

What if everyone got the right expertise at the right time to help them improve?

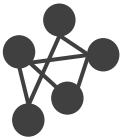
FLOURISH ZONE

award-winning AI marketplace for hyper-personalised workforce development



Poor well-being, resilience & productivity is costing €2 trillion p.a. in Europe

Why is this hard to solve?



Wellbeing, resilience and productivity are created by hundreds of interconnected factors



Every person/group has different support and skills building needs in relation to these factors



Coaches are too expensive as a solution for all; E-learning is ineffective

Our vision:
It's 2026 and FZ is increasing well-being, resilience and productivity globally



10 million people feel more:

Supported

Confident

Safe

Recognised

Empowered

Belonging

10,000 experts:

make a global difference

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We've built the solution:

The world's first hyper-personalised organisational development marketplace



Our core IP is a patentable, deep learning AI Solution Engine

Infinitely extendable, it currently contains 1500 improvement factors, 10m samples, 500k connections

INSIGHTS TO MAKE CHANGE EASIER

Algorithms



Direct performance drivers



Root causes of performance



Performance enhancers



Best solution



Overcoming barriers to change



Personalised goal pathways



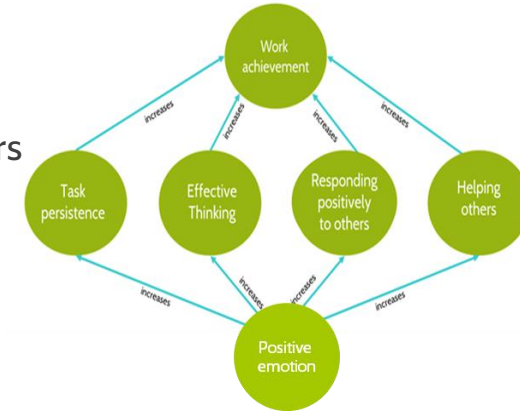
Relationship Builders



Org-Employee Synergies

WHAT TO FOCUS ON

Scientific Performance Factors
Directionally connected factors, evidenced to improve performance



HOW TO DO BETTER

Improvement Methods

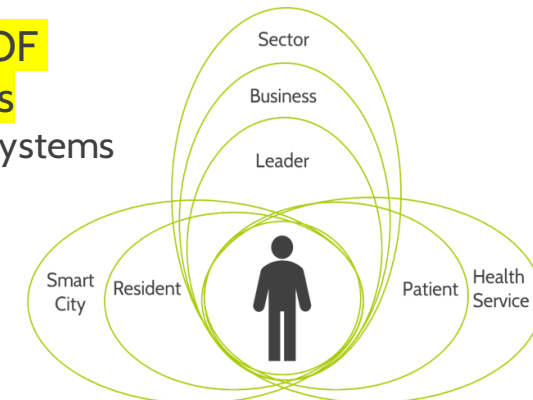
Interactive tools, for every factor, capability level and step of the change process

Anxiety	Explore	Nurture	Reflect
Level 1			
Level 2			

ACROSS THOUSANDS OF RELATIONSHIPS & ORGs

Analysing complex human systems

Understanding people in multiple roles and organisations



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How it works

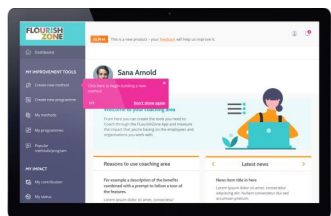


Joe is a coach specialising in perfectionism, based in Scotland. He wishes he had more reach.



Sue is a leader with lots of competing priorities. Lately she's been feeling anxious and she doesn't know why.

FZ Expert Portal

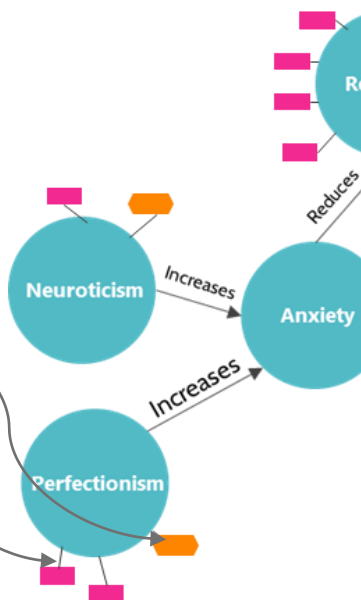


(£1) Overcome Perfectionism

(Free) Accepting difficult emotions

1: Joe digitises some of his improvement methods

FZ AI Engine

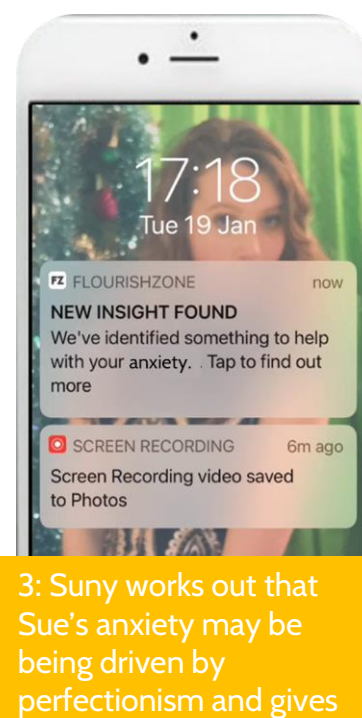


6: Suny's always learning how things are connected and what works, for whom, when

