



Building Workforce Infrastructure for the Life Sciences Industry

Connecting Learning • Certification • Workforce Intelligence • Employer Demand

\$500,000

Pre-Seed Round

THE WORKFORCE READINESS PROBLEM



Areté
CAREER SERVICES

BUILDING WORKFORCE INFRASTRUCTURE FOR THE LIFE SCIENCES INDUSTRY



CURRENT EMPLOYER REALITY



Fragmented Training



Manual Certification Tracking



SME-Led Training



Onboarding Delays



Workforce Visibility Gaps



\$20K-\$40K+
AVERAGE RECRUITING COST



60-120 DAYS
TIME TO FILL



3-6 MONTHS
TO PRODUCTIVITY

Connecting Learning • Certification • Workforce Intelligence • Employer Demand



HIGHER COSTS
Strain budgets and resources.



LONGER ONBOARDING
Delays productivity and growth.



COMPLIANCE RISK
Increases exposure and audit pressure.

MARKET OPPORTUNITY

A MASSIVE MARKET. MEANINGFUL IMPACT.

TAM
\$1T+
Total Addressable Market

SAM
\$25B+
Serviceable Addressable Market

SOM
\$500M+
Serviceable Obtainable Market

MARKETS



Corporate Learning
\$350B+



Workforce Development
\$400B+



Recruiting
\$700B+



Certification
\$250B+



Workforce Intelligence
\$150B+

A **\$1 TRILLION+**
ADDRESSABLE OPPORTUNITY



Empower
Learners



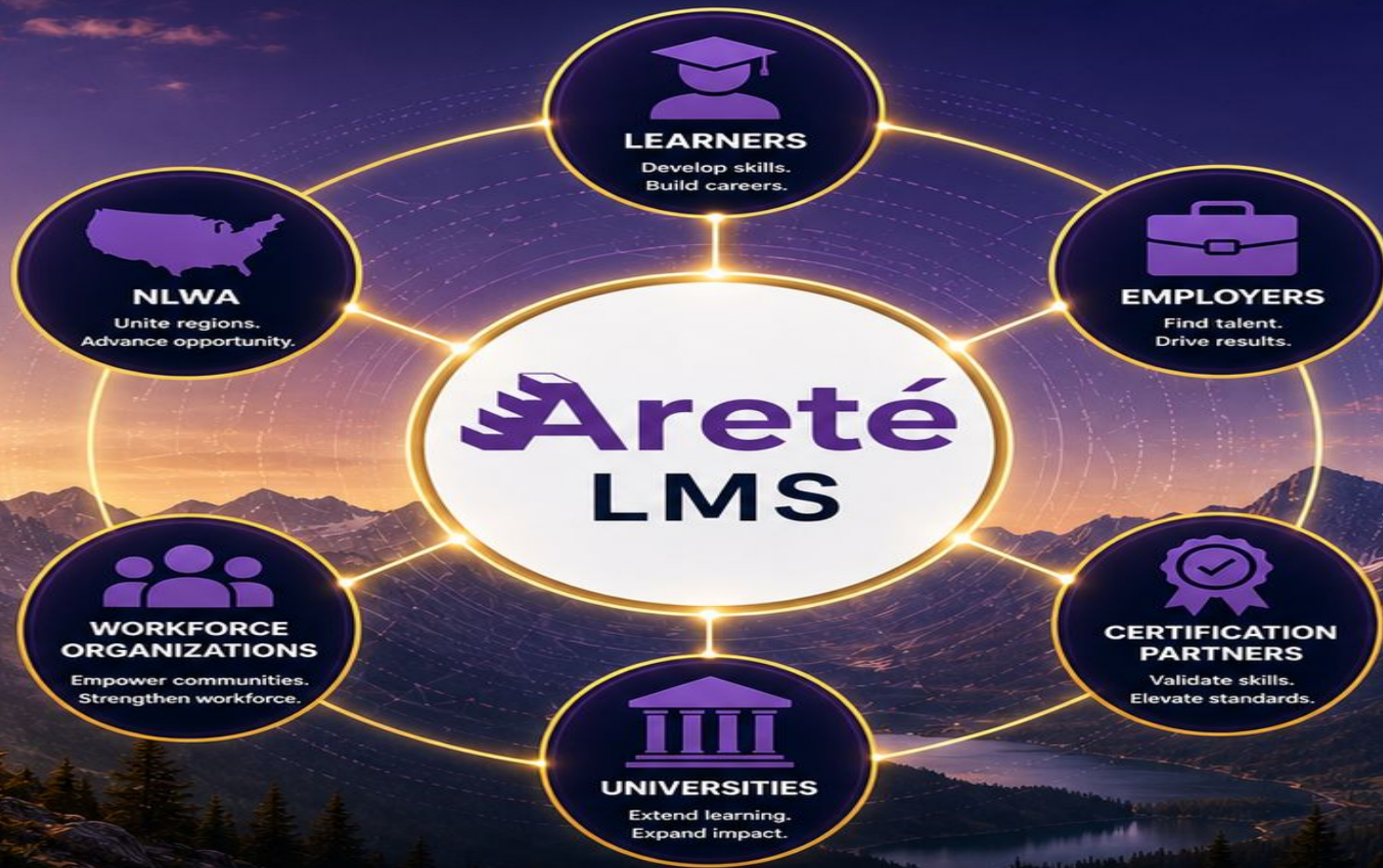
Strengthen
Employers



Grow
Markets



Transform
Workforces



Most platforms solve one problem.
**Areté connects
the entire ecosystem.**



ONE CONNECTION
Endless potential.



STRONGER TOGETHER
Built for impact.



GREATER OUTCOMES
For learners, employers
and communities.



NATIONWIDE IMPACT
Local outcomes.
National change.



LEARNER DASHBOARD

Your journey. Our platform. Your future.

Areté LMS

EMPLOYER DASHBOARD

Find talent. Build teams. Drive results.



Welcome back, **Priya Patel** Learner
Quality Assurance
Medical Device
Professional

CURRENT PATHWAY

Quality Assurance Medical Device

Ensure safety. Protect lives.
Advance your career in a high-impact,
high-growth field.

72%
Complete

Dashboard

My Learning

Career Pathways

Skills

Certifications

Employers

Messages

Profile

Settings

Help & Support

CERTIFICATIONS

View All



ASQ Certified
Quality Auditor (CQA)

In Progress

65%

