

EXPERT DOJO

PORTFOLIO GROWTH PROGRAM



We Are Venture Catalysts

Expert Dojo is the 7th Most Active VC Fund in the World
(Source: Pitchbook.com H2, 2022)

AS FEATURED IN

Forbes **TEDx**

Hear From Our Portfolio Companies!



**DR. YAW OFOSO
ANSONG JR**
Co-Founder & CEO,
KovaDx



"Expert DOJO provides access and network to key stakeholders that the typical pattern-matching investor wouldn't even consider. I loved the content and pace of the accelerator. The program pushed us to finally secure our intellectual property as well as meet many useful business contacts. Joining the program was definitely a turning point for us as a company."



"The Expert DOJO team has been instrumental in helping Klasha strategically position ourselves for scalability across the continent. The access they have provided to key stakeholders in marketing, financial planning, and branding has helped us build our growth and sales strategy. The team's enthusiasm for Africa and its potential is unmatched and the efforts put forth by the team have allowed us to raise additional capital and position ourselves to grow quickly across-border across Africa."

JESSICA ANUNA
Co-Founder & CEO,
Klasha



"Expert Dojo's Program is outstanding! The perfect balance of challenge and support. We raised our next round of funding on the back of the program and the introductions we received is a gift that keeps on giving."



**ANNA
GUDMUNDSON**
Founder of
Sensate

SEE HOW WE HELP OUR STARTUPS USING OUR GROWTH SKILLS

BokDoc

Revenue Growth of 163% (2021)
With Profitability Growth of 70% (2022)

ebombo

400% YoY growth, Achieving \$900K in Revenue in 2022

MeetCaregivers

\$1.3MM in 2019, Exploded to \$10MM in 2021 With Expert DOJO

Sensate

78% YoY, Achieving \$5M in Revenue in 2022

Matchbook AI

300% YoY, Forecasting to Achieve \$10M ARR by the End of 2023

PlanStreet

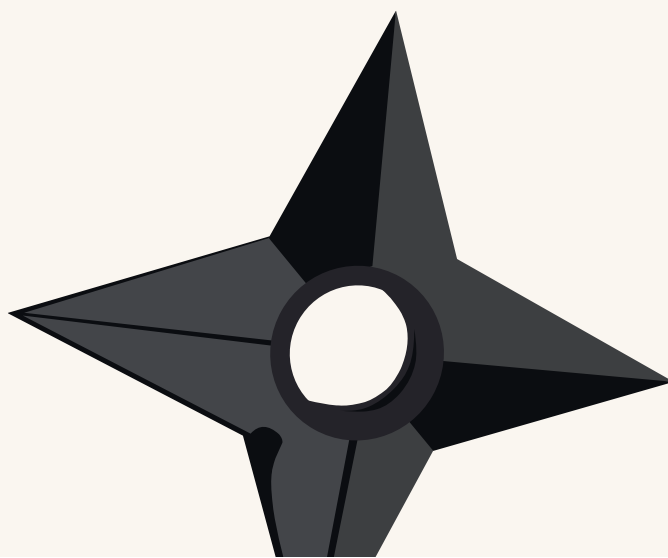
2x Annual Revenue Growth at \$600K/ARR in 2022

Formaloo

500% ARR Growth, Reaching More Than Half a Million Dollars! Reaching 25,000+ Monthly Active Clients From 30+ Countries 270% Growth in Customers Analyzed, Reaching 9.1M+

See full details for each company here:

<https://expertdojo.com/program/>



A DOJO IS WHERE YOU GO TO TRAIN WITH NINJAS

- Our objective at Expert Dojo is to get you through your series A round as quickly as possible. Smart startups understand that their greatest enemy is time and their best friend is speed. Expert Dojo are growth hackers at our core and we will go deeper than anyone else to get you to Series A.
- 65% of our startups receive a follow-on investment.
- The valuation of the companies we have invested in have soared by over 300% in less than 5 years.



