



PITCH DECK · SEPTEMBER 2026

The world is changing faster than ever.
The future belongs to those who grow with it.

An AI-supported learning platform for the workplace of the future.

Vienna · EU-hosted · GDPR and EU AI Act compliant

THE STARTING POINT

Europe has created the best quality of life, but *work* isn't keeping up.

12 % employee engagement in Europe –
the lowest in the world

9 % employee engagement in Austria –
one of the lowest in Europe

9 % of global GDP is what low employee
engagement costs – around 10 trillion
dollars

73 % of employees in Europe are not engaged, 39 % experience daily stress.

People show up – but they are not really there. That harms them, their organisations and society.

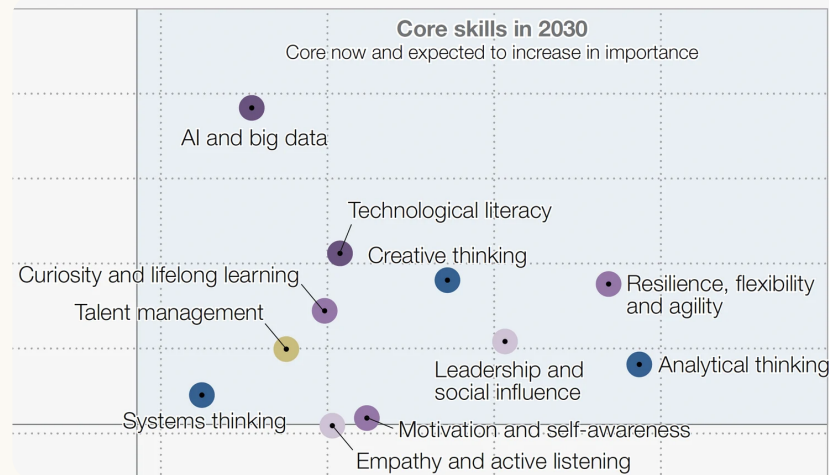
Gallup, State of the Global Workplace 2026

THE WORLD OF WORK IS CHANGING

The challenge isn't just engagement anymore – it's that the skills required for work are changing faster than organisations can develop them.

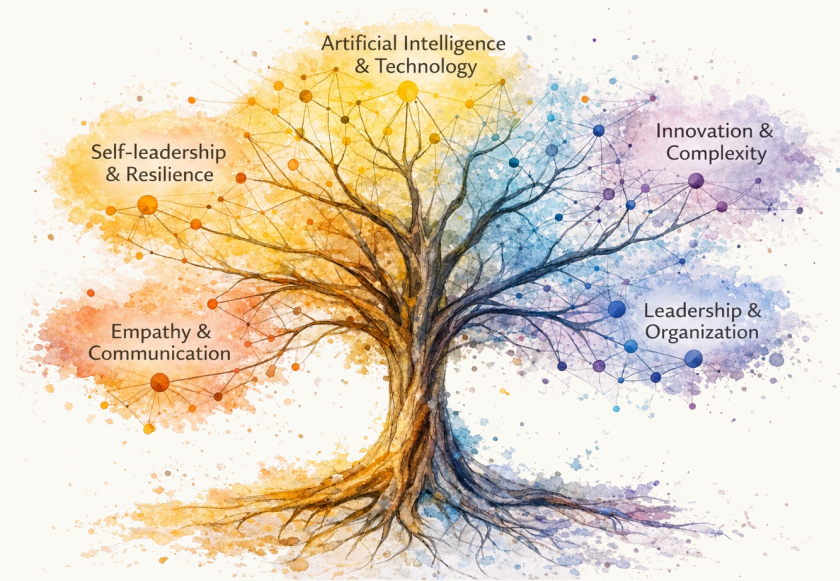
- 39 % of core skills change by 2030.
- 63 % of employers name the skills gap as the top transformation barrier.
- Only 21 % of employees at AI-using companies say their manager supports the team's AI use.

