



Genius Group Limited GNS Earnings Call Transcript

May 26, 2022

4.30pm Eastern time

Ir.geniusgroup.net

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Okay. Good afternoon, and welcome to genius groups fiscal year, 2021. As a reminder, this call is being recorded and all participants in listen only mode.

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A question answer session will follow today's presentation and you can find it in the q amp a in your in your control section of your resume. Before we begin the company would like to remind everyone that various remarks but future expectations plans

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prospects prospects constitute forward looking statements for purpose of safe harbor provisions under the private securities litigation Reform Act of 1995.

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It is good cautions that these four looking statements are subject to risks and uncertainties that may cause their actual results to differ materially from those indicated, including risk described in the company's filings with the SEC.

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Any forward looking statements made on this conference call, speak only of today's date Tuesday, May 26. Sorry, excuse me Thursday, May 26 2022, and James group is not intend to update any of these forward looking statements to reflect events or circumstances

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that occur after today, a replay of the conference call will be available on genius groups website@www.gs group.net.

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And I'd like to turn the call over to genius scripts Chairman and CEO Roger James Hamilton, Hamilton, please go ahead.

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Thank you, Danny. Good afternoon to everyone on the call today and thanks for joining us and taking the time to be here on our very first conference call with our investors as a public company, I have got on the call with me, Jeremy Harris who is our

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current acting CFO. He's in Australia and a little bit out of reach. I think on the laptop so we'll see how it goes. And if you could add anything when we get to the financials, but otherwise I'll be covering the presentation on this call, the person



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who just introduced me is Danny cook, who is our head of investments as well. And as I'm sure you will hear as you ask questions and connect in future we are, and have been always very focused on making sure that we're providing all the latest information

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to our investors over 500 investors, even before have we had an IPO. So welcome to many of you who are here today, and welcome to new investors who have come and joined us since the IPO as well.

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So I'm going to stop by just sharing my screen, and I will cover a presentation which is also available on our website straight after this call.

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You can see here on the very first screen here. Judy script leading the education revolution, I'm going to be sharing what our overall mission is, and our plans as well as our financials from last year, and also what we expect to see as we go through

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this year as well.

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You see all of the normal disclaimers and tons of forward looking statements, and also a non financial measures which is our editor, and I'll be talking more about that as we go through the court as well.

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But let me first of all just start with the highlights.

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And I'm sure for any of you who actually read through our prospectus or looked at our investor deck at the time of our IPO you so numbers which were as of the middle of 2020.

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These numbers are all updated as of the end of 2021.

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So as you can see here, we are very focused at how we connect on our tech platform, students together with partners, providing in the same way that Amazon provides for retailers, a global digital store that allows them to reach their shop is all over

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the world. We provide educators, with a global digital classroom, which allows them to build their entire school with all their courses with all their programs to all of our students on our platform as well.

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And we believe that we're disrupting the current education model with a student centered. Lifelong Learning curriculum that prepare students for the leadership entrepreneurial and life skills that succeed in today's market, and two things that I'm going

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to be sharing with you a little bit more about when we actually get onto the whole picture of how business is that we are focusing on the entire lifelong learning cycle from zero to 100 years old.

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And we also are focusing very much at building a curriculum, which is entrepreneur focused and helping people to create a job instead of get a job. We never 2.7 million students on our platform, and now over 1200 new students every day.

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So as you listen to me today, as we're getting to the end of the day in the US. We've already completed the end of the day in Asia, we just welcomed another thousand 200 students into our community, which continues every single day and is continue to

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accelerate as well.

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They are coming on board for our 5000 courses are 6000 virtual events where we are not just providing pre, pre recorded courses but we actually do the majority of our education live with our partners who are our faculty all over the world, we've got over

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10,000 partners in over 200 countries, and over 20,000 cities and we track all of them. So we are we believe at a largest entrepreneur platform entrepreneur education platform in the world.

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In terms of the scale of number of students and number of partners. And as you can see here our revenue numbers are 2021. We have just provided the SEC with our 20th which is basically our annual report for last year.

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We raised \$28.6 million.

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In terms of our total post IPO group revenue.

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If you do look at any of the sites out there and see how they're quoting our revenues from last year, if you see this discrepancy between the smaller numbers they were pulling compared to what you're seeing here in our annual report.

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That's because we now have got eight companies in the IPO, after the IPO we have a companies of which there's just one pending. And that's our university that we're going through the final closing steps for whereas for all the others that are part of

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the group. So this is the total pro forma revenue for the entire group, not just what was part of the pre IPO group before the IPO, so do be thinking this year as we give the guidance later that we are actually now talking about these eight companies

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collectively together. We had \$12.7 million in gross profit. We had a positive EBITDA. And I do want to stress that while there may be other tech companies in the on the on the public markets right now as well.

