, plus much more.

We will be working with consultants from different backgrounds to create the Roadmap MBA as accessible as possible for everyone in the world, but doing this as our singular offer, not an after-thought or bolt-on.

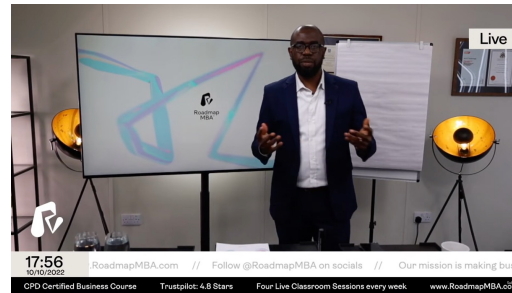


# Presenters from different backgrounds

In March 2022 the Roadmap MBA had its first guest presenter. It was always part of the bigger plan for the Roadmap to have multiple presenters from different backgrounds, experiences and cultures.

We acknowledge that not everyone wants to learn from a middle aged white man, so we want to replicate that in our tutors and presenters to engage with a wider audience, with each given the right to talk about topics that interest them within their bi-weekly or monthly show on the platform.

To start the presenters will do the Live Streams on topics of their choice, but eventually in time, also host the classroom sessions and run through the course.



Global languages spoken (2021):

1. English (1,132 million speakers) – Year 1
2. Mandarin (1,117 million speakers) – Year 3
3. Hindi (615 million speakers) – Year 3
4. Spanish (534 million speakers) – Year 4
5. French (280 million speakers) – Year 4
6. Arabic (274 million speakers) – Year 4
7. Bengali (265 million speakers) – Years 5+
8. Russian (258 million speakers) – Years 5+
9. Portuguese (234 million speakers) – Years 5+
10. Indonesian (198 million speakers) – Years 5+



# Sustainability (ESG)



We care about the environment and we know our users do too. We are on a journey to minimise waste and only use sustainable materials.

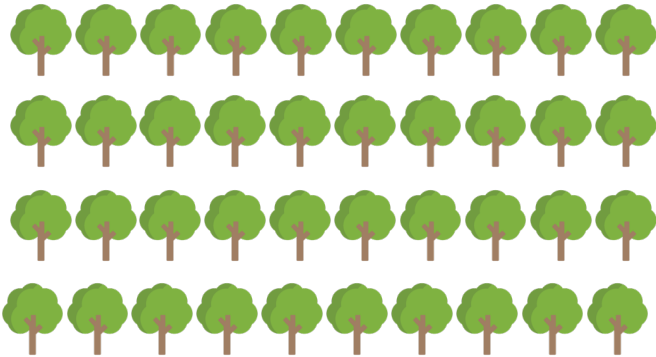
With the latest version of the Roadmap MBA we reduced the amount of packaging we send and removed any unnecessary use of plastics. Business education should not have an adverse impact on the planet and we will continue to do our bit to protect the environment whilst fighting for equal opportunity to education. Passion over profit.

£ 399 Package



Carbon offset: 10 trees

£ 499 Package



Carbon offset: 40 trees






# Social benefit (ESG)



We believe in the positive impact business can have in the community. For every Roadmap MBA purchased we gift at least one physical book to someone in the community who has the work ethic and desire to progress but not the financial means to purchase the course. We also donate many more digital courses to people around the world (via the funding the freemium model) who otherwise would not have access. Through doing so we aim to help lift people up and create a better world of diversity and opportunity.



**Help change  
someone's life.**

For every course purchased we gift one to someone who has the desire to progress but not the financial means to purchase the course. Through doing so we create a better world of opportunity through access to education.

Who could you help? You can choose your recipient or gift anonymously to help people from different backgrounds, cultures and communities all around the world. Passion before profit.

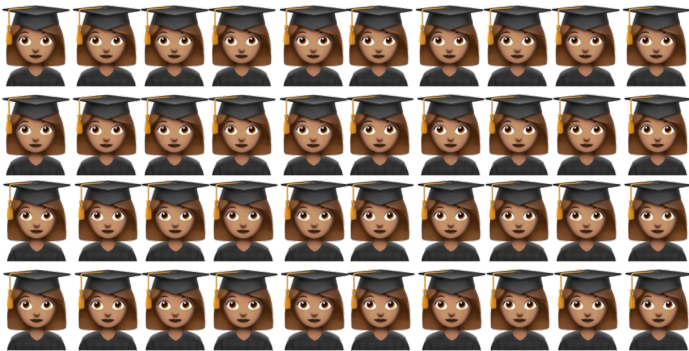
[www.RoadmapMBA.com](http://www.RoadmapMBA.com)

## £ 399 Package



Enables donation of 10 free  
courses to digital users

## £ 499 Package



Enables donation of 40 free  
courses to digital users

# Why it's important to keep the FREE tier (for commercial & social reasons!)

## Commercial Reasons

- Increased Press & Media Coverage
- Genuine USP vs competitors
- Cements our brand positioning against the rest of the market
- Memorable
- Reduce cost of customer acquisition
- Difficult for competitors to copy (and be profitable)
- Opens up a genuine global market
- Will drive 100x the users, all of whom we can up-sell / cross-sell onto other products.
- Will drive increased consideration and purchase figures vs not having this.

