



Workfam<sup>®</sup>

Vibe with your Tribe

# PROBLEM

A high salary and working for a reputable brand doesn't quite cut it for today's employee  
It's the culture that counts

## 59%

**are Quiet  
Quitters**

These employees are unhappy at work and have checked out without resigning

## 75%

**GCC workforce are  
not engaged**

These disengaged employees cost time and money

## >50%

**of UAE workers want  
to change jobs**

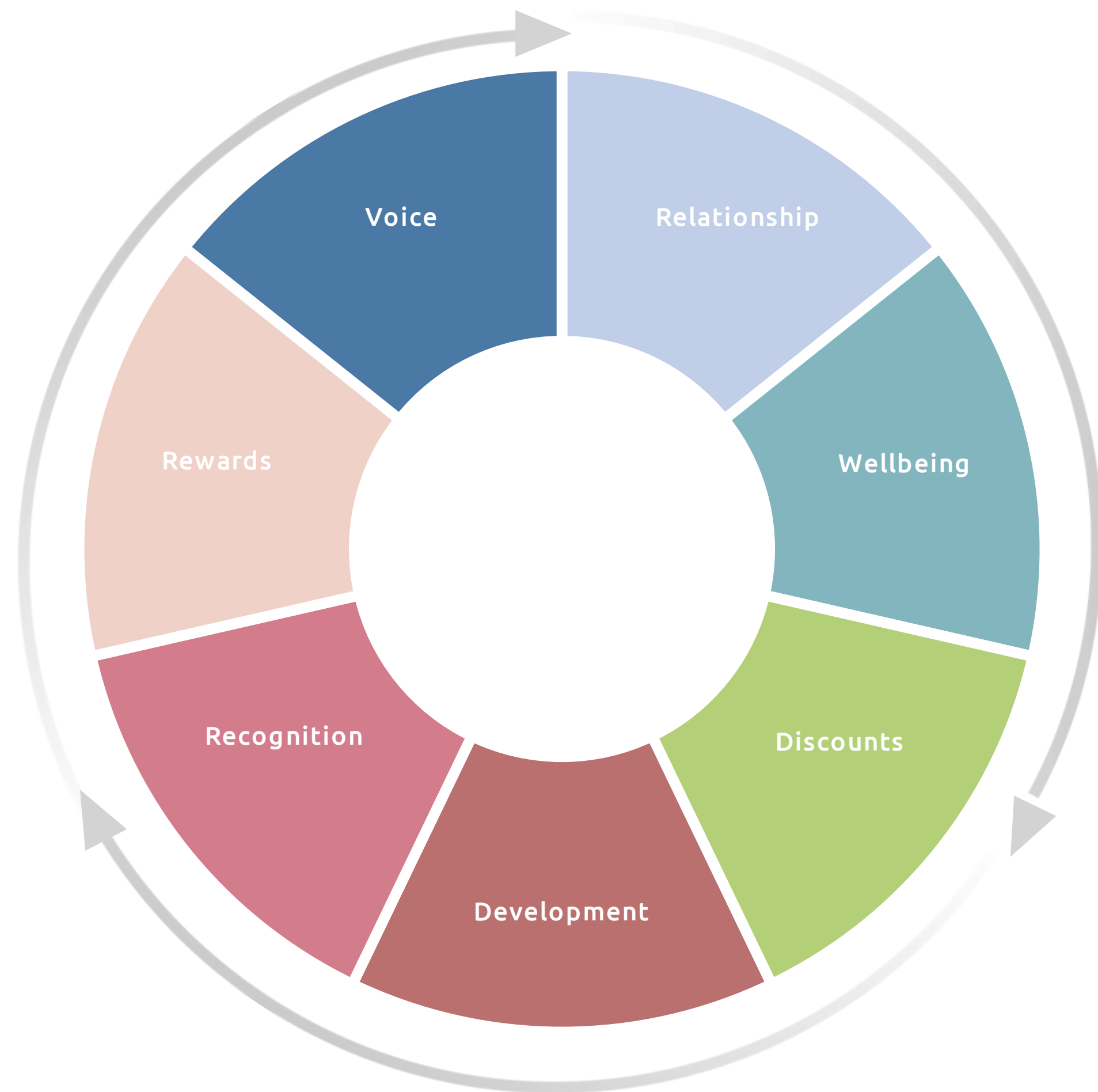
It's clear that there's a critical need for a new approach to employee engagement



EXIT

# SOLUTION

**Workfam is a gamified employee engagement platform that recognizes and empowers the human behind the employee.**



**Unlike other HR platforms, Workfam has integrated all these key elements in a single, easy to use solution.**

## HOLLISTIC SOLUTION

Focusing on the most important elements of employee engagement, well-being and retention

