Outpace

The carer training platform solving the
aged care crisis.

The aged care workforce
Crisis

The western world's population is ageing

Requiring millions more carers globally.

Carers are retiring & churning

Leaving a massive worker shortfall.
In Australia alone there are over 140,000 unfilled shifts every week.

The workforce is fractionalising

Carers are increasingly working for multiple employers on a single shift / gig basis.
There is no common training & accreditation platform to support this.

The majority of the workforce is unpaid and untrained

65% of the workforce are 'voluntary' or 'forced' to look after family members and friends.
They are unpaid and untrained, creating additional risks to both the carer and the recipient.

" Workforce challenges pose a significant concern for the age services industry. The Royal Commission into Aged Care Quality and Safety rightly labelled it a crisis."

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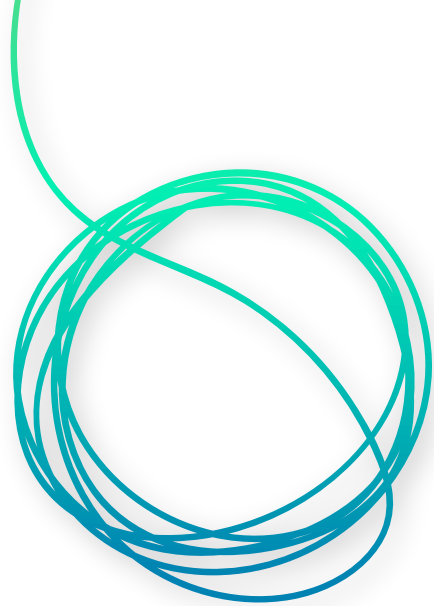
How to **Solve it**
A new paradigm in training and accreditation

Distributed immersive learning, not office-bound form filling

Immersive learning is proven to improve speed to competency, reducing staff churn, increasing knowledge retention and reducing accidents.

Micro-accreditation, not monolithic programs

Continuous reward and recognition of progress leads to higher completion rates and a more competent workforce.

Personal portability of Trust, not trapped to a single employer's LMS

Enabling a carer to be instantly recognised and trusted for the accredited training they've already undertaken. Avoids the need for repetitive training that just adds cost and admin burden.
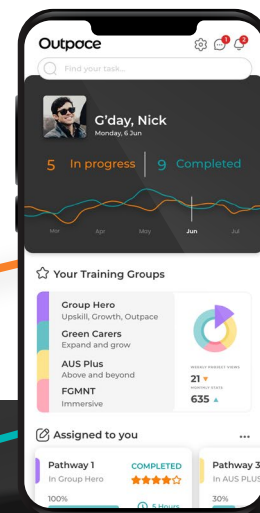
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The Product

We're creating a scalable, immersive training and accreditation ecosystem for the global aged care industry.
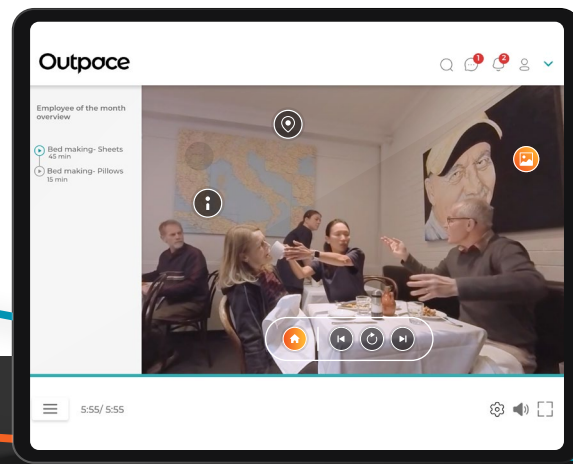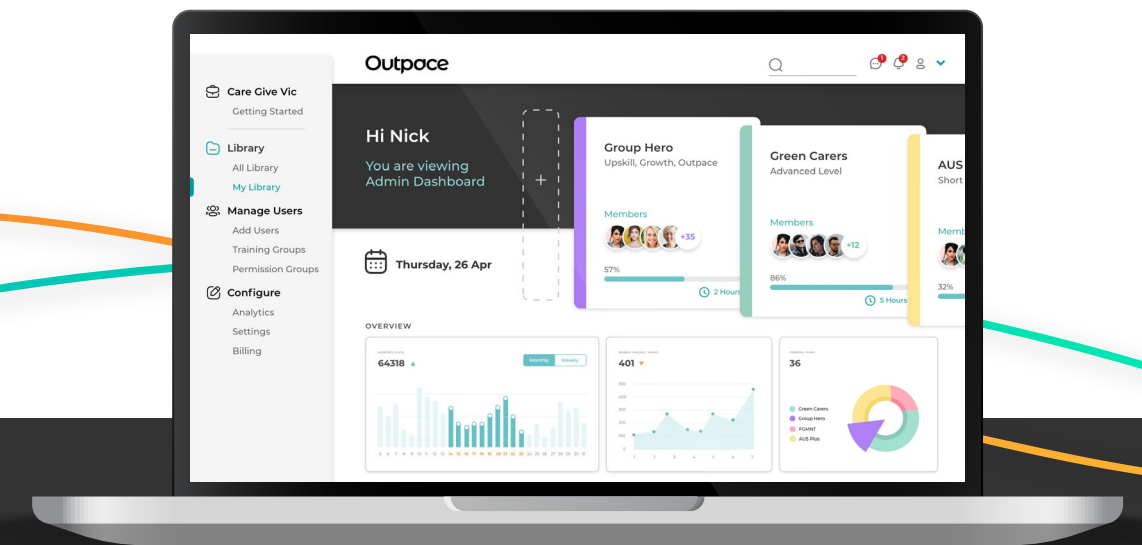
Immersive learning

