



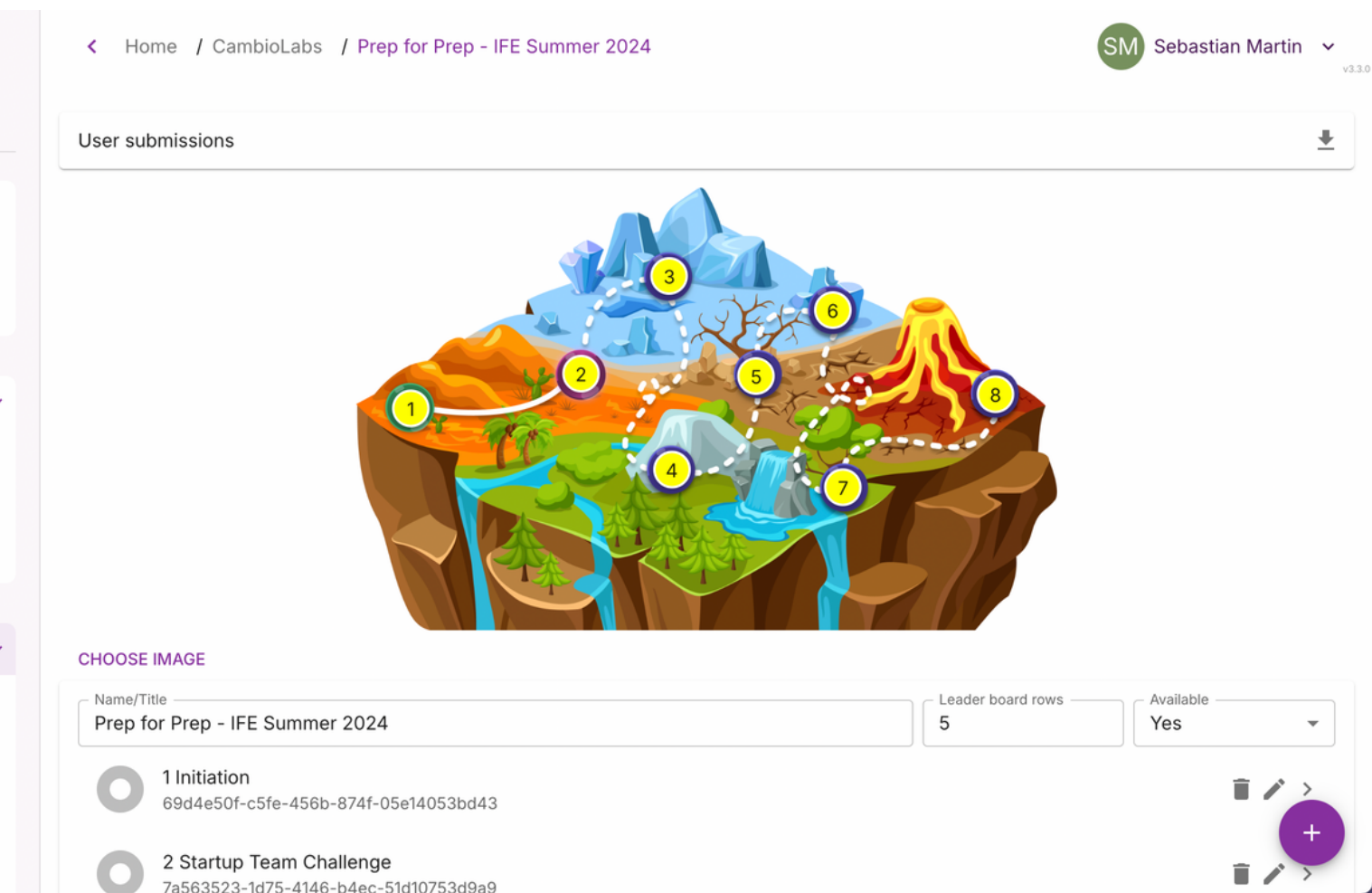
## Organizational Introduction & Fundraising Deck