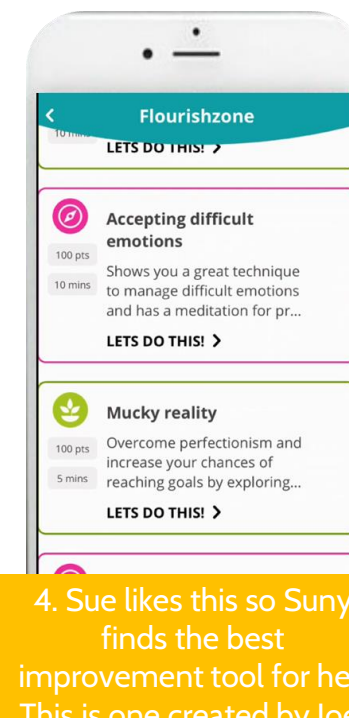
FZ Digital Coach



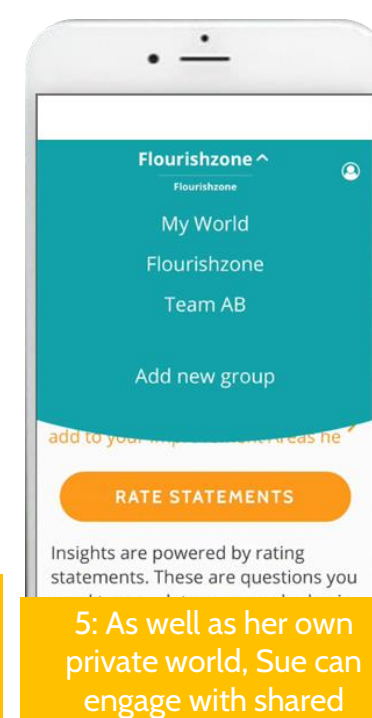
2: Suny gets to know Sue by asking her to rate simple statements



3: Suny works out that Sue's anxiety may be being driven by perfectionism and gives her this insight



4: Sue likes this so Suny finds the best improvement tool for her. This is one created by Joe. This helps Sue.



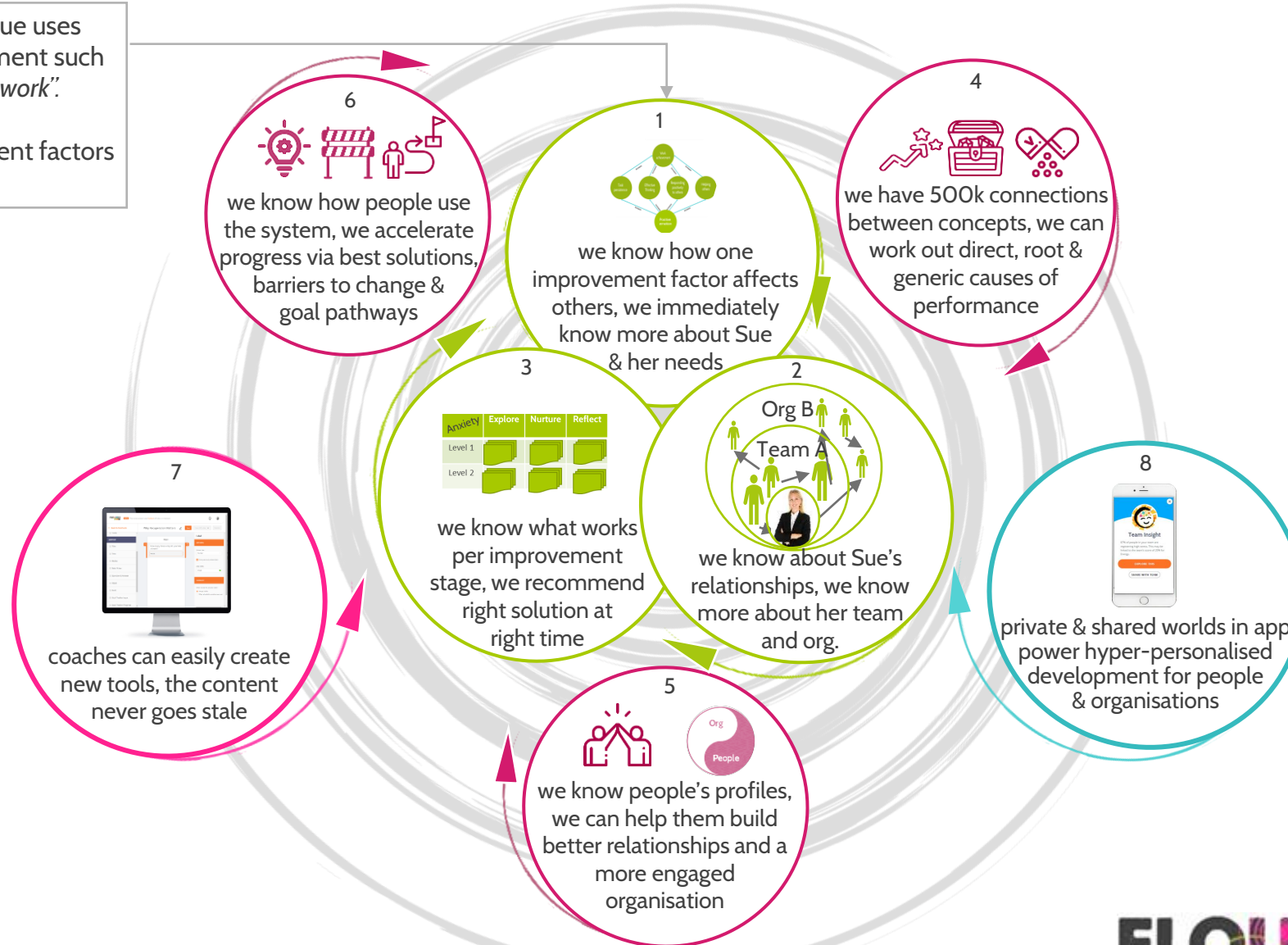
5: As well as her own private world, Sue can engage with shared development worlds with her team mates too

Our system creates an ever-expanding cycle of insight and improvement



Each time a user like Sue uses FZ, she scores a statement such as *"I get things done at work"*.

