

# EGL's Purpose

Founded in 2010 to create **high-performing organizations**.

Using our **revolutionary, patented AI**, organizations are transformed through elevated leadership behaviors.

**A**ctionable  
**L**eadership  
**I**ntelligence  
**I**nstrument

Investment Opportunity

# SAFE ROUND BRIDGE TO SERIES B

# EGL's SAFE Investment for ALII® Product Line

## EGL is currently raising capital to accelerate the ALII® product line into the market

- SAFE Type: Post-Money SAFE
- Valuation Cap: \$5,000,000
- Discount:
  - 5% for Investments \$25,000 to \$49,999
  - 10% for investments \$50,000 and over
- Investment Target: \$200,000 total
- Minimum Check Size: \$10,000
- Conversion Series: Series B Preferred Stock
- Pro Rata Rights: Included via Side Letter for \$50K+ investments
- Governing Law: Texas
- Legal Form: Y Combinator Post-Money SAFE (2023)



# Conversion Path

## ALII Acceleration will get us into significantly higher revenue and a sustainable business model

- Series B Preferred in 18 months – estimate \$5 MM, based on required growth curve at that time
- Target valuation at \$15 – \$20 MM
- Convert SAFE into Series B Preferred
- Packaging company and IP for sale in 36 months

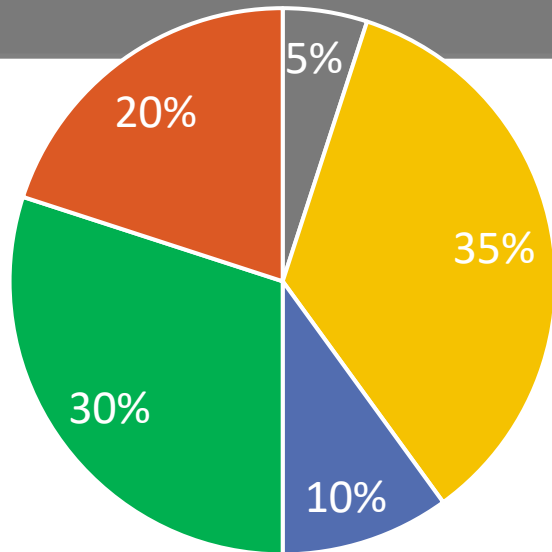


## Why Raise Capital NOW?

We have been reinvesting our earnings from large government contracts into Intellectual Property and AI products. **Now that we have them set and patented, we are ready to scale and grow!**

**PLUS: There is a \$15 Billion addressable market waiting for us to tap.** This is estimated to be a portion of the \$321 billion management consultancy market and the \$25 billion HR consultancy market.

# How We Will Use the Funds



■ Legal and Accounting

■ Sales

■ Marketing

■ IP Enhancement

■ Working Capital

**Funds will be used to fully monetize our existing technology.**

- Make our ALII-Map® reports more user-friendly and more actionable.
  - Online AI based Chat for users
  - Automatically customized development
- Expand the SuccessionNAV® into the market to reach more companies.
  - Establish portals in common HRIS platforms, starting with Bamboo
  - Establish corporate licensing
- Expand our marketing processes to include the mid-size and small business market.
- Add more sales and tech capability to our team so we can make a greater impact.

# Goal of SAFE Round

## B2B growth in SMB and mid-market.

**Funds will be used to fully monetize our existing technology.**

- Drive sales to \$2 MM +
  - Add more sales and tech capability to our team so we can make a greater impact.
  - Build an AI based and operated, human supported organization
  - Build for scale and market saturation

***Fuel business and establish scale – increase valuation conservatively to \$15m+***
- Make our ALII-Map® reports more user-friendly, self-debriefing, and more actionable.
  - Create AI based bespoke reporting and action planning
  - Online AI based Chat for users (Li)

***Remove the need for a coach to participate at this point - greatly expanding market reach and increasing gross profit at this point from 40% to near 100%.***
- Expand the SuccessionNAV® into the market to reach more companies.
  - Establish portals in common HRIS platforms, starting with Bamboo and HiBob
  - Establish corporate licensing