HOW OUR 4-YEAR GROWTH PROGRAM IS BUILT

Part 1: We Will Score You

Ongoing calls with your coach to calculate your Unicorn Optimization Score (UOS) and determine what sprints and workshops are going to have the biggest growth impacts for you.

Part 2: Get Your Own Coach

Your assigned coach will help you find your improvement areas so you can higher your UOS score. We start here and have accountability calls ongoing throughout the program.

Part 3. 90-Days Plan

You will set up a 90-day plan together with your coach on what tasks you need to do each day to reach to your targeted milestones.

Part 4: Aggressive Outreach

80% of startups fail to execute an aggressive outreach campaign - Expert Dojo are specialists at these concepts and will make sure you are too, with monthly workshops to perfect your outbound strategy.

Part 5: Monthly Customized Workshops

Participate in monthly workshops that are curated for your needs. You will be placed into workshops that has the areas of expertise in which your startup is lacking.

Part 6: Investment Introductions

After the workshops and on the basis you are at a level 5 UOS, our investment team will make introductions to potential investors.



IN ADDITION TO THE BELOW MONTHLY SESSIONS THE DOJO COHORTS WILL ALSO HAVE THE FOLLOWING

- Monthly one on one coaching calls with our growth experts to stay focused on achieving the best possible series A
- Investor introductions to best fit VCs one a one-on-one basis and also on demo day
- Introduction to best fit growth experts
- Additional discounts on outside provider services
- Option of an additional 1 million USD investment from Expert DOJO

Cohort, Portfolio and Venture Growth Companies

Mondays at 8:30am - 10:00am PDT

- 1st Monday - Focus on Group Accountability Coaching
- 2nd Monday - Q & A group session on Outreach formula to find new customers
- 3rd Monday - Q & A group session on Maximum Lovable Product
- 4th Monday - Expert Optimization speaker to improve your growth

Cohort Companies

Wednesdays at 8am - 10am PDT

- 8:00 - 8:30 AM - Best practise discussions
- 8:30 - 10:00 AM Optimization



PART 1. HOW YOU BENCHMARK AND SCORE YOUR SERIES A POTENTIAL

The Unicorn Optimization Score is a score you will use to assign your business based on the combination of 4 assessments that gauge how quickly you can get to your next significant round.



You'll combine these 4 areas so that you are able to fill your weak spots as soon as possible:

- Round Optimization
- Customer Optimization
- Outbound Optimization
- Conversion Optimization

Building a unicorn means that you need revenue of over \$3 MRR. Not everybody needs to build a unicorn but every company needs to maximize their growth so that you can sell your company in the future for the best possible exit price.

Expert Dojo uses math, targeting and planning so you can quantifiably fix your barriers to growth and build a company that investors want to invest in.

PART 2. YOUR OWN COACH

Your Accountability Coach will be assigned to you for the duration of the program and is committed to your success within the Expert Dojo ecosystem.

Initially their focus is establishing your baseline UOS, as well as identifying the most suitable workshops and mentorship programs to get your growth on a fast track.

Your coach is there to hold you accountable to the commitments you have made, and will continue to make on your journey.

Your coach will also provide regular strategic planning throughout the program while you complete the ongoing cycle of workshops.

PART 3. 90-DAYS PLAN

A 90-day plan is a focused and actionable roadmap that outlines specific goals and objectives for your startup to achieve in the next three months. It is designed to provide clarity and direction to your team, establish priorities, and ensure that your team is working towards a common vision.

By breaking down larger goals into smaller, achievable tasks, a 90-day plan can help you to make a steady progress and build momentum towards its long-term goals.

With a clear plan in place, you can stay focused, adapt quickly to changing circumstances, and take meaningful steps towards taking your startup to the next level.



PART 4. BENCHMARK YOUR REQUIRED OUTREACH ACTIVITIES

Are you and your team doing all that you can to scale your sales growth? We have numerous examples of founders that felt they were, but are then shocked by all the modalities to market that they were not exploring, and one's persons aggressive is another ones passive.