EARNED BADGES



SKILLS PROGRESSION

View All



CAREER PATHWAY PROGRESS

View All

- Fundamentals of Quality Completed
- Quality Management Systems Completed
- Document & Design Controls Completed
- Risk Management (ISO 14971) Completed
- Verification & Validation In Progress
- Internal Auditing Upcoming
- Regulatory Compliance (FDA) Upcoming
- CAPA & Continuous Improvement Upcoming

Continue Learning

EMPLOYER VISIBILITY

View All

Your profile is being viewed by top medical device companies.

23 Profile views
in the last 30 days

Top interested companies

Medtronic Abbott stryker Boston Scientific

Update Profile & Preferences

NEXT RECOMMENDED STEP

Complete Design Controls Documentation
Strengthen your skills in design history files (DHF).

Start Module



Personalized learning built for your goals.



Industry-recognized certifications.



Real skills. Real opportunities.

Dashboard

Talent Marketplace

Internal Upskilling

Analytics

Skills Gap

Jobs & Requisitions

Team

Reports

Settings

Summit Medical Devices

TALENT MARKETPLACE

View All Candidates

Search by skills, certifications, or roles...

Filter



Priya Patel
Quality Assurance Professional
5 years experience

92%
Match

ISO 13485 CAPA Risk Management QMS +3



Michael Lee
Quality Engineer
4 years experience

89%
Match

Validation Design Controls FDA QSR Audit +2



Sarah Johnson
QA Specialist
3 years experience

87%
Match

GMP Root Cause Analysis ISO 14971 CAPA +2

Explore All Candidates

WORKFORCE ANALYTICS

View Full Report

Total Employees

842

+12% vs last month

Active Learners

128

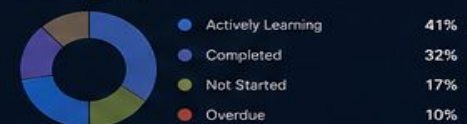
+18% vs last month

Certifications Earned

256

+22% vs last month

Learning Engagement



INTERNAL UPSKILLING

View All Programs

Active Learners

128

+18% vs last month



Top In-Demand Skills



View Learning Programs

SKILLS GAP ANALYSIS

View Full Report

Skill	Current Proficiency	Target Proficiency	Gap
Risk Management	62%	90%	-28%
Validation & Verification	65%	90%	-25%
Design Controls	60%	85%	-25%
Regulatory Compliance	70%	90%	-20%
CAPA	68%	85%	-17%

View Skills Gap Report



Better talent decisions.



