

ELITE _

The Human Capital Operating System

✦ Transforming how work creates credentials, careers advance, and organizations find talent



SEED ROUND



OCTOBER 2025



\$1.35M RAISE

The Problem

Employers pay \$105B annually for mis-hires they couldn't verify upfront



\$15,000

Average cost per bad hire



75%

of employers have hired the wrong person



7 million

bad hires made annually in the U.S. (10% of 70M hires)



\$105 billion

in total annual costs to U.S. employers

For Employers

Bad hires result in slowed progress, failed projects, and wasted resources

For Employees

Career setbacks, skill development delays, and lost opportunities

SOURCE: CAREERBUILDER STUDY

Why it Happens

Hiring is Expensive Guesswork



Candidates can easily misrepresent skills

Resumes are generic and provide no proof of capabilities



Employers can't verify claims

No tools exist to validate what candidates say they can do



**Resumes Don't
Prove Skill**



**Degrees Don't
Prove Skill**



**No Validation
Tools**



**Pressure to Fill
Roles**



**Expert Demand
Surge**

WHAT CANDIDATES CLAIM

Generic promises, no proof of execution

WHAT EMPLOYERS CAN VERIFY

ELITE provides live behavioral evidence

The Solution & How it Works

Transforming hiring from expensive guesswork to verified proof



1

**Professionals Install &
Connect to Tools**



2

**Engine Tracks &
Verifies Skills**



3

**Skills Advancement is
Automatically
Updated**



4

**Employers Gain
Access to Verified
Talent**

For Professionals

- ✓ Work becomes your credential
- ✓ Portable, verified proof of skills
- ✓ Access better opportunities
- ✓ Stand out in a crowded market

For Employers

- ✓ Hire based on proof, not claims
- ✓ Reduce bad hire costs by 70%+
- ✓ Access pre-verified talent pool
- ✓ Make confident hiring decisions

Competitive Landscape

The hiring infrastructure built for the 2000s can't solve 2025 problems



LinkedIn

Professional networking

- ✗ No skill verification
- ✗ Oversaturated with spam
- ✗ Static profiles, no proof
- ✗ Candidates never hear back



Upwork / Catalant

Freelance marketplace

- ✗ No skill verification
- ✗ Oversaturated
- ✗ High platform fees (disincentivizes top talent)
- ✗ No path to FTE hiring



Workday / ADP

HR/payroll systems

- ✗ No candidate verification
- ✗ Backend tools only
- ✗ Don't solve sourcing problem



Indeed / ZipRecruiter

Job boards

- ✗ Resume-based (no verification)
- ✗ Quantity over quality
- ✗ Same guesswork problem

What ELITE Does Differently

✓ Real-time skill verification (not self-reported)

✓ Behavioral intelligence across actual work tools

✓ Portable credentials that update automatically

✓ Network effects — verified professionals attract employers

The ELITE Difference

The Question Every Investor Asks: "How do you prevent Microsoft/LinkedIn from crushing you?"



Behavioral Data Moat

Once we capture work history, it's irreplaceable



First-Mover Advantage

Defining the verification standard before incumbents realize the opportunity



Network Effects

Every verified professional makes the platform more valuable



API Infrastructure Lock-In

ENGINE embeds in HR tech stacks within 2-3 years



Multi-Sided Platform

We serve professionals, employers, AND platform integrations



Exit Strategy

Not trying to compete forever — building strategic asset they'll acquire

Move fast, prove network effects, become acquisition target before they build internally

The Opportunity

Ready to launch and convert pipeline in Q1 2026

CONSUMER / PROFESSIONAL TIER

45 million

digital professionals in U.S.

\$290/year

average subscription

\$13 billion

annual consumer market

ENTERPRISE TIER

30,000+

mid-to-large enterprises

\$50K-\$400K

annual contracts

\$1.5-\$12 billion

enterprise market

Combined (US Only):

\$14.5-\$25 billion

***U.S. digital professionals only — global TAM is 3-5x larger**

MARKET VALIDATION

- ✓ Hundreds of customer discovery conversations
- ✓ Channel partners waiting for launch
- ✓ Enterprise clients in pipeline

DEMAND GENERATION PROOF

- ✓ Authority Engine tested — generates consistent demand
- ✓ 30-person waitlist for Brighten built in 3 weeks
- ✓ Direct-to-consumer tests validated pricing and positioning

Platform in final development stage — ready to launch and convert pipeline in Q1 2026