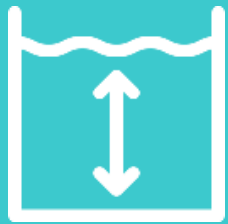
This scores improvement factors and because



This is a Deep Learning system

We evolved our approach with The Hartree Centre, a National Centre of AI Excellence.

Four elements of the deep learning



Depth of complexity of the problem

Assess interaction of improvement concepts and performance states relating to individuals and organisations interact with human systems



Depth of model used to solve the problem

Our model is generally up to 8 levels deep but also contains hundreds of loops with greater than 10 connection levels



Creation/Learning of Feature Hierarchies

Our system will be able to automatically learn features for human systems and improvement concepts at multiple levels of abstraction



Data and Model Scalability

Our system increases its performance with more data generating new insights on what drives performance



We have made significant progress

Core framework of factors, diagnostics and solutions



2016

Non-AI, non-platform prototype



2017

Winner SBRI competition to inc UK productivity



Hartree Centre
Science & Technology Facilities Council

Initiated by
Productivity
Leadership Group
McKinsey Global;
KPMG; BAE; Glaxo;
Rolls Royce; Amazon;
Nestle; John Lewis;
Siemens; BT; Cisco

2017 – 2018

£1m Innovate Smart Award to develop the platform



- Scientific Framework
- AI Algorithms
- Platform Infrastructure
- iOS/Android App
- User Admin Portal
- Expert Portal
- User Testing

2019-20

Award: Innovation in response to global disruption

for

SME Productivity Improvement Platform

Academic expertise:

Prof Veronica Hope Hailey, Dean, School of Management, Bath University

2020

Winner of place on InvestHorizon Deep Tech Accelerator



Competitive EU Programme to facilitate Series A funding.

2021

We have a strong, experienced core team



Adrienne Percival
Founder

7 yrs Unilever: Finance, Supply Chain, Audit; 6 yrs Allied Domecq: Global Ops, CSR; 5 yrs Thompsons, NED; 14 yrs Executive Coach; Cambridge University



Barbara Greenway
Product Owner

Head of Business Ops and Multiplatform, BBC; MD, Parity Training; Director, Archive Operations, ITN; ICF Executive Coach; Masters in IT