## Sales funnel

Awareness

Consideration

Intention

Desire

Purchase

Recommendations /  
Referrals

## Social Reasons

- Will help millions of people
- Empowers families
- ESG / CSR benefits to investors
- Supports people with student debt unable to pay
- Gives paying users the feeling of giving back
- Enables more partnerships with organisations (Charities)
- Aligns with social consumer purchasing trends
- Can help more people get into jobs / improve entrepreneurship success rates
- Could partner with Governments



# Customer feedback



## Roadmap MBA

Reviews 71 • Excellent



✓ VERIFIED COMPANY

<https://uk.trustpilot.com/review/roadmapmba.com>

“The Roadmap MBA breaks financial barriers to business education. The guide is user-intuitive and highly informative. Steve and his team have created a great network of people wanting to enhance their skills through drop-in sessions and various media channels. I am really thrilled I came across the program. I can't recommend this enough.”

“As someone who completed an MBA with a University, I must say that the pragmatic approach, and simple, deep dive into key business theories and concepts has been so helpful. Steve has a gift of synthesising complex theories into bitesize chunks. This is an excellent resource which I highly recommend”.

# In-house broadcast studio and production

Critical for the success of the Roadmap is the in-house recording and broadcast studio, which has the capability to broadcast 24 hours per day, with different presentors in different languages for different time zones.

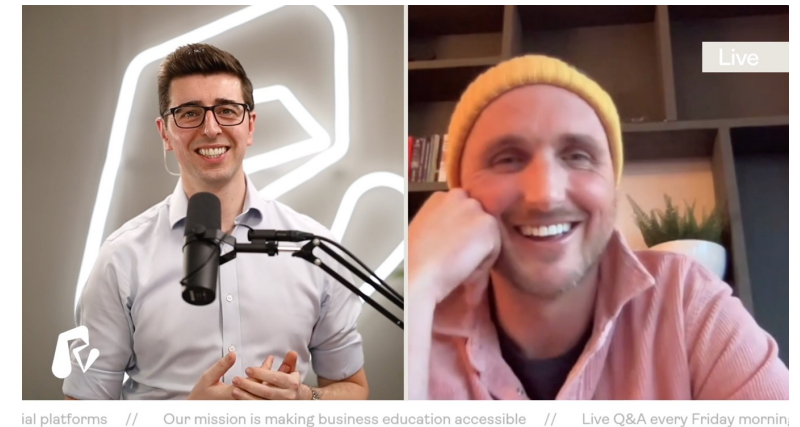
We have also already invested in the capability to record the space in 360 degree video, creating a 360 virtual classroom. In this we are getting ready for the Metaverse and learning the difficult lessons now so that we are ready for 2025 onwards.

The studio also enables us to produce premium content on a weekly basis, aiding the companies aims for building trust with the audience, in addition to providing a best in class live classroom experience.



We have developed strong knowledge in the live streaming space including the ability to produce quality broadcasts from our studio in Gateshead.

We currently stream weekly to LinkedIn LIVE, Twitter, Facebook, YouTube, Twitch plus many more, plus have a podcast which is growing in popularity.







# Social Status and Social Media

One of the major learnings from the first twelve months was the desire not only for the education and knowledge, but also for creating a physical product which people can take photos with and post about, providing social status, congratulations and celebration amongst your peers – being seen as someone who works on their personal development and is a future leader – which also acts as micro-influencer marketing and promotion for the business.

It is due to this we believe it is important to create a high quality physical product, not just a digital app or service like the competition. It also brings more perceived value to the user.

 Darren Robertson and 149 others

27 comments • 3 shares

## Reactions



13,232 views of your post in the feed

# Who are our target customers?



- Business executives with more than 20 years experience
- People who want the prestige of a business school or university degree
- Anyone who wants in-depth detail on a particular topic.
- Applicants who want (and can afford) to go to business school.
- University students



- **Business owners** who want to improve their team's grounding in leadership, management, marketing and sales, but traditional MBA are prohibitive on cost, time, or the content they teach is aimed at large multinationals and not businesses like theirs.
- **Career professionals**
- People that would benefit from a broad range of skills.



- **Entrepreneurs**, including freelancers, who have never ran a business before and would benefit from a broad range of support, including how to improve your strategy, increase sales and gain a competitive advantage over competitors.
- **Anyone that wants to work on their professional development.**



- **Students** or people for whom the traditional routes are out of bounds due to cost.
- **Anyone who is time poor** who does not have time for 400 page books on strategy or finance (e.g parents)
- People who left school early or do not have the entry requirements.
- Anyone in the world who wants to learn and develop and have everything in one place.