The future of work needs *capabilities* that enable growth through change.



WEF Future of Jobs 2025 – the core skills for 2030 are predominantly human.

WEF Future of Jobs Report 2025 · Yotzov et al. 2026, NBER WP 34836 · Gallup 2026



THE SOLUTION

An AI-powered Learning & Development platform for the skills that will define the next decade.

Not a catalogue of courses – a personalised learning journey that turns future skills into everyday practice.

- **AI & Technology**
- **Self-leadership & Resilience**
- **Empathy & Communication**
- **Leadership & Organization**
- **Innovation & Complexity**

TODAY'S SOLUTIONS – THAT AREN'T

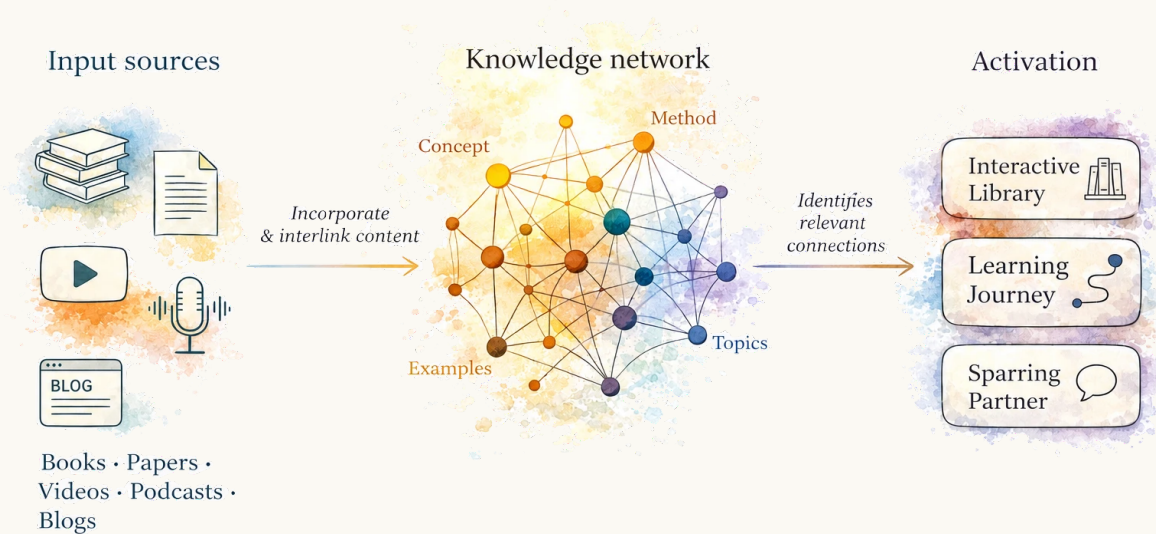
Each alternative can do something. None can do everything that matters.

	AI COACHING	LEARNING PLATFORMS	HUMAN COACHING	TABULARASA.AI
Knows your work & learning context	△	×	✓	✓
Asks the right coaching questions	△	×	✓	✓
Turns learning into action at work	△	△	✓	✓
Measures real behaviour change	×	×	△	✓
Works with teams, not just individuals	×	△	△	✓
Accessible to every employee	✓	✓	×	✓

THE PRODUCT

An AI-powered operating system for continuous learning & development.

