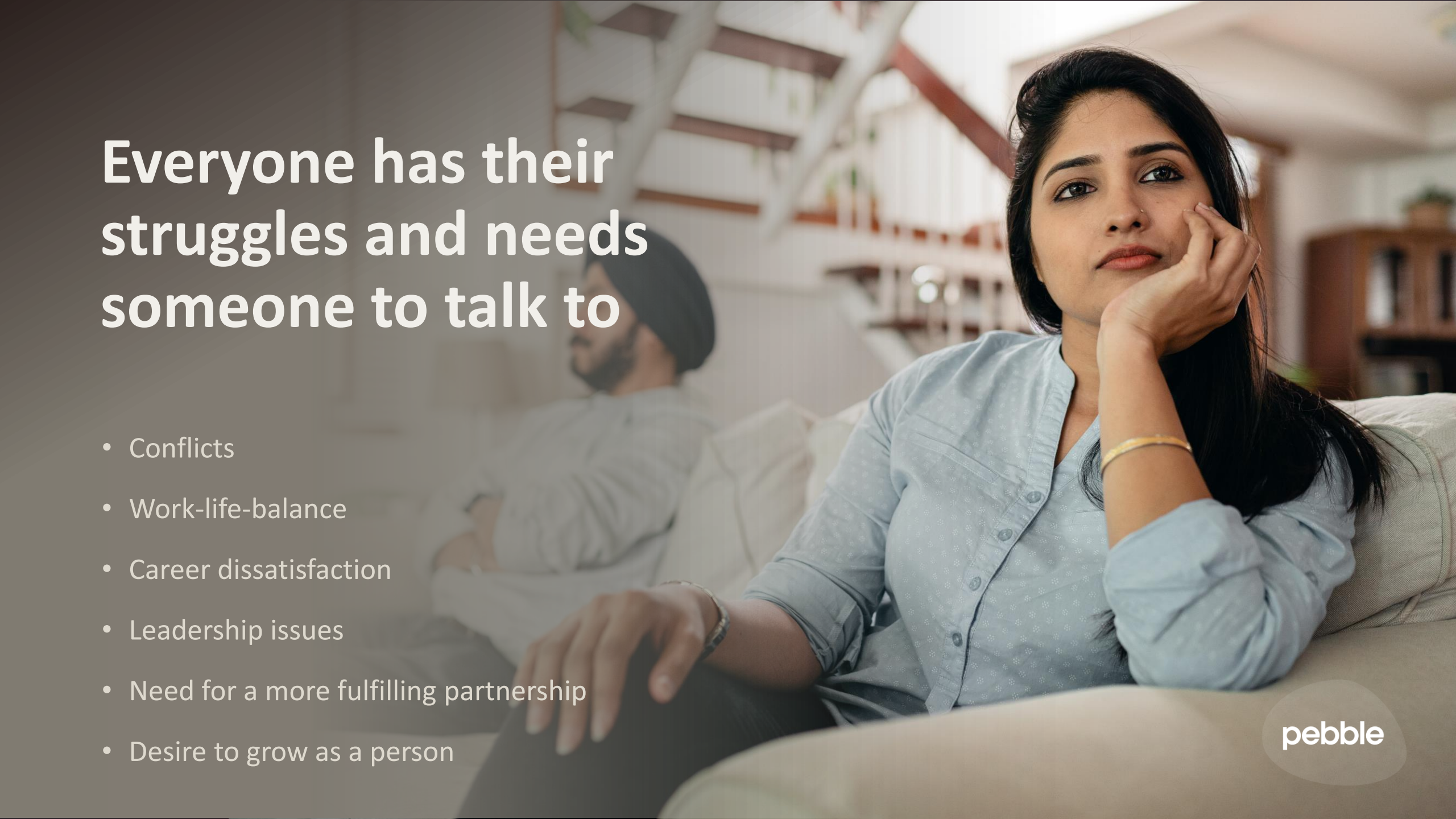
A woman with dark, curly hair and a warm smile is positioned on the right side of the frame. She is wearing a dark grey t-shirt and large hoop earrings. The background is a vibrant, high-contrast landscape featuring a calm lake that reflects the surrounding mountains and a sky filled with dramatic, white clouds. The mountains are covered in dense evergreen forests, and the overall color palette is dominated by deep blues, greens, and whites, giving it a serene yet powerful feel.

