

Ascenta HR



Human Led. AI Guided.

The only guided HCM anchored in each company's mission,
vision, and values.

Guidance is not a feature. It is the foundation.

Why Ascenta HR Wins

- * A larger, underserved market.
- * Retention, ROI, and Stickiness.
- * Culture that drives revenue.
- * The guidance layer the HR market forgot to build.

✦ Why I Built Ascenta HR

A Career Spent Inside This Problem

I spent years watching managers do their best with systems that were not built to help them. Ascenta HR is the platform I wish I would have had: one that gives every leader the right script at the right time, holds people accountable, and treats culture as a daily practice, not a poster.

Why This Founder

- VP of HR for a multi-site healthcare organization, overseeing HR, payroll, and benefits for 800+ employees plus M&A integration.
- Built HR infrastructure from scratch as VP of HR for a respiratory-therapy startup: recruitment, onboarding, payroll, benefits, HRIS, and compliance.
- SHRM Senior Certified Professional and SHRM AI + Human Intelligence credentialed.
- Serve on the Utah SHRM State Council Board.
- I built the very systems Ascenta HR is designed to replace, and I know exactly where they fail.

Why Now

- For most of my career, the only answer was more process, manuals, and training that rarely stuck.
- The emergence of capable AI changed that.
- For the first time, every manager and employee can get real-time, individualized guidance.
- Guidance arrives in the exact moment it is needed, at a price SMBs can actually afford.
- That shift turned years of firsthand frustration into a company I could build.

*I built Ascenta HR around three questions I believe every employee silently asks the company that hired them. **Do you care about me? Can I trust you? Are you committed to excellence?** I built my career trying to answer those questions one organization at a time. Ascenta HR is how I answer them at scale.*

— Andrea Stone, Founder, Ascenta HR

“This company could fundamentally change how organizations develop leaders.”

— David Bradford, Former CEO HireVue and Former CEO Fusion-io. Enterprise software leader with more than 40 years in tech and two Forbes 50 fastest-growing company turns.

✦ Team

A founder who lived the problem, and the co-founders building it alongside her.



Andrea Stone

Founder & CEO

HR and operations executive focused on culture and customer service, with leadership across multi-state healthcare and post-acute organizations. Vice President of Human Resources at Banyan Pulmonary Services and Elevation Group, leading HR operations, payroll, benefits, and HRIS through multi-state growth. Serves on the Utah SHRM State Council Board. Designed the entire Ascenta HR architecture, brand, and product specification.

SHRM-SCP SHRM Specialty Credential, AI + HI

Utah SHRM State Council Board

VP HR · Banyan Pulmonary & Elevation Group

Certified Facilitator, Arbinger Institute

BS Psychology, Brigham Young University



James Brissette

Technical Co-Founder · Full-Stack Engineering

Full-stack engineer who ships production systems solo, most recently the sole engineer behind a production B2B marketplace he designed and built end to end. Nearly a decade of software engineering across Recursion, Dandy, and MMSG, plus graduate research at the University of Utah's Scientific Computing and Imaging Institute.

MS Computer Science, University of Utah BS, The Wharton School

Ex-Recursion · Dandy · MMSG Python · TypeScript · Next.js · React

Node.js · FastAPI · PostgreSQL Docker · Kubernetes · GCP · ML



Haavard Sterri

Co-Founder · Chief Marketing Officer

Chief marketing and sales executive specializing in enterprise growth, revenue acceleration, and integrated go-to-market strategy across tech, broadband, telecom, and financial services. Most recently CMO at Evergreen Home Loans, where he expanded operations from 9 to 38 states and opened 35 branches in four years. Nearly three decades of marketing and revenue leadership across Consolidated Communications, SureWest, AT&T Broadband / Comcast, and Ameriprise.

CMO, Evergreen Home Loans

Carlson School of Management, University of Minnesota

Enterprise Revenue Growth Go-to-Market Strategy

9 to 38 State Expansion in 4 Years Sales & Marketing Leadership

★ Team

Advisory Board



David Bradford

Advisory Board · Enterprise Software & HR Tech

Enterprise-software CEO with 40+ years in tech and two turns leading Forbes 50 fastest-growing companies. As CEO and Chairman of HireVue he grew sales 1,400% and won HR Product of the Year three times; as CEO of Fusion-io he led the company The Wall Street Journal named the #1 Most Promising IT Company in America, and hired Apple co-founder Steve Wozniak as Chief Scientist. An early PC-industry pioneer featured in PBS's Nerds 2.0.1, he now founds AI-education ventures Quiklearn and FluentWorlds.