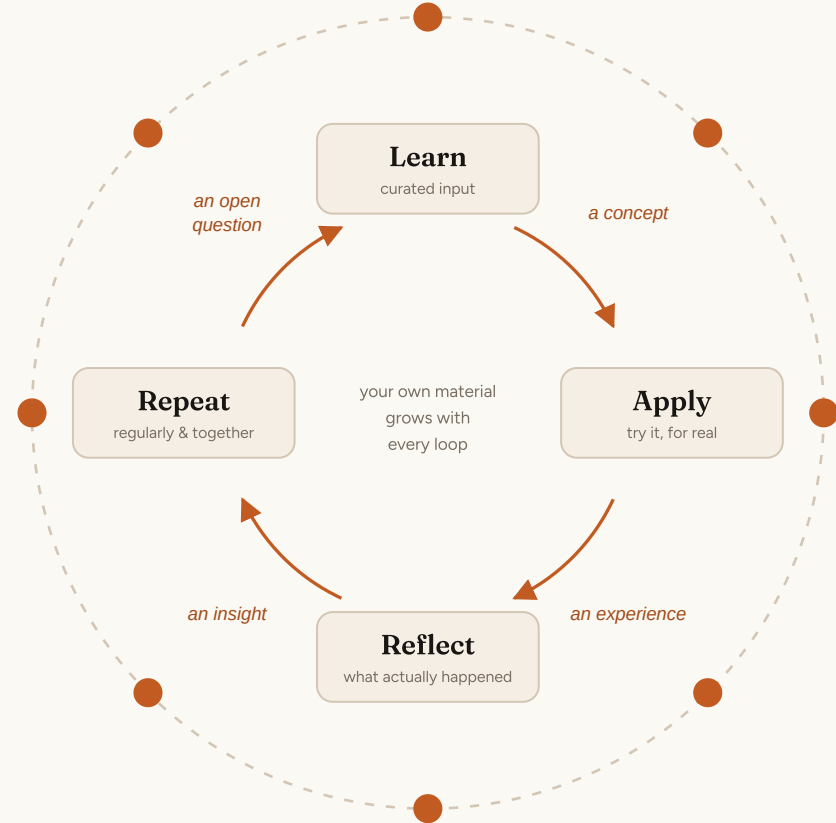
Every learning experience starts with interconnected expertise, adapts to each employee and team, and ends in measurable action, reflection, and continuous growth at work.



THE LEARNING MECHANICS

The science of lasting behaviour change.

Learn. Apply. Reflect. Repeat. Every learning experience combines expert knowledge, real workplace practice and shared reflection with peers and managers – turning insight into habits that grow over time.