**pebble –
helping you to find
your own solution**

pebble

A woman with long dark hair, wearing a light blue button-down shirt, is sitting on a light-colored sofa. She is resting her chin on her hand and looking off to the side with a thoughtful or slightly sad expression. In the background, a man wearing a black turban and a light-colored shirt is sitting on the same sofa, looking away from the camera. The setting appears to be a modern living room with a staircase in the background.

Everyone has their struggles and needs someone to talk to

- Conflicts
- Work-life-balance
- Career dissatisfaction
- Leadership issues
- Need for a more fulfilling partnership
- Desire to grow as a person

Many people don't have a really good friend, are ashamed to get a therapist


- Almost everyone has friends, but not everyone has a really good friend
- Having a therapist is stigmatized, except among highly educated and wealthy people

Life & business coaching is a powerful tool without stigma

- Guides you to find your own solutions – without giving advice
- Because people do what they want, not what they're told
- 80% of coaching clients say they're happier in life
- 70% are more successful in their jobs
- 70% say they make better decisions
- 1/3 of Fortune 500 use executive coaching



pebble



But life & business coaching is expensive and not available when you need it

- \$ 150-300 per hour, often more
- Only available with days or weeks of lead time

Led by 2 ex-McKinsey consultants, our global team revolutionizes coaching



Michael Timmermann
CEO
Psychologist, executive coach, serial entrepreneur
Germany



Mariusz Kreft
Chief AI Officer
Computer scientist, serial tech entrepreneur
Poland