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I believe that we may be unique, at the moment in terms of scaling at the pace we're scaling, but maintaining a positive EBITDA as we go as well we've done that every year since we started as far as the whole pro forma revenues go.

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And that's a very important part of our future growth as well and that we're not looking to raise funding, just to cover our operational costs, we're actually looking for funding more for the acquisitions that we're doing, and the future development growth

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that we are focusing at right now as well. And the biggest part of that as our ethnic growth which grew by 83%. Last year, and that is the education that digital education revenue, which is distinct from the campus revenue, which I'll share a little bit

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more about later as well. So just to break this into bite sized pieces, and we'll cover, hopefully the q amp a in a fairly similar format. We're going to start with the mission and market.

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Then we're going to move on to our curriculum and companies, and then we're going to finish with a financial results and the outlook and these photos by the way, we're taking this week where we had 50 of our closest team members, partners, students and



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investors. Come and join us on the floor of the New York Stock Exchange for the bell ring ceremony. And so we've all just basically traveled to our own parts of the world, all over the world.

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Since we actually did that on that Monday evening.

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So first of all the mission. Our mission is development watch no education system that prepare students for the 21st century. Now I know some of you who are on this call this is the first that you've heard this a number of times before because you've

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been supporting us for many years, where some of you hearing about this for the first time, but like when I explained this mission, hopefully it will make a lot more sense as to why we have the strategy we have in the way that we're growing our business

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and plan to continue to grow it as well. So we believe that the current global education system as a whole is in need of more relevant upgraded student centered curriculum that is both high tech and high touch.

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And we believe that such a curriculum can be a force for good.

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We love this quote from Nelson Mandela, education is most powerful weapon which you can use to change the world. And today we believe it's actually the entrepreneurs of the world that have the greatest power to trigger change, that means that anybody

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who's going through university anyone who's a student or frankly anyone who's part of the great resignation, where they are an adult already, and they are leaving their job to look for a new pathway which is more meaningful and where they can make a bigger

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difference, they're going to want to have some of the skill sets that we have been educating our network on in terms of being more entrepreneurial, and like I said, that doesn't mean necessarily running your own business, is simply means a copy your own

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It simply means a carving your own pathway your own future to be doing something which actually is more unique to yourself to create a job where you're delivering value and then being able to earn as you go, even if that means being a retail investor,



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being a musician, something which doesn't even need you to have your own company, but actually being resourceful enough to actually find out what those pathways are given that jobs continue to change, and the word of that knowledge continues to change

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versus someone who's just learning how to get a job and then it's out there in the job market and if they can't get that job. Then they find that they then are at a disadvantage in the world so this, we believe that's what or individuals can really benefit

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from if there was a curriculum that enabled us to happen. So given that the mission, what is the problem that we're solving, we're solving a problem for the entire pie, of, of lifelong learning.

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And if you look there on the left hand side you'll see that this is projected to reach \$10 trillion by 2030. So that's significant. And you'll see there on the right how that splits up in terms of the pie, where over half that pie is actually primary

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and secondary school from k to 12, you have the light blue, which is not 8% which is the pre k market, and you've also got 25% post secondary which is all colleges and universities.

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The part where we've been focusing up until now before the IPO has largely been in the gray, part 8% lifelong learning where there's entrepreneurs actually paying their own way.

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And it's not the 6% which is what corporate training. So when you bring all of this together, you have the opportunity, if you have a company focused at this to not only have a much bigger pie than someone who's just being a primary school or just being

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University. But what you also have is you have the ability to have a customer for much longer. Obviously if you go to university you already there for three years, if you actually are coming into a platform where for your entire lifetime.

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There are different tools different mentors that you can tap into. And that you can also become a mentor yourself, it gives you a way of building an entire education Learning Network which is really what we're all about.

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And we believe that as a result of that we have a different dynamic in terms of how much a customer is worth to us, and that's how students and even our partners, but also at the same time, when we actually have them coming on board and joining us, how

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much it gives us all an opportunity to focus at a different objective than most of education as we see it today, the objective most primary or high school is to get you through to your high school diploma.

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And what happens to you after that isn't as much of a concern. The biggest objective The university is to get you up to degree level. And then when you actually pass your degree whether you get a job whether or not you're in student debt.

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These are things which are not as much of a concern to a university. They're not, certainly not tracking people's success 10 years later, but the way that we're working together that students is that we track that success over 10 years and beyond.

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And we do believe that as a result of that, that gives us a different model, financially, which will cover as well problem we're solving is a problem that we see across all ages, that the current education system and training systems available.

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I'd live in a standardized out of their curriculum that most students agree is failing them. And with the current jobs crisis and education crisis and the pandemic we've just gone through which clearly is not yet fully over this promise become more pronounced

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than ever that we believe we've seen an acceleration of this during this time.

