

# Socio-emotional development is the 'raw material' in which we all should invest.

It is a fruitful and sustainable business to build a Future Fit society.

**iseekme**



# Our team



**Rob Mulder**  
*Owner & UX/UI lead*

Rob is a social entrepreneur at heart. For many years he was director of a foundation that offered people new chances on the labor market through art. He is a tech entrepreneur since 2005 and has led many projects for organizations like TotalEnergies, Coolblue and Hartmann. He is responsible for a sexy user experience that makes anyone feel at home.



**Steven de Lira**  
*Owner, founder & Inspirator*

Steven is the strategist behind iSeekMe. He has been a coach, trainer and strategist for teams at ABN-Amro, Rabobank, NN, Zilverenkruis, Municipality of The Hague and many medium and small enterprises. He is TEDx pioneer. He has management experience at Alcatel and Kunstof plus. As director operations he made a successful market introduction of Kunst Plus. Steven is the author of the book Everyone is a mentor.



**Mark Willemen**  
*Owner & Systeem architect*

It's Mark's mission to create a more honest world through IT. During his 20-year career, Mark created a 15-person IT company and achieved commercial success with clients like ABN AMRO, ASM, Enexis and TenneT. Mark has a deep understanding of cloud-based SaaS solutions and he laid the foundation for a stable, secure and scalable platform.

# Our development team



**Sherwin Lemmen**  
*Lead Developer*

What makes Sherwin special is, on the one hand, his technical knowledge and experience, and on the other hand, his talent to communicate. Sherwin has gained a lot of experience through callcenter applications and, as a result, knows how to build systems to support big groups of people.



**Kah Ho Zheng**  
*Back-end Developer*

In addition to a passion for programming, he also has a passion for League of Legends. He even built an online platform for the players of this game.



**Andy Korshie**  
*iOS Developer*

Software Engineer with experience in game development, web development, and graphics programming. Skilled in multiple areas, from game design, VFX and video editing to software architecture design and software development.