On demand. Interactive.
Multilingual.
Mobile / Desktop / VR

Accreditation App

Verifiable, gamified accreditation at your fingertips. Training results automatically populate your profile

Team Management & Analytics

Train entire teams and manage analytics from the powerful dashboard

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In Action

Please click here to watch us on

YouTube

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Meet The
Founding
Team

Co-Founders Nick and Jamie have been building their own businesses for 20 years.

Nick was co-founder of renowned commercial production company AIRBAG, which won almost every industry award in advertising and immersive technology including gold at Cannes Lions, New York Festival and Spike Awards.

Prior to Outpace, Jamie founded Duke creative, a digital agency developing VR experiences for clients and breaking new ground in immersive experiences.

Dr Travis Cox and Navjeet Sandhu are the original architects of the Outpace platform and the geniuses behind the simple execution (yet incredibly complex architecture) that drives the tech and stands us apart.

Jamie Daou
Co-Founder & Commercialisation

in Click to see LinkedIn Profile

Navjeet Sandhu
Lead Backend Developer

in Click to see LinkedIn Profile

in Click to see LinkedIn Profile

Nick Wright
Co-Founder & CEO

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Dr Travis Cox
CTO

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Size of
Market Opportunity

Residential Aged Care Only

Initial TAM
Total Addressable Market
Australia, UK & USA

2,930,000 paid care workers
@ **$16** per month
= **$562,560,000** ARR

AUSTRALIA
360,000 Carers

UK
570,000 Carers

USA
2,000,000 Carers

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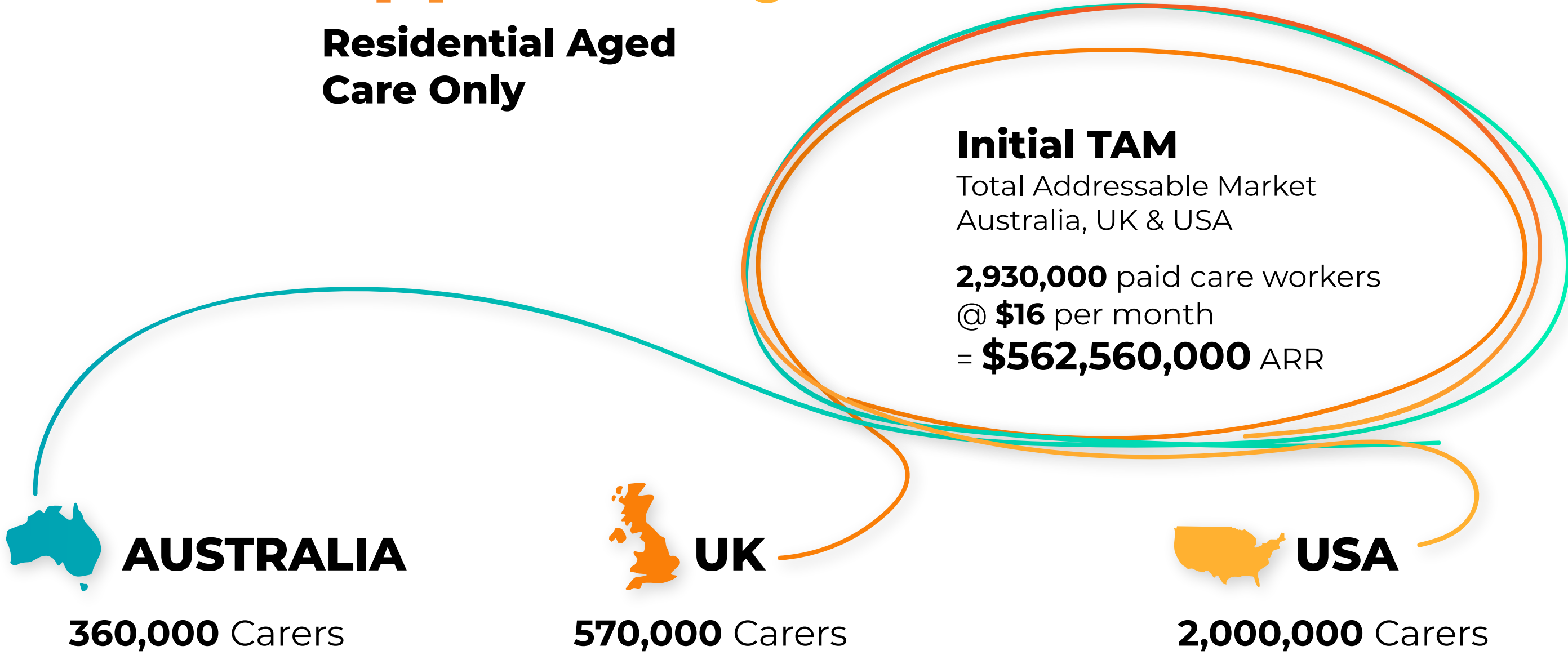
GTM
Strategy
Now

Establish
Product - Problem fit

✓ Independent research to ratify field results

✓ Test product with identified early adopters

✓ Account-based-marketing approach with 170 identified early adopter prospects

✓ Test pricing and distribution approach.

The 4 Types of Product-Market Fit

High

Product-Problem Fit
(a suite of features that cohesively solve an important problem for a number of distinct customer segment)

Solution-Market Fit
(a broad offering that is meaningfully differentiated actoss a large share of industries or segments that make up the overal market)

What is the variety of customer segments with fit?

Solution-Segment Fit
(a broad offering of related products & services that meet the needs of a few selected segments very well)

Feature-Problem Fit
(a small feature-set that provides compelling value for an important use case)

Low

Slightly

How comprehensive is your product offering?

