MASTER
LEADERSHIP FRAMEWORK™

MASTER CONSULTING · INVESTOR DECK · 2025

MASTER Consulting

Leadership and human capital, measured and developed — research-based, built in the UAE for the GCC.

FOUNDER'S 18-YEAR TRACK RECORD · PREVIOUS WORK

50+	1,000+	4,000+	$14M+
programmes / systems	professionals trained	students trained	facilitated · Series A

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We start with the biggest problem: leadership

$8.9 trillion — the estimated annual cost of poor leadership and disengagement. A mis-placed leader costs well over 1.5–2× salary. Leadership & human-capital misplacement is the core failure — MASTER™ fixes it for about **1% of a company's annual cost.**

Companies

90% report skill shortages; costly mis-hires; need structured pipelines, lower cost & stress.

Universities

Slow to adapt; programmes misaligned with the market; pressure for impact and innovation.

Students

Curricula lag the labour market; weak employability; delayed graduation-to-work.

Professionals & entrepreneurs

Need to grow leadership & market-aligned skills; limited access to ecosystems.

One research-based ecosystem

Research-based solutions built on 18+ years of expertise and proprietary systems — the 3E Series, ODIE™, Align™ and SPIRAL/COE — delivered through MASTER™ and GCC United. We make agency-grade methods lean: the effectiveness of large, pricey consultancies at ~1% of a company's annual cost.

Measure

MASTER Leadership Inventory™ (88/120/242) and psychometrics — leadership made visible for individuals, cohorts and organisations.

Develop

Triple-accredited learning, CPD programmes, the Align™ system and 360° solutions — insight turned into behaviour change.

Connect

GCC United — university transformation, HE–industry cooperation, recruitment and workforce intelligence.

Certification on demand across three continents

Adapted, personalised training systems carry KHDA (UAE) · CPD (UK) · EAHEA (EU) accreditation — recognised at home and abroad, including for higher-education institutions and academic staff. Align™ is a separate wellbeing & human-potential system for companies and professionals.

A platform for each audience — revenue-ready now

Platform	Audience	Business model	Status
MASTER 242™	Companies	Organisational blueprint — per-seat, cohort & enterprise	**Live**
MASTER 120™	Professionals	Individual report + subscription (masterleading.pro)	**Live**
MASTER 88™	Students	Entry assessment — volume via universities	**Live**
MASTER 242™ — Investor edition	VCs · family offices · incubators	Founding-team leadership due diligence — assess potential & guide before investing	**Live**
GCC United — ITL	Universities	Cohort programmes — $150k / cohort	**Ready now**
Academic programmes & setup	Universities & training ctrs	BBA / MBA · short courses · org setup · int'l HE & training-centre certification	**Now**
Career & learning platform · psychometrics	Students & pros	Career consulting, learning & university connect · SaaS	Year 1
Align™ — separate system	Companies & pros	Wellbeing & human-potential — unlock potential, authenticity	In dev
Consulting · recruitment	Companies & univ.	Project / retainer / % of hire	**Now**

MASTER™ starts with evaluation and organisational research, then behavioural training, consulting and academic programmes — from short courses to BBA/MBA — plus organisational setups and international certification for HE and training centres in the region. Core targets: companies and universities, reaching their students and professionals.

A multi-billion market, sized by problem

Problem we fix	Annual loss	Global (TAM)	GCC market · growth	Our target (SOM)
Leadership & human-capital misplacement	$8.9T/yr	~$60B	~$1.5B · +10%/yr	~$2M+ by Yr 3–5
Skills gap & upskilling / reskilling	90% short	~$360B	$1.4B→$2.6B · +9%/yr	~$1M+
University–industry misalignment	~$8.5T/yr (2030)	~$400B+	~$3B · +15%/yr	~$1.7M · ~0.06% share
Recruitment inefficiency	Wrong hire ≈ 2×	~$35B	~$0.7B · +11%/yr	~$0.5M · ~0.07% share

OUR SHARE — HEADROOM

We target ~0.1% of the ~$5B+ GCC regional market by Years 3–5 (~$5.5M) and a <0.01% share of the global market. We win by depth, not scale.