CEO & Chairman, HireVue

HR Product of the Year · 2011, 2012, 2014

CEO, Fusion-io

Chair, Business Software Alliance

Utah Technology Hall of Fame

BYU Distinguished & Law Alumnus

Author, "Up Your Game"



Makayla Greathouse

Advisory Board · Fractional CHRO / Head of People

Founder of Elevate Intent, where she embeds as a Fractional Head of People / CHRO for Series A–C companies, building the leadership infrastructure and operating rhythms that make execution faster, cleaner, and less founder-dependent. Her focus: org and role clarity, hiring and onboarding systems, performance architecture, and manager enablement that scale culture without becoming corporate.

Founder, Elevate Intent

Fractional Head of People / CHRO

Org & Role Clarity

Hiring & Onboarding Systems

Performance Architecture

Manager Enablement



Brian Breinholt

Advisory Board · CHRO & People Operations

HR executive with 30+ years aligning people strategy to business performance, including 26 years at Marriott International building global recruiting and HR operations, and five years as Chief Human Resources Officer at Sorenson Communications. Now a fractional HR consultant to owners and CEOs, designing strategic HR plans, talent-management systems, and the engagement and retention programs that keep top performers.

CHRO, Sorenson Communications

26 yrs · Marriott International

Principal Consultant, Sunstone HR

Talent Acquisition & Engagement

Performance Management

Aspen Institute · Org Leadership

BA Communications, Brigham Young University



Jeff Stutz

Advisory Board · Leadership & Performance

Keynote speaker and C-suite coach with 30+ years building high-performance leaders and teams. Spent 11 years as a Senior Leader and Northeastern Regional Director at FranklinCovey, the world's largest leadership-development company, then founded Stutz Leadership, advising and coaching executive teams from startups to billion-dollar brands.

President, Stutz Leadership

FranklinCovey · 11 yrs

C-Suite Coach & Keynote Speaker

BS Political Science, Brigham Young University



Taha Abbasi

Advisory Board · Technical Scale & Platform Architecture

Technical founder and CTO with 20 years building software platforms at scale for Microsoft, Apple, Johnson & Johnson, and National Geographic, with engineering teams deployed at NASA's Jet Propulsion Laboratory on the Mars 2020 and Europa missions. Founder & CEO of AskFlorence and former CTO of Ferrum Network; earlier CEO and Chief Software Architect at Web N App, where he grew the team from 4 to 45 and shipped applications reaching 15M+ users.

Founder & CEO, AskFlorence

CTO, Ferrum Network

CEO / Chief Software Architect, Web N App

Ex-CTO · National Geographic · TRYP

Teams Deployed at NASA JPL

MIT Sloan Executive Education

20+ Yrs Platforms at Scale



Jason Edman

Technical Advisor & Original Software Developer

Full-stack software engineer who builds products from the ground up and modernizes legacy systems. Currently a Full-Stack Software Engineer at UAMPS, following engineering roles at OpenText that spanned TypeScript, Python, REST APIs, and cloud data. Utah Valley University.

Computer Science, Utah Valley University

Full-Stack Software Engineering

TypeScript · Python · Java · C#

React · Angular · HTML5 · CSS3

REST APIs · OAuth · FastAPI · Postman

PostgreSQL · NoSQL · AWS · Git

Full-Stack Engineer, UAMPS



Team

The Founding Team



Greg Dagnan

Founding Engineer

Enterprise software engineer bringing HCM platform experience straight from the industry Ascenta HR is built to lead. Currently a Senior Software Engineer at UKG (Ultimate Kronos Group) — one of the world's largest HR, payroll, and workforce-management platforms — following engineering roles at Sage and Landis+Gyr. Builds production systems in enterprise Java and C# with SQL Server and Oracle database design.