Are you emailing 5000 prospects per year/month/week or day?

How many prospects are your SDRs reaching? Do you even have an SDR?

It's important to measure your current sales to the sales you need to not only know the required sales but also the outbound activities needed to achieve those sales. That is what you will benchmark against every day and that is what will dictate your level of sales aggression.



PART 5. MONTHLY CUSTOMIZED WORKSHOPS

After being scored, meeting with your coach and doing aggressive outreach your coach will have a great understanding of which areas you need to improve in. When your core areas for improvement have been discovered, you will be placed in workshops that will benefit your particular needs.

Meet some of our Workshops Trainers



HOW TO REACH 100M VALUATION

JOHN MCDONALD - HELPING TRANSFORMATIVE LEADERS (STARTUP & ENTERPRISE) BUILD AGILE STRATEGIES THAT HARNESS THE FORCES OF DISRUPTION TO ACCELERATE EXECUTION AND MAXIMIZE VALUE.



FUNDRAISING

CLARK LANDRY - INVESTOR IN 130+ PRIVATE COMPANIES, INCLUDING SCOPELY, CREXI, ANGELLIST, THRIVE MARKET, CHOWNOW, 15FIVE, DROPOFF, PATIENTPOP, HONEYBOOK, TURING, EMBRACE, BRANCH, AND MORE. BOARD MEMBER AND FOUNDING INVESTOR AT CREXI, BLAST, AND ACQUICENT.



BRAND MESSAGING & PRODUCT FIT

RYAN & FRANCES - ENGAGEMENT AND GROWTH THROUGH BRAND & ENGAGEMENT. WE TRANSFORM THE COMPANIES CHANGING THE WORLD BY ELEVATING YOUR MESSAGING AND CONNECTING YOU TO YOUR CUSTOMERS THROUGH THE VALUE YOU ARE CREATING.



CORE VALUE

MARC MCLAUGHLIN - Join us for this light touch high impact business strategy sprint where we will challenge you to confront your current state, reimagine your vision of the future and design realistic bold steps that will accelerate you towards success...all based on a ruthless focus to validate your most critical business model assumptions.

LIST OF OTHER WORKSHOP TOPICS:

OUTREACH
EMAIL
CALLS SDR
INFLUENCERS
DIGITAL SOCIAL TRUST
SEO/SEM
PARTNERS
AFFILIATES
OTB
ENTERPRISE
REVIEWS

DELIGHT
KNOWLEDGE
PRODUCT FIT
COPYWRITING
BRAND
COLD CALLING
DESIGN THINKING
PUBLIC RELATIONS
AND MORE!



PART 6. INVESTMENT INTRODUCTIONS

Our entire team is committed to helping you get to your next raise, at the highest possible valuation as fast as practical.

We have over 10,000 investment contacts as well as a well established history of partnering with some of our preferred venture capital companies. The introductions are continuously online, but also by Expert Dojo arranging investor & startups events on a bi-weekly basis.

We train you on how to successfully meet, engage and build valuable relationships with investors. Our investment team will look into our current database of investors, plus do investor research and initiate investors introductions that are a good match specifically for your company.



MONDAY GROWTH SESSIONS

Each Monday from 8am-10.30am for 4 years you will get trained by the best growth experts in the World + some of the greatest investors in the US + futurists + exited entrepreneurs so that you can get all the insights you need to grow your business!

MEET SOME OF OUR GROWTH TRAINERS



DAN LOK IS ONE OF THE WORLD'S FOREMOST EXPERTS IN MARKETING, SALES, AND BUSINESS. HE WAS A SELF- MADE MILLIONAIRE BY 27 AND IS NOW AN 8-FIGURE (GROWING TO 9-FIGURES) ENTREPRENEUR. HE IS THE FOUNDER OF CLOSERS.COM AND COPYWRITERS.COM.



LAUREN WEINSTEIN IS A LECTURER AT STANFORD UNIVERSITY INSTRUCTING STUDENTS SEEKING TO ACHIEVE EXCELLENCE IN COMMUNICATION AND PUBLIC SPEAKING.