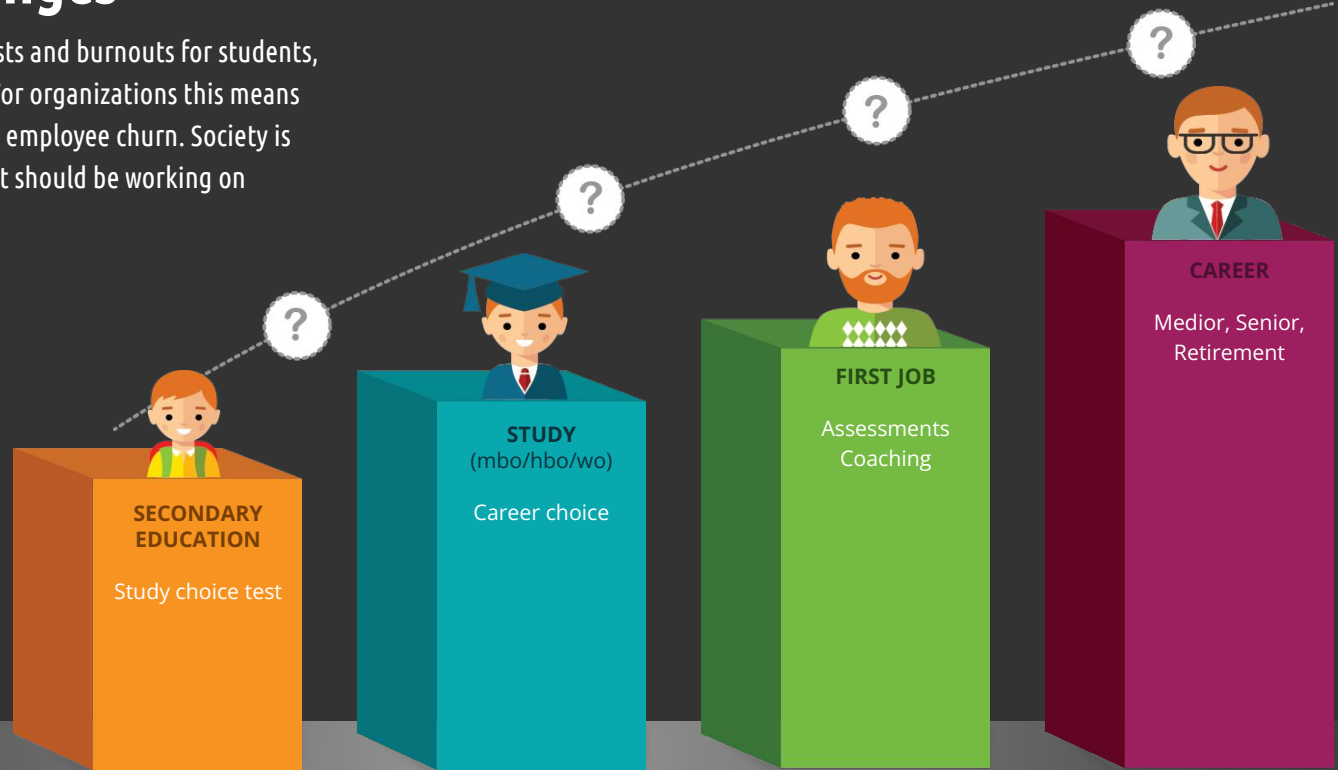


**Denis Oluka**  
*Android Developer.*

Ambitious software engineer with experience in mobile and web development. Denis is eager to learn and is always up to date with the latest developments. He is passionate about solving problems and his creative skills makes him a great team player. Besides programming, he is a biker.

# Social challenges

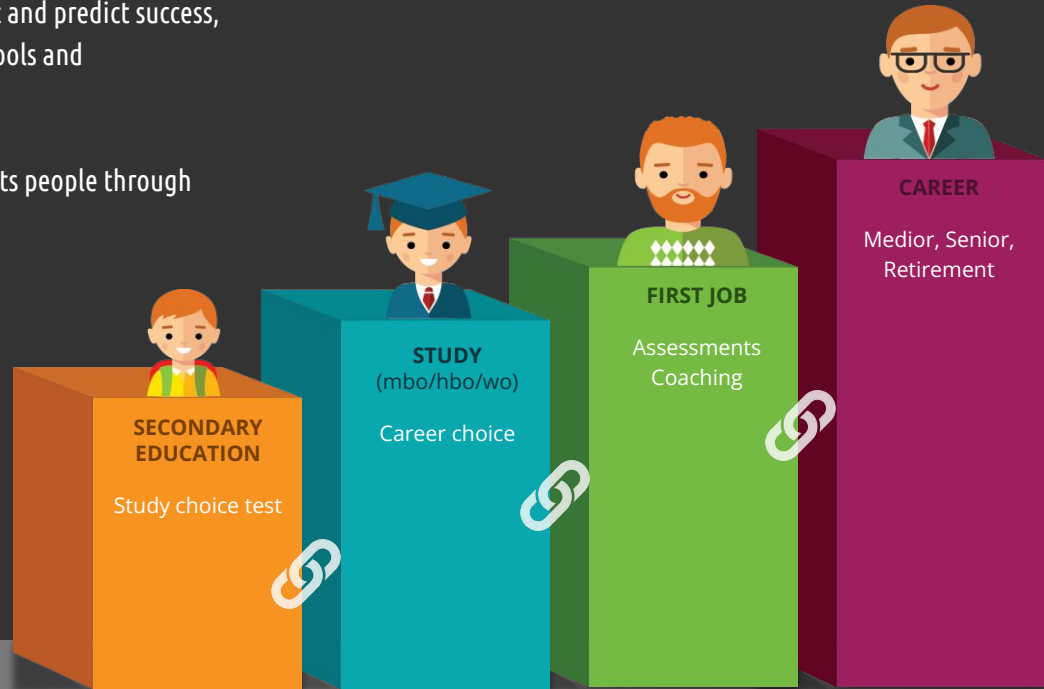
Poor choices lead to high costs and burnouts for students, professionals and families. For organizations this means higher engagement risk and employee churn. Society is wasting valuable talents that should be working on sustainable projects.