Senior Software Engineer, UKG

Ex-Sage · Landis+Gyr

Enterprise Java · C#

SQL Server · Oracle · DB Design

B.S. IT — Software Engineering

Magna Cum Laude · Georgia Gwinnett

Fluent Portuguese · Proficient Spanish



Chloe Tam

Founding Engineer

Zero-to-one product engineer who has stood up new products three times — twice as a solo founder, once inside government. Founder of Felt, a self-guided EMDR platform built on sensitive-data architecture — end-to-end encryption at rest and in transit, session versioning, and identity management — the exact discipline Ascenta HR needs around employee data. Earlier founded Utah County's first UX function, leading a \$3.3M modernization that won two 2024 NACo Achievement Awards. Full-stack across JavaScript, Python, React, Next.js, and Flutter, with a decade in design.

Founder & Product Engineer, Felt

Ex-Domo · Utah County (UX Lead)

Full-Stack · JS · Python · React · Next.js

Flutter · Supabase · AWS · Elasticsearch

Sensitive-Data Architecture · E2E Encryption

2x NACo Awards · Design Systems · UX

B.S. Software Engineering, UVU



Adler Orteney

Founding Engineer

Full-stack engineer with eight-plus years building secure systems inside large regulated fintechs and banks — Mercado Livre, Bradesco, Santander, and Fastcash. Brings the security and compliance depth an HR platform demands: mTLS/FAPI-secured interbank APIs, MSAL authentication, and Azure AD profile-based access control. Breadth across Node.js, Java, Go, TypeScript, React, and Angular on both AWS and Azure, now focused on AI tooling and agentic workflows.

Fullstack Engineer · Fintech & Banking

Ex-Mercado Livre · Bradesco · Santander

Node.js · Java · Go · TypeScript

React · Angular · Spring Boot

AWS · Azure · Docker · Kubernetes

mTLS/FAPI · MSAL · Azure AD Security

Golang Expert · Assoc. SW Dev, BYU-Idaho



Holly Welch

CRO

Revenue leader who builds go-to-market engines from zero rather than inheriting them. 30+ years driving predictable, scalable growth across SaaS, healthcare, financial, and professional services — most recently as founder and fractional CRO/CMO of Holly Welch Marketing, where she tripled a retail client's sales in 30 days and drove three straight years of double-digit growth for a regional firm. Owns the full engine: GTM strategy, enterprise deal structuring, and the CRM and revenue operations that make growth repeatable.

Founder & Fractional CRO/CMO

30+ Yrs Revenue & GTM Leadership

SaaS · Healthcare · Financial Services

Enterprise & Consultative Sales

CRM & Revenue Operations

Deal Structuring · P&L · Partnerships

BBA Marketing, University of Utah

* The Problem

Employees Disengaged. Managers Unprepared. HR Drowning.

Employee

Disengaged. Only 31% feel engaged, leaving ~69% unsure of their role or why their work matters.

GARTNER · 2023

Manager

Promoted for the work, but never trained to lead — 85% of managers were never trained for the role.

RISELY · 2024

HR

The average SMB runs 15 HR modules, yet fewer than half are well integrated. HR spends its time connecting software instead of guiding people.

SAPIENT INSIGHTS · 2024

Our market is small and medium-sized businesses, where a workforce disconnected from its purpose, its leaders, and itself costs the most.

Culture-driven turnover has cost U.S. employers **\$223 billion over five years** (SHRM). The price of a workforce that never felt connected.

* The Solution

One system. Ten employee lifecycle areas. Three foundational tools.



Culture as a daily, measurable practice.

Each workout: **Teach** → **Apply** → **Quiz** → **Reflect** → **Track**. Mastery and streaks roll up into HR-visible insights. **The capability no competitor can match.**

TODAY'S WORKOUT
Employee Track · 5 to 7 min

🔥 12 day streak

BW Brandon ▾

SELF LEADERSHIP

Turn feedback into a plan, not a defense

TEACHAPPLYQUIZREFLECTTRACK

PRINCIPLE

When you separate the feedback from how it is delivered, even harsh feedback becomes information you can use.

THE SKILL YOU ARE TRAINING

Receiving a hard message without getting defensive

TEACH

Your first reaction to criticism is usually defense, and defense ends learning. The skill is getting curious before you get defensive: listen for the specific behavior rather than the tone, ask what good looks like in concrete terms, and leave with one change you own. Repeating the gap back in your own words confirms you heard it and turns a stinging moment into a plan.