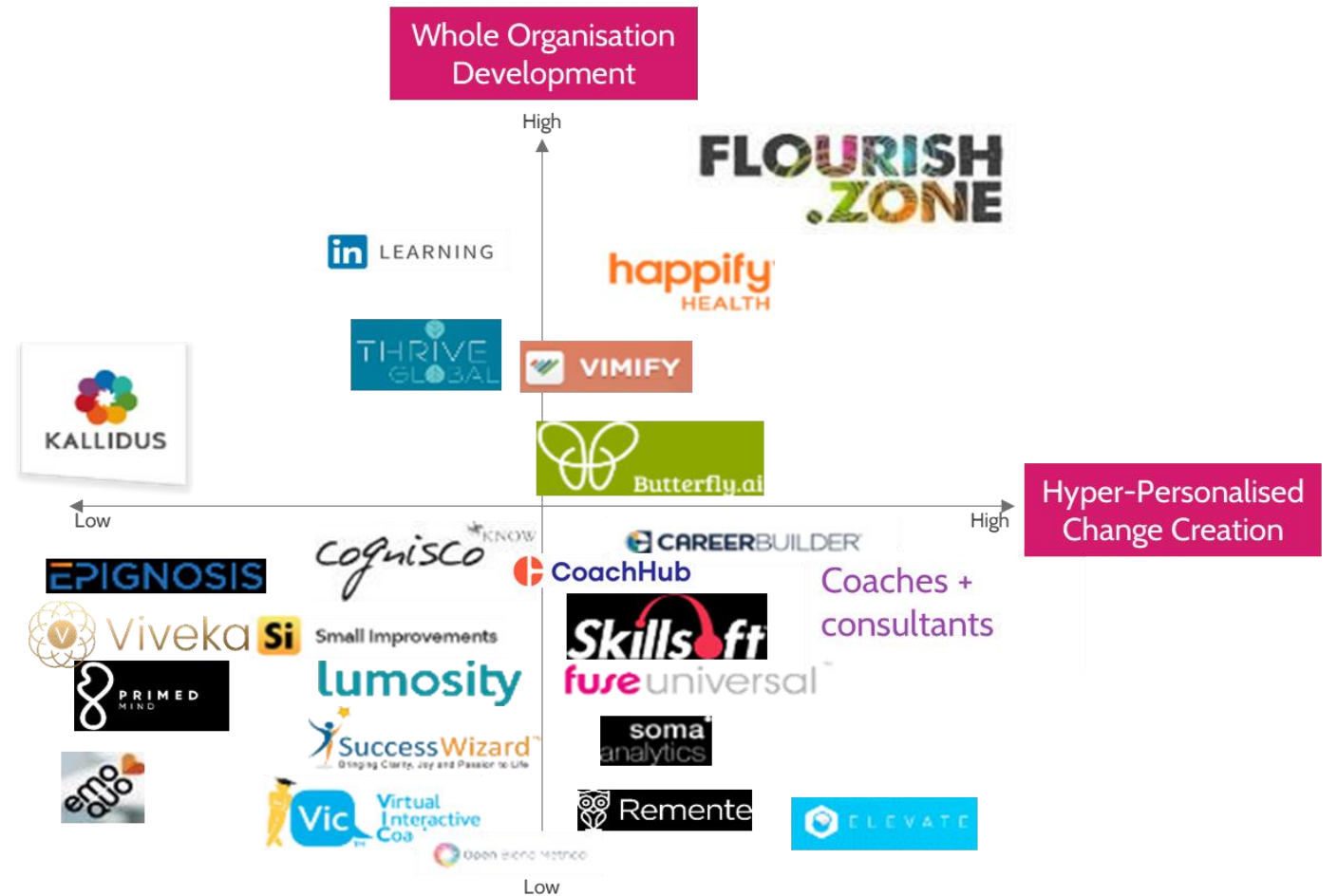
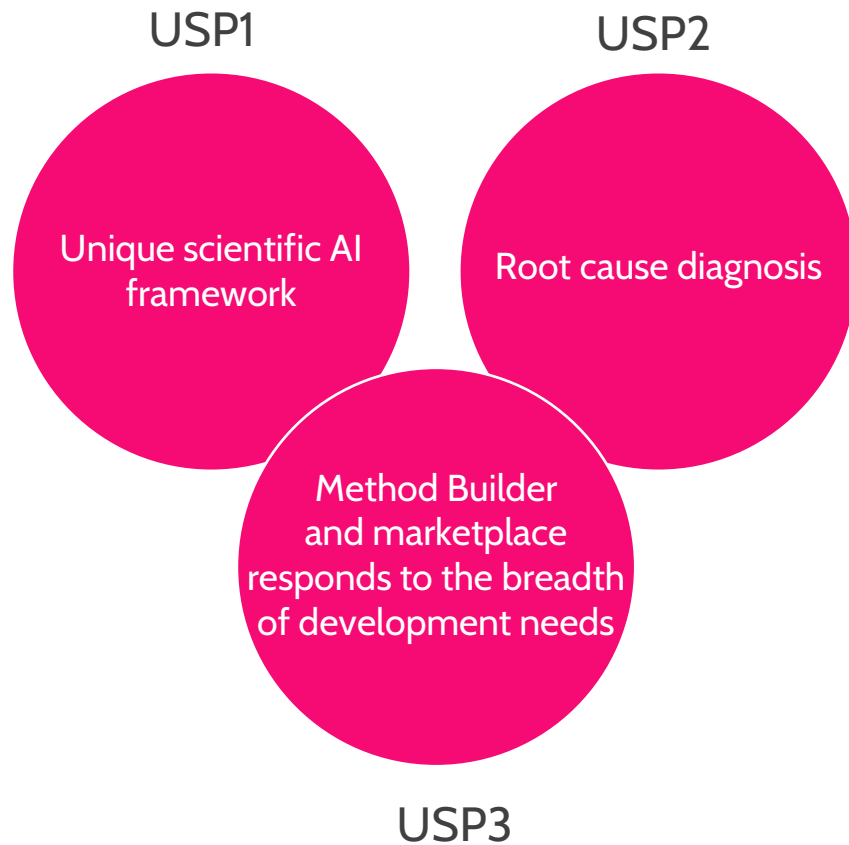


