

GENERAL INFORMATION

- 🌐 www.verified.io
- 👥 Number of staff: 5
- ⚙️ EIS Advance Assured

MILESTONES

- 2019**
First customer, Law Society of Ireland
- 2020**
World Bank partnership
- 2021**
3 UK University Partners
- 2022**
77 Institutions signed (incl. UCL)
ARR: £39,000
13,000 credentials issued
- 2024 Goal**
2,705 clients
Total ARR: £1,159,798
 - Institutions: £1,059,171
 - Learners: £100,627

FOUNDING TEAM

- Yaz El Hakim, Co-founder**
6+ years in EdTech sales.
Academic & author on Student Engagement
- Abi Waterer, Co-founder**
12+ years start-up experience.
Scaled RefME to 1.5M users, exiting to Chegg Inc.

ADVISORS

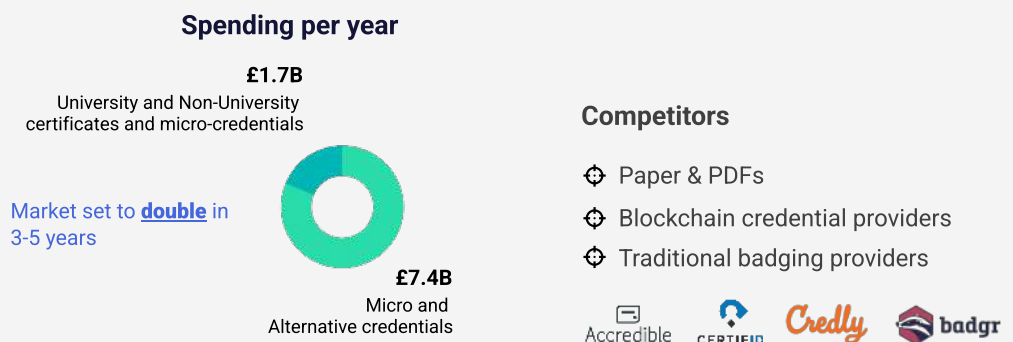


PROBLEM

UK companies are spending £6.6 Billion each year plugging the skills gap, this is compounded by:

- ✗ **Poor data:** Skills not recognised by education system
- ✗ **Unrecognised data:** Skills from extracurricular activities often not recognised
- ✗ **Poor talent matching:** Finding talent with specific skills is hard
- ✗ **Fraud:** Lack of trust in achievements of candidates

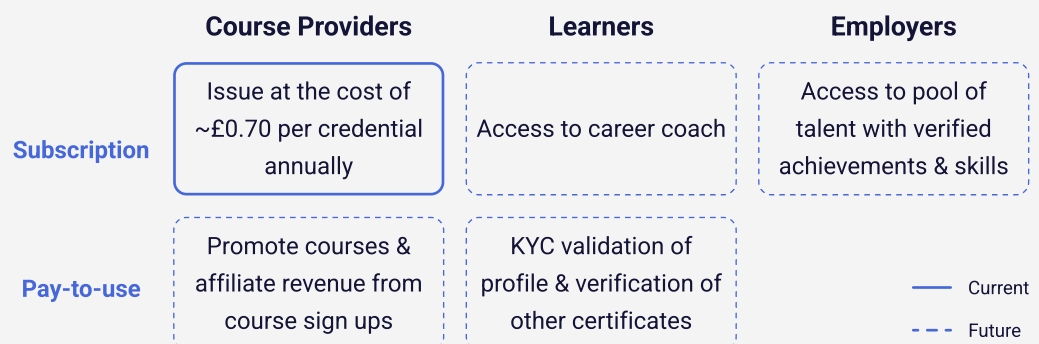
MARKET



SOLUTION

- A learning and skills verification platform that:**
- ✓ Issues blockchain-backed digital credentials for learning & experiences
 - ✓ Creates verified skills record for individuals
 - ✓ Helps companies find talent with specific skills
 - ✓ Verifies skills & qualifications instantly

BUSINESS MODEL



+ COMPETITIVE ADVANTAGE

- | 👥 Team | 🛠️ Product | 🏢 Commercial |
|---|--|--|
| <ul style="list-style-type: none"> ✓ 26+ years combined start-up experience ✓ 18+ years in EdTech ✓ Strong Higher Education & advisor networks | <ul style="list-style-type: none"> ✓ Learner-centric design with best-in-class UX ✓ Scalable & sustainable blockchain ✓ No technical debt | <ul style="list-style-type: none"> ✓ Signed partnership with <u>UCL</u> (ranked 8th in the world) ✓ National opportunity with <u>Malaysian Academic Consortium</u> |