

Unlock Your Inner Brilliance!

Elevate Innovations

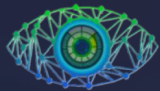
INVESTOR PRESENTATION

January 2025

Vision: We envision a world where AI & human collaboration empowers learning universally.

Mission: To empower humanity through innovative, immersive learning solutions

Purpose: We aim to drive global progress through equal and accessible learning solutions for individuals and organizations.



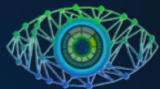
Problem

The world is facing a **“learning crisis”** that spans from classrooms to boardrooms.

UNICEF reports that **over 70% of 10-year-olds globally cannot read a simple text**, and the OECD ranked the U.S. education system **20th out of 41** countries in 2024 education rankings.

This learning gap extends into the corporate world, with companies projected to spend **\$256 billion** on Learning and Development (L&D) in 2025, yet **only 12%** of that investment will yield practical results — *wasting over \$225 billion.*





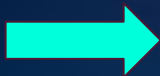
Solution

Traditional Training

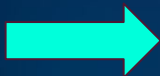
Difficulty applying learning to
real-world scenarios



Lack of Scalable and Consistent Training
Programs for Diverse Teams



Complexity in Addressing Varied and
Evolving Learning Needs



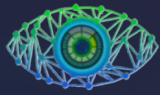
Immersive Training

Provide immersive, AI-driven role-play simulations for
real-world skill practice using our ATC framework.

Offers scalable, personalized training through AI, providing
consistent, customized learning for diverse teams.

Tailors training to individual skills, preferences, and industry
trends for lasting relevance.

Companies with comprehensive training programs experience **218% higher income** per employee



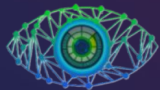
BenAI - The Intelligent Tutor

Meet BenAI

Let me introduce you to **BenAI**, a lifelike AI-powered avatar designed to transform how individuals and teams learn, grow, and excel. Built on the proprietary Ask, Teach, Coach (ATC) framework, BenAI isn't just another virtual tutor—it's your **personalized, intelligent learning companion**.

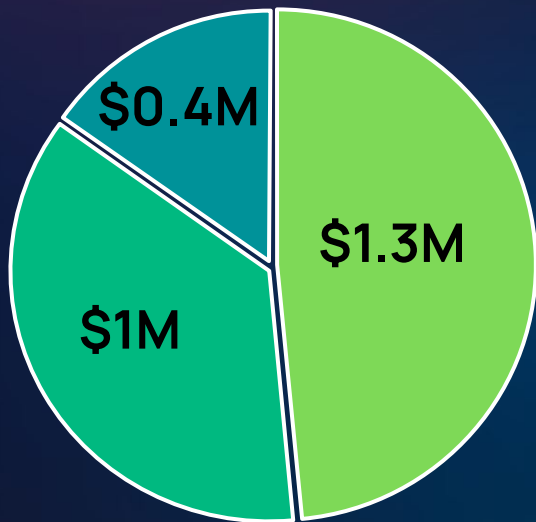
What sets BenAI apart is its ability to create an **immersive and adaptive learning experience** by analyzing body language, tone of voice, and sentiment. This allows it to create a deeply tailored, empathetic, and interactive journey for each learner.





Investment Ask

We Are Seeking \$2.7M for Further Product Development and Our Go-To-Market Launch



Marketing

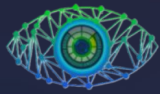
- Marketing and Advertising
- Trade Shows and Conferences
- Webinars and Workshops
- Sales and Partnerships

R&D

- Further product design and prototyping
- Software Development
- Testing and Quality Assurance
- Compliance and Regulatory Cost

Business Ops

- Personnel costs
- Office/Admin Expenses
- Legal, Compliance and Insurance



Elevate Innovations Team



Benjamin King
CEO & Founder

A visionary leader and innovative strategist with a proven track record of driving growth by designing and implementing impactful training programs and highly effective sales processes for large-scale retailers across the U.S.



Jim Koza
VP of Business Dev.

Proven leader in scaling businesses, driving revenue growth, and building high-performing teams through strategic innovation, cross-functional leadership, and data-driven solutions.



Jeremy Milway
CFO

Finance leader with 20 years of experience in companies of all sizes, specializing in assisting startup companies to achieve growth and profitability.