## CONSOLIDATED DATA

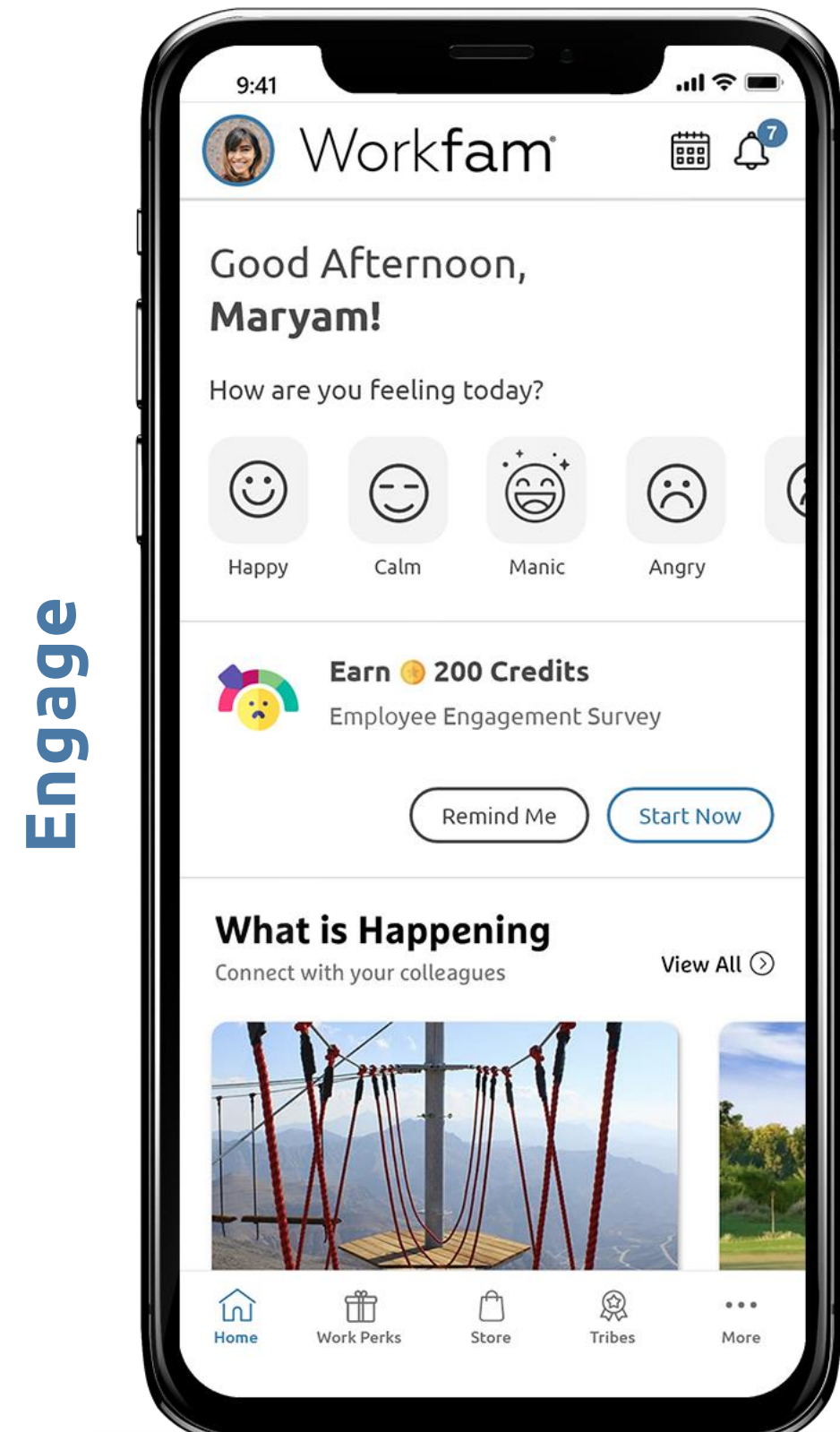
Then we consolidate that data in a robust dashboard, building correlations across your HR strategy

## CUSTOMIZABLE PLATFORM

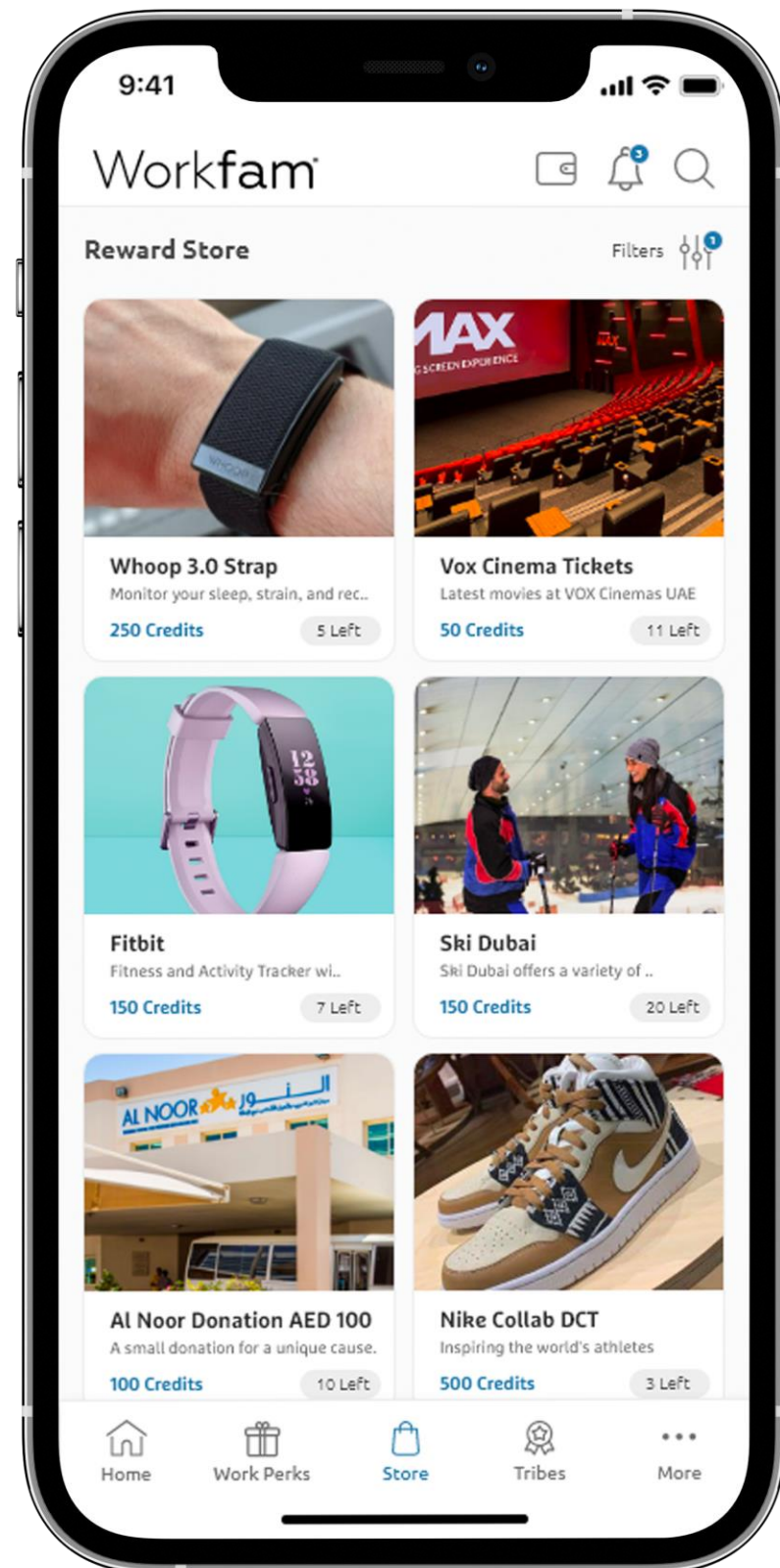
Workfam's flexible integration options paired with our whitelabeling services provide clients with a customized & tailored experience