Manuel Mark
Chief Marketing Officer
San Francisco, USA



Sebastian Hertlein
Product Owner
Germany



Anna Lossmann
Senior Marketing Expert
Germany



Saadet Tas
Scrum Master
Germany



Abhishek Kushwah
Senior AI Developer
India



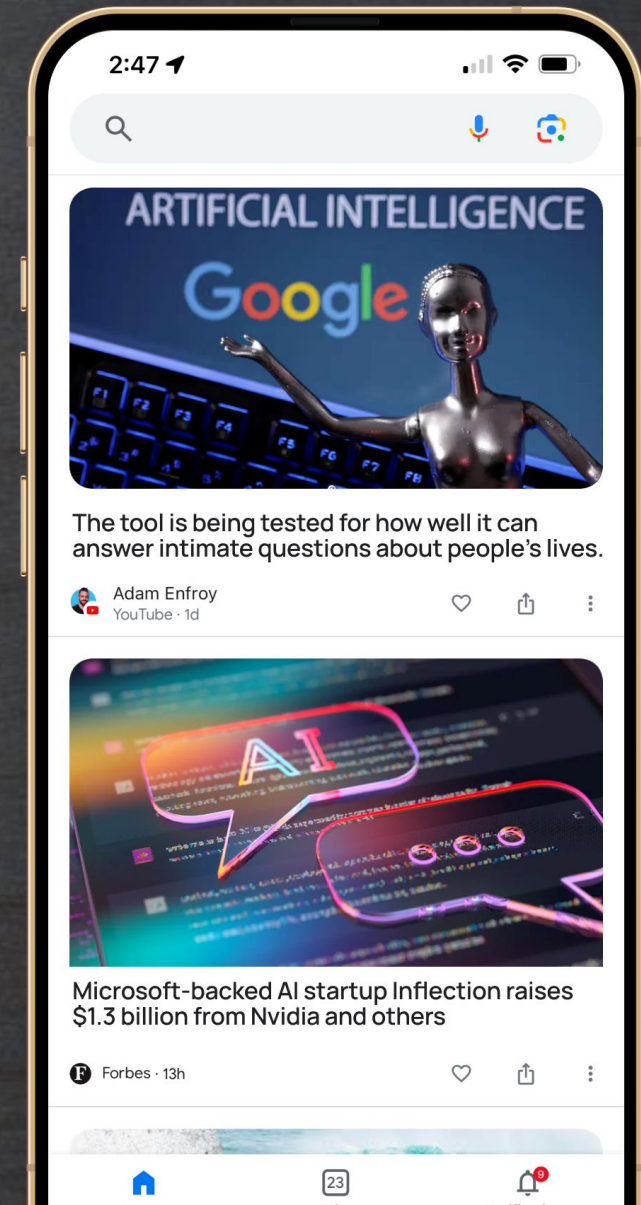
Jemis Goti
Front End Developer
India



Ramanpreet Kaur
Junior AI Developer
Germany

Coaching may seem simple, but even large companies are getting it wrong

- They just answer questions like a search engine
- A good coach doesn't give answers, it asks questions and provides methods to find your own answers



pebble is your affordable, accessible and scalable AI life & business coach

- Combining our vast coaching experience with proprietary AI models
- Available 24/7
- Affordable for much larger target group than human coaching
- Also lets coaches create own AI avatar to market to their clients – generating an exponential sales force for free

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Meet pebble, your AI coach

[Click here to
learn more](#)



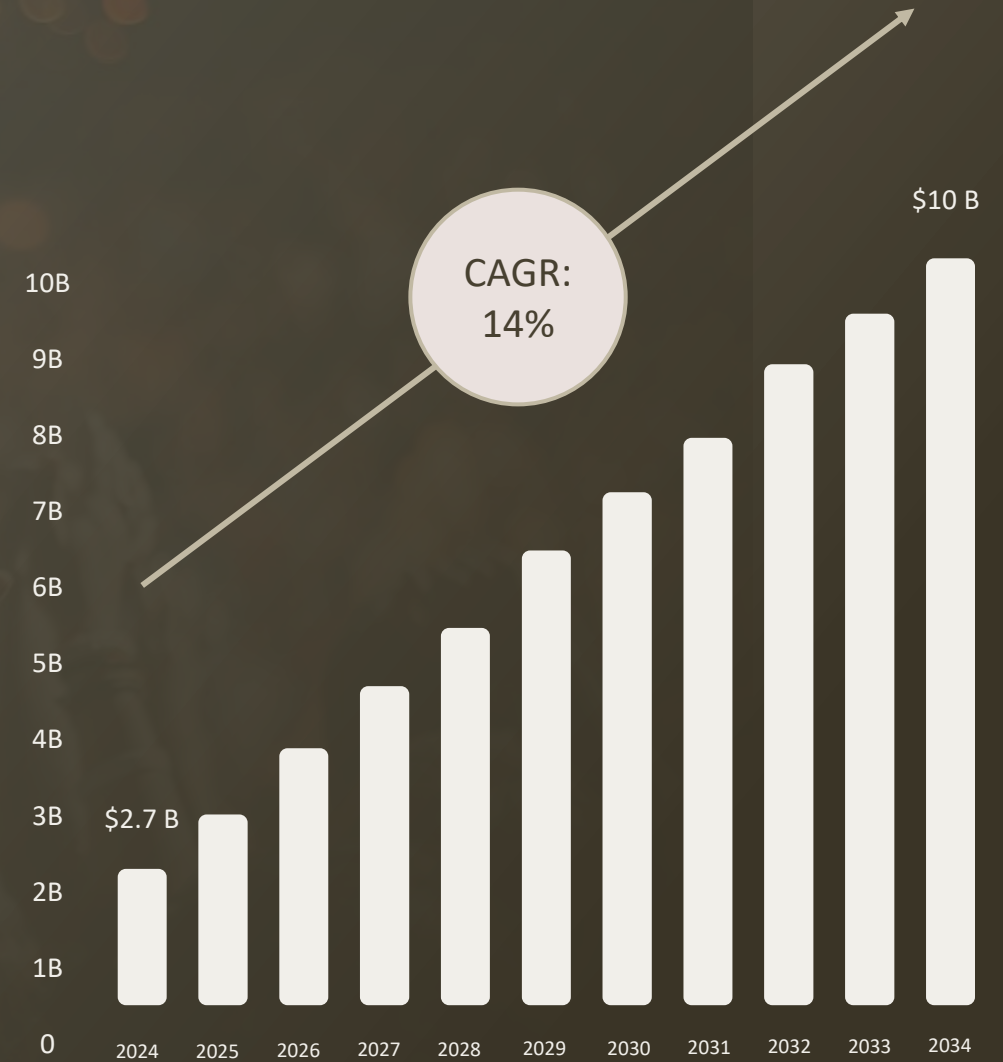
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We are unique