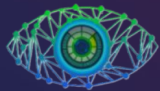
Darrel Popowich
CIO

Executive IT and business leader with 20+ years of experience driving digital transformations in small and large organizations. Skilled at aligning technology with customer needs to foster innovation and sustainable growth.



Angela Diamond
SGO

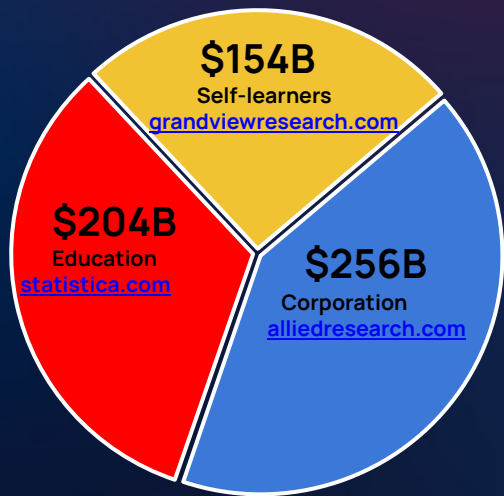
Commercial growth strategist with 15+ years of experience building revenue infrastructures in corporations and startups. Specialized in channel development and sales & marketing integration to drive brand positioning and ROI.



2025 Market Potential

TAM

Worldwide Learning & Development



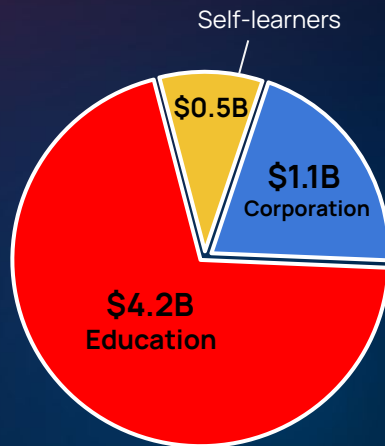
\$612B

(8% CAGR to \$1.4T in 2035)

0.9%
⇒

SAM

Adaptive Learning



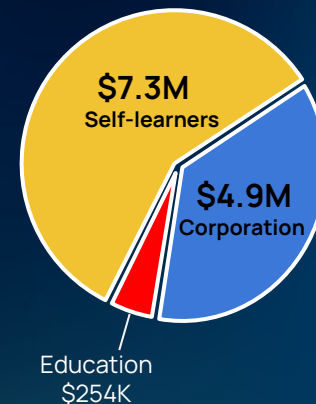
\$5.6B

(21.4% CAGR to \$32B in 2035)

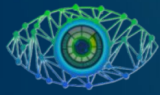
0.2%
⇒

SOM

Share of Market



\$12.4M by 2028



Proprietary Model

“Active learning improves skill retention by up to 75%, making practice essential for mastery.”

Freeman et al. (2014), “Active Learning Increases Student Performance”
Brown, Roediger & McDaniel (2014), “Make it Stick”



Ask.



With genuine curiosity, BenAI explores your challenges, helping you unlock meaningful growth in work, education and self mastery.

Teach.

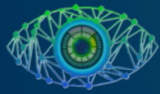


Constantly adapting to your skill level, BenAI gives you personalized instruction to learn skills that stick with confidence.

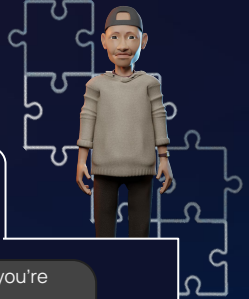
Coach.



Through immersive role-playing, BenAI coaches you to transform knowledge into real growth and mastery of skills.



BenAI in Action (Actual voice transcript)



Ask.

Hi, BenAI, How are you today?

I'm doing great, Darrel!! How are you?

I'm glad you asked. My manager did my quarterly review, and I guess I'm really struggling with my sales process.

Keep your head up, Darrel. There's nothing we can't improve if you practice your craft. Could you share what specific topics or skills your manager suggested to improve?

Thank you. My manager said I'm struggling with my negotiation skills, and honestly, he's right.

What is it about negotiation that you're struggling with?

I'm just afraid of being pushy and scaring customers away.

I can guide you in learning how to negotiate! Should I start there?

Yes, please!!

Teach.

Hi, BenAI, help me understand how to close a sale without being overly pushy.

Certainly I can help. Negotiation is a skill that can be developed with practice, and feeling pushy is a common concern, but effective negotiation is about finding balance between assertiveness and empathy.