2025

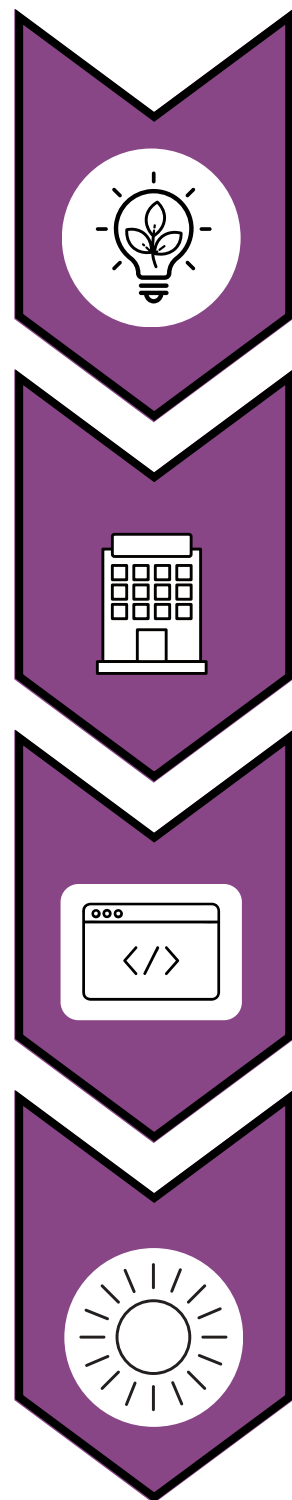




Cambio Labs economically empowers low income youth, social entrepreneurs, and workers through educational courses and learning technology. We created the Journey platform to deliver & scale our courses, and to enable other course creators to deliver and scale theirs.



# OUR PROGRAMS



## **Social Entrepreneurship Incubator**

Social & environmental business incubator for the next generation of entrepreneurs

## **Startup NYCHA**

Business accelerator program for entrepreneur residents of public housing

## **Cambio Coding & AI**

Learn professional coding languages and AI tools for 21<sup>st</sup> century startups & jobs

## **Cambio Solar**

Workforce training for the next generation of clean energy workers & entrepreneurs

# OUR PROGRESS

- **68%** Average Y.o.Y income growth, from <\$3K in 2021 to > \$400K in 2024
- **70%** earned income strategy
- Strong **software development** & growing **Platform as a Product** track record

# OUR IMPACT

**30+** cohorts delivered

**620+** learners reached

**80+** ventures Launched

**20+** instructors trained

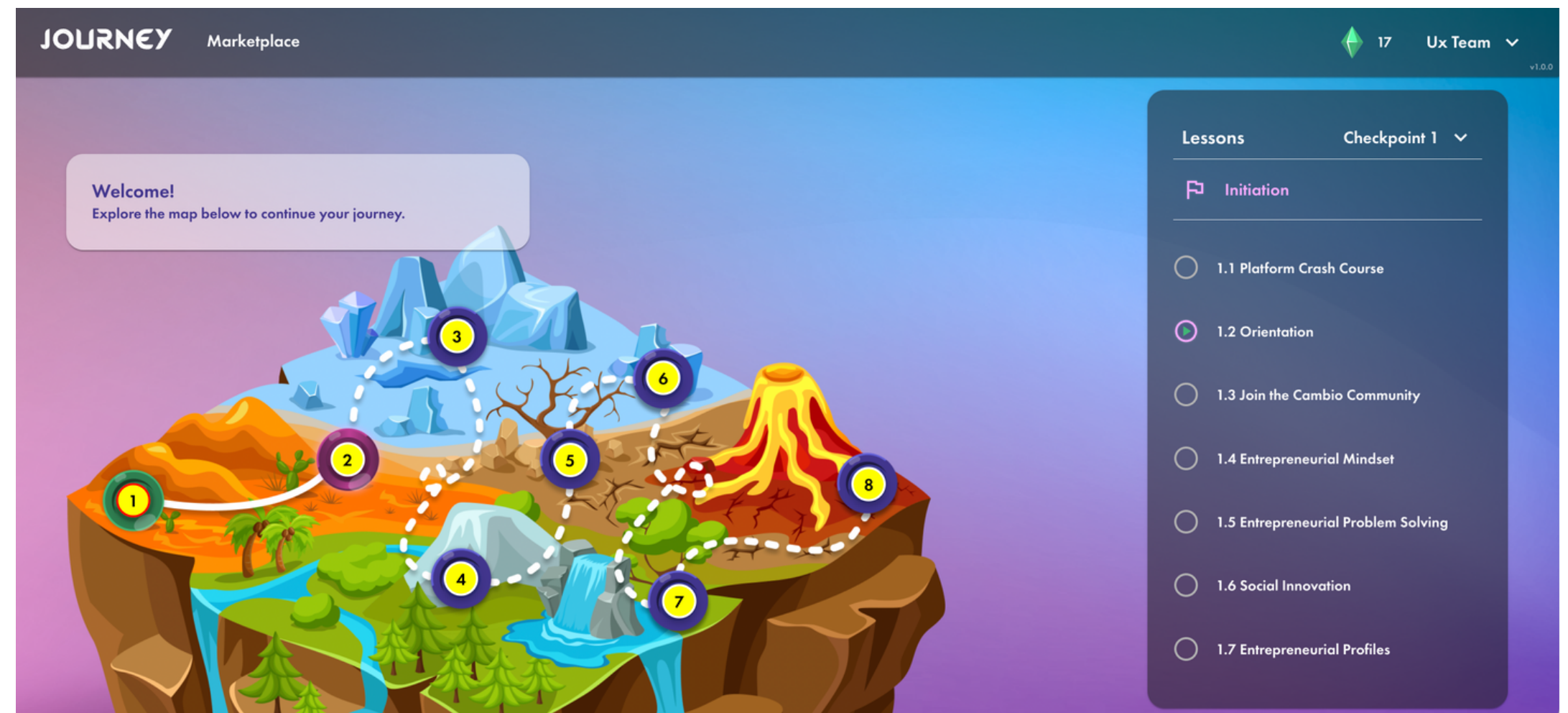
**\$220K** awarded in stipends or grants