Back

Step 1 of 5

Next

✦ Leadership Library

Leadership Library

Guidance for the moment in front of you, filtered through your culture.

KS

Katie Smith

Director of Respiratory Therapy

SELECT SITUATION

Performance Gap



Frame the conversation

Your framing becomes the lens, woven into the guidance and prompts.

What specifically is this about?

Toggle the behaviors in play



Missed deadlines / handoffs



Quality below standard



Did not follow agreed process



Communication / responsiveness

Intent: why are you having this conversation?

Pick one

Develop

Correct

Recognize

Clarify

Align

Support

Transition

Investigate

Impact: what should they walk away with?

Pick one or more

Clarity on expectations

Confidence in their path

Awareness of a gap

Motivation to continue

Understanding of a decision

Commitment to a plan

Sense of being seen and valued

Readiness for what's next



Filtered through your mission, vision & values before it reaches you.



Relevant guidance



Filtered through MVV

A performance gap is information, not a verdict. Name the specific behavior, agree on what good looks like, and leave with one owned next step.

TALKING WITH YOUR EMPLOYEE

Open from belief in your employee, name the gap with one concrete example, and agree together on what closed looks like and the step they own.

CONVERSATION PROMPTS

What you might say to your employee



Open with belief

"I want you on a strong path here, and that is exactly why I want to talk about this openly."



Name the gap plainly

"On three charts this week the post-treatment SpO2 was missing. That is the specific gap I want us to close together."



Agree the next step

"What is one change you can own this week, and what do you need from me to make it stick?"

✦ Competition

Everyone Has Tools. Only Ascenta HR Has a Compass.

Some have culture, some have recognition, and some have survey tools, but none of these tools provides a continuous stream of leadership guidance built from the company strategy, mission, vision, and values.

Paylocity

- Culture-adjacent tools: Community social feed, Recognition & Rewards, Employee Voice sentiment surveys.
- Builds culture signal upward to leadership, but pushes no coaching stream down to managers.
- Culture infrastructure, not manager development cadence.

FALLS SHORT • Module-sync friction and manual workarounds; pricing hidden behind sales calls.

Rippling

- Structured templates for managers' performance conversations, scheduled on any cadence.
- Workflow scaffolding around review cycles.
- Not standalone leadership or culture insights.

FALLS SHORT • Opaque modular pricing; minimum seat counts and peak-headcount billing lock in contracts.

BambooHR

- 1:1 tools and eNPS pulse surveys.
- Data collection and meeting structure.
- No coaching content engine.

FALLS SHORT • Limited customization and reporting; ~30% price hikes after tier restructuring; support drops off after go-live.

Paychex

- Flex Engage: social dashboard, rewards, performance evaluation.
- Recognition-oriented, not leadership insight delivery.
- No customer evidence it works as a manager development tool.

FALLS SHORT • Slow, inconsistent support (24/7 cut to 8am–8pm in 2026); hidden fees widely reported.

Gusto

- Nothing in this category.

FALLS SHORT • Thins out past small business; 2.5★ on Trustpilot from unresolved payroll and tax-filing errors.

ADP

- StandOut delivers real coaching, but on one fixed framework (a strengths model), identical for every company.
- Scheduled cadence: weekly check-ins and periodic engagement pulses.
- Assessment-and-reflection based, with templated coaching tips.
- An engagement point solution, not anchored in your mission, vision, and values.

FALLS SHORT • Clunky UI stitched together through decades of acquisitions.

✦ Ascenta HR

A continuous stream of guidance built from your strategy, mission, vision, and values, delivered in the moment across all ten lifecycle areas.

Leadership Library

Managers grow into more capable leaders who give better feedback and clearer guidance in the moment.

Culture Gym

Daily role-based reps build real skills, turning growth into a habit instead of an annual event.

Strategy Studio

Every employee sees how they fit, how they add value, and how their role advances the company strategy, building the sense of contribution that increases stickiness and reduces turnover.

Ascenta HR delivers dynamic, in-the-moment culture through the Compass, not static tools and features taught on a fixed weekly schedule.

✦ Market Opportunity

A small share of a large, underserved market **builds a category leader.**



SERVICEABLE MARKET · SAM

100,000+ firms · \$2.7B+ ARR

US firms, 50–500 employees × \$27K ACV.