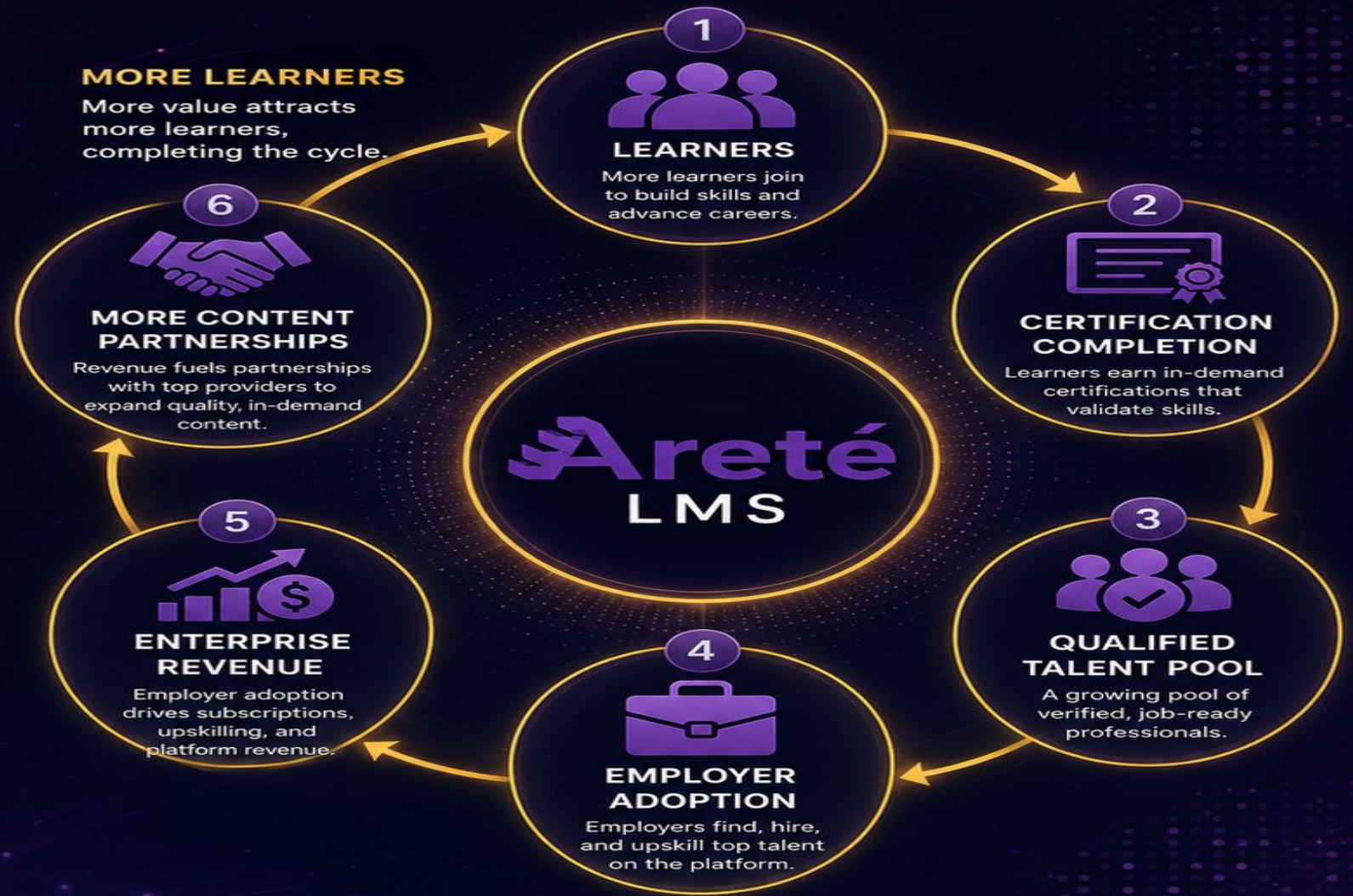
Stronger teams and retention.