# Consumer insights



- Wants the certificate and experience of going to an accredited business school.
- Experienced executives who already have the skills and knowledge
- People who dislike the idea of modern alternatives to business schools which use similar brand positioning.



- Worried about rising costs and competitiveness in their industry.
- Business is underperforming and needs to upskill their team, but knows their team want something easy or they won't do it.
- Believes that some training courses are just a 'jolly out the office and will not bring lasting benefit'



- The realisation that its hard to make money and simply being good at your trade is enough.
- The embarrassment due to the feeling they feel they should know this stuff.
- They question if a £300/month business coach will help.
- Worried about paying the bills and managing their workload / homelife.



- Smart enough to do anything but already has huge student debts.
- Wants to support ethical causes and community giving.
- Wants to improve their CV with the skills they'll need in their career... potentially to get their first job.
- Social life is important and extra time devoted to study is small.



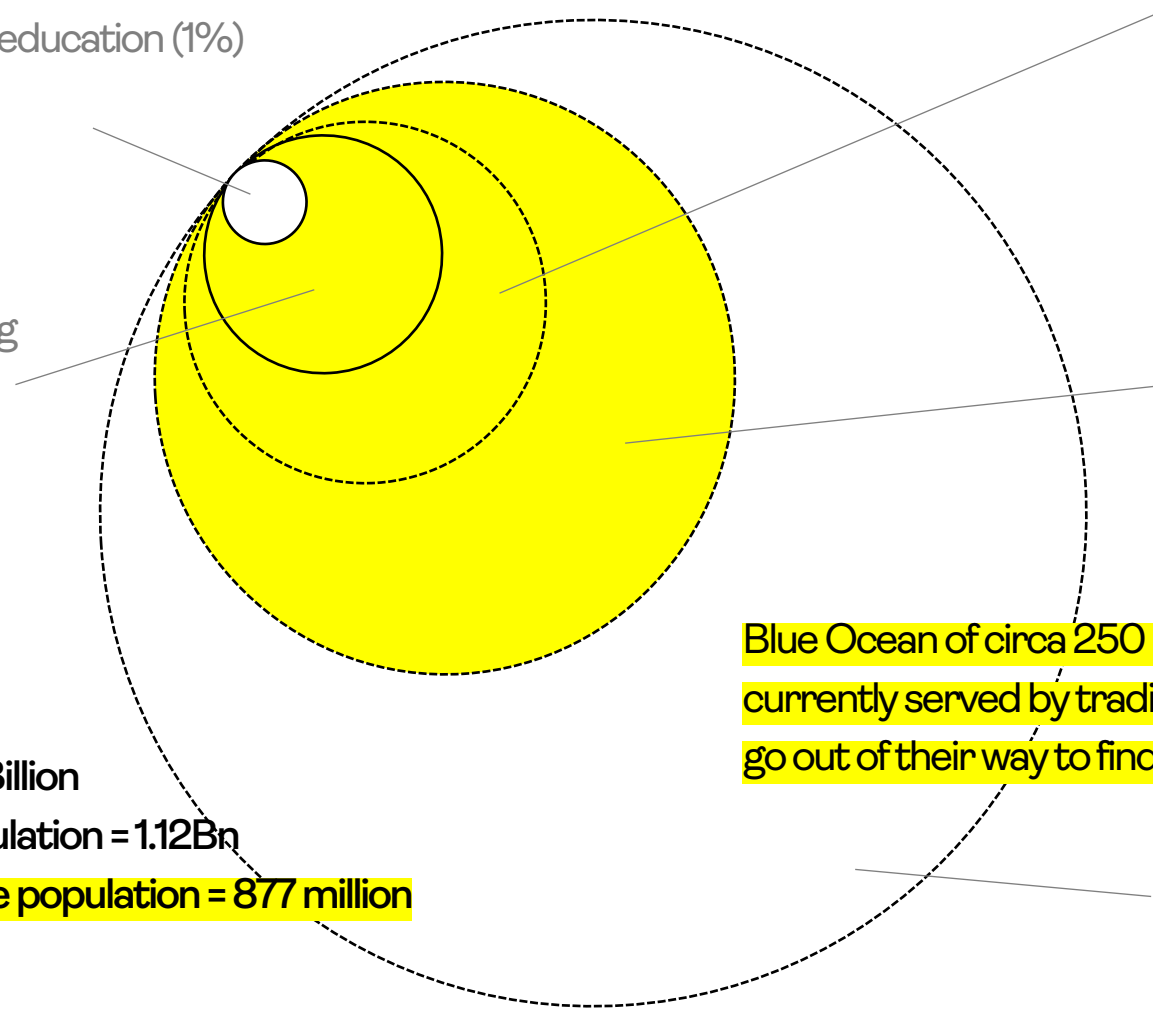
# Blue Ocean Strategy – Target Market



People who pay for business education (1%)  
8.7 million people per year

People who buy any form of  
business education or training  
26 million people per year  
First Tier Customer