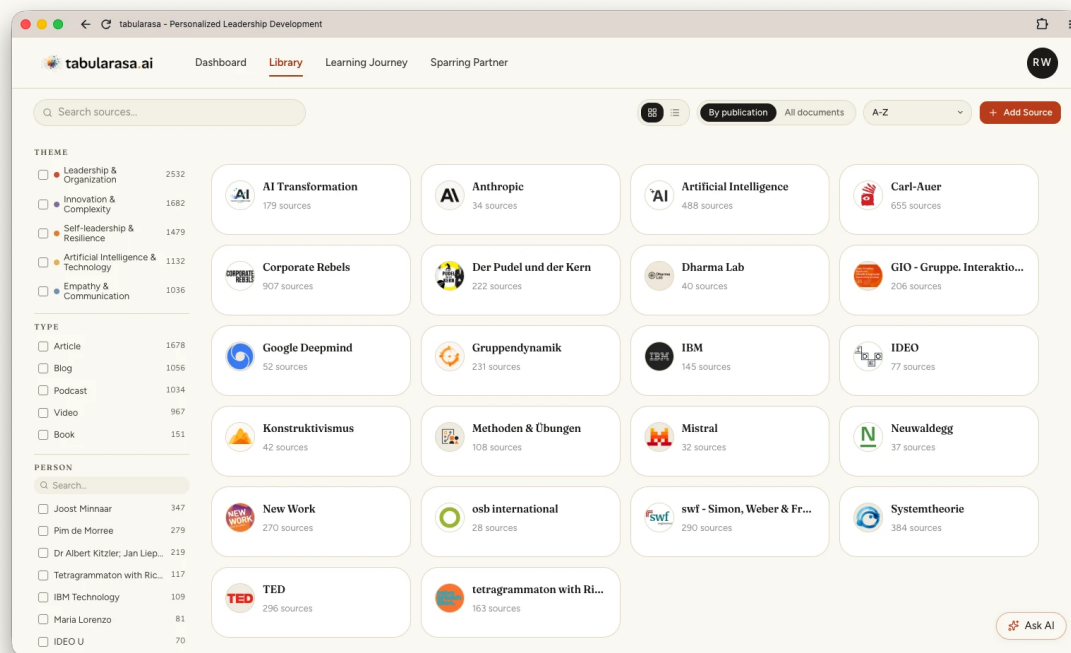


TOGETHER · same journey, same weeks

THE INTERACTIVE LIBRARY

Curated expertise for the skills that matter most.

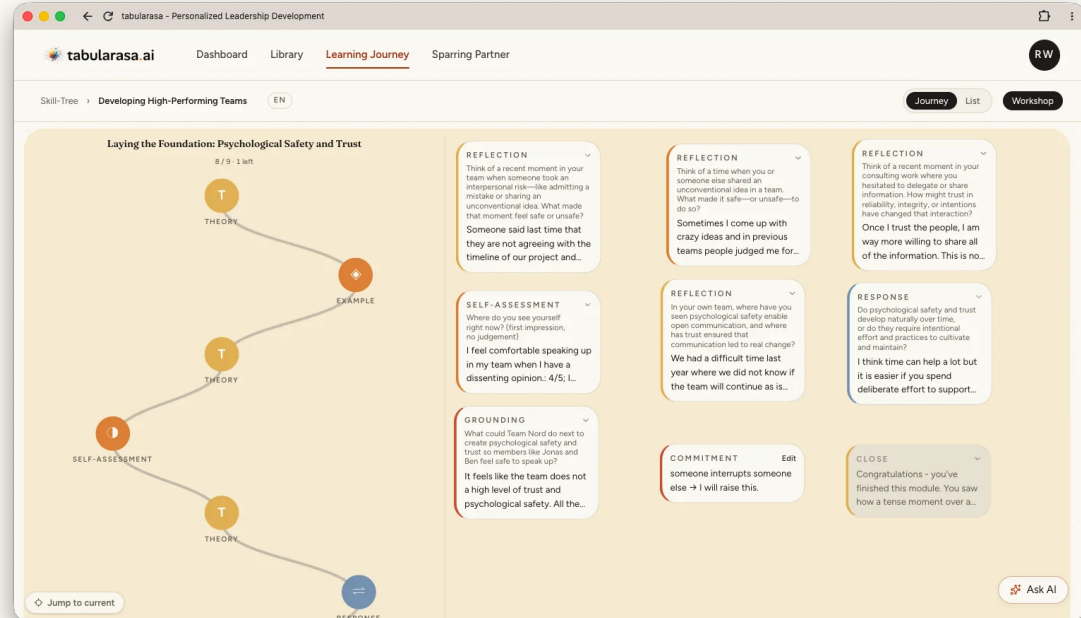
A continuously growing library of trusted organisational and expert knowledge, transformed into an interconnected network of concepts, methods, examples and topics that employees can explore, question and learn from.



THE LEARNING JOURNEY

Learning that turns knowledge into behaviour.

