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| **General information**Panda Training is a real startup that helps companies to manage their trainings with data.**Core team**Dima Syrotkin – CEO, NGO management, trainingLauri Paloheimo – Sales, sales & coachingJere Partanen – COO, Analytics, social psychology & data analysis | **Problem** Businesses have no way of evaluating the ROI or even quality of corporate training. Which in turn limits investment and development opportunities. |
| **Business/revenue model** Currently charging per report (200 EUR)Considering user-based pricing (10 EUR?)Platform publishing data will be free of charge |
| **Current status**13 clients (SMEs, half – training providers, half – buyers of training), around 2-3K monthly recurring revenue. | **Market:**Worldwide training $355BLearning tech – 14%Competitors: SaaS software dashboard or consulting. |
| **Key milestones** Getting enough data to publish the platform: ±5 big clients (100+ training/year)Getting traffic / decision making through the platformInbound leads for analytics.**Financing**Bootstrapped. Early for investment ->> when starting with the platform. Costs; accounting, website, data collection software.  | **Access to market:**Pilots ->> Yearly subscription->> Platform |