Global population 2023 = 8 Billion  
Global English speaking population = 1.12Bn  
English speaking working age population = 877 million



People who are interested in business  
education but are unable to access  
61.4 million people per year  
Second Tier Customer

People who are interested in personal  
development / career development  
263 million people per year  
Third Tier Customer

Blue Ocean of circa 250 million customers per year who are not  
currently served by traditional business education and are unlikely to  
go out of their way to find something

Not interested in their careers (70%)  
Not a target

# Blue Ocean Strategy – Competitors



## Traditional Universities and Business Schools

- Private sector business training courses (in person and online)
- Online University short courses
- Other alternative MBA courses
- Business coaches

- Udemy
- Skillshare
- Business books
- Free Webinars online

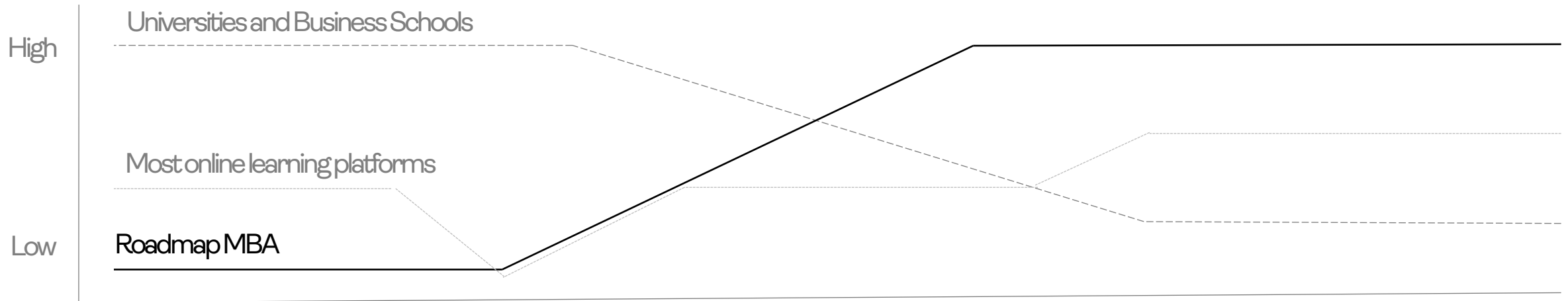
- YouTube
- Media / General Interest / Dragons Den
- Anything on Personal Development
- Magazine articles on careers

We're trying to bridge the gap outside of the traditional business education, to provide a best in class Roadmap to grow your business or career

# Blue Ocean Strategy Diagram



Areas of strongest differentiation



Price

Prestige

Cost of buildings / overheads

Entry requirements

Location Bias

Complexity of content

Nudges / Support and Motivation

*\*Target*

Curation / Ease of use / everything in one place

Flexibility / work at own pace

Speed of decision making

Languages (inc sign language)

*\*Target*

- Invest in branding
- Podcasts guests
- Quality of productions
- Brand positioning
- PR campaign & public speaking

Exam pressure

Time required

- “Anyone with a smart phone / internet access / including textbook

- “Two mins or two hours”
- Keep content light and short
- Designed like a magazine

- App push notifications
- Daily reminders
- Accessibility (global)

New original content

- In house video production
- Weekly live streams
- Weekly podcasts
- Website updates

Feedback based guidance to aid learning

Ease of access (inc retail)

*\*Target*

- Logic based questions to guide learners on finding the correct content

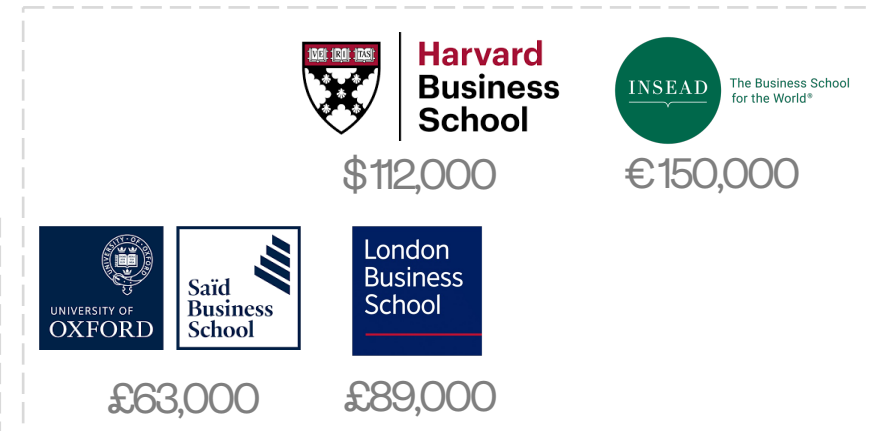
How:

- Keep overheads low
- Economies of scale on book printing
- Low numbers of staff
- Keep video production in house

# Competition pricing

Quality / Prestige

## Top Tier Universities and Business Schools



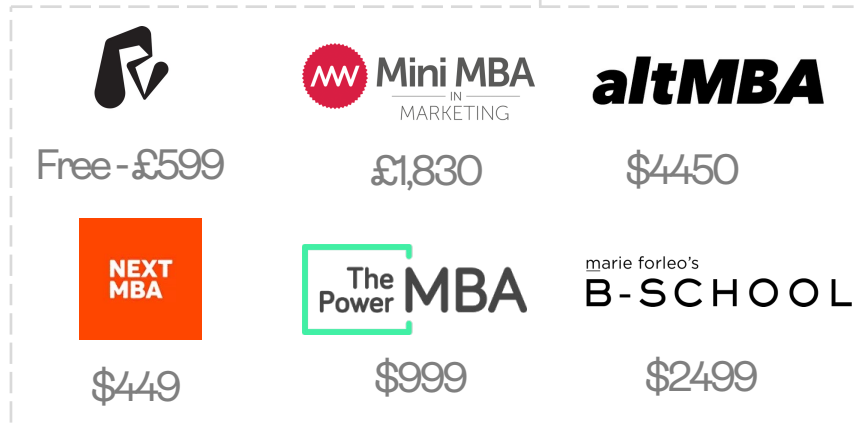
## Other

- Durham MBA £35,000
- Newcastle MBA £25,200
- Sunderland MBA £12,500

## Online MBAs

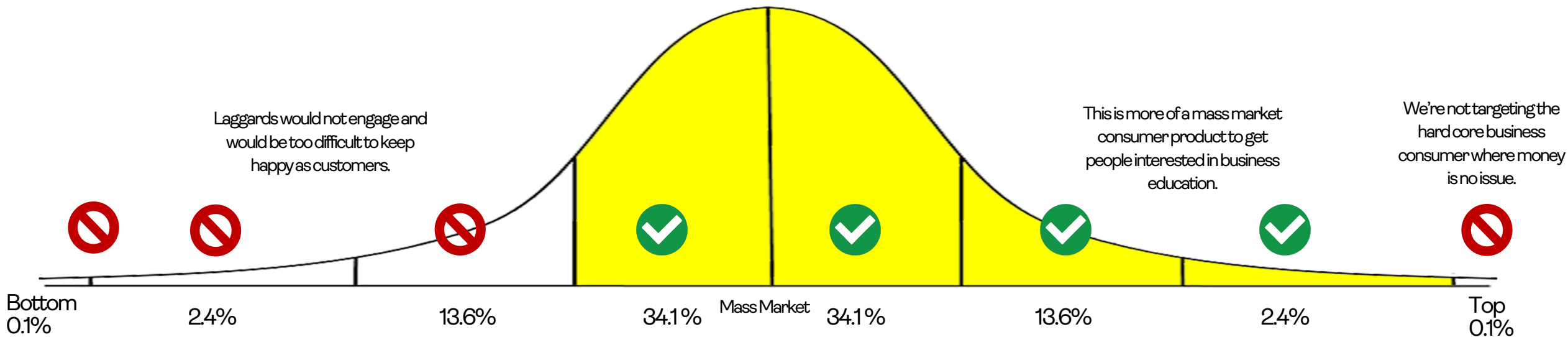
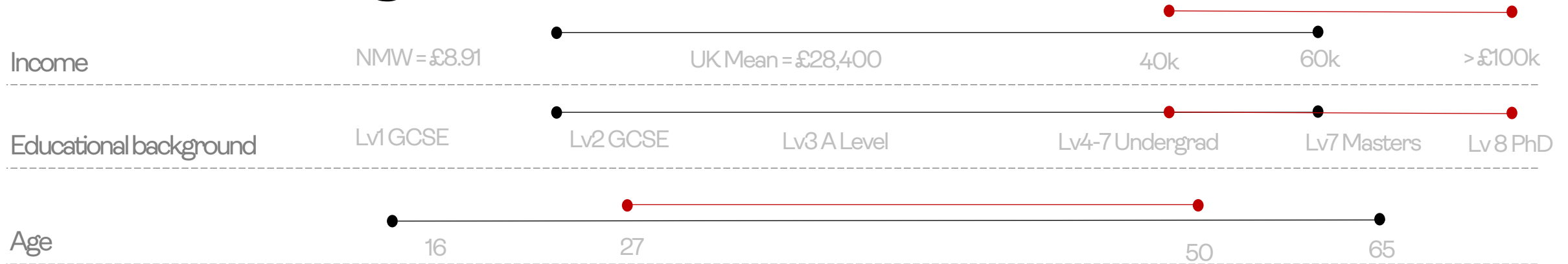


## Alternative MBAs



Price Per Year

# Customer segmentation



# Competitor Case Study – 2u.com

“As the parent company of edX, 2U partners with top-tier partners to help them turn their invaluable expertise into high-quality, online education offerings and services that meet the evolving needs of learners across their lifetimes.”