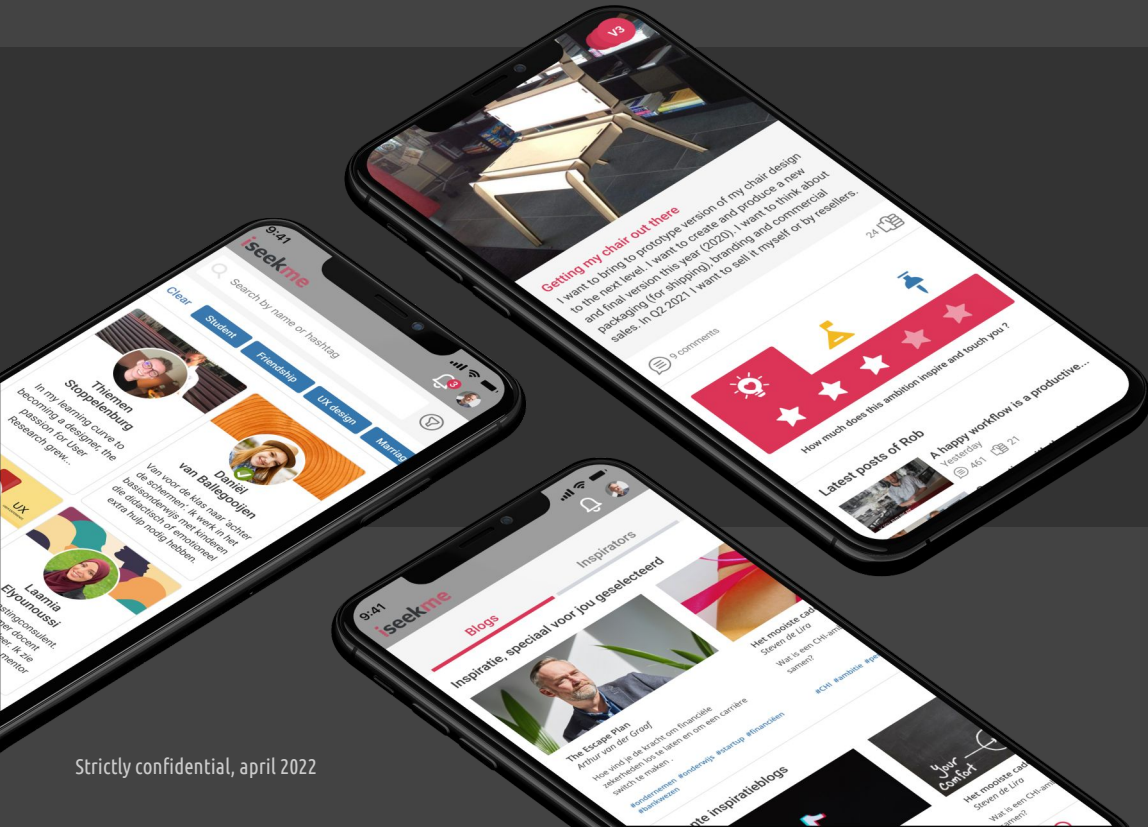
# Opportunities

Closing the gap. Through mentoring we help people find their purpose. This allows us to manage engagement and predict success, enabling us to match people with the right schools and organisations.

Currently there is no trusted brand that supports people through this life-long journey.



# The solution: reduce engagement risk



iSeekMe is a massive open online talent agency. We use the power of social media to create a network of mentors to help people find their purpose and connect them with sustainable organisations and projects. We receive a matching fee for this, which is partially paid to the mentors involved.

