# We are solving the world's problems by harnessing personalised learning

Hive Corporation Limited, 12735078
OneHive At A Time CIC

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# Join us on our mission to upskill 6 million learners by supercharging educational organisations with our cutting-edge personalised learning platform

## #TechForGood

We support charities and NGOs scale up education programmes/ecosystems with our Hive Operating System, co-developed with our clients

## #ImpactFocused

We have developed an impact measurement framework called the BEE Score to measure impact in the educational NGO world.

## #ScalableTech

Co-developing key features to solve real world operational problems, positively empowering ~25,000 beneficiaries.

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# Theory of Change

Charities deliver critical social initiatives on a global scale...

but, the shortage of funding for charities result in skeleton teams.

Tech platforms can automate workflows and impact reporting.

Charities need to be more data centric, using tech for good.

Making OneHive a clear, viable solution to their challenges...

reprioritising teams' focus away from admin and to impact.

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# The UK opportunity before expanding

**30%**
Say their systems and data are poor or non-existent

**75%**
See digital as a medium or high priority

**62%**
Are excited about the potential to use tech increase impact

**Charity Digital Skills 2025** report highlighted that **charities need** and **want** tech solutions to help them **do more with less.**

**49%** of the charities in the UK are **"Education/Training"** based, **delivering ~£8.3 billion**-worth of public services a year, of which **£1.7-8.5bn billion is spent** on overheads and IT infrastructure.*

**84,155**
Educational Charities in UK
(Charities Commission)

**£87bn**
Expenditure for charities in UK
(Civil Society Media)

**£17bn**
Public service delivered in UK
(Charity Finance Group)

**~20%**
Expenditure on overheads & IT
(CASS Business School)

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* the data does not include the 32,500 Community Interest Companies

# A BeeHive of Collaboration

Our people are core to what we do. co-founders, Rushab and Bapi brought in Naveed to bring the vision to life with his team of developers. Michaela enables us to quantifying everything, and ensuring that as Preet drives market growth, we keep impact at our core. All the while, Reeya ensures customer success for each of our clients and their Hive.

Find out more about our team and NED Board at https://onehive.ai/team

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# One system to connect them all

OneHive enables **live**, **pre-recorded**, **engaging, gamified** and **commercial** education without the need for multiple software:

KAJABI eventbrite

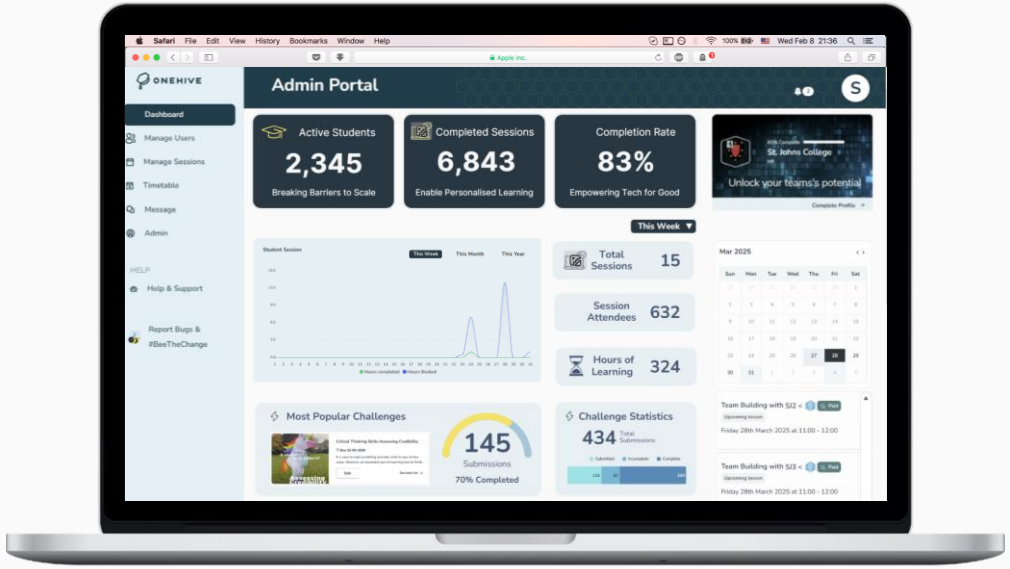
WhatsApp Calendly

Excel Typeform

moodle zoom

stripe vimeo

**Functionality in One[simple]Hive**



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# Supporting 25,000+ end users with...