PABLOS HOLMAN IS ONE OF THE MOST SOUGHT-AFTER SPEAKERS IN THE WORLD. HE IS AN INSPIRING TECHNOLOGY FUTURIST, AN INVENTOR WITH 70 PATENTS, AND ONE OF THE MOST RENOWNED HACKERS IN THE WORLD. PABLOS' TED TALKS HAVE BEEN WATCHED OVER 30+ MILLION TIMES (HIS FIRST TEDX TALK, FROM 2012, HAS OVER 20 MILLION VIEWS).



DR. MARK GOULSTON IS AT TEDX SPEAKER, THE HOST OF MY WAKEUP CALL PODCAST, A #1 BEST SELLING AUTHOR OR CO-AUTHOR OF EIGHT BOOKS, SYNDICATED COLUMNIST, FORMER HOSTAGE NEGOTIATION TRAINER, SPEAKER, TRAINER, COACH AND CONFIDANTE TO CEO'S AND FOUNDERS.

EXPERT DOJO ECO-SYSTEM

Investors - We understand that funding is critical to the success of your startup. We have connections with a variety of investors, including venture capitalists and angel investors who are interested in investing in promising startups like yours.

Networking - You will have the opportunity to attend networking events & meet with other like-minded entrepreneurs, investors & industry leaders.

Mentorship - Access to expert guidance by experienced mentors and industry leaders who can provide valuable coaching and advice to help you navigate through complex startup challenges.

Office Space - Access to a 8,500sq ft venue in the heart of Santa Monica with high-speed wifi, and a fully equipped workspace.

Perks worth over \$100,000 usd - We offer a range of perks and benefits to support you, including free or discounted access to tools, softwares, marketing services and more. These perks can help you reduce costs and increase efficiency, Allowing you to focus on what you do best: innovating and growing your company!

Funding Opportunities - Expert Dojo can help you secure funding, either through direct investment or through introduction to investors.

Visibility & Credibility - We will help your startup gain visibility and credibility in the industry, which can be crucial for attracting customers, investors and other key stakeholders.

DOJO TEAM



Brian Mac Mahon
Founder & CEO



Jonathan Wallace
Head of Due Diligence



Sophie Angner
Events Manager



Chad Zani
Marketing Director



Taissa Maleh
Portfolio Growth
Manager



Brandon Gerson
Director of Deal Flow



Alex Kaay
Head of Training



Chris Harvey
Legal



Thomas Richter
Venture Partner



Silvia Olmedo
Media Curator

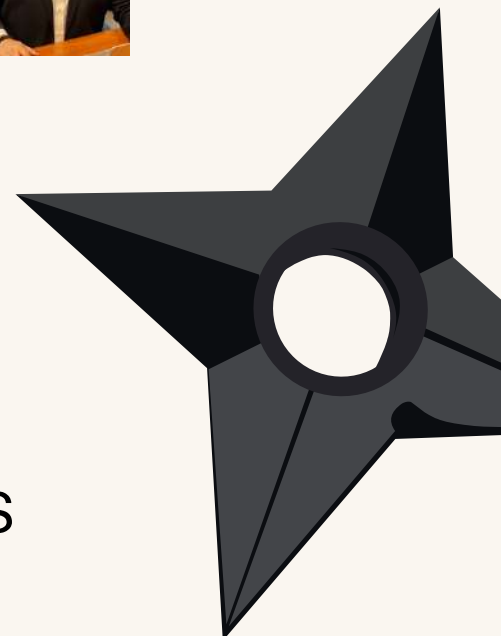


Anastasia Trico
Outreach Manager



Nektar Baziotis
Web development

+ 400 MENTORS
+ 5,000 INVESTORS





**IN JAPANESE, THE WORD "DOJO"
LITERALLY MEANS "A PLACE OF
THE WAY."**



We're looking for founders that
are passionate, coachable,
creative, fearless and ready to
build a unicorn!