Trainual

7525 E Camelback Rd, Ste 106, Scottsdale, AZ 85251
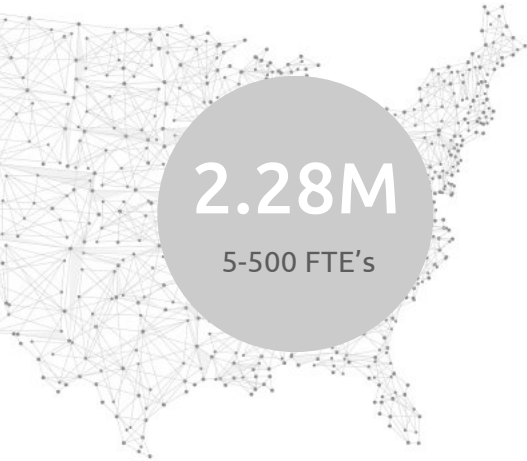(480) 463-4515 • chris@trainual.com • https://trainual.com

Company Overview

Trainual is an online platform for growing businesses to document and train internal policies and step-by-step procedures, test knowledge, track progress, and keep everyone up to date on best practices.

2.28M
5-500 FTE's

Market & Positioning

We focus on organizations with 5-500 FTE's, of which there are 2.28M in the U.S. alone. Companies use Trainual when they graduate from free word processing solutions or paper manuals, and need the accountability and accessibility of an online training tool, without the cost of an enterprise LMS.

Enterprise Training Systems

Intranets & PM Systems

Trainual

Online Documents (i.e. Google Docs)

Paper Manuals

Traction since launch in January 2018…

8,000+ users in **50+** countries have documented **33,000+** processes using Trainual.

Funnel Metrics & Unit Economics

$48	$157	72%	$218	$97	3 mo	$2k+
Cost/Lead	Cost/Trial	Trial Conversion	Cost/Customer	Avg Rev/Mo	Payback Period	Lifetime Value

Management Team

Chris Ronzio (CEO) & Jonathan Ronzio (CMO) have experience building 3 other businesses to over $30M in revenue, with a successful exit, and worked with 150+ SMB consulting clients.

Key Advisors

Clate Mask is CEO of Keap (formerly InfusionSoft), a SMB SaaS application with over $140M in funding. Michael E. Gerber is author of the E-Myth. Dan Martell has 3 VC backed exits, including entrepreneur network, Clarity.fm. Scott Fritz grew a $170M PEO to 30 locations, and is now CEO of YEC Global.
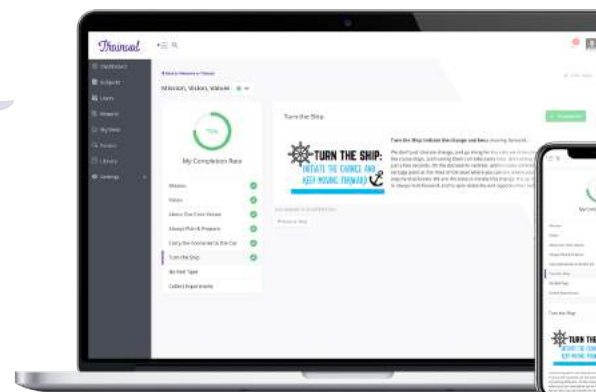
Helpful Links

Feature Video Tour: https://trainual.com/feature-videos

Free Trial: https://www.trainualapp.com/trial

Partner Program: https://trainual.com/partner-info

Learn more at www.trainual.com