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By the way, this problem was around, even before the pandemic. This here is a link to a white paper from the World Economic Forum in 2020, calling for 21st century education system, and what the components of that system are, and you'll recognize in our

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solution that we're touching on each of these different areas in terms of technology skills, interpersonal skills, how we actually build global citizenship skills, and innovation and creativity, for entrepreneurs at all levels as well.

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So, what is our solution, our solution that many of you who already are familiar with our platform, and even for those of you who might be trying for the first time, we have three elements to do with it delivery which is the tech platform that we have



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that allows everyone to have their own personalized profile and actually follow a personalized path. We have accredited courses, which is a very very important part of how we are focusing on our acquisition programs right now, big issue I think for a

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quite a number of companies, is they can't easily get government certification for their programs because that tends to take many years to be able to achieve.

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So as a result, they'll partner with universities or schools to deliver on their certifications, but that means you have no ability to innovate, to the actual programs that are really going to help by us acquiring high schools, universities, it enables

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us to then have ownership on the actual certified courses. That means that the government's willing to support with funding, it means that we can also then modify those courses to be even more relevant to the people out there on a day to day basis globally.

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Our global faculty are all over the world, which means that when we do something like acquire a university as we are doing in California. We can then deliver those courses all over the world, immediately through all of our different partners around the

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world. And then also in terms of how we then connect with each other on an ongoing basis on the right hand side you'll see the idea that the global community is as valuable as the learning itself.

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And so there are many connections that happen on a daily basis on our platform daily calendar, so people can come back again and focus at the programs that are most relevant to them, and the hundred year curriculum, so there's always another year, and

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always another step for those that are actually going through this pathway, regardless of whether they're a student of school, whether they're in a first startup, whether they happen to have multiple companies, or whether they're already an accomplished

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investor looking to invest in other people's companies as well. So we have 10 principles that make up our entire genius curriculum. It includes some of the things I've already mentioned like lifelong learning, or like, you know, personalized versus a

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standardized pathway, but there's also a number of other things you'll notice in here that we haven't yet covered. So for example, challenge based courses where everyone who's coming into our courses tends to be part of competitions where there's winners

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that come out of those competitions is gamified is impact focus. So we have, for example, the purpose test that links to the 17 United Nations global goals, and then you actually get to choose which one is the one you want to focus at and partner with

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other companies to achieve that you've got the positive credit system which you see we call gems, which effectively is a point system that leads to student credit instead of student debt.

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And so you actually earning and learning as you go as well. And the global classrooms, which means that every class we have has got students from all over the world, that may be experiencing it firsthand with a mentor at a local level, but also at the

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same time where they can be connecting with people in all different countries and learning from different countries and in different languages as well, one additional thing we have which I think is very important to just share is the merits that someone

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receives and the point system they receive, is that it's gamified is not just for what they're learning in fact we have a clear philosophy, where we believe that learning through doing doesn't start with reading a book, you know you don't end up learning

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how to ride a bike by reading a book and riding a bike, you get connected to the right people who understand how to write it you get connected to the bike itself.

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Same as learning a game or playing football you get connected team, first of all, so we see connections and who you're connecting to being something which is worth rewarding and connect to the first step, then learning from that group.

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Then, earning which is how do you actually convert that to a return on investment. Then, acting which is the actions you take off the back of that and reviewing your actions, all entrepreneurs and those who even our investors like everyone on this call

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right now, you've actually learned your skill set by connecting to the right groups, by learning through what they're learning today, and then converting that learning into earnings, and then acting reviewing our daily basis which means that this lifelong

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learning process never stops. And so we've actually built that into a system within our platform.

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And we believe that this is relevant and going to be a benefit not just to the students, but obviously to the parents of those students, many of which become a mentors to the teachers out there that can actually now have ways to themselves build multi

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million dollar businesses, I think many teachers have sat on the sidelines, watching youtubers burning millions on a YouTube channel and thinking what I have better content than those YouTubers, but there hasn't been a leveraged mechanism that they have

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been able to follow with their certified courses on a place like YouTube or even on place like Amazon, whereas without genius a platform where aspiring to be that platform and that place where they can now bring that causes and reach a global audience

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as well. Plus the schools and colleges that we're looking to partner with, and also the companies and even governments themselves, we're seeing that we have, as we go through this pathway the opportunity to be a value to all of them.

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And I don't believe there is any one of these stakeholders that today believe that the current education system is perfect in fact they're all looking for change.

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And so we want to be a catalyst for that change that's coming as well. So, knowing that we've got a \$10 trillion market, knowing that it's a very complex and ambitious plan to build a new curriculum structure, given that the very last time that a global

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curriculum structure was created it was way back, 50 years ago in the 1960s with something called the International Baccalaureate, which was specifically just for primary high schools, and that has become now a multi billion dollar platform that now many

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many international students go through. But there has not really been any one acknowledged, a curriculum that last all the way from zero to 100. And so this is not something that we're going to achieve overnight.