MAIN FOCUS — ORGANIZATIONS

Organizations (companies) first, then universities, professionals and B2G over time; UAE & GCC primary, EU secondary. Aligned with We the UAE 2031, the UAE Digital Economy Strategy and GCC strategies.

Diversified revenue, priced across segments

Segment	Service	Indicative pricing
Companies	Training & coaching, international certification	$5,000+ per person
Companies	Recruitment & talent strategy · transformation consulting	20–30% per hire · $10k–$400k
Investors & incubators	Founding-team leadership due diligence (MASTER 242™) — assess & guide before investing	per team / cohort · portfolio retainer
Universities	GCC United — Intl Teaching & Leadership (ready now)	$150k / cohort
Universities	Academic-staff training · co-branded programmes	$5k+/person · $50k–$400k
Students	Platform + psychometrics + courses & certification	$200–$350/yr · $350–$2,700/course
Professionals / entrepreneurs	Individual reports, coaching · business incubator & acceleration	subscription · $8k–$40k · cohort

Proprietary digital platforms (in build): career consulting, learning & university connect · psychometrics · the Align™ wellbeing system · recruitment — plus an ancillary digital corporate-gifts line.

MODEL

B2B companies · B2B2C universities → teachers & students · B2C professionals. Lean land-and-grow: a first assessment opens org-wide cohorts, learning and reassessment.

AUXILIARY (NON-CORE)

China VC cooperation

Cooperation with a Chinese VC to identify foreign & GCC investors for Chinese companies — additional Year-1 revenue.

MASTER™ vs the assessment incumbents

These five are competitors for our leadership assessment (MASTER™). Competitors across our other platforms — learning, recruitment, Align™, university transformation — are in the appendix.

Competitor	Their advantages	Their target	Where MASTER™ wins
Mercer	Global HR consulting — pay, benefits, analytics; scale & brand	Large enterprises & multinationals	Measured, developed AND certified in one loop; ~1% of cost; triple-accredited; GCC-built
Korn Ferry	Leadership consulting, executive search, KF assessments	Large enterprises; executive hiring	Proprietary research-based frameworks + accredited certification + 5-min/day platform, far leaner
MBTI (Myers-Briggs)	Known personality typology; simple, popular	Broad — companies, teams, coaches	Leadership-specific, evidence-based — a mirror & map tied to action, not a label; cohort & org views
Gallup / CliftonStrengths	Engagement research & strengths; huge dataset	Enterprises & managers	Full leadership architecture + development + recruitment + wellbeing (Align™), integrated & regional
Hogan Assessments	Validated selection & derailment science	Enterprises; selection & leadership dev	End-to-end assess→develop→recruit→certify with behavioural change; accredited, affordable, GCC-built

Real proof, built before the raise

Products live

MASTER 88 / 120 / 242 launched 18 August — now onboarding; targeting universities via partnerships and a MASTER 88 for students.

GCC United — ready now

International Teaching & Leadership for universities — CPD-certified, piloted and ready ($150k/cohort). Piloted on 2 HE cohorts in China: Guangzhou (2d) + Haikou (10d), strong results.

Swiss BBA

A complete BBA built for a Swiss institute — Swiss VET-HE competency framework, ECTS & US credits.

Audience

ODIE™ Series on LinkedIn → 450 subscribers; Instagram live, YouTube next.

Pipeline

In negotiation with founders and investors (new ventures / market entry) and enrolling universities & companies for MASTER cohorts.

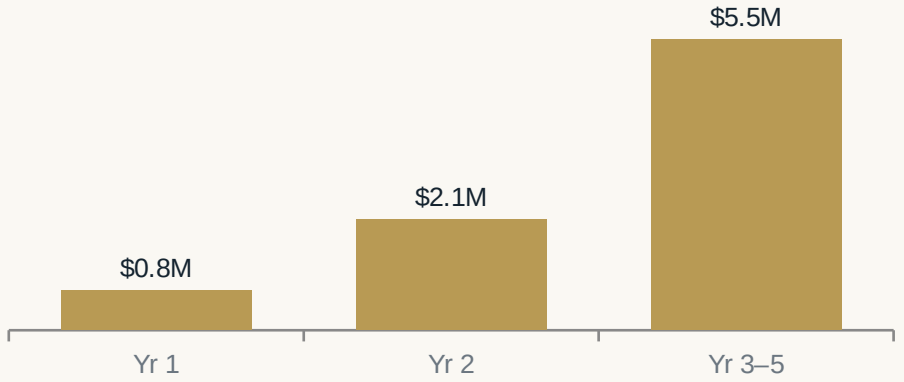
Partners

MBK Talent (Qatar) · Zega Software (Romania) · a Chinese company (investment + Sanya college).

