



Gen Z is struggling.
Gen Alpha is next.

We can change that.

GET GRITTY. GET READYAF. LFG.



ReadyAF

Teaching Gen Z and beyond how to not get fired —
and then get ahead.

A \$6.5T global productivity drain.

A \$149B market opportunity.



The Crisis Is Real. And It's Getting Worse.

Gen Z is entering the workforce unprepared, and everyone's paying for it.

87%

of Gen Z workers feel unready for workforce success

92%

of hiring managers believe Gen Z is totally unprepared

62%

of employers report critical gaps in communication and problem-solving

30%

of the global workforce will be Gen Z by 2030 — the impact scales exponentially

THE MACRO IMPACT

"A **10% improvement** in workforce readiness could boost GDP by **~3%** — a macroeconomic effect measured in hundreds of billions."



THE ECONOMIC DRAIN IS \$6.5 TRILLION AND COUNTING

\$6.5T

GLOBAL LOST ECONOMIC OUTPUT

- **\$60B–\$120B spent annually** by U.S. employers on remedial training to close skills deficits.
- **22% of Gen Z have been fired or left a job** — nearly double the millennial rate, costing 1–2x salary per departure.
- **Training budgets fell 20% per worker**, less training, worse results, repeat.

HOW DID WE GET HERE?

- 01 Education dropped the ball**
- 02 Parents are too soft**
- 03 Phones distorted reality**
- 04 They're giving up: The American Dream died on their watch**



INTRODUCING **GRIT** THE FLAGSHIP COURSE

The workplace cheat code nobody gave you

Street-Tested

- Taught by people who've lived it, from blue-collar to boardroom
- No fluff, no theory, just brass tacks
- Playbook of real talk for real results

Gen Z Reality

- 7 days, not 7 months
- \$50, not \$5,000
- Built for speed, growth, and grit
- Written in their language

Day 1 Ready

- Real scenarios, universal applications
- Outperform. Get promoted. Get paid.

WORK IS A GAME — AND NO ONE TEACHES THE RULES.

The Market Is Broken.

Every Existing Solution Fails Gen Z.

WHAT'S OUT THERE

~~"Soft Skills"~~

~~"Workplace Etiquette"~~

- × **Overpriced Corporate L&D** — built for compliance, not performance (boring, generic)
- × **Self-help fluff** — All Hype (vague)
- × **HR checkbox training** — buzzwordy for boomers (dry as it gets)
- × **Ed-tech** — low completion, zero behavior change, subscription fatigue (unrelatable)
- × **Predatory Gurus** — All-hype YouTube hustlers (scammy, empty promises)

WHAT WE ACTUALLY DO



Workforce Performance Skills

How to Operate & Win at Work

- **How to show up, adapt, speak up, and not get fired**
- **How to work with anyone, anywhere.**
- **How to execute, follow through, and build trust fast**
- **Grit, judgment, and real-world awareness — not just motivation**
- **Monday morning action items for acceleration**

CHEAPER

FASTER

NO BS

GEN Z NATIVE

Most people waste years figuring it out. *We help you skip all that, and get ahead faster.*

7 Days. 21 Lessons. A lifetime of not sucking at life.

THE GRIT 7-DAY CURRICULUM

DAY 1 KNOW YOURSELF OR GET EXPOSED

Self-Awareness + Accountability. Reality check. Know yourself before you play the game

DAY 2 COME CORRECT OR GET IGNORED

Communication & Collaboration. How to listen, be heard, and deal with people

DAY 3 THINK FAST, DON'T FALL BEHIND

Strategic Problem-Solving & Adaptability. Anticipate issues, time management, and leverage mistakes

DAY 4 READ THE ROOM, BUILD POWER

Emotional Intelligence & Cultural Fluency. Improvise, excel and build credibility

DAY 5 GET SH*T DONE OR GET LEFT BEHIND

Resilience & Execution. Handling stress, uncertainty, and knowing when to push back

DAY 6 MAKE YOURSELF VALUABLE

Getting Ahead & Earning Independence. Build a rep that opens doors you haven't knocked on yet

DAY 7 SURVIVING WORKPLACE TOXICITY

Handle the BS or It handles you. Spot the BS, protect your energy, and know when to walk



GRIT
BOOTCAMP



GRIT is a Beginning. The ReadyAF Platform is the Vision.

We are not shipping one course. A platform of quick-hitting, high-impact, courses that Gen Z actually finishes.

01

GRIT The Flagship

The Workplace Performance Bootcamp. The course that proves the model and anchors the brand.

02

SME-Led Course Expansion

A growing library of short, high-impact courses taught by subject-matter experts — each one a performance sprint in a specific domain.

03

The Platform Play

One course first. Then the whole playbook for future-proofing. Not another LMS. Not another lecture.

Built to help Gen Z turn uncertainty into direction, and level up fast.

The Anti-Subscription Model: Pricing Built for Virality

Early believers pay less. Price goes up as we grow.