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This is a long term goal, and most of our investors that have come and joined us in the early days have come on board for that long term goal as well.

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So phase one was from 2015 to 2020, this is what we call our pre IPO days. This is where we focused very much at entrepreneurs, and this by the way, for those of you who are curious as to where this got inspired by it got an inspired by Elon Musk blog

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where he posts first of all about his, his secret plan which had also three steps, where he started by saying, you know, we want to go out there and we want to revolutionize the electric car market but we're not going to do that by trying to go out to

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everyone all at once. So let's start with the roaster with people that can afford the sports car and then let's go for a mid market car and then let's go for a mass market car.

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So we took a very similar approach to say our very first step, which is educating entrepreneurs, is about let's go to the people that can afford to pay for their own education and frankly need it.

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And so everyone has been part of our community, up to the first million and now was coming to 2 million.

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They all were entrepreneurs that were running their own businesses, and we were able to grow all around the world, with the education we provided to those entrepreneurs, many of them and now our investors as well because they were successful and how they

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grew their business. Now with the IPO we are in the second phase, that's going to go all the way through to 2025, where we're now taking all these tools and building them into the schooling system so that we actually have accredited High School degrees

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with the university accredited degree programs that can also be an entrepreneurial nature, and that can be funded by the government and support those that are actually looking to get this kind of support together with companies that are actually going



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to be supporting our programs as well. And then that will lead to our third phase where we then goes mass outside of our own programs, and that will be from 2025 onwards, and we believe that that's where we can then partner with programs all around the

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world and schools all around the world, that would like to use our coursework inside that schools and our platform inside this that flap their schools as well.

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So we see ourselves as being very much collaborative with the current system.

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And what's really important is that the curriculum is one that we're building step by step, so that at every point, we can still maintain a positive EBITDA, and at every point which is still maintain the growth rate that we've been achieving to date as

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well. So that's where we get onto curriculum and companies, first one the curriculum side. What does it look like to have a entire curriculum from zero to 100 years old.

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We believe that even at the zero to seven years old, there's ways to nurture a family and nurture a very young child to be already in a, in an environment of discovery in one in which you can already start personalizing that learning.

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And so it's already not standardized where they're having to compete with others, even to get into primary school or into kindergarten. And that actually starts not with the education of the child.

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It starts with the education of the parent. And so that is going to link as you're going to see later to education angels, which is what about, which is one of our acquisitions, which is ready part funded by the New Zealand government, and it's run by

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run by Angie said, that's one of our acquisition companies that is now already filling up that gap at the prep area that leads to primary and secondary school where of course you know every parent wants their child to go through and get a great education,

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but have an education that's personalized to that child is really critical. And as you go back to see the way that we actually design that personalization on our platform is a really important part of our strategy linked to the very best entrepreneurial



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courses that are already out there. So you're going to see that we've just acquired e squared which is one of the best entrepreneurial schools in South Africa, it's already partnered up with Microsoft for the imagination, Academy that is part of Microsoft's

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program for schools. It's already attracting entrepreneurial parents to bring in their kids, where they can actually learn how those kids can start up businesses, and how they can learn all the skills that they need, weathers robotic skills or technical

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skills to be able to grow their business as well. And we're now looking to expand that globally as well. And that leads them to the apprentice or the university level, where we have now, quiet and we're now in the final stages of completing the acquisition

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of University of Antelope Valley which it happens to be where I am here today. And that was set up by Marco and Sandra Johnson, as a vocational college which now has also become an entrepreneurial college, and it's very well known already for his business

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school and its medical school, that's providing many certifications, had a vocational level, as well as degree programs that are all that are all part of the approval process as University and and supported also by the department education.

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So for us it's really important to be able to provide the entire pathway, which is part of our post IPO plan right now, and that that leads into all the entrepreneur programs we currently have, where of course many of those entrepreneurs are really looking

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for those students that can come and join their companies as well. And then that leads into the mentors, which is all the way up to 100, where we are seeing many accomplished entrepreneurs and investors who have got to a point in their life where they

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want to pass back their knowledge, and they just never had a good form to do that. We provide that forum on our platform as well. And one of the most important ways that we provide it which you can see on our model later, is that we don't just start with

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the high cost programs, and we also don't just limit ourselves to the local programs. We start with everyone coming on board and joining for free. So many of you have seen what's happened in let's say for example that gains market where if we go back



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15 years, if you want to if I had my son and my son was going to experience a game, they'd have to go and buy a Sony PlayStation or a Microsoft Xbox and then by the game before they had the opportunity to see if it's the right game for them.

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Well, a lot of traditional education has been the same. You've had to, you know, buy the spot for your student at school or they've had to buy their spot into university before they're actually managed to get to the university to understand if it's the

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right program for them and often that's the one program. So this whole concept of pay before you play is how most education has been built to date, whereas that whole new way of doing things which is a freemium model which is try before you buy.