One key psychological trigger that can encourage a customer to buy is the principle of scarcity.

Perceiving that a product or service is limited in availability often creates a feel of urgency to act quickly to avoid missing out.

This can lead to more impulsive buying decisions. By highlighting the unique aspects of your offering and creating a sense of exclusivity, you can effectively motivate customers to make a purchase.

Practicing incorporating this principle into your sales conversation is the best way to learn. Would you like to role play a scenario now, or pick another topic to learn about?

Yes, I'd love to roleplay a scenario with you. I'm already feeling more confident with what you taught me.

Coach.

Great! Let me set the scene: Imagine you're with a potential client interested in a limited-time offer for a training program that Elevate Innovations is launching with only a few spots available, and you want to emphasize the urgency of making a decision.

Would you like to play the role of the salesperson, or would you like to see how I do it?

I'd like to play the salesperson, you've given me an idea I'd like to try about limited time sales.

Hi Alex, I'm glad to finally meet you in person. So nice you made it in.

Hi, Darrel! It's nice to meet you too. I've heard wonderful things about Elevate Innovations and your training programs.

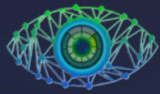
Elevate Innovations is proud to offer BenAI, our groundbreaking product with proven success and glowing user testimonials. During our Google Meet, you expressed interest in testing BenAI's interactive roleplay firsthand—a great idea to experience what your sales team will. This week, we're offering a discount for new partnerships, with an extra 10% off if we start integrating BenAI into your LMS by next month. Let's get started with your trial and discuss next steps!

Well done! Would you like to try some more?



Intelligent Tutoring

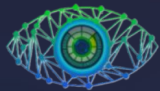




Competitive Advantage

Competitors	What They Do	How BenAI Is Better
Khan Academy	Offers personalized, self-paced learning for students across a range of academic subjects.	BenAI expands beyond academics, providing interactive role plays and skill-building for professional and educational growth.
Duolingo	Specializes in gamified language learning with bite-sized lessons and rewards to maintain engagement.	BenAI provides a holistic educational approach, covering diverse subjects with personalized, real-world applications.
ChatGPT	Delivers general-purpose AI assistance for various user queries and tasks.	BenAI focuses on adaptive training, offering tailored feedback and practical learning scenarios for skill enhancement.
Copilot	Enhances productivity within Microsoft apps through AI-powered task management and assistance.	BenAI emphasizes comprehensive personal and professional growth with coaching and roleplay outside a productivity tool context.





Revenue Model

Individual Subscribers

Freemium

- 8 msgs every 3 hrs
- Remember 1 conversation
- Standard voice mode

Basic \$9.99 /mth

- 25 msgs every 3 hrs
- Remember 5 conversations
- Standard voice mode
- Limited access to file uploads, advanced data analysis, web browsing, and image generation

Pro \$29.99 /mth

- 80 msgs every 3 hrs
- Remember 15 conversations
- Extended voice mode
- Extended access to file uploads, advanced data analysis, web browsing, and image generation

Premium \$59.99 /mth

- 250 msgs every 3 hrs
- Remember 50 conversations
- Extended voice mode
- Highest access to file uploads, advanced data analysis, web browsing, and image generation

Corporate / Educational Licensing

White Labeling

Negotiated Contract

Corporate \$59.99 / usr / mth

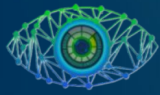
- Minimum 10 users
- 250 msgs every 3 hrs
- Remember 50 conversations
- No training on your data
- SAML SSO & SCIM
- Dedicated workspace with custom data retention and domain verification
- SOC 2 Type 2 compliance
- Data encryption at rest (AES-256) and in transit (TLS 1.2+)
- Elevate Innovations Support

Enterprise \$74.99 / usr / mth

- Minimum 100 users
- 500 msgs every 3 hrs
- Remember all conversations
- No training on your data
- SAML SSO & SCIM
- Dedicated workspace with custom data retention and domain verification
- SOC 2 Type 2 compliance
- Data encryption at rest (AES-256) & in transit (TLS 1.2+)
- Elevate Innovations Support

Education \$2,500 / yr

- Maximum 250 users
- 50 msgs every 3 hrs
- Remember 25 conversations
- Dedicated workspace with custom data retention and domain verification
- SOC 2 Type 2 compliance
- Data encryption at rest (AES-256) and in transit (TLS 1.2+)