# PRODUCT

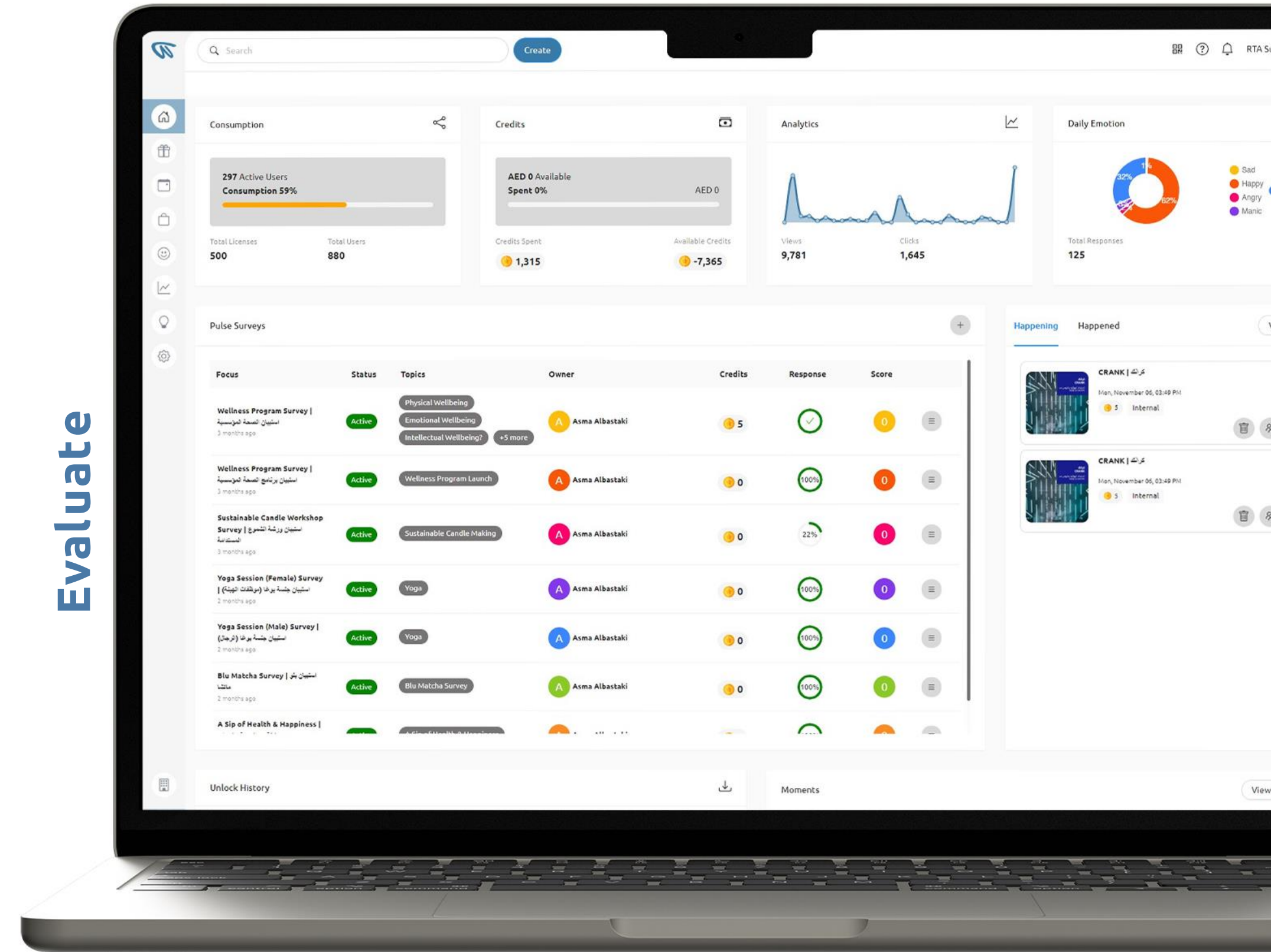
Employees can earn redeemable credits when they engage with any of Workfam's modules. HR Managers and Business Decision Makers can then evaluate the level of employee engagement by visualizing the data on the dashboard. It's not just a product; it's an entire workplace ecosystem.