Alex Ogilvie
Data Scientist/Lead Engineer

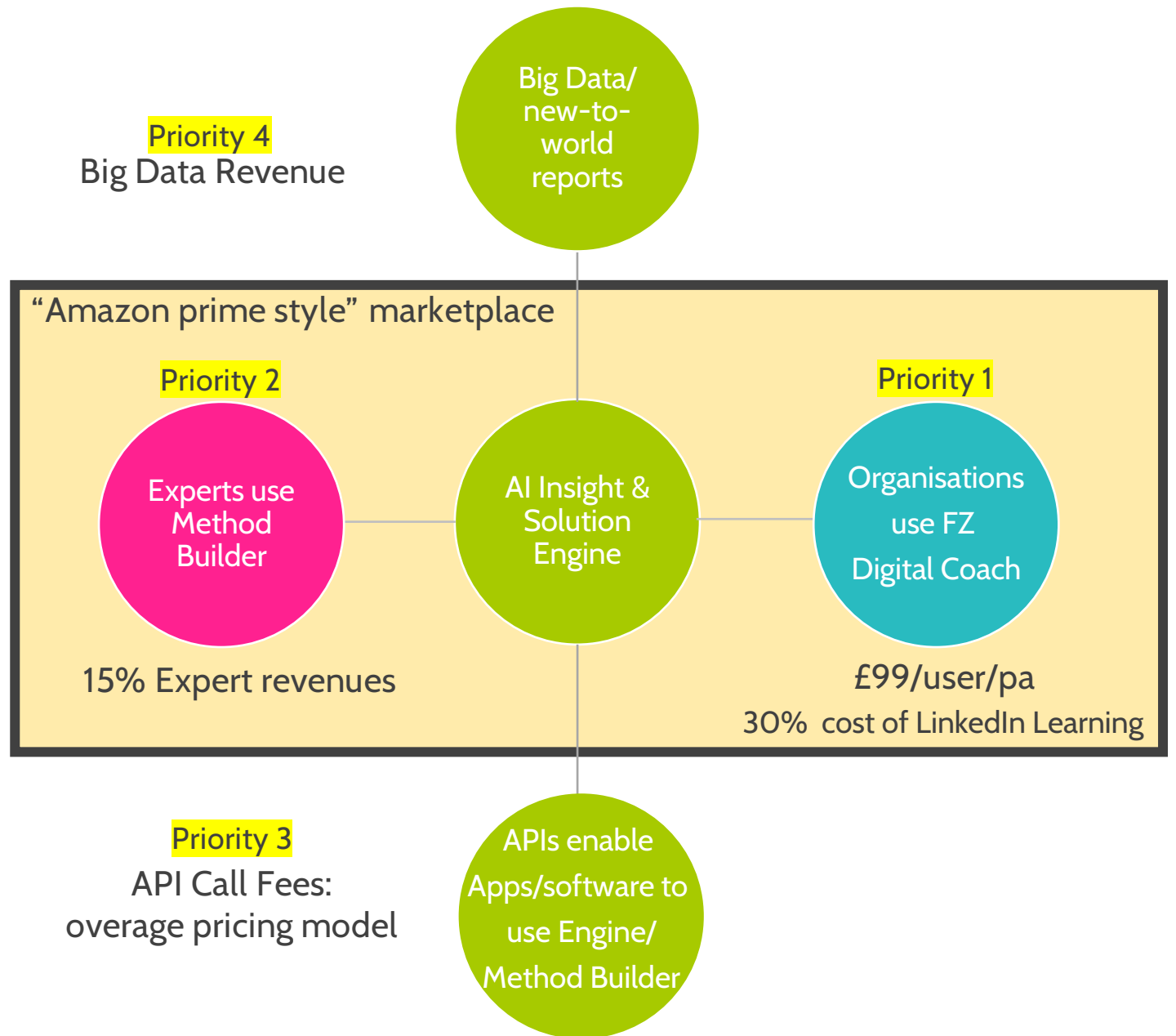
2 yrs Co-founder Miminal – a data science consultancy, Lloyds Banking, Master of Engineering, First Class, Bristol University; Full Stack Developer. 4 yrs