Data-driven business impact. **5**

EVERY STAKEHOLDER INCREASES PLATFORM VALUE.

A continuous cycle that drives impact, growth, and opportunity for all.



LEARNERS

Access more opportunities and pathways.



EMPLOYERS

Build stronger teams with verified, job-ready talent.



ENTERPRISES

Drive performance, productivity, and business outcomes.



PARTNERS

Expand reach and impact through trusted collaboration.

MULTI-TIER REVENUE STRATEGY



WHY THIS MODEL WORKS



MULTIPLE REVENUE STREAMS

Diversified sources reduce risk and increase platform stability.



SCALABLE GROWTH

Digital-first model built to grow with demand and expand globally.



EXPANDING IMPACT

More learners. More careers. Stronger workforce. Healthier life sciences.



SUSTAINABLE VALUE

Creating long-term value for every stakeholder in the ecosystem.



**STRONGER TOGETHER.
BUILT FOR IMPACT.
DESIGNED FOR GROWTH.**

ENTERPRISE ROI

— Why Employers Pay \$50,000 Per Year —

Replace \$300K+ in recruiting costs with predictable, scalable talent access.

EXAMPLE: COMPANY HIRING 15 SPECIALIZED ROLES

	Company Size:	500 Employees
	Current Hiring Needs:	15 Roles
	Traditional Recruiting Fees:	15 × \$20,000 (per hire)
	Annual Cost (Traditional):	\$300,000
	Areté Partnership:	\$50,000
	Potential Savings:	\$250,000+

ANNUAL RECRUITING COST COMPARISON

Illustrative savings for a company hiring 15 specialized roles.



MORE THAN SAVINGS. IT'S STRATEGIC IMPACT.

-  **FASTER TIME TO HIRE**
Fill critical roles faster with a vetted talent pipeline.
-  **HIGHER QUALITY TALENT**
Access pre-trained, certified professionals ready to contribute.
-  **REDUCE RISK**
Lower mis-hire risk with role-ready candidates.
-  **CONTROL COSTS**
Predictable pricing. No placement fees. No surprises.
-  **BUILD INTERNAL CAPABILITY**
Upskill your workforce and build a stronger talent bench.



REPLACE \$300K+ IN RECRUITING SPEND WITH A \$50K PARTNERSHIP.

SAVE \$250K+ EVERY YEAR.

NLWA ADVANTAGE

THE NATIONAL LIFE SCIENCES WORKFORCE ALLIANCE

Uniting stakeholders. Aligning talent. Advancing life sciences.



OUR COLLECTIVE OUTPUTS



WORKFORCE INTELLIGENCE

Data-driven insights to understand trends, skills demand, and market dynamics.



SKILLS GAP REPORTING

Identify critical gaps and prioritize skills for workforce development.



EMPLOYER ADVISORY COUNCILS

Engage industry leaders to guide programs, validate needs, and shape solutions.



INDUSTRY WORKFORCE FORECASTS

Forward-looking projections to inform planning, investment, and policy decisions.

STRONGER TOGETHER. SMARTER WORKFORCE. BRIGHTER FUTURE.

COMPETITIVE POSITIONING

WE'RE NOT COMPETING WITH ONE CATEGORY.
WE'RE CREATING A NEW ONE.

Arété is the **ONLY** Platform That Unites Learning, Certifications, Recruiting, and Workforce Intelligence.



FEATURE	 LMS	 JOB BOARD	 RECRUITER	Areté
 Certifications	✓			✓
 Career Pathways	✓			✓
 Recruiting			✓	✓
 Workforce Intelligence				✓
 Employer Access		✓	✓	✓
 Industry Alliance				✓



OTHERS DO ONE THING.
Siloed solutions.
Limited impact.



ARÉTÉ DOES IT ALL.
One platform. All stakeholders.
Seamless integration.



ONE PLATFORM. ENDLESS IMPACT.
Stronger workforce.
Stronger life sciences.