FREE STARTER

Free

forever

- ✓ First 2 modules free
- ✓ Gen-Z Workplace Translator
- ✓ The BS Radar
- ✓ No account required — start in 30 seconds

PER MODULE

\$1.99

/ module

- ✓ Pick any of the 19 remaining modules
- ✓ Video content in every module
- ✓ Tools you'll actually use
- ✓ Real situations you'll actually face
- ✓ Lifetime access

DAY ONE OG

\$20

~~\$79.99~~ Save 75%

- ✓ All 21 modules
- ✓ AI Course Chat
- ✓ "Am I the Problem?" — cognitive bias AI tool
- ✓ Exclusive weekly podcast episodes + future content updates
- ✓ Certificate of completion

VIRAL MECHANICS

Referral program · University ambassador program · Gift subscriptions via claimable token links

EARLY ADOPTER PRICING FLYWHEEL



Try Before You Buy

First 2 modules completely free



DOOGs Class (Day One OGs)

First 2,026 graduates: \$20



RAFR Class (Ready AF Riders)

Graduates 2,027–10,000: \$49.99



Post-Scale Standard

After 10K users: \$79.99



A La Carte Expansion

Post-2026: single modules at \$4.99 each



SME-Led Course Expansion

Growing library of short, high-impact add-on courses

HOW WE SCALE & WIN

From Course to Category

■ DIRECT TO CONSUMER

- Gen Z & Gen A — the primary audience
- Parents are buying too — gifting the course is a natural impulse purchase
- Burned-out freelancers & gig workers ready to level up their career
- Anyone unsure of what's next

■ ENTERPRISE

- Corporate Training — replaces the training nobody pays attention to.
- Partner with enterprise learning marketplaces - distribution
- High schools & universities as institutional partners
- HR, Staffing, recruiting & government workforce programs

■ PREMIUM UPSELLS

- 1-week IRL Bootcamp intensives in major cities
- Special guest SME lessons — big names teaching alongside us.

■ HOW IT SPREADS

- "GRIT Certified" — a credential that travels with every graduate
- Campus Ambassadors + referral program drive low-cost acquisition
- Alumni spread the brand organically into every workplace they enter
- Top of funnel: AI tools, podcast, and the book



85%

GROSS MARGINS

AI-native team & infrastructure

Lean team & minimal overhead

Near-zero marginal cost

Improves with scale & data



Why Now: The Enrollment Cliff Opens the Window

College enrollment is collapsing. AI related layoffs & hiring freezes. Gen Z needs alternatives.

-15%

College enrollment decline 2010–2021
(National Center for Education Statistics)

-15%

Projected further decline over the next decade
(Axios, July 2024)

"The proportion of high school graduates going straight to college has fallen from a peak of 70% in 2016 to 62% in 2022."

Sources: NPR, January 2025

"Only 1 in 4 Americans now says having a bachelor's degree is extremely or very important to get a good job."

Pew Research Center via NPR, January 2025

6 Converging Signals



Six reasons this works right now.

01

GEN-Z CRISIS REACHING CRITICAL MASS

30% of the workforce by 2030, yet 92% of managers say they aren't ready.

02

EMPLOYERS ARE DESPERATE

\$60B-\$120B spent annually on training — but the skills gap keeps widening.

03

SHRINKING TRAINING BUDGETS

20% decline in per-worker investment creates massive unmet demand for affordable alternatives.

04

PROVEN EDTECH PLAYBOOK

Coursera & Guild proved the model, we built it for a generation they can't reach.

05

GEN Z WANTS HELP

87% feel unprepared for the workplace. If we build it right, they will come.

06

SKIPPING COLLEGE

The classroom-to-career pipeline is rapidly expanding worldwide.



From a \$20 Course to a \$250M+ Cultural Wedge:

How we get there.

Year 1

PROVE DEMAND

- Web-only launch of GRIT
- Join digital credentialing networks — Credly
- University & Corporate pilots
- Marketplace distribution (Guild, Springboard, Chegg, edX)

REVENUE TARGET

\$5M

- ~60K paid users, 3-5 University Pilots

Year 2

ADD IRL + PILOTS

- Mobile App launch
- HR tech platform training distribution (Workday, SAP)
- 20+ languages
- Corporate partnerships
- Expand curriculum courses
- Book launch

REVENUE TARGET

\$25M

- ~250K+ paid users, add-on upsells, 15-25 University pilots and 5-10 Corporate

Year 3

ENTERPRISE SCALE

- Franchise / licensing model
- Government / Armed Forces workforce development programs
- White-label B2B platform
- Prison Re-entry programs
- Strategic acquisition readiness

REVENUE TARGET

\$250M

- ~1-2M paid users, 10x enterprise scale

The Investment Opportunity

We're not just building a course, we're creating a category.

THE ASK

\$1M

USE OF FUNDS

Marketing & Acquisition 50%

Team & Hiring 25%

Product Development 15%

Operations 10%

WHAT YOU GET



- ✓ **First-Mover Advantage**
First to the biggest problem nobody's solving.
- ✓ **Founder and Team Credibility**
Can't be copied — because it's lived.
- ✓ **Superior Unit Economics**
Proven model with 85%+ gross margins.
- ✓ **Massive Market**
Clear path to scale
- ✓ **Gen-Z Native Distribution Advantage**
Built to capture and convert the next generation.
- ✓ **Strategic Acquisition Target**
A fierce, defining brand that provides the gateway to an audience the dry Ed-Techs can't buy.

"The world waking up to the skills gap we face, and the opportunity to reshape the relationship between education and the world of work."

— GENERAL ASSEMBLY FOUNDER ON THEIR \$412.5M EXIT



Meet the Founder: Credibility That Can't Be Replicated

Brenden Tacon

FOUNDER, BUILDER & CEO

A former NY construction professional who cut his teeth on blue-collar job sites before climbing the ranks of a hedge fund and onto wearing every hat in startup life.

Having lived both sides of the workforce divide, he experienced firsthand how much success depends not on technical skill alone, but on **work ethic, execution, perseverance and attitude.**

CURRICULUM FOUNDATION

Informed by life — and deep dives into diverse learning methods, organizational psychology, Montessori principles, behavioral economics — and shaped by direct input from **Gen Z voices** and other **lived-experience SME's**.

STATUS

Platform already built, curriculum being honed, video content filming is last.

“I'm relentlessly ambitious, determined to win big and effect change while doing it”



Gen Z has issues.
You know it.

We're here to fix it.

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