- Best coaching conversation quality
- Deep coaching expertise and ability to translate it to technology
- Unique cognitive architecture for coaching
- Appreciatively direct user experience for maximum personal development impact
- Great understanding of how this market works and how to play it

This market is going through the roof

- Lowest study estimate: life & business coaching by humans is 2.7 billion \$ market
- 10 billion \$ by 2034
- Only 0.1% of humans have experienced coaching. Everyone could benefit from it, if affordable
- With AI coaching, growth will multiply: unlike human coaches, it's affordable and available 24/7



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pebble is being enthusiastically received

- World's largest insurer interested in deploying pebble to 122 million customer base
- Hundreds of coaches enthusiastically received pebble at B2B events
- Campaign tests look promising
- pebble's unique purpose and vision made hundreds of AI specialists apply

A close-up, profile view of a man with a beard and glasses, wearing a red blazer over a white shirt. He is smiling and looking towards the left, with a small microphone clipped to his beard. The background is dark and out of focus.

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We are on a journey to develop ever more traction

	Until end of March Pre-registering campaigns and setting up MVP	Until end of May Test MVP	Starting early June Large scale roll-out
Marketing	Road-test marketing strategy: test campaigns, collect user feedback	Get media attention, understand price point	Scale successful campaigns, sign agreement with large insurance B2B partner
Tech	Conduct user tests on product design and features	Improve product, also based on A/B-tests, prepare infrastructure for scaling	Expand features to keep quality leader position

We have 4 main customer segments

Customer segment	Coaching clients	Coaches	Health insurances (for insurants)	Large companies (for employees)
Business model	Monthly subscription fee	Subscription fee (self-paid, client-paid or shared)	Usage hours fee per user	Usage hours fee per user
Main acquisition channels	<ul style="list-style-type: none">• SEM• Social media• Earned media, esp. TV	<ul style="list-style-type: none">• Coaches' clients• Coaches' network and social media	<ul style="list-style-type: none">• Direct sales• Conferences	<ul style="list-style-type: none">• Direct sales• Conferences

Our financial plan only scratches the surface of the potential

	2024	2025	2026
Revenue	1,210,000 \$	12,890,000 \$	49,340,000 \$
EBIT	(1,110,000) \$	1,240,000 \$	15,800,000 \$
Net cash flow	(1,940,000) \$	(2,090,000) \$	15,250,000



We are financed, but open for investors to knock this out of the park

- Received 1 million \$ in pre-seed and seed-financing
- Looking for 5 million \$ growth capital to scale
- Investors can team up

We want to invest in:

- Cloud infrastructure
- Accelerated development and marketing by expanding team
- Market penetration and early market share

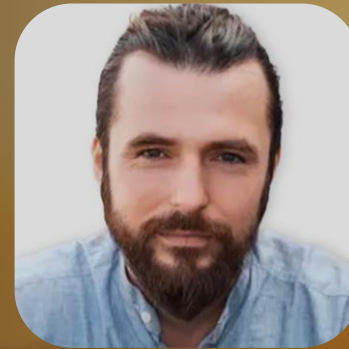
Let's connect and explore how to join forces



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Watch our investor pitch video:

youtube.com/watch?v=c9ky5QbV460

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