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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, training  Lauri Paloheimo – Sales, sales & coaching  Jere 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 $355B  Learning 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 platform  Inbound 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 |