Revenue, scenarios and a lean base

Annual revenue (USD)	Conserv.	Base	Optim.
Year 1	$0.49M	$0.75M	$1.3M
Years 2–3	$1.5M	$2.1M	$3.0M
Years 3–5 (proj.)	$4.0M	$5.5M	$7.0M

Total revenue per year (base)



Diversified by segment

Year 1 → Yr 3–5 (base): Companies $0.45M→$3.2M · Universities $0.20M→$1.7M · Students $0.06M→$0.35M · Professionals $0.04M→$0.25M. (Segment charts in appendix.)

Lean, bootstrapped Year 1

~$450k Year-1 spend, fully covered by the raise — team 45%, product & platform 24%, marketing 13%, the rest legal/accreditation/ops. We bootstrap at maximum and reinvest early revenue.

Built by one practitioner — ready to scale

ET

Dr. Elena Simona Tomozii

Work & Organisational Psychologist · NLP Master Practitioner · Life Coach · Researcher · Associate Professor · International HE Program Director

18+ years across higher education and industry in the EU, China and the GCC. She builds from scratch — human-centred systems, businesses and educational institutions, from competency frameworks and SaaS to companies and full degree programmes. Every framework here was designed, tested and delivered by one practitioner — the proof of concept. With the right team and funding, a multi-year build accelerates into months.

PREVIOUS WORK RESULTS · FOUNDER'S 18-YEAR TRACK RECORD (PRIOR TO MASTER CONSULTING)

50+	1,000+	4,000+	$14M+
competency-based programmes / systems	professionals trained	students trained	facilitated · Series A

The $14M+ *was facilitated in* ***Series A funding for an EdTech company and an AI-manufacturing company*** *— evidence of the founder's ability to build, validate and attract capital, now consolidated into MASTER Consulting.*

Raising $450K to convert a real pipeline

$450K	≤ 15%	$2.5M+
Investment — this round	Equity (maximum)	Valuation (minimum)

USE OF FUNDS

45%	Team & delivery
24%	Product & platform
13%	Marketing & visibility
18%	Legal · accreditation · ops

What we seek in a partner

A commercial co-founder — senior, GCC-based, opens doors and owns revenue; joins on equity.

Investors on the commercial side — an active role and open networks (companies, universities, government/B2G), not just capital.

Vesting — *co-founder and active-investor equity vests over 4 years, with a 1-year cliff.*

From pre-seed to a category leader

NOW · PRE-SEED

$450K raised

≥ $2.5M valuation

Land UAE + EU · MASTER-led onboarding · first customers · sign university MOUs

YEARS 2–3 · SEED

~$2M revenue

$10–15M valuation

Expand across the GCC · GCC United scales · HR & psychometrics platforms mature · recurring SaaS

LONG RUN · SERIES A

Scale-up

$100M+ valuation (target)

Industry–University platform · University 2.0 · new accreditation standard · category leadership

Milestone-driven: each round opens only after the prior stage's revenue and proof points are hit.

Framework + commercialization

The science and the systems are built. We are looking for the commercial firepower to scale them — a co-founder and investors who turn a proven framework into market leadership.

WE BRING — THE FRAMEWORK

The science & the IP

- Proprietary, research-based systems — MASTER™, GCC United, Align™, the 3E & ODIE™ frameworks
- 18+ years of expertise; triple-accredited (KHDA / CPD / EAHEA)
- Built, validated and already in market — deep product and science foundation

WE SEEK — COMMERCIALIZATION

The doors & the scale

- A commercial co-founder — senior, GCC-based; opens doors, owns sales, go-to-market & revenue; joins on equity, vesting over 4 years (1-year cliff)
- Investors on the commercial side — an active role and open networks (companies, universities, government / B2G); equity on the same 4-year vest
- Capital plus access — to commercialize a proven framework and scale it across the region

Framework + Commercialization = a category leader for the region's human capital.