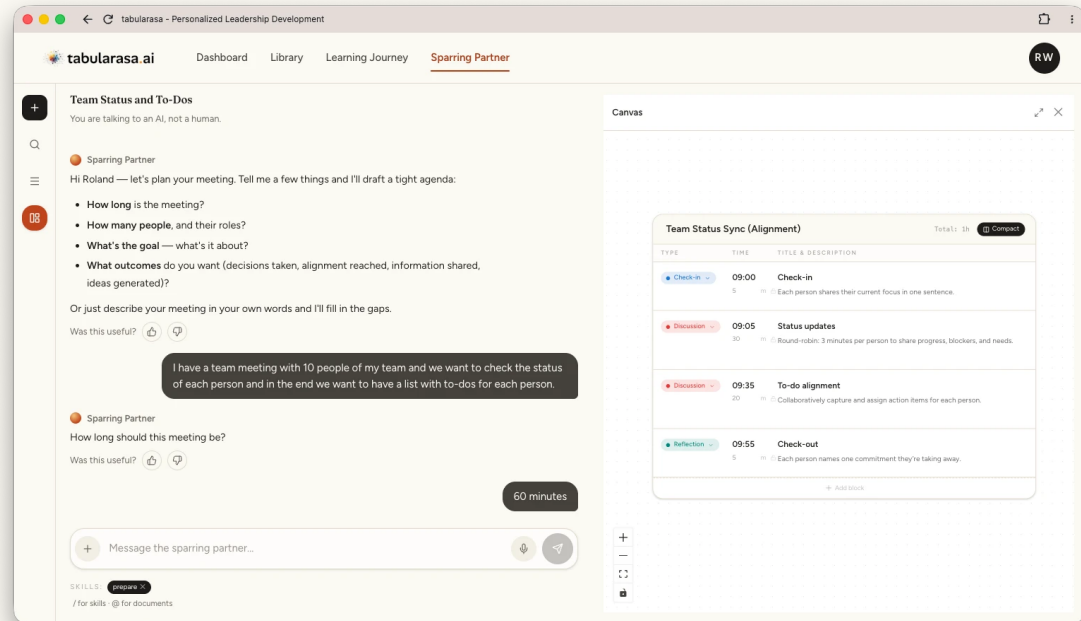
A personalised learning journey that combines expert knowledge, self-assessment, reflection, workplace practice and commitment – guiding individual learners and teams from understanding to lasting behaviour change.



THE SPARRING PARTNER

An AI coach that thinks with you, not for you.

A personalised coaching companion that asks questions, challenges assumptions and helps employees prepare, reflect and solve real workplace situations – grounded in trusted knowledge and each person's context.



THE IMPACT

We democratize access to the knowledge that shapes careers.

The skills that will make the difference by 2030 are human and reflective – and today accessible almost exclusively through expensive 1:1 coaching. We make them as widely available as software.



SDG 4 · QUALITY EDUCATION

Democratising access to continuous learning.

We make evidence-based learning and coaching accessible beyond traditional training budgets, enabling lifelong development of future skills across an organisation.



SDG 8 · DECENT WORK AND ECONOMIC GROWTH

Building capabilities for a changing world of work.

We support employees and teams in developing leadership, collaboration, resilience and AI capabilities that increase adaptability and participation in the future workplace.



SDG 10 · REDUCED INEQUALITIES

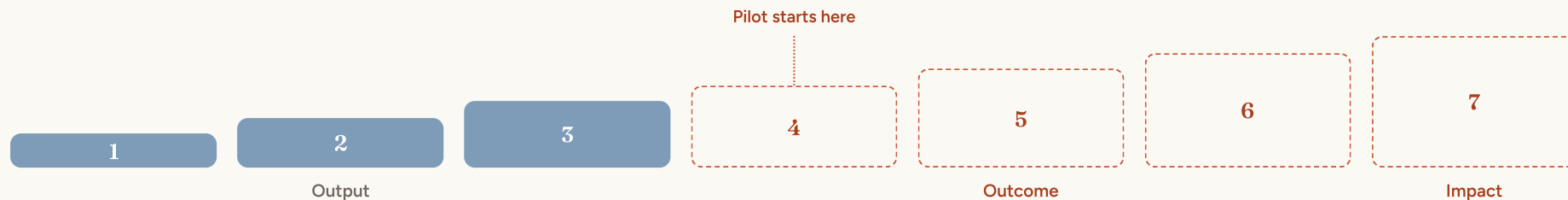
Making career growth independent of background.

We reduce inequality in access to high-quality education so people can grow into leadership roles or become entrepreneurs regardless of their background, seniority or development budget.