# JOURNEY

Our proprietary platform used to deliver all of our educational programs and impact

## Our Gamified Platform

- Multi-media lessons
- Videos & Prompts
- Project-based challenges
- Teacher tools for facilitation and assessment
- Gamified rewards
- Skills trackers & dashboards



[journeyplatform.org](https://journeyplatform.org)

# SCALING THROUGH JOURNEY

To expand our reach from hundreds to thousands of learners impacted by our courses, we plan to invest in the following areas of Journey platform development:

- **Journey for Course Creators:** enabling educators and community leaders worldwide to leverage Journey as a customizable Learning Management System (LMS) to run trainings, accelerators, courses, and educational events
- **Data Mastery:** leveraging surveys and submission statistics to offer personalized skills tracking, badging, customizable dashboards & reports, and industry recognized certifications
- **Generative AI applications:** unlocking automated assessment, assisted lesson planning, personalized coaching and teaching, and self-paced learning at scale to reach mass market learners



FUNDING REQUIREMENTS  
& IMPACT PROJECTIONS

Total 3 Year Investment: \$6,298,081. [\(View Full Budget\)](#)



Operating  
Budget

● Expenses ● Revenue ● Loss/Profit

Year 1

3,000,000

2,000,000

1,000,000

0

-1,000,000

-2,000,000

Program Expenses & Platform  
Development Costs: \$1,742,600  
Earned Revenue: \$750,000  
Loss/Profit: -\$992,600

Year 2

Program Expenses & Platform  
Development Costs: \$2,248,125  
Earned Revenue: \$1,000,000  
Loss/Profit: -\$1,248,125

Year 3

Program Expenses & Platform  
Development Costs: \$2,307,356  
Earned Revenue: \$2,396,250  
Loss/Profit: +\$88,894

