

Vivid

Vision



2023

Welcome To The Future Of Work

IT'S DECEMBER 31ST, 2023, AND AQAI IS UNLOCKING THE SECRETS OF HUMAN ADAPTABILITY, HELPING ENSURE NO ONE IS LEFT BEHIND IN THE FASTEST PERIOD OF CHANGE IN HISTORY.

We've supported half a million individuals who experienced rapid change, whether through automation or unexpected events, and enabled them to navigate the uncertainty and positively transform their future. We drastically reduce the anxiety and stress related to uncertainty.

Tens of thousands of companies that might have filed for bankruptcy have transformed into highly innovative, thriving organisations, powered by their highly adaptable workforce. At AQai we are inspired to help ensure no one gets left behind.

Here's how we do it...

Thanks to AQai,
personal coaching is no
longer only a luxury for
the elite; **it's available
and accessible to all.**



Mindsets We Live In

Invest & Grow

We invest time, money, and resources to discover new breakthroughs and build a bigger future for all.

Authentic Self

We have the courage to show up as our true selves, respect others, and we understand, appreciate, and celebrate each other's uniqueness.

Mission-Driven

We give far more to the world than we take, to build a better future and leave a positive legacy for all of humanity.

Adaptable & Experimental

We commit to discovering new breakthroughs and taking risks. We fail fast and fail cheap, rebounding quickly, knowing we're either winning or we're learning.

Curious & Always Learning

We pursue new knowledge, and we're not afraid to unlearn old habits to unlock a better future.

Be A Hero

Our kind of hero is creating other heroes. We gain energy and confidence when we help others transform, manifest their true self, and improve.

Co-Elevate

We are committed to mutual gains. We only enter relationships that are a win-win-win where all parties grow, including the planet or species.

Pioneer The Path

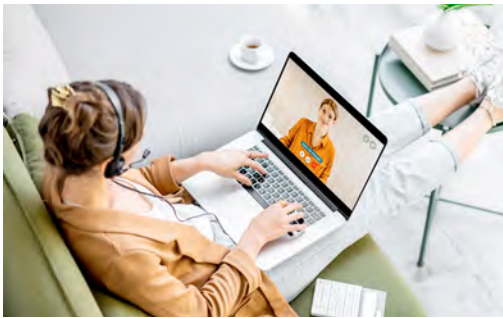
We see opportunity when many see obstacles. We bravely open up new frontiers and view change as an integral, unavoidable, and exciting part of life.



Cultivating Company Culture

We operate like a well-organised sports team.

We've built the tools, systems, and processes to work remotely without sacrificing who we are as social beings. With the nature of our work, we have intense sprints, but we never sacrifice the well-being of our humans. Flexible work hours and



stipends for healthy activities and your remote experience empowers you to do (and enjoy) your best work, in balance with your social life. You're welcome to join us at our headquarters for the day, work from your garden, sip away at the latest coffee fad at your local hipster cafe, or join an international coworking movement: whatever works best for you.

With the right people in the right seats, each of us works in our unique ability 80% of the time. We know each other's operating modes, instincts, and strengths, from proven data including **Kolbe, AQteam, and Strengths Finder**, and we communicate accordingly to create the least amount of friction and maximum joy in our interactions. We view obstacles as the raw material to achieve a

goal and most people's work is project and goal-orientated. It's not about avoiding getting it wrong, but bouncing back quickly if we do and seeing failure as a blessing that fuels the journey to success.

When a team member is going through a challenging time, we support them. The bonds we've developed go far past grabbing an artisanal beer on a Friday.

If you visit a city, **whether it's Madrid, Toronto, Delhi, or Bournemouth, you're likely to hang out with a team member who lives there.** We

get so close working together over the years that some of us even choose to vacation together. Virtual coffees, happy hours, Wisdom Wednesdays, and plant-based brunches are just a few ways we cultivate culture and create space to deepen our connections.

Alongside our annual virtual client summit, one of the most anticipated events is our team workation. Twice a year we bring our significant others and travel with the team to new locations like Tokyo, Morocco, and the Grand Canyon, where we hike, do yoga, take turns cooking in pairs, get silly with some improv, and deepen our bonds.

We either succeed, or learn: both are wins.

We've built such a strong company culture that it's sparking intrigue with companies around the globe, and the world will be a better place for it. When we wrap up the workday we feel energized and fulfilled, knowing the work we do matters, and we enjoy doing it.

The Humans (& AI) Behind It All

At AQai, we're a humble and highly experienced team of good eggs.