FIVE-YEAR MARK · SOM

500 customers · \$13.50M ARR

500 × \$27K ACV — still under 1% of the SAM.

A Market Built to Compound

A large, growing market, and a product that gets stickier every day a customer stays.

The longer a company stays, the richer the guidance gets, for the company and the employee. Turnover savings get them in the door; the accumulated analytics and business intelligence make leaving unthinkable. It's a relationship that builds on itself.

— Andrea Stone, Founder, Ascenta HR

Why Revenue Compounds

- ✦ **Retention pays for itself**
development-first platform lowers turnover, an ROI companies can measure
- ✦ **Accounts grow with headcount**
per-employee pricing means every hire raises contract value
- ✦ **Expansion, not new sales**
each lifecycle module deepens an existing account
- ✦ **A moat that deepens daily**
every scenario and goal completed builds a history competitors would rebuild from zero



• EARLY ADOPTER

Join the waitlist.

Be first to use the Guided HCM built around the Compass Advantage.

FOUNDING PILOT OFFER

Founding pilots join at **a discounted charter rate**, with structured success metrics and direct founder involvement.

- ✓ Limited number of early access spots
- ✓ Direct line to the founder during pilot
- ✓ Roadmap input that actually ships

NAME

Jordan Patel

WORK EMAIL *

you@company.com

COMPANY

Acme Care Group

COMPANY SIZE

Select...



WHAT IS YOUR BIGGEST HR FRUSTRATION RIGHT NOW?

One sentence is plenty.



Also send me a personalized walkthrough

The founder will reach out to schedule a 20-minute live demo on your data.

Join the waitlist →

FOUNDER-LED DISTRIBUTION, ALREADY IN MOTION

SHRM Network

A network of colleagues from SHRM, with active outreach to fellow members.

Domain Expert

The founder is a recognized HR domain expert. Credibility that opens doors.

LinkedIn Interest

Early interest from colleagues across her LinkedIn network.

* Traction

How I Acquire, Partner, Sell, and Build

Ideal Customer Profile

- Small to medium sized business, across any industry.
- Lean HR team.

How I Acquire Customers

Two acquisition engines, phased:

- Warm relationship-led acquisition through SHRM network contacts, LinkedIn contacts, and conference outreach.
- Inbound sales utilizing HubSpot methodology.

Strategic Channel Partners

- Fractional HR consultants, benefits brokers, CPA and accounting firms, and employment law firms.
- Business coaches, staffing firms, and Chambers of Commerce.
- Each already holds the trusted-advisor relationship with my ICP.
- Each gains a stronger advisory offering, more retained clients, or new sponsorship revenue by bringing Ascenta HR into their book of business.

Sales Process

- Flow: Demo → Discovery Follow-Up → Proposal → Objection Handling & Negotiation → Close → Onboarding Handoff.
- Discovery follow-up within one business day: a recap restates their pain points in their own language, tied to specific platform areas.
- Proposal priced on the \$15 PEPM structure, broken down by employee count, with an implementation timeline.

Self-Funded Validation, First

- Build the MVP: the three foundational tools (Leadership Library, Strategy Studio, Culture Gym).
- Market to Utah companies.
- Tests the assumption critics raise most: that companies will not pay for guidance and connection, only payroll and compliance.

“Once MVP validation is in hand, I build a compound startup, a term coined by Rippling's founder for a company that develops multiple deeply integrated products in parallel, not in sequence.”

— Andrea Stone

* Go To Market

Market The Culture Wedge, Convert To The Platform

A two-stage motion: market the culture wedge (Culture Gym and Leadership Library) to build a pipeline of companies, then convert that pipeline onto the full platform as it ships for recurring revenue.

Market - Culture wedge (\$200 / mo)

Market the culture wedge to **100 to 150 companies**: Culture Gym and Leadership Library at **\$200 / month**. Simple, low-cost adoption that establishes the pipeline.

Convert - Full platform (\$15 / emp / mo)

As the full HCM ships, **convert 100** of that pipeline. At **150 employees** per company and **\$15 / employee / month**, the first year becomes the recurring revenue base, then **+100 companies / year** after that.

