

# 10KC is a talent experience platform for **inclusive mentoring, employee connectivity and skills development.**

We help *every* employee get the skills and relationships they need to succeed.

We are proudly a diversity-founded company!



**Ten  
Thousand  
Coffees**

# Vision and Co-Founders

**Vision:** Democratize Opportunity

**Mission:** Be the undisputed, world leading talent experience platform for mentoring, employee connectivity and skills development.

2022: Building the best team & product to achieve our mission to become the first billion dollar talent experience platform focused on mentoring & informal development

2019: Built & deployed the first enterprise platform for informal development through 10KC.com

2016: Sold private website groups to companies as initial enterprise model

2014: Launched tentousandcoffees.com - online dating for mentors through “coffee chats”



**Dave Wilkin, Co-Founder, CEO**

UWaterloo Young Alumni of the Year •  
Top 30 Under 30 Entrepreneur • LGBT



**Elliott Garcea, Co-Founder, CTO**

UWaterloo Engineering Alumni •  
ex-Pivotal, Apple and Xtreme Labs

## The Problem

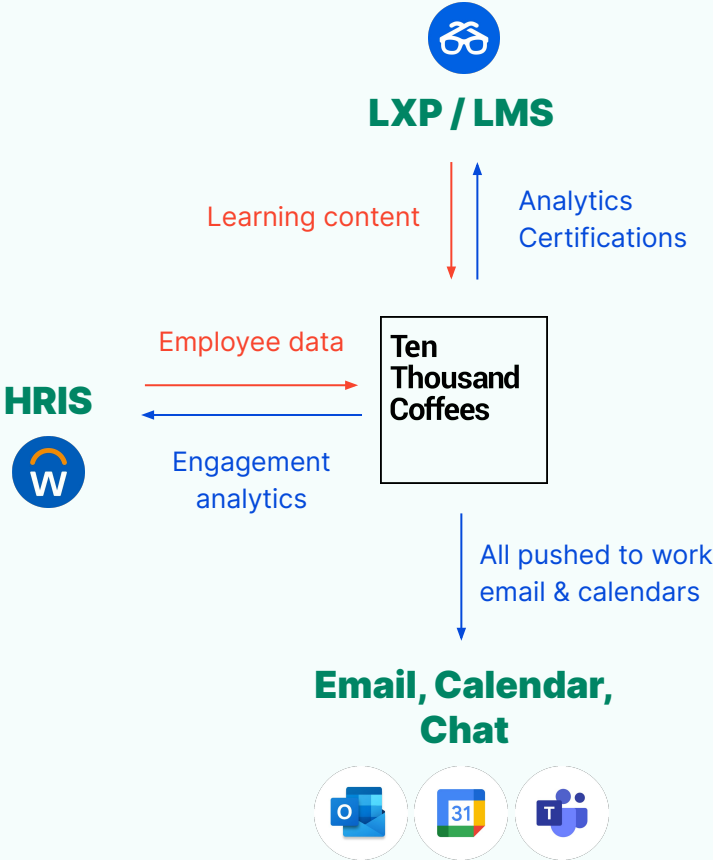
**90%** of learning and career opportunities happen through relationships such as mentoring and networking, yet companies are spending **\$166 billion** annually on formal courses/classroom-based learning.

Companies leave employee mentorship, networking, and development to serendipity or highly biased, inefficient manual programs; making hybrid culture engagement and DEI goals impossible to achieve.

# 10KC

10KC is the market-leading enterprise all-in-one platform for inclusive mentoring, employee connectivity and skills development with a DEI & hybrid-first approach.

[Watch how 10KC works \(in 2 mins\)](#)



# Why Now

Mentoring, networking and skills development matters now, more than ever:

- **Hybrid and Decentralized Work**  
Hybrid work has left employees more isolated than ever before ([HBR 2021](#))
- **DEI is a Board-Level Mandate**  
Diversity, equity, and inclusion has become a board level company mandate; with with inclusive culture are 8x more likely to achieve better business outcomes ([Deloitte 2018](#))
- **The Great Resignation**  
Networks are 5x better predictor of performance (Garcia 2018)

We have proven our product market fit, land and expand growth strategy, and ability to operate efficiently; now it is time accelerate growth to capitalize on the market opportunity and help every company win through mentoring & employee connectivity.

# World-class clients and users love 10KC

96%

would recommend 10KC to a colleague

95%

say they made a valuable connection\*

98%

value rating for group conversations

## Notes:

200+ clients with users in over 20 countries

1M+ smart matches made in 2021 with 98% quality score

200% leader/executive-led group conversations growth YoY

“

“Perfect match! Both of us are from UCLA and Ryan already has experienced the path that I want to try to achieve which is filling a leadership position. Looking forward to future meetings and discussions.”

- 10KC user

“

“It was great connecting with Rodney! We had a great conversation about our career journeys and how to experience more of the firm career wise as coachees and with our coaches and relationship leaders.”

- 10KC user

“

“I am so grateful that I met them. Not only I was openly able to share my career aspirations & some of my doubts with respect to changing roles, I was also able to freely share my community work outside the company. Their appreciation & encouragement is priceless for me. They have wealth of knowledge and has guided me to think differently in terms of my career.”