\$1.74 M

\$2.25 M

\$2.3 M

815  
learners  
reached

3,575  
learners  
reached

11,500  
learners  
reached

Platform as a  
Product  
growth

Journey  
Mobile App  
launched

Assisted  
Self-Paced Courses  
launched

Sparky AI  
launched

Ready for  
global scale

Year 1

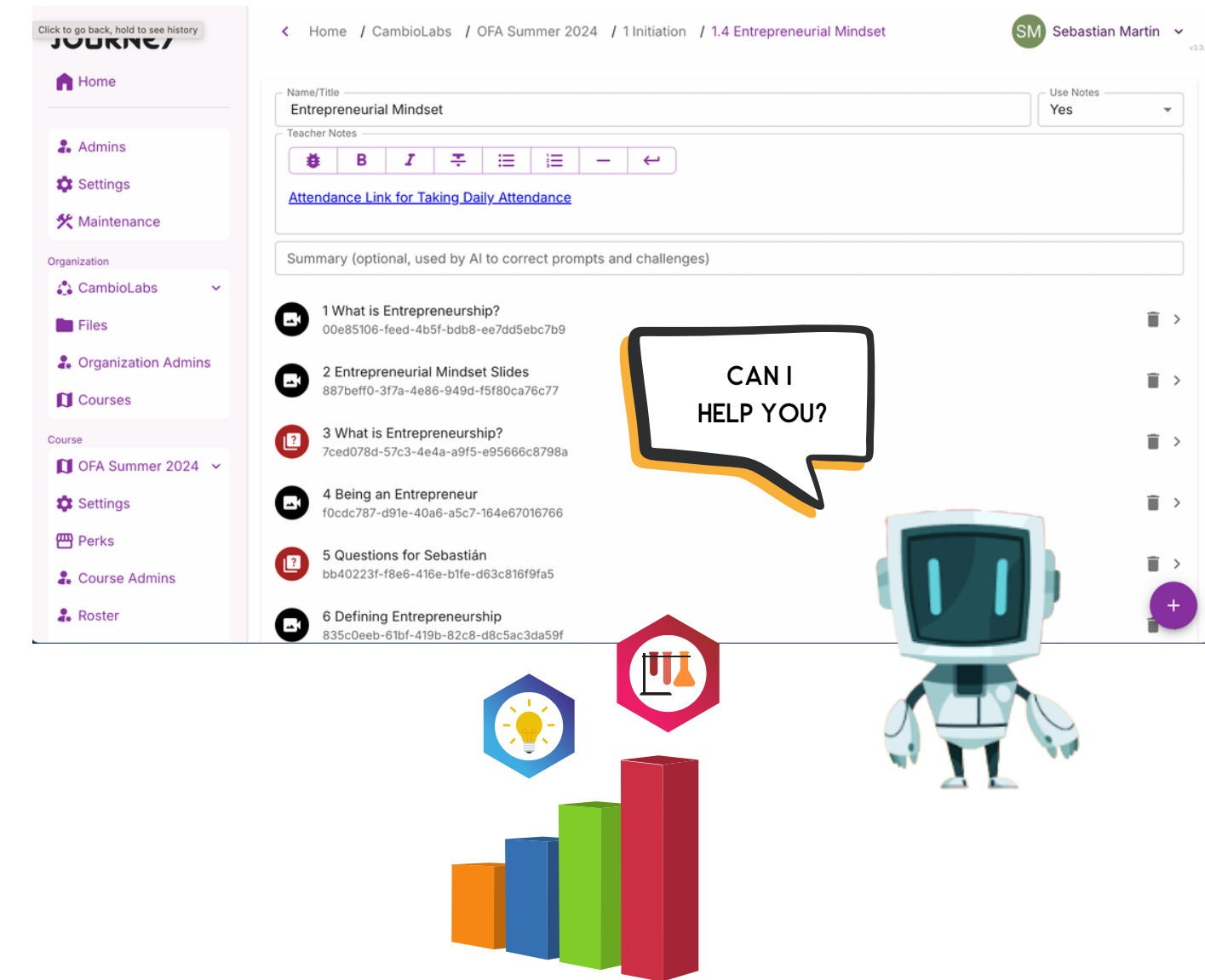
Year 2

Year 3

# CURRENT ASK: FUNDING

## AI Bot development - Project Sparky

- Self-paced and personalized learning experiences
- Scalable coaching & teaching support
- Immediate feedback & live coaching capacity
- Auto-grading & skills assessments
- AI assistance for instructors & program managers
- **Improved UX for course creators & educators**
  - Guidelines & tools for course creators
  - AI assistance and coaching in course content generation
  - AI assistance and coaching in lesson planning & prepping
- **Data management systems**
  - Real Time Skills Tracking / Badging / Certifications
  - Customizable dashboards & systems for tracking data & metrics for skills development, course completion, & impact
- Further **security & interoperability** with platform partners

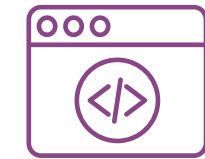
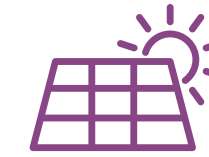