Ross Thornley and Mike Raven are our co-founders and co-visionaries. Ross shines in the spotlight at speaking engagements, podcasts, summits, and panel discussions. Mike nurtures strong partner relationships, helps foster an intentional culture, and feels joy through mentoring. Our team has grown to 24 people in the last three years, and includes:

Aida, our coachbot: driven by AI and machine learning, she is exquisitely skilled in conversational AI, voice and facial recognition. She creates a completely customised coaching experience for our users and is an integrated part of the team who everyone knows and loves. Her personality is continually evolving, and infectiously interesting: she even joins us on our Zoom meetings.



We are a human mix of the traditional and non-traditional, a team of go-to heroes who transcend job titles. Instead, we believe in job purpose. From engineers to futurists, psychologists to designers, growth hackers to scientists, culturalists to more made-up words, we don't let titles restrict us—our purpose sets us free to create value and impact.

We are a project-based team in the main part, meaning we can point our unique abilities at a wide range of initiatives.

We take our diversity balance seriously, celebrating the fresh approaches and equity this nurtures.

We have a strong foundation of leadership, blended with inclusivity, autonomy and trust.

In fact, a leader can be an intern. It's not a title, it's a way of being—supporting and guiding the person next to you. Our goals are clear, as is the vision: the rest is about self-accountability. We've learned that the most valuable skill of all (besides adaptability, of course) is intentionally managing the only thing money can't buy: the way we spend our time.



AQai

BUILDING A NEW OPERATING SYSTEM FOR CHANGE

Change is inevitable, yet so many people and businesses used to avoid it or ignore it at all costs. That's because the system was broken, and certainly not designed for the pace of change we now face. AQai, with the support of some key partners, has pioneered a new operating system for change, one that can thrive in a technology-driven world. The Adaptability Quotient, or "AQ," measures a business's ability to innovate, among other indicators, and stay relevant in an increasingly technological world.

AQai is globally recognised as THE benchmark index that companies and teams strive to top.

We help corporations, high-potential startups, governments and NGOs upgrade their organisation's adaptability performance so they can hire, prepare, and develop a workforce ready for any kind of rapid change. We do this through personalised AI-driven adaptability assessments and personal coaching for all.

When a company needs to upskill or reskill an entire department, it can be a difficult time for employees: especially in the case of reskilling, where many people's identities have become intertwined with their roles over time. A big shift like that can feel like the floor has fallen out beneath them. In the age of VUCA

(Volatile, Uncertain, Complex, and Ambiguous) AQai has become a massive transformational advantage. Each employee takes the AQ Assessment, gets their personalised profile, and begins customised coaching with their coachbot, Aida. **When you have Aida as your coach, she can know as much as you want her to know about you.** She detects your biggest opportunities for growth and helps you create and accomplish goals. You receive micro learning stints with inspirational videos. She can check in and ask how you're feeling, and really *hear* you. If you share that you're not feeling much hope at the moment, Aida will notify another team member who can support you. When she's connected to your wearables, she can detect when you're physically losing energy and connect you with a quick 10-minute yoga video to move your body.



Aida has transformed personal coaching at scale, making it accessible for all. When you're down, she's there to pull you up. When you accomplish a goal, she's there to celebrate your adaptability with you.

As a company, focusing on adaptability gives you confidence to recruit and identify highly adaptable employees. It helps you build more effective innovation teams to drive breakthroughs, as well as reduce workplace stress and overwhelm. Our work has given true meaning to the 2018 Harvard Business Review quote:

"Adaptability is the new competitive advantage."

By 2023, AQai has assessed 350,000 people and counting. We have 35,000 subscribers who engage and benefit from our AI coaching platform, and we have benchmarked and ranked 250 organisations globally. We have nearly 500 highly informed and motivated partner consultants, coaches, and mentors around the globe, integrating both the assessments and coaching into their work activities as licenced, certified AQ practitioners. We're also working with select experiential pilot partners to test adaptability in new industries like education, sports, and entertainment.

350,000 people

35,000 subscribers

250 organisations

500 partners

Spreading The Word

WE BELIEVE IN ABUNDANCE AND COLLABORATION,
NOT COMPETITION.

The deep relationships we forge with partners, companies, and individuals help us co-elevate each other using our unique capabilities. The world has taken notice of the importance of adaptability, and AQai is leading the market in how individuals, teams, and organisations relate and respond to change. People discover us through our award-winning documentary, webinars on the future of work, and our acclaimed book and podcast series, **"Decoding AQ."**

They connect with us through emotional stories and video content, through co-hosting digital summits, and at future-focused events around the globe. We collaborate with communities complementary to our own, like **Hacking HR**, **Startup Health** and **Singularity University**, where we share value and expand our impact. Our marketing strategy is delivering deep engagement with our content, and our models are featured in many talks and marketing case studies about exponential growth and impact.



What Others Are Saying About AQai

AQai is cited and featured in:

Bloomberg, Inc., Fast Company, Psychology Today, Forbes, Wired, and the Harvard Business Review.