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Which is why you've seen the likes of fortnight for example right well Roblox or any of these other massive play online games that have actually taken over from those sandbox games.

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This is actually totally transformed the hallway that gaming has gone. We believe the same will happen within education as well. And that everyone deserves the right to be able to trial and find out whether or not something is the right program for them

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before they actually go through the process of actually deciding whether or not going to run the certification. So just give you an example of why we believe this is so revolutionary.

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Now some of the companies that have approached the university lately, for example, includes Tesla includes NASA includes organizations that have a real need to bring the right.

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Leaders into their companies, at the same time as the leaders who really are looking for the right programs for them to join. So we've actually identified five different technologies that each of them are over \$10 trillion in size, and each of them have

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got as many companies looking for the right people to come on board and join them as they do have talent, who want to learn about these different elements, and there's a gap in the market between these two are these five are Ed Tech, which is the wizard

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potentially dollar market women.



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It's medtech, which is all of the biotech companies all of the, you know, future medical medical companies that actually are looking for the right talent to join them.

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It is green tech which includes the likes of of Tesla, its base tech, which includes the life of SpaceX with NASA, and this was a FinTech, which is anyone who actually wants to be learning about decentralized finance of the future of blockchain of cryptocurrencies

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of entities that this is where we are actually filling a gap between the company's needing that talent and the talent that's actually looking for that education as well, and in every case will be starting with the free courses that someone could come

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just learn about those courses, once they come join us, they can then decide whether what their personalized journey is take the right assessments to learn and then from there.

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I'm going to personalized learning path where they are paying as they go, and some might choose just for the weekend program, some might want to go for the summer workshop.

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some might decide to pay more like \$3,000 now pay for the full certification or even up to \$10,000 plus and pay for the full degree program, and we have already proven out this model with adult education, where for the likes of crypto Club, which is run

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by one of our mentors, Marcus, the merrier. It starts with free programs, it goes all the way through to people that are learning all about their trading, whether it's property investors network with this one of acquisitions and the same as he starts

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just saying well what kind of property might you want to invest in, and then going through the process of even doing your first investment by just joining a workshop, through that building up a full portfolio and actually joining the mentorship programs at a much higher cost, but at every point, no

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a much higher cost, but at every point, no one's really joining anything without knowing it's going to already be a value because the value they already had.

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So if you actually compare what we're doing to other educational at the company's hopefully, you get to see the difference in terms of our unique difference, which is that it's not just the content we're providing, but the pathway that a student actually



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follows to go through it. And when I mentioned about personalization, we are, we believe the only tech platform at the moment that begins, not with knowledge but with self knowledge and not with awareness but self awareness, so we have got the genius

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test, which is where the genius you platform and genius group name comes from, which actually identifies what's your true genius so that you can learn.

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And the way that your, your genius work, connect and the way your work genius works and it's not a standardized process where some people actually do not like enjoy so much like the detail, some people enjoy much more learning for people.

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Some people enjoy much more working out for themselves. So depending on what your genius is that will make a difference in terms of how use our platform, our passion test which actually allows everything to the right passions and purpose test, which he

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United Nations global goals, we are part of the United Nations Global Compact, we believe we're the first entrepreneur network and Education Network that's part of that compact to support those goals as well.

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And then we have a number of other profile tests, including our partners coming on board and using those assessments as well so when you go to your personal profile, you can see exactly what someone's different talents are or the different passions are,

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and this becomes very valuable for people building teams as well. So we see many teams being broke off the back of our education platform where no one's focusing on the weakness, but the focusing at finding the right team members to fit that weakness

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and build that business while they focus at their strength, our tech business model because I'm about to get on to the next step here is, again, quite similar to other platform models where our focus is helping other people be able to generate business

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on our platform. So we will have a certain acquisition costs per student, which is at 76 cents extremely low compared to the current acquisition costs of schools or universities, which are in the thousands of dollars at times.

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And also we are very focused at the lifetime value of that student, we are not yet able to calculate exactly lifetime value because which simply too young, but we have been tracking already 24 months revenue of students coming on board and on average

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for every 76 cents, that it costs us to find a student, we see a 60 times return to \$50 in terms of what that students and paying within the first two years, and we're constantly looking at actually building those two numbers, and then supporting all

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all of their mentors that are they're using our platform as we grow as well as faculty partners also goes beyond just those who actually want to be a trainer, while we have many trainers, we also have best selling authors, I myself am a best selling author,

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I had New York Times bestseller back in 2014, and I had the same challenges every other best selling author, which is that as long as I had my books on Amazon, I never knew who was reading my books, because they don't share that data with me, and I couldn't

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invite those people to come and join my workshop or to actually be part of my education process. Now with genius who I've been up to solve my own problem of actually having that pathway.