Assumes 150 employees per company at \$15 / employee / month (\$27,000 ARR per company per year), from a 100-company base growing by 100 companies per year. The \$200 culture wedge adds \$240K to \$360K per year on its own while companies are on it.

MVP TIER

\$200 / company / mo

FULL PLATFORM

\$15 / employee / mo

LAUNCH COHORT

100 companies converted

CONVERSION PACE

+100 companies / yr

3-YEAR REVENUE PROJECTION

Metric	Year 1	Year 2	Year 3
Companies on full platform	100	200	300
Employees under management	15,000	30,000	45,000
Platform ARR (\$15 PEPM)	\$2.7M	\$5.4M	\$8.1M

Year 1 ~**\$2.7M** ARR, growing to ~**\$8.1M** by Year 3 · ~\$16.2M cumulative over three years

* Go To Market

Customer Acquisition Strategy

A repeatable, evidence backed path from first customer to scale, not a one time push.

Channels & Platforms

Reach through LinkedIn and our SHRM network, supported by a marketing website and email funnel into our HubSpot CRM that captures potential customers and nurtures every lead.

Content, SEO & Social

Today we push content through LinkedIn and our SHRM network and colleagues. Next, we bring on a social media specialist to amplify that content across platforms and an SEO lead to drive visitors to our marketing page.

Cost-Effective Acquisition

Founder-led and SHRM-referral driven; CAC payback held at eight to twelve months, no broad paid spend.

Partners I Leverage

Benefits brokers, CPAs, business coaches, and fractional HR consultants. Our board of advisors, recognized leaders in HR and leadership development, promote Ascenta HR across their social channels, building our reputation as a leader in corporate culture, employee growth, and development.

Why This Is Repeatable: The HubSpot Funnel

Stage	What Happens	HubSpot Automation	Target
Visitor → Lead	Finds the Ascenta HR website via LinkedIn or my SHRM network, then downloads a resource	Forms and workflows capture and segment the contact by ICP fit	Turn cold traffic into a qualified contact
Lead → MQL	Engagement crosses a threshold: 3+ content pieces plus confirmed ICP fit	Lead scoring flags the contact automatically	Remove guesswork about who is ready
MQL → SQL	A discovery call confirms an active buying trigger	Meeting scheduler creates the deal record automatically	Every SQL has a confirmed reason to buy
SQL → Customer	Demo and close	Deal stages, sequences, and a live dashboard	Track close rate by cohort, repeatably

* Business Model

— WHAT A SMALL-TO-MEDIUM SIZE BUSINESS PAYS FOR HR TODAY

LAYER THE BUYER ASSEMBLES	PEPM
Core HRIS or HCM	\$12 to \$22
Engagement & performance	\$5 to \$12
Recognition & culture	\$2 to \$4
Learning & leadership	\$3 to \$8
Blended, four or more vendors	\$22 to \$46

Note that each customer represents a 150-employee company.

— UNIT ECONOMICS

\$27K

AVG ACV

80%

GROSS MARGIN

\$144K

LTV

8:1

LTV TO CAC

Cost to serve one more customer (COGS): ~\$1.35/employee/month = ~\$0.60 AI inference (Claude, 90% cached) + ~\$0.75 hosting. Just ~9% of the \$15 price, and it scales with usage, not headcount. **Build cost:** \$600K, one time (this round). Full workforce cost in Financials.

— ASCENTA HR, ALL IN

\$15 PEPM

One platform. All ten areas and all three tools. No add ons, no module gates, no integration tax.

About 44 percent less than the blended stack, on one contract instead of four.

✦ For Customers

The ROI Case For Ascenta HR

Why paying for guidance costs less than paying for turnover.

One Platform vs. A Stitched-Together Stack

HCM & Payroll	~\$10 PEPM
Engagement & Culture Platform	~\$8 PEPM
Leadership Coaching Platform	~\$15 PEPM
Recognition Platform	~\$3 PEPM
Stitched stack, per employee / month	~\$36 PEPM
Ascenta HR, everything included	\$15 PEPM

Roughly 58% lower than buying these separately — one login, one vendor, and no integration gaps between the tools your managers use every day.