# Driving £134k Organic Revenue

We ensure the solution is fit for purpose and charge a **launch** fee of £10k per organisation followed by user-based **subscription** fee.

**Launch**
Consultancy to understand current processes, perform a gap assessment and implement OneHive

+

**Subscribe**
Ongoing license fee to maintain and enhance the system in line with our product roadmap

**£10k***
One-Off Fee

**Monthly Fee**

Amplify
**£1k**
Up to 1,500 users

Catalyst
**£0.5k**
Up to 500 users

Horizon
**£2.5k**
Up to 5,000 users

Summit
**TBC**
5,000+ users

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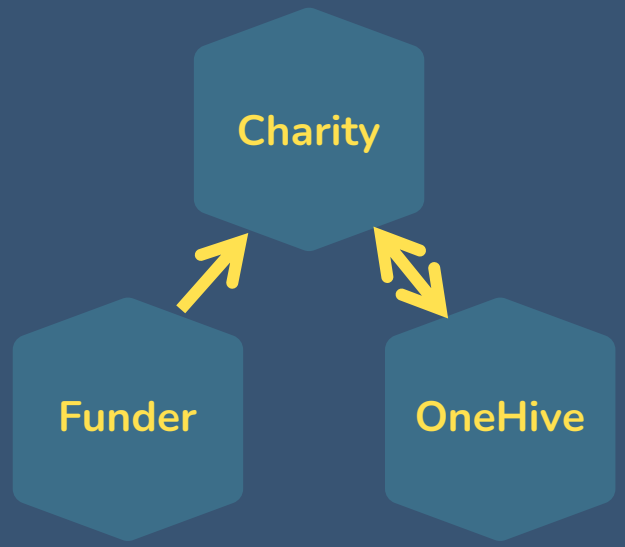
* This fee is variable based on requirements and can be discounted as a cost of acquisition

# Unlocking Impact With Funding

| 8.8% | 84 | £20.7k | £769k | 12 |
|---|---|---|---|---|
| Conversion Rate | Avg Days to Close | Avg Order Value | Pipeline Size | Live Clients |




*76% of our prospects cited "funding" as a barrier to adoption.*

*68% of our prospects are happy to pay the monthly subscription.*

**9 charities** are currently **seeking funding** to deploy OneHive, resulting in us positively impacting **133,400+ beneficiaries** and generating **£252k ACV**

