

mento

TAKE CONTROL OF YOUR CAREER

Company-provided career support hasn't changed with the evolution of career paths

60%

Of millennials are open to new opportunities

1.9 yrs

Average tenure at a tech company

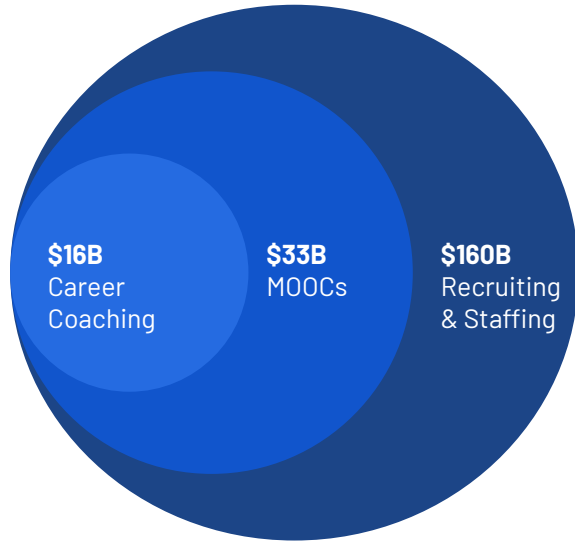
70%

Don't trust HR

75%

Feel responsible for their own career development

Employee activism is on the rise and people are looking outside their company for support



+\$200B career support industry

EMPLOYEES ARE INCREASINGLY ACTIVE

Salary sharing: Internally, Twitter, Blind

Walkouts: Google, Uber, Amazon

Unionizing: Kickstarter

Mento is a career development platform that works for you, not your company

The screenshot shows the Mento web application interface. On the left is a navigation sidebar with the Mento logo and menu items: Goals, Learning, Coaching, Community, Tools, Partner Perks, and My Home (highlighted). The main content area is titled "Good morning, Jamie!" and features several sections:

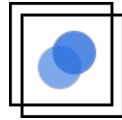
- Continue Job Search 101** and **Submit Your Resume** buttons.
- My Schedule** section with a "SEE MORE" link, containing three items:
 - Coaching Session: 6/28 1000 - 1100, w/ Sara Adams, Zoom
 - Speaker Series: Networking Strategy: 6/29 1530 - 1630, w/ Noah James, Zoom
 - Interview Practice: 6/30 1100 - 1200, w/ Ava Williams, Zoom
- My Coaches** section with a "SEE MORE" link, displaying four coach profiles:
 - Jacob Robinson, Career Coach
 - Sara Adams, Financial Coach
 - Jack Bukowski, Peer Mentor
 - Tiffany Lee, Peer Mentor
- Trending** section with a "SEE MORE" link, showing two posts:
 - Emma K. in Job Search (1 day ago): "What are some of the best job search strategies you have used before?" (16K likes, 3K comments)
 - Liam A. in Sales & Marketing (1 week ago): "How do you differentiate between direct and in-direct marketing?" (963 likes, 152 comments)
- My To-dos** section with a "SEE MORE" link, listing three tasks:
 - Proofread resume (By 07/01)
 - Revamp portfolio (By 07/02)
 - Send 10 Networking Emails (By 07/03)

A career care platform that helps people advance in the workplace



Coaching & Community

Coaching and community to help you navigate your career, make pivotal decisions, and feel engaged at work.



Tools & Data

Career and compensation benchmarking. One place to store your milestones and data.



Premium Content

On-demand guides and workshops, based on Mento's methodology, created with leading experts.

We are starting with job searchers

More people than ever need help with job searching

30M

Unemployed Americans
due to COVID-19

36M

US workers hold jobs highly
exposed to automation

Job searching is just awful...

2x

More likely to be treated
for depression

5.5 months

Average length

\$8,900

Average earnings lost

\$1,000+

Spent on coaching and job
search support

Our program brings structure and support to a chaotic and lonely process



Coaching & Community

Peer groups, mentor, and coaching to support you.