**\$435,000 in Tech  
Development Expenses**

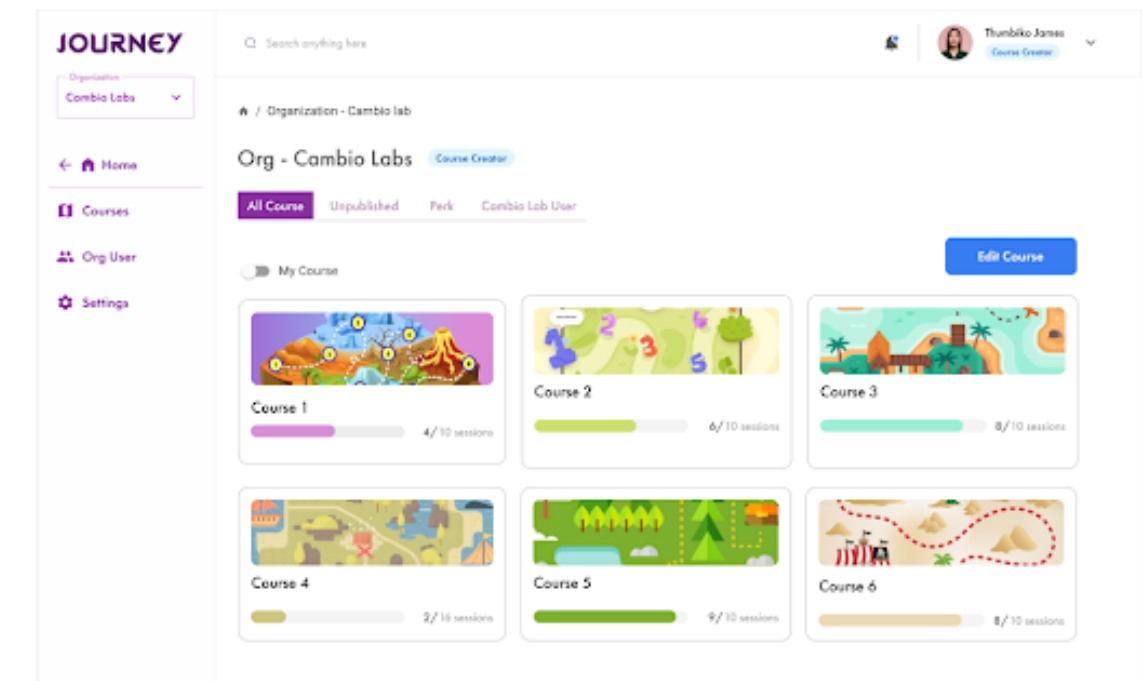
# CURRENT ASK: FUNDING

## Year 1 Program Development & Delivery Strategy:

Cambio Labs will provide the instruction and delivery of up to 5 select programs, for the sake of testing product development. Any additional cohorts in years 2 & 3 will be serviced through a Train the Trainer model (clients licensing platform & curriculum).



**\$552,100 in Program Expenses**



- **Year 1 Metrics for Cambio Courses delivered**
  - 1 Cambio Solar Pilot - 25 learners reached
  - 5 Startup NYCHA cohorts - 120 learners reached
  - 5 K12 Entrepreneurship & Coding - 120 learners reached
  - Train the Trainer curriculum developed for courses
- **Year 1 Platform as a Product (PaaP) Metrics**
  - Platform Partners - 10 Clients - 250 learners reaches
  - Larger Network Partners - 1 Client - 300 learners reached
  - Budget for marketing, sales, and customer service support