***Greatly increase leverage, subscription and licensing models, and build attractiveness to channel partners and potential buyers.***

# Platform Expansion - 3 Core Additions

## Bespoke Reporting Engine

- Modular PDF/PPT/HTML reports, aligned to strategy
- Predictive behavior modeling

## Li Chatbot (AI Coaching)

- Embedded in Engage portal
- 24/7 development plan support

## HRIS Plug-ins

- BambooHR + HiBob
- Syncs org data and feedback flags

# Market Opportunity for HRIS Integrations

## BambooHR:

- ~30,000 orgs
- 1% = 300 orgs
- \$536K ARR

## HiBob:

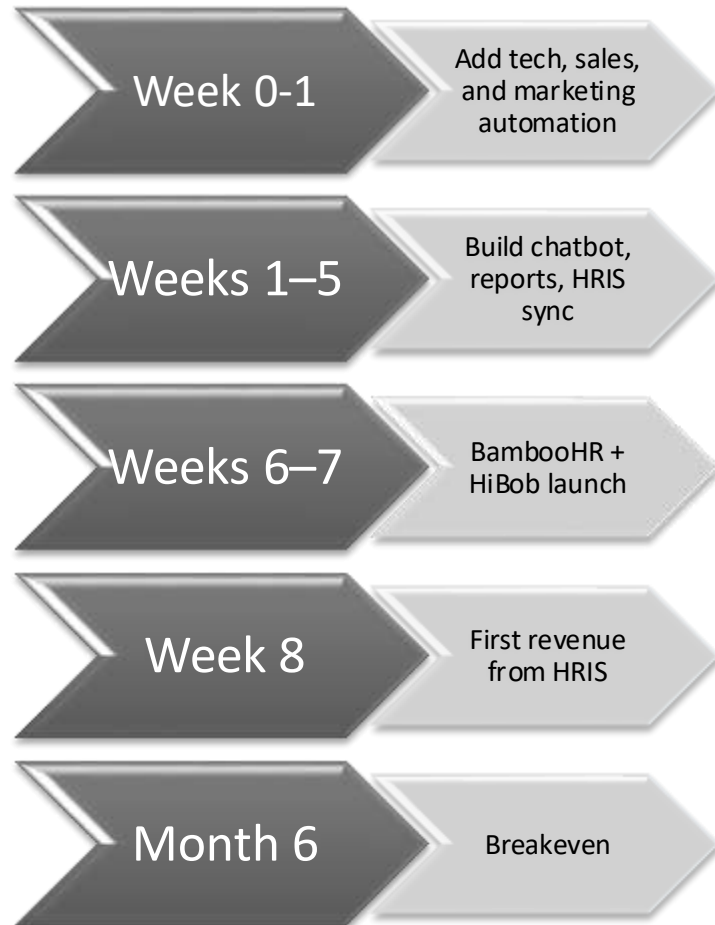
- ~10,000 orgs
- 1% = 100 orgs
- \$179K ARR

## Total Year 1 Potential: ~\$715K ARR

- Cross-sell potential:  
2–5x via  
assessments,  
coaching,  
certification

*All a starting level price point– without adding upsell and premium features*

# Timeline to Monetization of Platform Upgrade



## Critical path - concurrent action:

- Ongoing and intense sales of existing ALII suite and SuccessionNAV
  - Driven by founder
  - Affiliates
  - Commission sales
- Acquisition and startup of appropriate tech team
  - Driven by CTO
  - AI assisted development and integration
  - Builds on existing platform and current development path

# Why Invest Now?

**We are already in a rapidly expanding market that is exploding with potential.**

- Patent-backed behavioral IP (ALII® Assessments) with more patentable IP now developed
- Infrastructure ready (portal, assessments, models) – robust, centrally managed, tested at scale
- Growing demand for AI-based leadership tools
- Fast path to ROI and recurring revenue

# ALII's Competitive Moat

## SAFE will Expand and Deepen

### Moat Type

### EGL's Advantage

#### Patented IP

U.S. patent on leadership behavior prediction engine; exclusive rights to method

#### Proprietary Data

30+ years of behavioral leadership research and 5M+ data points already collected