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And that was solving that for many other authors as well. Many of which actually have got their own network globally of trainers, where they have no easy way and no platform to be able to look off those trainers or to grow that training base with what

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we're doing where we're providing not just students certifications but also partner certifications training certifications. Anyone can come and actually build their entire global training network on our platform, and then scale that using all the tools

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that we actually provide to those that come and join us as well. So, our growth model. In summary, is that we are looking at partnerships with education companies that want to grow globally, as well as acquisitions of those that actually fit into our

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curriculum. We then go through a four step process of acquisition integration digitization and distribution.

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We are going to see over the next six to 12 months the fruits of our labor, doing this with our acquisition companies, and we're going to continue to look for growth through acquisitions as we find the right certified programs that we can build into our

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into our platform as well and then we distribute that through all of our faculty and partners all over the world, which itself also is growing at a very similar rate to our student growth, our acquisition criteria is that we're not looking to just by

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any kind of education company, we're looking to buy those that could actually fit into our curriculum, or the campuses that allows that then deliver on the curriculum as well.

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So it means that every student has the opportunity to either be homeschooled and just basically work one on one with mentors online to be part of a micro school in a particular city where they could be together with another group, and actually learn from

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top educators and facilitators around the world through to basically showing up at one of our campuses, and obviously entrepreneur resorts which I'll share in a moment is one of the companies that we acquired before the IPO, that has already got resorts

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as well as our co working Kenya central spaces where we already have got people who are coming together to co learn and also to co work, and actually do it in an environment which is profitable for the acquisition of new customers as well.

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And then obviously at Tech platforms, is a big part of the future because we see artificial intelligence, as well as the metaverse, and the growth of new technologies to be a very important part of our growth, and that's going to come through us acquiring

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organizations out there that already have got capabilities in those areas as well. So these are the companies that actually now make up the entire group.

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We have genius group as the, as a holding company. We then have genius you which is our tech platform that everything then gets digitized through. We have entrepreneurs Institute which was the original company that I owned that included the likes of wealth

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dynamics are talented MX assessment tools, where as a result of all of entrepreneurship now becoming part of genius you were able to now reach many many more people without entrepreneurial tools and entrepreneur resource is our leading group of resource

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retreats and coworking cafes, for entrepreneurs. We would love to invite you or when you can make it out to Bali for our vision villas retreat there or to South Africa, to our tower game Lodge, where we are constantly running accelerator programs, conferences,

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for those that actually want to be focusing and making an impact in the world, and actually having that great experience at the same time. And then the four that I have already mentioned, which we've just acquired as part of the IPO.

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We have education angels, which is living the home, education and childcare for zero to five years old. We have a squared, which is South Africa based but also now looking to expand globally, University of Antelope Valley, which is pending final acquisition.

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We just had the board meeting we believe that everything should be completed by the end of this coming month at the end of June, and probably invested network which also just post recently after the IPO, which already is holding investor meetups in 50

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50 cities around the UK and is now building that city model to all around the world as well. So those are our companies, and that leads us to one additional piece that is a big part of our focus now going forward is that we see ourselves globally as diversity

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diversity and the same way that universities universities, we believe that metaverse should have a diversity. This is a global education and learning layer, all around the world, which allows us to have people experience in real life with our avatar in

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three dimensions, or other learning that they'd want to be learning about so for example if you are interested in stocks in the stock market, you can come and actually learn from the best leading mentors that are actually already able to share their knowledge

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by actually going into the campus which is focusing specifically at that area. If you're interested more in new blockchain technologies, then you can actually go into the space where those schools are actually learning as well.

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And then you can get connected to wherever they're meeting up in, in person for conferences for summits, and and take your learning journey with you take your learning profile to get connected to the right people at the right time.

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And we are really believing that if we can scale this globally, that we have a great opportunity of taking a larger piece of that \$10 trillion pie.

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So we have got a plan for this year of six campuses, whether we actually end up with those six or we end up with less or when with more as Danny said at the beginning of the call, nothing here is an absolute promise, or an absolute prediction, but this

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gives you at least a sense of what our intentions are of what we'd like to grow. And in the same way that we have these virtual campuses that we're building for startups for scale ups for leaders that are currently in businesses as well as the students

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at school for university for the mentors themselves to actually learn from each other. and for investors to be learning on our platform as well. We're also going to be attracting in the right partners to work with so for example we have Tiger brokers

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is one of our sponsors who themselves have got a package for people that are part of our genius Group, a community to actually be able to build up your learning platform and partners all around the world that actually also putting different aspects of

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of assets that investors can get involved in as well, and highly recommend that if you haven't yet had a look at our genius you site to look at what our campus is like that you have a chance to go and look at it maybe after this call, we are working with

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the top partners in the world so we are actually building a diversity on the Unity engine, which is also being used for the likes of Pokemon GO Facebook or what is now meta are also using that as their base, the videos on the bus suite which includes

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our Jeannie, which is the idea of everyone having their own AI engine or AI virtual assistant to support you on your journey that we can actually then also create your own mascot or your own genie in your virtual world where you actually can be asking

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that Genie whatever questions you have. And I went just on answer based on what information is out there on the in the universe, they're also going to be answering it based on your personal preferences of where you are.

