

Investment Memorandum



Pranay Bhootra, Marketing Lead / Investor

I. Executive Summary

Jabulani Consulting LLC invested in RISEUP as a strategic minority allocation based on direct operating insight into a persistent structural inefficiency in professional career progression. Through our work with SMB sales organizations and early-career Account Executives, we consistently observe a gap between capability and trajectory.

High-potential professionals are expected to operate confidently within corporate systems whose rules are implicit, political, and rarely taught.

This gap is not primarily technical. It is navigational. Professionals understand how to execute tasks and meet targets, yet lack clarity on how advancement decisions are made, how influence is built, how compensation bands function, and how internal positioning compounds over time. The result is outward performance coupled with internal uncertainty. Over time, this disconnect compresses earnings potential, erodes confidence, and produces long-run dissatisfaction despite measurable ability.

We believe this inefficiency is economically meaningful, structurally persistent, and underdeveloped relative to its impact. RISEUP is attempting to build a coordinated infrastructure for this progression layer. Our investment reflects conviction in both the durability of the need and the discipline of the execution model.

II. Operating Insight

Jabulani works closely with sales professionals operating under quota pressure in SMB and growth-stage environments. These individuals are capable, driven, and often

technically strong. Yet many lack clarity about how to navigate the broader organizational system within which they operate.

They do not know which questions to ask about the timing of promotions. They are uncertain how compensation conversations are structured. They struggle to understand who holds influence, how visibility is earned, and when strategic lateral moves make sense. These rules are assumed knowledge. They are rarely formalized.

Because sales culture demands visible confidence, professionals often suppress this uncertainty rather than address it. Over time, the psychological cost accumulates. We have seen high-performing salespeople meet aggressive targets while simultaneously feeling lost inside their own careers. Burnout, disengagement, and career stagnation frequently follow—not because of lack of effort, but because of lack of structural clarity.

This pattern is repeatable across clients and industries. It is not anecdotal. It reflects a systemic navigation gap.

III. Fragmented Solutions and the \$30 Billion Market

The global career coaching and professional development market is estimated at approximately \$30 billion annually. Despite its size, the ecosystem remains fragmented across narrow interventions rather than an integrated progression infrastructure.

MBA programs provide credential signaling and network access. Online learning platforms focus on skill acquisition. LinkedIn enables professional visibility and networking. Resume and interview services support job entry or transition. Executive coaching targets senior leadership.

Each solves a component of the career puzzle.

What remains underdeveloped is a coordinated system that helps professionals navigate progression once they are inside organizations. Professionals accumulate credentials, enroll in courses, expand networks, and optimize resumes. Yet they still lack a structured framework for understanding how corporate systems function and how decisions about advancement are made.

The tools exist. The orchestration layer does not.

RISEUP is attempting to serve as that integration layer. Rather than offering another isolated product, it combines structured progression programs, coaching, AI-enabled tools, and community accountability into a unified system focused specifically on growth within the first decade of employment. That positioning materially influenced our investment decision.

IV. Product Architecture and Capital Sequencing

Our evaluation centered on execution discipline and capital sequencing.

The platform currently operates in MVP form with approximately 280 users and structured engagement feedback loops in place. The immediate objective is to validate retention behavior, willingness to pay, and measurable improvements in career clarity before expanding infrastructure investment.

The roadmap follows a phased model. Phase one prioritizes revenue validation and controlled growth using lean infrastructure. Phase two introduces proprietary personalization systems, progress tracking, and longitudinal data orchestration once validation thresholds are achieved. This sequencing ensures that defensibility investments follow, rather than precede, demonstrated demand.

Capital from the current raise is allocated toward proprietary platform development, selective AI integration, scaling of coaching infrastructure, and construction of a longitudinal data layer. The approach is revenue-first and defensibility-second. From an investor's perspective, this materially reduces the risk of premature capital deployment.

V. Business Model and Distribution Strategy

The revenue model is layered and designed for scalability. A subscription tier provides foundational access to structured programs, tools, and community engagement. Coaching offerings serve as higher-engagement acceleration pathways. AI-enabled toolkits enhance personalization and expand average revenue per user. Institutional licensing, beginning in 2027, represents long-term optionality rather than near-term dependence.

Distribution emphasizes authority-driven acquisition rather than paid performance marketing. Primary channels include content audiences, newsletters, affiliate partnerships

with coaches and creators, and regional cohort expansion. The objective is to achieve durable consumer retention before expanding channel complexity.

We view this sequencing favorably from a capital efficiency standpoint.

VI. Traction and Founder Credibility

Execution credibility is supported by founder experience and early validation signals. The founder brings over twenty years of leadership experience and has coached more than 1,500 professionals. Six published books anchor the platform's intellectual framework. Media presence, including RISEUP at Work on NowMedia TV, supports authority-based positioning.

The MVP remains active with approximately 250 users, and structured testimonial collection is underway. Early backing from Product10X, a venture studio focused on disciplined execution at the intersection of human expertise and applied AI, and public support from Grant Lee, CEO of Gamma, provide additional external validation.

While early-stage risk remains, these indicators reduce narrative risk as the company transitions from validation to infrastructure ownership.

VII. Scalability Thesis and Long-Term Potential

For this opportunity to scale materially, RISEUP must evolve into a recurring infrastructure layer rather than a transitional service. The long-term thesis is that professionals will engage not only during job searches, but during promotion cycles, compensation negotiations, lateral transitions, and strategic repositioning phases.

If executed effectively, the platform becomes an operating system for career navigation—an environment professionals return to for clarity, structure, and accountability. The integration of structured methodology, community reinforcement, and selective AI personalization enables scalable progress intelligence rather than episodic coaching.

We believe confidence grounded in structural clarity compounds. Infrastructure that systematizes that clarity has durable demand characteristics.

VIII. Risks Considered

The primary risk is retention volatility common to consumer-facing platforms. The challenge is to ensure that engagement remains sufficiently personalized and outcome-driven, rather than devolving into generic career advice. The scalability of coaching components and competitive pressure from general AI platforms also remain material considerations.

Our conviction strengthened following direct engagement with the founder. We believe the leadership team has the credibility, domain expertise, and community-building capability to sustain engagement beyond surface-level participation.

This allocation reflects a measured but meaningful capital commitment aligned with our broader investment posture.

IX. Conclusion

Jabulani Consulting LLC invested in RISEUP based on sustained operating insight into a persistent navigation failure within modern professional careers. The progression layer, especially during the first decade of employment, remains underdeveloped relative to its long-term economic significance.

Infrastructure that improves clarity, confidence, and strategic decision-making addresses a durable structural need. Our investment reflects long-term financial optimism grounded in direct experience inside the problem.

– End of Investment Memo –