#### High Switching Cost

Once companies align coaching + succession plans to ALII®, it's hard to rip out

#### Embedded in Process

ALII® is integrated into leadership development, succession planning, and coaching workflows — not a standalone tool

#### AI Explanation Engine (Li)

Differentiates through predictive AI, not reactive data. It forecasts organizational response to leadership styles

# Market Definitions

- TAM: Entire global market for leadership consulting and HR advisory
  - \$321B Global Management Consulting
  - \$25B Global HR Consulting
  - Focus: Org performance, succession planning, advisory
- SAM: Subset of TAM focused on data-driven leadership tools
  - \$260B U.S. Management Consulting
  - \$50B U.S. Training and Development
  - Targeted ALII application: 4–6% = ~\$15B–\$20B
- SOM: Portion of SAM EGL can realistically capture with current assets
  - ~25,000 U.S. Mid-Market Firms (150–2,000 employees)
  - Avg. spend: \$10K–\$50K/year
  - Total: \$250M–\$500M via HRIS, coaches, and direct sales

# ALII Market Opportunity Snapshot

SAM: \$346B (Global Management + HR Consulting)

SAM: \$15B – \$20B (U.S. Management & Leadership Development)

SOM: \$250M – \$500M (U.S. Mid-Market Focus, 3-Year Target)

ALII sits at the intersection of leadership, data, and talent transformation.

# Prioritized list of HRIS integrations

Rank	HRIS Platform	Ease of Integration	API Type	Auth Method	Notes
1	BambooHR	★★★★★ (Easiest)	REST	API Key	Clean API, simple employee/org data, fast dev. Limited write-back.
2	HiBob (Hibob)	★★★★☆	REST	OAuth 2.0	Friendly API, good docs, flexible schema, webhook support.
3	Gusto	★★★★☆	REST	OAuth 2.0	Small-business focused, limited org modeling.
4	Namely	★★★☆☆	REST	OAuth 2.0	Moderate complexity; requires good schema mapping.
5	Zenefits	★★★☆☆	REST	OAuth 2.0	Easy auth, inconsistent field mapping, weak webhook support.
6	Paycor	★★☆☆☆	REST/SOAP Hybrid	Token/Auth Code	Slower support; variable API structure between clients.
7	ADP Workforce Now	★★☆☆☆	REST + Custom	OAuth + Certs	Requires partner access, complex onboarding, limited sandbox.
8	UKG Pro (UltiPro)	★★☆☆☆	SOAP/REST	SSO + Token	Older APIs, multiple schemas; extensive prep.
9	SAP SuccessFactors	★☆☆☆☆	SOAP + OData	SAML/Auth Token	Heavily customized per client, deep XML schemas, long setup times.
10	Workday	★☆☆☆☆ (Hardest)	SOAP + REST	SAML + OAuth 2.0	Powerful but complex. Long auth setup, org trees, rate-limited API.

These will be evaluated for integration after we are market proven with

BambooHR and **HiBob**.

SAFE Round Targets Bamboo and HiBob

# Investment Q&A

## Q: Why is the valuation cap set at \$5M post-money?

The \$5M cap reflects a certified valuation (\$5.974M) and prior \$10.56M IP appraisal. We're post-R&D, entering scale-up. Investors gain access at a fair entry point with strong upside potential.

## Q: What's your revenue today and how are you recovering from lost government income?

We're rebooting commercial revenue after losing our federal contracts. With IP and platform already built, we are engaging SMB and mid-market clients with active sales in motion.

## Q: What traction do you have with commercial clients?

We've certified 70+ coaches as resellers and have early adopters onboarding. Sales cycles are short due to pre-trained consultants, with ARR expected to ramp Q3–Q4 2025.

## Q: What does the \$200K SAFE round actually fund?

It funds commercialization: HRIS integration (Bamboo, HiBob), Pocket Coach prototype, and expansion of sales/marketing. Platform and IP are already built.

## Q: Is a 36-month exit realistic?

Yes. We're packaging a patented AI platform with working SaaS delivery and commercial traction. We've had early acquisition interest and are targeting \$30–50M sale at \$5–7M revenue.

