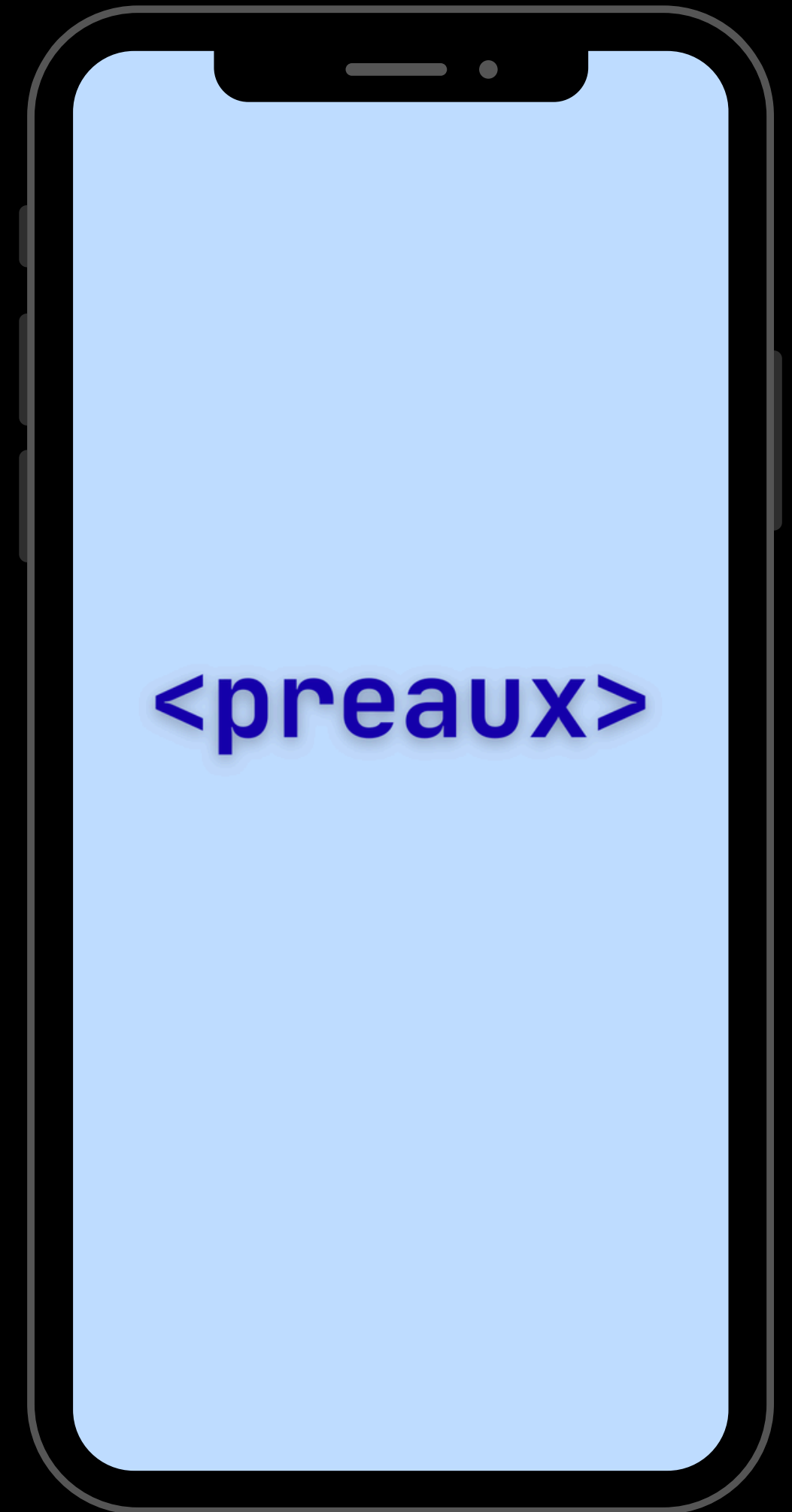


BECOME A  
<preaux>



# <mission>



Preaux, pronounced "pro," transforms young individuals new to the job market into professionals by bridging learning gaps through gamified learning and real-world inspired simulators.

Our core value is converting the unquantifiable "soft skill gap" into measurable employee growth for B2B enterprises

# <problem>



- Employers feel Gen Z is unprofessional.
- 45% of hiring managers find working with Gen Z more challenging than with other generations (Resume Genius, 2024).
- 66% of managers and executives believe that recent hires are not prepared for their roles (Deloitte, 2025).
- This is a training and communication gap, not a deficiency in character.

# <business costs>



**\$2 TRILLION**

in losses due to ineffective communication in the US (Axios HQ).

**\$26,000**

lost per employee per year due to unclear instructions (Marlin, 2025)

**Double Salary**

in costs to replace a single employee (Gallup, 2025).



