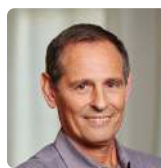


SUMMARY

We help millennial SMBs' owners achieve business results, abundance, health and happiness, through a combination of digital content and practices with a human in-person coach.

- **Stage:** Pre-seed
- **Industry:** Online business coaching, Tele-Coaching, CoachTech
- **Global coaching apps market size in 2020:** \$0.6 billion
- **Expected global coaching apps market size in 2026:** \$2.3 billion
- **Solution:** Seamlessly integrating mental aspects & practical business tools to better manage SMBs' owners business & life
- **Product:** Hybrid end-to-end mobile platform: 80% digital and 20% one-on-one, affordable, anytime and anywhere
- **Methodology:** Proven and proprietary business coaching methodology since 2006, supported by a book
- **Team:** 4

FOUNDING TEAM



HAGAI SHALEV, CPA | CO-FOUNDER

- Leading business coach, speaker and author since 2006
- Prior 22 years experience as CFO of high-tech companies
- www.hagaishalev.com



DANIEL SHALEV | CO-FOUNDER

- UI/UX designer of apps for tech companies
- B.design in visual communication
- Veteran of the IDF intelligence unit 8200 (2011)
- www.upnorth.co.il

PROBLEM | MARKET OPPORTUNITIES

- While SMBs openings boom, nearly 50% shut down within 5 years since owners lack mental and business tools to succeed
- While Traditional Business Coaching is mostly in-person, outworn and costly, SMBs are looking for more digital affordable coaching solutions
- Current online and tele-coaching solutions do not provide effective end-to-end solutions
- Many qualified and good business coaches struggle to grow and reach more clients because they lack marketing skills

SOLUTION

Seamlessly integrating mental aspects & practical business tools to better manage SMBs' owners business & life

Methodology

- Proven mental & practical coaching methodology since 2006
- Based on proprietary effective Content and Exercises (C&E)
- Tested with 1,000 clients with 70% success rate - 300 testimonials

Digital Solution

- Hybrid end-to-end mobile platform: 80% digital and 20% one-on-one, affordable, anytime and anywhere
- Platform allows for at least 50% cut on coaching pricing for SMBs
- Enabling other coaches to reach more clients and grow
- Personalized coaching programs based on AI and machine learning

BUSINESS MODEL

Go-To-Market Strategy

- Targeting US based Millennials SMB owners
- Content marketing and through social media
- Potential strategic partners like BNI
- Partnering coaches organizations like ICF
- Partnering leading coaches and market influencers

Business Model

- Scaling up proven hybrid coaching solution and MVP to mobile
- Monthly subscription + premium add-ons
- Revenue share with on-platform coaches
- Upselling of products and services

TRACTION

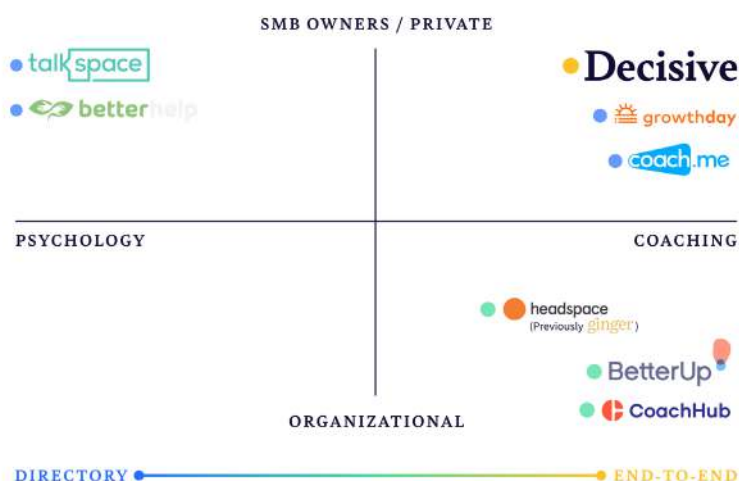
Achieved Milestones

- 2020 • Successful MVP using a website - \$50K revenues in 2021
- 2021 • Formation of Decisive
- 2021 • Google Design Sprint - user tested demo
- 2021 • Market research and competitive advantage

Next Milestones

- 2022 • Adding at least 2 more co-founders
- 2022 • Recruiting advisory board (initiated)
- 2022 • Raising \$1-2m for R&D, M&S, to suffice for 12-18 months
- 2022 • Scaling up MVP to mobile app and acquiring US based users
- 2022 • Transforming content and exercises from Hebrew to English
- 2022 • Scaling up to multiple coaches
- 2023 • Proof of concept
- 2024 • Next financing round

COMPETITIVE ADVANTAGE



CONTACT INFORMATION

www.decisiveapp.com

Hagai Shalev +972-54-4877725 ; hagai@decisiveapp.com

Daniel Shalev +972-52-5938759 ; daniel@decisiveapp.com