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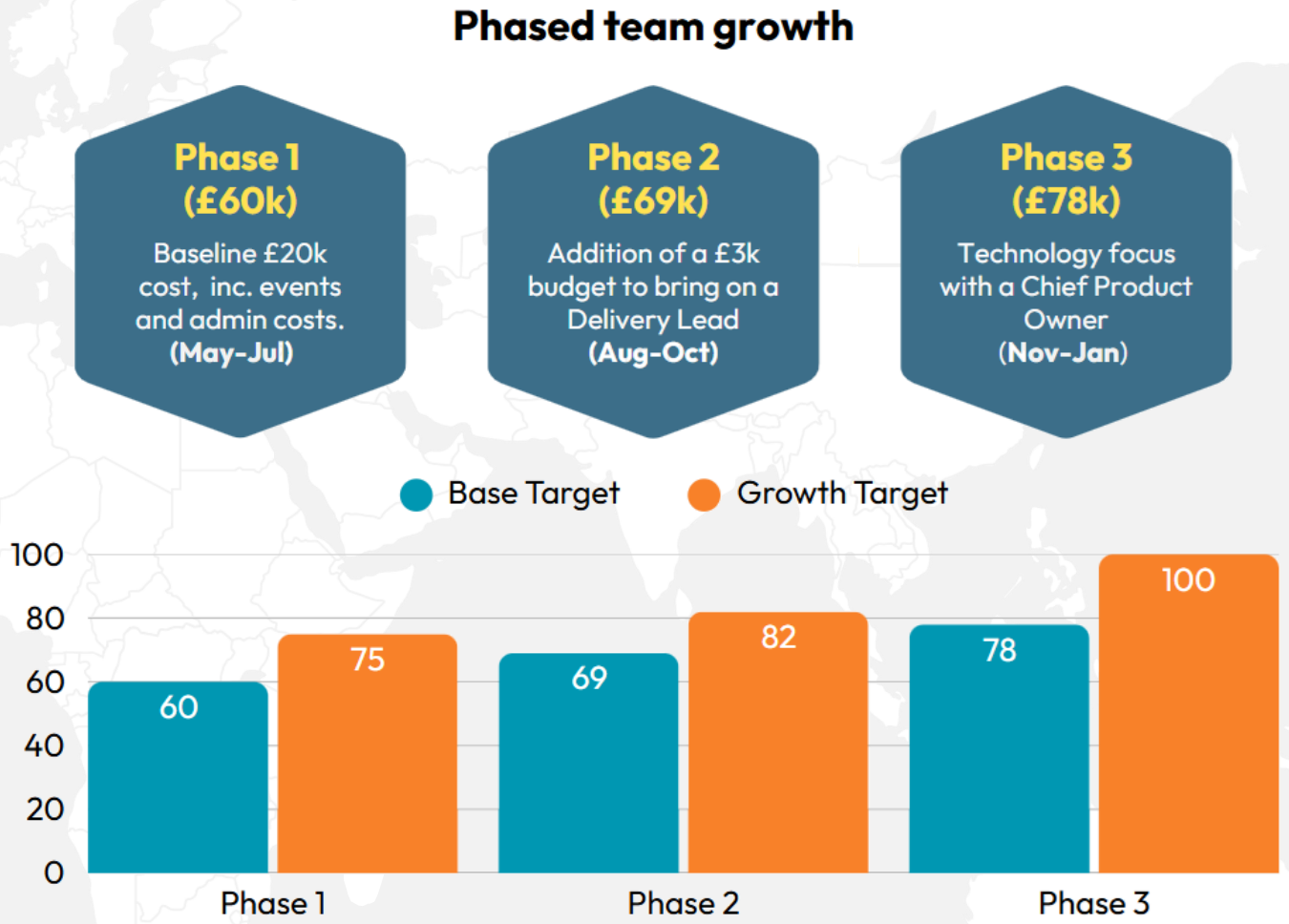
**Removing the implementation fee will scale our impact.**

# A Phased Revenue & Resource Plan

The forward planning is being done in 3-month blocks as that's the length of time taken to close a deal.

Keeping consistent with the sales approach, the Assess and Launch phase gives us cashflow whilst subscription provides longevity.

Assuming we only work with larger clients (£1.5k MRR), in 9 months time, OneHive has built a £19.5k MRR.

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# Our Funding Requirement

OneHive is a **revenue generating tech start up**, delivering a huge amount of impact with minimal resources.

Our vision is to make **systemic change** through tech for good and have therefore set up both a Ltd and CIC entity.

The capital would enable us to **support** grassroots organisations, **fortify** our team and **enhance** the platform to **remove the barriers** for charities to implement OneHive.

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* Share options to be used to offset the salary cost