MASTER
LEADERSHIP FRAMEWORK™

Born in the UAE — built for the GCC

A UAE-born company delivering research-based, strategic solutions aligned with the latest national strategies — bridging the gap between industry and human capital, with passion and dedication for people.

- UAE — We the UAE 2031
- UAE — Centennial 2071
- UAE — Digital Economy
- Saudi — Vision 2030
- Kuwait — Vision 2035
- Qatar — Vision 2030
- Bahrain — Vision 2030
- Oman — Vision 2040

Build leadership efficiency · work with people in mind · sustainable impact.

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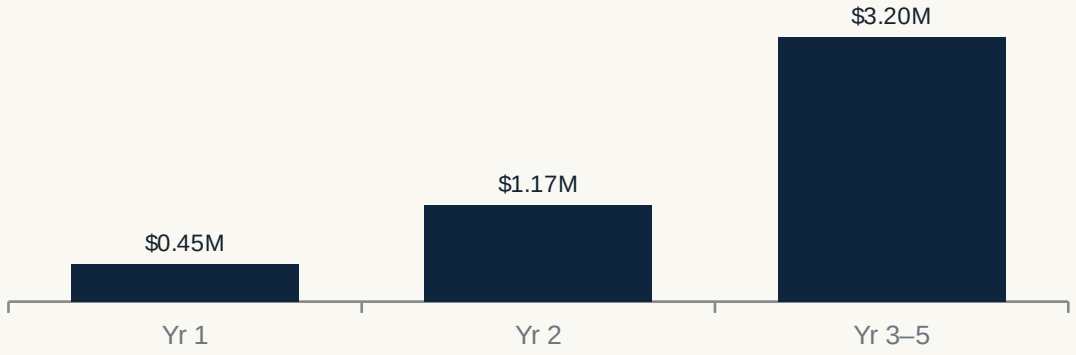
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APPENDIX

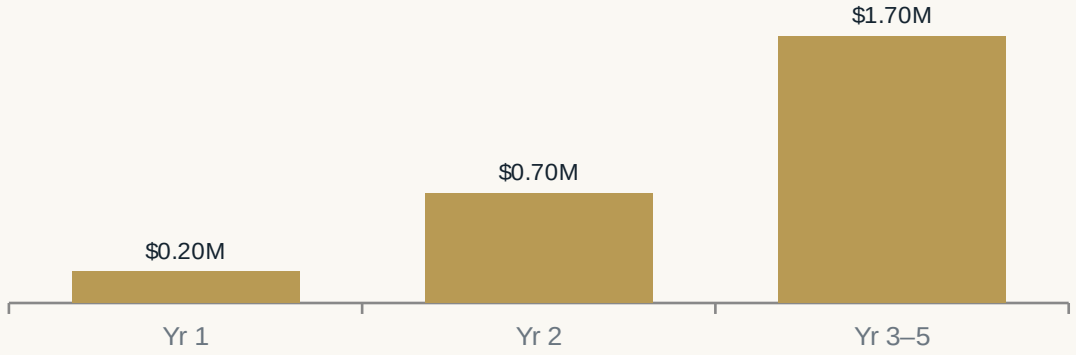
Segment revenue · Year-1 milestones · Industry–University platform · Competitors by product