Our end game is to have the 1 million most purpose driven people in our network.

# The market

Currently the career development is divided into different segments. We see little or no collaboration.

We close the gap by supporting the whole journey of the user, instead of being a management tool for one part of the process.

## PERSONAL DEVELOPMENT

€64 billion market worldwide

### What stands out

Coaching is getting more and more popular, but more consumers are turning to cheaper alternatives, like podcasts and the web.

### Opportunity

The market is very fragmented with many different small businesses. Low barriers of entry.

### Market problem

Believability: where is the proof? Little reliable data about ROI. The market suffers from bad publicity and scandals.

## HRM SOFTWARE + EDU Tech

\$ 17 billion market worldwide >

\$ 32 billion in 2027

### What stands out

Closed systems, user data belongs to companies instead of users.

### Opportunity

Offer users an independent and personal approach with control over data.

### Market problem

Not appealing. Not independent.  
Mostly cognitive skills.

## RECRUITMENT

Fulfills approx. 108,000 vacancies (the Netherlands) annually. No revenue available.

### What stands out

Automation is now primarily used for efficiency and little for innovation in terms of quality.

### Opportunity

Give better guarantees on engagement risk with data.

### Market problem

Conservative. No substantial innovation. Offers no solution regarding engagement risk.

# Market approach



**iSeekMe**  
USERS oriented approach



**Traditional B2B**  
organization approach

Love to use	←.....○	<b>Brand effect</b>	○.....→	Must use
Brand building	←.....○	<b>Investment Risks</b>	○.....→	Long lead time
Top of mind	←.....○	<b>Brand awareness</b>	○.....→	Low, single touch point
User friendly	←.....○	<b>Experience</b>	○.....→	Complex to use
Live long learning	←.....○	<b>Owner</b>	○.....→	Organization specific
User	←.....○	<b>Primary focus</b>	○.....→	Organization
Freemium	←.....○	<b>Pays the bill</b>	○.....→	Matching fee
Life oriented	←.....○	<b>Reason to use</b>	○.....→	Career oriented
Brand loyalty	←.....○	<b>USP</b>	○.....→	Features



# Our innovations

With technology we accelerate the process of social-emotional development: it becomes scalable and accessible to everyone.



## SOCIAL INNOVATION

- Agile approach to social emotional development. Ambition is continuously being updated through feedback of the network. We manage these ambition versions and create a diverse and inclusive network of mentors.
- Using the power of social media to stimulate personal development in the long term.
- Holistic approach; attention to all life questions (study & career, finances, relationships and lifestyle) in one environment.



## TECHNOLOGICAL INNOVATION

- Making social-emotional development measurable.
- Provide early advice and assistance regarding engagement risk.
- With the help of AI, everyone becomes a qualitative good mentor.

### Scientific validation

The Social Deep Learning method has been developed, based on research with Utrecht University, Leiden University of Applied Sciences, TNO and experiments with various large companies. With this method we can predict and accelerate the social-emotional development of large groups of people.

# Our mission and ambition

Making social-emotional development freely accessible to everyone. Making people hooked to their own personal development by being a user-friendly, fun, sexy, engaging lifestyle brand. We aspire to be top-of mind, similar to these popular lifestyle brands.

The logo for Patta, featuring the word "Patta" in a white, cursive script font.

VANMOOF

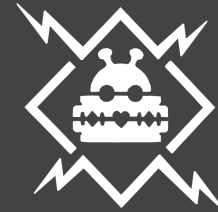
The FUNX logo, featuring the word "FUNX" in a stylized, blocky font with diagonal lines.