# Let’s build the future of learning together by unlocking the potential of programmes OneHive at a time


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UCL Edtech Labs

uk.ai

TOMORROW'S ENGINEERS CODE

UKRI Innovate UK

Talent & Skills Connect

The Workforce Digital Skills Charter future.now

# Appendix

- Our Journey
- Market Deep Dive
- Bee Score
- System Features
- Case Studies

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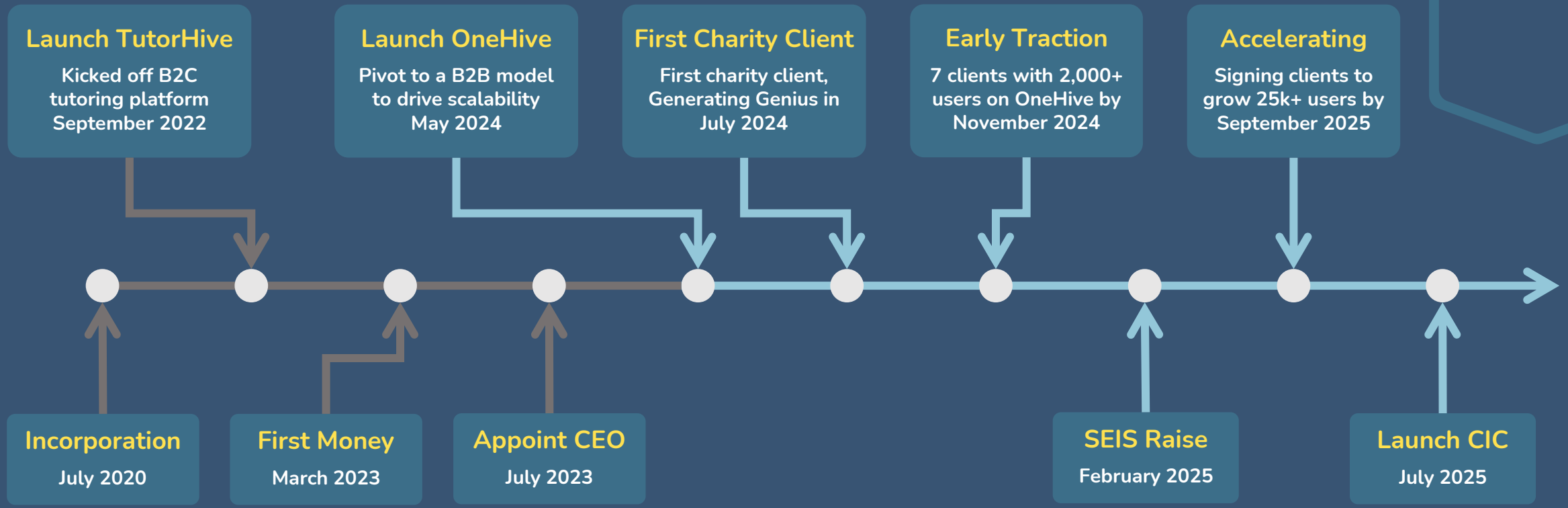
# Our Journey

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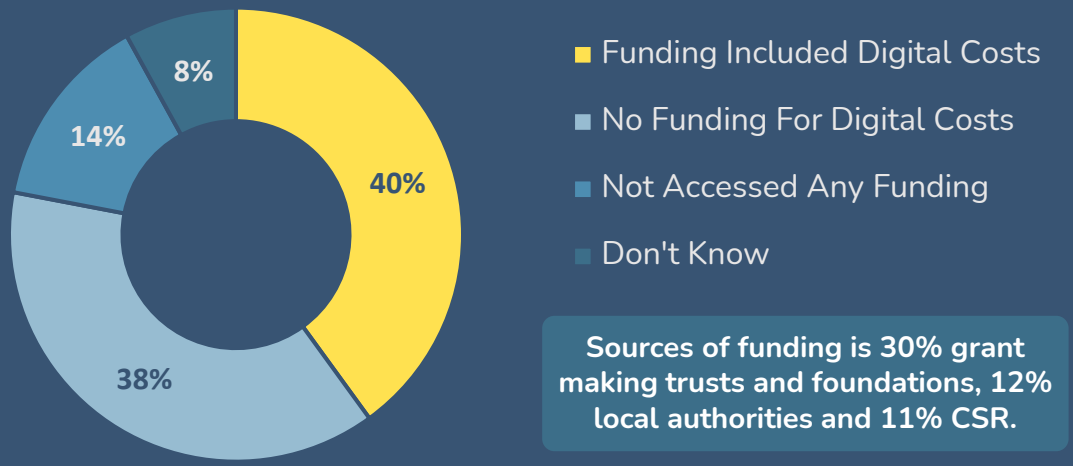
# Market Forces Deep Dive

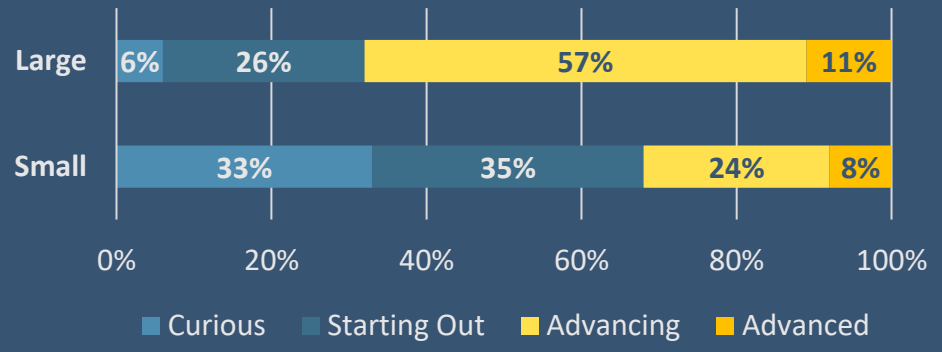
**50%** of the charities researched in the **Charity Digital Skills** were part of our core target audience, **31%** have a have an annual **income >£1m**