GTM Strategy - Launch March 2025 (contingent on funding)



Partnerships

- Strategic Alliances: L&D and LMS
- Reseller: White Label
- Referral: Value Add
- Influencer Partnerships: L&D



Omni- Channel Marketing

- Social Media
- Email
- White Papers & Case Studies
- Paid Ads
- Thought Leadership Newsletter
(750 subscribers)



Speaking Engagements & Events

Webinars & Workshops:

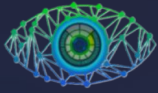
- IIL AI Days - webinar
- ITML - workshop

Trade Shows & Conferences

- MODSIM World 2025 -March
- ITSEC 2025 - December

PodCasts & TV:

- The Blox - TV
- The Frustrated CEO - Podcast



Partnerships

LOI



FreeFuse:

- Choose-your-own-adventure Engagement Tool
- 4M+ lifetime learners
- Over 1,000 teams actively using their platform
- 75% return of weekly users
- **5 -10x growth** in users and revenue YOY

Referral

- BenAI is a 'checkbox' feature to all existing Learning Classes

LOI



Linchpin Solutions:

- Entry into Adaptive training for U.S. Government
- Current Training provider for:
 - US Army
 - US Marine Corps
 - Joint Forces
 - Aerospace & Defense

Reseller

- White labeled to resell into U.S Government client base for L&D

LOI

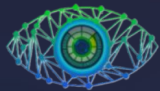


UoT / Cox Premier Consulting:

- SBIR Research Grant - reduce violence in schools
- UoT Psychologist Research Team
- CPC - SBIR Project Management

Strategic Alliance

- BenAI is the core technology to deliver the research grant for development.



Pipeline

Projected Annual Revenue - \$163,000

Marketing Qualified Leads

Organic growth of Freemium Users



Beta Program Users

- Self Learners
- 25 invited to Beta
- Organic growth to 180 users

Sales Qualified Leads

Committed customers upon launch



YNL Global

- Industry: Learning Development
- App: MyPathAI
- School Name: Waukee Community School District
- Students: 1,500
- Contract Pending



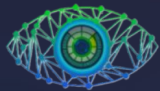
Wings Etc!

- Industry: Restaurant Franchise
- Launch Count: 3
- Employees: 45
- Purpose: Training Service Team



Learn & Grow Rich

- Industry: Finance
- Employee's: 150
- Purpose: Training Employees



Testimonials

BenAI is AMAZING!

"BenAI has been amazing. I am getting used to using him everyday! It has helped me:

- ❖ Come up with a plan to motivate my staff for a holiday meeting.
- ❖ Came up with a great motivational speech and BenAI found amazing quote by one of my favorite basketball players to say to my staff
- ❖ Helped set up a game plan for after holiday to continue to drive sales!"

- Joshua Thompson
Sales Manager: Regency Furniture, MD

Value for Money:

"At \$9.99-15.99 BenAI offers good value for money. The ability to get feedback and the interface makes it stand out compared to other AIs."

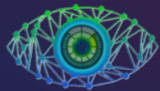
- Henry Villatoro
Sales Manager: Ashley Furniture, MD

Ease of Use:

" BenAI is very easy to navigate around in. I love that no matter what question in any category the response is very helpful and very quick.It's excellent for teachers and students, training sales people, helps moms in the kitchen looking up recipes, and so much more.

- Linda Wilcher
Superintendent Secretary: Amherst High School, VA

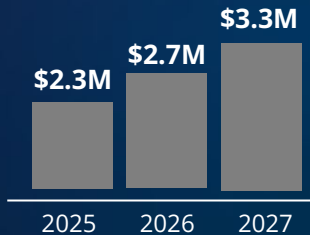




Financial Projections



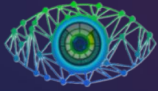
REVENUE



OP EXPENSES



EBITDA



We invite you to join us on this exciting journey and contribute to our vision for success!

Try out BenAI at:

<https://webapp.elevatebenai.com/dashboard>

Contact Us: 336-897-0021

Website: www.elevatebenai.com

LinkedIn: www.linkedin.com/company/elevatebenai

"The future of learning isn't about doing what we already know better—it's about discovering entirely new ways to empower people and unlock their potential. BenAI is the key to making that future a reality."

- Ben King
CEO: Elevate Innovations