## Investment Thesis:

- Leading position in multi-trillion dollar market with accelerating digital adoption
- Uniquely positioned to develop products across the entire spectrum of higher ed
- Sizable and scalable platform delivering strong growth



**3,600**

DIGITAL OFFERINGS

**42M**

REGISTERED LEARNERS

**230**

PARTNERS

**#983**

RANKED WEBSITE IN THE  
WORLD

**38 OF TOP 50**

UNIVERSITIES IN THE WORLD

**22%**

## Revenue Growth

FY'21 revenue up 22% to \$945.7M

- FY'21 Degree Program revenue up 22% to \$592.3M
- FY'21 Alternative Credential revenue up 23% to \$353.4M

**7%**

## Adj. EBITDA Margin<sup>1</sup>

FY'21 adj. EBITDA of \$66.6M<sup>1</sup>

- \$50.5M improvement vs. FY'20

FY'21 Net Loss of \$194.8M

- \$21.7M improvement vs. FY'20

**2022**

## Outlook

Revenue to range from \$1,050.0M to \$1,090.0M

- 13% Growth at the midpoint

Adjusted EBITDA<sup>1</sup> to range from \$70.0M to \$90.0M

- 20% Growth at the midpoint

Net Loss to range from \$235.0M to \$215.0M

**2U.com have lost money every year since launch, even with 42 million users and almost \$1Bn in revenue**



# Competitor Case Study – Udemy

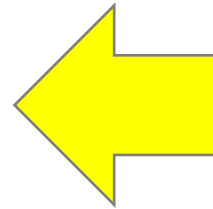
“Udemy is an online learning and teaching marketplace with over 185,000 courses and 49 million students”. Courses start at £15.99.

Financial Year 2021

Revenue = \$518m

Net Loss = \$77m

Adjusted EBITDA Margin = 9-11%



**OVERWHELM  
IS REAL**

We have one course.

Overwhelm is a genuine problem in business education, which we're looking to solve.

<https://www.udemy.com/>

Source: <https://investors.udemy.com/static-files/070b3028-2703-4240-9ab7-83440266c8a6>

**Launched 2010, IPO 2021 – 11 years**

# Competitor Case Study – Unacademy

India's largest learning platform

Valued at \$3.4Bn Aug 2021

Teaches school & professional exams

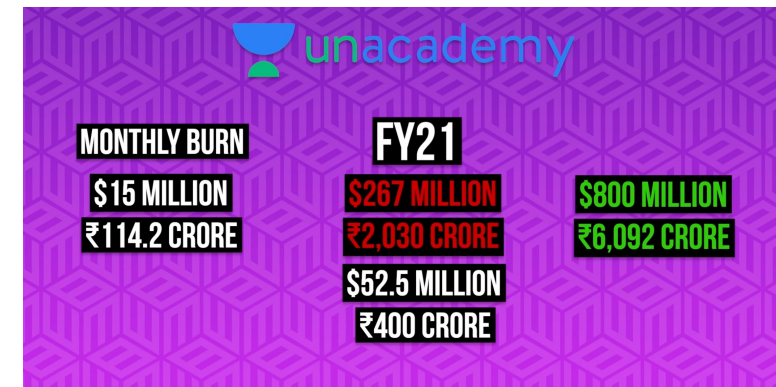
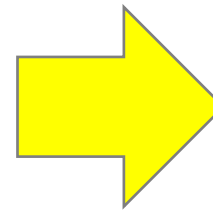
£10/month all classes

Live and recorded classes ✓

Burning \$15m a month

1000 job losses in 2022

Overheads (once again) the killer



# Competitor Case Study – Section 4

Take unlimited classes with the best  
minds in business

Marketing

Product


Disruption

Superpowers

Make markets and generate demand for your products and services


**The Brand Strategy Sprint**

Sell a promise, not just a product




**The Viral Growth Sprint**

Become the conversation




**The Scaling Marketing Sprint**

Nurture your brand as you grow




**The Product Positioning Sprint**

Discover and sell your secret sauce

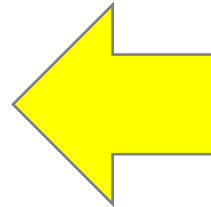


**The Storytelling Sprint**

Talk so the world listens



**View all sprints**



Regular people don't know what a sprint is.  
This is industry jargon.

Section4 is a course written by academics on  
what academics believe people want.

Our take is different, making everything  
accessible to the normal user.

Whilst everyone else is competing to show  
they're the smartest, we're doing the opposite,  
to make things the simplest. We believe that  
through taking this approach, we can carve out  
our own niche to be friendly, relatable, and  
accessible for 99% of people regardless of age  
or academic background.