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So, as I'm sure many of you have seen the mini Jensen, that justifying the founder of diverse and the video was sharing.

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You might be able to ask, you know the the mini avatar at this point.

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And by the way, many of us linked to GBT three, which is the leading what we believe one of the leading AI engines right now, and it's also linked to the entire internet.

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So you could go to your mini avatar today. You could ask a question, which is something like, you know, explain the solar system to me.

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But if I could answer that question but if I asked the question, like I'm going to Los Angeles next weekend Who should I meet. It couldn't answer that question because it doesn't yet have enough data about me, but our ambition is that we actually will

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have a platform in the future where you can be asking your own Genie questions like What should I learn next, or what's the next step I should take my business and the genie will actually be able to answer you, because it's actually using the very best

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API, together with personalized information that it has in terms of your learning journey through the platform as well.

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So we have got a plan over the next five years, we have an aspiration to reach 10 million by the time we get to the end of phase two.

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We are at the moment. So, we're talking about 10 million students to get there with the next five years. We're obviously already you know, aiming if we continue on what we've done so far, which is 50% growth.

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We're aiming for 4 million this year. Now again, not a prediction but if we actually are able to just continue at that rate of growth, it will mean that we will have hundred million students within the next 10 years and that is our own internal aspiration



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of what we'd like to achieve. And so everything we're doing is focusing at the metric of the number of students joining, and the amount of revenue that gets generated by each of the students once they come on board, based on the value of the, of the entire

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entire community that we build. And so we have got a plan, over the next five years of the, of the key targets we'd like to see achieved on an ongoing basis, and you can come back and review what we've said on this slide.

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After this call or any questions, you'd be happy to answer those as well, which takes me on to the final part which is financial results and outlook. So you'll see on our investor site on our website that we have provided already the annual report to

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give you just a few of the highlights from the Android port at the moment. The first thing to share, like I was mentioning before is that were put down to dollars and cents.

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Exactly what is the cost per student. And so we can actually say What does their marketing spend me to be and and if you ask. How's it possible we have such a low cost per student 76 cents for every student that comes on board.

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There's two big reasons for that. One is that our first step of entry is an assessment where someone's learning about themselves, and we found people are much more sort of learning about themselves, they are learning about a subject.

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So for example if we're looking for something to come to an investor campus where we could have an option of actually promoting particular course, but there's only so many people that want to click through to that.

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But if instead we actually are able to say what kind of investor are you and take them through an investor quiz, they're much more likely to click on that and go through that process and then we can then deliver up something which is the right thing for

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them. So that brings down our cost of acquisition, because we just end up with a lot more clicks per dollar spent. The second thing is that a lot of what we do is based on word of mouth when someone actually starts using the platform they go well I want



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my team to be using this I want my family to be using this. And so for every one person that comes on board there is a knock on effect as they then bring on others onto the platform as well.

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And so for both those two reasons we're able to bring down the cost of acquisition we want to keep on focusing at how much more we can bring that. And then of course on the other side.

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We also have got the revenues per student over that period of time.

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I already mentioned that, that's over \$15 we believe we can continue to increase that every year, and certainly for those of you who are long term investors with us every year we'll be coming back to that number and reporting on how we're being able to

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improve it over time. We have similar numbers for partners as well so we're as a focus at bringing the right education partners on board and supporting them as we on the students and for all the students that come on board with them connected to all the

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best teachers that leads to how that's involved in terms of revenues in 2020, our revenues for the pre IPO group was some point 6 million in 2021, it goes to 12.8 million.

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And if you include our post IPO group pro forma revenues that grows to \$28.6 million. So that was as of 2021, and you'll see that the numbers here, translate to a positive EBITDA just marginally positive.

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At the end of 2021. This comes back to the point that we are looking at making sure that we can continue to grow without burning through cash by acquiring companies that already are profitable and by finding smarter ways that all our money isn't going

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into marketing and into the education side because our marketing costs is lower than our competitors, and also the education side is largely owned by us.

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So the actual cost of that acquiring those certifications, or those programs is also much less for us as well. And if we actually take that into the summary of what that means for the entire pre IPO group.



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That's a 67% growth in the last year.

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If we take that just for the digital education side because especially when we acquire a company, we're looking to bring as much of that onto the digital platform as possible.