Red Bull



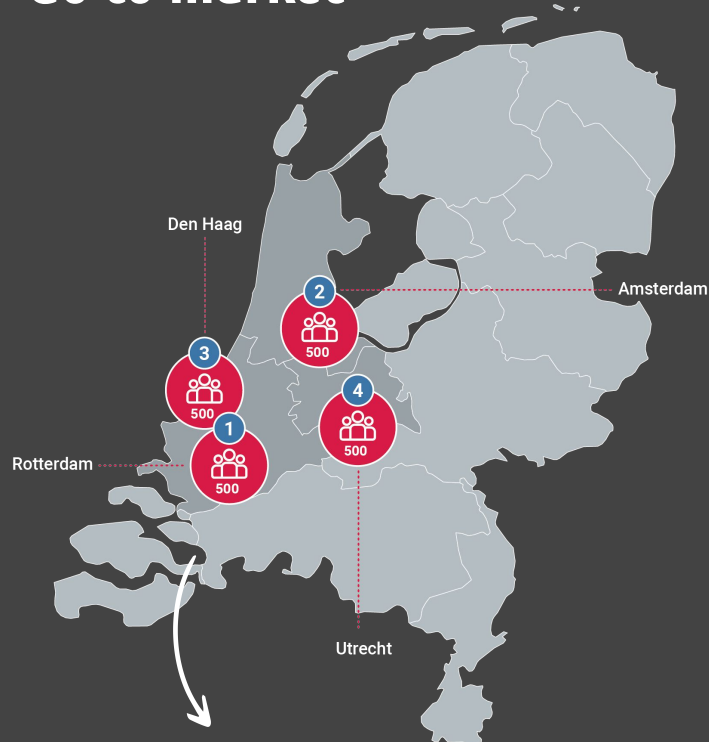
DAILY PAPER

NETFLIX

The HelloFresh logo, featuring a white circular icon of a bowl and the word "HelloFRESH" in a sans-serif font.The Patagonia logo, featuring a white mountain range icon above the word "patagonia" in a lowercase sans-serif font.

TONY'S  
CHOCOLONELY

# Go to market



*Proof that 2,000 users spend  $\pm$  7 min. a day on their personal development. We have leads for 8 pilots.*

## LATEST ACHIEVEMENTS

- ✓ Strong organizational foundation and solid team
- ✓ App (iOS/Android) is live, actively used and tested by  $\pm$  200 beta-users
- ✓ Training & workshop is ready (high rating participants)
- ✓ Book is ready to be published
- ✓ TEDX 2022 Amsterdam finalist



### Most important insight

Build a life style sexy brand to grow from B2C to B2B proposition

## NEXT STEPS

Further APP development

Optimize data security & independent data foundation

Community management

- Marketing & content creation with influencers
- Sponsoring of young talents in exchange for content.
- Collaborations with sport clubs and student associations.