# Media strategy

A major driver for the business (and its eventual success or failure) will be breaking into wider media coverage. We believe this will be possible through the Freemium model and the story of “bringing free business education to the world”, combined with the increase in cost of living and the societal pressure on household bills. Based on our blue ocean strategy we will target lifestyle blogs and general interest journalists, not just business media and provide comment on the cost of living and issues which affect our target user.

Target media headlines for the next 3 years \*\* :

“The ultimate career hack” -  
Vogue

“The app everyone needs before they start their side hustle.” - Startup  
Grind

“The ed-tech start up making business education accessible.” - Wired

“The website every new founder needs to know” - Reddit

“You need this in your life” -  
GQ

“Business education for regular people” - Lad Bible

“Business skills app for Mumtrepreneurs” - Grazia

“A new startup in the alternative MBA space.” - Tech Radar



“UK start-up taking on business education” -  
BBC

“The perfect gift for entrepreneurs.”  
- Fenwicks Christmas Newsletter

“North East start up hits 1 million users in first three years” - NE Times

“The UK start up bringing free business education to India.”



# Intellectual Property

The Roadmap MBA has IP and protection in a number of areas. Registered trademarks held within Roadmap MBA Ltd, UK company number 13885478.



Copyright © of course materials, 252 page book and online content



The Roadmap logo and name has been registered in respect of: Class 35: Business advice; Business consultancy; Consultancy (Professional business); Professional business consultancy; Business advisory services. Class 41: Conducting of educational courses relating to business; Distance learning courses; Personal development courses; Provision of training courses; Provision of education courses; Business training.

Web address: [www.RoadmapMBA.com](http://www.RoadmapMBA.com)

Social media addresses: @RoadmapMBA

Other web domains owned: [Roadmap.mba](http://Roadmap.mba); [RoadmapAltMBA.com](http://RoadmapAltMBA.com); [RoadmapAlternativeMBA.com](http://RoadmapAlternativeMBA.com); [RoadmapMBA.co.uk](http://RoadmapMBA.co.uk); [RoadmapMBA.net](http://RoadmapMBA.net); [RoadmapMBA.org](http://RoadmapMBA.org); [TheRoadmapMBA.co.uk](http://TheRoadmapMBA.co.uk); [TheRoadmapMBA.com](http://TheRoadmapMBA.com)

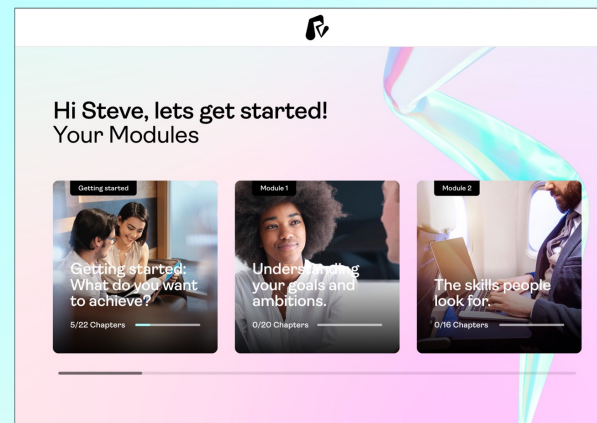
TRADE MARKS REGISTRY		REGISTRATION CERTIFICATE
<small>Trade Marks Act 1994 of</small>		
<small>Great Britain and Northern Ireland</small>		
<p>I certify that the mark shown below has been registered under No. UK00003684938 effective as of the date 23/08/2021 and has been entered in the register on 03/12/2021</p>		
<p>Signed this day at my direction</p>		
		
<p>Tim Moss REGISTRAR</p>		
<p>Representation of Mark</p>		
		
<p>The mark has been registered in respect of: Class 35: Business consultancy; Business consulting; Strategic business consultancy; Business consultancy services; Consultancy (Professional business -); Professional business consultancy; Business planning and business continuity consulting; Business</p>		
<small>Intellectual Property Office is an operating name of the Patent Office</small>		

TRADE MARKS REGISTRY		REGISTRATION CERTIFICATE
<small>Trade Marks Act 1994 of</small>		
<small>Great Britain and Northern Ireland</small>		
<p>I certify that the mark shown below has been registered under No. UK00003670626 effective as of the date 19/07/2021 and has been entered in the register on 19/11/2021</p>		
<p>Signed this day at my direction</p>		
		
<p>Tim Moss REGISTRAR</p>		
<p>Representation of Mark Roadmap MBA</p>		
<p>The mark has been registered in respect of: Class 35: Business advice; Business consultancy; Consultancy (Professional business -); Professional business consultancy; Business advisory services.</p>		
<p>Class 41: Conducting of educational courses relating to business; Distance learning courses; Personal development courses; Provision of training courses; Provision of education courses; Business training.</p>		
<p>In the name of Steven Pugh</p>		
<small>Intellectual Property Office is an operating name of the Patent Office</small>		