Extremely

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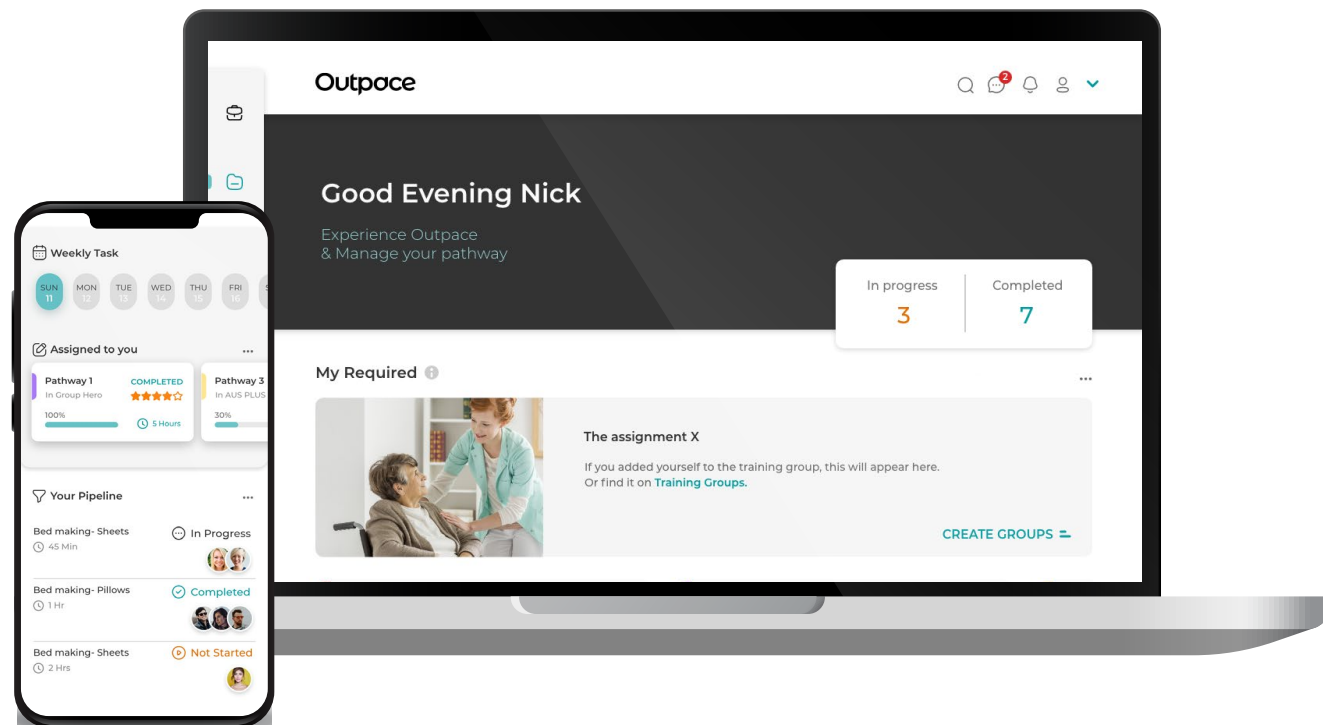