**\$164,000 in PaaP Growth Strategy**

# CURRENT ASK:

Year 1

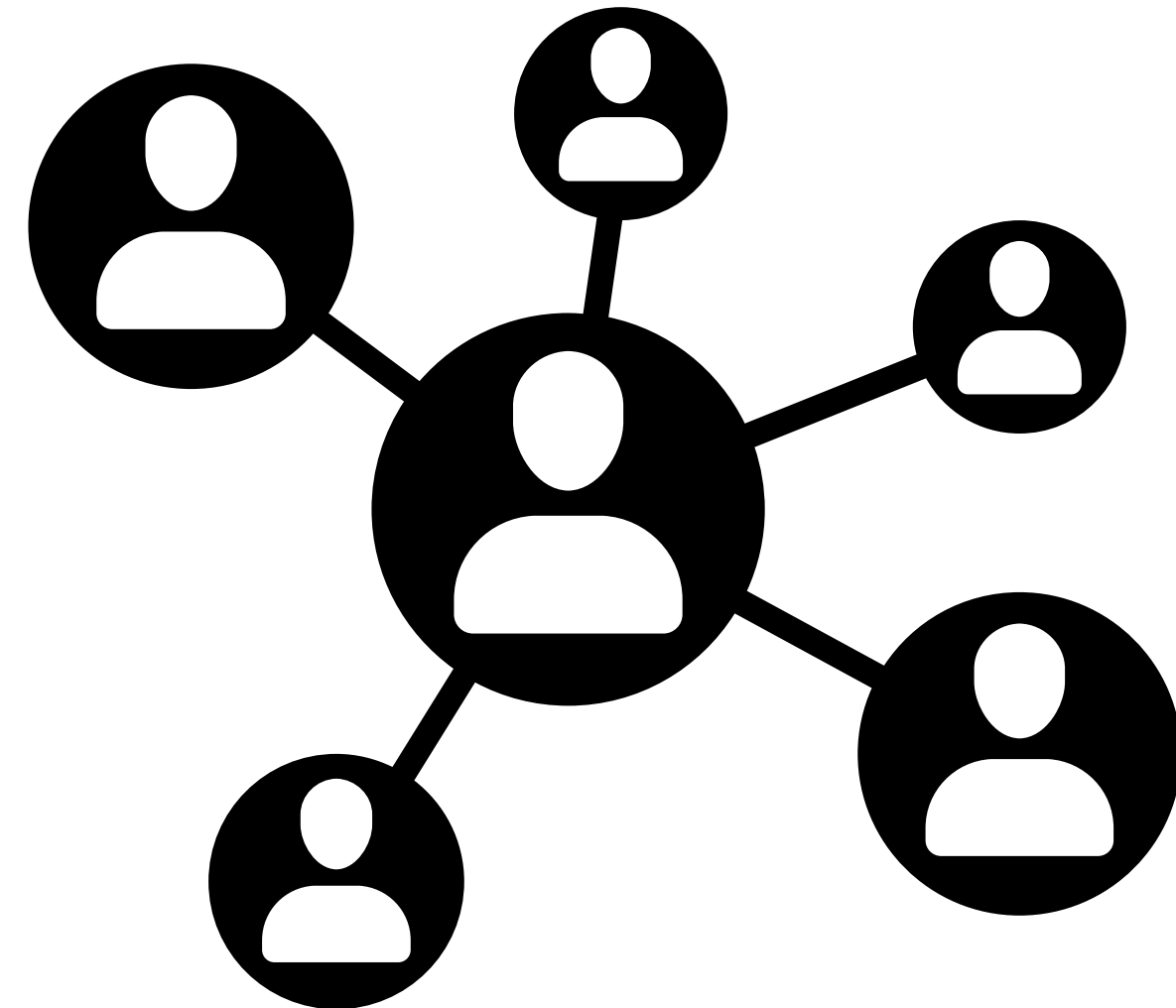
# FUNDING

## Core team expansion for growth:

- Development & Grant Writing Capabilities
- Product Management & Improvement
- Marketing & Business Development Expansion
- Data Management
- Cyber Security & Compliance Assistance
- Bookkeeping Assistance
- Legal & Contract Management Assistance
- Project Management Assistance
- Customer Service & Client Support