- 10KC user

**World's  
first  
all-in-one  
solution**



**Mentoring**



**Connectivity**



**Diversity, Equity & Inclusion**



**Onboarding**



**Early Talent**



**Leadership Skills**

# How it Works



MENTORSHIP PROGRAM TOPIC

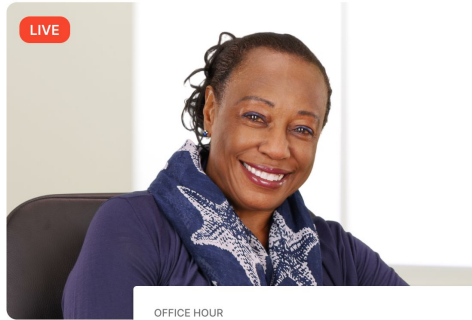
Goal Setting

MENTORSHIP PROGRAM TOPIC

Prioritization & Time Management

**Mentoring Programs**

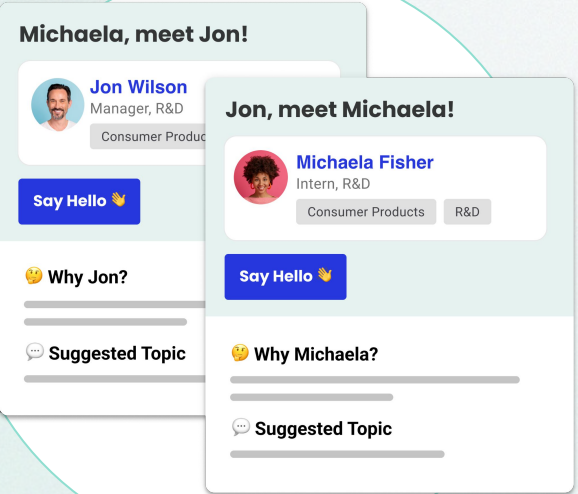
**Group Matching**



OFFICE HOUR

**Leadership Development:  
Why Soft Skills Matter**

Today • 9:30 - 10:30 AM



**1:1 Smart Match  
Networking**





**Goal:** Provide mentoring and boundaryless connections to drive engagement and inclusion.

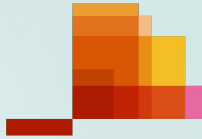
**Result:**

- Offered a mentorship experience for women and minority groups
- Group mentoring matching with **97%** avg. feedback rating
- **98%** felt their mentorship pair was a valuable addition to their professional network

*“Humans are wired to connect and a hybrid work environment shouldn’t impede an employees’ opportunity to connect with others. With hybrid work environments here to stay, companies and leaders need to adapt and symbiotically enable employee connections in an easy and automated way.”*

**Global Senior HR Partner of Digital Technology, GE**

Ten  
Thousand  
Coffees



# pwc

**Goal:** Employee connectivity through smart-matching employees to build a connected culture, break down company silos and drive engagement.

**Result:**

- **99%** match quality score as rated by participants
- **80%** of matches involved a PwC inclusion network member.
- **70%** of colleagues identified opportunities for cross-team collaboration.

*“The technology is so helpful. We can notice trends and make sure employees aren’t getting lost in the shuffle.*”

*You can see who's connecting naturally, who opts in, how many people they've connected with. We also see who hasn't opted in. That's the kind of person we might spend more time focusing on and encouraging our leaders to connect with [...].”*

**Deals People Leader, PwC**

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# Market Opportunity

**\$166 billion/year** is spent on formal enterprise training & learning.

**\$1,300/employee** on average is spent on L&D.

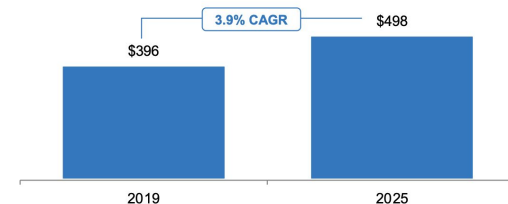
Yet, **90% of employee learning** happens informally, outside of the classroom and is left to serendipity and nepotism.

Get companies to reallocate spending where impact takes place:

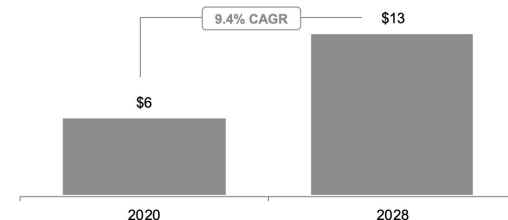
Reallocate **\$100/employee/year** from formal L&D to informal which yields to **\$3B in annual revenue potential** within Fortune 500 organizations and **\$10B in annual revenue potential** across all organizations with more than 200 employees.

GLOBAL WORKFORCE LEARNING MARKET

(in bn)



TALENT TECHNOLOGY MARKET



# Why We're Raising

With decentralized/hybrid work, DEI and the war on talent - it's time to scale and evolve from bootstrapped to a global scale-up, as we become the world's undisputed leader in mentoring, employee connectivity and skills development:

- Win globally - further our global expansion to help more organizations
- Best solutions - accelerate our award-winning turnkey, high scale tried-and-tested solutions
- Integrated experience - launch additional product integrations (HRIS, LMS, Collaboration)
- Social impact - launch new social impact and ESG partnerships to support communities
- Best team - invest in our winning culture to attract and retain the best and brightest

Investment raised placeholder: \$56M USD

# Competition

Enterprise Tech-enabled

★ This is where 10KC plays ★

**Full-stack Development  
Ecosystem**

10KC

**LXP**

*Competitor name*

**Talent & Career**

*Competitor name*

**B2C Networking**

*Competitor name*

**Mentoring Only**

*Competitor name*

Formal course / classroom

**Talent/DEI**

*Competitor name*

Full informal  
development experience

Manual, low-tech

# Connectivity Creates Opportunity

Careers ● Skills ● Innovation ● Inclusion  
Engagement ● Retention ● Performance

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Building the world's first  
billion dollar mentoring &  
networking platform