Revenue Model

Multiple Revenue Streams — Predictable, Recurring, High-Margin

Unit Economics That Scale

Best-in-class efficiency metrics

CAC

\$12

best-in-class

LTV

\$870–\$1,450

lifetime value

LTV/CAC

72–120x

top 1%

MARGIN

85%

gross margin



ELITE Premium Subscriptions

\$29/mo or \$290/yr

Core verification & platform access

↗ 20,000 subscribers by Month 9 = \$580K MRR



Community Groups

\$99/mo per member

Curated groups for verified experts

↗ 500 members by Month 9 = \$50K MRR



Enterprise Licensing

\$50K–\$400K/year

White-label platform for workforce analytics

↗ 5-10 contracts = \$250K–\$2M ARR



API & Platform Access

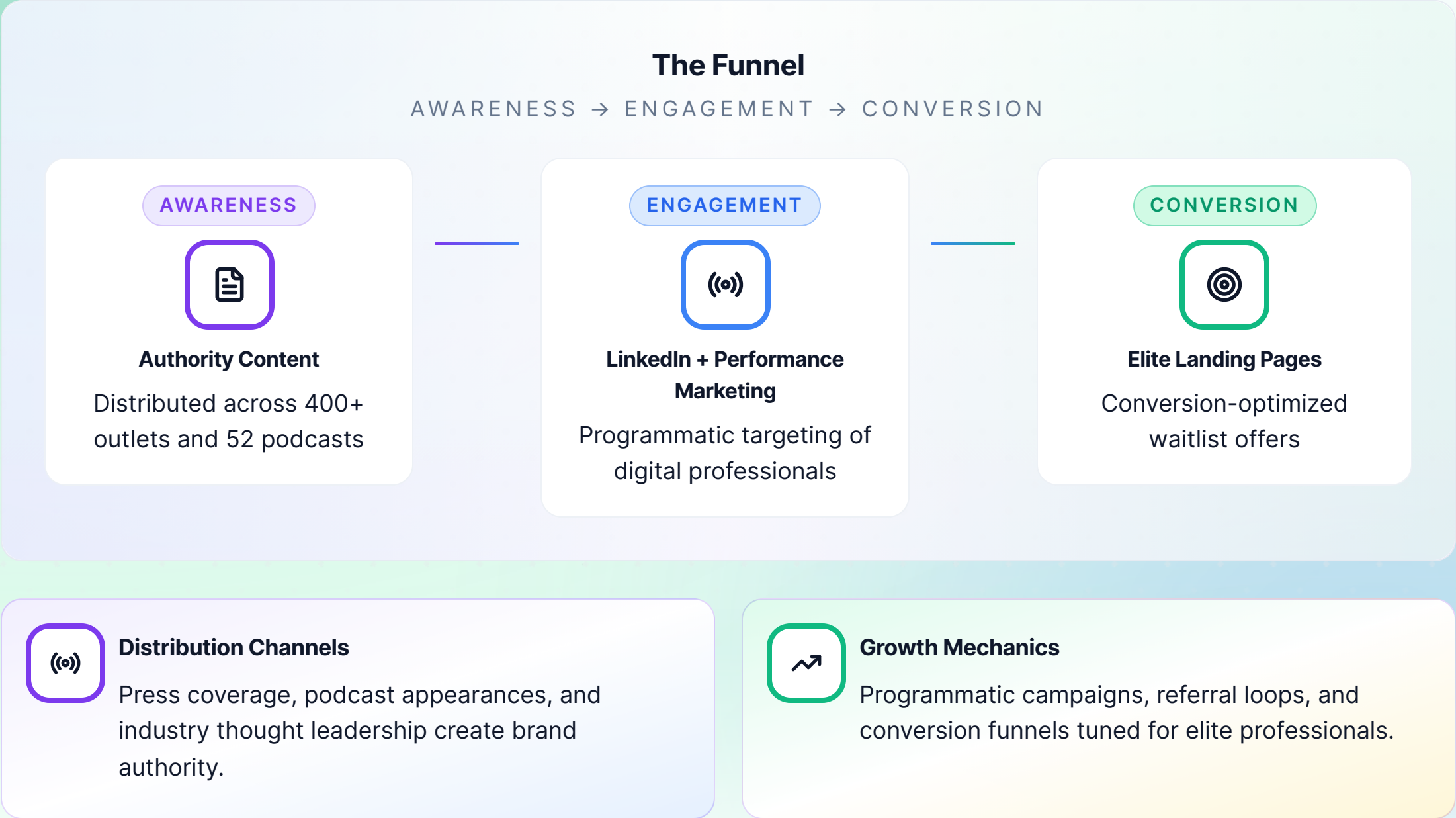
\$99–\$799/mo (SMB) | \$100K+/yr (Enterprise)