## Organizational infrastructure for growth:

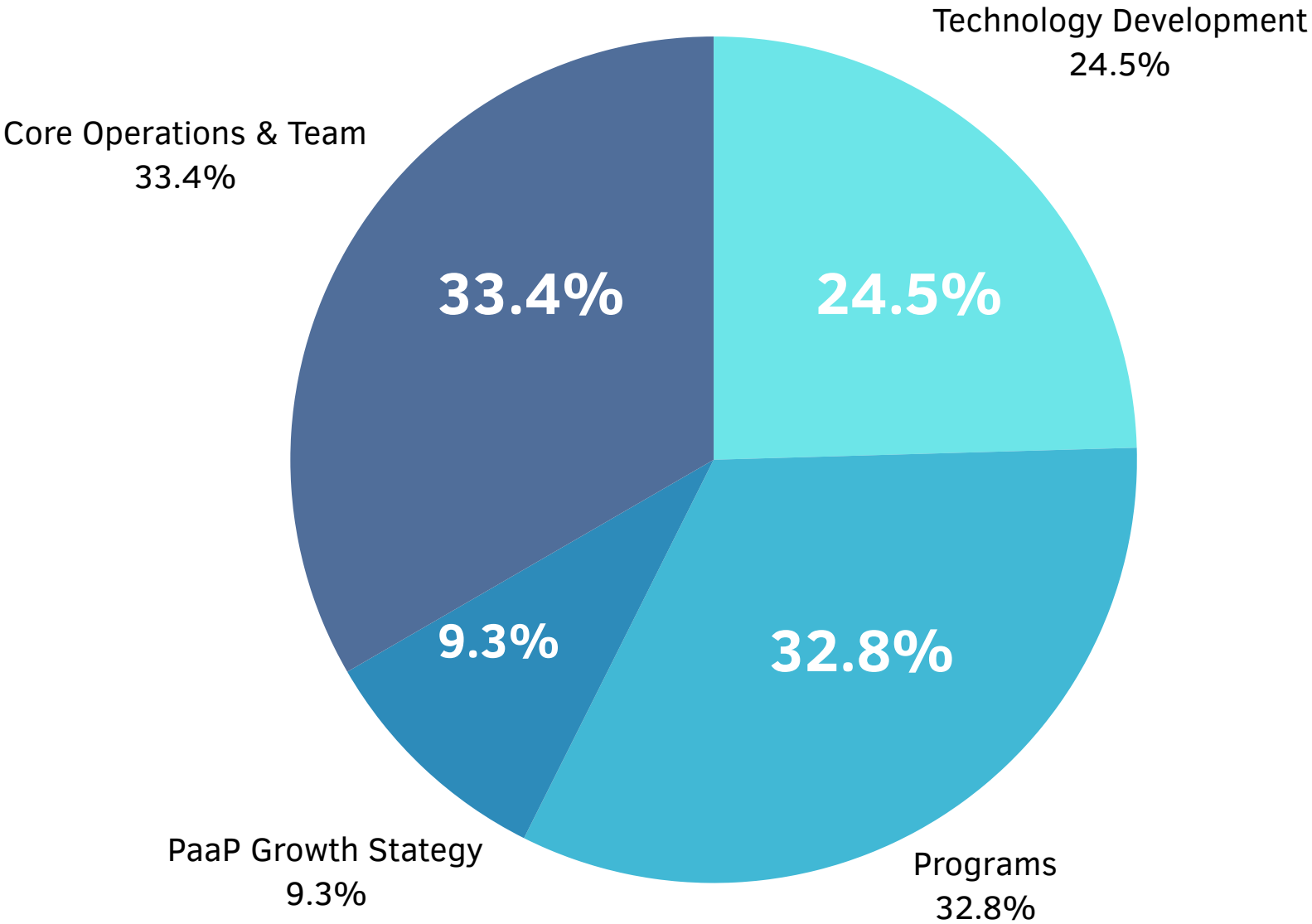
- Payroll & Benefits Management
- Co-working Budget
- Additional Operating Software



**\$591,500 in Core Team Expansion  
& Org Infrastructure**

# CURRENT ASK: Year 1 FUNDING

## Y1 Investment Breakdown:



Total Investment: \$1,742,300

## Year 1 Impact Milestones

815  
learners  
reached

11  
cohorts  
completed

11  
course creator  
(PaaP) clients

\$600K  
projected  
revenue

- **Milestones Achieved**
  - Journey Mobile Responsiveness
  - Launch Sparky AI
  - Data Mastery for Skills Tracking & Credentials
  - Platform as a product growth
  - Larger network platform client BD
  - Systems built for automated Course Creator & Instructor training
  - Startup NYCHA Expansion
  - Recalibration of K12 and youth programs
  - Cambio Solar pilot launch



# SUSTAINABILITY MODEL

## Earned Revenue Strategy

- Platform as a Product: Journey for Course Creators
  - Programs for startup, nonprofit & workforce development orgs (accelerators, WFD, nonprofits that need to track progress & impact)
  - Government Contracts & Public Infrastructure Strategies (contracts with EDCs, libraries, cities, public housing, innovation centers)
  - Run select programs to test and earn revenue
  - Potential for Curricular development & consulting revenue
- 
- **Philanthropic Strategy**
  - Corporate Philanthropy & Engagement (CRM)
  - Donor Profiles & Engagement (Board Growth & Activation)
  - Grants Acquisition Strategy (human + tech integration)

## BUSINESS MODELS

PROGRAM DELIVERY

JOURNEY PLATFORM

LICENSING

## TARGET CLIENTS

K12  
SCHOOLS

WFD  
ORGS

ACCELER  
-ATORS

GOV'T  
AGENCIES

Let's radically increase access to education through technology

**Thank you!**

Contact us

[sebastian@cambiolabs.org](mailto:sebastian@cambiolabs.org)