FINANCIAL PROJECTIONS

ASSUMPTIONS

YEAR	LEARNERS	ENTERPRISE PARTNERS	REVENUE
1 Year 1	500	5	\$375K
2 Year 2	2,000	15	\$1.25M
3 Year 3	5,000	30	\$2.75M

VISUAL

PROJECTED REVENUE GROWTH

Illustrative three-year growth scenario.



IMPORTANT ASSUMPTION

All learners are assumed to be at **TIER 1** level. This is a **very conservative** estimate.



STRONG FOUNDATION. SIGNIFICANT UPSIDE.

This projection reflects only **Tier 1** learners. Expansion to **Tier 2** and **Tier 3** represents **substantial growth** potential beyond Year 3.

BUILT BY INDUSTRY. VALIDATED BY EMPLOYERS. DESIGNED FOR SCALE.



1

INDUSTRY EXPERTISE

Deep life sciences domain knowledge that shapes relevant, in-demand career pathways.



2

RECRUITING FOUNDATION

Connecting talent to opportunities through a modern, skills-first recruiting infrastructure.



3

CERTIFICATION ECOSYSTEM

Industry-aligned certifications that validate skills and accelerate career advancement.



4

EMPLOYER NETWORK

A growing network of enterprise partners shaping talent standards and creating opportunities.



5

WORKFORCE INTELLIGENCE

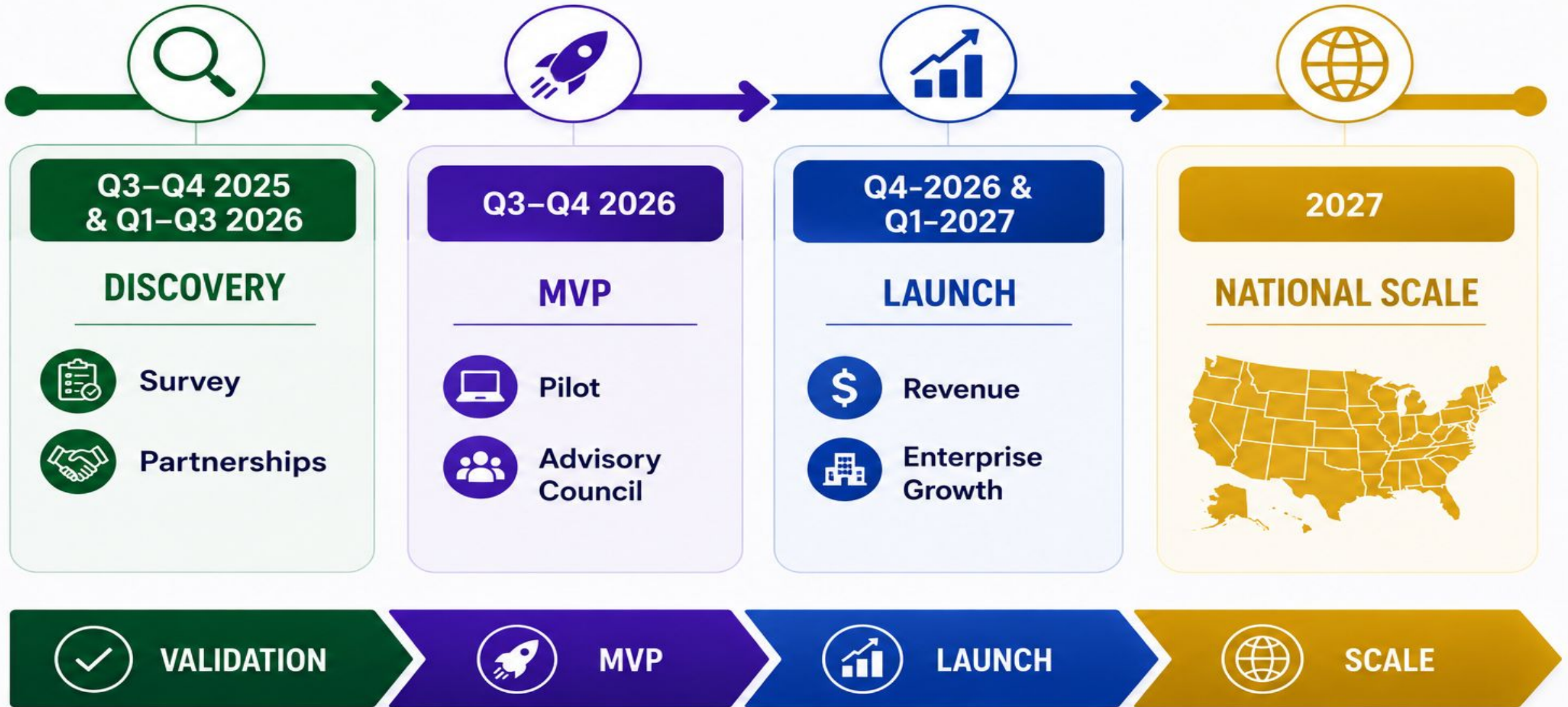
Data-driven insights that reveal skills gaps, inform decisions, and drive workforce impact.