People analytics infrastructure for HR tech stacks

↗ 20 SMB + 2-3 Enterprise = \$220K ARR

Go To Market Strategy

Programmable Demand Generation That Compounds



The Roadmap

Launch, Scale, and Position for Series A in 9 Months



MONTH 5

Soft Launch

- Beta testing with first 500 members
- Brighten Groups live
- ENGINE verification operational
- Target: \$50K MRR



MONTH 6

Public Launch

- Platform fully operational
- Waitlist conversion begins
- Mobile app deployed
- Target: 2,000 premium subscribers, \$60K MRR



MONTH 9

Series A Ready

- 20,000 premium subscribers
- \$580K MRR / \$7M ARR
- Unit economics proven
- Network effects visible
- \$770K runway remaining

Use of Funds

\$1.35M Seed Round — 9-Month Runway to \$7M ARR



**Platform
Development**

\$300K



Demand Generation

\$494.5K



Team & Operations

\$555.5K

22%

37%

41%

● Platform Development

● Demand Generation

● Team & Operations



Month 9 Target

\$580K MRR, \$7M ARR



9-Month Outcome

\$1.35M invested → \$7M ARR → **5.2x revenue
multiple**

The Team

50+ Years Combined Experience Taking Platforms from 0→1



Matthew

CEO & FOUNDER

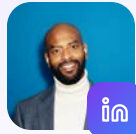
17+ years building 0-1 ventures. Sold 6 products, helped raise \$100M+ for 12 startups, scaled Lucyd to IPO



Mimi

CHIEF TECHNOLOGY OFFICER

20+ years architecting enterprise solutions. Mastered AI/blockchain/automation. Built 150+ apps, deployed 100+ tools



Wadda

CHIEF STRATEGY OFFICER

15+ years innovating business models. Built 1M+ user communities, led B2B/B2C demand generation, fortune 500 strategist



Bill Jensen

CHIEF TRANSFORMATION OFFICER

25+ years studying future of work. IBM Futurist, 8 bestselling books, advised Fortune 500s globally

✓ Execution-ready

✓ Complementary skills

✓ Previous exits

✓ 0→1 specialists

The Ask

Raising \$1.35M SAFE at a \$13M cap with a 20% discount



\$1.35M Seed SAFE

Convertible note fueling product, GTM, and hiring

- ✓ 9-month runway to \$7M ARR milestone
- ✓ Product, GTM, and pipeline ready for scale
- ✓ Simple SAFE structure for rapid close

VALUATION CAP

\$13M

Attractive entry point versus expected Series A valuation

DISCOUNT

20%

Rewarding early conviction with founder-friendly terms

Why Now



Market timing

73% prioritise skills-based hiring



Technology ready

AI enables real-time verification



Category window open

First mover sets the standard



Team ready

Experienced founders building now

Let's Build the Future of Human Capital Together

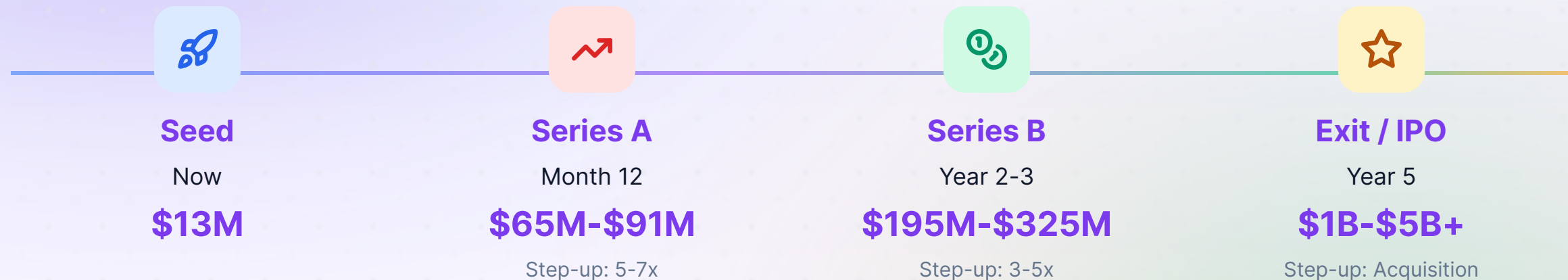
Join the category-defining round for the infrastructure play of the next workforce revolution

Matthew LaCrosse

CEO & Founder, Just Badge Worldwide / ELITE

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Investment Timeline



Comparable Infrastructure Platform Exits

\$6.5B

Auth0 → Okta

2021

Identity verification infrastructure

\$2.6B

Looker → Google

2019

Data infrastructure platform

\$27.7B

Slack → Salesforce

2020

Workplace collaboration + network effects