The Real Return Is Retention

- For a 150-employee company with 20% annual turnover and a \$70,000 average salary, baseline turnover costs roughly \$1.05 million a year.
- A conservative 10% reduction, driven by stronger manager guidance and culture practice, saves about \$105,000 a year.
- That is nearly four times what the company spends on Ascenta HR for the entire year.
- Independent research backs the mechanism: engaged organizations see less turnover and higher profitability.
- Manager coaching investments return three to seven times their cost in published studies.

✦ Retention, ROI, and Stickiness.

Guidance anchored in a company's own mission, vision, and values becomes a daily habit employees actually use, and that daily stickiness is what drives measurable, compounding reductions in costly turnover.

✦ Culture that drives revenue.

Daily culture practice builds stronger leaders and more engaged teams, linking culture directly to productivity, retention, and revenue growth, not just morale.

At \$15 PEPM, Ascenta HR does not need to save you much to pay for itself many times over.

✦ Financials

Revenue and gross margin (cost of goods sold only)

COGS = ~\$1.35/employee/month: ~\$0.60 AI inference (Claude, ~90% of input cached at 90% off list) + ~\$0.75 hosting (~5% of revenue). ~9% of the \$15 price; scales with usage, not headcount.

YEAR	CUSTOMERS	ENDING ARR	RECOGNIZED REVENUE	GROSS MARGIN
Year 1	100	\$2.70M	\$1.35M	78%
Year 2	200	\$5.40M	\$4.05M	82%
Year 3	300	\$8.10M	\$6.75M	83%
Year 4	400	\$10.80M	\$9.45M	83%
Year 5	500	\$13.50M	\$12.15M	84%

Workforce cost through the ARR-per-employee lens, and the path to profitability

YEAR	IMPLIED HEADCOUNT	ARR / EMPLOYEE (THE LENS)	WORKFORCE COST, ALL IN	OPERATING RESULT	OPERATING MARGIN
Year 1	8	\$338K	\$640K	\$409K	30%
Year 2	14	\$386K	\$1.33M	\$2.00M	49%
Year 3	20	\$405K	\$2.10M	\$3.50M	52%
Year 4	27	\$400K	\$3.11M	\$4.77M	51%
Year 5	34	\$397K	\$4.25M	\$5.91M	49%

ARR per employee measures how much revenue each person supports. Typical SaaS is \$100K to \$150K; our Year 5 runs about \$397K because the AI absorbs work that would otherwise require hiring. It is the model’s most aggressive assumption, and we disclose it rather than hide it.

✦ Financial Methodology

The Math Behind the Numbers

Table 1 (revenue & gross margin)

Ending ARR= customers × 150 employees × \$15 × 12 → Y1: 100 × 150 × \$180 = \$2.70M

Recognized revenue= the midpoint of beginning and ending ARR, (start ARR + end ARR) ÷ 2 → Y1: (0 + 2,700) ÷ 2 = \$1.35M

Variable COGS = average seats × \$1.35 × 12, where average seats = recognized revenue ÷ \$180.

YEAR	AVG SEATS	VARIABLE COGS	SUPPORT STAFF IN COGS	TOTAL COGS	GM
Y1	7,500	\$121K	~2 (~\$180K)	~\$302K	(1,350-302)/1,350 = 78%
Y5	67,500	\$1,094K	~10 (~\$900K)	~\$1,994K	(12,150-1,994)/12,150 = 84%

Table 2 (workforce & profitability)

Implied headcount (8 → 14 → 20 → 27 → 34) is the non-support team: founders, engineering, sales/marketing.

Workforce cost, all-in= headcount × fully-loaded cost per person (salary + benefits + payroll taxes + tools) → Y1: \$640K ÷ 8 = ~\$80K/person — still lean, below market

ARR per employee= ending ARR ÷ implied headcount → Y1: 2,700 ÷ 8 = \$338K

Operating result= gross profit – workforce cost (using the unrounded gross margins) → Y1: \$1,049K – \$640K = \$409K

Operating margin= operating result ÷ recognized revenue → Y1: 409/1,350 = 30%

YEAR	HEADCOUNT	COST / PERSON	WORKFORCE COST	GROSS PROFIT	OPERATING RESULT	OP MARGIN
Y1	8	~\$80K	\$640K	\$1.05M	\$409K	30%
Y5	34	~\$125K	\$4.25M	~\$10.16M	\$5.91M	49%

✦ Funding

Raising \$600,000 to build the founding team.

