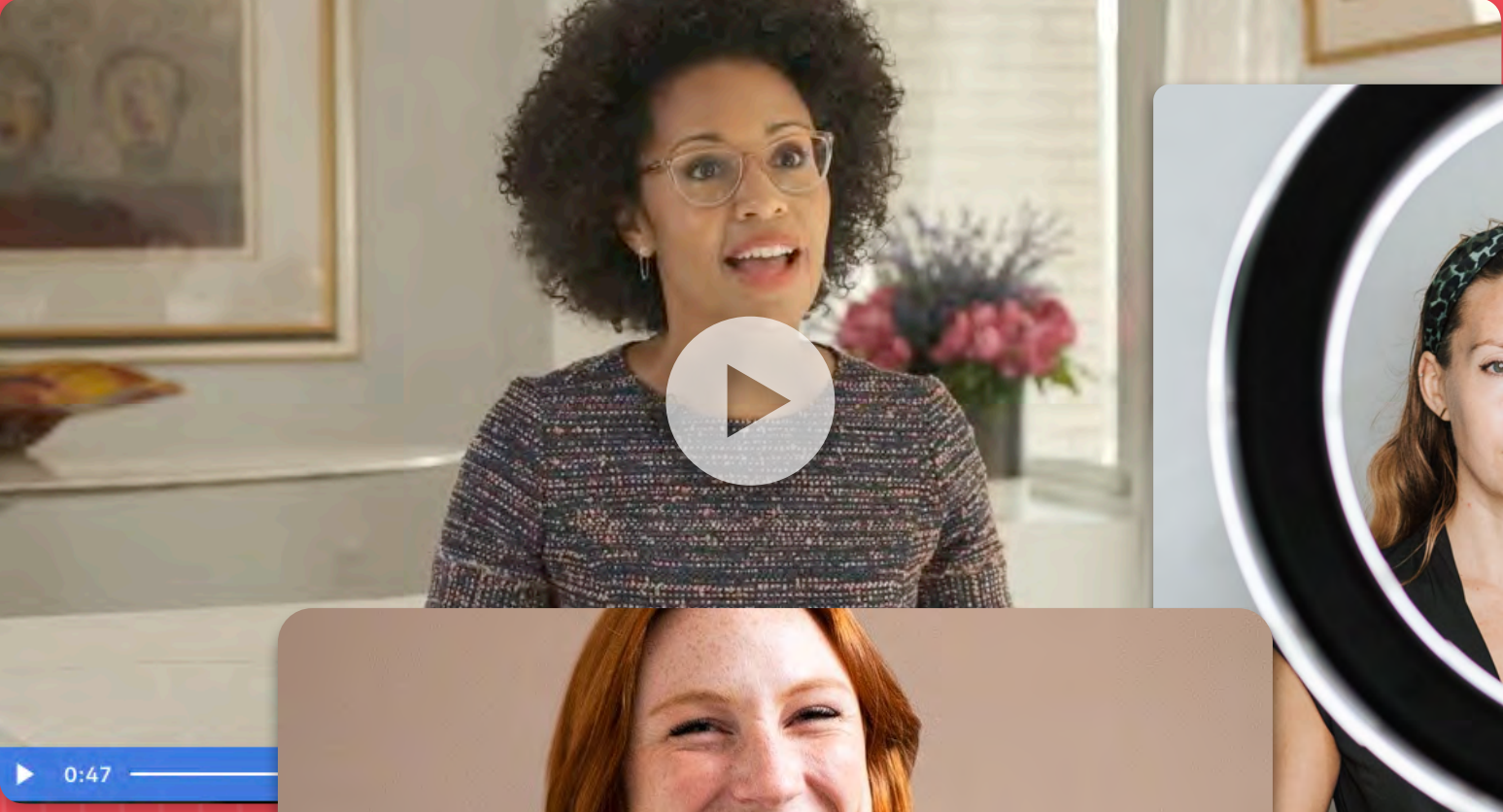


gen|connect|U

Delivering Certified Confidence

Media Kit - 2023





Who is genconnectU?

genconnectU is a digital learning and development company that connects global audiences to top experts through on-demand learning.