## FUNDING NEEDED

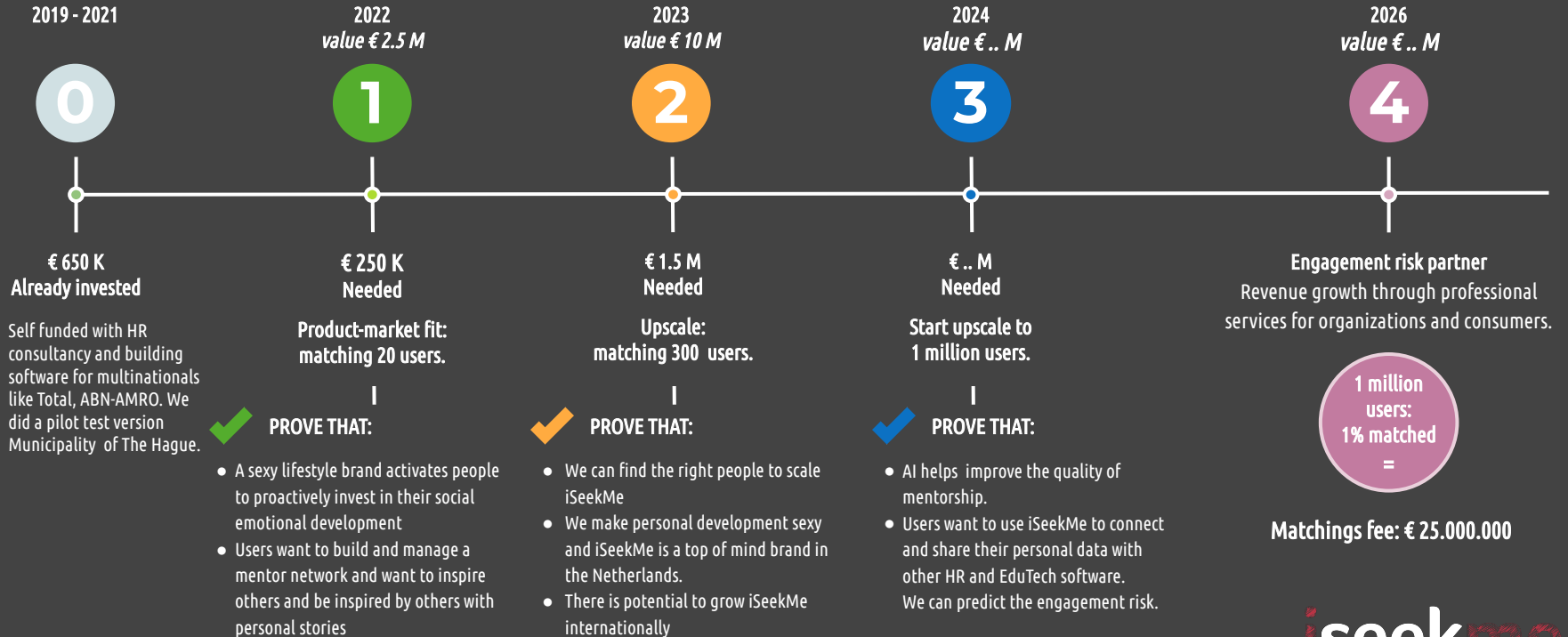
€ 90 K

€ 50 K

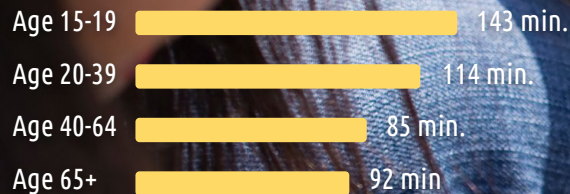
€ 110 K

# Business case & funding

Build a trustworthy brand for students and young professionals to help them find their purpose. This will attract the right organizations. When we have the audience we integrate iSeekMe with current HR- and Edu-tech to support the total career journey.