Five pillars. One mission:

Build the most trusted life sciences workforce platform and transform the future of work.

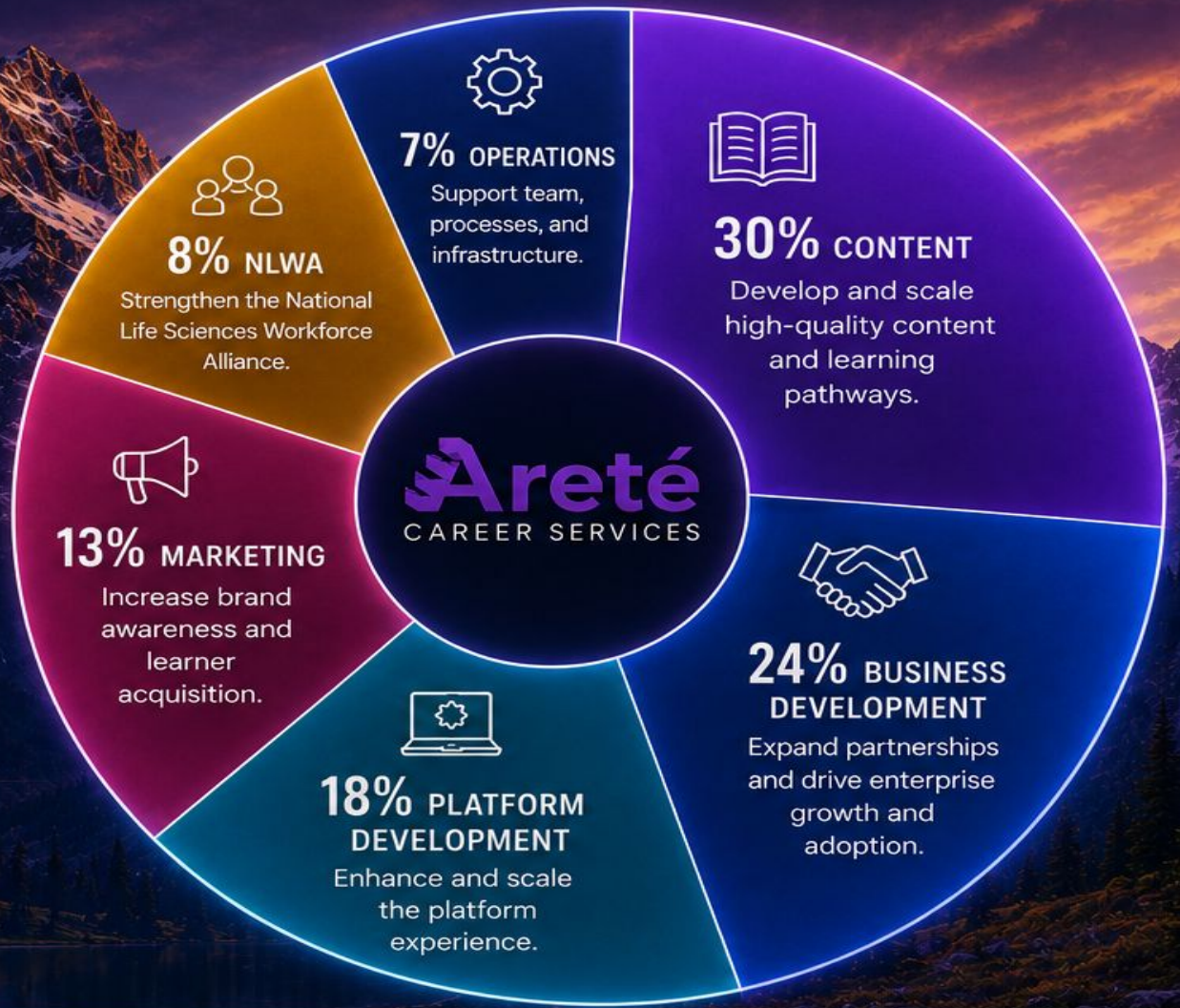
18-MONTH ROADMAP



FUNDING REQUEST

\$500,000

INVESTING IN THE FUTURE OF
WORKFORCE TRANSFORMATION



FUNDING OUTCOMES



✓ MVP LAUNCH



✓ 500 LEARNERS



✓ 5 ENTERPRISE PARTNERS



✓ NLWA LAUNCH

Damon McNeal

Co-Founder & Chief Executive Officer

- ✓ 20+ Years work experience in Biotechnology & Life Sciences
- ✓ Quality Systems, cGMP & Lean Six Sigma Expert
- ✓ Workforce Development & Talent Strategy Leader
- ✓ Founder of Areté Career Services
- ✓ Building the Areté LMS & National Life Sciences Workforce Alliance (NLWA)
- ✓ Master's Candidate in Organizational Leadership & Strategic Innovation

Founder-Market Fit: Deep industry experience combined with direct exposure to the workforce challenges facing life sciences employers and professionals.

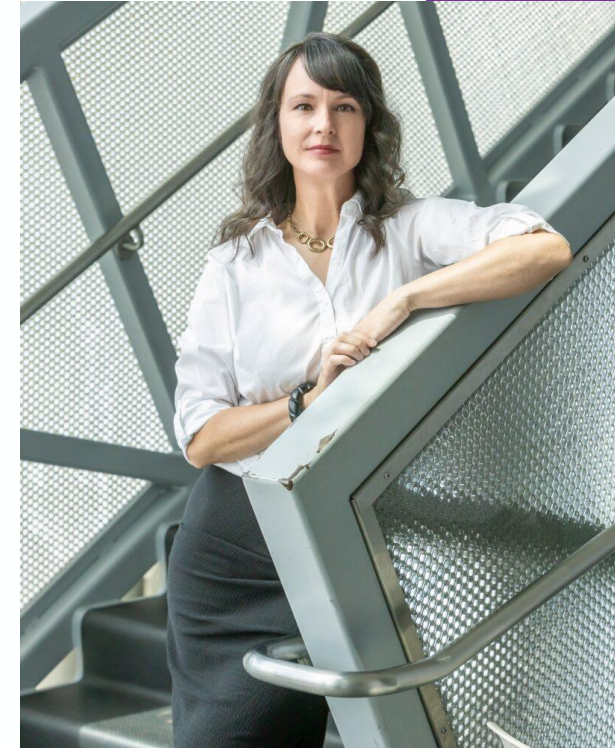


Anne-Marie McNeal

Co-Founder & Chief Workforce Development Officer

- ✓ 9+ Years of Leadership Experience in Organizational Development, Talent Growth, and Human-Centered Leadership
- ✓ Expert in Workforce Development, Leadership Coaching, and Culture Transformation
- ✓ Data-Driven Leader with Extensive Experience Leveraging Analytics to Improve Outcomes and Drive Strategic Decision-Making
- ✓ Master's Degree in Educational Leadership with Principal Licensure
- ✓ Deep Expertise in Building High-Performing Teams, Leadership Pipelines, and Learning-Centered Organizations
- ✓ Co-Leading the Development of the Areté LMS and National Life Sciences Workforce Alliance (NLWA)

Founder-Market Fit: Brings extensive experience in leadership development, workforce engagement, coaching, and organizational transformation: critical components of building scalable workforce solutions and learner success pathways.



VISION

Building the Workforce Behind the Industries That Improve and Save Lives



SCIENTISTS



MANUFACTURING



TECHNOLOGY

Areté

CAREER SERVICES

Connecting Talent. Building Futures.



Learn. Certify. Advance.



National Life Sciences
Workforce Alliance
NLWA

Uniting Organizations. Building Talent. Advancing Industry.

EMPLOYERS

TALENT

EDUCATION

WORKFORCE ORGANIZATIONS



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