We have a defensible competitive edge, strengthened by 3 USPs

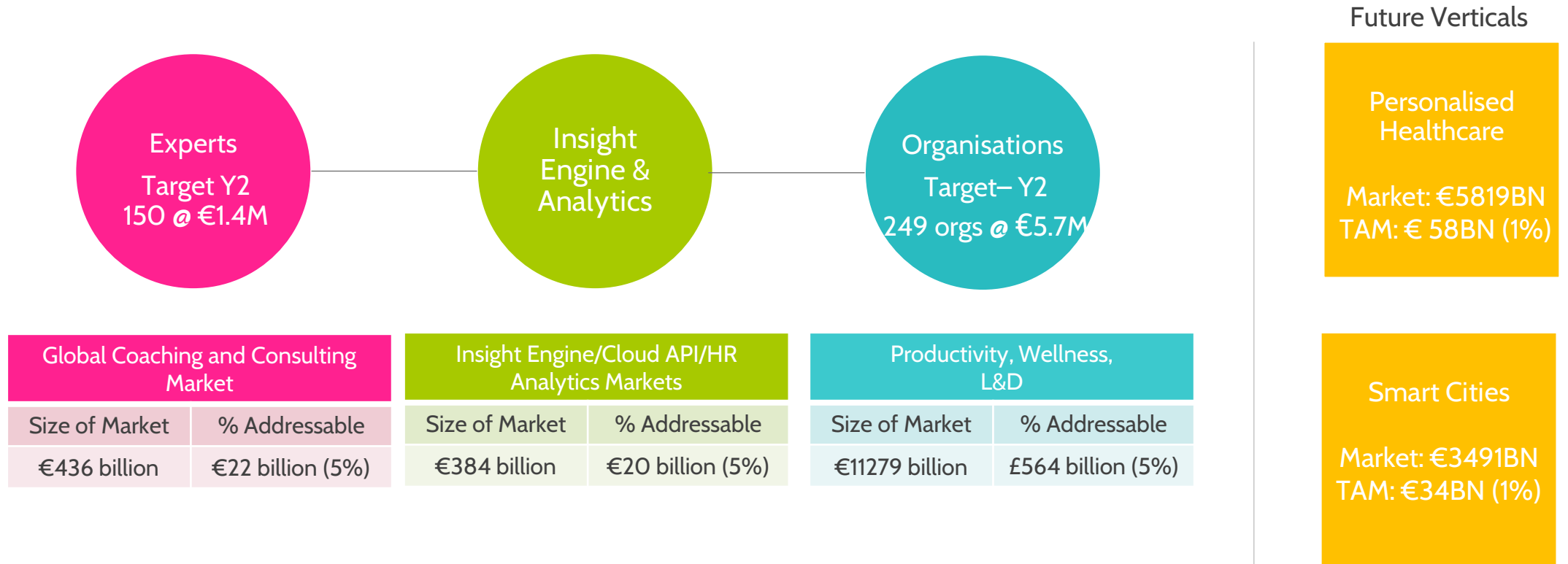


Business Model has
multiple Revenue streams



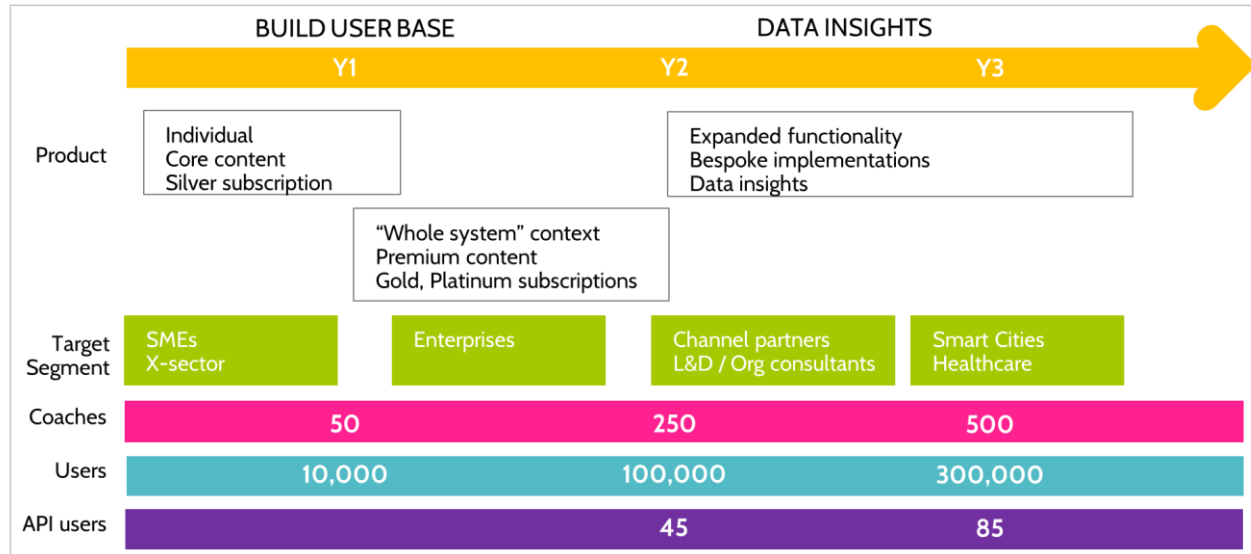
The addressable markets are vast

Our Y2 target equates to 0.16% UK employees



Commercialisation Strategy

Timeline



Key pillars of approach

1. Serious Coverage in Influencer Media
2. Coaching Ambassadors to establish quality
3. WeFlourish Board comprising CEOs of Early Adopter companies, establishing mutually beneficial thought leadership position

Media Coverage



Experts on platform



Prof Veronica Hope Hailey



Julie Stokes OBE

Who might acquire us in future?

	Value add to acquirer	Acquirer Sector	Example
1	Add value to clients via bespoke digital development tools	Coaching	CoachHub; BetterUp
		Consulting	Accenture
		Cloud HCM Suites	Oracle, Talentsoft, Ceridan
2	Hyper-personalised customer/patient experience	E-Learning	Skillsoft
		Digital Healthcare	Babylon
3	Integration of human behaviour into IoT tech to achieve shift to the Internet of Behaviour	Smart Cities/ Internet of things (Link to Gartner)	Softeq, Cisco, Huawei, SAP
4	Adds human and organisational framework to Insight Engines	Insight Engines (Link to Gartner)	Sinequa
5	Solves human development problems quickly and effectively	Purpose-led tech companies	Virgin
6	Multiple revenue streams and defensible IP	SaaS tech businesses	Amazon

Investment (EIS Approved)



Progress to date

2019:
Raised £200k investment for 10% equity. This provided the match funding for our Innovate grant.

Now

We want to scale the platform with €760k investment, raised in more than one tranche.

Use of funds:

1. Deliver Marketing strategy
2. Deliver AI Technical Roadmap (development team of 4.5 FTE)
3. Recruit Chief Technical Officer
4. Recruit Chief Revenue Officer

Financial Projections

	Medium Scenario		
	Y1 €m	Y2 €m	Y3 €m
Revenue (£m)	0.4	7	27
EBITDA (£m)	0.13	3.5	18
Investment	0.76		
Organisations	55	249	500
Coaches	50	150	500
API User Orgs	-	45	85

In summary

contact:

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+447881501580

Deep tech solution.
targeted at
global
burning
issues

Credible,
driven
team

Patentable AI
technology
and robust
science

Purpose driven,
trade-marked
brands

Award winning
and Gov't
backed

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Appendix

How our platform delivers our vision

It's 2026 and FZ is increasing well-being, resilience and productivity globally



10 million people feel more:

Supported

They have their own trusted digital coach, available 24/7, who gets to know them, helps them work on their biggest wins & makes change easier.

Confident

FZ helps them notice all the good stuff they're achieving and motivates them to keep improving by sharing best practice.

Safe

They can engage in their own confidential development world, addressing their biggest issues whilst moving towards career and life goals.

Recognised

FZ rewards effort (not ability), celebrating the people who do the most to develop & help others. After all, flourishing is a team sport!

Empowered

they port their account as they move through their career, hooking into organisational worlds, empowered to create positive improvement in each.

Belonging

They build higher quality relationships via shared diagnostics and mutual support.