THE IMPACT MEASUREMENT

Today we have the instrument. The pilot measures the impact.

We measure our impact transparently using the PHINEO Wirkungstreppe and publish the results — including null results.



Today: validated product and first pilot users (Stages 1–3). The 2027–28 pilot study aims to measure behavioural change (Stages 4–6) and long-term societal impact (Stage 7).

Study Design

What we ensure

Whether impact is measured in a scientifically transparent and verifiable way.

- Hypotheses & baseline registered before the study begins.
- Measurement: post-journey, 4 weeks and 6 months.
- Assessment: independent application & reflection.
- Scientific evaluation: **Prof. Dr. Lukas Zenk**.

Learning Outcomes

What we measure

Whether learning leads to behaviour change in everyday work.

- Behaviour change
- Reflection quality
- Manager observations
- Self-efficacy

Societal Impact

Who gains access

Whether high-quality development reaches more people than before.

- Employees without a learning & development budget.
- Managers and non-managers equally.
- SMEs, the public sector, and employees aged 50+.

BUSINESS MODEL

Bottom-up adoption. Enterprise expansion.



Deployment that regulated industries need

Cloud or on-premise – for banks, insurers, healthcare and the public sector across DACH.

Every facilitator creates value for many learners

Facilitators publish learning journeys once. Every journey scales to teams and organisations.

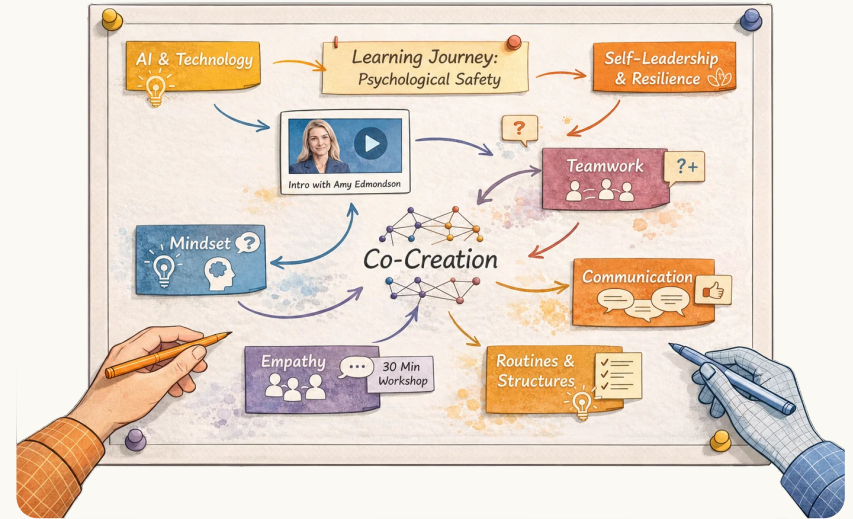
Priced below today's L&D spend

One year of learning costs about two hours of external coaching – and fits within typical DACH L&D budgets.

THE SECOND CHANNEL

Consulting firms don't sell us. They build us into their offering.

- **A digital extension of existing training programs.** In-person workshops are complemented by learning journeys, reflection, and AI-supported coaching.
- **Transfer before and after the workshop.** Preparation, application, and reflection happen where learning actually sticks: in everyday work.
- **Two workshop days become months of development.** Learning doesn't end when the workshop ends – it continues through implementation.
- **Fits existing training budgets.** The platform complements consulting instead of competing with consulting day rates.
- **AI extends human coaching – rather than replacing it.**
That's the foundation of our partnership model.



THE TRACTION

Five customers. Five industries.



Erste Digital

Technology unit
of Erste Group

LOI signed ·
pilot from October 2026



Schachinger Logistik

Austrian logistics group

Pilot committed from
October 2026



ZETA

Biopharma process plant
engineering

Contracted · €5,000



NINEFEB

Technical communication
and eLearning

Paid ·
new pilot starting



dwarfs & Giants

Consultancy for
organisational development

Paid during development

Five industries. One pattern: leadership, AI capability and collaboration are industry-independent challenges.