Headquartered in Dublin and NYC, gcU is backed by Enterprise Ireland and its high potential start-up programme.

gcU was born to support consumers and corporate partners alike to strengthen the soft skills of female talent. By gaining access and learning from amazing experts in a group, individual or virtual setting, women around the world can advance their careers and reap the rewards of L&D.

We deliver certified confidence daily as our learners are entertained, educated and enlightened by the world's brightest talent.

Our Founder

Founded in New York in 2017 by Nancy Spears, genconnectU was built with the purpose of empowering women in order to reshape the gender imbalance within the workforce.

gcU's library of 3,000+ experts across 12 categories, has allowed the business to quickly gain traction globally. A successful partnership agreement with Linked-In to power their **Linked-in learning** programme with our course content was fostered in 2019. Today, gcU has over 10,000 expert led video lessons and growing!

Nancy's vision for the company is to create and distribute e-learning products for consumers, platforms and companies globally to help the millions of women around the world that are seeking ways to improve, upskill and empower their lives!





What is genconnectU?

- **125+ on-demand** and in-depth video courses with global experts spanning across 12 categories, including Leadership, Business, Career, DEI&B and Wellness.
- **E-Learning Video Courses with Tools of engagement** (platform can be accessed from any device at anytime)
- **Reflective Assessments** – everything we do is rooted in actionable takeaways. We provide engaging tools and content that our community can put to use
- **Credentials:** Courses have valuable and recognized credentials including CPD credits and university ratings.
- **GCU Speaks** – our very own speakers bureau with access to our library of 3,000+ experts
- **Live Series** – weekly live streams with top experts

What can we help companies achieve?

- **Recruit** – Attract more ambitious, highly sought after female talent into your company by demonstrating your commitment to supporting and empowering women.
- **Retain** – Development is key to retention, with **93% of employees stating they would stay at a company longer if it invested in their career** *source Forbes
- **Upskill** – with **more than 2 in 3 women planning to invest in upskilling themselves**, we help companies make the vital investments in helping them
- **Amplify gender and DEI&B initiatives** – drive diversity, gender balance and promote purpose and well-being





We Empower Because it Matters

- Learning and Up-skilling is one of the kindest things you can do for yourself and/or your employees
- Gaining new skills and learning enhances mental awareness!
- Our courses promote and create connections through networking within our learning community
- L&D delivers the greatest ROI!



Inclusive Learning and Development Promotes Confidence & Community

genconnectU's courses have been specifically created to appeal to a wide range of people from every background

Course content spans across Business, Leadership, Career, Personal Development, Health & Wellbeing, Financial wellness, hybrid working skills and DEI&B.

Subscriptions are priced at \$19.99 per month or ala carte for non-subscribers at \$97 per course



Meet a few of our Experts

Tina Staley // Gopi Kallayil // Fran Hauser // Guy Kawasaki //
Amanda Slavin // Dr. Jay Kumar //



Kindness in Action

Tina Staley

// Founder, Pathfinders



Resilience & Happiness Post Pandemic

Gopi Kallayil

// Chief Evangelist, Brand Marketing - Google



Leading with Kindness & Strength

Fran Hauser

// Author



Stories & Inspiration for how to be remarkable

Guy Kawasaki

// Chief Evangelist, Canva



Profound Leadership Practices to Awaken the Best in You!