10,000 experts:

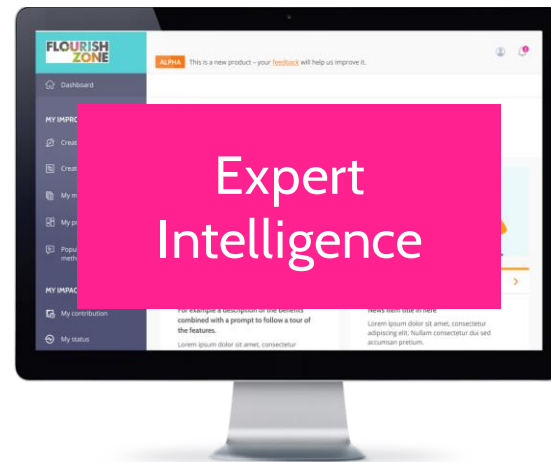
make a global difference

It's easy to digitise their improvement expertise and distribute it to the right people at the right time. They respond creatively to challenges as they arise

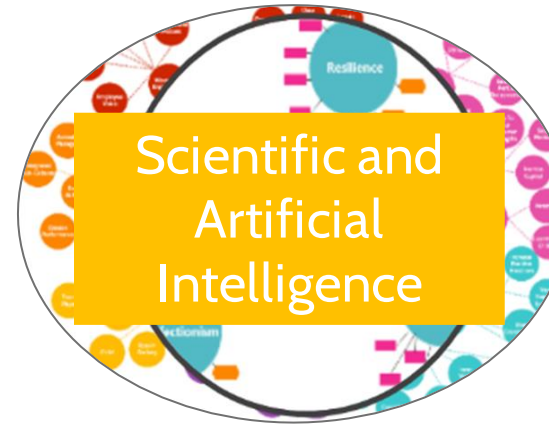
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This is Augmented Intelligence

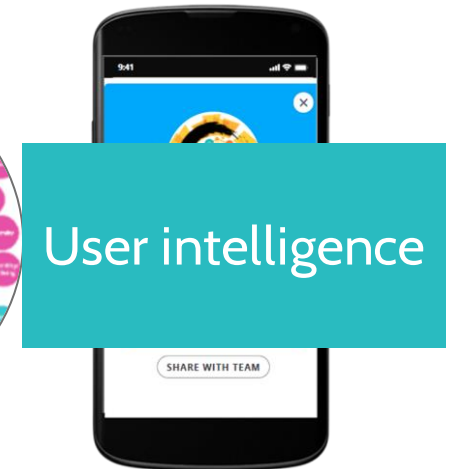
We integrate the best of human and artificial brainpower to significantly increase customer capability to achieve positive change



Expert Portal
Makes it easy to digitise coaching/consulting improvement methods



Scientific AI Engine
Diagnoses improvement opportunities and solutions



Digital Coaching App
Hyper-personalised support to make improvement easier

We have extensive IP in Trademarks and copyright



Trademarked Brand
Builds credibility as a purpose-driven business



Trademarked Coach
Humanised AI Coach, with spiritual meaning (Sunyata is Buddhist principle of connectedness of all things)



Trademarked Industry Group
Gives potential for market-leading ethical position on AI



Extensive Copyright Materials
We also have hundreds of coaching and development materials to build performance, well-being and resilience for people and organisations

User Testing

BBC

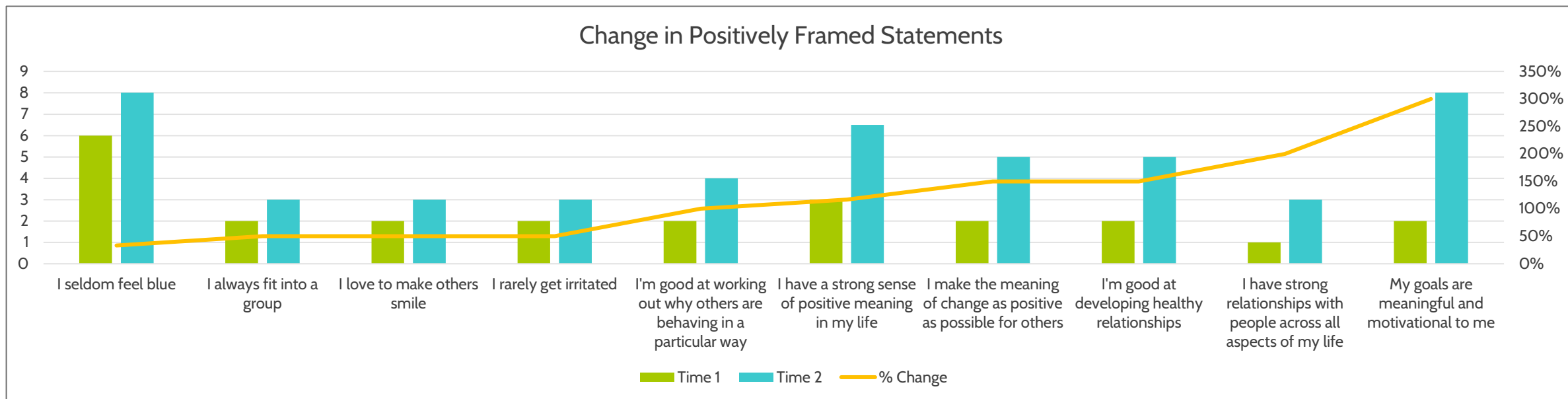


Tileflair



tech talent

- We piloted the app with 50 people from 10 organisations
- 66% respondents were beyond NPS of 8.
- We demonstrated quantative changes between people's scores per concept between the start and end of the pilot