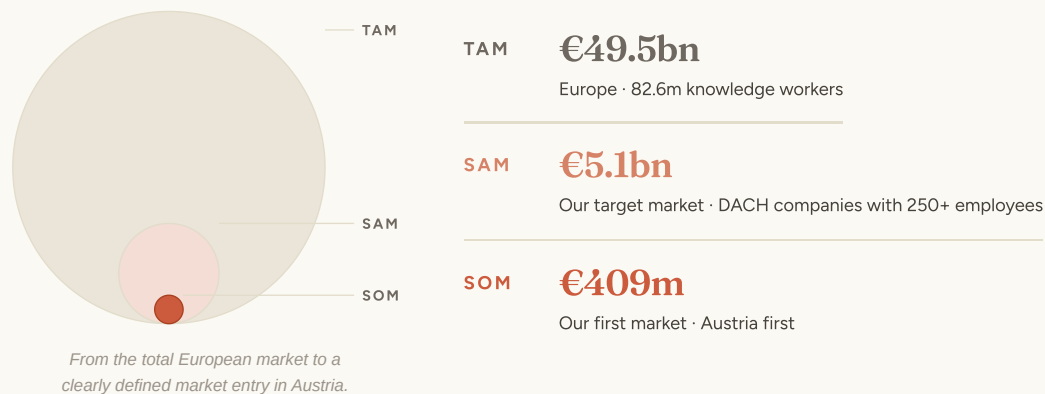
Ecosystem Partner:

University for
Continuing
Education Krems



MARKET SIZE

A €50 billion market. A focused entry. Clear scalability.



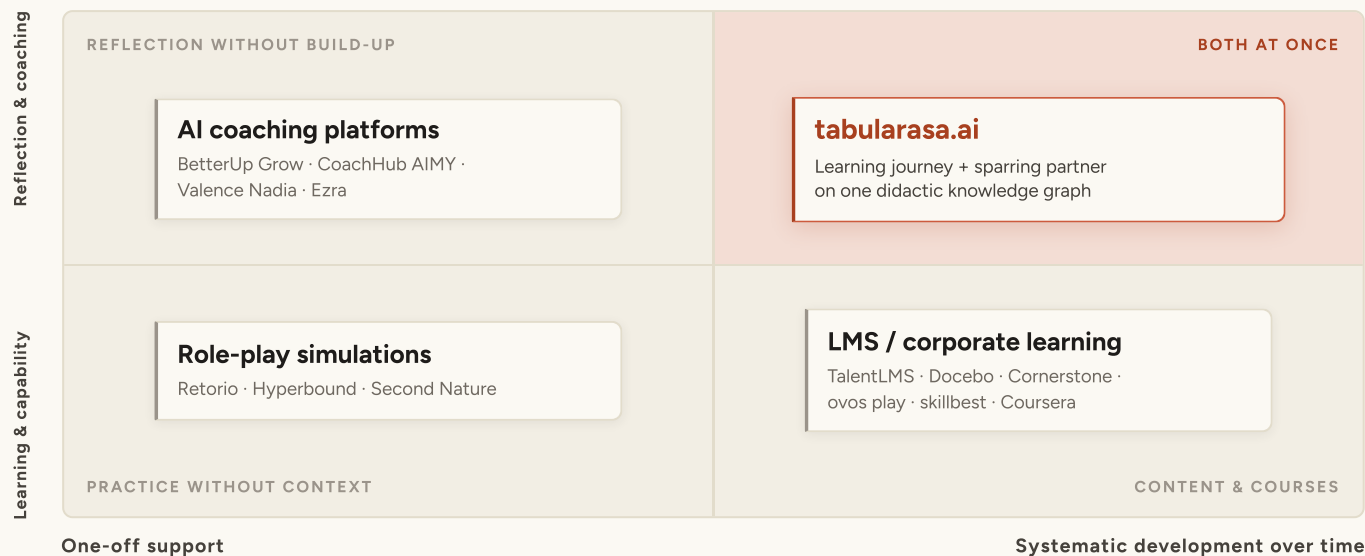
BREAK-EVEN

1,000 users = 0.15% of the Austrian target market.