Amanda Slavin

// Founder & CEO, CatalystCreative



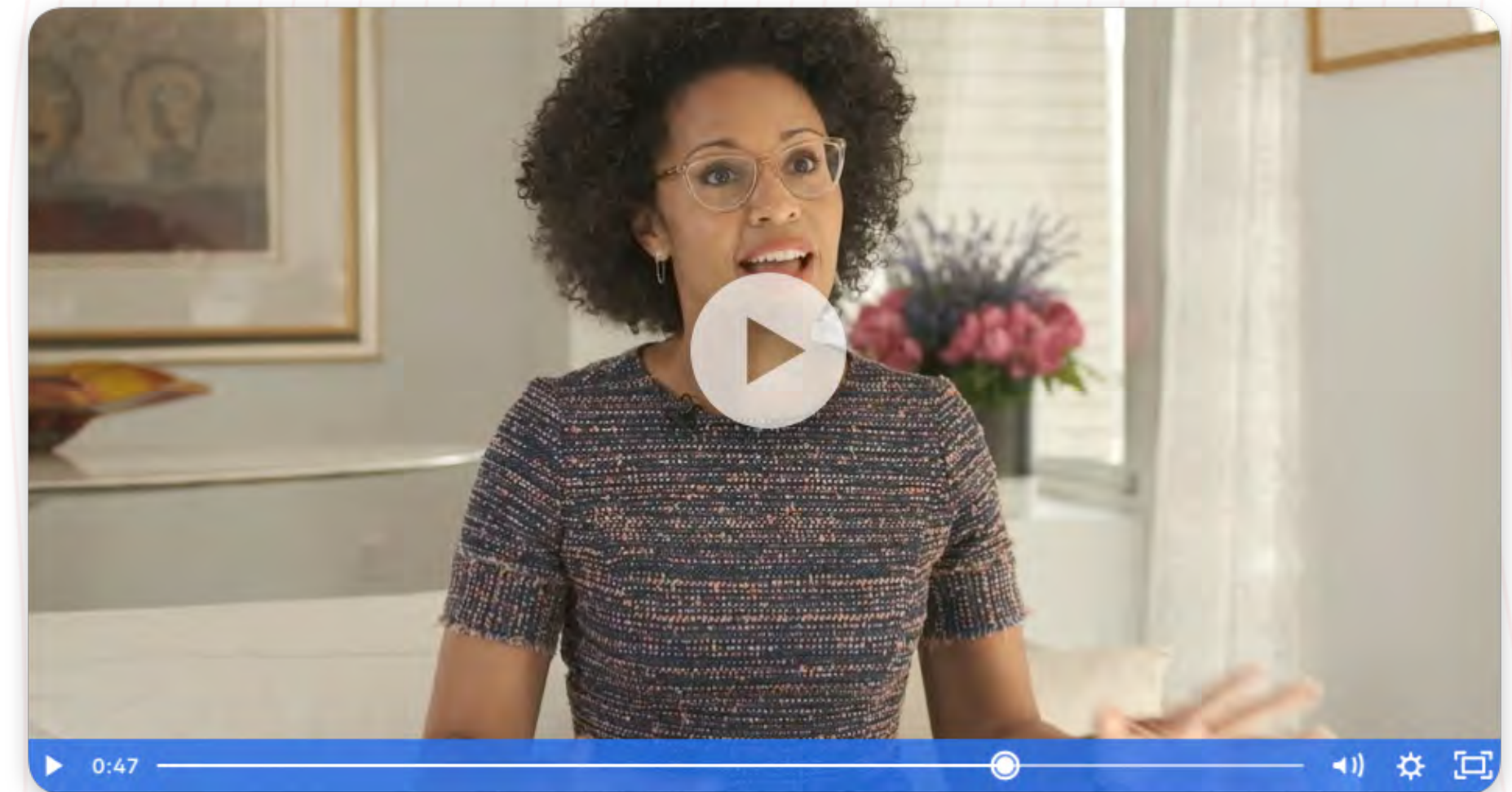
3 Steps to Invest in Mental Well-Being at Work - Ready, Resilient, Reflective

Dr. Jay Kumar

// Co-Founder, Applied Brain Science Research Institute (ABSRI)

gcU eLearning Video Courses are Designed to:

- Cultivate confidence & mental wellness at work
- Strengthen engagement with personal goals
- Reward with credentials – customized for companies
- Grow individual entrepreneurial spirit
- Engage and strengthen corporate community
- Sample video content available upon request