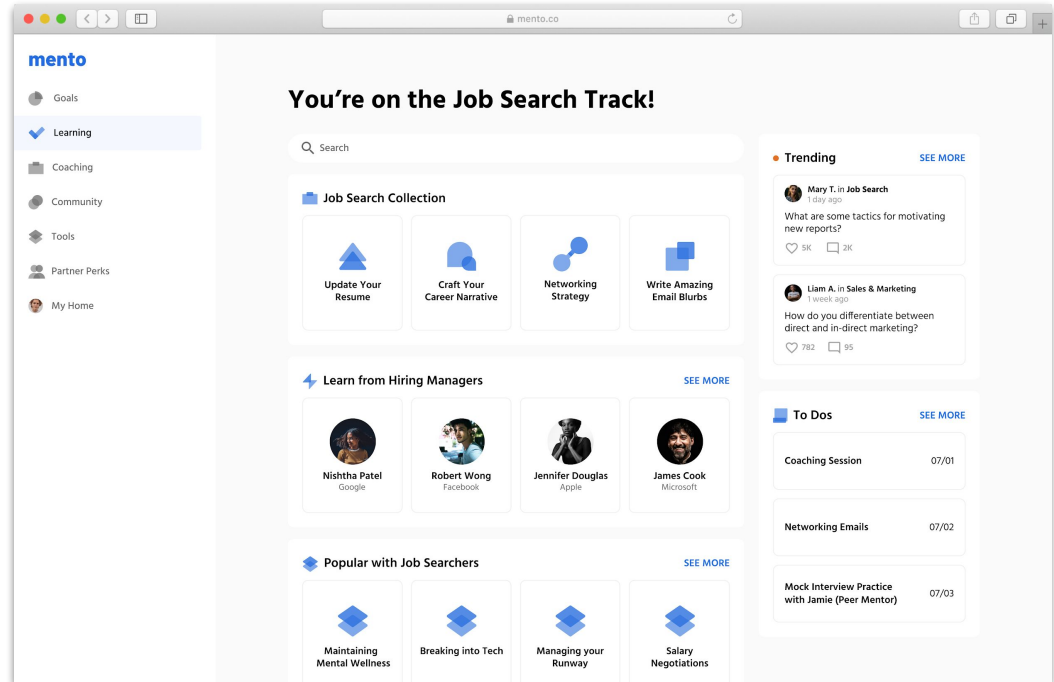
Tools & Data

Tasks and trackers to stay organized and accountable.



Premium Content

Guides to improve your job search skills.



We have already gotten started – and the response is great so far!

Initial traction

230+ paid users

\$15,000 revenue

1 paid pilot with **Kenzie Academy**

85% referral rate

85% would like to continue with ongoing support!

77% rate the program 4 of 5 stars or higher

“Mento's system demystified the search process, and broke it down into simple tasks each week. **During the program, I was introduced to a new industry and hired by an awesome company!**”

– Emily, recent college graduate

“The 1:1 coaching, Speaker Series, and organization tools have taken my career to the next level. **I am more focused and more productive in my career because of this program. HIGHLY recommend!**”

– Jackie, General Assembly grad

“Being part of a community job searchers made me feel more comfortable trying to pick up the pieces after being laid off. **Mento provided a clear "check the box" product that helped me find a job that keeps me on an upward trajectory. I look forward to continuing with Mento to advance my career.**”

– John, tech sales & marketing

Pricing

\$450

or \$75/MO

Job Search & Onboarding

- ✓ 6-month program
- ✓ Curated cohort group
- ✓ Weekly 1:1 and group support
- ✓ Guides, Templates & Tools
- ✓ Weekly Speaker Series

\$150/YR

or \$15/MO

Mento Lite

- ✓ Self-guided workshops
- ✓ Career Guides & Tools
- ✓ Community + Speaker Series
- ✓ Unlimited Career Messaging
- ✗ Dedicated Career Specialist
- ✗ Career Coach

Est. Q1 2021

\$1000/YR

or \$100/MO

Mento Pro

- ✓ Self-guided workshops
- ✓ Career Guides & Tools
- ✓ Community + Speakers Series
- ✓ Unlimited Career Messaging
- ✓ Dedicated Career Specialist
- ✓ Career Coach (1 session/mo)

Est. Q1 2021

We're targeting tech workers with 0-3 years of experience

Generalist Tech Workers

11.8M

Tech Workers

43%

Of job openings are for non-technical roles

65,000

Layoffs in tech

87.3%

Of tech layoffs are non-engineers

College and Bootcamp grads

3.9M

College grads each year

50%

Unemployment among recent college grads

50,000

Bootcamp grads per year

What's next? Continue growing with tech workers and partners

1. Partner with bootcamps & recruiting services

- Partnership with **Kenzie Academy** (serving 200 students) including Amazon Warehouse Workers enrolled in Kenzie's Engineering Program
- Expand into more bootcamps
- Hiring platforms for new grads
- Mento Campus Ambassador Programs

2. Support workers impacted by COVID

- Leverage existing community: **~500 signs up for Unemployment Support**
- Target people via layoff lists: **~30k emails collected**
- Provide free support to underrepresented groups in partnership with mission-aligned organizations

Mento is the central hub for your career

	Phase 1 CURRENT	Phase 2 Q1 2021	Phase 3 2022	Phase 4 2025
Objectives	Job Search Build community of loyal early adopters	Launch self-directed platform Drive recurring revenue and scale	B2B2C Growth Drive margins and growth via B2B2C acquisition	Career Care Platform A complete career development platform
Key Results	<ul style="list-style-type: none">• Validate job search point of entry• Build brand and awareness	<ul style="list-style-type: none">• 10,000 job searchers• \$1.5M total revenue• 3,000+ subscribers	<ul style="list-style-type: none">• \$10M subscription rev• 30,000 subscribers• Leverage data to personalize products	<ul style="list-style-type: none">• \$100M total revenue• Expand revenue through new products

\$1.5M Fundraise

Objectives

Launch the career platform

Build a centralized hub for job search tools, content and community

Drive recurring revenue

Build downstream career support to provide members monthly value

Hiring

2 engineers

1 designer

1 community

Key Results

\$1.5M total revenue

10,000 job searchers

3,000 subscribers

Fundraise history: \$128k SAFE round closed Sept 2019 led by Slow Ventures

Our Team

(part-time)



Alex Marcus
Co-Founder & CEO



Jamie Albers
Co-Founder & CPO / COO



James Highsmith
Engineering



Charles Zhang
Design



Taylor Bolhack
Community



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