2030 target: >10,000 users · €6.6m ARR · 1.4% of the SOM

COMPETITION

The market separates learning and coaching.
We combine both.



Reflexive capability only develops where curated knowledge and guided reflection
come together - and that combination is what no one else addresses.

THE ROADMAP

Build. Validate. Scale.

From MVP and first pilots to scientific evidence and European expansion.

TODAY · 2026



Pilot customers & product validation

First paying pilot customers and test users are already working with the platform. Feedback flows directly back into the product.

2027



Product launch in Austria

Official launch of the platform, expansion of the first organisations and start of the scientific pilot study.

2028–29



Scale across DACH

Enterprise rollouts, consulting partners and a facilitator network scale the product across Germany, Austria and Switzerland.

2030+



Expand into Europe

Scaling into further European markets, building on the evidence base.

MILESTONES

Where we are today

- MVP built.
- Paying pilot customers.
- Product validation underway.

Next milestones

- Public launch.
- Scientific pilot study.
- Break-even.
- DACH expansion.

THE CHALLENGES & RISKS

We know what we still have to prove – and we're building the company around it.

Four biggest challenges

Proving impact scientifically

Our core claim is behavior change –
it has to hold up under scrutiny in the pilot study.

Behavior change takes time

Adoption and transfer happen over weeks and months –
not after a single workshop or AI session.

Selling into regulated organizations

Data sovereignty, works councils and procurement
extend enterprise sales cycles in DACH.

AI is evolving faster than the market

Foundation models keep improving – our edge has to stay
the learning architecture and evidence, not the model.

HOW WE HANDLE RISK

We reduce product, market and evidence risk in parallel:
pilot customers, scientific evaluation and go-to-market run in parallel.

THE TEAM

Three founders and an advisory board that knows the market.



Dr. Roland Wolfig, MBA

CEO · Product Vision & Sales

PhD Computer Science (TU Vienna) • MBA Entrepreneurship (HEC Montréal) • Systemic organisational developer • Founder and Managing Director of BEYA Consulting.



Alexander Meixner, MSc

CTO · Software & AI Development

Full-stack SW & AI engineer • Knowledge graphs & multi-agent systems • Lead developer of the platform and prototype with 200+ test users.



Sebastian Berger, MBA

COO · Operations, Finance & Compliance

Agile programme and operations lead • Finance, compliance & public sector experience • EdTech Austria Fellow and Certified AI Competence Expert.

ADVISORY BOARD

Prof. Dr. Lukas Zenk

Scientific evaluation.

Christoph Wenna, MSc

Impact & growth strategy.

Dr. Harald Stadlbauer

EdTech partnerships & scaling.

THE ASK

We're looking for the partner for the evidence phase.

Product built. First paying pilot customers onboard. Now we fund the proof – and the market launch.

We're raising €300,000

to fund our public launch, complete the impact study, and finance the runway to break-even.

We are looking for a strategic business angel with experience in B2B SaaS, HR, or education who wants to help build an evidence-based European learning company for the long term.

OUR MOAT

Our moat is evidence.

A study cannot be accelerated – but it creates a competitive advantage that cannot be copied.

THANK YOU

We believe the future of work should be learnable.

Every person deserves access to the knowledge, practice and guidance
that help them grow through change.



Roland Wolfig
Margaretenstraße 95/32, 1050 Wien
+43 676 4470825
roland.wolfig@tabularasa.ai