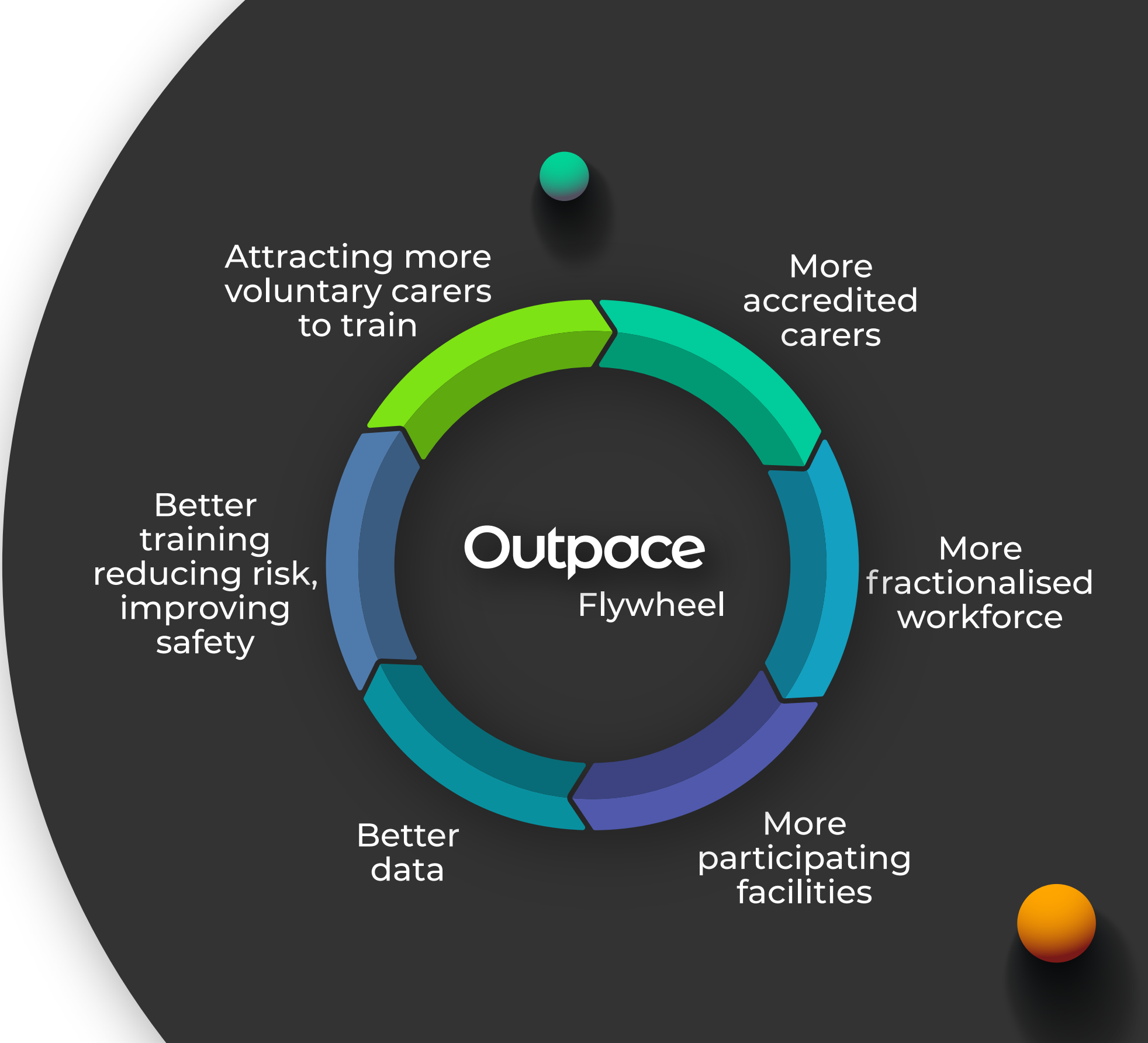
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GTM
Strategy
Next