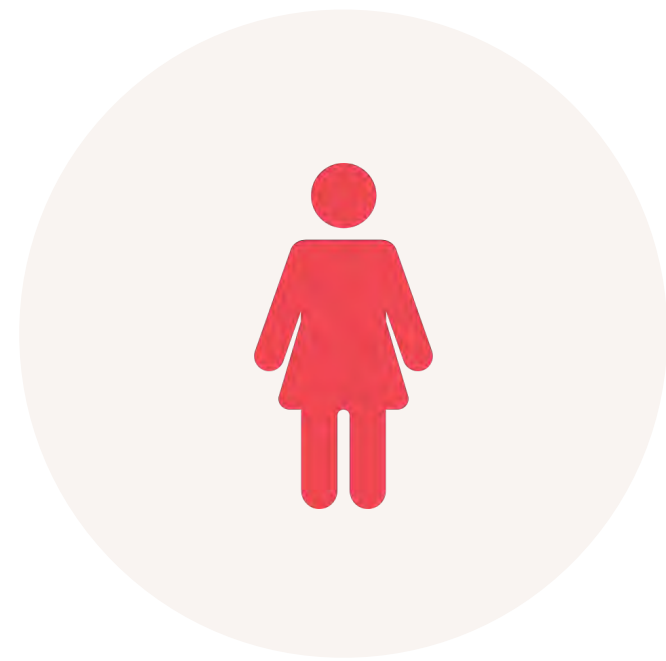




Demographics

- Millennials – starting out in the working world
- 25 – 50 years interested in up-skilling and education to advance careers
- Returners - looking at coming back into the workplace or changing industry
- Global focused on cross-cultural team building

Our gcU community at a glance



Age

18-24: 15%
25-34: 45%
35-44: 28%
45-54: 12%



Location

USA: 71%
UK: 10%
IRE: 9%
ROW: 10%



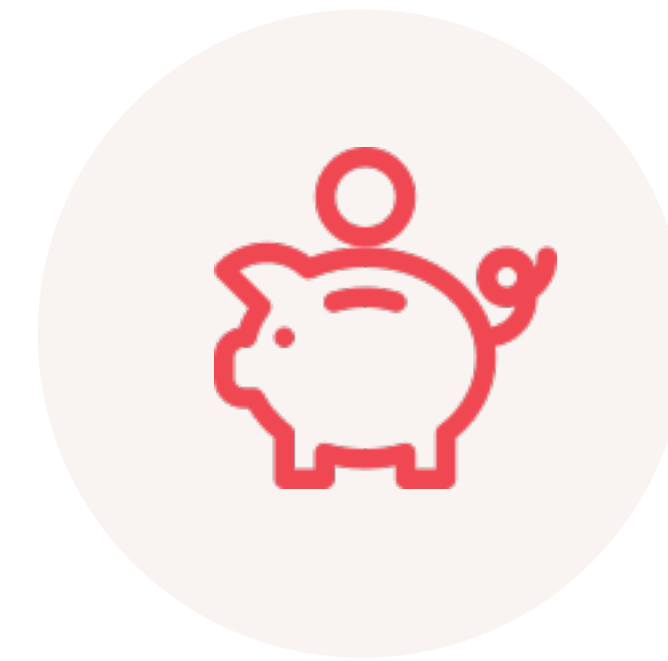
Engagement

03:47 avg.
digital dwell time



Professional Demographic

40% Middle Managers
35% Director
13% CEO/Chair
12% Entrepreneurs & Founders



Household Income

5% <\$49k
20% \$50k-\$99k
45% \$100k - \$199k
25% \$200k - \$499k
5% > \$500k

GCU for Business

Tier 1: Subscriptions

- \$199 / year for up to 100 employees
- \$179 / year for 101 - 200 employees
- \$159 / year for 200+ employees
- Includes bonus content & exclusive invitations to live streams with our top experts

Tier 2: GCU Licensing (dependent on bundles)

- Customized Certificates, quizzes & workbooks
- Access to LMS systems to monitor engagement
- Co-Branded Newsletters

Tier 3: GCU Bespoke

- Access to our top experts via **GGU Speaks** at discounted rates for in real life and/or virtual events
- Bespoke filming with top executives from company





Partners

- Linked-In Learning – we provide course content to LI for their global Learning platform, this gets our content in front of 180million LI premium subscribers monthly..
- Born This Way Foundation – Lady Gaga’s not for Profit, we partner with this wonderful organisation to give content around Kindness

**We would love to
make a difference
in your L&D efforts!**

Thank you!



www.genconnectu.com

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