# We're all on social media every day



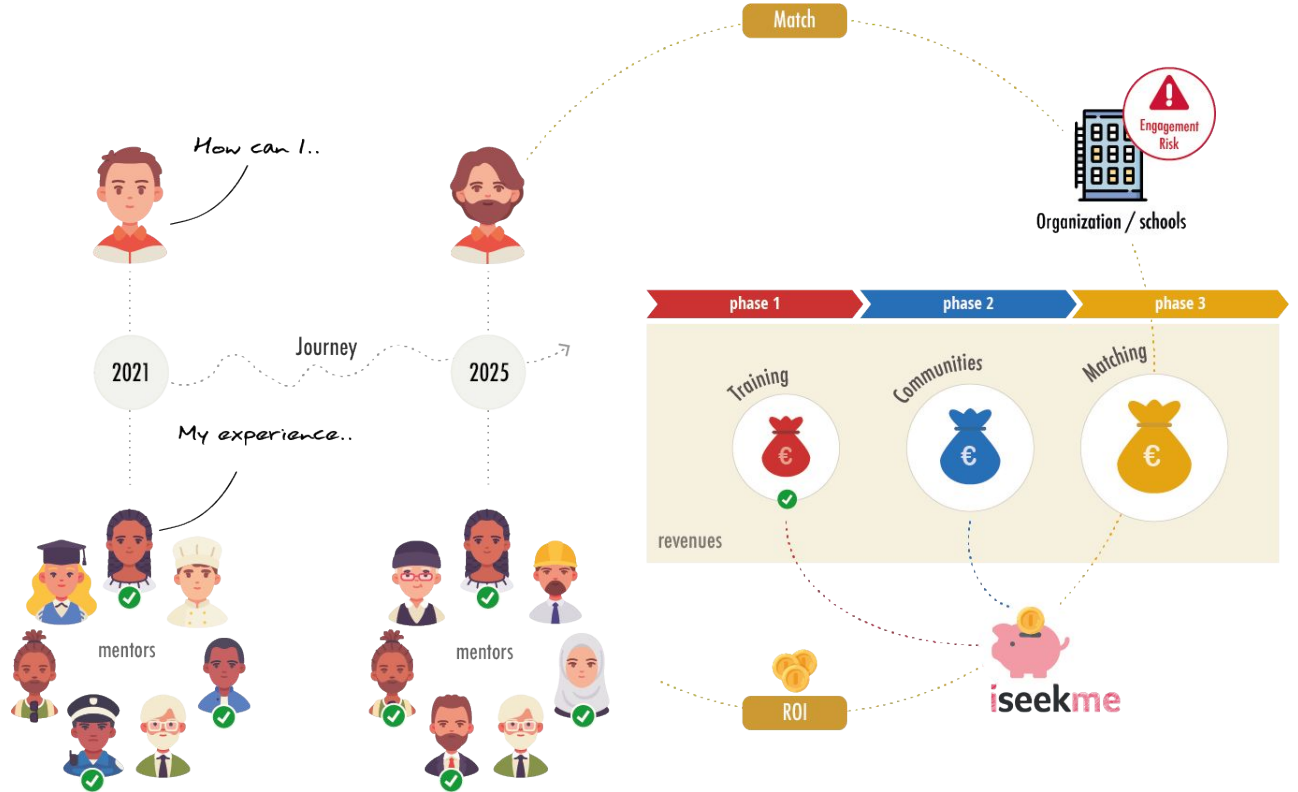
## The challenge



We can use the power of social media to tempt people to spend 7 minutes of their day reflecting on their personal development, resulting in them making better life choices. We are going to 'snatch' those 7 minutes from their current social media use.

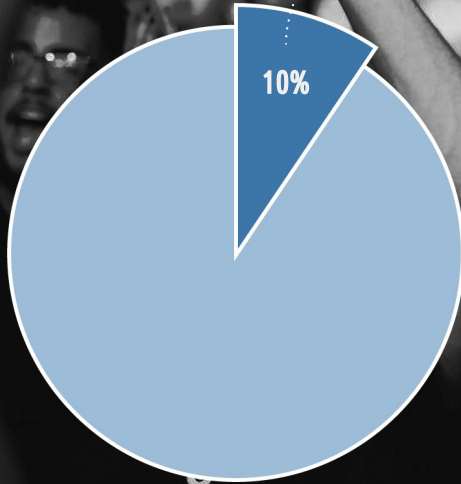
# Revenue model

We help users build a network of mentors. We help mentors become better mentors. Through mentorship we help people find their purpose. Purpose driven people are more productive and engaged. Organisations pay us a matching fee because we help them reduce their engagement risk. We share a X% of the match fee with the mentors. Investing in people's social emotional development is not only socially responsible but also a lucrative business. In this early stage revenue comes from training and communities. The end game is the matching fee.



# Funding by fans & investors

Emission 10% of 2500 shares  
for € 100,- = € 250.000



€ 2,5 mln.  
Value as of feb. 2022

# Market validation

During the prototype and test phase, we received feedback and experience from professionals from these organizations.





# Organisatie

iSeekMe is a concept of SilkBricks B.V.

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