## More charities are receiving funding to include digital costs in the last 12 months




**Sources of funding is 30% grant making trusts and foundations, 12% local authorities and 11% CSR.**

## Large charities are advancing their digital development strategies




**Funding challenges force charities to adopt tech to increase productivity, giving funders the business case versus hiring additional staff (~£30k)**

PROSPECTS

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**With funders willing to invest in digital solutions that charities need... OneHive is perfectly timed to enter and disrupt the TechForGood market**

# Driving measurable impact

Backed by industry and academia, OneHive has developed a unique methodology to maximise learning success – ***"The BEE Score™"***.

**B**

**"Breaking Barriers to Scale"**

Reduce admin burdens by **80%**

**E**

**"Enabling personalised learning"**

Improve learner engagement by **75%**

**E**

**"Empowering Tech for Good"**

Improve technology maturity by **40%**

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*Note: Improvements are derived from baseline assessment of a wide range of organisations*

# Key features within the flexible OneHive ecosystem

**Online Content**

Course Builder
Video, Audio & Document Upload
Integrate Open-Source Content
Content Tagging & Allocation

**Administration**

Custom Branding
Payment Gateway & Invoicing
Analytics Dashboard
Sub-Hives

**Live Delivery**

1:1, Group & Webinars Sessions
Booking Management
Availability Management
Session Recording
Auto-Matching
360-degree feedback

**Experiential Learning**

Challenges Creation
Quizzes
Gamification
Leaderboards
Rewards
Achievement Dashboard

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# Designed to connect complex ecosystems

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# Analytics & Insights

**We believe that driving actionable insights based on data is key to scale.**

We are developing an enhanced dashboard that gives an organisation the key insights into the utilisation and behaviour of its users.

Great care has been taken to ensure it is user friendly and easy to understand through clear graphics.

The development of the analytics module can be tailored to the needs of an organisation to maximise the desired benefit.

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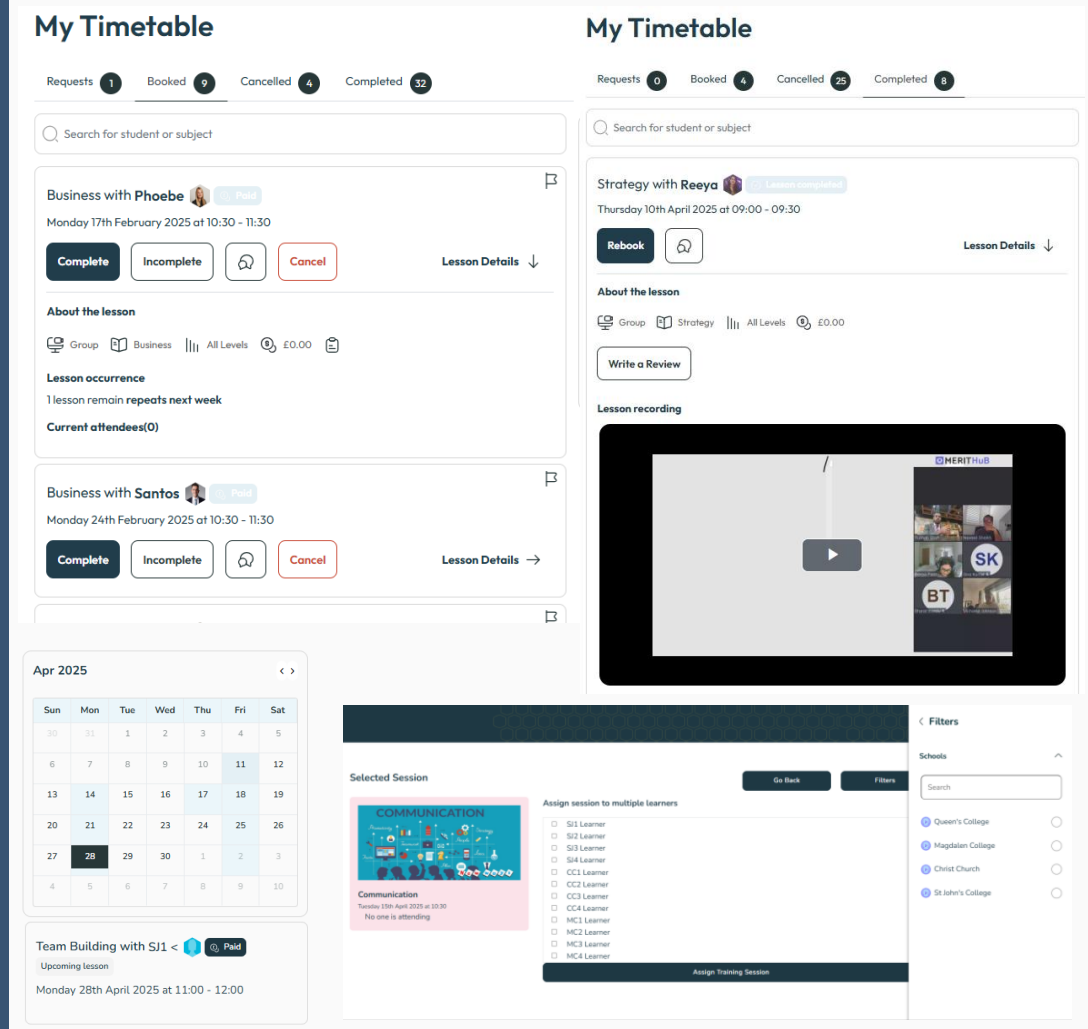
# Structured Timetable