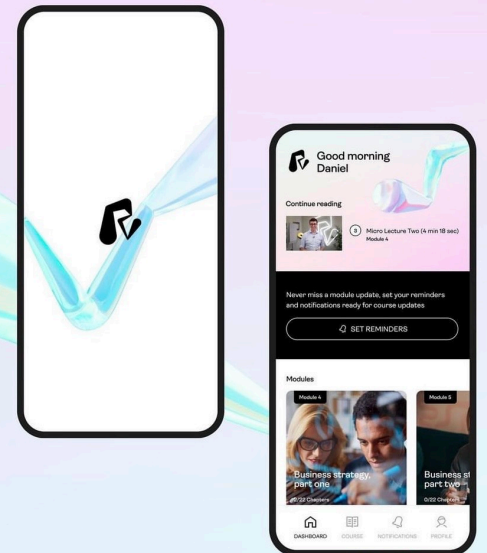
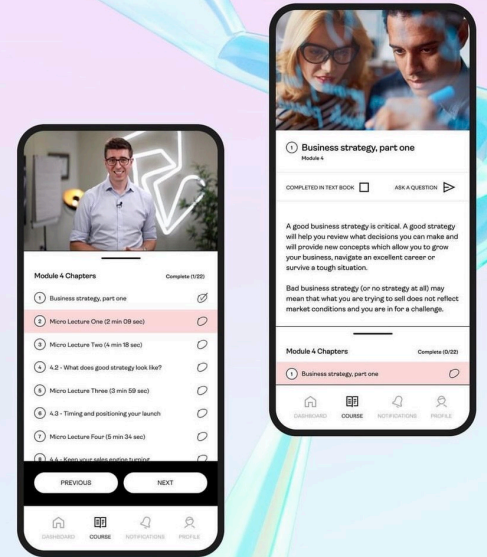


# Tech stack

- API is built in Laravel: <https://laravel.com/>
- Platform area is built in Vue.js which utilises the API <https://vuejs.org/>
- App is built in React Native and utilises the API <https://reactnative.dev/>
- Marketing site is built in Wordpress
- System is fully hosted on AWS (Amazon Web Services)



RoadmapMBA.com



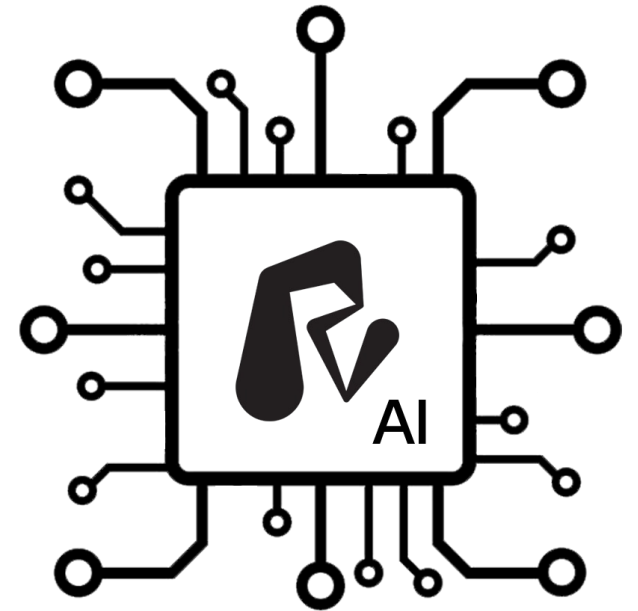


# We learn and adapt quicker

What makes the Roadmap MBA unique is not the content. It is the ability to learn innovate and adapt, reacting quicker and constantly be several steps ahead when new information or concepts come out which we believe we can commercialise quicker than anyone else – even reacting SAME DAY.

We have plenty of new ideas to continually improve the service and stay ahead of the competition, gradually tackling more and more of the pain points of the customer and creating a competitive advantage in the market place.

We believe that even if someone did copy what we had done today, we would already be several steps ahead by the time it launches.



# Critical success factors

- Provide excellent client service and user experience. How? Develop the new website and app
- Build a brand which people see as being credible.
- Maintain and build social proof – including promoting social media and Trust Pilot reviews.
- Create an understandable (and memorable) company mission.
- Build awareness and consideration within the target market. How? Via a sustained press and PR campaign
- Maintain low fixed overheads – which enables the Freemium model (thus creating unique value proposition)
- Source and maintain low unit prices.
- Become a regular part of people's routine – How? With regular livestreams and podcasts which build trust.
- Develop export markets, including investigating language translation and sign language
- Solve Non UK shipping – which is both expensive and takes a long time!!
- Work with community partners to help the people who need it most (including providing free books)
- Keep the customer at the heart of the business.
- Reinvest all of the profits back in to accelerate growth.



# Do you have any questions?



Steve Pugh +44 (0) 75184 92982

Founder and CEO

[steve@RoadmapMBA.com](mailto:steve@RoadmapMBA.com)