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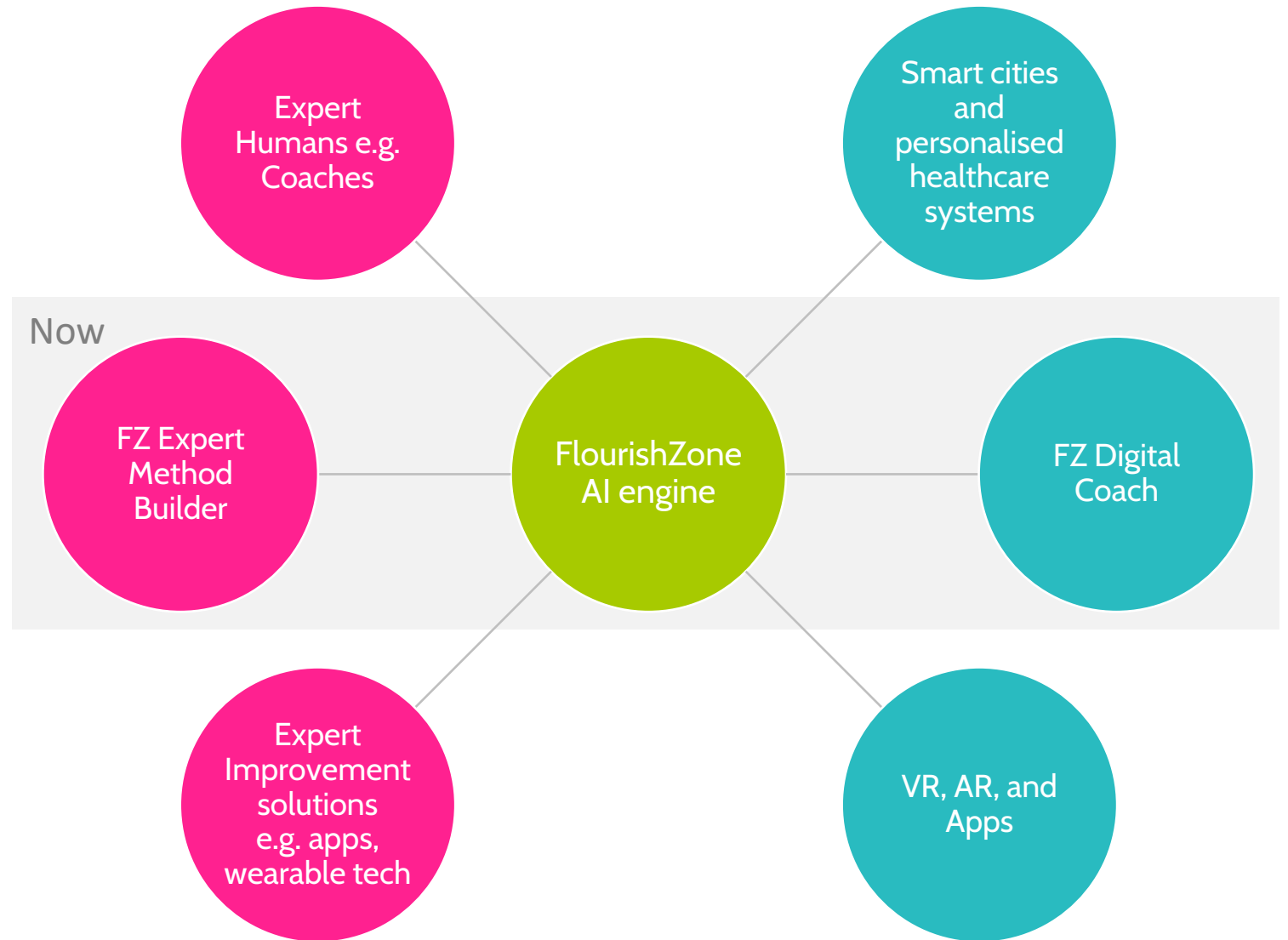
Our Technology Roadmap will continually increase our capability to power growth by giving people the right expert support at the right time

Currently we are focusing on recommending digital improvement methods via our own app.

Over time we will extend this to connecting human experts and best in class tech solutions.

We will be able to power a large variety of software to help their customers improve faster

We enable experts to power solutions



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Market sizes in more detail

Experts
Target Y2
150 @ £1.2M

Insight
Engine &
Analytics

Organisations
Target– Y2
249 orgs @ £4.9M

Experts

	Size of Market (Billion)	% Addressable (Billion)
Global Coaching	£28	£3 (10%)
Global Consulting	£347	£174 (5%)
Total	£375	£177

Core IP

	Size of Market (Billion)	% Addressable (Billion)
Insight Engine/Cloud API	£325	£10 (3%)
Workforce/HR Analytics	£5	£0.5 (10%)

Future Verticals

	Size of Market (Billion)	% Addressable (Billion)
Personalised Healthcare	£5000	£50 (1%)
Smart Cities	£3000	£30 (1%)
Total	£8000	£80

Organisations

	Size of Market (Billion)	% Addressable (Billion)
Improving Productivity	£9000	£900 (10%)
Corporate Wellness	£73	£37 (5%)
Learning & Development	£619	£310 (5%)
Total	£9692	£1247

Workforce

	Employees (millions)	% workforce creating £20 million annual revenue
Global	3500	0.01%
EU	228	0.09%
UK	30	0.67%