Traction & Early Growth Strategy

- Free transition service to move businesses onto the Outpace Management Dashboard.

- Establish exceptional customer service practices to retain early adopters and create customer loyalty.

- Obsess on the continuous improvement of the carer experience and engagement.

- Seed into new businesses through carer adoption.

- Build volume of facility owners accepting Outpace accreditation to make them more attractive to carers.

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Kick-starting the **Flywheel**

Attracting more voluntary carers to train

More accredited carers

More fractionalised workforce

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Flywheel

More participating facilities

Better data

Better training reducing risk, improving safety

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Our
Pricing

Businesses

$16 / Trainee
per month

- Access to everything we have to offer
- Onboarding your company
- Dedicated account manager

Individual

$16 / Month

- Access to everything we have to offer

Complete

Basic

$30 / Year

- Basic training
- Accreditation Management

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Moat
& Defensibility

Network Effects

The industry is segmented and there is no dominant incumbent.

We're taking a new approach of portable accreditation that will be widely accepted by facility owners who want to rapidly onboard and attract the most competent and trusted carers.

Carers seek to be part of the network as it gets them portability with easier and lower friction access to more employers and is more engaging.

We tap into the "Voluntary" pool of carers by providing them micro-certification to keep them and their family / friends safe while also giving them the opportunity to leverage their skills for financial gain.