Engage



Earn



Evaluate

Modules



Wellbeing



Recognition



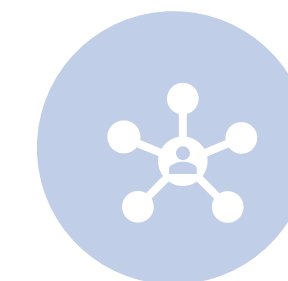
Development



Discounts



Rewards



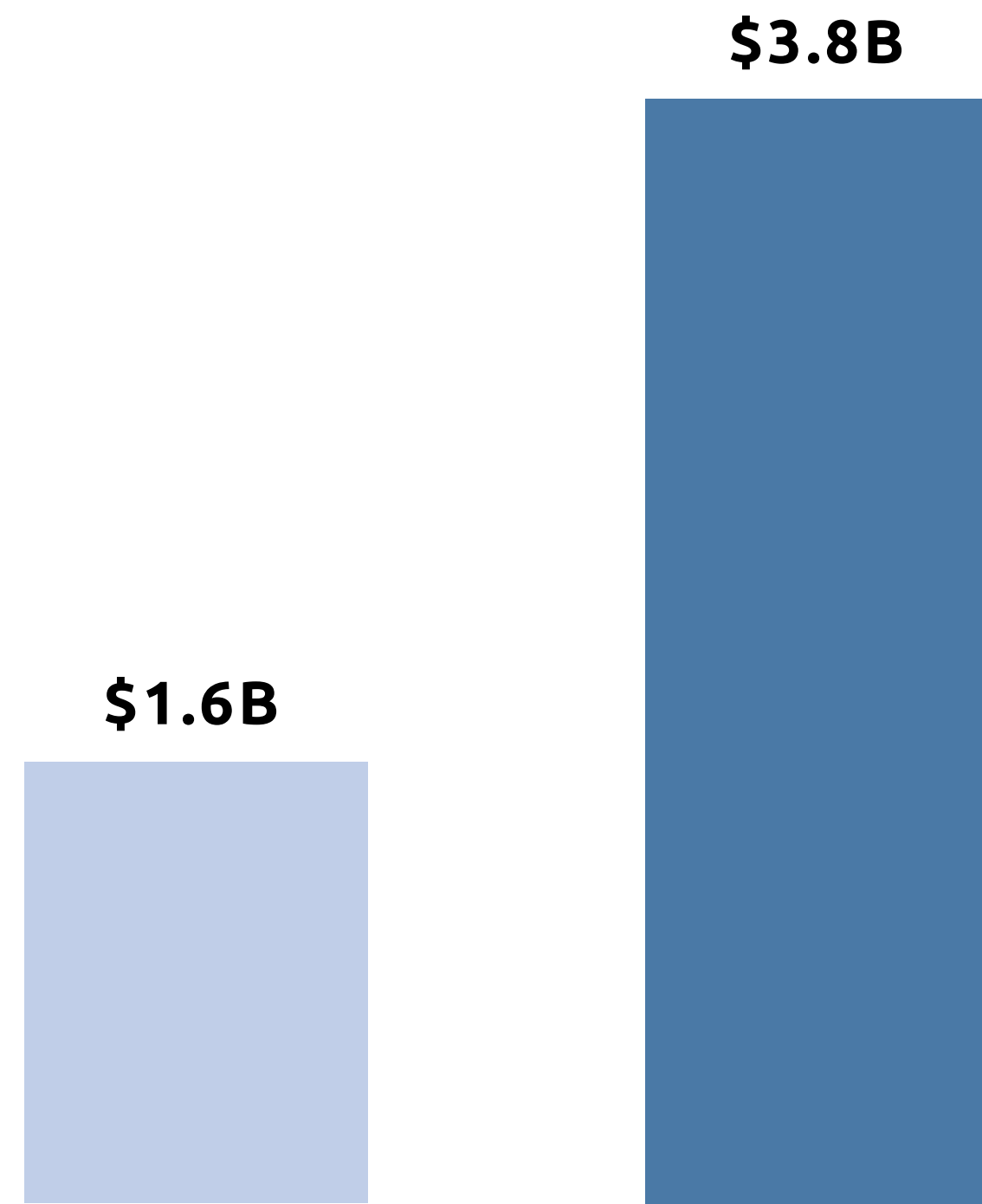
Relationship



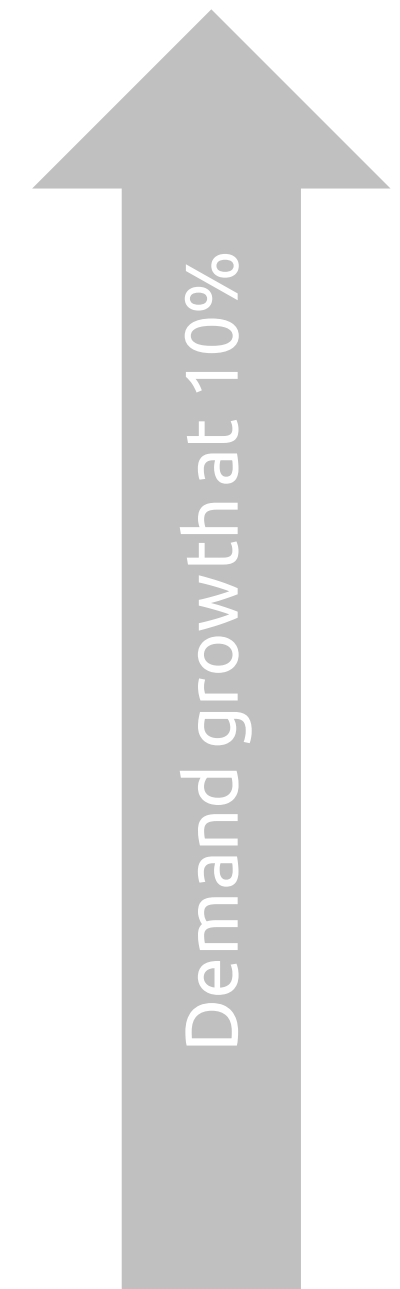
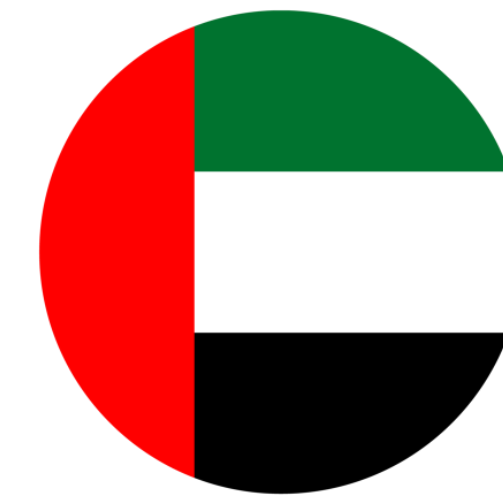
Surveys

# MARKET

The Employee Engagement Software Market is growing at 9% CAGR



The total employee engagement market size will reach **US\$3.8B** by 2032



Government initiatives from GCC countries like 'Vision 2030' from KSA and 'The National Program for Happiness and Wellbeing' in the UAE drive demand for such solutions- **CAGR of 10%**

# BUSINESS MODEL

Workfam adopts a B2B subscription-based pricing model, while having additional revenue streams.