## Q: What are the Series B expectations?

Target raise: \$2–5M at \$10–15M valuation in 12–18 months. Series B shares expected to have 1x non-participating liquidation preference — no full ratchet or participation rights.

## Q: Will you enhance SAFE investor terms?

We're open to MFN clauses or enhanced discounts for strategic checks. Pro rata rights apply to \$50K+ investors via side letter.

Additional Information

# APPENDIX

Existing Platform – in Market and Proven

**ALII<sup>®</sup> BY EGL**

# Meet ALII® by EGL

Actionable Leadership Intelligence Instrument

## Our existing, in market capability

**ALII® is a patented AI-enabled instrument** that measures the specific leadership behaviors shown to create positive organization effectiveness. ALII® is the basis for all the work we do.

Our ALII® products are integrated to develop leadership pools, create overall development plans, plan leader succession, and even identify potential promotions.

**A**ctionable  
**L**eadership  
**I**ntelligence  
**I**nstrument

# ALII® by EGL - Proprietary Product Line

**ALII-Map® - (Established)** Based on 30 years of leadership research and assessment, our online instrument assesses individual leaders' current habitual behaviors. The report maps, for the leader, what to do more of, do less of, and keep doing.

**SuccessionNAV® - (Established)** An organization-level report that is based on multiple leaders' ALII-Map® results. This eagle-eye view predicts the organization's response to each leader's style, informing the most powerful next actions.

**ALII® Pocket Coach - (In Development)** Coming soon, our mobile app. The Pocket Coach app provides high-level predictions of leader effectiveness along with AI support and training. Will be driven by "Li", AI "Explanation Engine"



# All Delivered Through our ENGAGE Platform

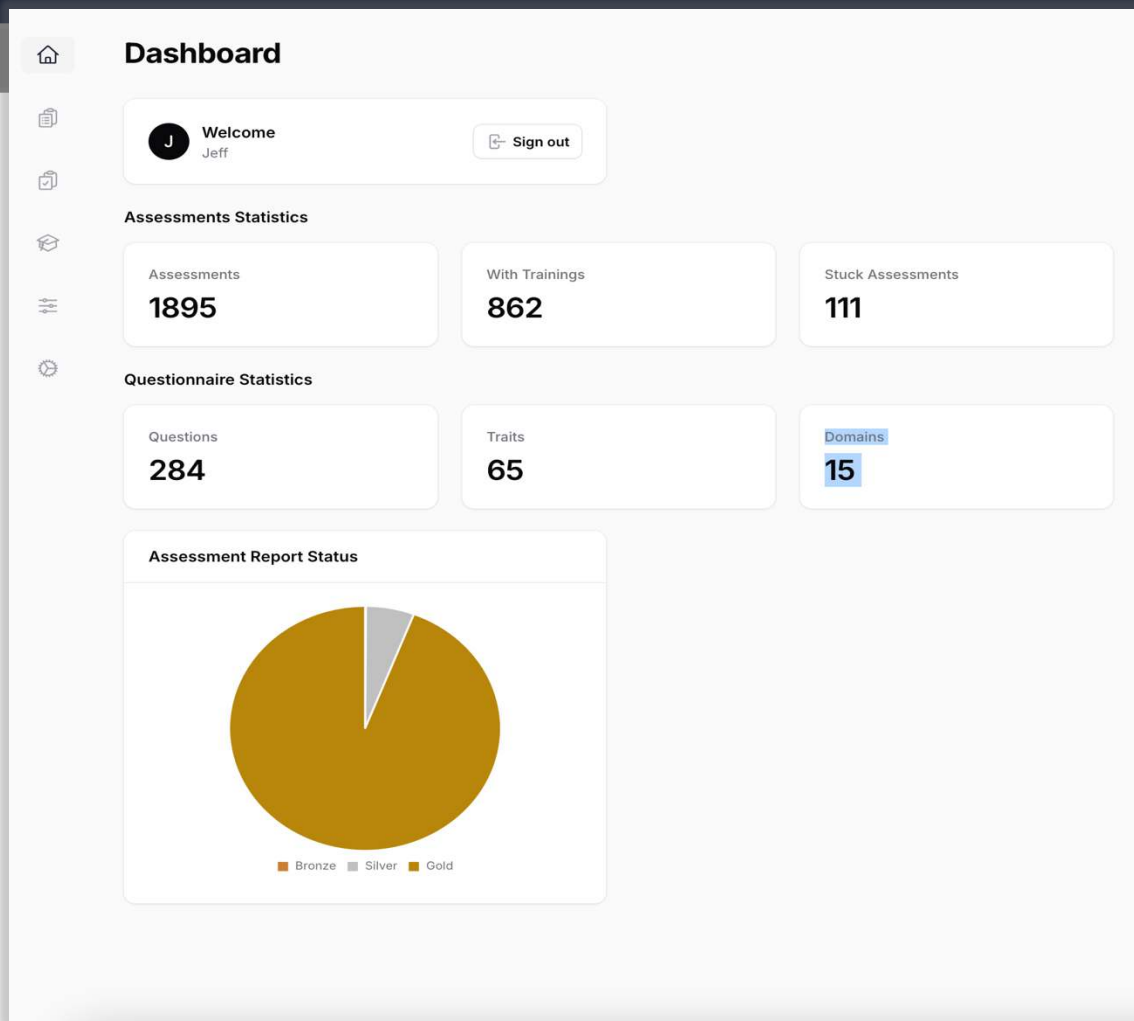
The screenshot displays the ENGAGE platform dashboard for an 'EGL Superadmin' user. The dashboard is organized into several key sections:

- RESOURCES:** A list of links for various documents and reports, with a 'more' link at the bottom.
- CLIENT MANAGEMENT:** A sidebar menu with options for 'Client Dashboard', 'Scheduling', and 'My Clients'.
- CALENDAR REPORTS:** A sidebar menu with options for 'Calendar Sync Stats' and 'Meetings report'.
- ASSESSMENTS MANAGEMENT:** A sidebar menu with options for 'Manage Multiraters' and 'Assign Assessments'.
- CALENDAR:** A central calendar view for February 2024, showing the current date as 19th. A 'NO EVENT' notification is displayed for the current date.
- UNREAD NOTIFICATIONS:** A list of notifications, including 'New forum post in training "AATC - Advanced Coaching with Groups and Teams Fall 2023"', 'Enrolled to a new training "Duplicate of AATC - Advanced Coaching with Groups and Teams"', and 'Enrolled to a new training "Duplicate of AATC - Advanced Coaching with Groups and Teams"'. Each notification includes a small profile picture and a timestamp.
- WHO'S ONLINE:** A section showing 'There are currently 2 users online.' with a list of active users, including 'EGL SUPERADMIN Admin'.
- WHO'S NEW:** A section showing a list of new users or activities, each with a profile picture and a name.
- LAST MESSAGES:** A section showing a message: 'Welcome to the New Portal Sep 10 2021 - 10h:09 EGL Superadmin'.
- RECENT COMMENTS:** A section showing a list of recent comments, each with a profile picture and a name.

- ✓ Full ALII-Map<sup>®</sup> administration and management for coaches and clients
- ✓ SuccessionNAV<sup>®</sup> management and delivery
- ✓ Client tracking and reporting
- ✓ Full Learning Management System with online training programs

*...with capability to integrate ALII<sup>®</sup> into major HR systems*

# Managed through our Command Center



- ✓ All ALII Products monitored
- ✓ Data pipeline accessible and visible
- ✓ ML/AI data layers integrated and tested
- ✓ Calculations and algorithms documented
- ✓ All versioning controlled
- ✓ Sandbox and ongoing validations to constantly retrain and improve accuracy

***...with capability to expand further and integrate "Li", our AI Explanation Engine***

# Our Products Work Together

STEP

01

Starting with the **performance needs** of an organization, we identify a pool of leaders – current and/or potential.