# <business model>



## Proprietary, Measurable Soft-Skill SaaS for High-Value Enterprise Customers

The Gen Z professionalism gap is a business liability. Statistics confirm a massive pain point:

- \$2 trillion lost due to ineffective communication in the US.
- 66% of managers believe new hires are not prepared.
- It costs Double a New Hire's Salary to replace them.

**The Solution:** Preaux SaaS Platform. A proprietary, adaptive, gamified simulator that converts the unquantifiable "soft skill gap" into measurable employee growth and retention data for B2B enterprises.

**The Revenue:** High-margin, Subscription-based Licensing with \$1.89M in Year 1 Revenue.

# <solution>



Preaux is SaaS Adaptive Soft Skill Simulator training platform that provides immediate, consequence-based soft skills practice.

**Measure Baseline:** Pre-tests and post-tests to gauge improvement in core competencies, including Empathy, Clarity, and Compliance.

**Gamified Practice:** Micro-simulations where user choices trigger immediate consequences via visible meters such as Professional Trust +2, Empathy -1.

**Safe Coaching:** A closed-source AI companion provides hints and explanations during scenarios, constrained only by our proprietary content/rules.

**Output:** Generates personalized reports showing measurable skill lift such as +18 points in conflict resolution.

# <product>



**Core Feature 1:** Skills Meters: Visible metrics (Empathy, Clarity, Trust, Compliance) that react to every choice, providing transparent, gamified feedback.

**Core Feature 2:** Scenario Library: Role-play scenes like "Billing Blow-Up at the Counter" or "Peer Conflict" tailored to industry verticals (Healthcare, Utilities).

**Core Feature 3:** Analytics Dashboard: HR managers view cohort completion rates, sticky skill gaps, and quantifiable pre-post improvement for the team.

**Technology:** Browser-first, then app, fast-to-deploy, light graphics (visual novel style).



# <user interface>

## <pretest>

You need data from your team member, Ashley, from another department. Choose the most effective message to send.

I need the data for last cycle's impact.

Hi Ashley, hope you're doing well! I'm working the Q3 impact report. Would you be able to get me the following data by EOD Thursday?

- # individuals served
- % improved
- testimonials
- programming results

Thanks!

Ash, do you have the data on the last cycle's impact stuff? Probably people served, improvements, things like that?

Do you know:

- # individuals served
- % improved
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- program results

<i>

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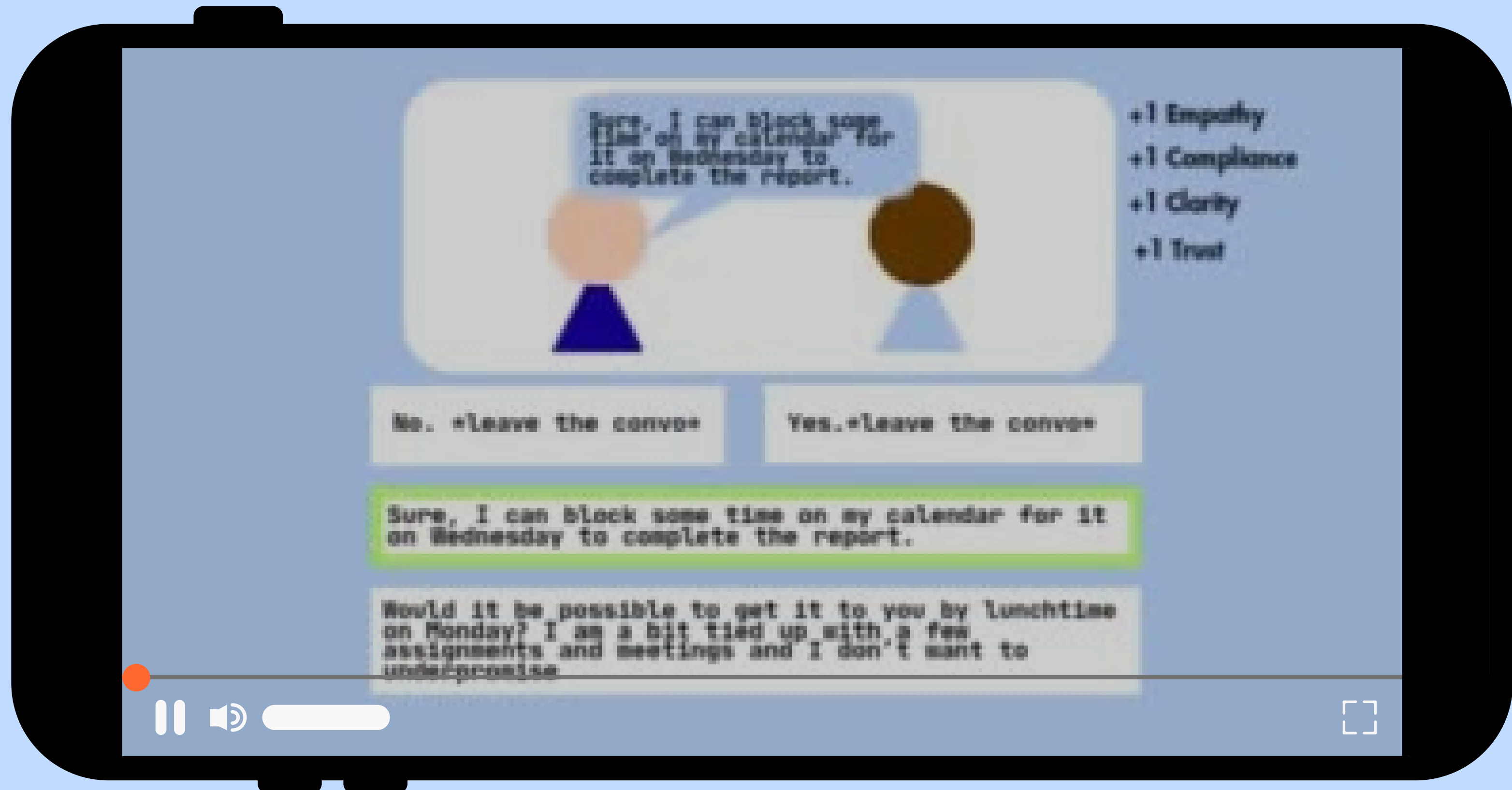
- # individuals served
- % improved
- testimonials
- program results