	BASIC	LITE	PREMIUM
	<b>\$2</b> PER USER/MONTH	<b>\$5</b> PER USER/MONTH	<b>\$9</b> PER USER/MONTH
Rewards	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Discounts	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Recognition	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Surveys	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Wellness	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Trainings	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	<b>2 Modules Included</b>	<b>3 Modules Included</b>	<b>6 Modules Included</b>

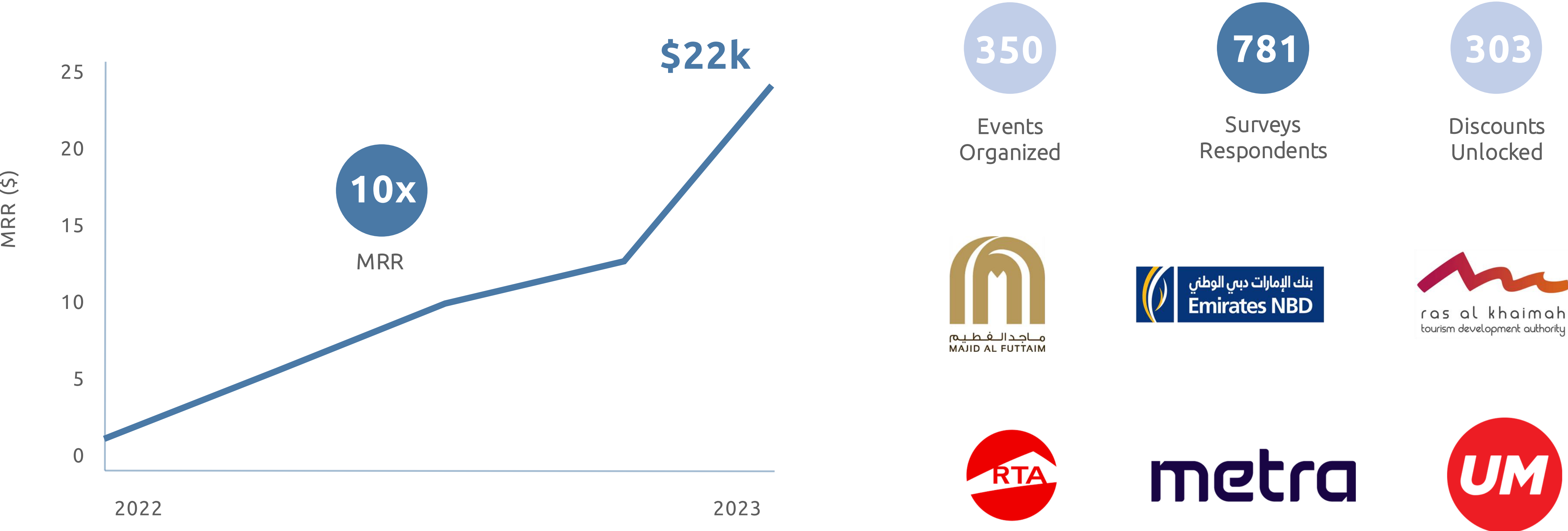


- Customisation & Integration
- Annual Maintenance Contracts
- Commission on Transactions
- Bundle top ups.

# TRACTION

Workfam currently has access to **+60,000** employees across **17** different countries.

In the last 12 months, we've managed 10x our MRR, to \$22,000 in October 2023, while onboarding 6 new major clients and renewing the existing ones, such as Majid Al Futtaim.