STAGE

Pre-seed

RAISED TO DATE

Founder-funded, built on equity

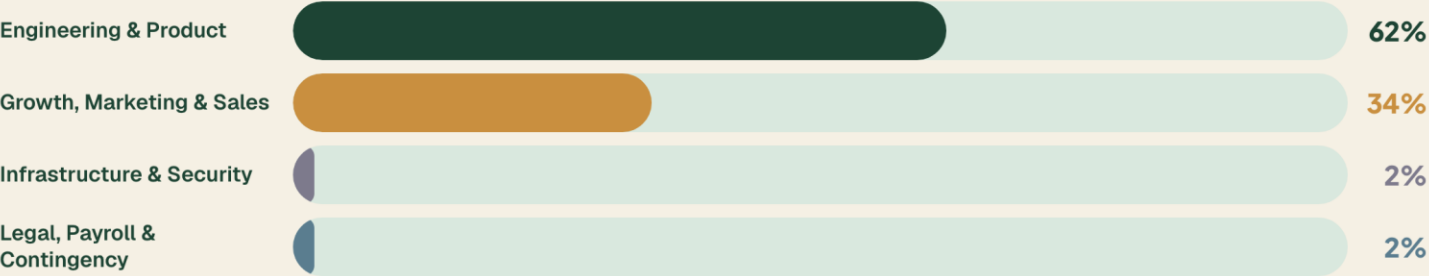
RUNWAY

~7 months to first paying client

MILESTONE

150 paying customers on Ascenta Culture by Spring 2027

USE OF FUNDS



What This Investment Accomplishes

Self-Funded Validation

- Build the MVP: Leadership Library and Culture Gym
- Market to companies to build the Ascenta Culture brand into a pipeline for Ascenta HR
- Test whether companies will pay for guidance, not just payroll and compliance

Funded Compound Build, This Raise

- \$600,000 funds the compound build
- All ten lifecycle areas developed simultaneously
- One unified platform on a single shared employee record

Spring 2027, Platform Ready

- A working, full Ascenta HR platform
- Ready to go live with current customers in the Ascenta Culture pipeline.
- Ready to go live with new customers; goal of 100 customers by EOY.
- This raise is what funds the full platform build, from designed to shipped

Payroll · Sep 2026 – Jun 2027

Category	Item	Cost
Payroll	Tech Co-Founder	\$125,000
Payroll	Chief Marketing Officer	\$125,000
Payroll	Founding Engineer 1	\$83,333
Payroll	Founding Engineer 2	\$83,333
Payroll	Founding Engineer 3	\$83,333
Payroll	Marketing / Sales	\$75,000
Payroll subtotal · Sep–Jun (10 mo)		\$575,000

Operating Expenses

Category	Item	Cost
Legal & Payroll	SaaS legal (ToS, Privacy, MSA) + payroll processing	\$5,000
Infrastructure & Security	Cloud hosting, security tooling, domain & CI/CD	\$12,000
Growth, Partnerships & Sales	Organic content & warm SHRM-channel outreach	\$3,000
Contingency	Buffer for unplanned costs	\$5,000
Business Expenses Subtotal		\$25,000

Payroll + Operating Expenses Subtotal	\$600,000
Total Expenses	\$600,000

✦ Summary

Ascenta HR is The Compass for Guided Human Capital Management (HCM).

✦ **Built to Guide, Not Just Record**

- Most HR platforms are built to record transactions. Ascenta HR is built to guide people — it is The Compass.
- The future of HCM is not just about managing people. It is about guiding them.

✦ **The Guidance Layer the Market Forgot**

- Fills the gap the HR technology market forgot to build.
- Transforms HCM from a passive system of record into an active system of leadership, coaching, compliance, and workforce development.

✦ **Expertise Meets Intelligence**

- Human Led expertise and AI Guided intelligence, supporting leaders and employees through every stage of the employment lifecycle.
- Guidance to make better people decisions, develop stronger leaders, and improve the employee experience.

✦ **The Result**

- A stronger organizational culture and more engaged employees.
- Better leadership decisions and higher productivity.
- Stronger retention and greater profitability.

ASCENTA HR

The Compass for Guided Human Capital Management.

Human Led. AI Guided. Culture Driven. Results Focused.