STEP

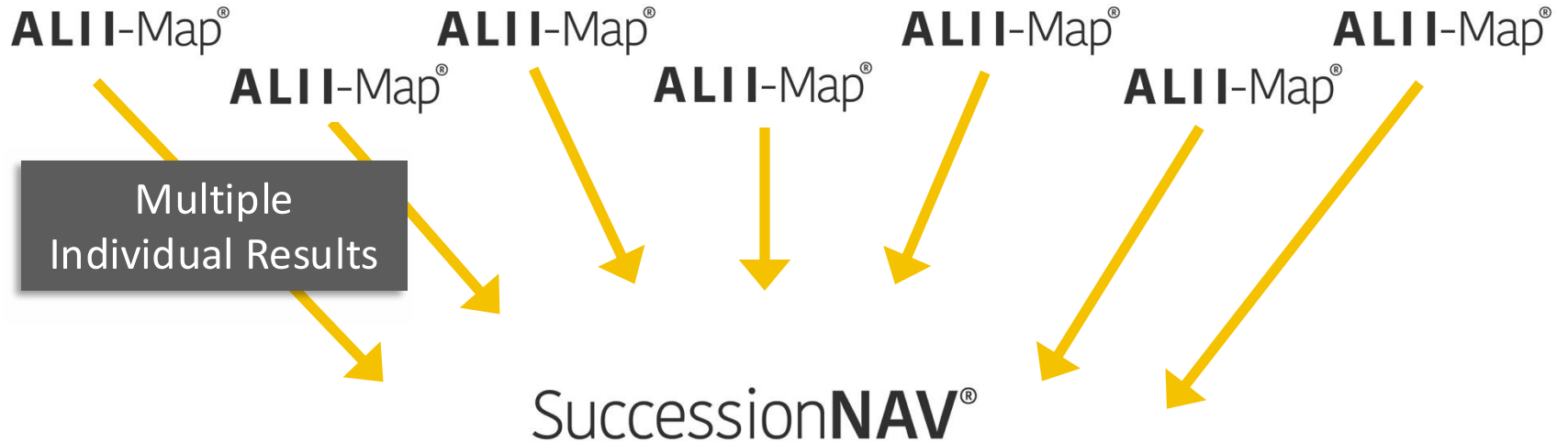
02

This group of leaders are each assigned an **ALII-Map<sup>®</sup>** along with support resources. This details the leadership needs of each person.

STEP

03

Upon completion of the ALII-Maps, we create a **SuccessionNAV<sup>®</sup>** report that details the leadership needs for the organization as a whole.



- ✓ ALII® predicts leader viability for promotion through a behavioral footprint that shows influence and reach of leaders.
- ✓ ALII® is based less on intuition and more on data and logic.



Robust Organization Predictions

# ...Leading to Deep Organization Insights



SuccessionNav™

## 4. ASSESSMENT RESULTS

LeaderNAV™

Understanding the Graph



Legend

These four areas, and the summative stats shown in the table below, provide an overall indication of the strength of each person's influence as a leader. Each individual is shown as a bubble on this chart. This bubble represents all four areas.

- **Frequency of Behavior** - Horizontal position - to the right is better.
- **Self Perception** - Vertical Position - closer to the horizontal bold line, shown as "0" on the scale, is better, and above the line is better than below.
- **Consistency of behavior** - Bubble Size - bigger is better. This represents how consistent (or inconsistent) the participant's leadership behaviors are exhibited across that person's rater groups. Larger bubbles indicate behaviors are more consistent.
- **Bubble Color** - derailer factors - Green is good, yellow is caution, red is "look carefully".

## Five Overall Traits of Effective Senior Level Leaders

These five factors are derived from a more comprehensive study of leaders who are effective across organization boundaries. All of these are particularly important in geographically disbursed and hybrid work environments. They are derived from groups of questions that combine traits into a more holistic view of a leader's behaviors.

Leadership Trait	Frequency of Behavior	Self Perception	Consistency of Behavior	Derailer Factors
Positively Perceived	High	High	High	Low
Developmental Orientation	High	High	High	Low
Strategic Focus	High	High	High	Low
Collaborative & Inclusive	High	High	High	Low
Enterprise Behavior	High	High	High	Low

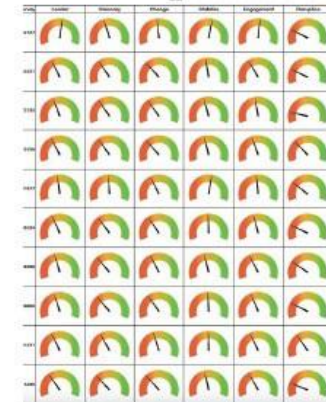
Legend

- Green Good
- Yellow Needs development
- White Low to very low - needs development and reframing of expectations.