Stickiness

Outpace's built in stickiness is the fact we house accreditation and user data with the app and platform.
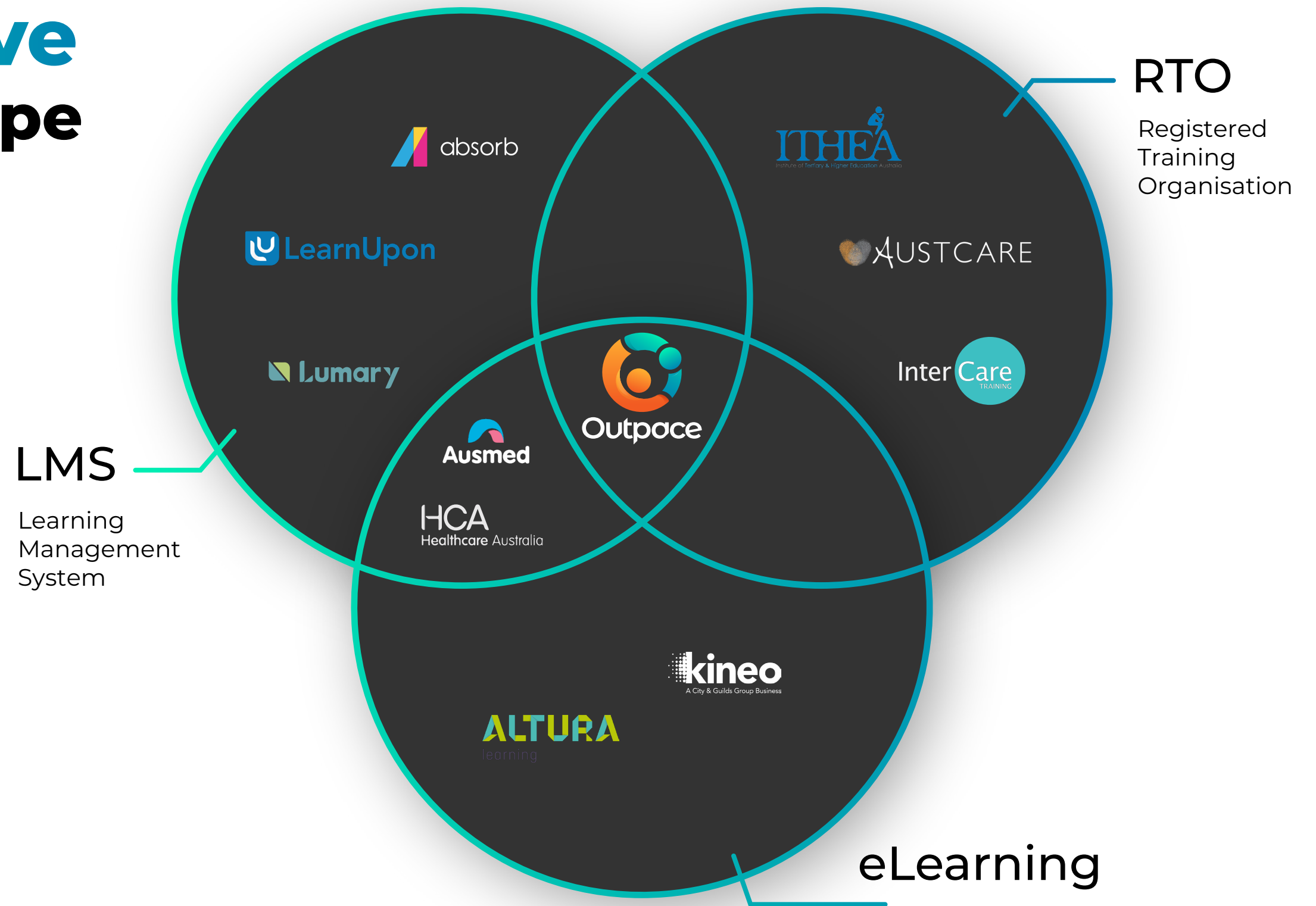
Moving to a competitor product means losing all this valuable data.

Content

The landscape is dry. Outpace is the Cloud Guru of carer training.

We create fun, engaging, interactive training that actually challenges and drives real results.

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Competitive
Landscape

RTO
Registered
Training
Organisation

LMS
Learning
Management
System

eLearning

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Seed Round

To kick start our flywheel

AUD **$1.5 Million**

Establish a scalable commercialisation process

Accelerate software development

Build our 'early-adopter' base through direct enterprise sales

Scale production of our training content library

Establish exceptional customer service procedures

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Thank You!

We would love to discuss the future

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Appendix

Market
Research

We have been market researching the Outpace platform and the feedback has been exceptional. Some of our findings are below.

Proof Points

Market research shows immersive learning results in:

- 30% higher employee satisfaction
- Higher test scores 70% of the time
- Up to 65% higher rate of knowledge retention.

Research Participant #1

"You feel like it's face to face rather than attending training over the phone. It seems like I'm at work and I'm attending on-the-job training. It wasn't just reading and ticking the boxes. It was like doing proper training to me."

Research Participant #2

"It will stay in my mind longer than the normal training which I tend to forget."

Research Participant #3

"This is the first 360deg training I've done and it will stay in my mind longer."

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Future
Product Features

Compliance Tools

As carers carry out their jobs, they require a real time reporting tool for serious incidents, non compliant business practices and other compliance needs.

This tool would feed directly into the Outpace Management Dashboard.

Reporting
(Management and audit)

Audits and board reporting can be exceptionally costly, both in time and dollars.

The Outpace system already tracks staff learning, certification and business compliance, therefore reporting can be handled quickly and easily.

Employment Marketplace

Once established, we will have naturally built a 2 sided marketplace.

individual carers + Businesses.

We then launch an employment marketplace which is half the cost of a recruiter and sends highly qualified carers (verifiable through the Outpace tick of approval) to business at the click of a button.

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