## Visibility of what, when and who is paramount to coordination.

The OneHive system has the ability to set up, manage, assign learners and tag the completion status of a live session. In doing so, all the upcoming scheduled sessions are visible through a simple calendar interface.

If enabled, the recording of the session can also be made available to be reviewed by the mentor, mentee and administrator.

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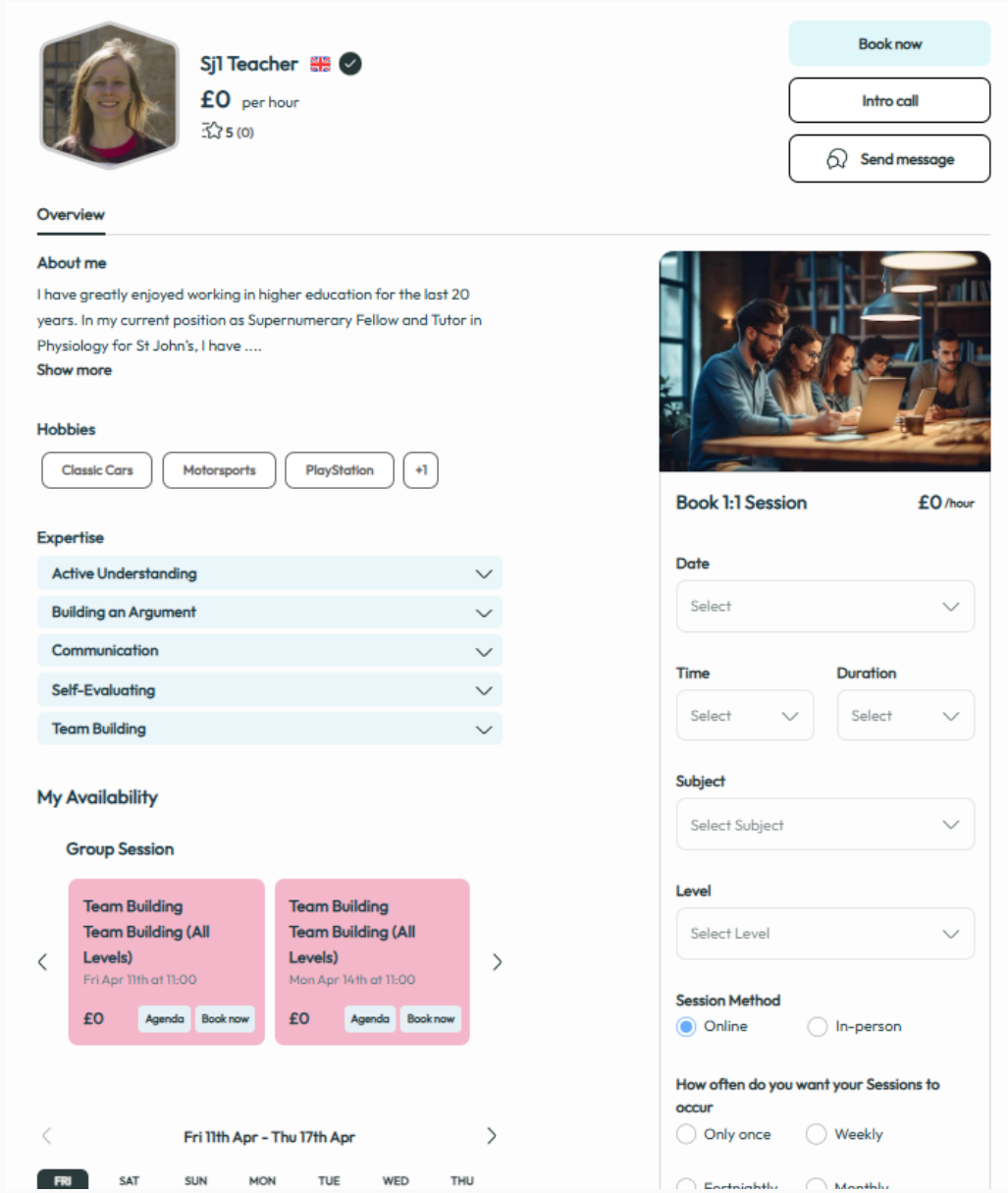
# User Profiles