Q3 = Quarter Three; Third Quarter/Cycle of the Year.

EOD = End of Day

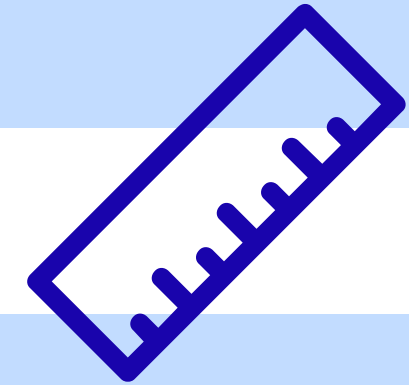
<i>

# <user interface>





# <market size>



- **Target Market:** The immediate market for replacing ineffective corporate soft skills training within Healthcare, Utilities, and Call Center Ops.
- **Market Thesis:** 85% of job success is due to soft skills.
  - This shift drives demand for a measurable solution.
- The Total Addressable Market (TAM) is the global HR Tech/L&D spending, which is projected to be in the billions.
  - Our reachable market (SAM) is enterprises (100–5,000 FTE) seeking measurable, gamified soft skill training.

# <financial plan>



## Achieving Profitability in Year 1 with Consistent High Margins

### Key Financial Summary (3-Year Projection):

- Total Revenue Growth (Y1 to Y3): \$1.89M → \$3.69M (95.5% growth).
- Net Income Growth (Y1 to Y3): \$637K → \$1.67M (162.7% growth).
- Gross Profit Margin: 64.4% (Consistently high, demonstrating software profitability).
- Annual Breakeven Point: \$901,140 in sales (Showing low operational risk).

**Core Expense Insight:** The largest OpEx is Contract Labor (\$276K in Year 1), a necessary investment to build out the proprietary simulation and core IP architecture.

Funding is required to aggressively scale B2B sales and marketing efforts to capture the full market potential revealed by our high-margin financial model.



# <milestone plan>



## **Year 1: Validation & Foundation**

- Achieve \$1.89M Annual Revenue.
- Prove ROI for initial enterprise clients (measurable retention/productivity gains).
- Finalize Core IP and reduce initial reliance on external contract labor.

## **Year 2: Acceleration & Expansion**

- Target ~50% Revenue Growth (reaching \$2.82M).
- Expand beyond the core Empathy, Clarity, Compliance modules.
- Secure Strategic Partnership contracts with educational institutions (Colleges/Trade Schools).

## **Year 3: Market Leadership**

- Target \$3.69M+ Annual Revenue.
- Expand into new verticals identified in the market thesis (e.g., Utilities, Call Center Ops).
- Integrate AI-driven personalization to maintain technological advantage in the adaptive learning space.

# <why invest>



- **Market Imperative:** Research confirms 85% of job success is due to soft skills. This demand is rising, accelerated by AI and automation, creating an urgent, long-term market need for Preaux's solution.
- **Unrivaled Traction:** Profitable in Year 1, demonstrating efficient unit economics. Strong cash position: \$715K+ cash on hand by end of Year 1.
- **High-Margin Scalability:** Gross Profit Margin remains over 64% across all projected years, a hallmark of a scalable SaaS model.
- **Team:** Proven leadership with a clear division of responsibility (CEO: Vision, Content, Sales; CTO: Architecture, Tech).
- **Competitive Edge:** We are a quantifiable, data-driven solution in a space historically dominated by subjective and ineffective training. We sell ROI (retention/productivity), not just content.



<team>



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