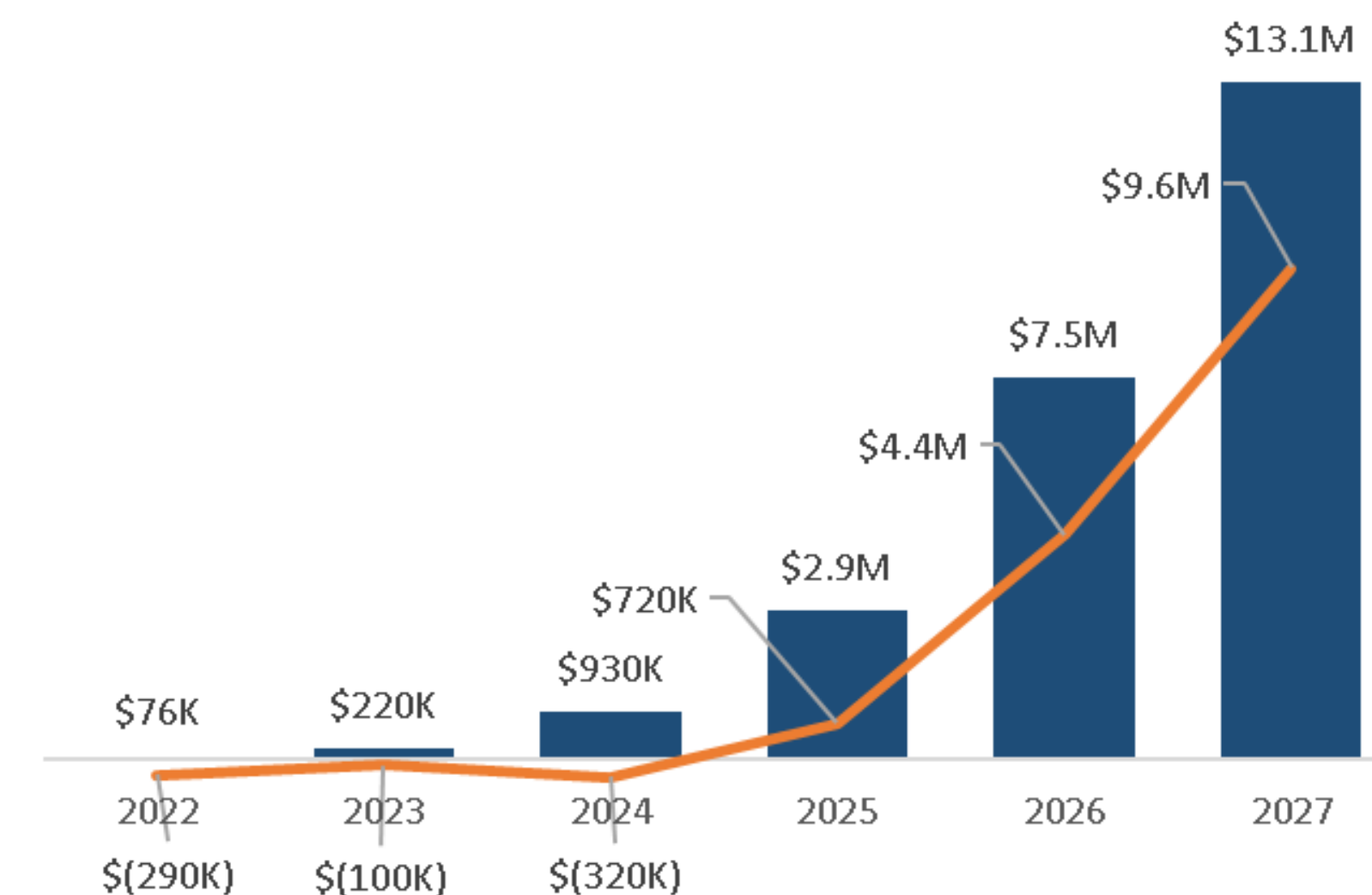


# Income Statement

## Income Statement \$USD

Year Ending 31 December	2022	2023	2024	2025	2026	2027
	Actual	Actual	Forecast	Forecast	Forecast	Forecast
Revenue	75,762	221,638	927,212	2,903,555	7,424,166	13,176,974
Cost of Goods Sold	-	(11,835)	(65,612)	(204,295)	(516,150)	(936,460)
<b>Gross Margin</b>	<b>75,762</b>	<b>209,803</b>	<b>861,600</b>	<b>2,699,261</b>	<b>6,908,016</b>	<b>12,240,514</b>
Operating Expenditure	(365,242)	(310,537)	(1,183,247)	(1,978,987)	(2,515,009)	(2,693,666)
<b>EBITDA</b>	<b>(289,479)</b>	<b>(100,734)</b>	<b>(321,647)</b>	<b>720,273</b>	<b>4,393,007</b>	<b>9,546,847</b>
<i>Gross Margin</i>	100.0%	94.7%	92.9%	93.0%	93.0%	92.9%
<i>EBITDA Margin</i>	(382.1%)	(45.4%)	(34.7%)	24.8%	59.2%	72.5%