## Making profiles pages more engaging and visible to users.

The system enables a user profile information to be showcased in a more visual way. This allows key information to be shared, along with additional functionality such as booking into sessions.

This profile structure can be enhanced to allow a user to view certain key information about other users they are engaging with.

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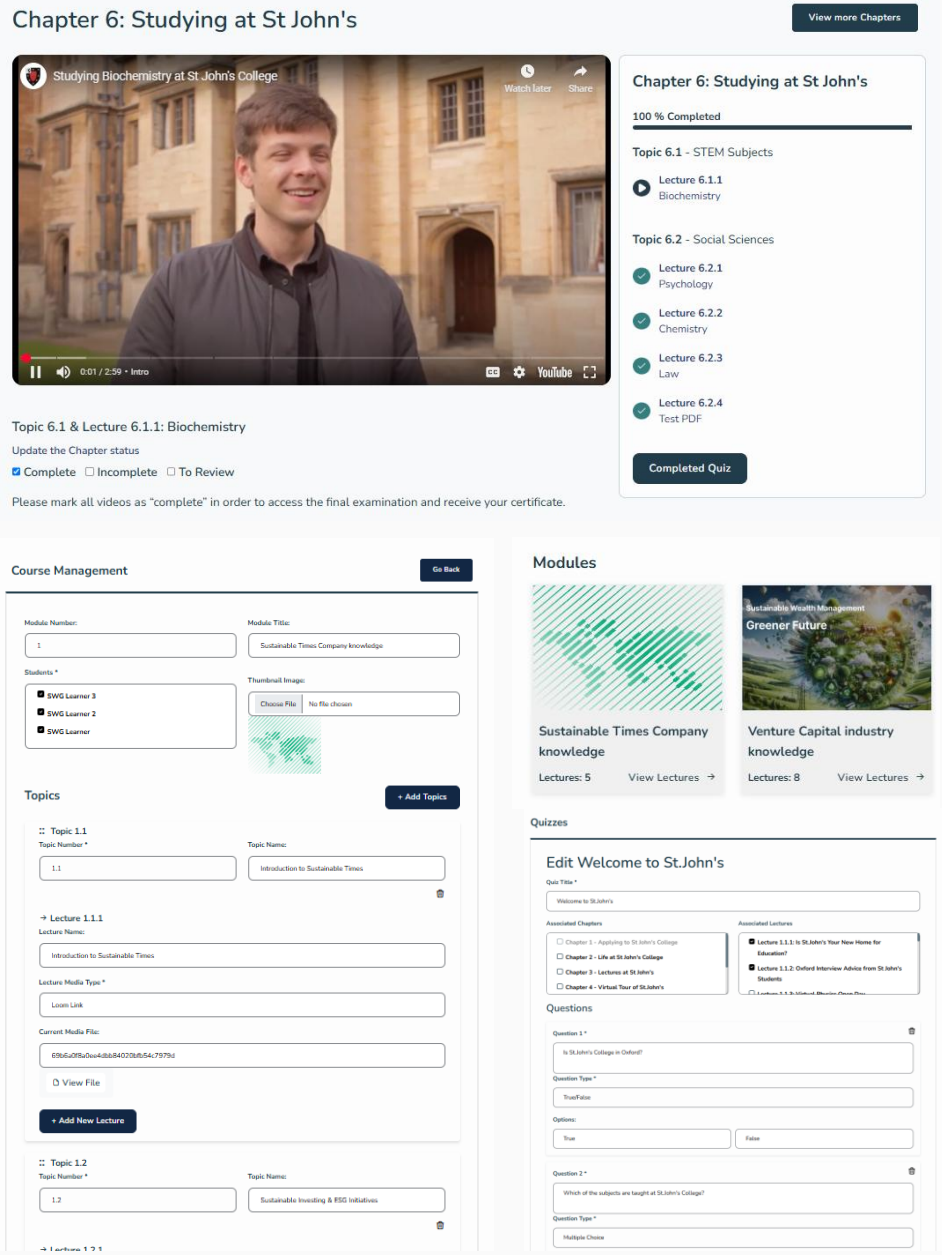
# Resource Hubs