Meaning of these Traits

- **Positively Perceived** - Behaviors associated with the willingness of others to follow the leader and give them permission to lead.
- **Developmental Orientation** - Behaviors that show concern and care for the development of others and the organization's capability as a whole.
- **Strategic Focus** - Behaviors related to leading others towards a broader vision.
- **Collaborative & Inclusive** - Behaviors tied to getting the involvement of others. Leaders who involve others foster deeper engagement and ownership.
- **Enterprise Behavior** - Behaviors showing a focus on the good of the whole, and a willingness to work towards a common benefit.

## Performance Likelihood



Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Proin pharetra nonummy pede. Mauris et orci. Aenean nec lorem. In porttitor. Donec laoreet nonummy augue. Suspendisse dui puris, scelerisque at, vulgutate vitae, pretium matta, nunc. Mauris eget neque et sem venenatis eleifend. Ut nonummy.

Predicting the **Organization's Response** to Leadership Styles

# These AI Insights Can Be Used For:



## Leadership Pipelines

Creates a successful talent pipeline to prepare for the unexpected.



## Internal Promotions

Uses AI to predict the organization's response to leaders.



## Knowing Where Existing Leaders Stand

Provides unbiased insights that can be turned into meaningful action plans.



## Personalized Leadership Development

Identifies high-potential employees and provides personalized development plans to help them reach their full potential.

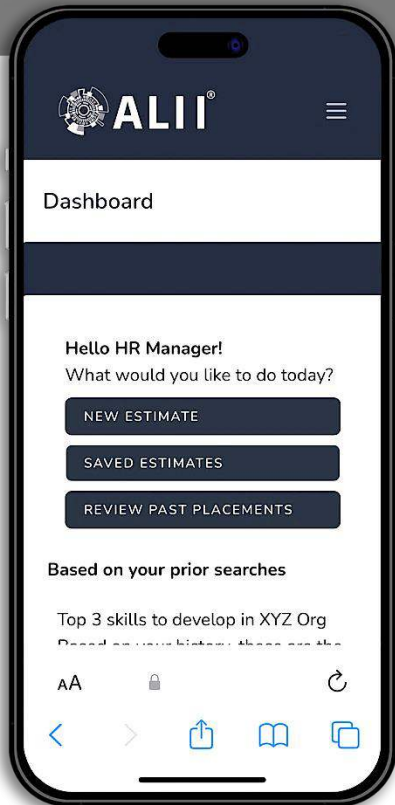
But Wait....