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And then scale that globally. We've seen an 83% growth in last year and that's without us working on the post IPO companies education revenue which is the whole education, including in person education group by 72% and canvas revenue includes food,

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beverage academic accommodation for our campuses themselves that also grew 54% largely as a result of us trying to move out of the pandemic.

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If we actually look at this from the point of view of each of the different companies, we've given a breakdown of. First of all, you know the growth that we just mentioned, going from 7.6 to 12.8 for the pre IPO group, which includes genius group genius

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you entrepreneurs in shooting entrepreneurs.

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And then for the post IPO, you can see in a number of these cases, the company's either stayed the same size in the last year, education ages went from 1.1 0.9, East Coast one from 0488 0.7 Antelope Valley went from 10.1 to nine and if you ask why those

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numbers going downwards. This is before we've had an opportunity to be able to provide all of our tech platform to those companies, and so they have had to whether last year the pandemic or where we were still fully in the pandemic through that time compared

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to the year before where we started it in, in the first quarter 2020.

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And so that's why you see those numbers go down, and we are very optimistic that our growth plans for the future will be reporting a different set of numbers, a year from now, probably invested network is the one company out of these for that was already

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leveraging on genius you and was already digitizing what their programs. And you can see that reflected their numbers where they went for 4.6 million up to 5.1 million in revenues over that time, and where you can see the number of students they have



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is at a whole different factor, they're already at 157,000 total students are which \$15,000 coat of paint students. And the reason for that is because they have a lot of free programs, and they're following the freemium model, something which we're not

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to bring to the other three companies as well. In terms of assets you can see how they've grown from what was 4.9 to 6.5. This does not value, any of the value of the genius you platform itself, that's not showing up on our balance sheet.

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This now versus 30.7 as a result of those acquisitions, as our total assets during this time, and our shareholders equity has grown to \$40 million during this time as well.

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Now obviously the value of our company is what the market decides it's going to be.

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But one thing for certain is compared to other tech companies that are out there right now. I'm sure for any of you who already are investing in them.

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You know that many of them are trading at 10 times or higher in terms of a multiple in their revenues. We are at a fraction of that right now. And we believe that's because we're fairly new to the market.

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And over time, you know it's our hope that the market will see the real value in our organization now company.

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And then also as a result of that value us at a similar multiple, but we definitely see our own growth, which is our main focus is. It has the opportunity to be able to at least fit in the same principles that we've actually set for the future.

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And that really brings us to the guidance for this coming year. We have up until date. Not to say this is going to be how we're always going to grow, but to date we've always been growing by 50% or more per year.

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And that's in our student numbers, and it also is in our revenues, and that's because we have just traditionally been looking for at least a 20% organic growth in the company as well as a 30% growth through acquisitions.



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This does mean that this year, we are coming up to the middle of the year at the moment we do believe that we are on track to be hitting between 3.8 to 4 million students which is a 50% growth on where we were at the end of last year, and we do believe

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we're on track for a similar percentage growth in our revenue to 43 to \$45 million.

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As always, these are guidance numbers, but where we actually end up at the end of the year has much to do with our execution. We also believe will maintain a positive EBITDA in the coming year, at this point, and maybe one to \$1.2 million, and we will

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have roughly around 30 million shares that will be on the market by the end of this year as well. and our main growth drivers.

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Obviously it's about bringing the my students on board, bring the right certifications programs, but we are living in a world where technology is growing at the most incredible rate, and we don't want to be left behind on that we do believe that the leading

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education companies in 10 years from now will have harnessed, what is happening right now with virtual reality and augmented reality they would have harnessed artificial intelligence, they would have harnessed blockchain based merits.

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I'm sure many of you are following by now but look Bertrand. If you want, I highly recommend you read his blog. He is the founder of a theorem and he wrote a blog just yesterday about the future of education will be in the form of entities, where anyone

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can actually verify someone's certification at any time, and verify their resume. And that's something that you brought up through your lifetime. We believe exactly the same thing.

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And so we're going to make sure that we're at the forefront of these different technologies, as we evolve and grow to use group. And so we have an opportunity to also be at the leading edge of these technologies as well.

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There is an appendix which is just showing you the link between our net income or loss and our adjusted EBITDA as well. But that really is my overall picture for the summary of where we're sharing any of you curious where does the word genius come from.



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It comes with saying, everybody's a genius, but if you judge a fish by its ability to climb a tree, it will live its whole life believing that it is stupid.

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It's time for personalized education and moving away from standardized education, it's time for us to be igniting the genius. Within each one of us. And with that, I am going to stop my sharing and come back to daddy.

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For any questions that we have. How's that Danny, that I cover everything that we need to cover today thank you Roger, And there was very fair and the presentation and the recording will be available on the investor relations website link to do genius

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group.

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So we don't have any q&a when he comments at the moment coming through. So, I'm sure we will have possibly once people start to watch the recording and start to reach out to us as well.