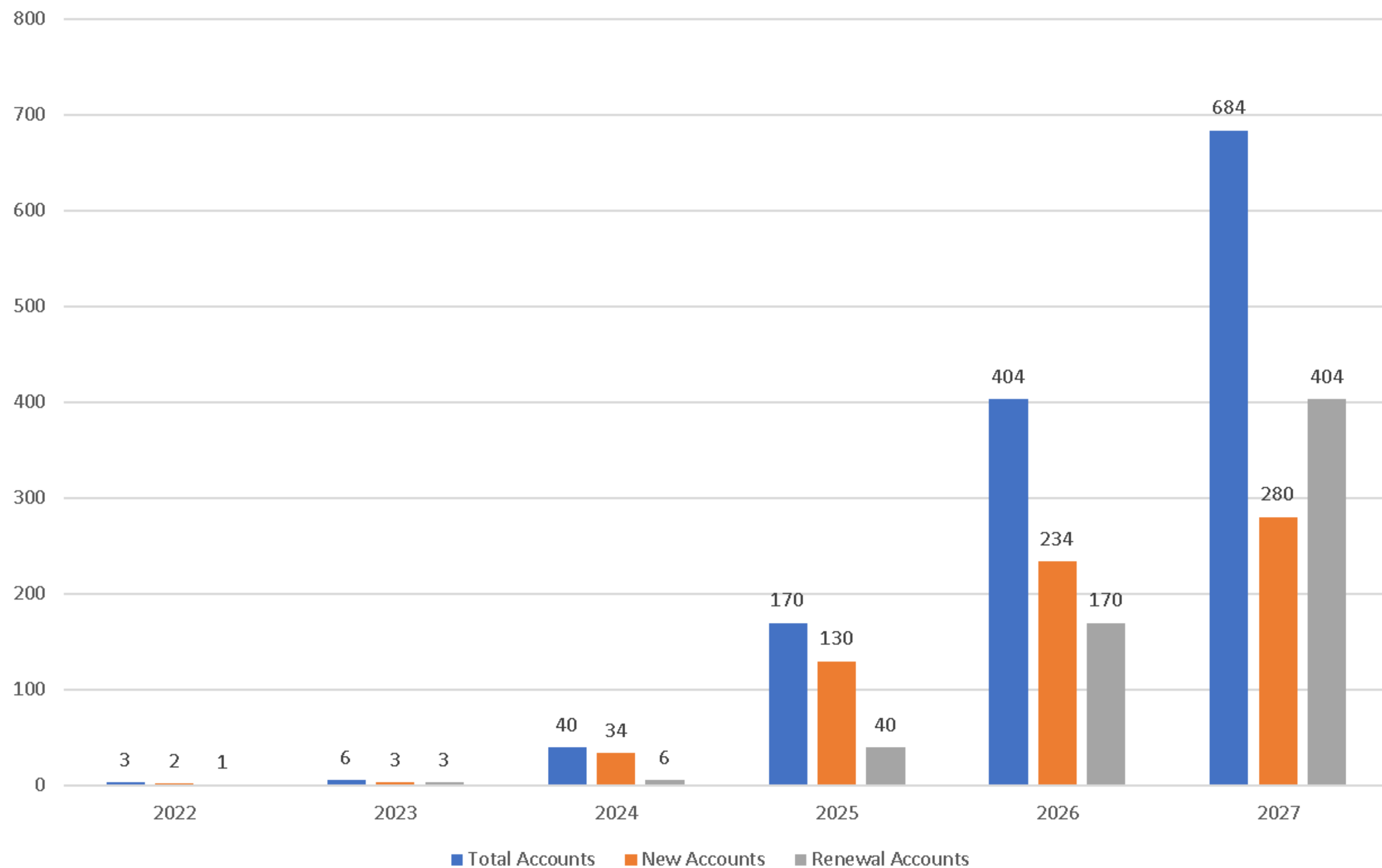
## Revenue & EBITDA



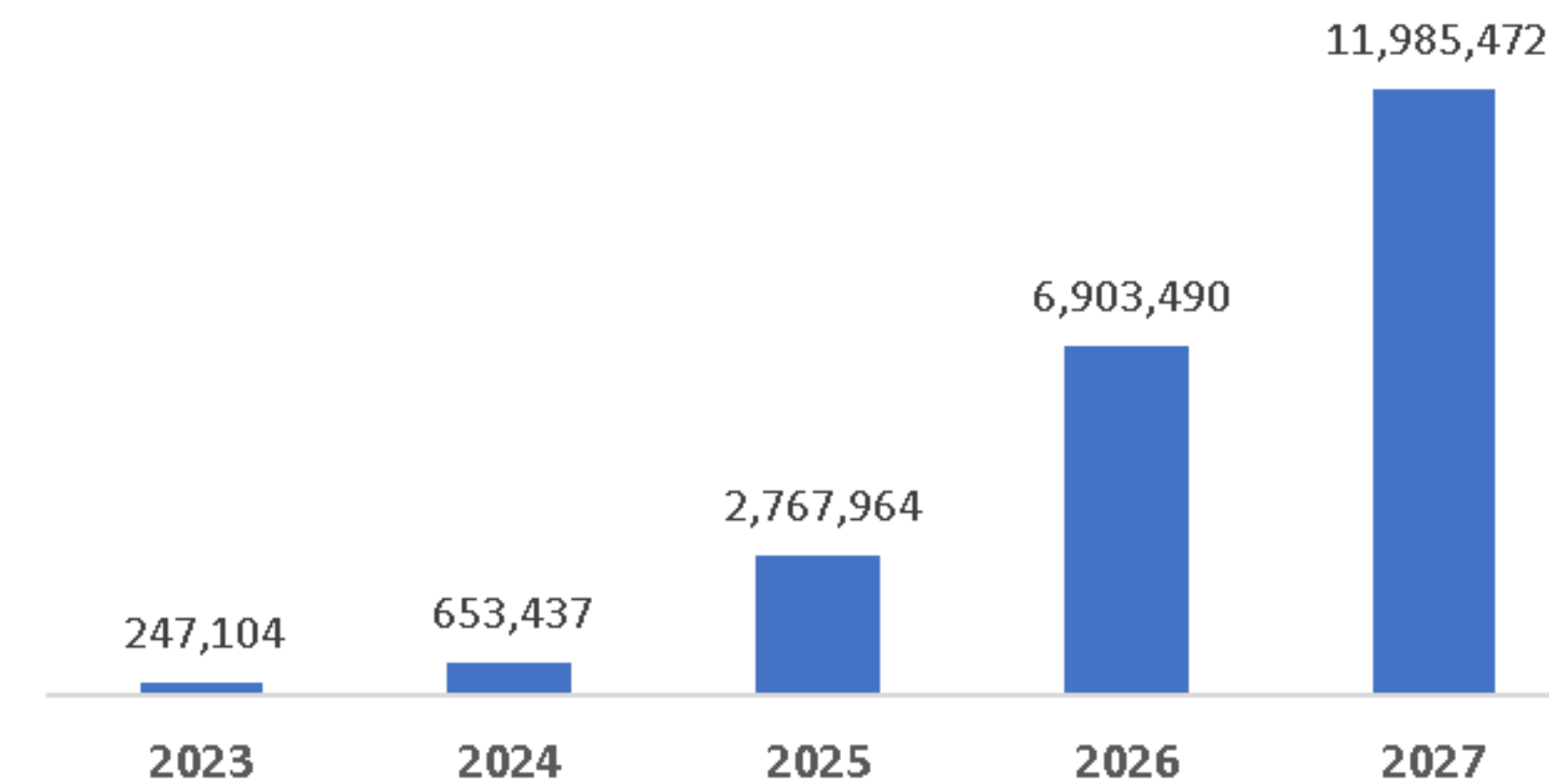


# 4-Year Forecast

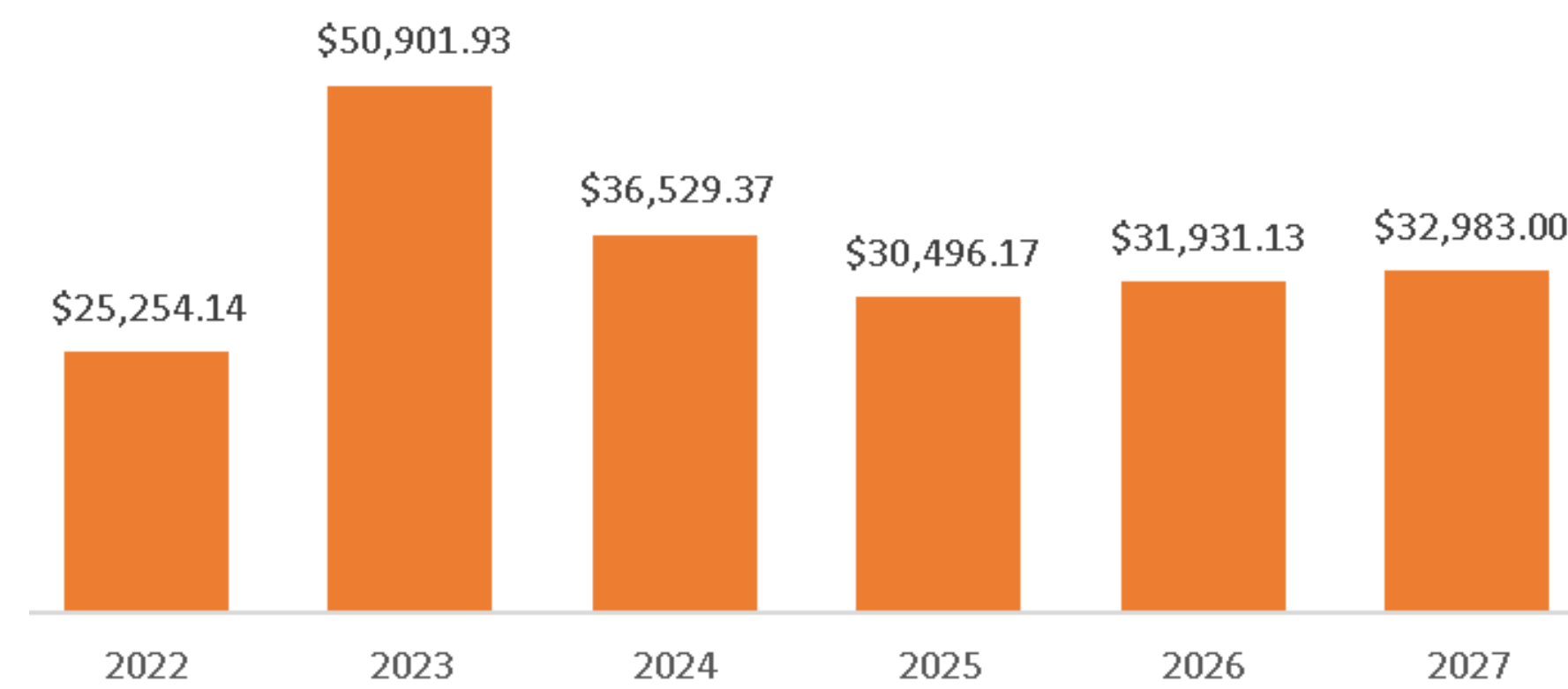
## Annual Customers



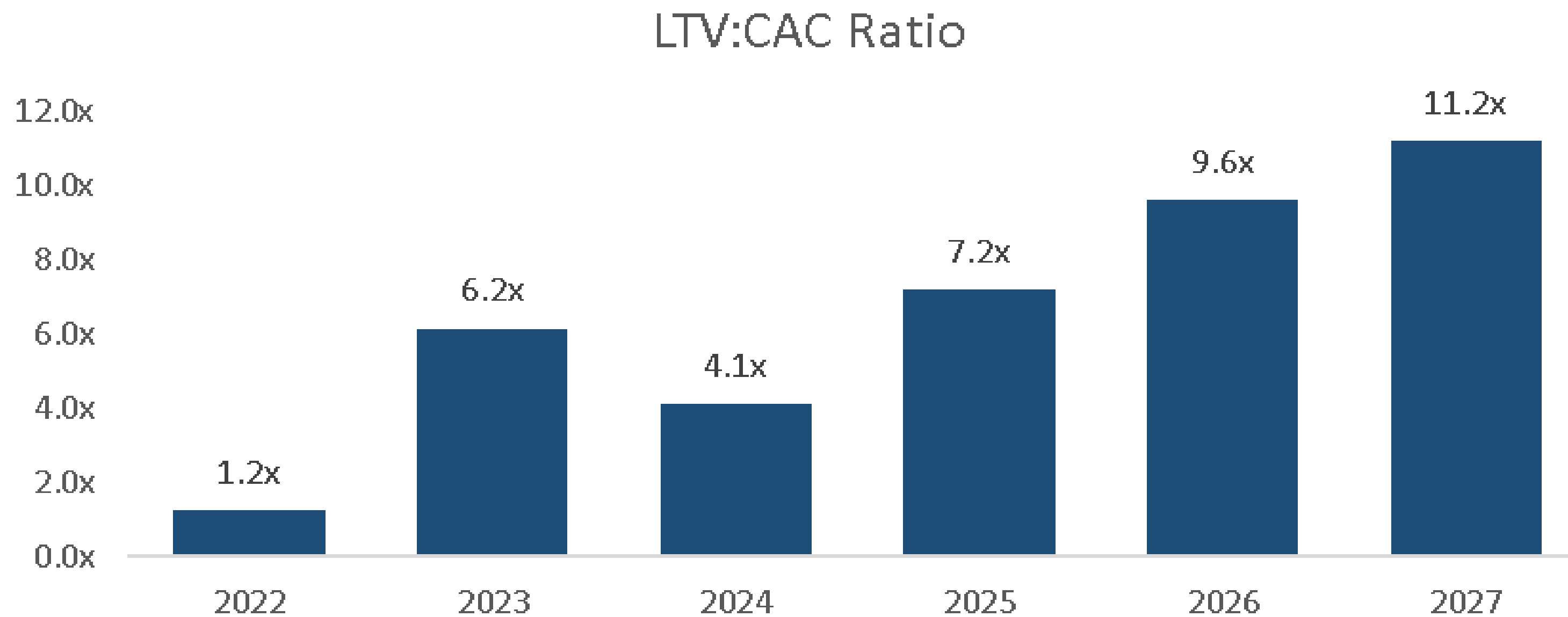
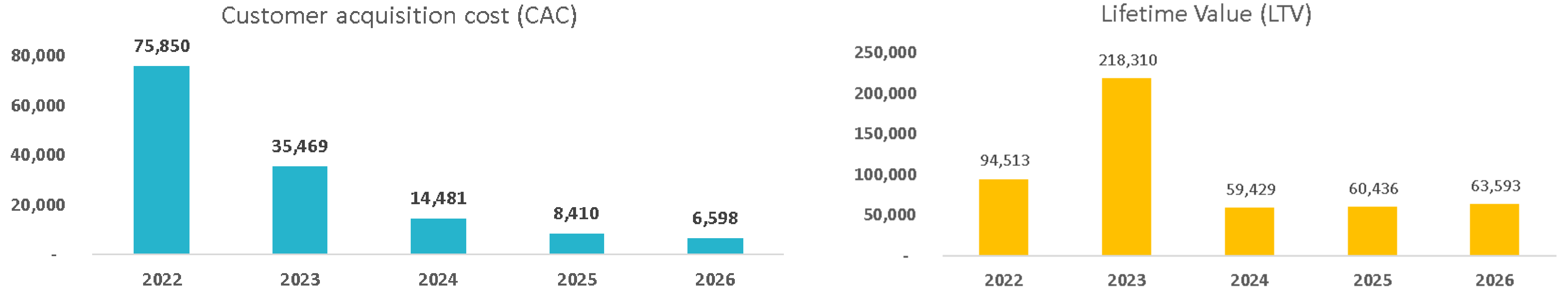
## ARR



## Total ARPA (New Account, Annual)



# CAC:CLV



# ASK

We will use these funds to expand our team, a crucial step in activating and nurturing our existing client base. A portion of these funds will also be allocated towards marketing efforts to boost our brand presence and awareness in the market. Our goal is to acquire 30 new clients and achieve \$1M in ARR.

Size of Round

**\$500K**

Achieve \$1M in ARR

Commitment

**30%**

Flat6Labs

Target

**30**

New Clients



Team  
expansion



Nurture  
customers



Marketing  
campaigns



New  
clients

# TEAM



**Cameron Collins**  
Adrenaline Junkie

Co-founder & CEO



**Muhammed Rashid**  
Problem Solver

Co-founder & CPO



**Sahar Azam**  
Creative Creature

Business  
Development



**Laura Kelly**  
Wellness Warrior

Partnership  
Manager



**Avinash Ghosh**  
Solution Seeker

Front-End  
Developer



**Amal Rag**  
Tech Traveler

Back-End  
Developer



# Workfam<sup>®</sup>

CONTACT US