There's MORE

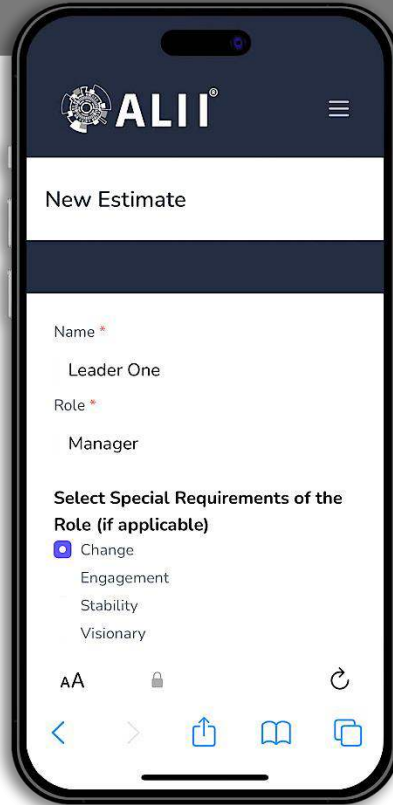
COMING SOON

# ALII<sup>®</sup> Pocket Coach

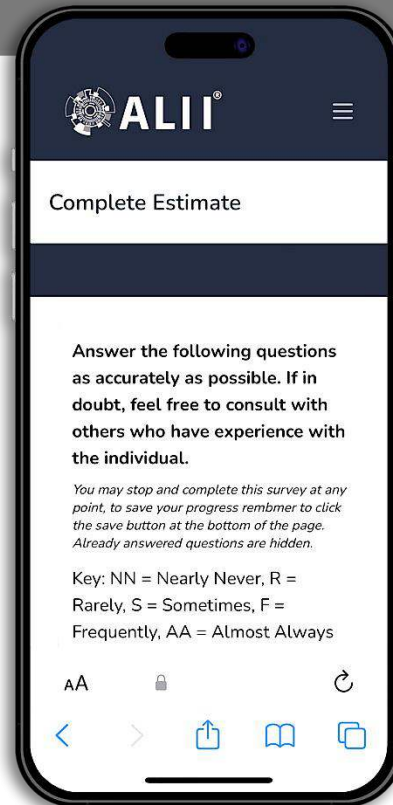
## Phase One mobile app in Prototype



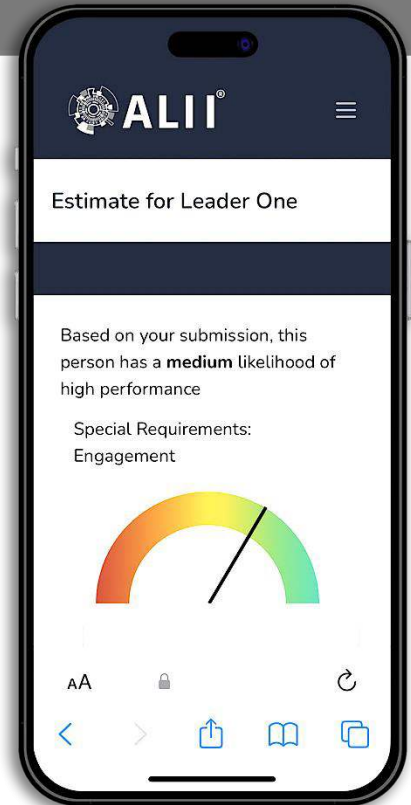
Home



Input



Questions



Recommendation

*Current Prediction accuracy is over 85%*

# Why is ALII Beyond Compare?

We have:

- ✓ been measuring leadership behaviors for over three decades
- ✓ used scientific research methods throughout
- ✓ used statistically valid methods connecting leadership behavior to organization performance
- ✓ used a team of professionals to validate results
- ✓ validated our predictions within organizations regarding known performance

## Our Successes So Far

- ✔ We've served multiple super-major organizations (corporate and government).
- ✔ We've delivered the ALII-Map<sup>®</sup> to 1000's of leaders.
- ✔ Our Engage platform is running smoothly to deliver results
- ✔ We've certified over 70 top coaches to deliver the ALII-Map<sup>®</sup>, now can provide affiliate sales
- ✔ We're celebrating our patent on the ALII<sup>®</sup> prediction engine.

# Some of our Clients

 /thoughtworks

 VA



U.S. Department  
of Veterans Affairs  
Veterans Health  
Administration



HoustonBallet



TEXAS A&M UNIVERSITY



From government  
to energy to  
nonprofit – the  
**ALII<sup>®</sup>** delivers.



# How We Earn Revenue

## Commercial – Business to Business (B2B)

- SuccessionNAV®s – single point sales with subscription follow-up
- Certification and licensing

## Government – Business to Government (B2G)

- Leadership Development Services
- Leadership Assessment and Development – ALII-Maps® and Coaching support

## Public – Business to Consumers (B2C)

- Certifications and licenses to consultants and coaches – subscription models
- Subscription development packages - ALII-Maps® and Coaching support

# Our Team

Committed professionals  
on a mission to make good things happen.



**Dr. Jeff Evans**

Founder – CEO

Inventor of the ALII® method.  
Rehabilitates workplaces and  
trains leaders.

*Aviator*

CTO

Eric Jackowski

CLO

Cecilia Engquist

CFO

Brenda Sterling



**Justina Vail Evans**

Co-founder

Creative influencer.  
Supports higher thinking and  
transformation.

*Artist*

ADVISORS

Louie Ehrlich

Fred Altberger

Ray Saitta