Diversified revenue, built segment by segment

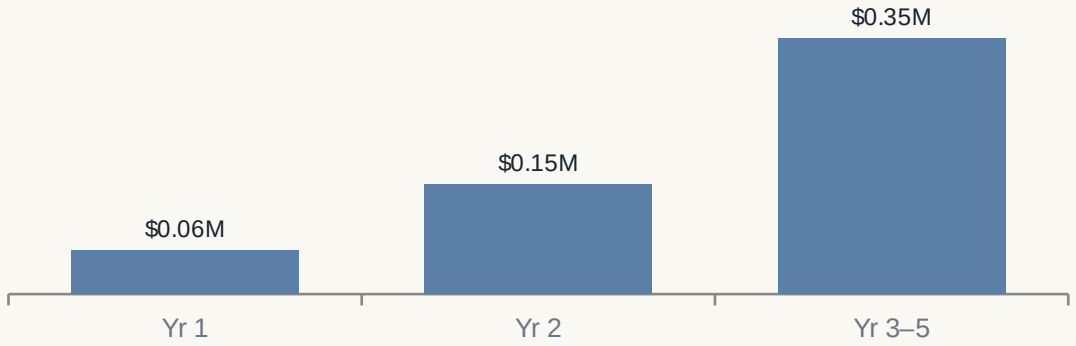
Companies



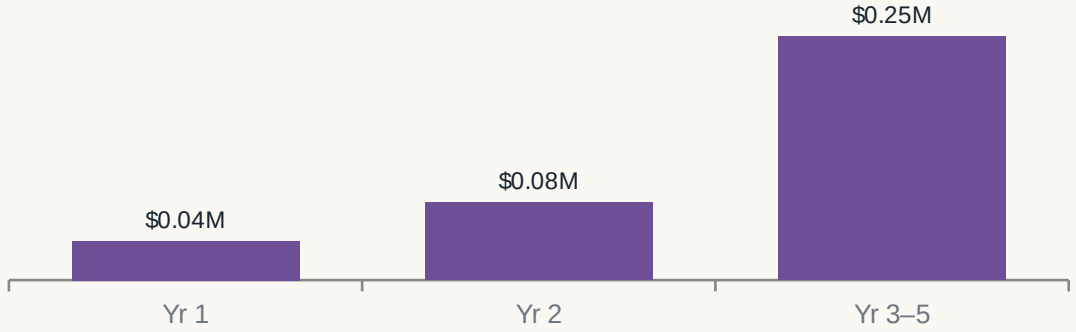
Universities



Students



Professionals & entrepreneurs



Land in the UAE and Europe

Q1

- MASTER™ heavy onboarding (companies & professionals)
- high visibility
- Align™
- recruit team
- first UAE & EU customers
- KHDA/CPD/EAHEA

Q2

- Scale MASTER™
- first company training & certification
- students platform live
- consulting & recruitment
- first university MOUs

Q3

- GCC United to MOU universities (training, certification, consulting, accreditation)
- co-branded programmes
- B2G outreach

Q4

- Full-year rollout
- GCC United cohorts & new-programme development
- deepen company & professional base

A workforce-alignment infrastructure — phased

PHASE 1 · Year 1

Foundation & MVP

- Career-counselling & skills MVP
- student accounts, psychometrics, pathways
- course & certification module
- piloted with a UAE HE + student cohort

PHASE 2 · Years 2–3

University & recruitment

- University & employer dashboards
- job/internship/project posting
- AI matching beyond ATS — a competency graph + semantic model

PHASE 3 · Years 3–5

Workforce intelligence

- GCC Employability Index
- AI-readiness score
- skills-gap analytics
- predictive modelling
- adaptive 'clone' courses

Named competitors across the portfolio

Product line	Main competitors	Our edge
Leadership assessment (MASTER™)	Hogan · Mercer · Korn Ferry · MBTI · Gallup	Assess → develop → recruit → certify in one loop; triple-accredited; ~1% of incumbent cost
Career, learning & university platform	Coursera · Udemy · LinkedIn Learning · Docebo · Riipen	Accredited (KHDA/CPD/EAHEA), tied to assessment & university transformation; region-built
Psychometrics platform	SHL · Hogan · Thomas Int'l · HireVue	Leadership-specific, evidence-based; integrated with learning & hiring
Recruitment & talent	Bayt · GulfTalent · LinkedIn · HireVue / SHL	Competency + psychometric matching linked to development — not a job board
Align™ — wellbeing & coaching	BetterUp · CoachHub · Wellhub · Unmind	Research-based; tied to leadership development & organisational alignment
University transformation & programmes	Navitas · Pearson · Kaplan · QS / THE & Big-Four advisory	Proprietary University 2.0 + accreditation on demand + industry alignment

Partners, not competitors — regional accelerators (Hub71, in5, Sheraa, Flat6Labs) are ecosystem partners we collaborate with. We run our own accelerator differently — connecting resources from universities and industry into founder development — so we complement, not compete.

Incumbents each cover one piece; MASTER Consulting integrates assessment, development, certification, recruitment and wellbeing into one region-built system.