PhD students around the world publish papers citing our insights and data on adaptability. We're celebrated for giving employees a future, improving mental health, reducing stress, and helping people manage their challenges in and out of work by improving their AQ.

Bloomberg

FASTCOMPANY

WIRED

Forbes

Inc.

Psychology Today

**Harvard
Business
Review**

**Great
Place
To
Work®**

Google recognised us with an impact award for our ethical redundancy initiative, a movement we started where employers pledge to provide employees who have been let go with a **1-year subscription to personalised coaching** to help them reskill or upskill, gain confidence, support positive mental health, and thrive in the future. We have been

recognised as one of the top **HR Tech** growth startups on the planet by organisations such as **CogX**, and we are beginning to transform the Health and ED Tech industries too. All of that starts from within, where our team has named us a **Best Place To Work** for a meaningful, fulfilling, and extraordinary career.



Built For Scale In A Multi-Billion Dollar Market

We've secured a niche within an accelerating multi-billion dollar market, with an AI tech-enabled business model built for scale. We're on track for a massive growth curve, hitting revenue of \$300M in 7 years' time, with profitability to drive accelerated growth and stakeholder returns.

With our patented and unique assessment matrix, scoring methodology, and science, along with direct access and influence with world leaders, we are able to build rapid traction, accelerate distribution, and expand data collection, all of which drives massive results for our clients, their organisations, and millions of individuals worldwide. We take pride in our engines of growth, built on circuits of exceptional and obsessive user knowledge, coupled with tomorrow's technology to free people to do what they do best—and are most passionate about.



The Global Goals & Giving Forward

AT AQAI, WE CARE DEEPLY ABOUT THE FUTURE OF WORK, THE FATE OF HUMANITY, AND OUR PLANET, AND RECOGNIZE THAT IT STARTS WITH US.



We have established ourselves as part of the movement towards higher collective

consciousness, have become a **B-Corp organisation**, and now play an active part in that community. Like a parent, we set a proud example for other startups to follow.



Our work purposefully aligns with and has been recognised by the United Nations' 2030 Global Sustainable Development Goals

(globalgoals.org). Our contributions to quality education; decent work and economic growth; industry, innovation, and infrastructure; and reduced inequalities (goals 4, 8, 9, and 10 respectively) have helped move the needle towards progress.

We work collaboratively with experts, universities, professors, and leaders in psychology, people analytics, and human behaviour to build a robust and accurate measure of human adaptability in the workplace. We actively pursue and support charities that do great work, and give them the tools to get even better.

As well as collaborating on a broad range of research initiatives, our AQ Research Council is thriving in primary research areas

around adaptability. This group is pioneering unique studies into adaptability for mental health impact, links to sleep, specific sound waves, and genome markers for adaptability traits and impact.

We take “**leaving no one behind**” seriously, and are making Aida accessible to all through a combination of self-sponsorship, strategic sponsorships, creative funding solutions, and quotas for accessible assessments and coaching to ensure we can thrive while allowing ALL to prosper through change.

A Note From Our Founders

Amid technological revolution, humanity is facing a need to adapt at a pace never before experienced. For some, this creates excitement; for others (both companies and their people), this creates a deep sense of fear that they'll become irrelevant and be left behind.

AQ is the key to thriving in uncertainty, even more so in eras of massive disruption.

To thrive in the future, we need the ability to “unlearn,” to let go of this idea, that what got us here today will get us where we want to be tomorrow. What got past generations here, won't get the next to where they want to be. We must adapt. And we must adapt at speed. The two of us are high adapters ourselves, known as quick-starts in the language of Kolbe. We take joy and value in improvisation, and ensure that our legacy, and those of our collaborators, lives inside the DNA of the organisation.

Many only look at the terrain directly in front of them. They're so busy trying not to trip, that they don't look at the horizon and ask, “*Where am I going?*”

We choose to lift our heads and look forward, which gives us purpose and the confidence to sail boldly ahead through uncharted waters.

Three years ago we knew that 40% of jobs that existed then would not exist in 10 years' time. Fueled by technology and perhaps events outside of our control, change is coming at a rate that exceeds many people's ability to adapt. AQ is not a nice-to-have, a luxury for company execs to dip their toes into.

It's an absolute necessity for everyone.

Where many see disruption and risk, we see hope and opportunity.

At AQai, we measure human adaptability to enhance, train, and improve all aspects of our ability to adapt in this ever-changing world, and the next worlds that will come.

To a better future for all, where no one is left behind.

Will you join us?

Ross Thornley & Mike Raven



**Together we're
transforming
the way people
thrive in
uncertainty.**

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Mike Raven

Co-Founder and Partnerships

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