## Housing and making content available to certain user groups.

The system allows you to upload key videos or paste YouTube / Vimeo links, along with upload PDF's into the system.

The content for a Module can be refreshed easily, and additional quizzes can be applied to a particular Module, Chapter or Lecture to ensure the learning is embedded.

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# Mentoring 6,000 students over the next 3 years

*"Working with the OneHive team has enabled us to scale up our capability and capacity, enabling the Junior Genius proposition to support students all across the country."*

***– Zindzi Sewell, Programmes & Partnership Lead***

## Breaking Barriers to Scale

Enabled a London based team to engage students and mentors all across the country through 13 schools

## Enabling Personalised Learning

Auto-recommending the best mentor for a student, streamlines allocation and improves student engagement

## Empowering Tech for Good

The system brought Generating Genius' vision to life, enabling them to build a plan to reach 6,000 students

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GENERATING GENIUS

**Deployed in schools in these academy trusts**

United Learning – The best in everyone™

Ark

Students First – OUTWOOD GRANGE ACADEMIES TRUST – 2009–2024

ALDRIDGE EDUCATION

Sapientia EDUCATION TRUST

Minerva Learning Trust

# Driving operational resilience to tutor 1,000 foster care kids

*"The OneHive team took the time to understand our operational model and challenges to scale, and have integrated their system to help us scale our impact"*

***– Olivia Mead, Head of Regions: South and London***

## Breaking Barriers to Scale

Reduced admin with automation, making the system self-serve to maximise efficiency and staff resources

## Enabling Personalised Learning

Provide actionable insights to help prioritise which users need support based on key attributes

## Empowering Tech for Good

The system enables Tutors United to increase and measure their impact without growing headcount

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TUTORS UNITED

**Some of the housing agencies Tutors United support**

CLARION HOUSING GROUP · L&Q · Peabody · Notting Hill Genesis

# Tailoring a tech skills bootcamp for teenagers based on data

*"With help and support of OneHive, YBF has been able to provide and open the world of digital learning to a wider audience by tailoring the programme to the students' interest."*

***– Chris Murray, CEO, Young Brent Foundation***

## Breaking Barriers to Scale

Maximising participation with a simple sign up process and auto-reminders of sessions to ensure attendance

## Enabling Personalised Learning

Using the data of the students to combine common interests with digital skills to create an engaging bootcamp

## Empowering Tech for Good

The system set a benchmark of best practice which is now deployed across other programmes they run

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Young Brent Foundation

## Delivery by corporate partners

pwc · HSBC Innovation Banking · sky · bae HQ · eric group REFURBISHMENT & FIT-OUT · Cybercy · BLOCKCHAIN SENSEI · beatsora